CHAPTER 4
DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

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DATA ANALYSIS AND INTERPRETATION

4.1 Introduction:

Data analysis was done using simple frequency distribution tables, descriptive statistics, cross tabulations with demographic, celebrity endorsements, technical parameters generally followed before buying by buyers.

Hypothesis testing was done with Chi-square test and t-test to find out the above said null hypothesis set.

Data analysis is divided into three parts:

Part-I: Data Analysis of Individual Buyers.

Part-II: Data Analysis of Professional Buyers.

Part-III: Hypotheses Testing.

Part-I and Part-II are divided into sub parts as:

A. Demographic Details.
B. Brand Awareness of Digital Cameras.
C. General and Technical Parameters.
D. Celebrity Impact.

PART-I

4.2 Data Analysis of Individual Buyers:

A. Demographic Details of Individual Buyers:

Table.1.
Sample distribution as per Educational qualification.
Following table shows educational qualification of samples. (n=100)

Sr.	Educational qualification	Frequency	Percent	Valid Percent
1	SSC/HSC	25	25.0	25.0
2	Some college but not graduate	6	6.0	6.0
3	Graduate/PG general	19	19.0	19.0
4	Graduate/PG professional	42	42.0	42.0
5	Others	8	8.0	8.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.1 reveals most of the respondents are PG professionals having frequency percentage of 42, followed by SSC/HSC qualified respondents of 25%.

More educated people are aware about digital cameras and seem to prefer high technical products like cameras for various activities, interestingly though less qualified respondents like SSC/ HSC prefer cameras for earning activity.

Table.2.
Sample distribution as per Monthly income and house hold income.
Following table shows income distribution of samples. (n=100).

Sr.	Income Groups	Frequency	Percent	Valid Percent
1	Upto-5000	7	7.0	7.1
2	5001-10000	29	29.0	29.6
3	10001-15000	26	26.0	26.5
4	15001-20000	7	7.0	7.1
5	20001-25000	8	8.0	8.2
6	25001-30000	6	6.0	6.1
7	30001-35000	5	5.0	5.1
8	35001-40000	4	4.0	4.1
9	40001-45000	3	3.0	3.1
10	45001-5000	1	1.0	1.0
11	65001-70000	1	1.0	1.0
12	70000 and above	1	1.0	1.0
	Total	98	98.0	100.0
	Missing	2	2.0	
	Total	100	100	

(Source: Field Data)

Table.2 indicates most of the respondents are from the income group 5001-10000, i.e.29.6% of them, followed by group 10001-15000 with 26.5% and 22001-25000 with 8.2%.

Table.3.
Sample distribution as per occupation.
Following table depicts occupation of samples. (n=100)

Sr.	Occupation	Frequency	Percent	Valid Percent
1	Salaried	54	54.0	54.0
2	Self-Employed	32	32.0	32.0
3	Retired	2	2.0	2.0
4	Housewife	2	2.0	2.0
5	Student	10	10.0	10.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.3 shows most of the respondents are salaried people i.e. 54% of them, followed by the self-employed with 32%, lastly students with 10%.

Table.4.
Sample distribution as per age.
Following table shows age distribution of samples.

(n=100)

Sr.	Age Groups	Frequency	Percent	Valid Percent
1	18-23	7	7.0	7.0
2	24-29	35	35.0	35.0
3	30-35	35	35.0	35.0
4	36-41	13	13.0	13.0
5	42-47	5	5.0	5.0
6	48-53	2	2.0	2.0
7	54-59	2	2.0	2.0
8	60-65	1	1.0	1.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.4 indicates that the samples consist most from the age-group of 24-29 and 30-35yrs. respectively i.e. majority of them are youngsters with 35% from that group followed by 36-41 with 13% and 18-23 age-group with 7%.

Table.5.
Sample distribution as per gender
Following table indicates distribution of samples gender wise.

(n=100)

Sr.	Gender	Frequency	Percent	Valid Percent
1	Male	89	89.0	89.0
2	Female	11	11.0	11.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.5 indicates that majority of samples constituted of male samples i.e.89% followed by female samples of 11% only.

B. Brand Awareness of Digital Cameras By Individuals:

Table.6
Brand Awareness for Digital Cameras
Following table shows brand awareness by individuals.

(n=100)

Sr.	Brand	Aware	Unaware	Total
1	Canon	89	11	100
2	Nikon	87	13	100
3	Sony	91	9	100
4	Samsung	59	41	100
5	Kodak	84	16	100
6	Olympus	31	69	100
7	Casio	7	93	100
8	Panasonic	36	64	100
9	Pentex	3	97	100
10	Fujifilm	44	56	100
11	Konica	14	86	100
12	Concord	2	98	100
13	Polariod	3	97	100
14	Ricoh	2	98	100
15	Ritz	2	98	100
16	sigma	3	97	100
17	Minolta	2	98	100
18	Vivatar	1	99	100
19	Lg	14	86	100
20	Mitsubishi	5	95	100
21	Philips	12	88	100
22	Sanyo	5	95	100
23	Jvc	3	97	100
24	Hitachi	3	97	100
25	Sharp	7	93	100
26	Toshiba	10	90	100
27	Benq	5	95	100
28	Epson	5	95	100
29	Dolphin	3	97	100

(Source: Field Data)

Table.6 indicates the camera brands and their awareness by samples, where Sony at 9[illegible] frequency is at 1st position, followed 2nd for Canon with 89 frequency, 3rd for Nikon with 89, 4th for Kodak with 84, 59 for Samsung, 44 for Fujifilm, 36 for Panasonic and 31 for Olympus. Rests of brands have got least responses showing unawareness towards them. Camera Brand awareness shows the choice a consumer has while actually buying the camera, and his/her awareness for brand will lead towards curious enquiry and information search for camera brands while actual purchase.

Table.7.
Distribution as per ownership of Camera Brand.
Following table shows ownership camera brands by samples.

(n=100)

Sr.	Camera Brands	Frequency	Percent	Valid Percent
1	Canon	15	15.0	15.0
2	Nikon	21	21.0	21.0
3	Sony	32	32.0	32.0
4	Samsung	8	8.0	8.0
5	Kodak	20	20.0	20.0
6	Olympus	4	4.0	4.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.7 indicates the current brands owned by the respondents. Majority of them say that they own the brand Sony with 32% followed by Nikon with 21% ownership, then Kodak and Canon brands with 21% and 15% respectively.

The age table indicating the majority of samples within 24-29 age-group i.e. youngsters. Sony brand appeals most from the table suggesting that more number of youngsters own the Sony brand followed by Nikon. Kodak being oldest of them still holds some share followed next by Canon. Suggesting that Sony as established brand may be preferred followed by the aggressive marketing and brand strategy by Nikon, then with consistent players in the market the Kodak and Canon.

Table.8.
Reliable source for digital camera information sort by individuals.
Following table shows information source sort for camera buying. (n=100)

Sr.	Information Source	Frequency	Percent	Valid Percent
1	Print Ads	3	3.0	3.0
2	TV Commercial	15	15.0	15.0
3	Newspaper	2	2.0	2.0
4	Website reviews	39	39.0	39.0
5	Word of mouth/ Reference	41	41.0	41.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.8 indicates the reliable source of camera information sort by buyers is word of mouth from close friends and relatives with 41%, followed by website reviews with 39%, then TV commercials 15% followed lastly by newspapers and print ads.

Mouth to mouth publicity matters even in this category. Where people ask for references about the products performance, technicalities and services that come along with camera brands from friends, relatives and persons they know. Hundreds of websites dedicated to various subjects give lots of information on different products and services indicating that people feel free and trust on internet views and reviews and information provided by the websites in detail within limited time span around the world.

TV commercials either endorsed or not by the celebrities catch the attention of the viewers in vacations and on festive seasons. In country like India where occasions and festivals matter for purchase of different goods and services, people do watch televisions for purchase of various goods and services, no surprise the percentage for TV commercial ranked just the third in the above table as information source.

Opinion regarding preferences among the following options being ranked by respondents from most important to least while purchasing.

Table.9.
Sample distribution as per brand image.
Following table shows brand image wise preferences.

(n=100)

Sr.	Rank	Frequency	Percent	Valid Percent
1	1	26	26.0	27.4
2	2	8	8.0	8.4
3	3	11	11.0	11.6
4	4	44	44.0	46.3
5	5	6	6.0	6.3
	Total	95	95.0	100.0
	Missing	5	5.0	
	Total	100	100.0	

(Source: Field Data)

Table. 9 reveals that 27.4% of samples prefer brand image at 1st rank for considering digital camera.

Table.10.
Sample distribution as per status symbol.
Following table shows status symbol wise preferences.

(n=100)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	2	5	5.0	7.9
2	3	5	5.0	7.9
3	4	8	8.0	12.7
4	5	45	45.0	71.4
	Total	63	63.0	100.0
	Missing	37	37.0	
	Total	100	100.0	

(Source: Field Data)

Table.10 depicts that 7.9% of samples prefer status symbol at 1st rank for considering digital camera.

Table.11.
Sample distribution as per pricing.
Following table shows pricing wise preferences.

(n=100)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	1	20	20.0	21.3
2	2	39	39.0	41.5
3	3	20	20.0	21.3
4	4	9	9.0	9.6
5	5	6	6.0	6.4
	Total	94	94.0	100.0
	Missing	6	6.0	
	Total	100	100.0	

(Source: Field Data)

Table.11 shows that 21.3% samples prefer pricing at 1st rank for considering digital camera.

Table.12.
Sample distribution as per innovative features.
Following table shows innovative feature wise preferences.

(n=100)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	1	39	39.0	40.2
2	2	21	21.0	21.6
3	3	27	27.0	27.8
4	4	5	5.0	5.2
5	5	5	5.0	5.2
	Total	97	97.0	100.0
	Missing	3	3.0	
	Total	100	100.0	

(Source: Field Data)

Table.12 indicates that 40.2% of samples prefer innovative features at 1st rank for considering digital camera.

Table.13.
Sample distribution as per appearance.
Following table shows appearance wise preferences.

(n=100)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	2	2	2.0	7.1
2	3	4	4.0	14.3
3	4	9	9.0	32.1
4	5	13	13.0	46.4
	Total	28	28.0	100.0
	Missing	72	72.0	
	Total	100	100.0	

(Source: Field Data)

Table.13 reveals that 27.4% of samples prefer appearance at 2nd rank for considering digital camera.

Table.14.
Sample distribution as per marketing appeal.
Following table shows marketing appeal wise preferences.

(n=100)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	2	1	1.0	3.8
2	3	3	3.0	11.5
3	4	5	5.0	19.2
4	5	17	17.0	65.4
	Missing	74	74.0	
	Total	26	26.0	100.0
	Total	100	100.0	

(Source: Field Data)

Table.14 reveals that 3.8% of samples prefer marketing appeal at 2nd rank for considering digital camera.

Table.15
Sample distribution as per after sales service.
Following table shows after sales service wise preferences.

(n=100)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	1	12	12.0	15.4
2	2	21	21.0	26.9
3	3	26	26.0	33.3
4	4	16	16.0	20.5
5	5	3	3.0	3.8
	Total	78	78.0	100.0
	Missing	22	22.0	
	Total	100	100.0	

(Source: Field Data)

Table.15 shows that 15.4% of samples prefer after sales service at 1st rank for considering digital camera.

Innovative features which people generally look for in any technical products, cameras no exception for that, more the innovative features more customers are attracted towards its use and application, electronic market is much competitive enough that today's technology becomes tomorrows outdated one, nevertheless marketers and companies need continuous innovation to attract customers towards their products, over the period

they become habitual for improved features as time goes by, making their first most preferred choice of innovative features.

There is strong dominance of brand image on the minds of customers while buying the camera brand. Many brands are available in the market which might create lot of confusion in the minds of customers; ultimately the strong brand value created by the marketers and company policies will lead to creation of brand presence in the market which will attract more customers before buying.

Pricing being the next preferred option, suggesting that good features, brand image are of utmost important irrespective of pricing, which in Indian customer's point-of-view is considered the most sensitive point for selection of products or services is third preferred against all others.

After sales service preferred next to it, stating customer's consciousness for serviceability of the product made available, as a technical product any customer would prefer for its availability of service and parts availability, though lastly from above.

Table.16.
Brands role in decision making according to individuals.
Following table shows opinions for brands role in decision making. (n=100).

Sr.	Questions	N	Mean	Std. Deviation	Rank
1	Brands Role in Buying Decision	99	4.21	.674	1
2	Brand Loyalty for Buying Decision	98	3.80	.885	4
3	Information Collection before buying	98	3.85	.842	3
4	Willingness to Pay more for Brands	99	3.85	.800	2
	Valid N (listwise)	97			

(Source: Field Data)

Table.16. Shows responses on 5 point Likert scale measurement for brand preferences, brand loyalty, collection of information, and willingness to pay for more prices for branded cameras. The mean ranking indicates the respondents agreed on the fact that they think of brand considerations with 4.21 mean score, while actual buying the camera, suggesting brands are important element in consideration for buying decisions. Followed by accepting the fact that people do collect more information before buying technical products giving the mean value 3.85, followed by willingness to pay more for branded products, meaning they are ready to pay for brands giving mean value 3.85. Brand loyalty scores last on ranking with mean value 3.80 suggesting prior satisfaction for previous brand will call for further loyalty for same brand.

Table.17.
Sample data as per edu.qualification and ownership of camera brand.
Following table shows cross tabulation for camera brands and education. (n=100)

Sr.	Educational Qualification	Camera Brands						Total
		Canon	Nikon	Sony	Samsung	Kodak	Olympus	
1	SSC/HSC	0	7	4	2	12	0	25
2	Some college but not graduate	1	1	1	0	3	0	6
3	Graduate/PG general	4	4	7	1	3	0	19
4	Graduate/PG professional	10	6	17	5	1	3	42
5	Others	0	3	3	0	1	1	8
	Total	15	21	32	8	20	4	100

(Source: Field Data)

Table.17 is cross tabulation of educational qualification and selection of brand of camera, it is clear that most respondents from PG professionals own the Sony brand of cameras with frequency of 17 numbers followed in the same educational category by Canon brand of cameras with frequency of 10 numbers and lastly for Nikon with 6 numbers from same educational category.

Interestingly though second most possessed brand is Kodak after Sony with frequency of 12 but in the educational category of SSC/ HSC passed respondents, who from word of mouth from relatives and friends have purchased the Kodak brand with less initial price with limited features but for rugged use. One can infer from above that most PG professionals prefer Sony brand of cameras, followed by Canon, Nikon and others while less educated people of SSC/ HSC prefer for Kodak brand of cameras followed by Nikon, Canon and others.

Table.18.
Sample data as per monthly and household income and ownership of camera brand.
Following table shows cross tabulation for income and camera brands. (n=100).

Sr.	Income Groups	Camera Brands						Total
		Canon	Nikon	Sony	Samsung	Kodak	Olympus	
1	Upto-5000	1	1	3	0	2	0	7
2	5001-10000	2	8	6	4	9	0	29
3	10001-15000	3	8	4	1	8	2	26
4	15001-20000	1	0	4	1	1	0	7
5	20001-25000	1	1	3	2	0	1	8
6	25001-30000	1	0	5	0	0	0	6
7	30001-35000	2	1	2	0	0	0	5
8	35001-40000	1	1	2	0	0	0	4
9	40001-45000	1	1	0	0	0	1	3
10	45001-50000	1	0	0	0	0	0	1
11	65001-70000	0	0	1	0	0	0	1
12	70000 and above	0	0	1	0	0	0	1
	Total	14	21	31	8	20	4	98

(Source: Field Data)

Table.18 is cross tabulation of monthly and household income and brand of camera, it is clear that the income group of 5001-10000 is preferring the camera brand Kodak, followed by Nikon, Sony and Samsung. The income group above it i.e. 10001-15000 is also preferring the Kodak brand of cameras followed by Nikon and Canon. For higher income groups i.e. 15001-20000, 20001-25000 and above the brand preferred is Sony followed by Canon and lastly Nikon.

Noticeably though in low income group of upto-5000 the camera brand preferred is also Sony, followed by Kodak, and lastly Canon and Nikon respectively. It is clear that Sony and Kodak hold a good position in high income groups as well as low income groups, indicating that proper segmentation and customer's needs are addressed by these two brands, still maintaining the brand value in the market with quality products.

Table.19.
Sample data as per occupation and ownership of camera brand.
Following table shows occupation and camera brand cross tabulation. (n=100)

Sr.	Occupation	Camera Brands						Total
		Canon	Nikon	Sony	Samsung	Kodak	Olympus	
1	Salaried	9	13	19	4	6	3	54
2	Self-employed	4	5	6	3	13	1	32
3	Retired	0	1	1	0	0	0	2
4	Housewife	0	1	0	1	0	0	2
5	Student	2	1	6	0	1	0	10
	Total	15	21	32	8	20	4	100

(Source: Field Data)

Table.19 is cross tabulation between occupation of respondents and camera brands preferred by them. It shows that salaried people prefer all types of camera brands, but most of them rank Sony their most preferred choice, followed by Nikon and Canon. Self-employed people prefer Kodak brand of cameras followed with Sony, Nikon and Canon. Students' category prefers Sony as their favorite among others followed by Canon.

Individuals who buy cameras for family snapshots, hobbies and travel and touring purposes and are salaried prefer Sony brand of cameras indicating clear dominance of Sony among this category of segment. While those who use for profession and are self-employed prefer Kodak brand of cameras, indicating the endurance of the camera brand in extreme conditions and long and continuous usage hours, followed by Sony and other brands. Students and young people prefer the Sony brand of Cameras, although the brand is much older than other brands in comparison, except Kodak, attracting young people all the way through many years of its existence.

Table.20.
Sample data as per age and ownership of camera brand.
Following table shows cross tabulation for camera brand and age.(n=100)

Sr.	Age Groups	Camera Brands						Total
		Canon	Nikon	Sony	Samsung	Kodak	Olympus	
1	18-23	1	0	4	0	1	1	7
2	24-29	6	6	13	3	6	1	35
3	30-35	4	7	11	2	10	1	35
4	36-41	2	4	3	2	1	1	13
5	42-47	1	1	0	1	2	0	5
6	48-53	0	2	0	0	0	0	2
7	54-59	1	0	1	0	0	0	2
8	60-65	0	1	0	0	0	0	1
9	Total	15	21	32	8	20	4	100

(Source: Field Data)

Table.20 is cross tabulation between age groups and brand owned by them indicates here also the dominance of the Sony among the varied age groups. From 18-23 it is 4 for Sony followed by rest of them. In age group of 24-29 Sony gets the most with 13 numbers followed equally by Kodak, Nikon, and Canon. Further in age group of 36-41 it is Nikon with just one high from Sony, followed by others.

In age wise segmentation also Sony brand dominates the category among various age groups defining its distinct identity among all age people.

Table.21.
Sample data as per gender and ownership of camera brand.
Following table shows cross tabulation for camera brand and gender. (n=100)

Sr.	Gender	Camera Brands						Total
		Canon	Nikon	Sony	Samsung	Kodak	Olympus	
1	Male	14	19	25	7	20	4	89
2	Female	1	2	7	1	0	0	11
	Total	15	21	32	8	20	4	100

(Source: Field Data)

Table.21 shows gender and camera ownership cross tabulation which reveals Male respondents number is more and they prefer Sony brand of cameras followed by Kodak, Nikon and Canon.

In Female respondents responses they have preferred Sony most followed by Nikon.

C. General And Technical Parameters:

Table.22.
Purpose of buying Camera by individuals.
Following table shows purpose of buying camera by individuals.
(n=100)

Sr.	Buying Purpose	Frequency	Percent	Valid Percent
1	Family	56	56.0	56.0
2	Outdoor Adventures	4	4.0	4.0
3	Vacations and Travels	6	6.0	6.0
4	Profession	25	25.0	25.0
5	Hobby	9	9.0	9.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.22 depicts purpose of buying camera, which shows respondents mostly purchased for family purposes, like family moments, occasions, events, travels, vacations and personal movements with 56% for it, followed for professional purpose with 25%, next to it hobby with 9%, vacations and travels 6% and last for outdoor adventures.

Most of them purchased just to capture the moments of families when required, followed by professional users for their purpose.

Table.23.
Sample data as per period of camera purchase.
Following table shows the duration of camera purchase. (n=100)

Sr.	Period of Camera Purchase	Frequency	Percent	Valid Percent
1	Within last 3 months	6	6.0	6.1
2	Within last 6 months	19	19.0	19.2
3	Within last 12 months	52	52.0	52.5
4	More than 12 months	22	22.0	22.2
5	Total	99	99.0	100.0
	Missing	1	1.0	
	Total	100	100.0	

(Source: Field Data)

Table.23 showing purchase period for camera, indicating most of them brought within last 1 year with 52.5%, followed by more than 12 months with 22.2%, six months duration with 19.2% and lastly within three months period with 6.1%. Most of them are recent buyers showing increasing trend for camera purchase in last one year or so.

Table.24.
Sample data as per preferred mode of camera purchase.
Following table shows mode of camera purchase. (n=100).

Sr.	Mode of Purchase	Frequency	Percent	Valid Percent
1	Authorized Store/ Dealer	93	93.0	93.0
2	Online/ Internet	7	7.0	7.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.24 depicts preferred mode of camera purchase, choice was unanimous for authorized dealer or store the most preferred with 93% indicating the single choice only.

Table.25.
Sample data as per awareness about types of digital cameras.
Following table shows the type of camera awareness. (n=100).

Sr.	Options	Frequency	Percent	Valid Percent
1	Yes	92	92.0	92.0
2	No	8	8.0	8.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.25 shows that majority of respondents were aware with types of digital cameras. 92% indicating for yes option.

Table.26.
Sample data as per possession of type of camera.
Following table shows ownership of type of camera. (n=100)

Sr.	Type of Camera	Frequency	Percent	Valid Percent
1	Compact	73	73.0	76.8
2	Super Zooms	10	10.0	10.5
3	SLR	8	8.0	8.4
4	D-SLR	4	4.0	4.2
5	Total	95	95.0	100.0
	Missing	5	5.0	
	Total	100	100.0	

(Source: Field Data)

Table.26 indicates the type of digital camera possessed; most of them have a compact camera i.e.76.8% of them, followed with super zooms with 10.5%, then for SLR with 8.4%, lastly for D-SLR with 4.2%.

Low priced portable cameras, ease of use and handy to carry with might be the features that go into for selection of compact cameras, followed by the zoom capability of the camera for distance shooting with clarity, and much knowledgeable people opting for single lens reflex cameras for further advanced features and performance.

Table.27.
General Features preferred in camera by individuals.
Following table shows general features preferences in camera.

(n=100)

Sr.	General Features	N	Mean	Std. Deviation	Rank
1	Ease of use	94	4.72	.576	3
2	Weight	95	4.16	.915	5
3	Battery Life	100	4.86	.403	1
4	Mega pixels	97	4.77	.468	2
5	Memory Capacity	97	4.39	.919	4
6	Flash range	57	4.04	.823	7
7	Next Shot Delay	34	4.12	.686	6
8	Shutter lag	28	3.93	.716	8
	Valid N (listwise)	25			

(Source: Field Data)

Table.27 depicts general features for camera selection where respondents replied with ranking 1st for battery life the most important feature for consideration with 4.86 mean value, followed by mega pixels with 4.77 the most important, then ease of use third with 4.72 mean value, next memory capacity with 4.39, and lastly for weight with 4.16 mean value. Other features more technical and unknown to many had left blank so not considered.

Battery life the most important feature preferred in camera for long standing hours of continuous shooting. Mega pixels for better picture clarity is most important rating from respondents point of view, ease of use and memory capacity follow next for being most important features with capability to store more and operating efficiency more with less time is important. Weight being least important what respondents consider can be overlooked in a camera.

Table.28.
Technical Features preferred in camera by individuals.
Following table shows technical features preference in camera.

(n=100)

Sr.	Technical Features	N	Mean	Std. Deviation	Rank
1	Image Quality	99	4.92	.274	1
2	AA Batteries	70	4.23	.951	10
3	Image File Formats	43	4.19	.852	11
4	Shooting Modes	57	4.14	.789	12
5	Carry Case	95	4.59	.765	8
6	Manual Controls	49	4.10	.743	13
7	LCD Viewing	97	4.65	.693	7
8	Movie Mode	51	4.06	.810	14
9	Secure Grip	86	4.80	.429	3
10	Optical Zoom	93	4.75	.602	5
11	Image Stabilizer	79	4.78	.443	4
12	Sensors	43	4.65	.573	6
13	Charger	96	4.86	.373	2
14	On-Screen Help	44	3.86	.852	15
15	Wide Angle	46	4.41	.686	9
	Valid N (listwise)	25			

(Source: Field Data)

Table.28 reveals for importance ratings towards technical features in digital camera, the which indicates the importance for image quality being given 1st rank with mean value 4.92, second the charger with mean value 4.86, third secure grip with 4.80, fourth for image stabilizer with mean rating 4.78, fifth for optical zoom with 4.75, sensors in camera with mean value 4.65, followed with LCD viewing with 4.65 and carry case with 4.59, lastly with wide angle and AA batteries for use.

Image quality is utmost important from respondents view that they look for in digital camera, as indicated earlier with respect to mega pixels, the energy resource the charger for camera also is the basic but important aspect for use of camera, the AA batteries for flash and display is essential for camera basics for digital camera, image stabilizer the feature which allows user to automatically stabilize the image so blurred images can be avoided and distortion can be reduced. Sensors the brain of the digital camera is down the line for rating indication for less awareness for the said feature without which no

digital camera can be imagined, followed with LCD viewing and on-screen support for user interface with software and features for ease of use in technical difficulties, carry case to carry the device with much ease.

Table.29.
Sample data as per price range preferred for future purchase.
Following table shows preferred price range by for camera purchase. (n=100)

Sr.	Price Range	Frequency	Percent	Valid Percent
1	Upto-Rs.5000	10	10.0	10.0
2	Rs.5001-10000	37	37.0	37.0
3	Rs.10001-15000	28	28.0	28.0
4	Rs.15001-20000	13	13.0	13.0
5	Rs.20001-25000	4	4.0	4.0
6	Rs.25001-30000	4	4.0	4.0
7	Rs.50001-55000	1	1.0	1.0
8	Rs.55001-60000	1	1.0	1.0
9	Rs.70001-75000	1	1.0	1.0
10	Rs.75000 and more	1	1.0	1.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.29 indicates the preferred price range for cameras, indicating price preferences for cameras showing that Rs.5001-10000 is the most preferred price range with 37%, then above that for Rs.10001-15000 with 28%, Rs.15001-20000 with 13%, lastly for upto Rs.5000 it is 10%.

Pricing preferences indicate that not much people are ready to expand their budget more than Rs.20000, suggesting that less priced cameras with sufficient features are satisfying them with their use or it might be that limited awareness and knowledge about advanced features with specific purpose is limiting them to expand further with budget. Creating awareness about advanced features and the technicalities with more capability in their hands might lead to expansion of budget and increased price choices.

Table.30.
Sample data as per price range preferred for future purchase and edu.qualification cross tabulation .
Following table shows cross tabulation for price range and education. (n=100)

Sr.	Price Range	Educational Qualification					Total
		SSC/ HSC	Some college But not graduate	Graduate/ PG general	Graduate/ PG professional	Others	
1	Upto-Rs.5000	7	1	0	1	1	10
2	Rs.5001-10000	13	5	10	6	3	37
3	Rs.10001-15000	2	0	4	19	3	28
4	Rs.15001-20000	3	0	2	7	1	13
5	Rs.20001-25000	0	0	1	3	0	4
6	Rs.25001-30000	0	0	1	3	0	4
7	Rs.50001-55000	0	0	0	1	0	1
8	Rs.55001-60000	0	0	1	0	0	1
9	Rs.70001-75000	0	0	0	1	0	1
10	Rs.75000 and more	0	0	0	1	0	1
	Total	25	6	19	42	8	100

(Source: Field Data)

Table.30 is the cross tabulation indicating price preferred to that with education of respondents. It shows majority of SSC/HSC qualified people prefer the price range between Rs.5001-10000, followed by Graduates/ PG general graduates and last by PG professionals with the price range. PG/Professionals have preferred price range between Rs.10001-15000 followed by Graduates/ PG generals and last respondents with SSC/HSC. Lastly above 15000 price range is preferred by Graduates/PG professionals, few by Graduates/ PG generals.

Less educated people with limited income earning capacity prefer for low budget cameras, whereas PG professionals and general graduates prefer more price range as of their income earning capacity, although SSC/HSC qualified people prefer the price range upto Rs.10000.

Table.31.
Sample data as per price range preferred for future purchase and monthly and household income Crosstabulation.
Following table shows cross tabulation for price range and income. (n=100)

Sr.	Price Range	Income Groups												Total
		Upto-5000	5001-10000	10001-15000	15001-20000	20001-25000	25001-30000	30001-35000	35001-40000	40001-45000	45001-50000	65001-70000	70000 and above	
1	Upto-Rs.5000	2	3	4	1	0	0	0	0	0	0	0	0	10
2	Rs.5001-10000	4	16	9	2	1	1	1	0	1	0	0	1	36
3	Rs.10001-15000	0	6	10	2	4	1	0	1	1	1	1	0	27
4	Rs.15001-20000	0	3	2	1	2	2	1	2	0	0	0	0	13
5	Rs.20001-25000	0	0	0	0	0	0	3	1	0	0	0	0	4
6	Rs.25001-30000	0	1	0	1	1	0	0	0	1	0	0	0	4
7	Rs.50001-55000	1	0	0	0	0	0	0	0	0	0	0	0	1
8	Rs.55001-60000	0	0	0	0	0	1	0	0	0	0	0	0	1
9	Rs.70001-75000	0	0	0	0	0	1	0	0	0	0	0	0	1
10	Rs.75000 and more	0	0	1	0	0	0	0	0	0	0	0	0	1
	Total	7	29	26	7	8	6	5	4	3	1	1	1	98

(Source: Field Data)

The Table.31 is the cross tabulation of price preferred and monthly and household income which reveals that people having monthly income of 5001-10000 prefer the same price range for cameras for future purchase. Next for income earning group of 10001-15000 it is again the same price range preferred by the respondents for future purchase of digital cameras. The income earning group of 10001-15000 the preferred price range is between 5001-10000 for future camera purchase.

More income earners are preferring for higher price ranges, and interestingly though less monthly and household earners prefer for the same price range, irrespective of any future plans and saving activities.

Table.32.
Sample data as per price range preferred for future purchase and occupation Cross tabulation
Following table shows cross tabulation for price range and occupation. (n=100)

Sr.	Price Range	Occupation					Total
		Salaried	Self-employed	Retired	Housewife	Student	
1	Upto-Rs.5000	4	5	0	0	1	10
2	Rs.5001-10000	18	14	0	0	5	37
3	Rs.10001-15000	16	5	2	2	3	28
4	Rs.15001-20000	9	4	0	0	0	13
5	Rs.20001-25000	1	3	0	0	0	4
6	Rs.25001-30000	4	0	0	0	0	4
7	Rs.50001-55000	0	0	0	0	1	1
8	Rs.55001-60000	0	1	0	0	0	1
9	Rs.70001-75000	1	0	0	0	0	1
10	Rs.75000 and more	1	0	0	0	0	1
	Total	54	32	2	2	10	100

(Source: Field Data)

Table.32. is the cross tabulation which indicates preferred price range for future purchase against the occupation of the respondents. Salaried people prefer for the price range of Rs.5001-10000 and Rs.10001-15000, some for above 15000 and so on. Self-employed people also prefer the price range most of Rs.5001-10000, followed by 10001-15000 and upto Rs.5000 and few have opted for more than Rs.15000. Students have preferred the price range of Rs. 5001-10000 followed by above Rs. 10000 price range. Retired and housewife's have preferred the price range of Rs.10001-15000, indicating more price preferred by these two groups might be because of the accumulated earnings over the years make them to spend better for technical products.

Table.33.

Sample data as per price range preferred for future purchase and age Cross tabulation.

Following table shows cross tabulation for price range and age groups. (n=100)

Sr.	Price Range	Age Groups								Total
		18-23	24-29	30-35	36-41	42-47	48-53	54-59	60-65	
1	Upto-Rs.5000	1	1	6	1	1	0	0	0	10
2	Rs.5001-10000	3	15	13	4	1	1	0	0	37
3	Rs.10001-15000	3	9	10	3	1	0	1	1	28
4	Rs.15001-20000	0	5	4	1	1	1	1	0	13
5	Rs.20001-25000	0	0	0	4	0	0	0	0	4
6	Rs.25001-30000	0	3	0	0	1	0	0	0	4
7	Rs.50001-55000	0	1	0	0	0	0	0	0	1
8	Rs.55001-60000	0	0	1	0	0	0	0	0	1
9	Rs.70001-75000	0	0	1	0	0	0	0	0	1
10	Rs.75000 and more	0	1	0	0	0	0	0	0	1
	Total	7	35	35	13	5	2	2	1	100

(Source: Field Data)

Table.33 is the cross tabulation of price preferred against the age group of respondents indicates that the income earning age group of 24-29 and 30-35 prefer the price ranges of Rs.5001-10000 and Rs.10001-15000, the age group of 36-41 also prefers the same price ranges for future purchases, while teenagers also prefer the same price groups' upto Rs.15000.

The age groups from 24-41 is generally considered the earning group where majority of people earn their earnings through various activities, this is the same age group where they are able to spend on the products ranging till Rs.15000 and more. Opposite to it is the fact that the teenage group of 18-23 is also ready to spend upto Rs. 15000, it is either they expect themselves to be earners in coming future or it is that their pocket money from their parents is high who are ready to give their child whatever interest he or she has to do in future.

Table.34.
Sample data as per price range preferred for future purchase and gender Cross tabulation.
Following table shows price range and gender cross tabulation. (n=100)

Sr.	Price Range	Gender		Total
		Male	Female	
1	Upto-Rs.5000	10	0	10
2	Rs.5001-10000	36	1	37
3	Rs.10001-15000	20	8	28
4	Rs.15001-20000	12	1	13
5	Rs.20001-25000	4	0	4
6	Rs.25001-30000	3	1	4
7	Rs.50001-55000	1	0	1
8	Rs.55001-60000	1	0	1
9	Rs.70001-75000	1	0	1
10	Rs.75000 and more	1	0	1
	Total	89	11	100

(Source: Field Data)

The Table.34 is the gender cross tabulation with preferred price range for future purchase shows most of the male respondents preferring for within the price range of Rs.5001-10000, followed by the next category of Rs.10001-15000, few for more than Rs. 15000 till 75000 and above.

Whereas females are preferring to the price range of Rs.10001-15000. Suggesting that as males are generally the income earners in our part of region and majority of respondents were males they have varied price choices, females on other hand were few but they responded with the price range of Rs.10001-15000 the most.

D. Celebrity Impact on Individual Buyers:

Table.35.
Sample data as per brand recall for the cameras.
Following table shows brand recall for cameras by samples. (n=100)

Sr.	Camera Brands	Frequency	Percent	Valid Percent
1	Canon	16	16.0	16.0
2	Kodak	18	18.0	18.0
3	Nikon	21	21.0	21.0
4	Olympus	3	3.0	3.0
5	Samsung	6	6.0	6.0
6	Sony	34	34.0	34.0
	Missing	2	2.0	2.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.35 shows that Sony is the brand that is mostly recalled with 34% responses followed by Nikon with 21% and third is for Kodak with 18%.

Table.36.
Sample data as per brand recall for the cameras.
Following table shows brand recall for cameras. (n=100).

Sr.	Camera Brands	Frequency	Percent	Valid Percent
1	Canon	5	5.0	5.0
2	Kodak	1	1.0	1.0
3	Nikon	4	4.0	4.0
4	Samsung	1	1.0	1.0
5	Sony	7	7.0	7.0
	Missing	82	82.0	82.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.36 indicates that Sony is recalled most with 7% followed by Canon with 5% and Nikon next with 4%.

Table.37.
Sample data as per brand recall for the cameras.
Following table shows brand recall for cameras. (n=100)

Sr.	Camera Brands	Frequency	Percent	Valid Percent
1	Canon	1	1.0	1.0
2	Fujifilm	1	1.0	1.0
3	Lg	1	1.0	1.0
4	Nikon	6	6.0	6.0
5	Panasonic	1	1.0	1.0
6	Samsung	1	1.0	1.0
7	Sony	2	2.0	2.0
	Missing	87	87.0	87.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.37 shows most of them have responded for Nikon brand of cameras with 6%, followed by Sony with 2%.

When asked about the Brand that comes to their mind on hearing of the Digital Camera, respondents replied with majority of them i.e. 43 numbers for Sony brand comes to their mind on hearing of Digital Camera, followed by Nikon brand of digital camera with 31 frequency for the Brand, next is Canon where it is 21 for frequency, and last is Kodak with 19 frequency.

The above tabulation suggests that Sony is the Brand which is more known to people when asked about Digital camera they know, and then followed by Nikon, Canon and Kodak. Total dominance of Sony in minds of people about their products.

Table.38.
Sample data as per Top of mind recall for the above camera brands.
Following table shows top of mind recall for cameras. (n=100)

Sr.	Option	Frequency	Percent	Valid Percent
1	Top of Mind Recall	80	80.0	100.0
	Missing	20	20.0	
	Total	100	100.0	

(Source: Field Data)

Table.38 shows top of mind recall for first option with 80% agreeing for it.

Table.39.
Sample data as per Top of mind recall for the above camera brands.
Following table shows top of mind recall for cameras. (n=100)

Sr.	Option	Frequency	Percent	Valid Percent
1	Top of Mind Recall	10	10.0	100.0
	Missing	90	90.0	
	Total	100	100.0	

(Source: Field Data)

Table.40
Sample data as per Top of mind recall for the above camera brands.
Following table shows top of mind recall for cameras. (n=100)

Sr	Option	Frequency	Percent	Valid Percent
1	Top of Mind Recall	5	5.0	100.0
	Missing	95	95.0	
	Total	100	100.0	

(Source: Field Data)

Tables.38-40 reveal the top of mind recall for the above mentioned Brands (tables.34-36), which indicates samples have agreed for top of mind recall for the brand of first choice i.e. 80% of them, whereas the next two options for them have been not a top of mind recall with negligent response for them.

Table.41.
Sample data as per Ad recall for Camera Brands.
Following table shows ad recall for cameras. (n=100)

Sr.	Option	Frequency	Percent	Valid Percent
1	Ad Recall	26	26.0	100.0
	Missing	74	74.0	
	Total	100	100.0	

(Source: Field Data)

Table.42.
Sample data as per Ad recall for Camera Brands.
Following table shows ad recall for cameras. (n=100)

Sr.	Option	Frequency	Percent	Valid Percent
1	Ad Recall	10	10.0	100.0
	Missing	90	90.0	
	Total	100	100.0	

(Source: Field Data)

Table.43.
Sample data as per Ad recall for Camera Brands.
Following table shows ad recall for cameras. (n=100)

Sr.	Option	Frequency	Percent	Valid Percent
1	Ad Recall	7	7.0	100.0
	Missing	93	93.0	
	Total	100	100.0	

(Source: Field Data)

Tables.41-43 reveals that whether the Brand recalls was due to any advertisements samples watched or followed, majority of them have left it blank indicating it is not the ad recall they have followed with negligent responses.

Table.44.
Sample data as per Celebrity Impact on minds of the respondents.
Following table shows celebrity impact for cameras. (n=100)

Sr.	Celebrity Names	Frequency	Percent	Valid Percent
1	Anushka	4	4.0	4.0
2	Deepika	15	15.0	15.0
3	Preeti	1	1.0	1.0
4	Priyanka	5	5.0	5.0
5	Sachin	2	2.0	2.0
	Missing	73	73.0	73.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.44 shows that most of samples remember Deepika who endorses for Sony brand of cameras with 15%.

Table.45
Sample data as per Celebrity Impact on minds of the respondents.
Following table shows celebrity impact for cameras. (n=100)

Sr.	Celebrity Names	Frequency	Percent	Valid Percent
1	Anushka	1	1.0	1.0
2	Deepika	5	5.0	5.0
3	Priyanka	2	2.0	2.0
4	Tendulkar	1	1.0	1.0
	Missing	91	91.0	91.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.45 depicts that samples with 5% remember Deepika for celebrity impact on their minds for camera selection.

Table.46.
Sample data as per Celebrity Impact on minds of the respondents.
Following table shows celebrity impact for cameras. (n=100)

Sr.	Celebrity Names	Frequency	Percent	Valid Percent
1	Anushka	1	1.0	1.0
2	Deepika	2	2.0	2.0
3	Priyanka	3	3.0	3.0
	Missing	94	94.0	94.0
	Total	100	100.0	100.0

(Source: Field Data)

Table.46 shows Priyanka being remembered by samples for Nikon brand endorsed by her with 3%.

Tables.44-46 show the impact of celebrity endorsements on the minds of respondents. Where it is observed that most of them remember the brand Sony endorsed by Deepika Padukone which is ranked most frequency for 23% in total among all. Next is Priyanka Chopra for Nikon brand of digital cameras with second most ranked frequency for 10%, last is for Anushka Sharma for Canon brand of cameras with 6% in total.

Sony with its distinct catch for young generation and different ad campaigns gains the top position of celebrity recall and in turn for Brand recall with the respondents.

Table.47.
Sample data as per Same Celebrity Endorsing Many Brands.
Following table shows as opinion for same celebrity endorsing many brands. (n=100)

Sr.	Advertisement Opinion	N	Mean	Std. Deviation	Rank
1	I get confused between brands	27	4.00	1.519	3
2	I do not get confused and remember all brands	27	5.11	1.476	1
3	I remember only a few brands	27	4.26	1.789	2
	Valid N (listwise)	1			

(Source: Field Data)

Table.47 shows responses when celebrity endorses many brands, where many agreed on fact that they don't get confused on the many brands endorsed by the celebrity with mean score of 5.11 and still remember all brands endorsed by them. While some agreed that they remember only few brands against many endorsed with mean score of 4.26. Some agreed on that they get confused by many brands endorsed by the celebrities with mean score of 4.00.

This investigation paves the way for celebrities to endorse many brands against only few brands as respondents agreed that they don't get confused with many endorsed by them, this might be because either they don't believe in their endorsements or they agree on the professional approach by celebrities because it is income earning activity for them.

Table.48.
Sample data as per Feelings about advertisement for Brands.
Following table shows feelings towards brand advertisements. (n=100)

Sr.	Advertisement Opinions	N	Mean	Rank	Canon Mean	Kodak Mean	Nikon Mean	Olympus Mean	Samsung Mean	Sony Mean
1	Bad – Good	27	5.70	1	5.71	5.59	5.73	5.64	5.67	5.64
2	Not likeable – Likeable	27	5.30	4	5.17	5.29	5.35	5.09	5.00	5.20
3	Irritating - Not Irritating	27	5.41	2	5.43	5.35	5.46	5.50	5.67	5.32
4	Not Interesting- Interesting	26	5.38	3	5.23	5.44	5.40	5.24	4.78	5.29
	Valid N (listwise)	26								

(Source: Field Data)

Graph.1. Feelings about advertisement for Brands.

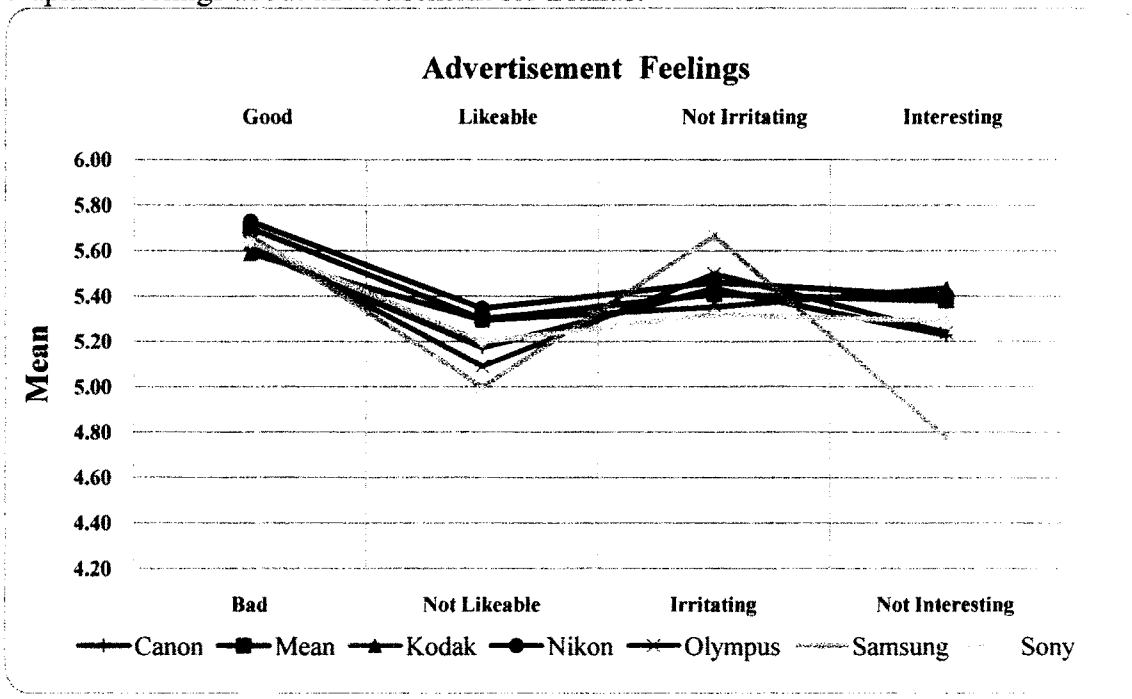

Table.48 shows feelings about the advertisement for Brands opted, who agreed on ad recall, majority of them opined for whether the ad was good or bad and rated for the opposite polls of good or bad with 5.70 mean score, followed by whether it was irritating or not with mean score of 5.41, next with whether interesting or not with mean score 5.38, lastly with likeable not likeable with mean score of 5.30. The graph shows that advertisement was good for all brands, but not likeable for Samsung, Olympus, Sony and Canon with mean scores 5.00, 5.09, 5.20, 5.17 respectively, not irritating for all brands and not interesting for Samsung.

Advertisement feedback reflects for advertising effectiveness by marketers which generally and largely is the direct communication through which majority customers associate their likings and remember the brand and the product well; here it is TV commercials that are considered.

Table.49.
Sample data as per Feelings toward Brands.
Following table shows feelings toward brands samples preferred. (n=100)

Sr.	Brand Feelings Opinions	N	Mean	Rank	Canon Mean	Kodak Mean	Nikon Mean	Olympus Mean	Samsung Mean	Sony Mean
1	Bad – Good	98	6.21	2	6.23	6.20	6.16	6.13	6.13	6.19
2	Dislike very much- Like very much	96	6.03	4	6.13	6.13	5.98	5.97	5.78	6.03
3	Unpleasant- Pleasant	97	6.19	3	6.21	6.21	6.13	6.10	6.13	6.18
4	Low quality- High quality	97	6.29	1	6.40	6.40	6.25	6.20	6.13	6.29
	Valid N (listwise)	96								

(Source: Field Data)

Graph.2. Feelings toward Brands.

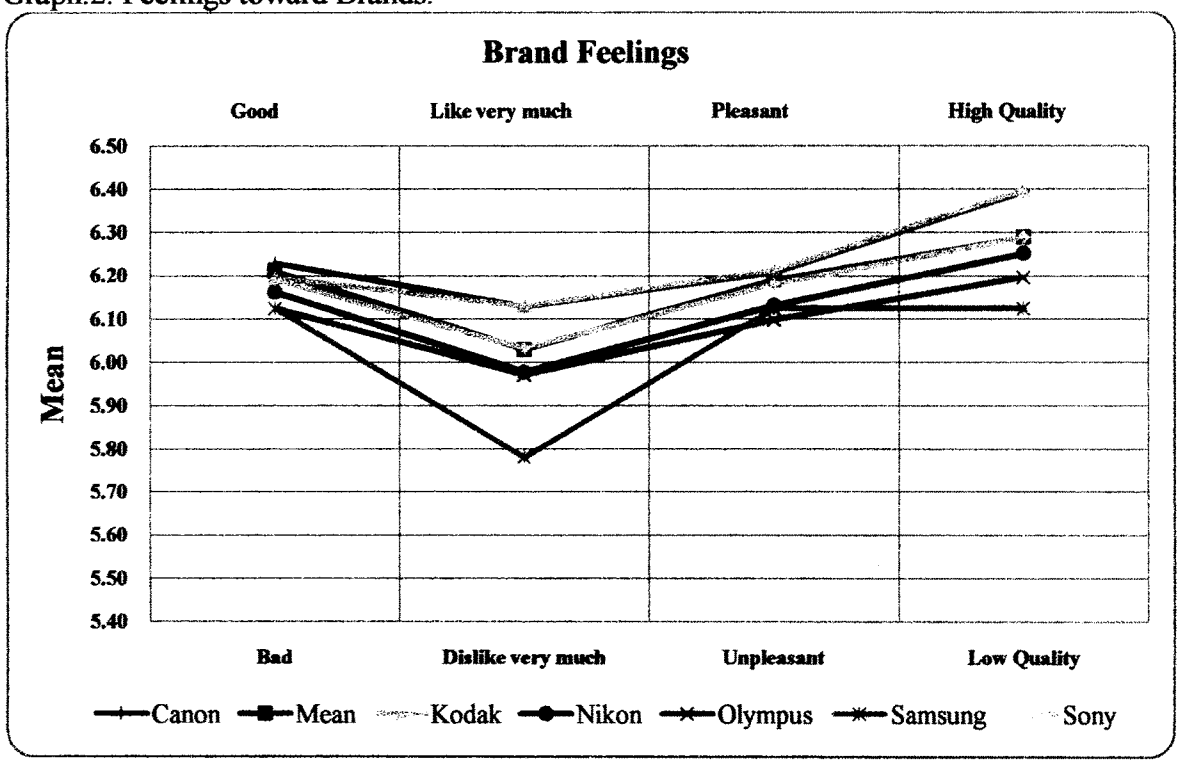

Table.49 depicts the brand feelings for camera samples use, they replied for whether a high quality or low quality with mean score of 6.29, followed by bad or good the brand they think it is, next is pleasant or not they feel with mean score of 6.19 and last is whether they like it or not with mean score of 6.03.

The graph indicates all brands with high quality feelings, most for Kodak with 6.40, Sony 6.29 and Nikon 6.25. Samsung, Olympus and Nikon are disliked by the samples with 5.78, 5.97 and 5.98 respectively; there is good overall feeling for all brands.

How a brand is associated and perceived by customers is the important part from marketers point of view when there are so many of them in competition with similar features. To be distinct and different from others is strategy to be separate from others, at least customers must perceive it different, whether it is not, focus should be to make it different to remember.

Table.50.
Sample data as per Attractiveness of celebrity.
Following table shows attractiveness of celebrity endorsing the brands. (n=100)

Sr.	Attractiveness Opinions	N	Mean	Rank	Canon Mean	Kodak Mean	Nikon Mean	Olympus Mean	Samsung Mean	Sony Mean
1	Unattractive – Attractive	28	5.68	2	6.08	6.17	5.70	5.87	5.89	5.69
2	Ugly – Beautiful	26	5.81	1	6.14	6.25	5.84	6.05	5.89	5.83
3	Not Classy – Classy	26	5.04	3	5.23	5.06	5.08	5.24	5.67	5.00
4	Plain – Elegant	27	4.63	5	4.83	4.82	4.65	4.82	5.00	4.64
5	Not Sexy – Sexy	26	5.00	4	5.32	5.88	4.96	5.14	4.56	5.08
	Valid N (listwise)	26								

(Source: Field Data)

Graph.3. Attractiveness of celebrity.

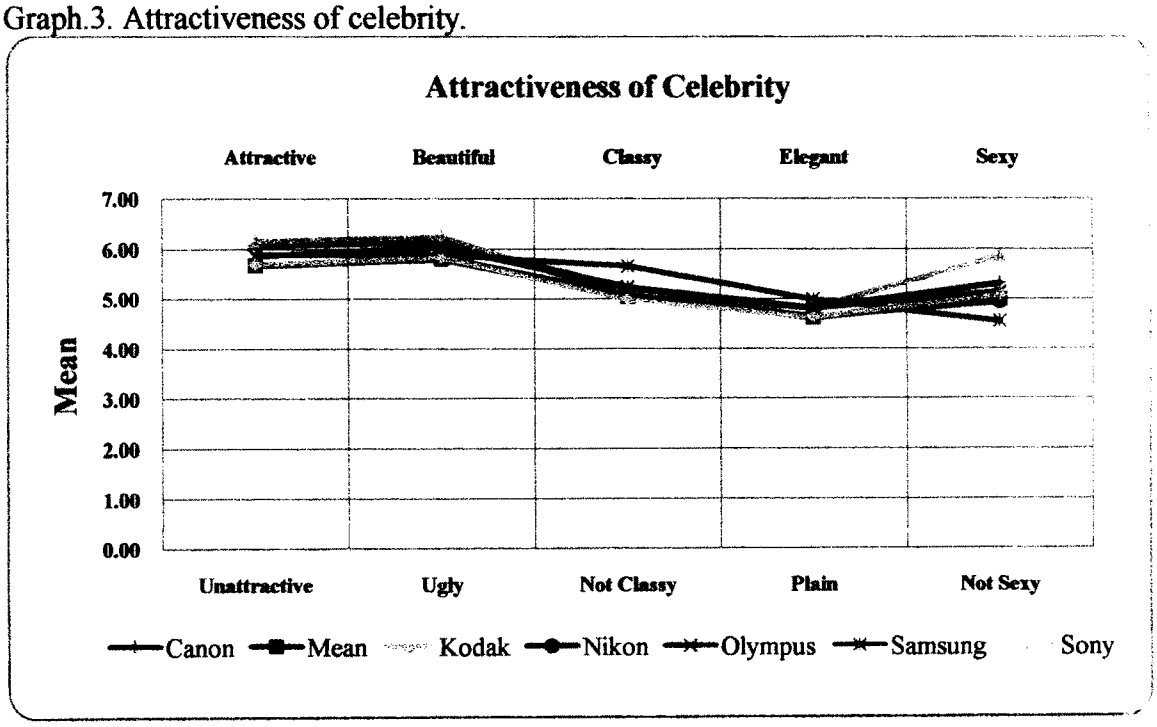

Table.50. reveals attractiveness of celebrity by samples, where majority of them have responded for whether the celebrity was beautiful or ugly they feel with mean score of 5.81, followed next with whether celebrity is attractive or not with mean score of 5.68, followed lastly by others whether celebrity is sexy or not, plain or not, classy or not etc. Graph displays the responses on mean scores for celebrities, most have rated for attractive, beautiful, classy and elegant the celebrity they feel was for different camera brands, no significant difference on negative aspects of celebrity were recorded.

Attractiveness of celebrities is point where when a celebrity is hired for endorsements by advertisers or companies from their perspective they feel is will impact people for grabbing attention, but it is the people's opinion where people have some preconceived notions about celebrity persons which should be positive enough to grab and hold their attention towards the advertisements.

Table.51.
Sample data as per Trustworthiness of celebrity.
Following table shows celebrity trustworthiness by samples for brands endorsed. (n=100)

Sr.	Trustworthiness Opinions	N	Mean	Rank	Canon Mean	Kodak Mean	Nikon Mean	Olympus Mean	Samsung Mean	Sony Mean
1	Undependable – Dependable	26	4.38	5	4.64	4.75	4.36	4.43	4.67	4.33
2	Dishonest – Honest	27	4.63	3	4.83	4.71	4.62	4.68	5.11	4.60
3	Unreliable – Reliable	27	4.74	1	4.96	4.82	4.77	4.86	5.22	4.72
4	Insincere – Sincere	27	4.74	2	5.04	4.82	4.77	4.91	5.67	4.80
5	Untrustworthy – Trustworthy	26	4.62	4	4.82	4.50	4.64	4.67	5.44	4.58
	Valid N (listwise)	26								

(Source: Field Data)

Graph.4.Trustworthiness of celebrity.

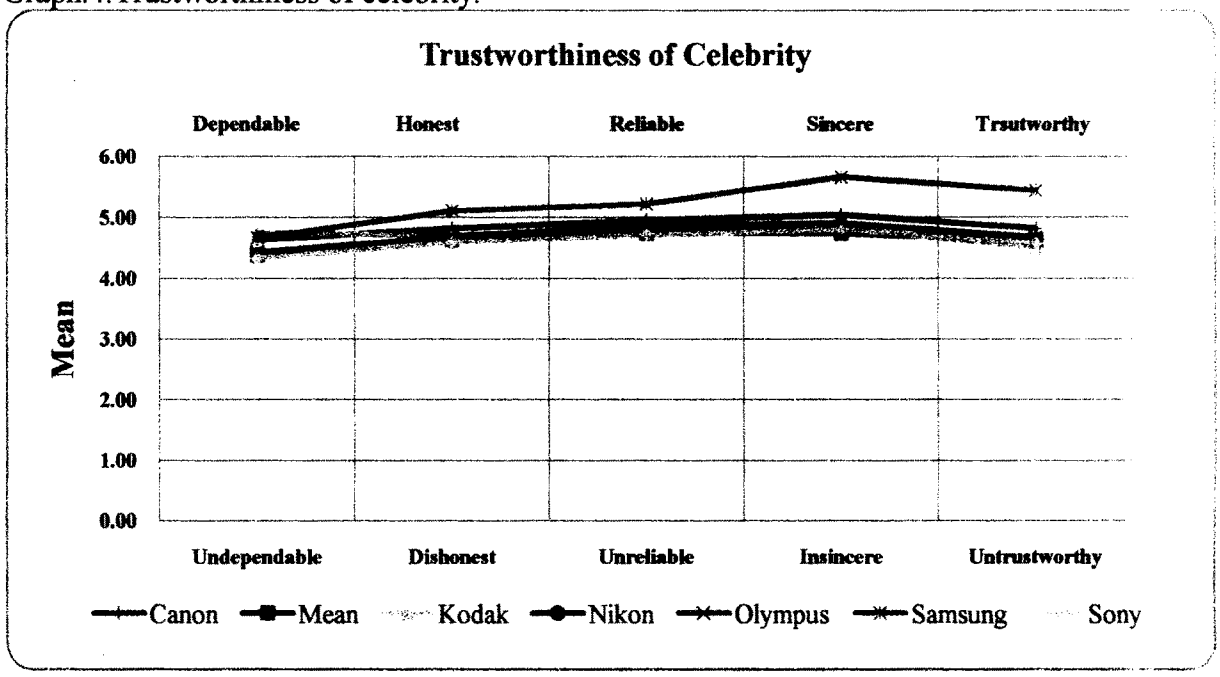

Table.51. depicts the celebrity trustworthiness by samples. Most of them replied with reliability of celebrity or not with mean score of 4.74, next with whether the celebrity they feel is sincere or not to believe with mean score of 4.74, third was for honesty of celebrity or not they feel is, lastly with trustworthiness of celebrity or not. Graph shows the distinction of celebrity personality aspects chosen by respondents, which for Sincerity and trustworthiness is given for Samsung with score of 5.67 and 5.44, followed by Canon, Nikon and Sony, overall all brands are preferred positively by samples for their trustworthiness towards camera endorsements.

Positive outlook for celebrity and good overall image is key to attract and retain attention of the prospective buyers and viewers.

Table.52.
Sample data as per Expertise of celebrity.
Following table shows celebrity expertise by samples for brands endorsed. (n=100)

Sr.	Expertise Opinions	N	Mean	Rank	Canon Mean	Kodak Mean	Nikon Mean	Olympus Mean	Samsung Mean	Sony Mean
1	Not an expert – Expert	26	5.42	3	5.36	5.31	5.44	5.24	5.56	5.38
2	Inexperienced – Experienced	27	5.19	4	5.22	5.35	5.15	5.00	5.22	5.12
3	Unknowledgeable – Knowledgeable	26	5.15	5	5.00	4.94	5.16	4.95	5.33	5.04
4	Unqualified – Qualified	27	5.74	2	5.43	5.47	5.77	5.50	5.44	5.56
5	Unskilled – Skilled	26	5.88	1	5.73	5.69	5.92	5.81	5.89	5.83
	Valid N (listwise)	26								

(Source: Field Data)

Graph.5. Expertise of celebrity.

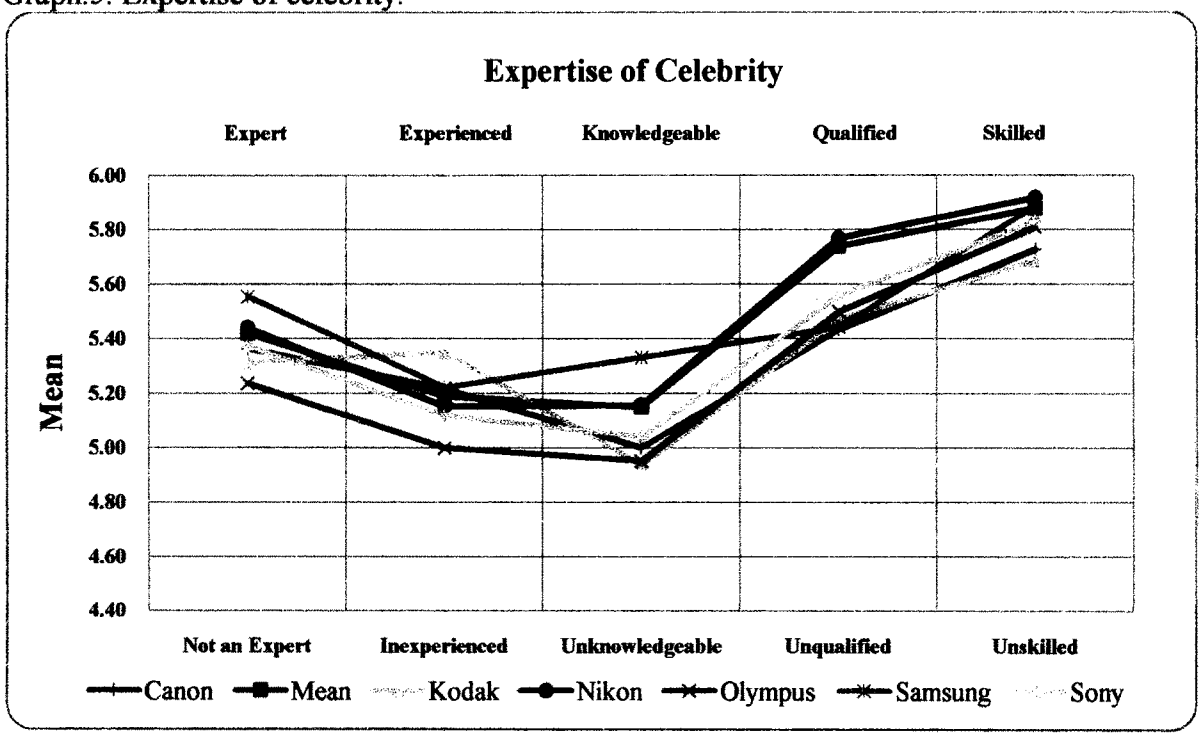

Table.52 shows expertise of celebrity within his/her field, most of samples posted their responses about whether the celebrity was skilled or not in respective area with mean score of 5.88, next to follow was whether qualified for the product or service endorsed with score of 5.74, expertise of celebrity or not was third ranked with mean score of 5.42, following were responses for the experience and knowledge of celebrity what people think of the celebrities.

Graph indicates bipolar differentiation with mean responses for Nikon endorsed celebrity i.e. Priyanka Chopra for skilled with mean response 5.92, followed by Sony with 5.83 mean score, for knowledgeable is Samsung, Nikon and Sony with mean scores 5.33, 5.16, and 5.04 respectively, most have preferred expertise of celebrity with positive ratings for all brands.

What people or general public associate with the images the celebrities carry is important. When a celebrity campaigns an ad for any product or service, improper image or negative news or scandals will lead to product or service to be associated with same attributes.

Table.53.
Sample data as per Celebrity Familiarity to people.
Following table shows celebrity Familiarity by samples for brands endorsed. (n=100)

Sr.	Familiarity Opinions	N	Mean	Rank	Canon Mean	Kodak Mean	Nikon Mean	Olympus Mean	Samsung Mean	Sony Mean
1	Limited Appeal – Wide Appeal	26	5.58	1	5.36	5.38	5.60	5.48	5.33	5.50
2	Not very popular – Very popular	27	5.33	2	5.30	5.18	5.38	5.45	5.56	5.32
3	Not well known & well regarded - Well known & well regarded	26	5.15	4	5.09	4.94	5.20	5.24	5.56	5.08
4	Not highly visible in media – Highly visible in media	27	5.22	3	5.30	5.29	5.23	5.27	5.44	5.16
	Valid N (listwise)	26								

(Source: Field Data)

Graph.6. Celebrity Familiarity to people.

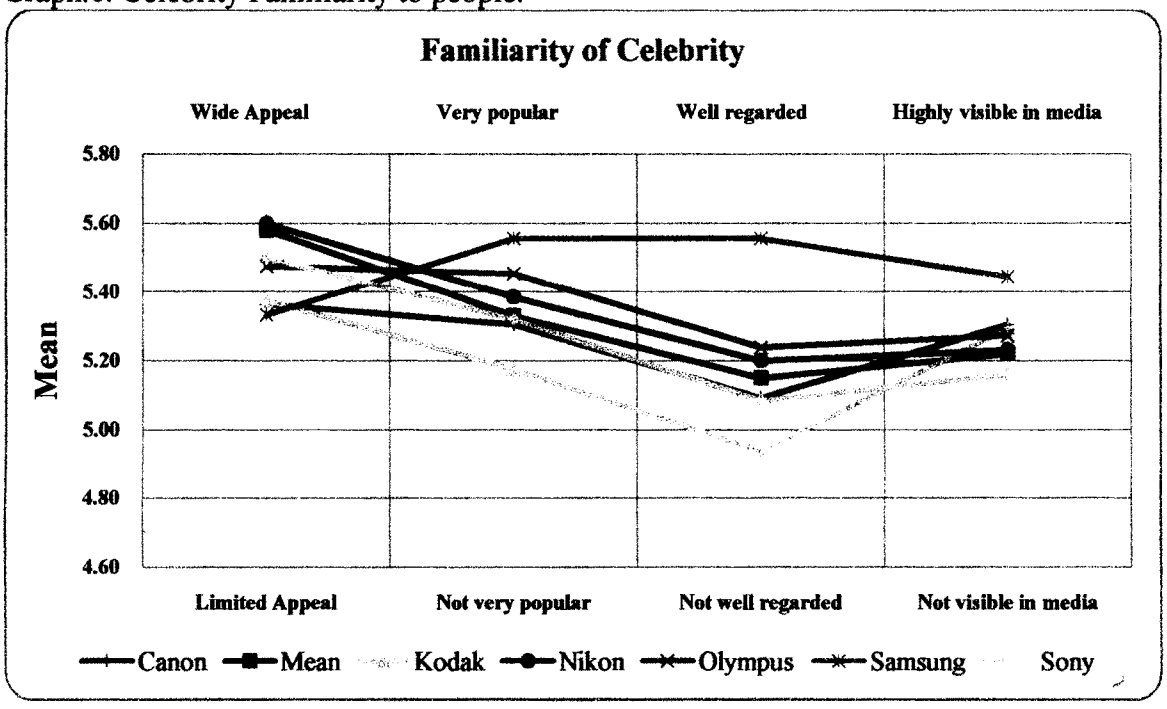

Table.53 reveals celebrity familiarity to people endorsing the brand, majority of them responded with option limited appeal and wide appeal, with mean score of 5.58, followed with popularity of celebrity or not the mean score was 5.33, third with the option of highly visible in media or not with mean score of 5.22 and last for well known and well regarded with. Graphical plotting for the responses shows wide appeal and high visibility of celebrity with most responses for Nikon, Sony and Olympus with mean score of 5.60, 5.50, and 5.48 respectively, for high visibility of celebrity it is for brands Samsung, Canon, Kodak and Nikon.

Wide appeal of celebrity and visibility makes it easier for people to associate with the product and service endorsed by celebrity.

Table.54.
Sample data as per Celebrity likeability.
Following table shows celebrity likeability by samples for brands endorsed. (n=100)

Sr.	Likeability Opinions	N	Mean	Rank	Canon Mean	Kodak Mean	Nikon Mean	Olympus Mean	Samsung Mean	Sony Mean
1	Dislike – Like	27	5.37	2	5.74	5.71	5.35	5.68	5.89	5.48
2	Does not have good image – Does have good image	27	5.19	4	5.48	5.29	5.19	5.45	5.78	5.32
3	One with peoples low opinion – Most have high opinion	27	5.22	3	5.13	5.06	5.27	5.27	5.44	5.08
4	Has poor reputation – Has good reputation	27	5.11	5	5.09	5.06	5.15	5.27	5.22	5.12
5	Unpleasant - Pleasant	26	5.54	1	5.50	5.50	5.56	5.48	5.67	5.54
	Valid N (listwise)	26								

(Source: Field Data)

Graph.7. Celebrity likeability.

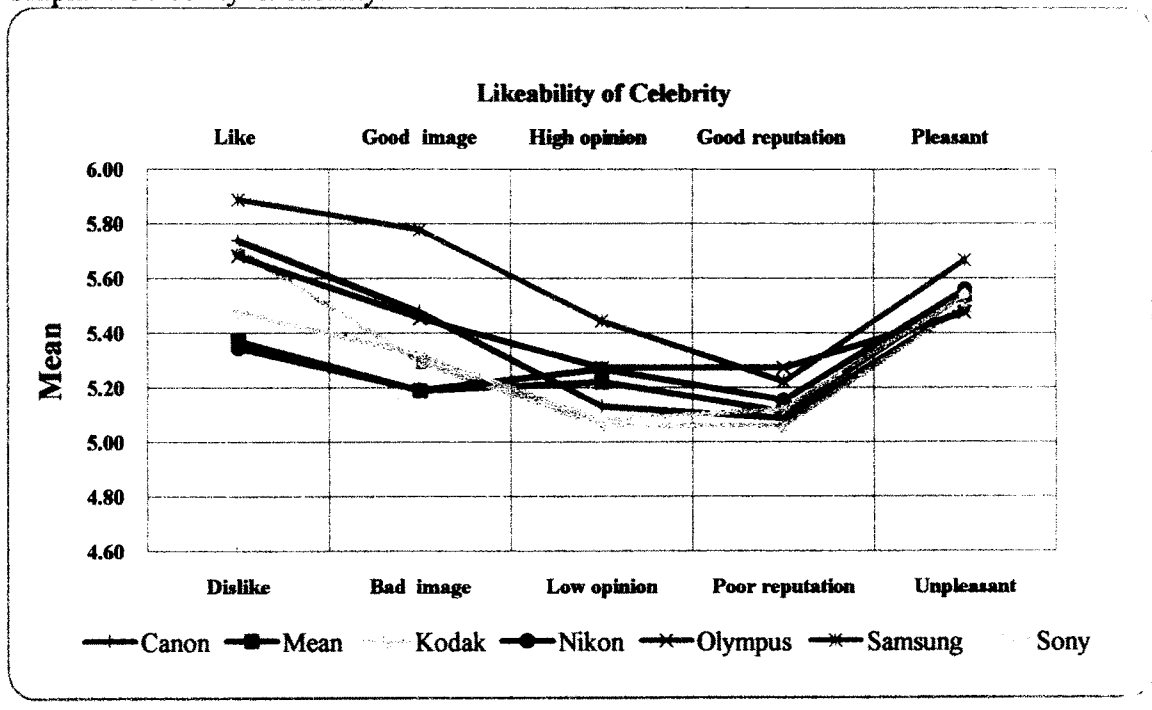

Table.54 shows celebrity likeability from respondents' point of view with options opted most for whether celebrity looks pleasant or not with mean score 5.54, second most opted for was likeability of celebrity or not with mean score 5.37, third with having high opinion or low opinion for celebrity with mean score of 5.22 and lastly for overall good image of celebrity and good or poor reputation.

Graphical presentation shows celebrity likeability for all brands except Nikon with mean value 5.35, good image for all brands except again for Nikon with mean value 5.19, opinion and reputation wise most brands celebrity likeability is on lower side.

Celebrity likeability is important with respect people see them as likeable or not, obviously likeable celebrity will be watched more carefully than unlikeable one, making higher viewership of product or services and recall for brands.

Table.55.

Sample data as per Adjective that describes the Brand.

Following table shows brand adjectives by samples for brands endorsed. (n=100)

Sr.	Brand Adjectives	N	Mean	Rank	Canon Mean	Kodak Mean	Nikon Mean	Olympus Mean	Samsung Mean	Sony Mean
1	Rugged – Delicate	97	4.24	5	4.24	4.20	4.25	4.31	4.46	4.22
2	Uncomfortable – Comfortable	98	6.18	3	6.15	6.15	6.18	6.19	6.21	6.19
3	Pleasant – Unpleasant	96	2.22	6	2.22	2.12	2.19	2.19	2.71	2.13
4	Youthful – Mature	97	5.26	4	5.41	5.84	5.21	4.99	3.58	5.24
5	Complex – Simple	98	6.31	1	6.30	6.41	6.33	6.32	6.00	6.35
6	Unorganized - Organized	97	6.28	2	6.22	6.21	6.30	6.31	6.17	6.29
	Valid N (listwise)	96								

(Source: Field Data)

Graph.8. Adjective that describes for Brands.

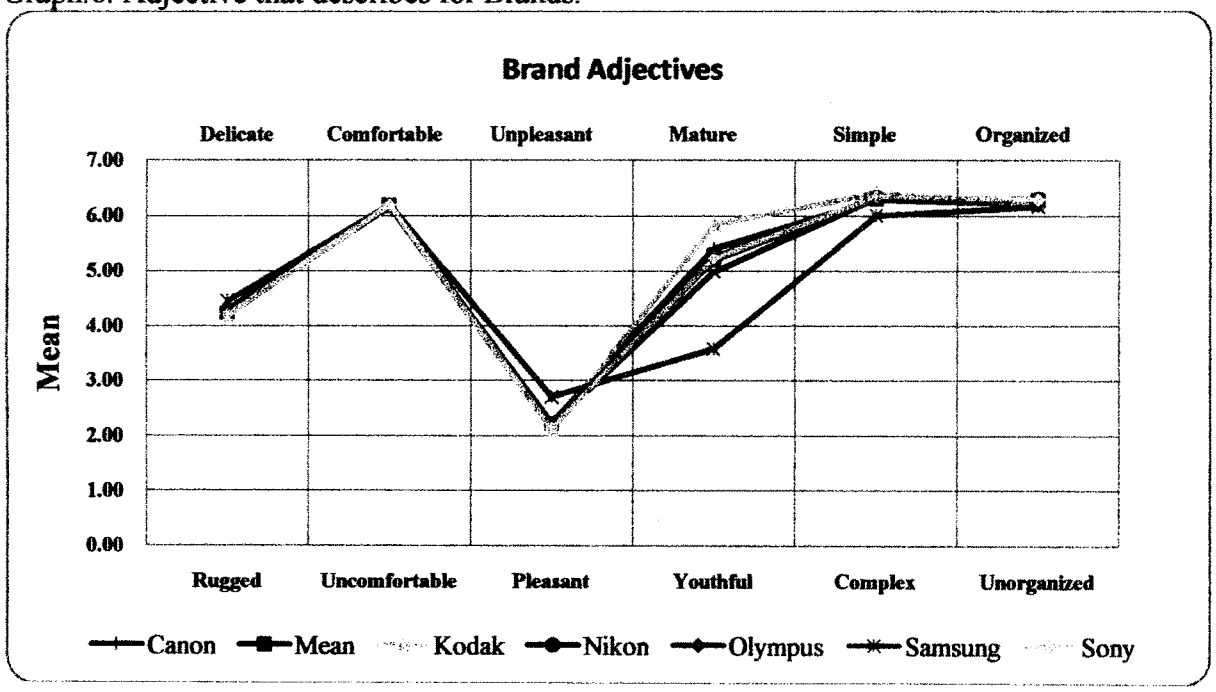

Table.55 indicates the adjectives that describe the brands, samples have opted for whether the brand was easy to use or complex with mean rating of 6.31, second favored for was whether the brand is organized or not with mean response of 6.28, third was whether it is comfortable to use for or not with mean score of 6.18, followed lastly with ruggedness of brand or delicate to use with. Graphical plotting shows brands being preferred on rugged use, pleasantness, simple use and whether it is organized or not. All brands are bit delicate to use, comfortable to use, pleasant, mature, simple and organized, except for Samsung on unpleasant and youthful side with mean score of 2.71 and 3.58. Usefulness of brand with respect to various above said features makes it useful for companies and marketers to see which features are favored most for while making a brand selection while purchasing and what goes into consideration while making any brand a single or multiple USPs when some buyers buy for specific purpose or are told to buy, by experienced users of specific purpose users.

Table.56.
Sample data as per Advertisement opinion for Brands.
Following table shows ad opinions for brands by samples. (n=100)

Sr.	Advertisement Opinions	N	Mean	Std. Deviation	Rank
1	Commercial was too complex	27	3.78	1.805	6
2	I clearly understood the commercial	27	5.33	1.109	1
3	I was too busy	26	4.23	1.751	2
4	It went quickly to make an impression	27	4.11	1.528	3
5	It was distracting	27	4.11	1.672	4
6	It took lot of effort to follow	27	3.81	1.882	5
	Valid N (listwise)	26			

(Source: Field Data)

Table.56 shows advertisement opinions by samples, they responded with clear understanding of the advertisement with mean score of 5.33, secondly with they were too busy to see what was going on in the ad with score of 4.23, third response was for commercial was too fast to make an impression on them with score of 4.11, followed with the mean scores of 4.11, 3.81 and 3.78 for ad was distracting, it took lot of effort to understand the ad and lastly for the ad was too complex to understand.

Advertisement effectiveness with respect whether the ad represents the expected communication with product or services offered and the purpose for the ad making is effective or not through above said features. Proper reach and ease of understanding with limited time period and budget is the skill for advertisers that go into the making of ad with effective impact and retention of brand and its features. Any confusion or misrepresentation will lead to bad and improper memories that will be associated by viewers for a product or service.

PART- II

4.3 Data Analysis of Professional Buyers:

A. Demographic Details of Professional Buyers:

Table.57.
Sample distribution as per education.
Following table shows education of samples. (n=25)

Sr.	Educational Qualification	Frequency	Percent	Valid Percent
1	SSC/ HSC	3	12.0	12.0
2	Some College but not graduate	1	4.0	4.0
3	Graduate/ PG general	17	68.0	68.0
4	Graduate/ PG professional	4	16.0	16.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.57 shows samples of professional buyers of digital camera are graduates or PG general qualified with frequency of 68% followed by graduates and PG professional qualified respondents for 16%, lastly with SSC/ HSC qualified with 12% respectively.

Table.58.
Sample distribution as per occupation.
Following table shows occupation of samples. (n=25)

Sr.	Occupation	Frequency	Percent	Valid Percent
1	Studio Professional	12	48.0	48.0
2	Outdoor(Functions)	10	40.0	40.0
3	Freelance	3	12.0	12.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.58 depicts samples of professionals are studio professionals, i.e. they are doing studio photography with the 48% followed by the outdoor professionals with 40% and lastly the freelancers with 12%.

Table.59.
Sample distribution as per monthly and household income.
Following table shows income wise distribution of samples. (n=25)

Sr.	Monthly and Household Income	Frequency	Percent	Valid Percent
1	5001-10000	4	16.0	16.7
2	10001-15000	10	40.0	41.7
3	15001-20000	4	16.0	16.7
4	20001-25000	4	16.0	16.7
5	35001-40000	2	8.0	8.3
	Total	24	96.0	100.0
	Missing	1	4.0	
	Total	25	100.0	

(Source: Field Data)

Table.59 indicates that most samples of professionals have earnings between 10001-15000 with 41.7%, followed equally by other income groups with 16.7% responses.

Table.60.
Sample distribution as per age.
Following table shows sample distribution as per age. (n=25)

Sr.	Age	Frequency	Percent	Valid Percent
1	18-23	1	4.0	4.0
2	24-29	7	28.0	28.0
3	30-35	11	44.0	44.0
4	36-41	6	24.0	24.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.60 indicates the age group that respondents belong to, most are in the age group of 30-35 with 44% of them, followed by age group 24-29 with 28% and lastly the age group of 36-41 with 24%.

Table.61.
Sample distribution as per gender.
Following table shows sample distribution for gender. (n=25)

Sr.	Gender	Frequency	Percent	Valid Percent
1	Male	25	100.0	100.0

(Source: Field Data)

Table.61 shows samples are hundred percent of them male, indicating the male dominating profession till date.

Table 62.
Sample distribution as per experience.
Following table shows experience of samples. (n=25)

Sr.	Experience	Frequency	Percent	Valid Percent
1	2	2	8.0	8.0
2	3	3	12.0	12.0
3	5	3	12.0	12.0
4	6	1	4.0	4.0
5	7	1	4.0	4.0
6	8	1	4.0	4.0
7	9	1	4.0	4.0
8	10	6	24.0	24.0
9	11	1	4.0	4.0
10	12	3	12.0	12.0
11	14	2	8.0	8.0
12	19	1	4.0	4.0
	Total	25	100.0	100.0

(Source: Field Data)

The table.62 indicates the experience the respondents have in the field, which shows that most of them have 10 years of experience with 24% of them, followed equally by 3.5, and 12 years with 12% each.

Table.63.
Sample distribution as per professional degree/certificate.
Following table shows for professional qualification. (n=25)

Sr.	Options	Frequency	Percent	Valid Percent
1	Yes	8	32.0	32.0
2	No	17	68.0	68.0
	Total	25	100.0	100.0

(Source: Field Data)

The table.63 shows samples had degree or certificate in the field, it shows most of them don't have degree or certificate with 68% and only 32% had the degree or certificate in the field.

B. Brand Awareness of Digital Cameras By Professionals:

Table.64.
Sample distribution for Digital Camera Awareness.
Following table shows awareness for camera brands. (n=25)

Sr.	Camera Brand	Aware	Unaware	Total
1	Canon	22	3	25
2	Nikon	19	7	25
3	Sony	17	8	25
4	Samsung	9	16	25
5	Kodak	7	18	25
6	Olympus	18	7	25
7	Casio	3	23	25
8	Panasonic	4	21	25
9	Pentex	2	23	25
10	Fujifilm	10	15	25
11	Konica	2	23	25
12	Condord	1	24	25
13	Polaroid	3	22	25
14	Ricoh	3	22	25
15	Sigma	2	23	25
16	Minolta	4	21	25
17	Sanyo	2	23	25
18	Jvc	1	24	25
19	Hitachi	2	23	25

(Source: Field Data)

Table.64 indicates the camera brands and their awareness by samples, where Canon at 22 frequency is at 1st position, followed 2nd for Nikon with 19 frequency, 3rd for Olympus with 18, 4th for Sony with 17, 10 for Fujifilm, 9 for Samsung, 7 for Kodak and 4 for Panasonic. Rests of brands have got least responses showing unawareness towards them. It reveals that professionals are aware of Canon brand more than rest of the brands. Camera Brand awareness shows the choice a consumer has while actually buying the camera, and his/her awareness for brand will lead towards curious enquiry and information search for camera brands while actual purchase.

Table.65.
Sample distribution as per Brand Ownership of Camera.
Following table shows brand ownership of camera. (n=25)

Sr.	Camera Brands	Frequency	Percent	Valid Percent
1	Canon	11	44.0	44.0
2	Nikon	8	32.0	32.0
3	Sony	2	8.0	8.0
4	Kodak	3	12.0	12.0
5	Olympus	1	4.0	4.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.65 indicates the current brands owned by the respondents. Majority of them say that they own the brand Canon with 44% followed by Nikon with 32% ownership, then Kodak and Sony brands with 12% and 8% respectively.

The age table indicating the majority of samples within 30-35 age-group i.e. mature persons. Canon brand appeals most from the table suggesting that more number of them own the Canon brand followed by Nikon. It shows professionals liking towards Canon and Nikon brands.

Table 66.
Sample distribution as per Brand Ownership of Camera.And edu.qualification Crosstabulation.
Following table shows cross tabulation for camera brands and education of samples.

(n=25)

Sr.	Camera Brands	Educational Qualifications				Total
		SSC/ HSC	Some College but not graduate	Graduate/ PG general	Graduate/ PG professional	
1	Canon	0	1	9	1	11
2	Nikon	2	0	6	0	8
3	Sony	0	0	1	1	2
4	Kodak	0	0	1	2	3
5	Olympus	1	0	0	0	1
	Total	3	1	17	4	25

(Source: Field Data)

Table.66 is the cross tabulation for educational qualification with Camera brands, it shows that most samples from PG general own the Canon brand of cameras with frequency of 9 numbers followed in the same educational category by Nikon brand of cameras with frequency of 6 numbers and lastly for Sony and Kodak with 1 numbers

respectively from same educational category. Interestingly though SSC/ HSC educated persons prefer Nikon brand with 2 frequency for the same, indicating most professionals prefer Nikon and Canon brands for their use in profession.

Table.67.
Sample distribution as per Brand Ownership of Camera and monthly and household income Cross tabulation.
Following table shows cross tabulation for camera brands with income groups of samples. (n=25)

Sr.	Camera Brands	Monthly and Household Income groups					Total
		5001-10000	10001-15000	15001-20000	20001-25000	35001-40000	
1	Canon	0	6	2	2	1	11
2	Nikon	1	4	2	0	1	8
3	Sony	1	0	0	0	0	1
4	Kodak	2	0	0	1	0	3
5	Olympus	0	0	0	1	0	1
	Total	4	10	4	4	2	24

(Source: Field Data)

Table.67 is the cross tabulation of brand ownership and monthly and household income, which reveals that the income group of 10000-15000 prefers the camera brand Canon, followed by Nikon. The income group above it i.e. 15001-20000 is also preferring the Canon brand of cameras followed by Nikon. For higher income groups i.e. 20001-25000, 35001-40000 the brand preferred is also Canon and Nikon, less income group category 5001-10000 prefers Kodak, Nikon and Sony.

Noticeably though in low income group of upto-5000 the camera brand preferred is also Nikon. It is clear that Nikon and Canon hold a good position in high income groups as well as low income groups, indicating that proper segmentation and customer's needs are addressed by these two brands from professionals' point of view, still maintaining the brand value in the market with quality products.

Table.68.
Sample distribution as per Brand Ownership of Camera
And occupation crosstabulation.
Following table shows cross tabulation for camera brands and occupation. (n=25)

Sr.	Camera Brands	Occupation			Total
		Studio Professional	Outdoor(Functions)	Freelance	
1	Canon	4	5	2	11
2	Nikon	4	3	1	8
3	Sony	2	0	0	2
4	Kodak	2	1	0	3
5	Olympus	0	1	0	1
	Total	12	10	3	25

(Source: Field Data)

The table.68 indicates cross tabulation for occupation and camera brands, which shows that most professionals from studio, outdoor and freelance prefer Canon brand of camera followed by Nikon brand with highest frequency in all categories, and lastly Sony, Kodak and Olympus are preferred to some extent. Clear preference from all category professionals for these two brands.

Table.69.
Sample distribution as per Brand Ownership of Camera age Crosstabulation.
Following table shows cross tabulation for camera brands and age. (n=25)

Sr.	Camera Brands	Age Groups				Total
		18-23	24-29	30-35	36-41	
1	Canon	0	3	4	4	11
2	Nikon	0	2	6	0	8
3	Sony	0	1	1	0	2
4	Kodak	1	1	0	1	3
5	Olympus	0	0	0	1	1
	Total	1	7	11	6	25

(Source: Field Data)

Table.69 depicts that from all age groups i.e.18-41 the most preferred brand is Canon with frequency of totally 11 from all age groups, followed by Nikon brand with total frequency of 8, and lastly Kodak, Sony and Olympus are preferred with 3, 2 and 1 frequency respectively. This shows clearly that all age groups prefer Canon and Nikon most.

Table.70.
Sample distribution as per Brand Ownership of Camera gender Crosstabulation.
Following table shows cross tabulation for camera brand and gender of samples.(n=25)

Sr.	Camera Brands	Gender	Total
		Male	
1	Canon	11	11
2	Nikon	8	8
3	Sony	2	2
4	Kodak	3	3
5	Olympus	1	1
	Total	25	25

(Source: Field Data)

Table.70 is cross tabulation for Brand owned and gender which indicates that respondents were all males, however they preferred Canon and Nikon most followed by rest of the brands in the category.

Table.71.
Sample distribution as per Brand Ownership of Camera And experience Crosstabulation.
Following table shows cross tabulation for camera brand and experience of samples.
(n=25)

Sr.	Camera Brands	Experience in years												Total
		2	**3**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**14**	**19**	
1	Canon	1	1	1	1	1	0	1	1	0	3	1	0	11
2	Nikon	0	1	1	0	0	0	0	3	1	0	1	1	8
3	Sony	1	0	1	0	0	0	0	0	0	0	0	0	2
4	Kodak	0	1	0	0	0	1	0	1	0	0	0	0	3
5	Olympus	0	0	0	0	0	0	0	1	0	0	0	0	1
	Total	2	3	3	1	1	1	1	6	1	3	2	1	25

(Source: Field Data)

Table.71 is cross tabulation for camera brands and experience of samples which shows that experienced samples having 12 years of experience in the field prefer Canon brand of digital camera most with maximum frequency of 11, and experienced respondents upto 10 years prefer Nikon brand the most with frequency of 8, all other brands are having limited response for their preferences.

Table.72.
Sample distribution of Brand Ownership and professional degree/certificate.
Following table shows cross tabulation for camera brand and professional qualification.

(n=25)

Sr.	Camera Brands	Options		Total
		Yes	No	
1	Canon	2	9	11
2	Nikon	3	5	8
3	Sony	1	1	2
4	Kodak	2	1	3
5	Olympus	0	1	1
	Total	8	17	25

(Source: Field Data)

Table.72 is Cross tabulation for professional degree/ certificate and camera brand ownership which reveals that majority are not having any degree or certificate, but interestingly though many in the field prefer Canon brand with maximum frequency of 11, followed with Nikon with 8. And in yes category Nikon brand of cameras are preferred by them followed with Canon.

This shows that Canon and Nikon have made their inroads into the professional category digital camera users taking into account their distinct demands and needs for various environmental conditions and subcategories, making specialized branding which substantially differentiate them from other brands specifically catering to the requirements of this class of people.

Table.73.
Sample distribution as per reliable source for digital camera information.
Following table shows for information source. (n=25)

Sr.	Information Source	Frequency	Percent	Valid Percent
1	Print Ads	2	8.0	8.0
2	TV Commercial	1	4.0	4.0
3	Newspaper	3	12.0	12.0
4	Website reviews	12	48.0	48.0
5	Word of mouth/ Reference	7	28.0	28.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.73 indicating the reliable source of camera information sort by samples is website reviews with 48%, followed by word of mouth 28%. then newspapers with 12% followed lastly by print ads and TV commercials.

Hundreds of websites dedicated to various subjects give lots of information on different products and services indicating that people feel free and trust on internet views and reviews and information provided by the websites in detail within limited time span around the world. Mouth to mouth publicity matters most in this category. Where people ask for references about the products performance, technicalities and services that come along with camera brands from friends, relatives and persons they know are in the same field.

TV commercials either endorsed or not by the celebrities are not considered and watched either in this category, which is why TV commercial ranked just the third in the above table as information source.

Opinion regarding preferences among the following options being ranked by respondents from most important to least while purchasing.

Table.74.
Sample distribution as per Brand Image.
Following table shows brand image for cameras. (n=25)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	1	4	16.0	17.4
2	2	13	52.0	56.5
3	3	1	4.0	4.3
4	4	3	12.0	13.0
5	5	2	8.0	8.7
	Total	23	92.0	100.0
	System	2	8.0	
	Total	25	100.0	

(Source: Field Data)

Table.74 shows that 56.5% of samples prefer brand image being at 2nd rank for considering digital camera.

Table.75.
Sample distribution as per Status Symbol.
Following table shows status symbol wise preferences. (n=25)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	1	3	12.0	12.5
2	2	1	4.0	4.2
3	3	9	36.0	37.5
4	4	7	28.0	29.2
5	5	4	16.0	16.7
6	Total	24	96.0	100.0
	System	1	4.0	
	Total	25	100.0	

(Source: Field Data)

Table.75 shows status symbol ranked with 37.5% for being the third most preferred choice.

Table.76
Sample distribution as per Pricing.
Following table shows pricing preferences for cameras. (n=25)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	1	2	8.0	8.0
2	2	3	12.0	12.0
3	3	8	32.0	32.0
4	4	4	16.0	16.0
5	5	8	32.0	32.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.76 shows Pricing being given the preference third most with 32%, by samples.

Table.77.
Sample distribution as per Innovative Features
Following table shows innovative features preference. (n=25).

Sr.	Ranks	Frequency	Percent	Valid Percent
1	1	17	68.0	68.0
2	2	5	20.0	20.0
3	3	1	4.0	4.0
4	4	1	4.0	4.0
5	5	1	4.0	4.0
	Total	25	100.0	100.0

Table.77 indicates that 68% of samples prefer innovative features at first choice of preference for considering digital camera.

Table.78.
Sample distribution as per Appearance.
Following table shows preferences for camera appearance. (n=25)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	2	1	4.0	20.0
2	3	2	8.0	40.0
3	4	1	4.0	20.0
4	5	1	4.0	20.0
	Total	5	20.0	100.0
	System	20	80.0	
	Total	25	100.0	

(Source: Field Data)

Table.78 shows that 40% of samples prefer appearance at third choice of preference for digital camera selection.

Table.79.
Sample distribution as per Marketing Appeal.
Following table shows preference for marketing appeal. (n=25)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	3	1	4.0	50.0
2	4	1	4.0	50.0
	Total	2	8.0	100.0
	System	23	92.0	
	Total	25	100.0	

(Source: Field Data)

Table.79. indicates Marketing appeal ranked equally for third and fourth choice with 50% respectively for camera selection.

Table.80.
Sample distribution as per After Sales Service.
Following table shows preference for after sales service. (n=25)

Sr.	Ranks	Frequency	Percent	Valid Percent
1	2	2	8.0	22.2
2	3	2	8.0	22.2
3	5	5	20.0	55.6
	Total	9	36.0	100.0
	System	16	64.0	
	Total	25	100.0	

(Source: Field Data)

Table.80 shows after sales service being ranked last on the choice of preference list by respondents with 55.6% from digital camera selection.

Tables from no.72-78, indicate the Innovative features ranking given by respondents, where innovative features, it has been ranked 1 the most with 68%, followed with table no.72 for Brand image ranked 1 most with 17.4%. Status symbol comes next with most ranked with12.5%, followed by Pricing on preference list with rank 1 with 8%. Rests of other features are followed 2 most on their preference list while selecting the digital camera brand.

Innovative features which people generally look for in any technical products, cameras no exception for that, more the innovative features more customers are attracted towards its use and application, electronic market is much competitive enough that today's technology becomes tomorrows outdated one, nevertheless marketers and companies need continuous innovation to attract customers towards their products, over the period they become habitual for improved features as time goes by, making their first most preferred choice of innovative features.

There is strong dominance of brand image on the minds of customers while buying the camera brand. Many brands are available in the market which might create lot of confusion in the minds of customers; ultimately the strong brand value created by the marketers and company policies will lead to creation of brand presence in the market which will attract more customers before buying. Status symbol being the next preferred option, suggesting that good features, brand image are of utmost important irrespective of pricing, which in Indian customer's point-of-view is considered the most sensitive point for selection of products or services which generally is looked as creator of certain image in the society, where people recognize that person with the products and services

which he or she uses, is third preferred against all others.

Table.81.
Sample distribution as per Brands role in decision making.
Brand Opinion Questions in Buying Decisions.
Following table shows opinions for brands role in decision making. (n=25)

Sr.	Questions	N	Mean	Std. Deviation	Rank
1	Brands Role in Buying Decision	25	3.44	.961	4
2	Brand Loyalty for Buying Decision	25	3.76	.926	3
3	Information Collection before buying	25	4.56	.507	1
4	Willingness to Pay more for Brands	25	4.00	.816	2
	Valid N (listwise)	25			

(Source: Field Data)

Table .81 Showing responses on 5 point likert scale measurement for brand preferences, brand loyalty, collection of information, and willingness to pay for more prices for branded cameras. The mean ranking indicates the respondents agreed on the fact that people do collect more information before buying technical products giving the mean value 4.56, followed by willingness to pay more for branded products, meaning they are ready to pay for brands giving mean value 4.00, brand loyalty scores next on ranking with mean value 3.76 suggesting prior satisfaction for previous brand will call for further loyalty for same brand, lastly they think of brand considerations with 3.44 mean score, while actual buying the camera, suggesting brands are important element in consideration for buying decisions.

C. General And Specific Parameters:

Table.82.
Sample distribution as per Period of Camera Purchase.
Following table shows period of camera purchase. (n=25)

Sr.	Period of Camera Ownership	Frequency	Percent	Valid Percent
1	Within last 3 months	1	4.0	4.0
2	Within last 12 months	8	32.0	32.0
3	More than 1 years	16	64.0	64.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.82 showing purchase period of camera, indicating most of them posses from more than 1 year with 64%, followed by within last 12 months with 32%, three months duration with 4%.

Most of them posses cameras for more than one year which show longetivity of use from professional point of view with incoming generating product in mind.

Table.83.
Sample distribution as per Preferred mode of Camera Purchase.
Following table shows mode of purchase by samples. (n=25)

Sr.	Mode of Purchase	Frequency	Percent	Valid Percent
1	Authorized Store/ Dealer	25	100.0	100.0

(Source: Field Data)

Table.83 shows mode of digital camera purchase was unanimous for authorized dealer or store location and not any other source for purchase.

Table.84
General Features preferred in Camera by professionals.
Following table shows preference general features in camera. (n=25)

Sr.	General Features	N	Mean	Std. Deviation	Rank
1	Ease of Use	22	3.18	1.736	7
2	Weight	23	2.96	1.665	8
3	Battery Life	25	4.80	.408	2
4	Mega Pixels	22	5.00	.000	1
5	Memory Capacity	25	4.32	.852	6
6	Flash range	24	4.33	.816	5
7	Next Shot Delay	19	4.63	.761	3
8	Shutter lag	20	4.40	.821	4
	Valid N (listwise)	14			

(Source: Field Data)

Table.84 reveals general features for camera selection, with ranking 1 for mega pixels the most important feature for consideration with 5.00 mean value, followed by battery life with 4.80 the most important, then next shot delay third with 4.63 mean value, next shutter lag with 4.40, flash range the next with 4.33, followed by memory capacity with 4.32, and lastly for ease of use and weight with 3.18 and 2.96 mean value.

Mega pixels for better picture clarity is most important rating from professionals point of view, battery life the most important feature preferred in camera for long standing hours of continuous shooting, next shot delay should be less for multiframe photography, shutter lag should also be less for catching the movements in less time ease of use and memory capacity follow next for being most important features with capability to store more and operating efficiency more with less time is important. Weight being least important what respondents consider can be overlooked in a camera.

Table.85.
Specific Features preferred in camera by professionals.
Following table shows preference specific features in camera. (n=25)

Sr.	Specific Features	N	Mean	Std. Deviation	Rank
1	Image Quality	25	5.00	.000	1
2	AA Batteries	25	3.96	.935	12
3	Image File Formats	25	4.28	.843	9
4	Shooting Modes	18	3.94	.873	14
5	Carry Case	20	4.80	.696	5
6	Manual Controls	22	4.09	.921	11
7	LCD Viewing	25	4.24	.926	10
8	Movie Mode	25	3.60	1.190	16
9	Secure Grip	23	4.70	.703	8
10	Optical Zoom	25	4.76	.523	6
11	Image Stabilizer	17	4.76	.562	7
12	Sensors	21	5.00	.000	2
13	Charger	25	4.88	.440	4
14	On-Screen Help	19	3.95	.970	13
15	Wide Angle	20	4.95	.224	3
16	Product Demo	22	3.91	1.065	15
	Valid N (listwise)	8			

(Source: Field Data)

Table.85 shows importance ratings for specific features in digital camera, it indicates the importance for image quality being given 1st rank with mean value 5.00, second the sensors with mean value 5.00, third wide angle with 4.95, fourth for charger with mean rating 4.88, fifth for carry case with 4.80, optical zoom in camera with mean value 4.76, followed with image stabilizer with 4.76, secure grip with 4.70, lastly with image file formats and LCD viewing with 4.28 and 4.24 respectively for use.

Image quality is utmost important from respondents view that they lock for in digital camera, as indicated earlier with respect to mega pixels, the brain of digital camera sensors an important part in digital camera, wide angle being also considered as the aspect which allows to capture wider angle photographs within minimum distance, the energy resource the charger for camera also is the basic but important aspect for use of camera, the carry case to carry the camera with much ease and without any damage. Optical zoom which allows to zoom without blurred pictures from distance, image stabilizer the feature which allows user to automatically stabilize the image so blurred

images can be avoided and distortion can be reduced. Secure grip and image file formats followed by LCD viewing are down the list of preferences which are from respondents point of view can be sidelined than above said features.

D. Technical Parameters:

Table.86.

Technical parameters preferred in camera by professionals.

Following table shows preference for technical features in camera. (n=25)

Sr.	Technical Parameters	N	Mean	Std. Deviation	Rank
1	CMOS Sensor	19	5.00	.000	3
2	Shutter speed	25	5.00	.000	1
3	Crop factor	19	4.26	.991	21
4	Image Sharpness	24	4.42	.654	19
5	White Balance	25	4.84	.374	7
6	Software	25	4.92	.400	6
7	ND filters	14	4.71	.611	13
8	Tripods	11	3.64	.924	25
9	3D Capability	14	2.57	1.222	29
10	Low Noise	19	2.63	1.300	28
11	CCD Sensor	19	4.74	.452	11
12	ISO Speed	24	4.75	.532	10
13	Optical/ Manual Zoom	20	5.00	.000	2
14	Focus	20	4.70	.470	15
15	Face detection	22	4.36	.848	20
16	UV filters	18	5.00	.000	4
17	GND filters	8	4.63	.744	17
18	Monopods	7	3.14	1.676	26
19	HDR	21	4.48	.814	18
20	Battery Types	22	4.82	.501	8
21	Aperture	17	5.00	.000	5
22	Kit Lens	23	4.70	.470	14
23	Live View	21	3.90	1.446	22
24	Contrast & Brightness	24	4.67	.565	16
25	Exposure Adjustment	20	4.80	.410	9
26	Polarizing filters	10	3.90	.876	23
27	Geo Tagging	3	3.67	1.155	24
28	Projecting	4	2.75	1.708	27
29	Connections	22	4.73	.550	12
30	D30	0			
	Valid N (listwise)	0			

(Source: Field Data)

Table.86 indicates technical features preferred by the samples, the first important feature ranked to be very important is shutter speed with mean score of 5.00, second most important feature ranked after it is optical zoom with mean score of 5.00, followed thirdly by CMOS sensor with mean score of 5.00. Fourth feature ranked to be important is UV filters with mean score of 5.00, followed by aperture with mean score of 5.00. Software that comes along the camera with mean score of 4.92, next with white balance being important with mean score of 4.84. Eight, ninth and tenth are battery types, exposure adjustment and ISO speed with mean scores of 4.82, 4.80, and 4.75 respectively.

Shutter speed indicates the time that internal cover of lens opens up to let the light reach the sensor. Higher the speed the faster movements of action with less time will be captured with clarity, while lesser will allow for more artistic type capturing with motion blur in moving objects with beautiful shots. No doubt it is important element in selection from professional point of view. Zoom which provides variety of compositions or perspectives without changing your physical position is important element which can be considered as basic for any professional photographer to be in digital camera. Complementary Metal Oxide Semi-Conductor (CMOS), which is next important feature which converts the captured light into electrical signals which allows producing highest quality pictures with more pixelations. So this can be considered the brain of the camera which allows with minimum efforts to capture high quality images with greater speed. For outdoor photography it is essential to capture pictures without bluish colour that diminishes details because of Ultra Violet rays which are common to sunlight, here UV filters make it easy by avoiding these rays to enter the lens for better picture clarity, is important for outdoor and freelance photographers. Aperture which allows focusing for more detail for indoor and outdoor shooting, which allows for more light gathering, is very important element for a professional which is why it is in first five elements. ISO speed for light gathering capactiy of aperture is also important which when sumed up all the three will give the net exposure. While white balance and exposure adjustments are the photo editing tools to give the poper effect to photographs, fortunately digital cameras come with variety of preset white balances and exposure adjustments, which reduces the photo editing work, and allows to take the pictures with desired effects with the camera doing the job for them. Battery types whether AA batteries or Li-Ion batteries to be in cameras will ensure for long standing continous shooting and rechargeable types with better picture quality assurance is important feature to be considered in camera.

E. Celebrity Impact:

Table.87.
Sample distribution as per Brand Recall for the Cameras.
Following table shows brand recall for cameras by samples. (n=25).

Sr.	Camera Brands	Frequency	Percent	Valid Percent
1	Canon	2	8.0	8.0
2	Nikon	3	12.0	12.0
3	Sony	1	4.0	4.0
	Missing	19	76.0	76.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.87 shows brand recall which indicates brand Nikon with 12% most preferred choice for selection.

Table.88.
Sample distribution as per Brand Recall for the Cameras.
Following table shows brand recall for cameras by samples. (n=25)

Sr.	Camera Brands	Frequency	Percent	Valid Percent
1	Canon	2	8.0	8.0
2	Nikon	1	4.0	4.0
3	Sony	1	4.0	4.0
	Missing	21	84.0	84.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.88 shows brand recall for cameras which reveals Canon brand with 8% by samples.

Table.89.
Sample distribution as per Brand Recall for the Cameras.
Following table shows brand recall for cameras by samples. (n=25)

Sr.	Camera Brands	Frequency	Percent	Valid Percent
1	Nikon	1	4.0	4.0
2	Sony	1	4.0	4.0
	Missing	23	92.0	92.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.89 shows for brand recall which shows Nikon and Sony is equal with 4% respectively for camera selection.

When asked about the Brand that comes to their mind on hearing of the Digital Camera, respondents replied with majority of them i.e. 20% in totality for Nikon brand comes to their mind on hearing of Digital Camera, followed by Canon brand of digital camera with 16% for the Brand, next is Sony where it is 12%.

The above tabulation suggests that Nikon is the Brand which comes to their mind when asked about Digital camera, and then followed by Canon and Sony. Total dominance of Nikon and Canon on minds of professionals for a camera brand.

Table.90.
Sample distribution as per Top of mind recall for the above Camera Brands.
Following table shows top of mind recall for cameras by samples. (n=25)

Sr.	Opinion	Frequency	Percent	Valid Percent
1	Top of Mind Recall	2	8.0	100.0
	System	23	92.0	
	Total	25	100.0	

(Source: Field Data)

Table.91.
Sample distribution as per Top of mind recall for the above Camera Brands. (n=25)
Following table shows top of mind recall for cameras by samples.

Sr.	Opinion	Frequency	Percent	Valid Percent
1	Top of Mind Recall	1	4.0	100.0
	System	24	96.0	
	Total	25	100.0	

(Source: Field Data)

Table.92.
Sample distribution as per Top of mind recall for the above Camera Brands.
Following table shows top of mind recall for cameras by samples. (n=25)

Sr.	Opinion	Frequency	Percent	Valid Percent
1	Top of Mind Recall	1	4.0	100.0
	System	24	96.0	
	Total	25	100.0	

(Source: Field Data)

Tables. 90-92 reveal the top of mind recall by samples for the above mentioned Brands, for the first choice they agreed for top of mind recall i.e. 16% only. Which shows minimal response for celebrity impact and advertisement.

Table.93.
Sample distribution as per Ad recall for Camera Brands.
Following table shows ad recall for cameras by samples. (n=25)

Sr.	Opinion	Frequency	Percent	Valid Percent
1	Ad Recall	5	20.0	100.0
	System	20	80.0	
	Total	25	100.0	

(Source: Field Data)

Table.94.
Sample distribution as per Ad recall for Camera Brands.
Following table shows ad recall for cameras by samples. (n=25)

Sr.	Opinion	Frequency	Percent	Valid Percent
1	Ad Recall	3	12.0	100.0
	System	22	88.0	
	Total	25	100.0	

(Source: Field Data)

Table.95.
Sample distribution as per Ad recall for Camera Brands.
Following table shows ad recall for cameras by samples. (n=25)

Sr.	Opinion	Frequency	Percent	Valid Percent
1	Ad Recall	2	8.0	100.0
	System	23	92.0	
	Total	25	100.0	

(Source: Field Data)

Tables. 93-95 show ad recall for camera brands by samples was due to any advertisements they watched or followed, it was only 40% response in totality, majority of them have left it blank indicating it is not the ad recall they have followed with negligent responses.

Table.96.
Sample distribution as per Celebrity Impact on minds of the respondents.
Following table shows celebrity impact on samples. (n=25)

Sr.	Celebrity Names	Frequency	Percent	Valid Percent
1	Deepika	1	4.0	4.0
2	Kareena Kapoor	1	4.0	4.0
3	Priyanka Chopra	2	8.0	8.0
4	Sachin	1	4.0	4.0
	Missing	20	80.0	80.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.96 indicates celebrity impact for brand endorsement by samples, which reveals, Priyanka Chopra is remembered most with 8% responses.

Table.97.
Sample distribution as per Celebrity Impact on minds of the respondents.
Following table shows celebrity impact on samples. (n=25)

Sr.	Celebrity Name	Frequency	Percent	Valid Percent
1	Atul Kasbekar	1	4.0	4.0
2	Deepika	1	4.0	4.0
	Missing	23	92.0	92.0
	Total	25	100.0	100.0

(Source: Field Data)

Table.97 shows equal recall for Atul and Deepika for celebrity impact with 4% respectively.

Table.98.
Sample distribution as per Celebrity Impact on minds of the respondents.
Following table shows celebrity impact on samples. (n=25)

Sr.	Celebrity Names	Frequency	Percent	Valid Percent
1	Deepika	1	4.0	4.0
	Missing	24	96.0	96.0
	Total	25	100.0	100.0

(Source: Field Data)

Tables.96-98 indicate the celebrity impact on the minds of the samples, which reveals that most of them have not responded to this option and left it blank, but few who responded have given their opinion to the brand Sony endorsed by Deepika Padukone with 12% in totality. Next is Priyanka Chopra for Nikon brand of digital cameras with second most ranked frequency.

This shows that from professionals' point of view it is not the celebrity endorsements that are taken into account while final purchase of digital camera.

Table.99.
Opinions for Same Celebrity Endorsing Many Brands.
Following table shows same celebrity endorsing many brands impact on samples.

(n=25)

Sr.	Opinions	N	Mean	Std. Deviation	Rank
1	I get confused between brands	5	2.40	1.949	3
2	I do not get confused and remember all brands	5	5.80	1.304	1
3	I remember only a few brands	5	5.40	1.817	2
	Valid N (listwise)	0			

(Source: Field Data)

Table.99 depicts same celebrity endorsing many brands opinions, which shows very few have responded to the above questions, where many agreed on fact that they don't get confused on the many brands endorsed by the celebrity and still remember all brands endorsed by them. While some agreed that they remember only few brands against many endorsed. Some agreed on they get confused by many brands endorsed by the celebrities. Above investigation paves the way for celebrities to endorse many brands against only few brands as respondents agreed that they don't get confused with many endorsed by them, this might be because either they don't believe in their endorsements or they agree on the professional approach by celebrities because it is income earning activity for them.

Table.100.
Opinions for Advertisement for Brands
Following table shows advertisement opinion of samples. (n=25)

Sr.	Advertisement Opinions	N	Mean	Std. Deviation	Rank
1	Commercial was too complex	5	5.00	3.082	2
2	I clearly understood the commercial	5	6.60	1.517	1
3	I was too busy	5	4.80	3.114	5
4	It went quickly to make an impression	5	5.00	3.082	4
5	It was distracting	5	4.80	3.114	6
6	It took lot of effort to follow	5	5.00	3.082	3
	Valid N (listwise)	5			

(Source: Field Data)

Table.100 shows ad opinions for brands, which show respondents mostly responded with clear understanding of the advertisement with mean score of 6.60, secondly ad was too complex to understand. with mean score of 5.00, third response, it took lot of effort to understand the ad for mean score of 5.00, next was for commercial was too fast to make an impression on them with score of 5.00, fifth they were too busy to see what was going on in the ad with score of 4.80, sixth and last for ad was distracting.

Advertisement effectiveness with respect whether the ad represents the expected communication with product or services offered and the purpose for the ad making is effective or not through above said features. Proper reach and ease of understanding with limited time period and budget is the skill for advertisers that go into the making of ad with effective impact and retention of brand and its features. Any confusion or misrepresentation will lead to bad and improper memories that will be associated by viewers for a product or service.

Table.101.
Feelings about advertisement for Brands among professionals.
Following table shows ad feelings for brands by samples. (n=25)

Sr.	Advertisement Feelings	N	Mean	Std. Deviation	Rank
1	Bad – Good	5	4.80	.837	4
2	Not likeable – Likeable	5	5.40	1.140	3
3	Irritating - Not Irritating	5	5.80	.837	1
4	Not Interesting- Interesting	5	5.80	1.304	2

(Source: Field Data)

Table.101 indicates the advertisement feelings for Brands opted for celebrity endorsements by samples, who agreed on ad recall, majority of them opined for whether the ad was irritating or not with mean score of 5.80, next with whether interesting or not with mean score 5.80, followed with likeable not likeable with mean score of 5.40, lastly by the opposite polls of good or bad with 4.80 mean score.

Advertisement feedback reflects for advertising effectiveness by marketers which generally and largely is the direct communication through which majority customers associate their likings and remember the brand and the product well; here it is TV commercials that are considered.

Table.102.
Feelings toward Brands among professionals.
Following table shows feelings for brands by samples. (n=25)

Sr.	Brand Feelings	N	Mean	Std. Deviation	Rank
1	Bad – Good	22	6.32	.894	3
2	Dislike very much- Like very much	22	6.50	.802	2
3	Unpleasant- Pleasant	22	6.23	.973	4
4	Low quality- High quality	22	6.55	.671	1

(Source: Field Data)

Table.102 indicates the feelings towards the brands samples use on opinions on whether a high quality or low quality with mean score of 6.55, followed by like it or not with mean score of 6.50, next for bad or good the brand they think it is, lastly for pleasant or not they feel with mean score of 6.32 and 6.23 respectively.

How a brand is associated and perceived by customers is the important part from marketers point of view when there are so many of them in competition with similar

features. To be distinct and different from others is strategy to be separate from others, at least customers must perceive it different, whether it is not, focus should be to make it different to remember.

Table.103.
Attractiveness of celebrity among professionals.
Following table shows celebrity attractiveness impact on samples. (n=25)

Sr.	Celebrity Feelings	N	Mean	Std. Deviation	Rank
1	Unattractive – Attractive	5	6.80	.447	1
2	Ugly – Beautiful	5	5.80	1.304	2
3	Not Classy – Classy	5	5.00	1.581	5
4	Plain – Elegant	5	5.00	1.581	4
5	Not Sexy – Sexy	5	5.20	2.168	3

(Source: Field Data)

Table.103 shows attractiveness of celebrity by samples, where majority of them have responded for whether the celebrity is attractive or not with mean score of 6.80, then it is beautiful or ugly they feel with mean score of 5.80, followed lastly by others whether celebrity is sexy or not, plain or not, classy or not etc.

Attractiveness of celebrities is point where when a celebrity is hired for endorsements by advertisers or companies from their perspective they feel it will impact people for grabbing attention, but it is the people's opinion where people have some preconceived notions about celebrity persons which should be positive enough to grab and hold their attention towards the advertisements.

Table.104.
Trustworthiness of celebrity among professionals.
Following table shows celebrity trustworthiness feelings by samples. (n=25)

Sr.	Trustworthiness of Celebrity	N	Mean	Std. Deviation	Rank
1	Undependable – Dependable	5	6.00	1.414	5
2	Dishonest – Honest	5	6.40	.894	1
3	Unreliable – Reliable	5	6.00	1.414	4
4	Insincere – Sincere	5	6.20	1.095	2
5	Untrustworthy – Trustworthy	5	6.20	1.095	3

(Source: Field Data)

Table.104 reveals for trustworthiness for celebrity by samples, where most of them replied for honesty of celebrity or not they feel is with score of 6.40, next with whether the celebrity they feel is sincere or not to believe with mean score of 6.20, third was with trustworthiness of celebrity or not for score 6.20. Reliability and dependability with mean scores of 6.00 respectively.

Positive outlook for celebrity and good overall image is key to attract and retain attention of the prospective buyers and viewers.

Table.105.
Expertise of celebrity amongst professionals.
Following table shows celebrity expertise opinions by samples. (n=25)

Sr.	Expertise of Celebrity	N	Mean	Std. Deviation	Rank
1	Not an expert – Expert	5	5.20	2.490	3
2	Inexperienced – Experienced	5	5.00	2.550	5
3	Unknowledgeable – Knowledgeable	5	5.20	2.490	4
4	Unqualified – Qualified	5	6.40	.894	1
	Unskilled – Skilled	5	6.20	1.095	2

(Source: Field Data)

Table.105 indicates expertise of celebrity within his/her field, most of respondents posted their responses about whether the celebrity was qualified for the product or service endorsed with score of 6.40, skilled or not in respective area with mean score of 6.20, next to follow was whether expertise of celebrity or not was third ranked with mean score of 5.20, following were responses for the knowledge and experience of celebrity what people think of the celebrities. What people or general public associate with the images the celebrities carry is important. When a celebrity campaigns an ad for any product or service, improper image or negative news or scandals will lead to product or service to be associated with same attributes.

Table.106.
Celebrity familiarity to people opinions among professionals.
Following table shows celebrity familiarity to people opinions. (n=25)

Sr.	Celebrity Familiarity to People.	N	Mean	Std. Deviation	Rank
1	Limited Appeal – Wide Appeal	5	5.80	1.304	4
2	Not very popular – Very popular	5	6.80	.447	1
3	Not well known & well regarded - Well known & well regarded	5	6.40	.894	2
4	Not highly visible in media – Highly visible in media	5	6.40	.894	3
	Valid N (listwise)	5			

(Source: Field Data)

Table.106 shows celebrity endorsing the brand is familiar and well known to the people, samples majority of them responded with popularity of celebrity or not the mean score was 6.80, next for well known and well regarded with option with score of 6.40, third with the option of highly visible in media or not with mean score of 6.40, and last for limited appeal and wide appeal, with mean score of 5.80. Wide appeal of celebrity and visibility makes it easier for people to associate with the product and service endorsed by celebrity.

Table.107.
Celebrity likeability by professionals.
Following table shows celebrity likeability by samples. (n=25)

Sr.	Celebrity Likeability options	N	Mean	Std. Deviation	Rank
1	Dislike – Like	5	5.60	2.608	5
2	Does not have good image – Does have good image	5	6.20	1.095	3
3	One with peoples low opinion – Most have high opinion	5	5.80	1.304	4
4	Has poor reputation – Has good reputation	5	6.20	1.095	2
5	Unpleasant - Pleasant	5	6.60	.548	1

(Source: Field Data)

Table.107 indicates Celebrity likeability from samples' point of view with options opted most for whether celebrity looks pleasant or not with mean score 6.60, second most opted for was good or poor reputation with mean score of 6.20, third was for overall good image of celebrity or not with 6.20 score, fourth with having high opinion or low opinion for celebrity with mean score of 5.80, lastly likeability of celebrity or not with mean score 5.60.

Celebrity likeability is important with respect people see them as likeable or not, obviously likeable celebrity will be watched more carefully than unlikeable one, making higher viewership of product or services and recall for brands.

Table.108.
Adjective that describes for Brand among professionals.
Following table shows brand adjectives by samples. (n=25)

Sr.	Brand Adjectives	N	Mean	Std. Deviation	Rank
1	Rugged – Delicate	22	2.59	2.039	5
2	Uncomfortable – Comfortable	22	6.18	.907	3
3	Pleasant – Unpleasant	20	1.85	.813	6
4	Youthful – Mature	21	6.62	.740	1
5	Complex – Simple	22	5.86	1.457	4
6	Unorganized - Organized	22	6.41	.959	2
	Valid N (listwise)	4			

(Source: Field Data)

Table.108 shows adjectives that describe the brands samples use, where most opted for whether the brand was youthful or mature with mean score of 6.62, then whether the brand is organized or not with mean response of 6.41, third was whether it is comfortable to use for or not with mean score of 6.18, fourth was easy to use or complex with mean rating of 5.86, lastly with ruggedness of brand or delicate to use with.

Usefulness of brand with respect to various above said features makes it useful for companies and marketers to see which features are favored most for while making a brand selection while purchasing and what goes into consideration while making any brand a single or multiple USPs when some buyers buy for specific purpose or are told to buy. by experienced users of specific purpose users.

PART-III

4.2 Hypothesis Testing :

In part three researcher has discussed hypotheses testing.

Two Hypotheses being formulated are put to test with statistical tests by the researcher.

1. Ho: Demographic factors do not have any impact on selection of brand of digital camera.

The demographic factors used for this study are educational qualification, monthly and household income, occupation, age and gender.

Table.109.
Chi-Square for demographic factors and Brand Ownership. (n=100)
Following table shows chi-square calculation for brand ownership and demographic details.

	Educational qualification	Monthly and Household income	Occupation	Age	Gender
Chi-Square	39.76	59.28	25.73	29.43	7.18
df	20	55	25	35	5
Table Value	31.41	108.12	31.41	50.57	11.07

Table.109. Chi-square for educational qualification and brand ownership indicates the calculated value is 39.76, which is more than that of tabulated value 31.41 for 20 d.f. hence, the null hypothesis is rejected that there is significant association of educational qualification for selection of brand of digital camera by individuals.

Regarding monthly and household income chi-square value 59.28 for 55 d.f. which is less than tabulated value of 108.12 hence, null hypothesis is accepted that there is no association of monthly and household income for selection of brand of digital camera by individuals.

Occupation and brand association chi-square value is 25.73 for 25 d.f. which is less than tabulated value of 31.41, hence, null hypothesis accepted which shows no significant association for selection of camera brand by individuals.

Age and brand ownership chi-square value is 29.43 for 35 d.f. which is less than tabulated value for 35 d.f hence, null hypothesis accepted and there is no association of age for camera brand selection by individuals.

Chi-square value for gender and brand ownership is 7.18 for 5 d.f which is less than tabulated value 11.07; hence, null hypothesis accepted which shows no significant association for camera brand selection by individuals.

2. Ho: Technical parameters for selecting brand in digital cameras are uniform for all users.

Table.110.
t-test for general features by individuals and professionals.(n=100,n=25)
Following table shows 't' test for general features preferred.

	V3	N	Mean	Std. Deviation	Std. Error Mean
V1	Individual	8	4.3734	.36716	.12981
	Professional	8	4.2029	.74078	.26191

Table.110. depicts mean score for a general feature by individuals is 4.37 with S.D. 0.367 and professionals is 4.20 with S.D. 0.740.

Independent Samples Test

t-test for Equality of Means						95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.583	14	.569	.17054	.29231	-.45641	.79748
Equal variances not assumed	.583	10.243	.572	.17054	.29231	-.47868	.81975

For general features by individuals and professionals independent samples 't' test is used.

The test is not significant since 'P' value is 0.569 at 14 df, hence, null hypothesis is accepted, i.e. there is uniform preferences by individuals and professionals for general features while selecting camera.

Table.111.
t-test for technical features by individuals and professionals.(n=100,n=25)
Following table shows't' test for technical features preferred.

	V3	N	Mean	Std. Deviation	Std. Error Mean
V1	Individual	15	4.467082	.3432071	.0886157
	Professional	16	4.426386	.4742936	.1185734

Table.111 depicts mean score for technical features by individuals 4.46 with S.D. 0.343 and for professionals is 4.42 with S.D. 0.474.

Independent Samples Test

	t-test for Equality of Means					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.272	29	.787	.0406965	.1495804	-.2652298	.3466228
Equal variances not assumed	.275	27.308	.785	.0406965	.1480283	-.2628724	.3442655

For technical features by individuals and professionals independent samples''t' test is used.

The test is not significant since 'P' value is 0.787 at 29 df, hence, null hypothesis is accepted, i.e. there is uniform preferences by individual and professionals for technical features while selecting camera.