



AN EMPIRICAL STUDY OF THE FACTORS INFLUENCING CUSTOMERS' PURCHASE  
INTENTION OF DIGITAL CAMERA



By  
MR. Tattap SINJANAKHOM

A Master's Report Submitted in partial Fulfillment of Requirements  
for Master of Business Administration (INTERNATIONAL BUSINESS) INTERNATIONAL  
PROGRAM

International College Silpakorn University

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ปัจจัยที่มีผลต่อความตั้งใจซื้อกล้องถ่ายภาพดิจิทัลของผู้ซื้อ



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Field of Study (INTERNATIONAL BUSINESS) INTERNATIONAL PROGRAM  
Advisor Jantima Banjongprasert

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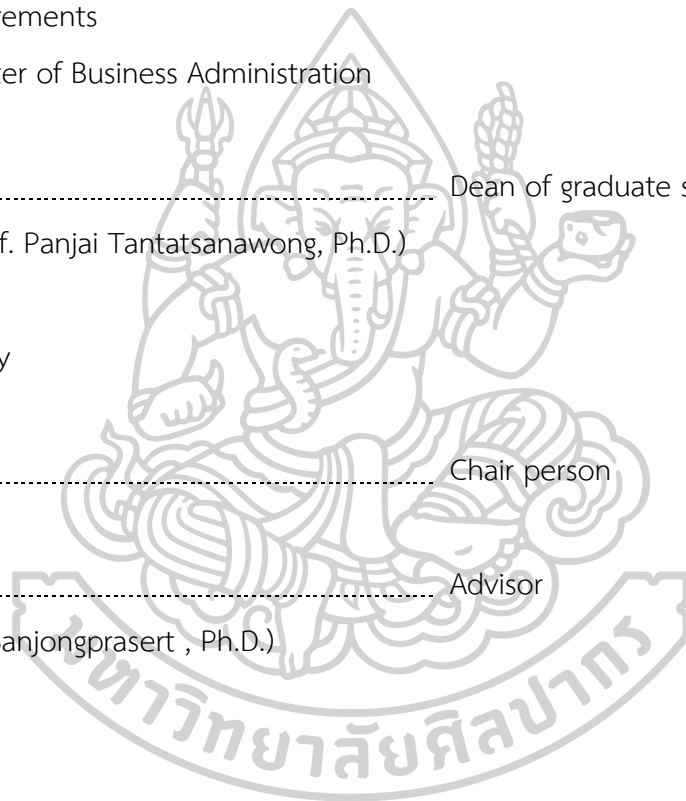
International College Silpakorn University in Partial Fulfillment of the  
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MR. Tattep SINJANAKHOM : AN EMPIRICAL STUDY OF THE FACTORS INFLUENCING CUSTOMERS' PURCHASE INTENTION OF DIGITAL CAMERA Thesis advisor : Jantima Banjongprasert, Ph.D.

The aim of this study is to explore marketing mix and characteristics of buyers influencing purchase intention of digital cameras. The study addresses its research objective through an empirical investigation adopting quantitative survey in digital camera sector. Data were collected using an online survey (280 respondents).

The results, analyzed through multiple regression analysis, demonstrate that four factors (place factor, personal factor, social factor, and psychological factor) have significant impact on customers' purchase intention, while product factor, price factor, and promotion factor do not have significant impact on customers' purchase intention. The research findings provide guidance to managers as to how customers' purchase intention is influenced by marketing mix and characteristics of buyers. The theoretical and managerial implications of this research are articulated.



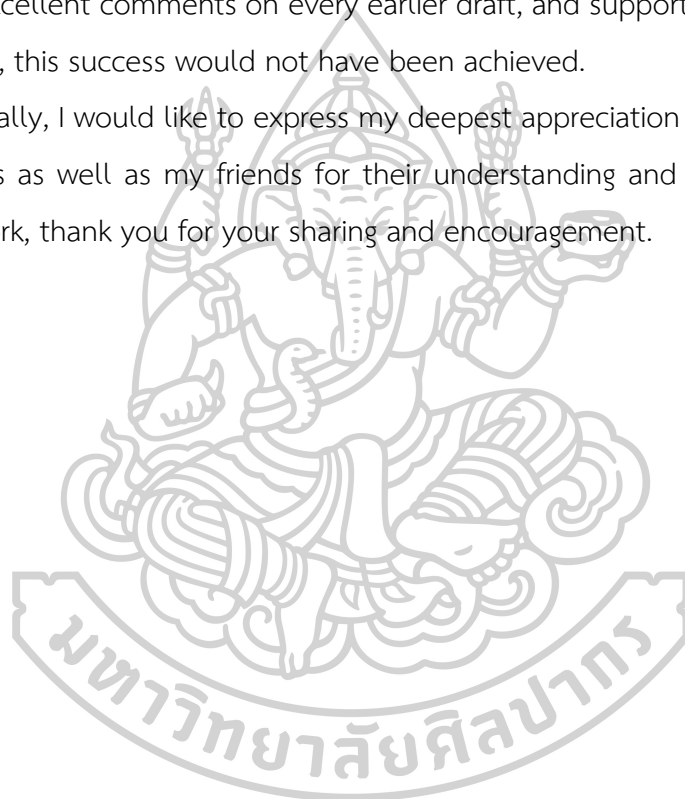
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## TABLE OF CONTENTS

	Page
ABSTRACT .....	D
ACKNOWLEDGEMENTS .....	E
TABLE OF CONTENTS .....	F
LIST OF TABLES .....	1
LIST OF FIGURES .....	3
CHAPTER 1.....	4
INTRODUCTION.....	4
Background of the study.....	4
Marketing mix, Characteristics of buyers, and Customers' purchase intention.....	5
Digital Camera .....	7
Objectives of the Study.....	8
Research Questions.....	8
Structure of the study .....	9
CHAPTER 2.....	10
LITERATURE REVIEW .....	10
Consumer Buying Behavior.....	10
Problem/need recognition.....	11
Information search.....	12
Evaluation of alternatives .....	13
Purchase decision.....	14
Post-purchase evaluation .....	15

Customers' purchase intention .....	15
Marketing mix .....	16
Product .....	17
Price.....	19
Place.....	21
Promotion .....	22
The characteristics of buyers .....	24
Personal factor .....	24
Social factor .....	26
Psychological factor .....	27
CHAPTER 3.....	30
RESEARCH MEDTHODOLOGY.....	30
Sample size.....	30
Data collection.....	31
Research Instrument and Questionnaire design.....	31
Data Analysis.....	35
Descriptive Statistics.....	35
Frequency Statistics .....	36
Reliability Test.....	36
Correlation Analysis.....	36
Regression Analysis.....	37
CHAPTER 4.....	38
DATA ANALYSIS.....	38
Demographic data .....	38



Descriptive Analysis of study variables .....	43
Reliability analysis.....	52
Correlation analysis.....	54
Multiple Regression Analysis .....	57
Hypothesis Testing.....	59
CHAPTER 5.....	63
DISCUSSION AND CONCLUSION .....	63
Discussion .....	64
Marketing Mix.....	64
Characteristics of buyers.....	65
Conclusion .....	67
Implications.....	68
Limitations.....	68
Recommendation.....	69
Appendix A.....	71
QUESTIONNAIRES.....	71
Appendix B.....	79
แบบสอบถามการวิจัย.....	79
Appendix C.....	86
SAMPLE DESCRIPTION .....	86
Appendix D.....	97
SPSS STATISTICS.....	97
REFERENCES .....	106
VITA.....	108

## LIST OF TABLES

	<b>Page</b>
Table 1: Origin of construct.....	32
Table 2: Descriptive Statistics of Product factor .....	44
Table 3: Descriptive Statistics of Price factor.....	45
Table 4: Descriptive Statistics of Place factor.....	46
Table 5: Descriptive Statistics of Promotion factor .....	47
Table 6: Descriptive Statistics of Personal factor.....	48
Table 7: Descriptive Statistics of Social factor.....	49
Table 8: Descriptive Statistics of Psychological factor.....	50
Table 9: Descriptive Statistics of Purchase Intention.....	51
Table 10: Cronbach's alpha.....	52
Table 11: Correlations between the independent variables and the dependent variable .....	55
Table 12: R-square value for a relationship between the independent variables and the dependent variable .....	57
Table 13: The Coefficients of the relationship between the independent variables and the dependent variable .....	58
Table 14: Results of the hypotheses.....	62
Table 15: Questionnaires Descriptions.....	86
Table 16: Descriptive Statistics .....	97
Table 17: Item-Total Statistics .....	100
Table 18: Correlations .....	104
Table 19: ANOVA.....	105

Table 20: Collinearity Diagnostics..... 105



## LIST OF FIGURES

	<b>Page</b>
Figure 1: A consumer's decision-making process (Riley 2012) .....	11
Figure 2: Theoretical Framework .....	29
Figure 3: Gender of respondents (Left) .....	39
Figure 4: Age of respondents (Right) .....	39
Figure 5: Marital Status (Left) .....	40
Figure 6: Education Level (Right) .....	40
Figure 7: Employment Status (Left) .....	40
Figure 8: Experience in using digital camera (Right) .....	40
Figure 9: Types of digital camera currently used (Left) .....	41
Figure 10: Number of digital camera owned (Right) .....	41
Figure 11: Brands of digital camera mainly used (Left) .....	41
Figure 12: The main purpose of the purchase of digital camera (Right) .....	41
Figure 13: Who has influence on purchase decision of buying digital camera? (Left) ..	42
Figure 14: The appropriate price of a digital camera to purchase (Right) .....	42
Figure 15: Where do you choose to buy digital camera? (Left) .....	42
Figure 16: Types of payment methods (Right) .....	42

## CHAPTER 1

### INTRODUCTION

#### **Background of the study**

Customers' purchase intention represents how efficiently a company implements its strategies to satisfy market demands. In order to survive in highly competitive world of business, companies must maintain and in most cases sustain their customers' purchase intention for their products, which is a key success for modern manufacturers (Mirabi et al., 2015). This view is further supported by Alipour et al. (2012) that a relationship between corporate strategy and customers' purchase intention is very crucial as successful marketing strategies are dependent upon profound and genuine understandings of influential factors pertinent to purchase intention of consumers. In light of this, it is required of all companies to first identify elements affecting purchasing intention of their customers. To achieve this, they need a good grasp of preferences their customers have towards products and services (Karbala and Wandebori, 2012).

Kuyram (2013) states that the purchase intention of consumers is a complicated issue as there are various factors involving in purchase decision. In Thailand, as well as in many other countries, customers' purchase intention is massively influenced by marketing mix, as well as their characteristics; and thus their ways of thinking have changed consistently, through emotions, needs, wants and demands, in line with these factors. These are reasons for which modern manufacturers, digital cameras in this case, have invested understanding of how consumers respond to the factors affecting purchase intention especially marketing factors. Moreover, customers' characteristics are considered as critical factors for understanding customers' purchase intention. Therefore, this study endeavors to investigate marketing mix, customers' characteristic, and customers' purchase intention.

### **Marketing mix, Characteristics of buyers, and Customers' purchase intention**

Marketing mix is a process of designing and implementing various marketing elements in such a way that ensures achievement of overall corporate goals. It is a combination of strategies and activities a company utilizes to remain competitive, and meets its marketing goals in a target market. Alipour et al. (2012) sees marketing mix as a set of controllable, tactical marketing tools a company elaborately blend to elicit needs in the target consumers. The most common definition of marketing mix is to offer a proper product at a reasonable price in a proper place and time. According to a number of studies, marketing mix continues to be the coordination concept other marketing aspects are organized around. It consists of activities a company is required carry out to influence demand and purchase intention for a given product (Kanjawattana, 2014). Appropriate application of marketing mix can contribute to more effective allocation of resources to a certain market, thus efficiently fulfilling needs of target consumers. It involves planning activities that help increase business value through outcomes, such as an increase in sales and profit margins, improved quality, and minimum risk, to accomplish organizational goals. The impact of marketing mix will be at its best when proper balance is assigned to each element, so that a combined effect leads to the optimal results. Tolušić et al. (2002) concluded that companies will, by no means, successfully sell products without necessary specific skills and knowledge of marketing mix, fundamental factors of a successful and profitable sale of products. In other words, there is no market economy without marketing; and marketing goals cannot be reached without marketing mix.

Marketing mix, by its practices, always attaches significance to consumers because in the world of business, it is at the heart of all companies. Marketing mix elements are used to incorporate into an overall company's strategies, to ensure success of corporate goals. Such elements help companies to overcome a wide range of obstacles in a market, through producing influence on purchasing intention of consumers. Furthermore, the ultimate aim of marketing mix is to reach consumers at a moment in which all factors, when combined, have the most impact on purchase intention.

Apart from marketing mix, consumer purchase intention itself is also influenced by characteristics of buyers, including personal, social, and psychological factors. These characteristics are those beyond control of companies, such as economic situations, subcultures and personal factors, i.e. the attitudes, and personality (Oancea, 2015). All businesses, both production and services sectors, must pay attention to these factors in order to be certain that their products or services evoke purchase intention of consumers. They, thus, need to analyze how these stimuli transform into responses inside the customers' purchase intention (Sandu, 2014). As Kim and Hyun (2011) suggests, companies must, by their nature of business, determine which factors can most influence their customers' purchase intention, which will, in turn, and triggers their purchase decision.

Purchase intention can be defined as a consumer's tendency to buy a product. According to Xie (2012), it can also be understood as the potentiality that a consumer intends to purchase a product. Purchase intention can, therefore, be used to predict tendencies towards actual buying behavior of consumers. As argued by Jaafar et al. (2012), purchase intention can hint at a purchasing process of consumers, and helps companies to better understand a market situation.

Current studies have reinforced this by indicating that purchase intentions indeed reflect what consumers would buy. Moreover, consumers with an intention to buy a certain product represent higher actual buying rates than those who are without one. This can be said that the higher purchase intention consumers have, the more likelihood they will make a purchase decision (Agyeman, 2014). Companies, in deed, cannot at once serve and satisfy all customers in the same fashion. With this respect, they have continued to invest tremendous efforts in consumer research in order to determine important factors that positively affect purchase intention prior to implementing marketing strategies, through deliberate marketing planning, that encourage consumers to buy their products (Mirabi et al., 2015). All businesses need to incorporate purchase intention, as an effective tool for predicting consumers' buying process, into their marketing planning. Mirabi et al. (2015) points out that a company with a profound insight into factors influencing customers' purchase intention can

strengthen long-term relationships with customers. As Linh (2014) point out; however, there are many factors which may prevent actual purchasing from taking place; thus, companies should, and must, pay more attention to customers' purchase intention to ensure appropriate marketing strategies for both existing and newly-launched products. Within this marketing framework, it would be in a company's best interests to first identify factors affecting purchase intention of its existing customers, as well as its prospects.

### **Digital Camera**

Digital camera has increasingly become one of the most popular segments of consumer electronic products, as people have used cameras more frequently than ever. They are now taking photographs for a wider range of purposes. Growing popularity in tourism and fashion photography, for example, has led to increasing demand for digital cameras. According to Esser (2014), the technological advancements have facilitated developments of digital cameras with upgraded features, touch screen technology, high definition images, and video quality, to name a few. Lodi (2016) argues that with the introduction of mirrorless cameras, we have experienced a dramatic increase in digital camera sales, which has, in turn, driven the overall growth of this market over the years. Mirrorless camera, frequently accompanied by a slim body design, is a combination of DSLR camera and compact camera. A product of this type offers interchangeability of lenses, and is user friendly in terms of simpler menus and controls. As a result of current explosion in this market, it is, of course, inevitable that competition among manufacturers has intensified. Hence, this study focuses on digital camera customers.

One widely accepted advantage of digital cameras over smartphones is higher image quality (Stirr, 2016). Other features of digital cameras, superior to those of smartphones, include a larger sensor to ensure a better image quality, a usually longer battery life, a more powerful flash, and their greater compatibility with a more variety of lenses with different focal lengths and resolutions. Esser (2014) demonstrated that a lifecycle of digital camera is much longer that of smartphone and laptop as it allows users to replace a lens as per their needs. These qualities play a crucial role in



impacting demands for interchangeable lens cameras over the coming years (Lodi, 2016). In Thailand, promotional campaigns have increasingly become a popular marketing strategy for working on purchase intention, through special discount offerings or special gifts. No matter how smartphones' camera are to be improved, to any extent, digital cameras still have their place for photographers who seek better quality and creative manual control (Esser, 2014).

### **Objectives of the Study**

At present, digital camera brands play an active role in influencing purchase decision of digital camera users; the brands themselves, as well as their pricing and promotion, can also create confusion among potential buyers.

The chief purposes of this study are to explore the impact of marketing mix factors on customers' purchase intention, and to investigate the impact of characteristics of buyers' factors on customers' purchase intention of digital camera.

### **Research Questions**

The aim of this study is to present the findings obtained from the analyses of the elements of marketing mix and characteristics of buyers. In order to achieve the objectives stated above, the following questions have been designed;

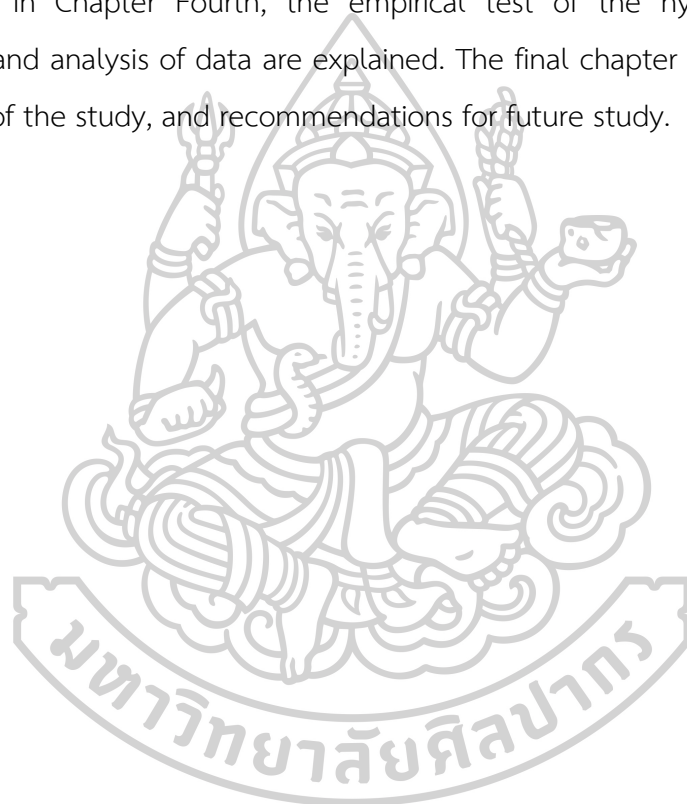
Research Question 1: Do marketing mix factors influence customers' purchase intention of digital cameras?

Research Question 2: Do characteristics of buyers' factors influence customers' purchase intention of digital cameras?

Given these purposes, the digital camera users are targeted as a population in this research.

### Structure of the study

This paper is organized as follows: Chapter One concerns with the background of the research, objectives of the study, and research questions. Chapter Two involves literature review which discusses the influencing factors of customers' purchase intention, and a development of a set of hypotheses from relevant models and the theoretical frameworks. Chapter Three will describe the research methodology employed for a survey. In this chapter, the processes of quantitative research are elaborated. In Chapter Fourth, the empirical test of the hypotheses, the data collection, and analysis of data are explained. The final chapter presents conclusion, limitations of the study, and recommendations for future study.



## CHAPTER 2

### LITERATURE REVIEW

This chapter concerns factors, divided into two groups: the marketing mix factors and the buyer's characteristics that influence consumer's purchase intention, and discusses theoretical concepts relevant to the study. After reviewing the relevant literature, the hypotheses developed are presented.

Marketing can be viewed as a process a company determines where its position is, how it differentiates itself from competitors, what its customer requirements are, and how it operates businesswise to satisfy those requirements (Alipour et al. 2012). According to Muniady et al., (2014), it involves planning all activities that stimulate customers' purchase intention, increase sales and profit margins, minimize risks, and establish profitable consumer relationship, which will, in turn, result in achievement of cooperate goals.

#### **Consumer Buying Behavior**

Consumer buying behavior is a process taking place prior to actual purchasing, and remains continuous afterwards (Furajji et al., 2012). According to Kuyram (2013), consumer behavior, especially at the decision making stage, is a very complex process since there are a large number of factors involved in the decision process. It is usually related to behaviors, perceptions and attitudes of consumers, all of which are a key to purchase decision. To put it simply, consumer behaviors can be translated into various activities, including what they buy, why they buy, how they buy, when they buy, from where they buy, and how often they buy.

Having a good grasp of consumer behaviors is critical for effective understanding of their purchase intention (Gilaninia et al., 2013). These behavior, however, cannot always be assessed because consumers always change their needs and wants which are influenced by trends, internal and external factors. As Kim and Hyun (2011) argued,

consumers always change their way of thinking through emotions, needs, wants and demands during the buying process. Also, preferences and needs of people are varied, according to environment the live in; and, thus, their purchase intention is dependent upon influencing factors surrounding such environment. By conducting research on consumer behaviors, companies can identify the factors which affect the consumer purchasing behavior, and realize effects of these factors on their purchase intention (Oancea, 2015). After analyzing patterns of consumer buying behavior, companies can gain insight into the whole purchasing process rather than just the purchase decision. This facilitates companies to better serve their customers' needs and wants, thus leading to consumer satisfaction and eventually consumer loyalty. The concept of purchasing decision process consists of five stages: need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation.

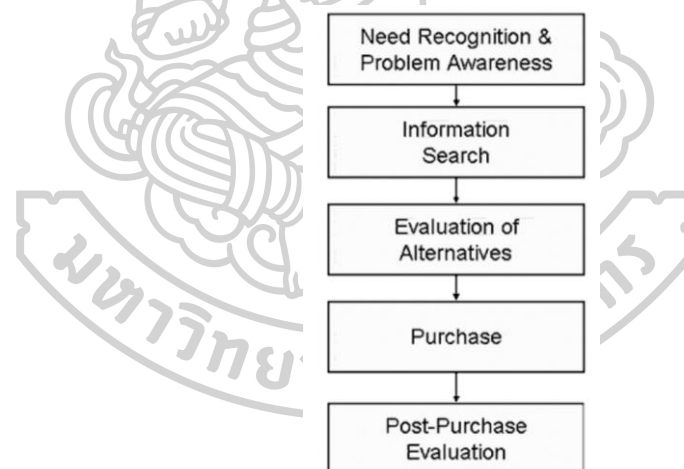


Figure 1: A consumer's decision-making process (Riley 2012)

### **Problem/need recognition**

At first stage of the buyer decision process, need recognition, consumers recognize a problem or need, and then respond to a marketing stimulus, caused by perceiving the difference between an ideal state and the current experience (Furajji et al., 2012). This stage is often viewed as the important stage in a customer's decision-

making process because without recognition of the need which might be influenced by internal stimuli (such as personal needs) or external stimuli (such as advertising) a purchase cannot take place. A recognition of a problem or need is contingent upon given situations and various circumstances (Oancea, 2015). Individuals might not be aware of their need for a specific product until they encounter an attractive product, advertising, or other stimuli.

According to Maslow theory, human being is always dissatisfied (Dudovskiy, 2013), and then the problem recognition becomes repetitive due to the unlimited needs of human. Human needs can be divided into two categories, psychological and physical needs. Psychological needs are the outcomes of emotions and feelings of consumers, while physical needs are usually the results of necessity (Lautiainen, 2015). Accordingly, businesses have exerted tremendous efforts to convince consumers to select or switch to their brands by trying to encourage purchase intention towards their products (Kanjanawattanawong, 2014).

### **Information search**

Information search is the second stage of the decision process in which consumers are motivated to search for more information to find out what they actually need. Individuals, however, have different searching process, which depends upon their knowledge about the product and their previous experience or feedback from others. Johnston (2016) points out that the usefulness and level of influence in each of these information's sources is varied by a difference of products and consumers. Consumers have to decide how much information they need for decision making, to identify and evaluate information sources that are related to the product. Rani (2014) suggests that the information search process can be divided into two parts, the internal search and external search. Internal search is a process in which consumers compare all alternatives against their own experiences and knowledge. This process is normally used with food and other consumer products where consumers often employ their own experiences and tastes to choose a product they need rather than ask someone for a piece of advice. An amount of time they spend during this step usually depends upon their past experiences and risk analysis on a given product (Dudovskiy, 2013).

External search involves a large purchase amount, such as electronic devices and home appliances, where individuals tend to acquire opinions and recommendations from their reference group before making a purchase decision. This point was extended by Luo (2009) that customers may also rely on other sources, such as personal sources (family, friends, or word of mouth), commercial sources (advertising, retailers, packaging), and public sources (newspapers, magazines, radio, television, Internet) to obtain information. Of all sources, personal source is always the most effective sources.

### **Evaluation of alternatives**

Alternative evaluation is the stage in which consumers evaluate alternative brands in the choice set by using information obtained (Kanjanawattanawong, 2014). At this stage, individuals may make a comparison among alternative brands, as well as products or services, based on product attributes can deliver benefits they desire. This stage can, thus, be viewed as the most crucial stage throughout the whole consumer decision-making process; various aspects of a product such as quality, brand and price are taken into consideration at this stage. A set of alternatives consumers include in their decision making is known as 'customers' evoked set', as Lautiainen (2015) termed it, which consists of products or brands that already existed in the consumer's memory, an important factor in a retail environment.

Luo (2009) argues that customer's attitudes and involvements are also the significant affecting factors in this process. When consumers feel more involved, they are more likely to be motivated to seek information about a particular product or brand while virtually ignoring others. On the other hand, if they feel less involved, they may make little or no evaluation on a product, and instead make their decision through a habitual decision process which is based on motivation and intuition. A level of involvement affects a pattern of consumer buying behaviors, either routine response behavior, limited decision making, or extended decision making (Furajji et al., 2012).

## Purchase decision

Purchase decision is the final stage of a purchasing process in which consumers make a decision on which brand to purchase. At this stage, consumers have performed an evaluation on alternatives, and are ready to proceed with an actual purchase of products or services (Johnston, 2016). Typically, a purchase decision is defined as a step at which consumers make a final decision to buy a product or a brand they most prefer. Ofir (2005) argues against this view that when consumers are actually making a purchase decision, they may sometimes not direct their attention to most preferred brand, but rather to those, in product class, they are more familiar with.

In some cases, the final purchase decision may be interrupted by some factors, such as negative feedback from others and a level of motivation to accept the feedback. Having gone through the previous three stages, for example, a customer then decided to buy a new mobile phone. Later, one of his close friend gives him negative feedback on his preferred product, he may, as a result, be bound to change his preference. Also, a decision at this stage may be disturbed unexpected situations. Kacen (2008) points to some circumstances that can affect a purchasing process, such as unavailability of certain products at particular moment. In such case, a purchase process is delayed, and some consumers may even consider an alternative.

A purchase decision is also heavily influenced by social, personal and psychological characteristics, such as the certain attitudes and beliefs towards the brand created by marketers. Wiedmann et al. (2007) and Lautiainen (2015) observes that sometimes consumers make a rapid judgment to simplify a purchase decision especially when limited problem solving occurs before making a decision. This kind of shortcut can result in a diversion, from universal thoughts like “higher price products means higher quality” or “buy the same brand as the last time” to specific thoughts, such as “buy the same brand their families used to buy”.

### **Post-purchase evaluation**

Post-purchase behavior is the last stage of buyers' decision-making process in which consumers take further action after their purchase, either based on their satisfaction or on their dissatisfaction. This stage reflects the consumer's purchasing experience. This stage, therefore, is very critical for companies to maintain their existing customers, as Lautiainen (2015) argues, because these customers often compare their current experience against the past ones to determine their satisfaction. Since a consumer decision-making process is a repetitive action, a positive experience can reduce uncertainties at a time when a decision to purchase the same product or service take place. Ofir (2005) clearly states that this stage can greatly affect a decision process for similar products from the same company. This is due to the fact that a high level of customer satisfaction can be translated into brand loyalty; and the Information search and valuation of alternative stages altogether are often fast-tracked or skipped in future purchase.

### **Customers' purchase intention**

One important process that takes place in decision-making is a purchase intention. Mirabi et al. (2015) defines purchase intention as a kind of decision making that focuses on the reason to buy a particular product which is usually related to the behaviors, perceptions and attitudes of consumers. This intention is often regarded as a plan to purchase a specific product with much attention. Linh (2014) states that purchase intention is a result from a consumer's assessment and attitudes towards a given product and other external factors, and thus can be used as an exact measurement to predict the consumer's purchase decision. Xie (2012) also states that purchase intention can be employed as a forecasting instrument for market research of future purchase decision. In short, purchase intention has long become an important concept in marketing field as not only can it, as a predicting tool, help marketers to evaluate the purchasing power of consumers, but it also represents a degree of willingness of purchasing (Linh, 2014)



However, there is a difference between the intention to buy a product and the actual purchase as purchase intention involves a considerable number of factors which affect a purchase decision. Mirabi et al. (2015) suggests that purchase intention may be interrupted by internal impulse and external environmental factors during purchasing process. Jaafar et al. (2012), for example, pointed out that perceived economic situation plays an important role in customers' purchase intention, noting that consumers tended to be more prudent in terms of financial spending during economic downturn. Mirabi et al. (2015) argues that, apart from internal impulse and external environmental factors, product quality and advertisements are also important factors that significantly affect purchase intention. In many situations, promotion can act as an unanticipated circumstance which causes a different brand to become more desirable (Teunter, 2002). An attitude consumers have towards a product also determines their intention to purchase. For instance, many customers believe that purchase with a low cost and little known product is a high risk since the quality of these products is not trustable. Jaafar et al. (2012) also supports this notion, that is high quality and low risk with greater value of the product can increase confidence of consumers in purchasing. Therefore, the more product information is provided, the more likely consumers are to purchase because product information can serve to enhance purchase intention and reduce purchase risk. Auechotpanich (2008) and Xie (2012) indicate that purchase intention of customers can also change in accordance with attitudes, either positive or negative, of someone they respect towards a product. Kokoi (2011) supports this point, stating that the greater the others' negative attitudes are, and the closer they are to consumers, the more likely consumers are to change their purchase intention.

### **Marketing mix**

Marketing mix refers to a set of tactical marketing tools which comprises of four elements: product, price, promotion, and place (The 4Ps) companies always use to incorporate into their marketing strategies (Alipour et al., 2012). This process usually involves considerations of how to create a successful mix of a right product or service,

with a right price, place and promotion (Munusamy and Hoo, 2008). Moreover, Kuyram (2013) notes that the marketing mix elements are the core strategy which transforms marketing plans into actions, which, in turn, help to increase customers' awareness of a business.

Marketing mix plays a vital role in companies' marketing strategies, since companies can arrange and organize the elements to obtain the best combination, to create or encourage customers' purchase intention (Tasca and Rossi, 2012). The entire success of the company lies in the marketing mix as companies are, indeed, not able to serve and satisfy all customers in the same way. For this reason, they must divide customers into smaller segments, groups of consumers with the same interests and similar responses to products or services, to better serve needs and wants of their customers. Mohammadi and Dinani (2016) points out that companies should optimize the effectiveness of their marketing plans by using these four aspects of the marketing mix to maintain existing customer bases and to attract potential buyers.

In reality, there are discrepancies among companies when it comes to using marketing mix, in part, due to availability of resources, market conditions, and different needs and wants of customers (Dang, 2014). A marketing mix-based strategy involves several crucial decisions collectively associated with all elements as a focus on only area usually affects the others. According to Domie (2013), each element cannot be employed alone as all elements are, in all dimensions, equally important; each element ideally supports the others.

## **Product**

Souar et al. (2015) defines a product as anything that can be offered to a market for attention, use, or consumption in order to satisfy needs and wants of customers, and most of the time, is used to predict that given market.

According to Kuyram (2013), and Karbala and Wandebori (2012), to develop products with the right quality to meet the needs of target market, every company should consider quality of product as one of the crucial factors. For the digital camera market, Lodi (2016) comments that technology advancements have contributed to

improvement of product quality by offering more features, such as larger sensors and higher image quality. A product strategy is based on increasing effectiveness, flexibility and business efficiency in the quality management (Tolušić et al., 2002). High quality cameras also feature a combination of user-friendly functions for novices and packing manual controls for experienced users.

Brand often refers to a name of a product. When a brand is registered with a concerned trademark authority, the company is entitled to exclusive authority of that name. Branding strategy, for one aspect, helps to create customers' perception of that particular product. It also has an important role in differentiating a company from its competitors. A company can employ a branding strategy to draw more interest of its customers in its products, although there are many alternatives or substitute products with lower prices (Khan, 2011). Moreover, branding has a significant impact on a successful introduction of a new product into the marketplace because consumers can identify or recognize that product, within the same product range, more easily.

A product with competitive attributes, such as an attractive design, in some ways, can increase satisfaction of customers, thereby improving sales of that product (Yasanallah and Bidram, 2012). Purchase intention of customers, thus, are affected significantly by product attributes, which can be directly related to customers' taste and preference. Companies which truly understand and attach importance to value of product attributes can effectively manipulate product attributes as a powerful force in attracting and maintain their customer bases (Kuyram, 2013 and Ishida, 2015). Product attributes, design in particular, have been used by companies as a strategy to create a substantial competitive advantage. According to Karbala and Wandebori (2012) and Deng (2009), for example, many brands such as Apple, Target, and Nike, have become a leader in their respective industry as they have strategically used a design as a differentiator to set themselves apart from competitors.

After-sales service play not less important role in creating positive feelings towards a certain product (Karbala and Wandebori, 2012). Mirabi et al. (2015) asserts this concept that more and more companies have offered their customers better

problem solving, thereby winning heart of their customers. In case of digital cameras, if customers are not satisfied with, for example functionality, of a camera they have just bought, the purchased camera can, according to many companies' return policy, be claimed within 7-14 days. Thus, effective after-sales services can improve customer satisfaction, which, sooner or later, leads to brand's loyalty.

According to Mirabi et al. (2015), a product has a significant relationship with customer buying behavior. Similarly, the research done by Ali et al. (2016) shows that purchase intention of customers can be affected by product quality, brand image and product attributes. As a result, according to above discussions, the first hypothesis is proposed:

**H1: Product factor has a positive impact with customers' purchase intention.**

### **Price**

Price refers to any amount consumers have to pay to receive the offering goods or services (Kuyram, 2013). A pricing strategy has a direct effect on sales volume and a profit margin. Normally, companies heavily bases their strategic decision making concerning marketing mix on price factor (Manafzadeh et al., 2012). This is why, for a vast number of businesses, pricing policy must be decided in relation to value delivered and perceived by consumers. Prior to price setting, companies need to understand its important roles in determining value of their products in targeted markets (Gilaninia et al., 2013). In a larger number of industries, especially consumer products, companies establish their pricing policy using the competition-based strategy (Dang, 2014). Apart from that, the considerations of pricing also involve base price, discounts allowances, terms of payment and credit. Appropriate price setting can be determined through pricing research and market testing. Despite this, however, it is still very difficult to set a right price (Hustić and Gregurec, 2015). Price can be consider as the most sensitive element of all market mix elements because price can be fluctuating, depending upon various factors: demand of customer, competition, government regulations. Such factors, thus, are very crucial, and need to be taken into account in price setting.

However, price may not always be the most effective strategy in competition. In many cases, consumers tend to change their decision on buying a product when they perceive that the value they would receive is not worth with the amount they have to spend. Khan (2011), for example, finds that that during an economic recession, consumers would spend money more cautiously, and search for an alternative products with an acceptable price (Domie, 2013). Moreover, higher prices can be considered a barrier for the purchasing; however, it may not deter a purchase in some offerings when consumers believe that they will get higher quality of products or services (Munusamy and Hoo, 2008). This suggests that, under some certain circumstances, pricing may play an important role in purchase intention only when consumers consider its association with product attributes; and, thus, companies should focus on both product attributes and the price that truly represents its actual value (Kuyram, 2013).

Discount and allowance are as very popular in pricing strategies as in some promotion methods. In some industries, especially in retailing businesses, such as electronic products, discounts are a normal feature. Such discounts include trade discount (extra goods for no extra price), quantity discount (greater the buying greater the discount), cash discount (for before maturity payment), seasonal discount (buying half sleeve shirt during winters), and allowances (for swapping/exchanging old product for the new one).

Tolušić et al. (2002) reveals that changing in price is not only influenced by demand, but also by customer's taste and preferences, substitute products, as well as a level of income. Accordingly, these factors also affect customers' purchase intention. In addition, Khan (2011) finds that consumers will regard price as an important factor which can change their purchase intention. According to the above discussions, the second research hypothesis is proposed:

**H2: Price factor has a positive impact with customers' purchase intention.**

## Place

Place strategy refers to a location where products and services are to be displayed and made available to the customers, and also focuses on distribution channel and logistics management which products will flow from company to consumers (Kuyram, 2013). This marketing mix element can be considered as a mechanism through which goods and services are moved from manufacturers or providers to consumers. Companies should consider where customers want the goods to be available and through whom to sell. Furthermore, they have to make decisions with regard to the mode of transporting of goods to middlemen, type of outlets where the goods are to be stored, etc. In addition, companies with good distribution channels can reduce time that customer spends to search for the stores and traveling to and from the stores (Hustić and Gregurec, 2015).

Consumers are now not only focusing on availability of products, but also paying more attention to accessible location. Yasanallah and Bidram (2012) also confirms that customers always search for convenience; and, thus, they expect to receive products and services anywhere and anytime they like. As a result, a successful place strategy depends on a process in which products and services are delivered from producers to consumers. Expansion of distribution channels often refers to multi-point strategy which the whole setup for production and marketing has to replicate. Therefore, the ability to choose profitable new locations and replicating their operations at the new locations is a key to successful place strategies. Many large companies have hired specialists to help locate best strategic places, even if they would cost more, as a result (Khan, 2011 and Domie, 2013). Retailers play an important role in bridging producers and consumers with a strong personal relationship by holding a variety of products (Ali et al., 2016). In addition to a number of retailers, many companies prefer a middleman who can maximize their sales volume and also offers other services like promotion as well as after-sale services (Munusamy and Hoo, 2008).

Chand (2016) states that over the decades new technologies have allowed companies to provide their products without customers coming to their facilities. Online purchasing and delivery services are leading this revolution. Information of

products can be widely distributed through Internet. Internet is a type of distribution channel that facilitate companies to effectively sell products to their target markets and to focus on specific segments while incurring lower cost of investment (Souar et al., 2016). Alipour et al. (2012) supports this idea by arguing that, with the introduction of internet, the concept of channels has completely changed because companies can sell more products to different geographically markets; and customers can carry out transactions through online payment. However, there have been situations where contact between providers and consumers continue to be essential. Yasanallah and Bidram (2012) and Dang (2014), confirm this view by insisting that as customers today still expect convenience, suitable distribution channels can play a part in encouraging customers' purchase intention. Thus, the third hypothesis of this research is:

**H3: Place factor has a positive impact with customers' purchase intention.**

#### **Promotion**

Alipour et al. (2012) describes meaning of promotion as a set of methods concerning with bringing products to the awareness of customers and persuading them to buy through various activities, advertising, personal selling and sales promotion, for example. All these means help to promote products and to remain competitive in the market. These are not only short-term activities which inform customers, but, as Kim and Hyun (2011) observes, can also be incorporated into a long-term goal with a focus on building brand equity through offering actual product experience. Successful promotion also create long term relationships with customers. The main purposes of promotion strategy are to raise consumer awareness of given products and to motivate them to buy more products (Munusamy and Hoo, 2008). Promotion is dependent upon nature of product, type of customers, target market, cost and budget of promotion, overall marketing strategies, stage of demand, buyer readiness and product life stage. The primary objectives of promotion, such as advertising on websites, brochures, are to announce to and to create impact on consumers, thereby leading to buying intention. Some promotional activities, such as Celebrity endorsements, might have an impact on product awareness of teenagers or young adult groups (Srivastava, 2013). Also, the voucher and membership are good examples of promotion that can motivate

customers' purchase intention. However, the increased promotional activity is often an increasing in competition.

Sales promotion consists of all forms of communication with customers, except advertising and personal selling. Kamsuwan (2015) points out that companies should focus on sales promotion and communication strategies and on identifying who their customers are, how they can be contacted, and what messages should be delivered. Free samples, prize contests, premium on sale, shows and exhibitions are some illustrations of sales promotion techniques. For example, by offering customers a free samples or variety of price bundle on engaging competition, this means can help to increase sales of some particular products (Domie, 2013). Khan (2011) reports that once consumers obtain enough information, from available sources, and screen out a good deal of promotions, companies should attract consumer's attention, arouse their interest, create a desire to own the product and, finally, make them purchase it.

Rajalingam and Pushpanathan (2013) suggests that advertising is so far the best tool to increase public awareness of both existing and new products as it can communicate, through mass media, such as television, radio, newspapers, magazines, web pages, posters, brochures, etc., with a vast number of people. Advertising is the component of the promotion strategies which requires several decisions with regard to the theme of advertising, media to be used, budget, and so on. In addition, companies may use advertising to remind their customers to make a repurchase, for example by introducing new promotional campaigns. Advertising messages can be delivered through different media, depending upon characteristics of products (Yasanallah and Bidram 2012). Gilaninia et al. (2013) further supports this view by citing that creative and impressive advertisements can create positive product image, and sometimes attract attention of consumers. This will, in turn, stimulate their purchase intention.

Personal selling is the effective communication process of presenting the products to customer by the company's sales force in order to make sales and create relationships between buyers and sellers (Dang, 2014). It involves direct face-to-face



contact between salesmen and consumers. The effectiveness of sales force depends upon performance appraisal which can be estimated from the call reports, customer feedback and invoices (Chand, 2016).

Chand (2016) points out that whether it is advertising, sales promotion, or any methods, its all-important and increase customer awareness, which influence their purchasing intention (Ahmed and Rahman, 2015). No single method of promotion is effective alone, there is no one ideal methods that fits all situations. The promotional campaign usually involves a combination of two or more promotional methods because of the increasing competition of market. Mirabi et al. (2015) in their study also investigated the impact of promotion on consumer buying behavior. As a result, the fourth hypothesis is proposed:

**H4: Promotion factor has a positive impact with customers' purchase intention.**

#### **The characteristics of buyers**

Furajji et al. (2012) describes the characteristics of buyers (or the stimulus-response model) as a model of buyer behavior that represents their characteristics, stimuli, intentions, and decision processes, as well as responses interacts. The stimuli can be concerned between interpersonal stimuli (between people) or intrapersonal stimuli (within people). It influences how people perceive and react to the given factors, and therefore their decision process (Lautiainen, 2015). Since companies cannot change or control these factors, they need to be aware of affecting factors so as to design their offerings in a way that draw their customers' attention (Sarker et al., 2013). Ali et al. (2016) points out that the consumer's purchase intention is influenced by various factors which affect their manner during the decision-making process.

#### **Personal factor**

Personal factor can refer to wholeness of behavior with different characteristics in different circumstances which can influence customers' purchase intention, and simultaneously shapes their whole pattern of interacting. People tend to purchase

products that fit their demands, desires and needs, with changes alongside. It is, therefore, crucial for all companies to target products at customer groups with the same personal factors (Sarker et al., 2013).

A type of products purchased may reflect customers' personalities. Sandu (2014) describes personality as a combination of physical and mental characteristics of a person which varies from one to another; and it reflects how one thinks, acts, and feels. In light of this, companies that can create uniqueness of their products that also fits personal aspect can easily gain competitive edge over their business rivals (Muniady et al., 2014). Therefore, companies need to gain an insight into customer personality in order to understand how they make a decision because most, if not all, consumers choose a product that fits their personality (Kowel, 2015).

Lifestyle is another important factor that affects customers' purchase intention. It refers to a way people live in a society which represents their surrounding that determines their interests, opinions, activities. It shapes the whole pattern of customers' interacting responses (Vijayakshmi and Mahalakshmi, 2013). This factor is chiefly differentiated by demographic backgrounds and the socio-economic conditions in a particular environment. Not only is it described a reason behind a purchase and a use of a product/service, but represents how consumers think and behave (Kowel, 2015). Muniady et al. (2014) suggests that companies should, and must, pay close attention to the global trend as the reflection of intention of customers.

Economic situation is one of the personal factors that influence customers' purchase intention because if income and savings rise, customers will have more purchasing power, and therefore consumption and spending. On the other hand, a lowered level of income and savings will inevitably limit purchasing power, and, in many cases, consumers will give up purchasing some certain types of products. People can become more price sensitive and careful with what they do with their money. Moreover, they seek to compare goods of the same types and select what they perceive the best based on price, compromising on the quality (Vijayakshmi and Mahalakshmi, 2013).

Vijayakshmi and Mahalakshmi (2013) demonstrates that personal factor significantly influences customers' purchase intention and at once shapes their whole pattern of consumption. As a result, according to the above discussions, the fifth hypothesis is proposed:

**H5: Personal factor have a positive impact with customers' purchase intention.**

### **Social factor**

Social factor, such as friends, family members, and colleagues, roles, and status to which the customer belongs, also informs the customers' purchase intention (Sarker et al., 2013). Options and preferences from family members or friends are an important influencing factor in product selection, especially for an individual who lives alone.

Reference groups, such as friends, family members, social organizations, affect a selection of specific brand heavily (Mirzaei and Ruzdar, 2010). They, somehow, impact the value and behavior of a person; it can lead one to experience new tastes, preferences and lifestyles, and also influence consumers on the choice of product brands. Khan and Rohi (2013) notes that, in many situations, people want to be part of a particular group. This is why reference groups have a potential impact in shaping attitudes and preferences towards products and services within individuals (Vijayakshmi and Mahalakshmi, 2013). Sandu (2014) suggests that reference groups have so far been classified for several roles: the initiator (a person who suggests buying a product); the influencer (one that can inform the buying decision through opinion); the decision maker (a person who will choose which product to buy); and the buyer (one who buys the product). According to this, many companies focus on the initiator and the influencer to spread the usefulness of their product.

Family is the factor that plays an important role in shaping individuals' attitudes and perceptions towards products they might buy. Mirzaei and Ruzdar (2010) describes family as a complete and complex purchasing organization that covers the needs of at least two generations of family members. Moreover, the effects of traditional attitudes and incentives among the members would be affected not only in the current period, but also in the future. Many people have a habit of choosing products

and services they are familiar with from their childhood. These are reasons why companies, in some industries like automobiles and housing, need to understand the roles and influences of the husband, wife and children on the purchase of different products, and to create unique products in order to assign the consumption habit for the whole family (Furajji et al., 2012).

Social status throughout one's life depends on family, friends, organizations to which they belong. Each social status, and its roles, has a dignity which is the respect that society has towards. The person's position in each group, the place they occupy in society, and the role they play can be defined, based on the role and status of the individual (Furajji et al., 2012). For instance, one may have the role of manager in a company while being a son or daughter of a family and the husband/wife or the father/mother of his/her own family. As a result, people like to choose products that are compatible with their roles and places in the society (Sandu, 2014).

Thus, in the context of customers' purchase intention, people tend to purchase products when their family members, colleagues or even social environment play a part in encouraging their purchase intention (Mirzaei and Ruzdar, 2010 and Sarker et al., 2013). So, in this research, the sixth hypothesis is proposed:

**H6: Social factor have a positive impact with customers' purchase intention.**

#### **Psychological factor**

In addition to the two elements above, psychological factor which includes perception, motivation, and learning has a significant, direct impact on the customers' purchase intention (Domie, 2013). As one of personal characteristics, motivation can influence consumers on their action and intention. As Rani (2014) and Lautiainen (2015) state, when an individual's need is strong enough, it becomes a motivation. Sarker et al. (2013) points out that while marketers have made strenuous efforts to communicate with consumers in order to generate needs and motivations of consumers, consumers very often interpret messages in a way that supports what they believe. In order to establish marketing strategies, companies should allow for target customers' needs and motivations.

Perception is the process in which people perceive, select, organize, and interpret information surrounding them in a way to produce a meaningful experience. Difference in opinions on a product depends on how customers perceive information of that product (Furaiji et al., 2012). For instance, in a study by Sandu (2014), a group of blindfolded consumers were asked to taste a new beer, most subjects agreed that the taste was normal, but when they tasted the same product without being blindfolded, they replied that the taste was “watery”. According to Vijayakshmi and Mahalakshmi (2013), there are three main different perceptual processes: selective attention, selective distortion and selective retention. Selective attention is the process in which marketers try to draw customers’ attention. Selective distortion is the process in which customers try to interpret information obtained in a way that supports what they already believe. Lastly, selective retention is the process in which marketers try to retain information that supports customers’ beliefs.

Motivation is a psychological factor that starts within individuals when an individual wants to get what they need. The nature of the needs is varied among individuals in terms of both biological and social factors (Vijayakshmi and Mahalakshmi, 2013). For example, people may buy food or drink without being careful much about nutrients or price when they feel extremely tired or hungry (Sandu, 2014). Some of these needs are more important while some are less; thus, to the large extent, a level of needs and motivations can affect purchase intention at certain a certain degree (Lautiainen, 2015).

Learning, in a psychological and perhaps marketing sense, refers to the process described as changes in an individual's purchase intention after obtaining product information or gaining experience with a product (Furaiji et al., 2012). This can cause consumers to either buy a product for the second time, or to give up buying on that product, or to seek more information on the product. Sandu (2014) suggests that companies should have a good grip on how to attract new customers, for example, by offering promotional campaigns or free product samples, and maintain them by creating customer satisfaction and loyalty. In addition, Domie (2013), and Lautiainen (2015), support this notion that psychological factor has a significant effect on the

purchase intention of customers. Accordingly, the seventh research hypothesis is proposed:

**Psychological factor have a positive impact with customers' purchase intention.**

### Theoretical Frameworks

In this paper, seven independent variables and one dependent variable are discussed. Figure 2 presents the theoretical framework of this study - the relationship between the dependent and independent variables. The effects of independent variables of marketing mix and characteristics of buyers on the dependent variable of customers' purchase intention were studied. Specially, customers' purchase intention shows dependence upon many independent variables, in this study, being: product, price, place, promotion, personal, social, and psychological factor.

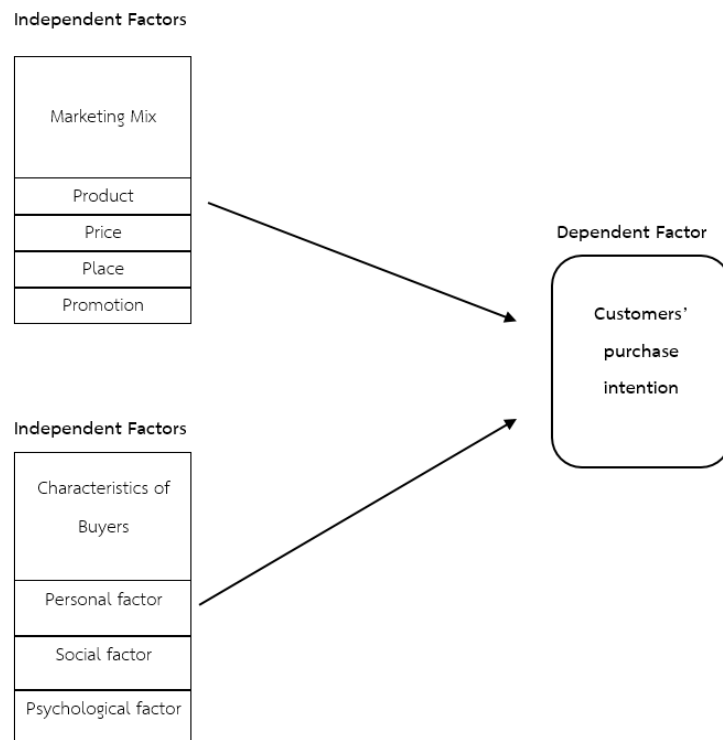


Figure 2: Theoretical Framework

## CHAPTER 3

### RESEARCH MEDTHODOLOGY

#### Research Design

To satisfy the research objectives, this study is based on a quantitative approach; and a structural design was drawn upon previous study by Vijayalakshmi and Mahalakshmi (2013), and Furaiji et al. (2012) which employed both marketing mix factors and characteristics of buyers' factors as they offered the findings in more various dimensions, as compared to a focus on one group of contributing factors. The primary data were collected through the use of an online survey. The survey instrument was a self-administered questionnaire containing closed-ended scales questions. The data obtained were, then, analyzed to determine the impact of marketing mix and customers' characteristic on customers' purchase intention of digital cameras. Concentrating on both marketing mix and characteristics of buyer, this research, hence, intended to elaborate relationships between marketing mix and characteristics of buyer, as well as their degree of significance, and purchase intention of customers of digital cameras.

#### Sample size

A target population here refers to a group of digital camera users; and yet the survey aims at online-based groups because of the appeal of this particular market as these groups tend to receive new trends and appear to provide quick responses to new products. According to Khan and Rohi (2013), non-probability sampling has been widely applied, owing to its ability to gather data relatively more quickly and inexpensively. Since statistical population in a study is homogeneous, and there is no significant difference, this technique is the ideal choice for this research, given time, budget and accessibility to target samples. Another reason behind a focus on online-based groups was that there were some certain circumstances in which collecting data

from the entire population in reality was not possible, for example the massive size of population and budget and time constraints. Other obstacles included distribution of a survey in digital camera exhibitions was not allowed. Despite of this, the total number of 280 completed questionnaires is considered effective as the most effective sample size, as Roscoe (1975) suggests, is between 30 and 500.

### **Data collection**

In this research, the questionnaire distribution targeted on 6 digital camera user groups: Sony Alpha Club Thailand, Fuji X Series Club Thailand, Canon Club Thailand, Nikon Club Thailand, OLYMPUS Club Thailand, and Panasonic Lumix Mirrorless Club Thailand. To ensure complete understanding of the entire questionnaire, there were both Thai and English version, and an explanation for any potential confusion was also available, upon request. The analysis results of the data obtained from the questionnaire will be discussed in next chapter.

### **Research Instrument and Questionnaire design**

As Xie (2012) argues, a survey questionnaire is so far the most popular data collecting tool in business study since it offers accurate quantitative results and statistics-oriented interpretation, as compared to those based on an interviewing method. In order to obtain data from digital camera users, Google Docs, a free online survey service provided by Google, is utilized; and the effectiveness of this process was confirmed by Ling et al. (2014). The questionnaire comprised two sections in which the first section contained 43 items about marketing mix (product factor, price factor, place factor, and promotion factor), characteristics of buyers (personal factor, social factor, and psychological factor), and purchase intention. All questionnaire items were based on a Likert' five scale to scaling responses with five scale point descriptors: "Strongly Disagree", "Disagree", "Neutral", "Agree", and "Strongly Agree". The questionnaire codes the responses accordingly: Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, and Strongly Agree = 5. The second section contained 11 items about demographics: gender, age, marital status, occupation, highest educational attainment,



and basic questions about making use of a digital camera. The proposed questionnaire used here is shown in the table below.

Table 1: Origin of construct

Variables	Item	Description	References
Product factor	Product1	I always pay attention to materials of digital camera.	Xie (2012)
	Product2	I always pay attention to the quality of digital camera.	
	Product3	I always pay attention to the image quality taken by digital camera.	
	Product4	I always pay attention to functions of digital camera.	
	Product5	I always pay attention to the design of digital camera.	Asamoah (2012)
	Product6	I always pay attention to the brand of digital camera.	Thanyamon (2012)
	Product7	I always pay attention to after-sales services of digital camera.	Sethi and Chawla (2014)
Price factor	Price1	I always pay attention to digital camera brands' price.	Asamoah (2012)
	Price2	I always pay attention to the quality-price relationship. (High price indicates high quality)	
	Price3	I always pay attention to a special digital camera discount.	
	Price4	I always pay attention to payment methods when buying digital camera.	

Variables	Items	Description	References
Place factor	Place1	I always pay attention to the number of retailer's branches.	Thanyamon (2012)
	Place2	I always pay attention to the convenience of retailer's shop location.	
	Place3	I always pay attention to good retailers' reputation.	
	Place4	I always pay attention to convenient store layout.	
	Place5	I always pay attention to online purchasing services.	
	Place6	I always pay attention to digital camera exhibitions.	
Promotion factor	Promotion1	I always pay attention to advertisement of digital cameras.	Thanyamon (2012)
	Promotion2	I always pay attention to recommendation and influence of a salespersons.	
	Promotion3	I always pay attention to offering of sales promotion (Discount, Special gifts, etc.).	Asamoah (2012)
	Promotion4	I always pay attention to product warrantee and after-sales service.	
	Promotion5	I always pay attention to a tryout of products before buying.	

Variables	Items	Description	References
Personal factor	Personal1	Photography is a relaxation for myself.	Lasorn (2012)
	Personal2	I attend to join the exhibition of digital cameras.	
	Personal3	I always pay attention to technological improvement.	
	Personal4	Using digital cameras can increase my self-confidence.	Thanyamon (2012)
	Personal5	I always pay attention to memory recording when traveling.	
	Personal6	I always pay attention to economic situation.	Jaafar et al. (2012)
Social factor	Social1	I always pay attention to opinions and experiences from my family.	Lautiainen (2015)
	Social2	I always pay attention to opinions and experiences from my friends and colleagues.	
	Social3	I always pay attention to opinions from experienced reviewers	
	Social4	Using digital camera can represent my social status.	Sethi and Chawla (2014)
	Social5	Using digital camera can represent my abilities.	
Psychological factor	Psychological1	I always obtain product information from many sources.	Linh (2014)
	Psychological2	I always expect to learn new techniques.	
	Psychological3	I always expect to develop photography skills.	Xie (2012)
	Psychological4	I always pay attention to get more convenience in photography.	
	Psychological5	I always expect a digital camera with high quality images.	

Variables	Items	Description	References
Customers' purchase intention	Intention1	I intend to buy a digital camera in near future.	Chew et al. (2012)
	Intention2	I always make a comparison among product brands before I purchase.	
	Intention3	I always search for information before making a purchase decision.	Ling et al. (2014)
	Intention4	I always discuss about digital camera with my friends and my family.	
	Intention5	I will recommend my friend to buy digital camera.	

### Data Analysis

Upon completion of data collecting, the Statistical Package for Social Sciences (SPSS) version 21 was used for an analysis. To validate the data and to determine a relationship between the independent variables and the dependent variable, an analysis was performed through three tests: Descriptive Statistics, Reliability Analysis using Cronbach's Alpha, and Hypothesis testing using Pearson's Correlation and Regression Analysis. Also, all statistical data are presented in pie charts and tables.

### Descriptive Statistics

Descriptive statistic is a statistical tool to describe main features of collected data which provide simple summary about the samples and the measures, together with simple graphics analysis, descriptive statistic form the basis of virtually every quantitative analysis of data. It also provides frequencies, percentage and measurement of central tendency and dispersion of data.

### **Frequency Statistics**

Frequency statistics is a mathematical and statistical measure of the 'repetitiveness' and frequency of similarity or difference of data (Chew et al., 2012). Central tendency of data refers to tendencies of all data that are similar to one another or the 'closeness' of the results. Measures of central tendency include the mode, mean and median. Also, there is a measure of variation, the 'degree of dispersion' of the data that is obtained from the samples, consisting of the range, variance and standard deviation. Frequency statistics represents data in a graphical form, histograms, bar graphs, pie charts and frequency table, for example. Frequency and percentage of each variable is calculated to systemize the data into frequency distribution tables and into graphical representations. Graphical representation is popularly used in research to compare and contrast values obtained by each variable.

### **Reliability Test**

In order to analyze questionnaire items, a reliability test, designed for testing both consistency and stability of all responses to questionnaire items, was used. To calculate the reliability of the questionnaire and to ensure the internal consistency of research measuring tools, Cronbach's alpha test was conducted. Cronbach's alpha is reliable coefficients that can indicate how good items in asset have positive correlation to one another. In addition, when using structural equation models the composite reliability must be greater than 0.70 (Nunnally, 1978).

### **Correlation Analysis**

Correlation analysis is a process to measure the covariance of two variables in a set of data. In this research, Correlation analysis was applied to examine a relationship between the independent variables and the dependent variable in order to see whether there is a relationship.

### Regression Analysis

Regression analysis is a statistical technique that simultaneously develops a mathematical relationship between two or more independent variables and an interval scaled dependent variable. It can be used to evaluate the predictive power of a set of variables and to assess the relative contribution of each variable (Linh, 2014). Moreover, regression analysis also helps to reject inappropriate variables from research model and construct a new one.



## CHAPTER 4

### DATA ANALYSIS

The primary analysis objective of this empirical study is to ascertain influence of marketing mix and characteristics of buyers on purchase intention of digital cameras. This chapter deals with an analysis of the data gathered from a survey questionnaire. The questionnaire is divided into two sections. The first section focuses on demographics, and the other concentrates on factors influencing purchase intention of digital camera customers. The analysis of data, through the use of SPSS version 21, is based on relevant literature and theories. The findings of the analysis concerning in particular the significant factors affecting customers' purchase intention for digital cameras is, then, discussed.

#### **Demographic data**

Of 280 completed questionnaires, 138 respondents are male (49.3%), 139 are female (49.6%), and the rest of 3 (1.1%) specified as 'Other'. The majority of respondents age between 21-25 years old (39.3%); are single (75%); earned a bachelor degree (78.6%); and work for a private organization (40.7%). Respondents with at least 5-year experience in using a digital camera represent the largest proportion of the population (28.6%), and 159 respondents (56.8%) possess only one camera. Of the total, 47.1% use a mirrorless camera, while 26.1% prefer Fujifilm.

Most respondents bought a digital camera at retailers, such as Big Camera, and suggest an acceptable price range of 25,001-30,000 baht. When purchasing digital camera, most respondents (179 respondents or 63.9%) relied on their own. Prior to their purchase, they tend to look for information on their own, while recommendations from family, friends, salesperson and reviewers are not as significant. What is interesting is that the main purpose of a purchase of digital camera is for travel / recording memories. For the payment method, the result showed that payment through a credit card (Non-Down payment) is most popular.

Figure 3: Gender of respondents (Left)

Figure 4: Age of respondents (Right)

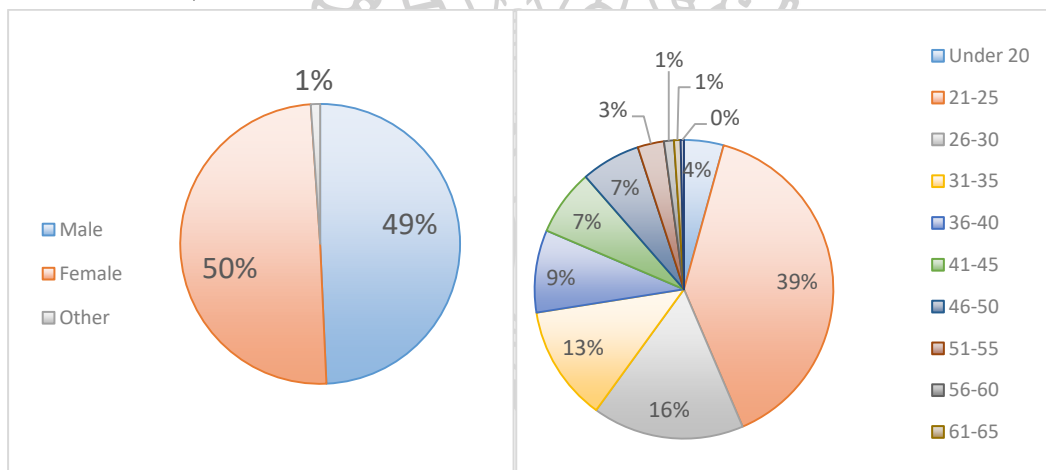




Figure 5: Marital Status (Left)

Figure 6: Education Level (Right)

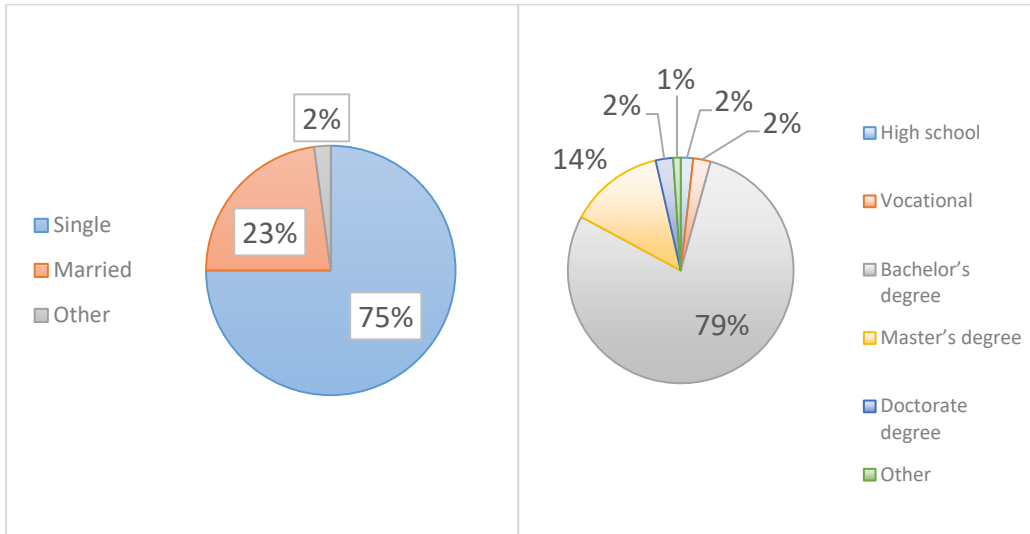


Figure 7: Employment Status (Left)

Figure 8: Experience in using digital camera (Right)

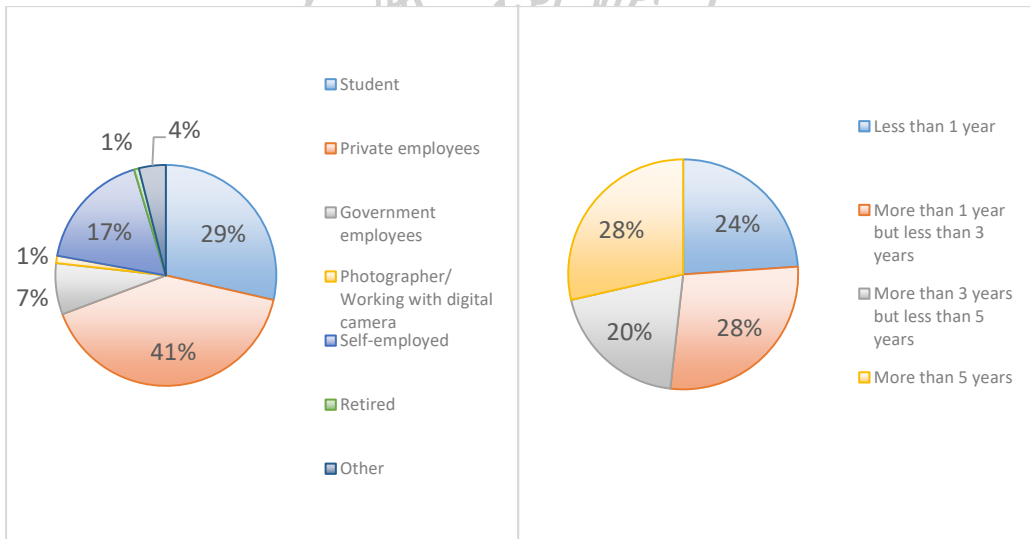


Figure 9: Types of digital camera currently used (Left)

Figure 10: Number of digital camera owned (Right)

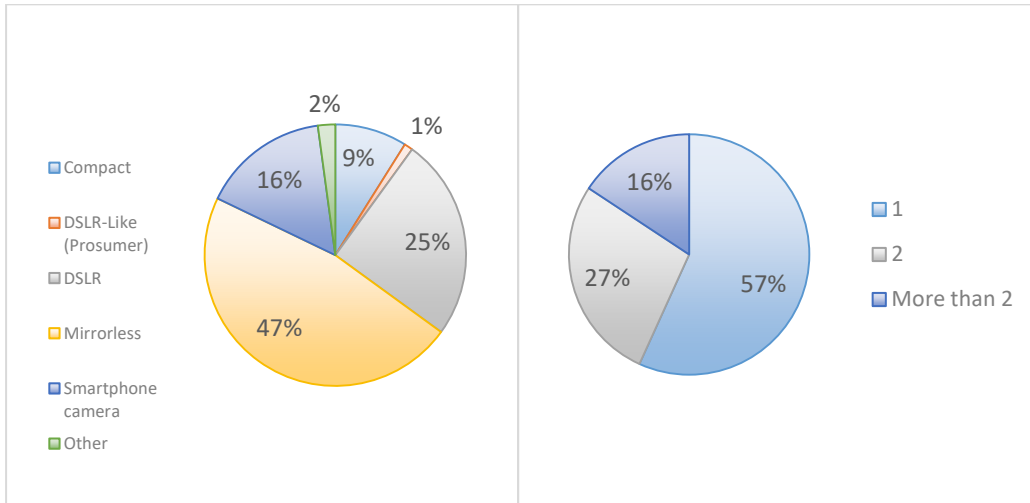


Figure 11: Brands of digital camera mainly used (Left)

Figure 12: The main purpose of the purchase of digital camera (Right)

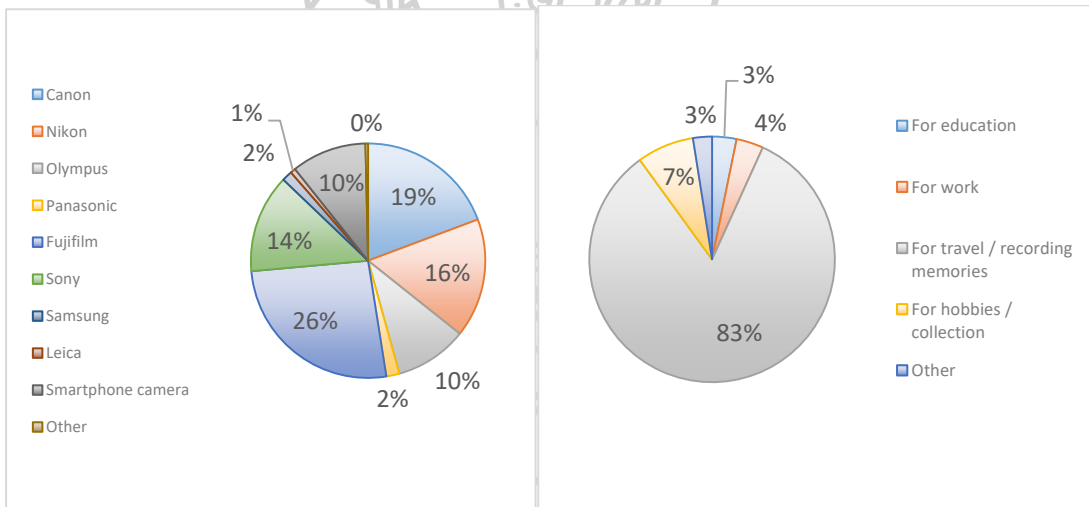


Figure 13: Who has influence on purchase decision of buying digital camera? (Left)

Figure 14: The appropriate price of a digital camera to purchase (Right)

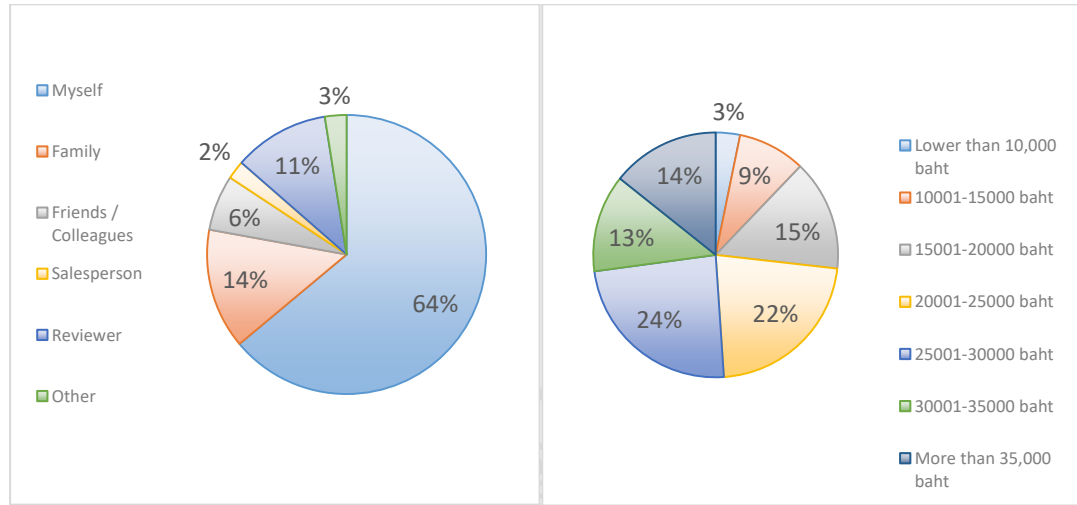
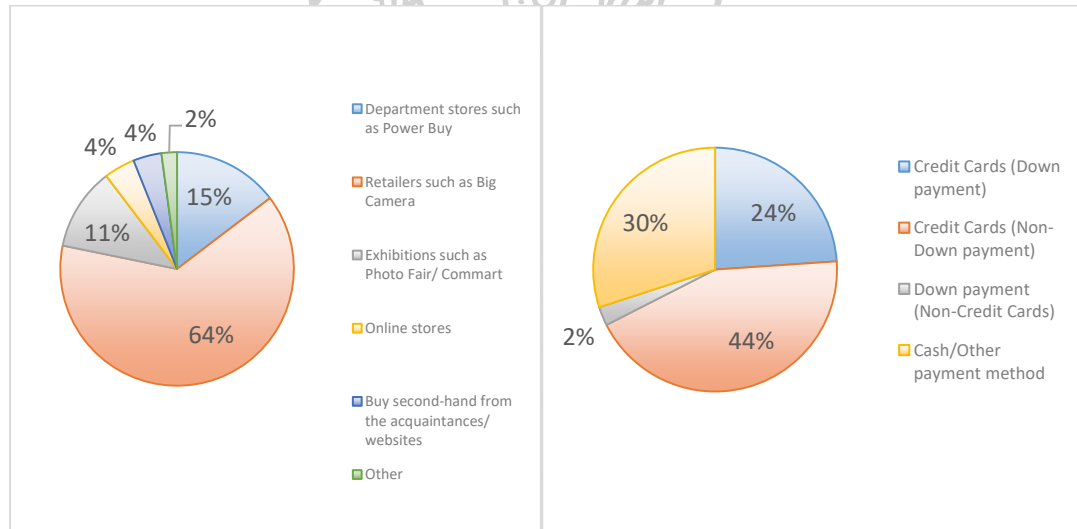


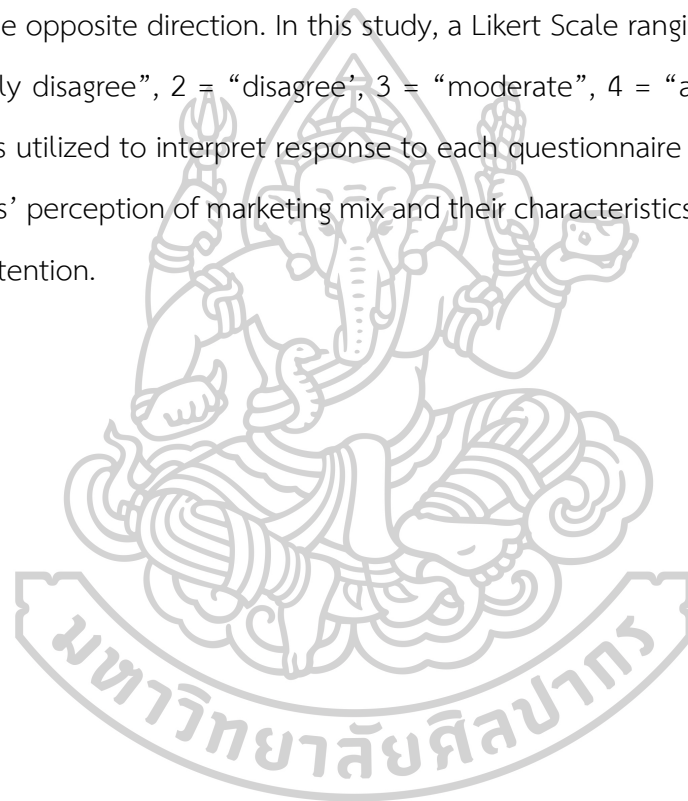
Figure 15: Where do you choose to buy digital camera? (Left)

Figure 16: Types of payment methods (Right)



### Descriptive Analysis of study variables

Descriptive analysis is a process employed in research to summarize main features of quantitative variables. In this analysis, computation of means and standard deviation (S.D.) is also carried out. A mean is computed to determine the central tendency of data distribution; and standard deviation to represent whether the difference between means is likely to be significant (Linh, 2014). A low standard deviation suggests more reliability of the data, whereas a high standard deviation means in the opposite direction. In this study, a Likert Scale ranging from 1 to 5 point: 1 = “strongly disagree”, 2 = “disagree”, 3 = “moderate”, 4 = “agree”, 5 = “strongly agree”, was utilized to interpret response to each questionnaire items, resulting from respondents’ perception of marketing mix and their characteristics with regards to their purchase intention.



## Product factor

The descriptive statistics of product factor presented here is a degree of agreement the respondents have towards 7 items. The average mean of 4.025 suggests that the respondents attach the importance of product factor; however, the difference among these means is relatively close. The highest mean of item Product 2 “I always pay attention to the quality of digital camera.” is 4.48, followed by item Product 3 “I always pay attention to the image quality taken by digital camera.” with a mean of 4.25. This can be concluded that the respondents attach significance to product attributes, as well as recognition and after-sales services.

Table 2: Descriptive Statistics of Product factor	N	Minimum	Maximum	Mean	Std. Deviation
I always pay attention to materials of digital camera.	280	1	5	3.88	.989
I always pay attention to the quality of digital camera.	280	1	5	4.48	.785
I always pay attention to the image quality taken by digital camera.	280	1	5	4.25	.832
I always pay attention to functions of digital camera.	280	1	5	4.06	.868
I always pay attention to the design of digital camera.	280	1	5	3.76	1.025
I always pay attention to the brand of digital camera.	280	1	5	3.66	.978
I always pay attention to after-sales services of digital camera.	280	1	5	4.09	.950
Product Average	280	1.43	5.00	4.0250	.60937
Valid N (listwise)	280				

### Price factor

The average mean of price factor is 3.9. This indicates that not all respondents pay much attention to any particular price range. To make this more understandable, it means that most respondents will pay attention to product price only if it is associated with product attributes. This is in accord with the majority responses to item Price2 “I always pay attention to the quality-price relationship. (High price indicates high quality)” with a mean of 4.31. Another significant items is that a most respondents pay attention also to price when associated with brands, item Price1 “I always pay attention to digital camera brands’ price.” with the mean of 3.99.

Table 3: Descriptive Statistics of Price factor	N	Minimum	Maximum	Mean	Std. Deviation
I always pay attention to digital camera brands’ price.	280	1	5	3.99	.933
I always pay attention to the quality-price relationship. (High price indicates high quality)	280	1	5	4.31	.907
I always pay attention to a special digital camera discount.	280	1	5	3.88	1.032
I always pay attention to payment methods when buying digital camera.	280	1	5	3.46	1.226
Price Average	280	1.00	5.00	3.9089	.73945
Valid N (listwise)	280				

### Place factor

The average mean of place factor is 3.25. This represents that locations and distribution channels, have a moderate effect on customers' purchase intention. As regards place factor, most respondents pay most attention to reputation of retailers, item Place3 "I always pay attention to good retailers' reputation." with the mean of 3.79. On the other hand, the Item Place5 "I always pay attention to online purchasing services." represents the lowest mean of 2.72, suggesting that a considerable number of respondents prefer buying a product at a physical outlet to using online purchasing services.



Table 4: Descriptive Statistics of Place factor	N	Minimum	Maximum	Mean	Std. Deviation
I always pay attention to the number of retailer's branches.	280	1	5	3.34	1.059
I always pay attention to the convenience of retailer's shop location.	280	1	5	3.65	1.051
I always pay attention to good retailers' reputation.	280	1	5	3.79	1.031
I always pay attention to convenient store layout.	280	1	5	2.82	1.096
I always pay attention to online purchasing services.	280	1	5	2.72	1.204
I always pay attention to digital camera exhibitions.	280	1	5	3.18	1.196
Place Average	280	1.00	5.00	3.2500	.82378
Valid N (listwise)	280				

### Promotion factor

The average mean of promotion factor is 3.77. This means that a considerable number of respondents attach high importance to product promotion. As can be seen, the respondents rated their importance to item Promotion5 “I always pay attention to a tryout of products before buying.” with the mean of 4.33. This suggests that in terms buying decision, a tryout play the most influential role in purchase intention. This is followed by a product with a service attached, item Promotion4 “I always pay attention to product warrantee and after-sales service.”

Table 5: Descriptive Statistics of Promotion factor	N	Minimum	Maximum	Mean	Std. Deviation
I always pay attention to advertisement of digital cameras.	280	1	5	3.16	1.000
I always pay attention to recommendation and influence of a salespersons.	280	1	5	3.28	1.143
I always pay attention to offering of sales promotion (Discount, Special gifts, etc.).	280	1	5	3.78	1.091
I always pay attention to product warrantee and after-sales service.	280	1	5	4.31	.913
I always pay attention to a tryout of products before buying.	280	1	5	4.33	.888
Promotion Average	280	1.20	5.00	3.7714	.77360
Valid N (listwise)	280				



### Personal factor

The average mean of personal factor is 3.75. This suggests that the overall personal factor substantially affect purchase intention. With regard to this area, most respondents attached highest attention to, item Personal1 “Photography is a relaxation for myself.” with the mean of 4.17, followed by item Personal5 “I always pay attention to memory recording when traveling”. This collectively means that most digital camera users tend to buy a product for leisure activities.

Table 6: Descriptive Statistics of Personal factor	N	Minimum	Maximum	Mean	Std. Deviation
Photography is a relaxation for myself.	280	1	5	4.17	.857
I attend to join the exhibition of digital cameras.	280	1	5	2.98	1.057
I always pay attention to technological improvement.	280	1	5	3.94	.952
Using digital cameras can increase my self-confidence.	280	1	5	3.58	1.088
I always pay attention to memory recording when traveling.	280	1	5	4.13	1.006
I always pay attention to economic situation.	280	1	5	3.71	.979
Personal Average	280	1.00	5.00	3.7512	.68027
Valid N (listwise)	280				

### Social factor

The average mean of social factor is 3.08; thus suggesting that the respondents do not give much importance to social-based elements. Within this aspect, however, most respondents pay more attention to recommendations from ‘experts’, item Social3 “I always pay attention to opinions from experienced reviewers” with an average of 3.44, than to those offered by friends and colleagues and by family, with an average mean of 3.40 and 3.18, respectively.

Table 7: Descriptive Statistics of Social factor	N	Minimum	Maximum	Mean	Std. Deviation
I always pay attention to opinions and experiences from my family.	280	1	5	3.18	1.076
I always pay attention to opinions and experiences from my friends and colleagues.	280	1	5	3.40	.945
I always pay attention to opinions from experienced reviewers	280	1	5	3.44	.989
Using digital camera can represent my social status.	280	1	5	2.61	1.219
Using digital camera can represent my abilities.	280	1	5	2.81	1.190
Social Average	280	1.00	5.00	3.0864	.78851
Valid N (listwise)	280				

### Psychological factor

The average mean of psychological factor is 4.11, the highest among the areas in this study. This means that this constitutive element, according to the analysis, has a high impact on digital camera customers' purchase intention. As seen from the table below, most respondents ensure their confidence before making a purchase decision by seeking further information from a certain number of reliable sources, item Psychological5 "I always expect a digital camera with high quality images", followed by item Psychological1 "I always obtain product information from many sources.", with and average mean of 4.34 and 4.16, respectively.

Table 8: Descriptive Statistics of Psychological factor	N	Minimum	Maximum	Mean	Std. Deviation
I always obtain product information from various sources.	280	1	5	4.16	1.003
I always expect to learn new techniques.	280	1	5	4.00	1.057
I always expect to improve my photography skills.	280	1	5	4.13	.935
I always expect convenience in photographing.	280	1	5	3.91	.948
I always expect a digital camera with high quality images.	280	1	5	4.34	.797
Psychological Average	280	1.00	5.00	4.1100	.75418
Valid N (listwise)	280				

## Purchase intention

Purchase intention here is the dependent variable which is used to measure the likelihood that a customer actually wants to buy a digital camera. According to the descriptive statistics, the average mean is 3.62, which indicates that intention to buy a product is obviously affected by all issues below. The first two influential issues respondents take into account are product brands and additional information, item Intention2 "I always make a comparison among product brands before I purchase." with an average mean of 4.14, followed by item Intention3 "I always search for information before making a purchase decision." with an average mean of 4.09. This suggests that most respondents intend to buy a digital camera after they have obtained and evaluated product information.

Table 9: Descriptive Statistics of Purchase Intention	N	Minimum	Maximum	Mean	Std. Deviation
I intend to buy a digital camera in near future.	280	1	5	3.22	1.247
I always make a comparison among product brands before I purchase.	280	1	5	4.14	.943
I always search for information before making a purchase decision.	280	1	5	4.09	1.047
I always discuss about digital camera with my friends and my family.	280	1	5	3.39	1.271
I will recommend my friend to buy digital camera.	280	1	5	3.31	1.173
Purchase Intention Average	280	1.20	5.00	3.6293	.80598
Valid N (listwise)	280				

### Reliability analysis

Reliability of a scale refers to measurement of both internal consistency and stability of the responses to the questionnaire items, and is assessed through Cronbach's Alpha coefficient, a reliable coefficient which can indicate how good items in asset have positive correlation to one another. Cronbach's alpha values are, however, sensitive to the number of items in the scale. By using structural equation models, the composite reliability needs to be verified through Cronbach's  $\alpha$  which, as proposed by Nunnally (1978) should exceed the recommended threshold of 0.7. In this study, the Cronbach alpha coefficients indexes are above the threshold value of 0.7, therefore indicating the reliability of the questionnaire items.

Table 10: Cronbach's alpha

Item	Number of Item	Cronbach's Alpha
Product	7	0.79
Price	3	0.70
Place	6	0.84
Promotion	5	0.82
Personal	6	0.77
Social	5	0.77
Psychological	5	0.85
Purchase intention	5	0.75

### Assessment of reliability

As seen from the results presented in the table above, the Cronbach's alpha of product factor is notably high (0.79), and indicates also strong internal consistency. The Cronbach's alpha if deleted of all items is quite good (0.76, 0.74, 0.76, 0.76, 0.77, 0.76 and 0.77) since they were less than initial Cronbach alpha (0.79), so all items are kept the same. For price factor, the Cronbach's alpha was lower than a standard criterion (0.68). According to the "Cronbach's Alpha If Item deleted", removal of item4 "I always pay attention to payment methods." resulted in a higher Cronbach's Alpha of price factor (0.70); therefore, item Price4 was removed and a new result is shown in Table 4. Cronbach's alpha of place factor is notably high (0.84), indicating a high level

of internal consistency among six items. The Cronbach's alpha if deleted (0.80, 0.80, 0.83, 0.80, 0.82 and 0.82) showed that the alpha for the remaining items would be worse if any of the items was removed. Hence, all items were still kept the same. Promotion factor with a very high Cronbach's alpha of 0.82 indicates a strong internal consistency. In addition, the values of the "Cronbach's alpha if item deleted" showed that it would reduce the initial Cronbach' alpha if any item was removed from the scale (0.79, 0.79, 0.75, 0.80 and 0.81); accordingly, there was no removal of any item.

For the characteristics of buyers' factors, personal factor has a high Cronbach's alpha of 0.77. This indicates a high level of internal consistency among the six items. Moreover, Cronbach's Alpha if Item deleted (0.76, 0.75, 0.71, 0.73, 0.72 and 0.77) were lower than the initial Cronbach' alpha, except for item6 "I always pay attention to economic situation.", which represented Cronbach's alpha that was equal to the initial Cronbach' alpha. Therefore, there was no item removed from the scale. As for social factor, it showed a strong internal consistency among five items by the Cronbach's alpha of 0.77; the Cronbach's alpha if item deleted indicated that any removal of an item would result in a lower Cronbach's Alpha (0.74, 0.71, 0.75, 0.73 and 0.73). All items were, thus, maintained in the scale. As can be seen from the table above, the Cronbach's alpha of psychological factor is the highest among all factors (0.85). At the "Cronbach's Alpha If Item deleted", only item4 "I always pay attention to get more convenience in photography." can improve the reliability to 0.88, if removed; however, the difference is quite small. Further, other items in Cronbach's alpha if deleted (0.81, 0.79, 0.80, 0.88 and 0.82) were less than initial Cronbach alpha; thus, all items were kept the same.

Purchase intention, the dependent variable, indicated a high level of internal consistency among the five items with the Cronbach's alpha of 0.75; thus no items in Cronbach's alpha if item deleted were removed because the initial Cronbach's alpha of remaining items would be worse if any item was deleted from the scale (0.73, 0.73, 0.70, 0.67 and 0.68).

## Factors influencing purchase intention of digital camera

In order to discover factors influencing customers' purchase intention of digital cameras, relationships between all variables were determined through a correlation analysis before proceeding with Multiple Regression Analysis.

### Correlation analysis

A correlation analysis was used here to measure a relationship between two or more variables, and also a degree and direction of a relationship between independent variables and dependent variable. Absolute value of Pearson correlation coefficient is close to 1.0 when the variables have a tight linear correlation (Linh, 2014). A value between 0.30 and 0.49 is regarded as a medium strength correlation, while a value ranging from 0.50 to 1.0 indicates a strong positive relationship. As can be seen from the Table 4 below, the outputs indicate a strong relationship in the correlation matrix for the 7 variables: product factor, price factor, place factor, promotion factor, personal factor, social factor, psychological factor, and customers' purchase intention. The Pearson correlation coefficients of all items are presented in Table 4; all independent variables are positively correlated with the dependent variable, at a significance level of 0.01.







	Product Average	Price Average 2	Place Average	Promotion Average	Personal Average	Social Average	Psychological Average
Purchase Intention Average	.411**	.472**	.405**	.385**	.661**	.436**	.628**
Pearson Correlation							
Sig. (2-tailed)	0	0	0	0	0	0	0
N	280	280	280	280	280	280	280

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The analysis results of Pearson's correlations between the independent variables and the dependent variable are 0.411, 0.472, 0.405, 0.385, 0.661, 0.436, and 0.628, respectively. From Table 4, "product factor", "price factor", "place factor", "promotion factor", "personal factor", "social factor" and "psychological factor" are strongly correlated with the dependent variable "purchase intention", at a significance level of 0.01. This demonstrates that there is a significant relationship between the independent variables and the dependent variables. Product factor, price factor, place factor, promotion factor, and social factor have a medium correlation, a moderately strong relationship, with purchase intention, while personal factor and psychological factor show a strong relationship with purchase intention. Also, the results demonstrated that all independent variables have a strongly correlation with one another, at a significance level of 0.01. In other words, there is a significant relationship among independent variables in a positive direction; this, however, is not in the focus of this study.

A correlation analysis was performed to measure a direction and strength of a relationship between the independent variables and the dependent variable. According to the analysis, there is a strong positive correlation between the individual independent variables and the dependent variable. Multiple Regression Analysis was, then, carried out to test the proposed hypotheses.

### Multiple Regression Analysis

A main purpose of multiple regression analysis is to assess the affected level between the independent variables and the dependent variable. This research employed “Enter method” with SPSS program for multiple regression analysis. All variables were taken into an analysis, as shown in the table below. Also, the independent variables were entered into the multiple regression equations, to investigate their effects on the dependent variable.

R-Square ( $R^2$ ) is a statistic measurement used here to consider how much the variance was explained. In each multiple regression model,  $R^2$  is significant at  $p < 0.05$ , indicating that the independent variables significantly affect the dependent variable. Table 5 shows the overall multiple regression model with the adjusted  $R^2$  value of independent variables at 0.518. This suggests that 51.8% of variance in the dependent variable (purchase intention) is explained by independent variables.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 <sup>a</sup>	.530	.518	.55946

Table 12: R-square value for a relationship between the independent variables and the dependent variable

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.103	.243		.421	.674		
Product Average	-.058	.077	-.044	-.752	.453	.514	1.945
Price Average	.081	.061	.076	1.335	.183	.526	1.902
Place Average	.116	.052	.118	2.214	.028	.606	1.649
<sup>1</sup> Promotion Average	-.119	.063	-.115	-1.895	.059	.473	2.115
Personal Average	.421	.078	.356	5.392	.000	.397	2.519
Social Average	.128	.052	.125	2.447	.015	.664	1.506
Psychological Average	.372	.063	.348	5.945	.000	.504	1.983

Table 13: The Coefficients of the relationship between the independent variables and the dependent variable

In the Sig. column, as shown in Table 6 below, the significant value of the four independent variables (place factor, personal factor, social factor, and psychological factor), affects the dependent variable (purchase intention) at a statistical significance level of 0.05 ( $p < 0.05$ ). This can be concluded that place factor, personal factor, social factor, and psychological factor add statistical significance to the prediction,  $p < 0.05$ . However, there are three independent variables that do not affect the dependent variable, at a statistical significance level of 0.05 ( $sig > 0.05$ ), these being: product factor (0.453), price factor<sup>2</sup> (0.183), and promotion factor (0.059). This thus demonstrates that product factor, price factor and promotion factor do not have a significant impact on customers' purchase intention.

To assess the multicollinearity, a test of the VIF and Tolerance values was conducted. The closer the proximity of the Tolerance value is to 0, the higher the multicollinearity will be as a variable can be explained by another. In contrast, VIF and collinearity of variables indicate direct variation. In Table 6 above, the VIF value of all variables indicate the very low multicollinearity among variables (1.859, 1.953, 1.709, 2.159, 2.527, 1.511, and 1.934 respectively).

### Hypothesis Testing

The hypotheses testing was drawn upon the Multiple Regression Analysis in order to confirm the proposed hypotheses in terms of a relationship between the independent variables and customers' purchase intention.

**Test of hypothesis 1:** Product factor has a positive impact with customers' purchase intention.

The results of testing of hypothesis 1, in Table 5 and Table 6, show that product factor has no significant relationship with purchase intention as the significant value of the factor (0.453) is greater than 0.05, thus hypothesis 1 was not supported. Further, the value of the slope (**B**) of product factor is -0.058, meaning that if product factor increases by 1 unit, purchase intention value decreases by 0.058 units.

**Test of hypothesis 2:** Price factor has a positive impact with customers' purchase intention.

The results of testing of hypothesis 2, in Table 5 and Table 6, show that price factor has no significant relationship with purchase intention as the significant value of the factor (0.183) is greater than 0.05, thus hypothesis 2 was not supported. The value of the slope (**B**) of price factor is 0.081, meaning that if price factor increases by 1 unit, purchase intention value rises by 0.081 units.

**Test of hypothesis 3:** Place factor has a positive impact with customers' purchase intention.

The results of testing of hypothesis 3 show that there is a significant relationship between place factor and purchase intention. From Table 5 and Table 6, the significant value of place factor is 0.028, which is smaller than 0.05, thus satisfying hypothesis 3. Also, the greater place factor adaptive can lead to higher customers' purchase intention. Further, the value of the slope (**B**) of place factor is 0.116, meaning that when place factor increases by 1 unit, customers' purchase intention value rises by 0.116 units.

**Test of hypothesis 4:** Promotion factor has a positive impact with customers' purchase intention.

The results of testing of hypothesis 4, as shown in Table 5 and Table 6, show that promotion factor has no significant relationship with purchase intention as the significant value of the factor (0.059) is greater than 0.05, thus hypothesis 4 was not supported. Further, the value of the slope (**B**) of promotion factor is -0.119, meaning that if promotion factor increases by 1 unit, purchase intention value decrease by 0.119 units.

**Test of hypothesis 5:** Personal factor has a positive impact with customers' purchase intention.

The results of testing of hypothesis 5 show that there is a significant relationship between personal factor and purchase intention. From Table 5 and Table 6, the significant value of personal factor is 0.00, which is smaller than 0.05, thus satisfying hypothesis 5. Also, the greater personal factor adaptive can lead to higher customers' purchase intention. The value of the slope (**B**) of personal factor is 0.421 meaning that when personal factor increases by 1 unit, customers' purchase intention value rises by 0.421 units.

**Test of hypothesis 6:** Social factor has a positive impact with customers' purchase intention.

The results of testing of hypothesis 6 show that there is a significant relationship between social factor and purchase intention. From Table 5 and Table 6, the significant value of social factor is 0.015, which is smaller than 0.05, thus satisfying hypothesis 6. Also, the greater social factor adaptive can lead to higher customers' purchase intention. The value of the slope (**B**) of social factor is 0.128, meaning that when social factor increases by 1 unit, customers' purchase intention value rises by 0.128 units.

**Test of hypothesis 7:** Psychological factor has a positive impact with customers' purchase intention.

The results of testing of hypothesis 7 show that there is a significant relationship between psychological factor and purchase intention. From Table 5 and Table 6, the significant value of psychological factor is 0.00, which is smaller than 0.05, thus satisfying hypothesis 7. Also, the greater Psychological factor adaptive can lead to higher customers' purchase intention. Further, the value of the slope (**B**) of Psychological factor is 0.372, meaning that when Psychological factor increases by 1 unit, customers' purchase intention value rises by 0.372 units.

Table 14: Results of the hypotheses

	Hypotheses	Results
H1	Product factor has a positive impact with customers' purchase intention.	Not Supported
H2	Price factor has a positive impact with customers' purchase intention.	Not Supported
H3	Place factor has a positive impact with customers' purchase intention.	Supported
H4	Promotion factor has a positive impact with customers' purchase intention.	Not Supported
H5	Personal factor has a positive impact with customers' purchase intention.	Supported
H6	Social factor has a positive impact with customers' purchase intention.	Supported
H7	Psychological factor has a positive impact with customers' purchase intention.	Supported

In conclusion, the independent variables can be used to explain 51.8% of the variances of purchase Intention. Personal factor has a significant relationship with customers' purchase intention at a coefficient value of 0.661, which is also a significant prediction of how likely a consumer is to purchase a digital camera. Further, the significant values indicate that place factor, personal factor, social factor, and psychological variables have a positive relationship with customers' purchase intention, while product factor, price factor, and promotion factor do not have a significant impact on customers' purchase intention; and therefore satisfying four of seven hypotheses.

## CHAPTER 5

### DISCUSSION AND CONCLUSION

The aims of this chapter are to summarize the statistical analyses in the previous chapter, and to discuss main findings, managerial implications, limitations of the study, and recommendations for future research. This chapter contains three main sections: discussion and conclusion, implications, and limitations and recommendations for further study. This research is a study of factors that influence customers' purchase intention of digital cameras. Two determinants of purchase intention identified and examined in this study are marketing mix factors and characteristics of buyer's factors. There are seven contributing elements employed to run an analysis for this research in order to determine factors that affect purchase intention of consumers of digital cameras. Of all survey questionnaires distributed online, a total number of 280 questionnaires were completed; and the data obtained were analyzed using SPSS. The outcomes from all the analyses are expressed in both descriptive and inferential statistical data. Four hypotheses are satisfied; they suggest that personal factor has the highest significant influence level on customers' purchase intention of digital cameras, among all independent variables, according to the survey data.

Also, implications, limitations and recommendations for further research were provided as a guideline for digital camera manufacturers and marketers, as well as those involved, to gain profound insight into customers' purchase intention concerning selection of digital cameras, and to determine viable strategies to gain competitive edge. Moreover, it is hoped that all research findings in this paper would, more or less, be useful for those who are interested in this field in terms of understanding limitations, including problems and obstacles, while conducting a study.



## Discussion

According to hypothesis testing, four independent variables have a significant relationship with the dependent variable (purchase intention), of which the personal factor is the highest influence level element, followed by psychological factor. The details of discussion are as follows:

### Marketing Mix

#### Product factor

The respondents weighted the most importance to product quality, according to the highest mean of the item Product 2 “I always pay attention to the quality of digital camera.” is 4.48, and item Product3 “I always pay attention to the image quality taken by digital camera.” with a mean of 4.25. Further, product factor has a positive impact on customers’ purchase intention with Pearson’s correlations=0.411, a moderately strong relationship. However, product factor has no significant relationship with purchase intention as the significant value of the factor (0.453) is greater than 0.05, thus, hypothesis 1 is not supported.

#### Price factor

Price factor represents a direct relationship with product factor. This is, from the analysis, due to the fact that the respondents are likely to associate a price range with a particular product quality: the mean of item Price2 “I always pay attention to the quality-price relationship. (High price indicates high quality)” is 4.31. Nevertheless, price factor has no significant relationship with purchase intention as the significant value of the factor (0.183) is greater than 0.05, thus hypothesis 2 is not supported.

#### Place factor

Place factor represents a moderate mean, on an overall basis. The majority of respondents (64%) tend to buy a product at reputable retailers, while only 4% prefer buying a product through online services. From the analysis, place factor indicates moderately strong relationship with customers’ purchase intention, with Pearson’s

correlations of 0.405. Further, the significant value of place factor is 0.028, which is smaller than 0.05. Thus, Hypothesis 3 is supported.

### **Promotion factor**

Promotion factor represents a relationship with place factor as most respondents attached importance to a product tryout. Also, this factor shows the lowest degree of influence on customers' purchase intention, with Pearson's correlations=0.385 - moderately strong relationship. From this, it can be said that promotion is not the main factor, for the case of digital cameras that affect customers' purchase intention. Further, promotion factor has no significant relationship with purchase intention as the significant value of the factor (0.059) is greater than 0.05. Thus hypothesis 4 1 is not supported.

### **Characteristics of buyers**

#### **Personal factor**

Personal factor has the considerably high value of means. Most respondents (83%) rated importance on item Personal1 "Photography is a relaxation for myself." with the mean of 4.17, item Personal5 "I always pay attention to memory recording when traveling". This collectively means that most digital camera users tend to buy a product for leisure activities. Most significantly and interestingly, for this research, this factor, with Pearson's correlations=0.661, has the strongest level of positive relationship with customers' purchase intention. Moreover, the significant value of personal factor is 0.00, which is smaller than 0.05. Accordingly, Hypothesis 5 is supported.

#### **Social factor**

Among elements of characteristics of buyers, social factor represents the least significance, in relation to purchase intention. According to demographics, most respondents (64%) made their own purchase decision; only 11% based a decision on comments from reviewers. However, this factor shows a moderately strong relationship with customers' purchase intention, with Pearson's correlations=0.436. Further, the

significant value of social factor is 0.015, which is smaller than 0.05, thus, Hypothesis 6 is supported.

### **Psychological factor**

Psychological factor represents the highest value of means. Most respondents expected high quality of a digital camera; they ensured this by seeking information prior to their purchase. Further, this factor has a positive strong relationship with purchase intention, with Pearson's correlations=0.628, second to personal factor. Further, the significant value of psychological factor is 0.00, which is smaller than 0.05. Thus, Hypothesis 7 is supported.

In conclusion, price, for this particular business, is so important to customers not much in its own influencing role as in its relation with product quality: high price with high quality. This is consistent with the descriptive analysis, in that most respondents always paid attention to the association between quality and price, while making a purchase decision. In addition, the majority of respondents preferred buying a product at retailers to through online services as they can try out a product.

However, a reason for which product has no significant impact on customers' purchase intention is that manufacturers of digital cameras is now present in a small number, and that they have been offering products with the same level of quality as well as compatible functions, albeit a wide range of products. As for promotion, also with no significant impact on customers' purchase intention, it could be that promotional campaigns are not normally given to products of this type, and that they are, if any, known within limited groupings. Further, sale promotion is usually determined by retailers, tending to lower prices, to the same level, of products with the same quality. Accordingly, purchase decision making of customers is largely dependent upon their own preference, personalities, lifestyles and recommendations from people around them. The main reasons for purchasing a digital camera are travelling, memory recording, and relaxation, respectively. As they are likely to search for information before purchasing, they usually make their own decision. When accompanied by a product tryout, this helps facilitate consumers in terms of product

selection. As for statistical aspects, place factor, personal factor, social factor, and psychological factor have an impact on customers' purchase intention at a statistical significance level of 0.05 ( $p < 0.05$ ), where these factors can be used to explain purchase intention, for 51.8%, respectively. Such figures, therefore, are useful also for predicting future purchase intention.

### **Conclusion**

With current advancements in technologies and innovations of digital camera, demands for digital cameras are now increasing rapidly. This has inevitably intensified competition among camera manufactures and distributors. In light of this, this empirical research focuses on what factors that impact customers' purchase intention towards products of this type. In order to analyze elements that contribute to such intention, a self-administrated online questionnaire was distributed to 6 different groups of digital camera users; a total of completed 280 were collected, and the data obtained were processed statistically. The analysis results provided all descriptive demographics, correlations between the independent variables and the dependent variable, and relationships between all factors and purchase intention. In sum, the findings suggest a significant relationship of the four independent variables and the dependent, and indicate that personal factor, psychological factor, social factor, and place factor are the important elements that affect customers' purchase intention, whereas the other elements (product factor, price factor, and promotion factor) have no significant impact on customers' purchase intention. As a result of the above, not only these findings provide the primary answers to the main research questions, they also meet the objectives of this study, and satisfy the proposed hypotheses.

## **Implications**

Based on the results of this study, there are a number of implications that might be useful in assisting digital camera manufacturers and distributors to better understand factors influencing purchase intention of customers of digital cameras, so they will be able to pay more accurate and precise attention to desirable target markets, and address issues they are facing in current marketing situation.

According to the research analysis, digital camera manufacturers and distributors must pay more attention to personal factor as a key element for an overall marketing strategy that need to be taken into consideration when implementing strategies. For instance, companies may focus on products that suit best to lifestyles of digital camera users, especially young adults (aged between 21 and 30) as these two groups, when combined, represent the largest market segment through offering products that serve their preferences, such as user-friendliness or attractive design. Finally, product information is an important consideration in buying-decision process as most respondents seek, most of the time, certain details of product features and specifications, and sometimes promotional campaigns. As a result, companies should provide powerful information about their products through a variety of sources, websites, televised advertising, printed media, salespersons, etc. to ensure that consumers have sufficient access to their desired product information. This will, in turn, will further facilitate their purchase decision, as when consumers obtain enough information and experiences, they are more likely to purchase a product.

## **Limitations**

Even though the objectives of this research are met, there were two main limitations in this research. The first limitation involves distribution of a survey questionnaire. To reach a target population, as directly and effectively as possible, under the time constraint, the distribution of a survey questionnaire was targeted at digital camera exhibitions. According to their policies, unfortunately, any kind of survey conducting by students at exhibitions is not permitted. Data collection, was, thus,

carried out through online-based survey, instead. Upon completion of data collecting, there were only 280 questionnaires which provided valid data for research analysis. This, as a result, might not represent digital camera customers' purchase intention as a whole.

The other limitation is that this research relied heavily on the data collected from a questionnaire. One obvious problem regarding filling out a questionnaire is that there might be a number of respondents who do not regard the process as seriously; therefore, they may randomly select an answer to a questionnaire item, thereby reducing accuracy of the results.

### **Recommendation**

It is hoped that this research might be, in some ways, useful for digital camera business, as well as related industries, and those who are especially interested this field. However, there are some recommendations for future study. First of all, it is advisable that a research should be conducted with a larger sample size so as to enable generalization of potential finding with higher confident and alert the probability of uncertainty of invalid data and un-return questionnaires. Ling et al. (2014) suggests that a larger size of target samples can cover and also represent a more reliability of the results, as regards possibilities of finding relationships with a wider range of correlation tests.

Although this study proposed that 'marketing mix' and 'characteristics of buyers' can influence customers' purchase intention of digital camera, elements in other areas, consumer behavior in particular, may as well be crucial in describing of customers' purchase intention in other industries. Further study should, therefore, take into account such elements. As this research suggests that most factors with significant impact on customers' purchase intention are those uncontrolled by companies, it is advisable for further research to take into account controllable factors, which will, in turn, enable companies to adopt and apply to their business more practically.

Lastly, Chew et al. (2012) comments that to ensure effectiveness of a research, an interviewing method should be incorporated into a survey because it will help to produce more in-depth data and improve analysis outcomes in terms of qualitative aspects. Thus, further study using interview is recommended to enhance the understanding of the digital camera's marketing mix and the characteristics of buyers.



## Appendix A

### QUESTIONNAIRES

The questionnaire entitled “AN EMPIRICAL STUDY OF THE FACTORS INFLUENCING CUSTOMERS’ PURCHASE INTENTION OF DIGITAL CAMERA” is part of a Master’s Project of Silpakorn University International College (SUIC) major in International Business.

Information from the questionnaire will be kept strictly confidential and will not displayed the personal information of respondents in any case. And thank you for your cooperation.

\* Answer Needed

**Direction:** Please choose only one answer that best describes your opinion.

Priority level to influence your purchase decision of digital camera

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

**Product Factor \***

I always pay attention to materials of digital camera.	(1)(2)(3)(4)(5)
I always pay attention to the quality of digital camera.	(1)(2)(3)(4)(5)
I always pay attention to the image quality taken by digital camera	(1)(2)(3)(4)(5)
I always pay attention to functions of digital camera.	(1)(2)(3)(4)(5)
I always pay attention to the design of digital camera.	(1)(2)(3)(4)(5)
I always pay attention to the brand of digital camera.	(1)(2)(3)(4)(5)
I always pay attention to after-sales services of digital camera.	(1)(2)(3)(4)(5)



**Price Factor \***

I always pay attention to digital camera brands' price.	(1)(2)(3)(4)(5)
I always pay attention to the quality-price relationship. (High price indicates high quality)	(1)(2)(3)(4)(5)
I always pay attention to a special digital camera discount.	(1)(2)(3)(4)(5)
I always pay attention to payment methods when buying digital camera.	(1)(2)(3)(4)(5)

**Place Factor \***

I always pay attention to the number of retailer's branches.	(1)(2)(3)(4)(5)
I always pay attention to the convenience of retailer's shop location.	(1)(2)(3)(4)(5)
I always pay attention to good retailers' reputation.	(1)(2)(3)(4)(5)
I always pay attention to convenient store layout.	(1)(2)(3)(4)(5)
I always pay attention to online purchasing services.	(1)(2)(3)(4)(5)
I always pay attention to digital camera exhibitions.	(1)(2)(3)(4)(5)

**Promotion Factor \***

I always pay attention to advertisement of digital cameras.	(1)(2)(3)(4)(5)
I always pay attention to recommendation and influence of a salespersons.	(1)(2)(3)(4)(5)
I always pay attention to offering of sales promotion (Discount, Special gifts, etc.).	(1)(2)(3)(4)(5)
I always pay attention to product warrantee and after-sales service.	(1)(2)(3)(4)(5)
I always pay attention to a tryout of products before buying.	(1)(2)(3)(4)(5)

## Part2: Characteristics of Buyers' Factors

**Direction:** Please choose only one answer that best describes your opinion.

Priority level to influence your purchase decision of digital camera

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

### Personal Factor \*

Photography is a relaxation for myself.	(1)(2)(3)(4)(5)
I attend to join the exhibition of digital cameras.	(1)(2)(3)(4)(5)
I always pay attention to technological improvement.	(1)(2)(3)(4)(5)
Using digital cameras can increase my self-confidence.	(1)(2)(3)(4)(5)
I always pay attention to memory recording when traveling.	(1)(2)(3)(4)(5)
I always pay attention to economic situation.	(1)(2)(3)(4)(5)

### Social Factor \*

I always pay attention to opinions and experiences from my family.	(1)(2)(3)(4)(5)
I always pay attention to opinions and experiences from my friends and colleagues.	(1)(2)(3)(4)(5)
I always pay attention to opinions from experienced reviewers.	(1)(2)(3)(4)(5)
Using digital camera can represent my social status.	(1)(2)(3)(4)(5)
Using digital camera can represent my abilities.	(1)(2)(3)(4)(5)

### Psychological Factor \*

I always obtain product information from many sources.	(1)(2)(3)(4)(5)
I always expect to learn new techniques.	(1)(2)(3)(4)(5)
I always expect to develop photography skills.	(1)(2)(3)(4)(5)
I always expect to get more convenience in photography.	(1)(2)(3)(4)(5)
I always expect a digital camera with high quality images.	(1)(2)(3)(4)(5)

### Part3: Customers' Purchase Intention

**Direction:** Please choose only one answer that best describes your opinion.

Priority level to influence your purchase decision of digital camera

(1) Strongly Disagree (2) Disagree (3) Neutral (4) Agree (5) Strongly Agree

#### Customers' Purchase Intention \*

I intend to buy a digital camera in near future.	(1)(2)(3)(4)(5)
I always make a comparison among product brands before I purchase.	(1)(2)(3)(4)(5)
I always search for information before making a purchase decision.	(1)(2)(3)(4)(5)
I always discuss about digital camera with my friends And my family.	(1)(2)(3)(4)(5)
I will recommend my friend to buy digital camera.	(1)(2)(3)(4)(5)

### Part4: General Information

**Direction:** Please fill out this form (Please answer all questions below)

**Gender \***

Male

Female

Other

**Age \***

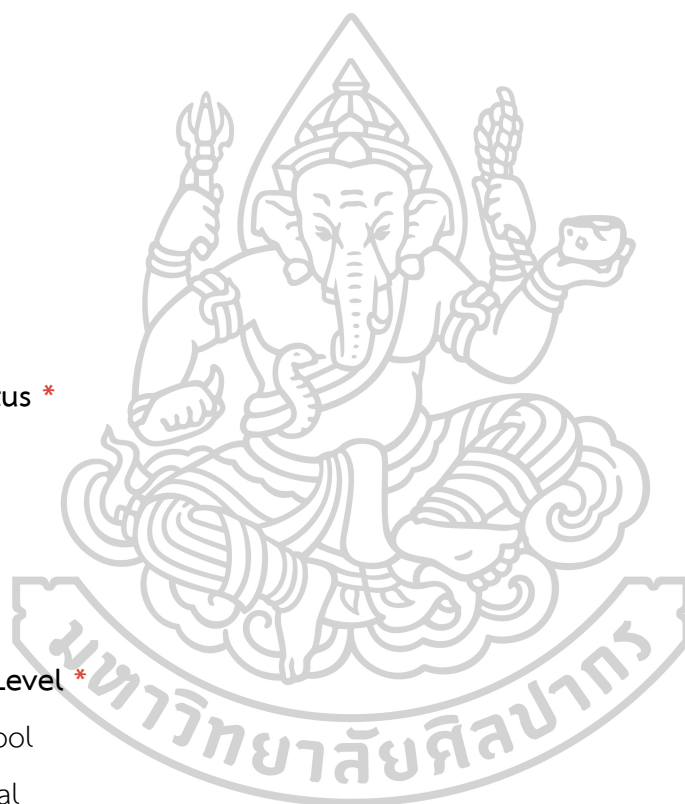
- Less than 20
- 20-25
- 26-30
- 31-35
- 36-40
- 41-45
- 46-50
- 51-55
- 56-60
- 61-65
- Over 66

**Marital Status \***

- Single
- Married
- Other

**Education Level \***

- High school
- Vocational
- Bachelor's degree
- Master's degree
- Doctorate degree
- Other



**Employment Status \***

- Student
- Private employees
- Government employees
- Photographer/ Working with digital camera
- Self-employed
- Retired
- Other

**Do you have experience in using digital camera? \***

- Less than 1 year
- More than 1 year but less than 3 years
- More than 3 years but less than 5 years
- More 5 years

**How many digital camera do you have? \***

- 1
- 2
- More than 2

**What types of digital camera do you currently used \***

- Compact
- DSLR-Like (Prosumer)
- DSLR
- Mirrorless
- Smartphone camera
- Other (Action camera, Instant camera, Film camera, Toy camera, etc.)

Which brands of digital camera do you mainly used? (Choose only one item) \*

- Canon
- Nikon
- Olympus
- Panasonic
- Fujifilm
- Sony
- Samsung
- Leica
- Pentax
- Smartphone camera
- Other

What is the main purpose of the purchase of digital camera? (Choose only one item) \*

- For education
- For work
- For travel / recording memories
- For hobbies / collection.
- Other

Who has influence your purchase decision of buying digital camera? \*

- Myself
- Family
- Friends / Colleagues
- Salesperson
- Reviewer
- Other

**What is the appropriate price of a digital camera to purchase \***

- Lower than 10,000 baht
- 10000-15000 baht
- 15001-20000 baht
- 20001-25000 baht
- 25001-30000 baht
- 30001-35000 baht
- More than 35,000 baht

**Where do you choose to buy digital camera? (Choose only one item)\***

- Department stores such as Power Buy
- Retailers such as Big Camera
- Exhibitions such as Photo Fair/ Commart
- Online stores
- Buy second-hand from the acquaintances/ websites
- Other

**What type of payment methods would you use to purchase digital camera? \***

- Credit Cards (Down payment)
- Credit Cards (Non-Down payment)
- Down payment (Non-Credit Cards)
- Cash/Other payment method

**-THANK YOU FOR YOUR COOPERATION-**

## Appendix B

### แบบสอบถามการวิจัย

แบบสอบถามเรื่อง “ปัจจัยที่มีผลต่อความตั้งใจซื้อกล้องถ่ายภาพดิจิทัลของผู้ซื้อ” เป็นส่วนหนึ่งของการศึกษาค้นคว้าอิสระ (Independent Study) ของนักศึกษาระดับบัณฑิตศึกษา วิทยาลัยนานาชาติ มหาวิทยาลัยศิลปากร สาขาธุรกิจระหว่างประเทศ (MBA)

ข้อมูลจากแบบสอบถามจะถูกเก็บเป็นความลับเคร่งครัด ไม่เปิดเผยต่อสาธารณชนไม่ว่าในกรณีใดๆ และไม่มีการแสดงข้อมูลส่วนตัวรายบุคคลของผู้ตอบแบบสอบถามแต่อย่างใด และขอขอบพระคุณที่ท่านได้ให้ข้อมูลในการศึกษาค้นคว้าครั้งนี้

\*จำเป็น

#### ส่วนที่1: ปัจจัยด้านส่วนประสมทางการตลาด (Marketing Mix)

กรุณาใส่เครื่องหมายลงในช่องว่างที่ท่านเห็นว่าตรงกับความคิดเห็นของท่านมากที่สุด

ระดับความสำคัญซึ่งส่งผลต่อการตัดสินใจซื้อกล้องถ่ายภาพดิจิทัลของท่าน

(1) เห็นด้วยน้อยที่สุด (2) เห็นด้วยน้อย (3) ปานกลาง (4) เห็นด้วยมาก (5) เห็นด้วยมากที่สุด

#### ปัจจัยด้านผลิตภัณฑ์ (Product) \*

ท่านให้ความสำคัญกับเรื่องวัสดุในการผลิตของกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องคุณภาพของกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องความละเอียดของภาพจากกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องฟังก์ชันการทำงานของกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องรูปทรงของตัวกล้องที่สวยงาม	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับแบรนด์/ยี่ห้อของกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องการบริการหลังการขาย	(1)(2)(3)(4)(5)

#### ปัจจัยด้านราคา (Price) \*

ท่านให้ความสำคัญกับการเปรียบเทียบราคาของกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญในเรื่องความเหมาะสมของราคาเมื่อเทียบกับคุณภาพ (เช่นคุณภาพสูงราคาแพง/คุณภาพต่ำราคาถูก)	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญต่อการมีส่วนลดราคาพิเศษของกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญในเรื่องระบบการชำระเงินของกล้องถ่ายภาพดิจิทัล (เงินสด, บัตรเครดิต, อื่นๆ)	(1)(2)(3)(4)(5)



**ปัจจัยด้านสถานที่และช่องทางจัดจำหน่าย (Place) \***

ท่านให้ความสำคัญกับเรื่องจำนวนสาขาของตัวแทนจำหน่าย- กล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องความสะดวกต่อการเดินทางไปยังร้าน- ตัวแทนจำหน่ายกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องชื่อเสียงของตัวแทนจำหน่ายกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องการจัดวางสินค้ากล้องถ่ายภาพดิจิทัล ภายในร้านที่จำหน่าย	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องระบบสั่งซื้อออนไลน์ของกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องการจัดงานแสดงสินค้าของกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)

**ปัจจัยด้านการส่งเสริมการตลาด (Promotion) \***

ท่านให้ความสำคัญกับเรื่องสื่อโฆษณาต่างๆของกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องพนักงานขายที่จูงใจและให้คำแนะนำ เกี่ยวกับกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องกิจกรรมส่งเสริมการขาย (ส่วนลด, ของสมนาคุณ, อื่นๆ)	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องการรับประกันสินค้าและบริการหลังการขาย	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องการทดสอบคุณภาพสินค้าก่อนซื้อ	(1)(2)(3)(4)(5)

**ส่วนที่2: ปัจจัยด้านลักษณะของผู้ซื้อ (Characteristics of buyers)**

กรุณาใส่เครื่องหมายลงในช่องว่างที่ท่านเห็นว่าตรงกับความคิดเห็นของท่านมากที่สุด

ระดับความสำคัญซึ่งส่งผลต่อการตัดสินใจซื้อกล้องถ่ายภาพดิจิทัลของท่าน

(1) เห็นด้วยน้อยที่สุด (2) เห็นด้วยน้อย (3) ปานกลาง (4) เห็นด้วยมาก (5) เห็นด้วยมากที่สุด

**ปัจจัยส่วนบุคคล \***

การถ่ายรูปเป็นการสร้างความผ่อนคลายให้กับตนเอง	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องการเข้าร่วมงานแสดงสินค้ากล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องความทันสมัยและล้ำหน้าของเทคโนโลยี	(1)(2)(3)(4)(5)
การใช้กล้องถ่ายภาพดิจิทัลช่วยให้ท่านมีความมั่นใจมากขึ้น	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับการบันทึกความทรงจำกับการท่องเที่ยว	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับเรื่องสภาวะทางเศรษฐกิจ	(1)(2)(3)(4)(5)

**ปัจจัยทางสังคม \***

ท่านให้ความสำคัญกับคำแนะนำจากคนในครอบครัว	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับคำแนะนำจากเพื่อนและคนใกล้ชิด	(1)(2)(3)(4)(5)
ท่านให้ความสำคัญกับคำแนะนำจากนักวิจารณ์สินค้า	(1)(2)(3)(4)(5)
การใช้กล้องถ่ายภาพดิจิทัลช่วยปกป้องได้ถึงสถานะทางสังคมของท่าน	(1)(2)(3)(4)(5)
การใช้กล้องถ่ายภาพดิจิทัลช่วยปกป้องได้ถึงความสามารถของท่าน	(1)(2)(3)(4)(5)

**ปัจจัยทางจิตวิทยา \***

ท่านให้ความสำคัญกับการศึกษาข้อมูลเกี่ยวกับกล้องถ่ายภาพดิจิทัลจากหลายๆแหล่ง	(1)(2)(3)(4)(5)
ท่านคาดหวังกับการเรียนรู้เทคนิคถ่ายภาพใหม่ๆ	(1)(2)(3)(4)(5)
ท่านคาดหวังกับการพัฒนาความสามารถในการถ่ายรูป	(1)(2)(3)(4)(5)
ท่านคาดหวังกับความสะดวกสบายในการถ่ายรูป	(1)(2)(3)(4)(5)
ท่านคาดหวังกับคุณภาพของภาพถ่าย	(1)(2)(3)(4)(5)

**ส่วนที่3: ปัจจัยด้านความตั้งใจซื้อ (Purchase Intention)**

กรุณาใส่เครื่องหมายลงในช่องว่างที่ท่านเห็นว่าตรงกับความคิดเห็นของท่านมากที่สุด

ระดับความสำคัญซึ่งส่งผลต่อการตัดสินใจซื้อกล้องถ่ายภาพดิจิทัลของท่าน

(1) เห็นด้วยน้อยที่สุด (2) เห็นด้วยน้อย (3) ปานกลาง (4) เห็นด้วยมาก (5) เห็นด้วยมากที่สุด

**ปัจจัยด้านความตั้งใจซื้อ \***

ท่านมีความตั้งใจจะซื้อกล้องถ่ายภาพดิจิทัลในอนาคตอันใกล้	(1)(2)(3)(4)(5)
ท่านจะพิจารณาแบรนด์/ยี่ห้อต่างๆของกล้องถ่ายภาพดิจิทัลก่อนตัดสินใจซื้อ	(1)(2)(3)(4)(5)
ท่านได้ศึกษาข้อมูลของกล้องถ่ายภาพดิจิทัลมาพอสมควร	(1)(2)(3)(4)(5)
ท่านมีการพูดคุยกับเพื่อนหรือครอบครัวเกี่ยวกับกล้องถ่ายภาพดิจิทัลเสมอ	(1)(2)(3)(4)(5)
ท่านจะแนะนำให้เพื่อนซื้อกล้องถ่ายภาพดิจิทัล	(1)(2)(3)(4)(5)

#### ส่วนที่4: ข้อมูลทั่วไปของผู้ตอบคำถาม

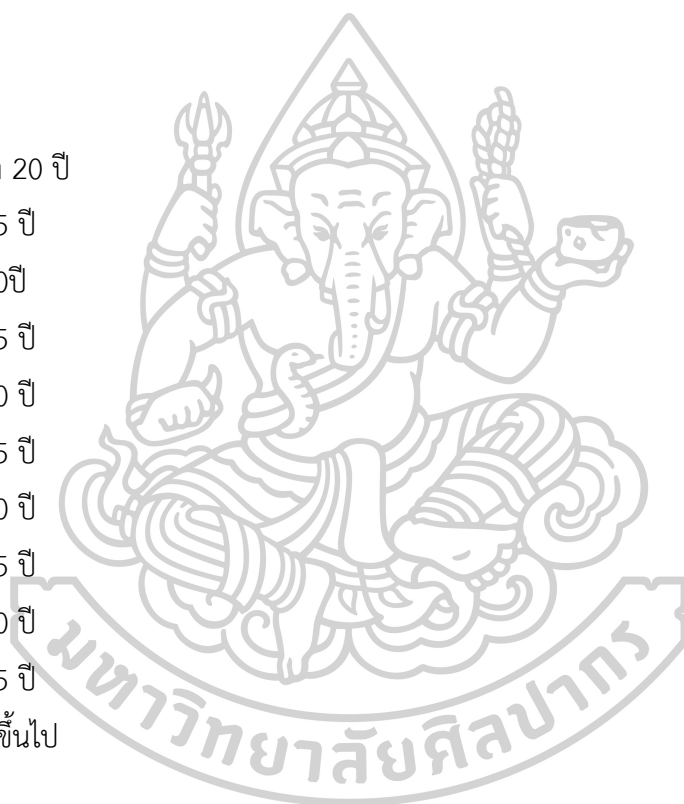
คำแนะนำ: กรุณาใส่เครื่องหมายลงในช่องว่างที่ท่านเห็นว่าตรงกับความคิดเห็นของท่านมากที่สุด  
(กรุณาตอบทุกคำถาม)

##### เพศ \*

- ( ) ชาย  
( ) หญิง  
( ) อื่นๆ

##### อายุ \*

- ( ) อายุต่ำกว่า 20 ปี  
( ) อายุ 20-25 ปี  
( ) อายุ 26-30ปี  
( ) อายุ 31-35 ปี  
( ) อายุ 36-40 ปี  
( ) อายุ 41-45 ปี  
( ) อายุ 46-50 ปี  
( ) อายุ 51-55 ปี  
( ) อายุ 56-60 ปี  
( ) อายุ 61-65 ปี  
( ) อายุ 66 ปีขึ้นไป



##### สถานภาพ \*

- ( ) โสด  
( ) สมรส  
( ) อื่น ๆ

##### ระดับการศึกษา \*

- ( ) มัธยมศึกษาตอนปลาย  
( ) ปวส. /ปวช.

- ( ) ประโยชน์ตรี
- ( ) ประโยชน์โท
- ( ) ประโยชน์เอก
- ( ) อื่นๆ

**สถานะการทำงาน \***

- ( ) นักเรียน/นักศึกษา
- ( ) พนักงาน/ลูกจ้าง
- ( ) ข้าราชการ/รัฐวิสาหกิจ
- ( ) นักถ่ายภาพ/อาชีพที่จำเป็นต้องใช้กล้องถ่ายภาพดิจิทัล
- ( ) ธุรกิจส่วนตัว
- ( ) เกษียณอายุ
- ( ) อื่นๆ

**ท่านมีประสบการณ์การใช้กล้องถ่ายภาพดิจิทัลมานานเท่าใด? \***

- ( ) มีประสบการณ์น้อยกว่า 1 ปี
- ( ) มีประสบการณ์ 1 - 3 ปี
- ( ) มีประสบการณ์ 3 - 5 ปี
- ( ) มีประสบการณ์มากกว่า 5 ปี

**ปัจจุบันท่านมีกล้องถ่ายภาพดิจิทัลทั้งหมดจำนวนเท่าใด? \***

- ( ) 1 กล้อง/ตัว
- ( ) 2 กล้อง/ตัว
- ( ) มากกว่า 2 กล้อง/ตัว

**ประเภทของกล้องถ่ายภาพดิจิทัลที่ท่านใช้ในปัจจุบัน \***

- Compact
- DSLR-Like (Prosumer)
- DSLR
- Mirrorless
- กล้องโทรศัพท์มือถือ
- อื่นๆ (กล้อง Action camera, กล้องโพลารอยด์, กล้องฟิล์ม, กล้องทอย, ฯลฯ)

**แบรนด์/ยี่ห้อ กล้องถ่ายภาพดิจิทัลที่ท่านใช้เป็นหลัก (เลือกตอบเพียง 1 ข้อ) \***

- Canon
- Nikon
- Olympus
- Panasonic
- Fujifilm
- Sony
- Samsung
- Leica
- Pentax
- กล้องโทรศัพท์มือถือ
- อื่นๆ



**วัตถุประสงค์หลักในการตัดสินใจซื้อกล้องถ่ายภาพดิจิทัลของท่านคือ \***

- เพื่อใช้ในการศึกษา
- เพื่อใช้ในการทำงาน
- ใช้ในการท่องเที่ยว / บันทึกภาพความทรงจำ
- เพื่อเป็นงานอดิเรก / เพื่อการสะสม
- อื่นๆ

**ผู้ที่มีสิทธิophilต่อการตัดสินใจในการซื้อกล้องถ่ายภาพดิจิทัลของท่าน \***

- ( ) ตัวท่านเอง
- ( ) ครอบครัว
- ( ) เพื่อน / เพื่อนร่วมงาน
- ( ) พนักงานขาย
- ( ) ผู้ที่รีวิวสินค้าในสื่อต่างๆ
- ( ) อื่นๆ

**ราคาของกล้องถ่ายภาพดิจิทัลที่ท่านคิดว่าเหมาะสมต่อการตัดสินใจซื้อ \***

ต่ำกว่า 10,000 บาท

- ( ) 10,001 - 15,000 บาท
- ( ) 15,001 - 20,000 บาท
- ( ) 20,001 - 25,000 บาท
- ( ) 25,001 - 30,000 บาท
- ( ) 30,001 - 35,000 บาท
- ( ) สูงกว่า 35,001 บาท

**ท่านเลือกซื้อกล้องถ่ายภาพดิจิทัลจากสถานที่จัดจำหน่ายใด? \***

- ( ) ห้างสรรพสินค้า เช่น Power Buy
- ( ) ศูนย์ / ร้านตัวแทนจำหน่าย เช่น Big Camera
- ( ) งานแสดงสินค้า เช่น Commart/ Photo Fair
- ( ) ร้านค้าบนอินเทอร์เน็ต
- ( ) ซื้อสินค้ามือสองผ่านคนรู้จักหรือทางเว็บไซต์
- ( ) อื่นๆ

**ท่านชำระเงินในการซื้อกล้องถ่ายภาพดิจิทัลผ่านวิธีใด? \***

- ( ) บัตรเครดิต (ชำระครั้งเดียว)
- ( ) ชำระแบบผ่อนจ่ายด้วยบัตรเครดิต
- ( ) ชำระแบบผ่อนจ่ายแบบไม่ใช้บัตรเครดิต
- ( ) เงินสด/ ชำระด้วยวิธีอื่นๆ

**-ขอขอบพระคุณที่ท่านได้ให้ข้อมูลในการศึกษาค้นคว้าครั้งนี้-**

## Appendix C

### SAMPLE DESCRIPTION

Table 15: Questionnaires Descriptions

	Scales	Frequen cy	Perce nt	Valid Perce nt		Scales	Frequen cy	Perce nt	Valid Perce nt
I always pay attention to materials of digital camera.	Strongly Disagree	8	2.9	2.9	I always pay attention to the image quality taken by digital	Strongly Disagree	4	1.4	1.4
	Disagree	16	5.7	5.7		Disagree	3	1.1	1.1
	Neutral	60	21.4	21.4		Neutral	37	13.2	13.2
	Agree	115	41.1	41.1		Agree	110	39.3	39.3
	Strongly Agree	81	28.9	28.9		Strongly Agree	126	45	45
	Total	280	100	100		Total	280	100	100
I pay more attention to the quality of digital cameras.	Strongly Disagree	4	1.4	1.4	I always pay attention to functions of digital cameras.	Strongly Disagree	4	1.4	1.4
	Disagree	6	2.1	2.1		Disagree	11	3.9	3.9
	Neutral	9	3.2	3.2		Neutral	40	14.3	14.3
	Agree	94	33.6	33.6		Agree	134	47.9	47.9
	Strongly Agree	167	59.6	59.6		Strongly Agree	91	32.5	32.5
	Total	280	100	100		Total	280	100	100







	Scales	Frequency	Percentage	Valid Percentage		Scales	Frequency	Percentage	Valid Percentage
I always pay attention to the number of retailer's branches	Valid Strongly Disagree	11	3.9	3.9	I always pay attention to good retailers' reputation.	Strongly Disagree	9	3.2	3.2
	Disagree	27	9.6	9.6		Disagree	20	7.1	7.1
	Neutral	74	26.4	26.4		Valid Neutral	70	25	25
	Agree	106	37.9	37.9		Agree	103	36.8	36.8
	Strongly Agree	62	22.1	22.1		Strongly Agree	78	27.9	27.9
	Total	280	100	100		Total	280	100	100
	I always pay attention to the convenience of retailer's shop location	Valid Strongly Disagree	36	12.9		12.9	I always pay attention to convenient store layout.	Strongly Disagree	57
Disagree		66	23.6	23.6	Disagree	55		19.6	19.6
Valid Neutral		113	40.4	40.4	Valid Neutral	103		36.8	36.8
Agree		42	15	15	Agree	39		13.9	13.9
Strongly Agree		23	8.2	8.2	Strongly Agree	26		9.3	9.3
Total		280	100	100	Total	280		100	100



	Scales	Frequenc y	Percen t	Valid Percen t		Scales	Frequenc y	Percen t	Valid Percen t
I always pay attention to product warrantee and after-sales service.	Strongly Disagree	4	1.4	1.4	Photography is a relaxation for myself.	Strongly Disagree	4	1.4	1.4
	Disagree	8	2.9	2.9		Disagree	6	2.1	2.1
	Valid Neutral	38	13.6	13.6		Valid Neutral	41	14.6	14.6
	Agree	76	27.1	27.1		Agree	117	41.8	41.8
	Strongly Agree	154	55	55		Strongly Agree	112	40	40
	Total	280	100	100		Total	280	100	100
	I always pay attention to a tryout of products before buying.	Strongly Disagree	4	1.4		1.4	I attend to join the exhibition of digital cameras.	Strongly Disagree	27
Disagree		7	2.5	2.5	Disagree	53		18.9	18.9
Valid Neutral		34	12.1	12.1	Valid Neutral	124		44.3	44.3
Agree		83	29.6	29.6	Agree	51		18.2	18.2
Strongly Agree		152	54.3	54.3	Strongly Agree	25		8.9	8.9
Total		280	100	100	Total	280		100	100



	Scales	Frequency	Percent	Valid Percent		Scales	Frequency	Percent	Valid Percent
I always pay attention to opinions and experiences from my family.	Strongly Disagree	24	8.6	8.6	Using digital camera can represent my social status.	Strongly Disagree	17	6.1	6.1
	Disagree	39	13.9	13.9		Disagree	19	6.8	6.8
	Neutral	110	39.3	39.3		Neutral	101	36.1	36.1
	Agree	77	27.5	27.5		Agree	111	39.6	39.6
	Strongly Agree	30	10.7	10.7		Strongly Agree	32	11.4	11.4
	Total	280	100	100		Total	280	100	100
I always pay attention to opinions and experiences from my friends and colleagues.	Strongly Disagree	14	5	5	Using digital camera can represent my social status.	Strongly Disagree	64	22.9	22.9
	Disagree	21	7.5	7.5		Disagree	72	25.7	25.7
	Neutral	113	40.4	40.4		Neutral	72	25.7	25.7
	Agree	104	37.1	37.1		Agree	53	18.9	18.9
	Strongly Agree	28	10	10		Strongly Agree	19	6.8	6.8
	Total	280	100	100		Total	280	100	100

	Scales	Frequency	Percent	Valid Percent		Scales	Frequency	Percent	Valid Percent
Using digital camera can represent my abilities.	Strongly Disagree	52	18.6	18.6	I always expect to learn new techniques.	Strongly Disagree	9	3.2	3.2
	Disagree	51	18.2	18.2		Disagree	17	6.1	6.1
	Valid Neutral	97	34.6	34.6		Valid Neutral	51	18.2	18.2
	Agree	58	20.7	20.7		Agree	91	32.5	32.5
	Strongly Agree	22	7.9	7.9		Strongly Agree	112	40	40
	Total	280	100	100		Total	280	100	100
	I always obtain product information from many sources.	Strongly Disagree	7	2.5		2.5	I always expect to develop photography skills.	Strongly Disagree	3
Disagree		11	3.9	3.9	Disagree	12		4.3	4.3
Valid Neutral		46	16.4	16.4	Valid Neutral	52		18.6	18.6
Agree		81	28.9	28.9	Agree	91		32.5	32.5
Strongly Agree		135	48.2	48.2	Strongly Agree	122		43.6	43.6
Total		280	100	100	Total	280		100	100





	Scales	Frequency	Percentage	Valid Percentage		Scales	Frequency	Percentage	Valid Percentage
I always search for information before making a purchase decision	Strongly Disagree	8	2.9	2.9	I will recommend my friend to buy digital camera.	Strongly Disagree	26	9.3	9.3
	Disagree	18	6.4	6.4		Disagree	35	12.5	12.5
	Valid Neutral	40	14.3	14.3		Valid Neutral	94	33.6	33.6
	Agree	90	32.1	32.1		Agree	76	27.1	27.1
	Strongly Agree	124	44.3	44.3		Strongly Agree	49	17.5	17.5
	Total	280	100	100		Total	280	100	100
	I always discuss about digital camera with my friends and my family.	Strongly Disagree	32	11.4		11.4			
Disagree		28	10	10					
Valid Neutral		87	31.1	31.1					
Agree		65	23.2	23.2					
Strongly Agree		68	24.3	24.3					
Total		280	100	100					

## Appendix D

### SPSS STATISTICS

Table 16: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I always pay attention to materials of digital camera.	280	1	5	3.88	0.989
I always pay attention to the quality of digital camera.	280	1	5	4.48	0.785
I always pay attention to the image quality taken by digital camera.	280	1	5	4.25	0.832
I always pay attention to functions of digital camera.	280	1	5	4.06	0.868
I always pay attention to the design of digital camera.	280	1	5	3.76	1.025
I always pay attention to the brand of digital camera.	280	1	5	3.66	0.978
I always pay attention to after-sales services of digital camera.	280	1	5	4.09	0.95
I always pay attention to digital camera brands' price.	280	1	5	3.99	0.933
I always pay attention to the quality-price relationship. (High price indicates high quality)	280	1	5	4.31	0.907
I always pay attention to a special digital camera discount.	280	1	5	3.88	1.032
I always pay attention to payment methods when buying digital camera.	280	1	5	3.46	1.226
Valid N (listwise)	280				

	N	Minimum	Maximum	Mean	Std. Deviation
I always pay attention to the number of retailer's branches.	280	1	5	3.34	1.059
I always pay attention to the convenience of retailer's shop location.	280	1	5	3.65	1.051
I always pay attention to good retailers' reputation.	280	1	5	3.79	1.031
I always pay attention to convenient store layout.	280	1	5	2.82	1.096
I always pay attention to online purchasing services.	280	1	5	2.72	1.204
I always pay attention to digital camera exhibitions.	280	1	5	3.18	1.196
I always pay attention to advertisement of digital cameras.	280	1	5	3.16	1
I always pay attention to recommendation and influence of a salespersons.	280	1	5	3.28	1.143
I always pay attention to offering of sales promotion (Discount, Special gifts, etc.).	280	1	5	3.78	1.091
I always pay attention to product warrantee and after-sales service.	280	1	5	4.31	0.913
I always pay attention to a tryout of products before buying.	280	1	5	4.33	0.888
Photography is a relaxation for myself.	280	1	5	4.17	0.857
I attend to join the exhibition of digital cameras.	280	1	5	2.98	1.057
I always pay attention to technological improvement.	280	1	5	3.94	0.952
Using digital cameras can increase my self-confidence.	280	1	5	3.58	1.088
I always pay attention to memory recording when traveling.	280	1	5	4.13	1.006
I always pay attention to economic situation.	280	1	5	3.71	0.979
Valid N (listwise)	280				

	N	Minimum	Maximum	Mean	Std. Deviation
I always pay attention to opinions and experiences from my family.	280	1	5	3.18	1.076
I always pay attention to opinions and experiences from my friends and colleagues.	280	1	5	3.4	0.945
I always pay attention to opinions from experienced reviewers	280	1	5	3.44	0.989
Using digital camera can represent my social status.	280	1	5	2.61	1.219
Using digital camera can represent my abilities.	280	1	5	2.81	1.19
I always obtain product information from many sources.	280	1	5	4.16	1.003
I always expect to learn new techniques.	280	1	5	4	1.057
I always expect to develop photography skills.	280	1	5	4.13	0.935
I always pay attention to get more convenience in photography.	280	1	5	3.91	0.948
I always expect a digital camera with high quality images.	280	1	5	4.34	0.797
I intend to buy a digital camera in near future.	280	1	5	3.22	1.247
I always make a comparison among product brands before I purchase.	280	1	5	4.14	0.943
I always search for information before making a purchase decision.	280	1	5	4.09	1.047
I always discuss about digital camera with my friends and my family.	280	1	5	3.39	1.271
I will recommend my friend to buy digital camera.	280	1	5	3.31	1.173
Valid N (listwise)	280				

Table 17: Item-Total Statistics

Variables	Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Product factor	I always pay attention to materials of digital camera.	24.3	13.494	0.513	0.758
	I always pay attention to the quality of digital camera.	23.7	13.875	0.633	0.739
	I always pay attention to the image quality taken by digital camera.	23.92	14.331	0.504	0.76
	I always pay attention to functions of digital camera.	24.11	14.03	0.525	0.756
	I always pay attention to the design of digital camera.	24.41	13.706	0.453	0.771
	I always pay attention to the brand of digital camera.	24.51	13.577	0.508	0.759
	I always pay attention to after-sales services of digital camera.	24.09	13.91	0.477	0.765
Price factor	I always pay attention to digital camera brands' price.	11.65	5.627	0.508	0.596
	I always pay attention to the quality-price relationship. (High price indicates high quality)	11.33	6.035	0.424	0.645
	I always pay attention to a special digital camera discount.	11.75	4.932	0.6	0.528
	I always pay attention to payment methods when buying digital camera.	12.18	5.165	0.373	0.699

Variables	Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Place factor	I always pay attention to the number of retailer's branches.	16.16	17.28	0.684	0.798
	I always pay attention to the convenience of retailer's shop location.	15.85	17.473	0.666	0.802
	I always pay attention to good retailers' reputation.	15.71	18.844	0.505	0.832
	I always pay attention to convenient store layout.	16.68	17.172	0.667	0.801
	I always pay attention to online purchasing services.	16.78	17.191	0.58	0.82
	I always pay attention to digital camera exhibitions.	16.32	17.129	0.593	0.817
Promotion factor	I always pay attention to advertisement of digital cameras.	15.7	10.003	0.626	0.785
	I always pay attention to recommendation and influence of a salespersons.	15.58	9.284	0.628	0.786
	I always pay attention to offering of sales promotion (Discount, Special gifts, etc.).	15.08	8.933	0.742	0.747
	I always pay attention to product warrantee and after-sales service.	14.54	10.751	0.564	0.802
	I always pay attention to a tryout of products before buying.	14.53	11.031	0.533	0.81

Variables	Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Personal factor	Photography is a relaxation for myself.	18.34	13.092	0.456	0.756
	I attend to join the exhibition of digital cameras.	19.53	11.884	0.502	0.746
	I always pay attention to technological improvement.	18.56	11.63	0.635	0.712
	Using digital cameras can increase my self-confidence.	18.93	11.357	0.562	0.729
	I always pay attention to memory recording when traveling.	18.38	11.585	0.593	0.721
	I always pay attention to economic situation.	18.79	13.004	0.382	0.774
Social factor	I always pay attention to opinions and experiences from my family.	12.25	10.728	0.519	0.74
	I always pay attention to opinions and experiences from my friends and colleagues.	12.04	10.852	0.61	0.714
	I always pay attention to opinions from experienced reviewers	12	11.229	0.503	0.745
	Using digital camera can represent my social status.	12.82	9.817	0.555	0.73
	Using digital camera can represent my abilities.	12.62	9.935	0.559	0.727

Variables	Items	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Psychological factor	I always obtain product information from many sources.	16.39	8.99	0.703	0.81
	I always expect to learn new techniques.	16.55	8.327	0.782	0.787
	I always expect to develop photography skills.	16.42	9.133	0.745	0.799
	I always pay attention to get more convenience in photography.	16.64	10.583	0.444	0.876
	I always expect a digital camera with high quality images.	16.21	10.158	0.675	0.822
Purchase intention	I intend to buy a digital camera in near future.	14.93	10.941	0.454	0.727
	I always make a comparison among product brands before I purchase.	14	12.556	0.418	0.734
	I always search for information before making a purchase decision.	14.06	11.34	0.539	0.694
	I always discuss about digital camera with my friends and my family.	14.76	9.848	0.599	0.668
	I will recommend my friend to buy digital camera.	14.84	10.568	0.563	0.683



Table 18: Correlations

		Purchase Intention
Product factor	Pearson Correlation	.411
	Sig. (2-tailed)	.000
	N	280
Price factor 2	Pearson Correlation	.472**
	Sig. (2-tailed)	.000
	N	280
Place factor	Pearson Correlation	.405**
	Sig. (2-tailed)	.000
	N	280
Promotion factor	Pearson Correlation	.385**
	Sig. (2-tailed)	.000
	N	280
Personal factor	Pearson Correlation	.661**
	Sig. (2-tailed)	.000
	N	280
Social factor	Pearson Correlation	.436**
	Sig. (2-tailed)	.000
	N	280
Psychological factor	Pearson Correlation	.628**
	Sig. (2-tailed)	.000
	N	280
Purchase Intention	Pearson Correlation	1**
	Sig. (2-tailed)	
	N	280

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 19: ANOVA

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.101	7	13.729	43.860	.000 <sup>b</sup>
	Residual	85.139	272	.313		
	Total	181.240	279			

a. Dependent Variable: Purchase Intention Average

b. Predictors: (Constant), Psychological Average, Place Average, Social Average, Price Average 2, Product Average, Promotion Average, Personal Average



Table 20: Collinearity Diagnostics

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions							
				(Constant)	Product Average	Price Average	Place Average	Promotion Average	Personal Average	Social Average	Psychological Average
1	1	7.851	1	0	0	0	0	0	0	0	0
	2	0.042	13.643	0.04	0.01	0.02	0.23	0	0	0.36	0.06
	3	0.036	14.758	0	0	0	0.47	0.02	0	0.53	0
	4	0.019	20.52	0.51	0.04	0.01	0	0	0.11	0.01	0.21
	5	0.018	20.713	0.09	0.01	0.11	0.24	0.56	0.02	0	0.09
	6	0.015	22.994	0.02	0	0.76	0.03	0.31	0.04	0.02	0.04
	7	0.01	28.303	0.15	0.31	0.05	0.01	0	0.53	0.05	0.33
	8	0.009	29.753	0.17	0.63	0.05	0.01	0.11	0.29	0.02	0.27

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