

CHAPTER 5

FINDINGS AND SUGESSTIONS

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5.1 Introduction:

With the help of data analysis and interpretation, researcher has drawn findings and suggestions based on it to help improve product and service options from marketers' point of view.

5.2 General Findings:

Findings based on the demographic, brand awareness, general and technical features and celebrity endorsements for individual buyers:

1. Majority of respondents are PG professionals, followed by SSC/HSC qualified respondents with 42% and 25% respectively from (Table .1).
2. Respondents consist majority from the income group of 5001-10000, followed by 10001-15000 and 20001-25000 with 29.6%, 26.5% and 8.2% from (Table.2).
3. Occupation wise most of the respondents consisted from salaried background, followed by self-employed people, having their own cameras and then students having their ones with 54%, 32% and 10% respectively from (Table.3).
4. Age wise most them are youngsters within the age-group of 24-29, followed by 30-35 and 18-24 age-group with percentages of 35, 35 and 7 respectively from (Table.4).
5. Gender wise differentiation consisted majority of male respondents, 89% of them, from (Table.5).
6. Brand awareness shows majority awareness for Sony at 91 frequency, for Canon with 89 frequency, Nikon with 89, Kodak with 84, 59 for Samsung, 44 for Fujifilm, 36 for Panasonic and 31 for Olympus. (Table.6).
7. Current ownership of brands consisted majority with Sony owned cameras, followed by Nikon and Kodak, with 32%, 21% and 20% from (Table.7).
8. Reliable source to get camera information consisted of word of mouth, followed by website reviews and TV advertisement for 41%, 39% and 15% from (Table.8).
9. For preferential ratings, innovative feature the most ranked 1, with 40%, brand image constituted followed by 2 with 27.4%, third is pricing being with 21.3%, followed lastly for after sales service. (From table.9-15).

10. 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. Most of them have ranked for brand preferences then for willingness to pay, third for collection of information, and lastly brand loyalty. (Table.16).
11. Purpose of buying camera constituted the most for family purposes, followed by use for professional purposes from table no.16 with 56%, 25% and last for Hobby with 9% from (Table.22).
12. Period of last camera purchase, which shows ownership from last one year the most, followed by one year, last with six months ownership with 52.5%, 22.2% and 19.2% respectively. (Table.23).
13. Preferred mode for camera purchase is authorized dealership with 93%. (Table.24).
14. Awareness for type of digital camera, majority indicating positive for that with 92%. (Table.25).
15. Type of camera owned, showing most are owning the compact types with 76.5%, followed by super-zooms for 10.5%, then SLRs with 8.4%, last D-SLRs with 4.2%. (Table .26).
16. Pricing preferences indicate that, majority preferred the range of 5001-10000, followed by 10001-15000, then 15001-20000, from table no.28, with 37%, 28% and 10% respectively. (Table.29).

Findings based on the demographic, brand awareness, general and technical features and celebrity endorsements for professional buyers.

17. Professionals, majority of respondents 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%. (Table.57).
18. Occupation wise the more 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.58).
19. Table 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.60).

20. Income wise responses indicate that most have earnings between 10001-15000 with 41.7% followed equally by other income groups with 16.7% responses. (Table.59).
21. Hundred percent of the respondents were male, indicating the male dominating profession till date. (Table.61).
22. Experience of 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.62).
23. Professional degree or certificate in the field, most of them don't have degree or certificate with 68% and only 32% had the degree or certificate in the field. (Table.63).
24. Professionals awareness towards camera brands is more for Canon brand with 22 frequency, then for Nikon, followed by Olympus. (Table.64).
25. Current brands owned by the respondents. Canon with 44% followed by Nikon with 32% ownership, then Kodak and Sony brands with 12% and 8% respectively. (Table.65).
26. Reliable source of camera information sort by buyers is website reviews with 48%, followed by word of mouth 28%, then newspapers with 12% followed lastly by print ads and TV commercials. (Table.73).
27. 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 with 12.5%, 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. (Table.74-80).
28. 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, giving mean value 4.00, brand loyalty scores next on ranking with mean value 3.76, lastly they think of brand considerations with 3.44 mean score. (Table.81).
29. Purchase period of camera, most of them posses from more than 1 year with 64%, followed by within last 12 months with 32%, three months duration with 4%. (Table.82).
30. Mode of digital camera purchase was unanimous for authorized dealer or store location and not any other source for purchase. (Table.83).

31. 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. (Table.84).
32. Specific features in digital camera, the importance for image quality being given 1 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. (Table.85).
33. Technical features, 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. (Table.86).
34. 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%.(Table.87-89).

5.3 Specific Findings:

Specific findings based on cross tabulations for demographic, brand awareness, general and technical features and findings based on analysis for celebrity endorsement for individuals.

1. From cross tabulation of educational qualification and ownership 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. 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. Hypothesis testing indicates impact of selection of brand of camera and educational qualification as mentioned above it proves the statements. (Table .17).
2. Noticeably though in low income group of upto-5000 the camera brand preferred is also Sony, with preference also in high income category 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. Hypothesis test also follows the statement of no relevance with income earning for brand selection by individuals. (Table.18).
3. Individuals who buy cameras for family snapshots, hobbies and travel and touring purposes and are salaried prefer Sony brand of cameras. While those who use for profession and are self-employed prefer Kodak brand of cameras, 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. Although Hypothesis testing directs that occupation and brand selection have no influence on each other. (Table.19).

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4. Cross tabulation between age groups and brand owned by them indicates 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. Hypothesis test confirms no influence of age as factor to affect on selection of camera brand by individuals. (Table.20).
5. Gender and camera ownership cross tabulation shows Male respondents number more and they prefer Sony brand of cameras followed by Kodak, Nikon and Canon. In Female respondents responses they have preferred Sony most and Nikon next. Although male respondents are more here, hypothesis testing also indicates no influence of gender on selection of brand for selection of camera. (Table.21).
6. Brand that comes to 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. (Table.35-37).
7. Top of mind recall for the mentioned Brands, for the first choice they 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.38-40).
8. Whether the Brand recall was due to any advertisements they watched or followed, majority of them have left it blank indicating it is not the ad recall they have followed with negligent responses, only 7 opted for it. (Table. 41-43).
9. 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 most is ranked frequency among all. Next is Priyanka Chopra for Nikon brand of digital cameras with second most ranked frequency, last is for Anushka Sharma for Canon brand of cameras. Sony with its distinct catch for
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young generation and different ad campaigns gains the top position of celebrity recall and in turn for Brand recall with the respondents. (Table. 44-46).

10. When celebrity endorses many brands, the likert scale gathered the following responses. 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. Lastly some agreed on they get confused by many brands endorsed by the celebrities. (Table.47).
11. 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. 27).
12. 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.28).

Specific findings based on cross tabulations for demographic, brand awareness, general and technical features and findings based on analysis for celebrity endorsement for professionals.

13. Respondents from PG general own the Canon brand followed in the same educational category by Nikon brand of cameras, next Sony and Kodak from same educational category. Interestingly though SSC/ HSC educated persons prefer Nikon brand, indicating most professionals prefer Nikon and Canon brands for their use in profession. (Table.57).
14. 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. (Table.59).
15. 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. (Table.58).
16. From all age groups i.e.18-41 the most preferred brand is Canon, followed by Nikon brand, and lastly Kodak, Sony and Olympus are preferred. This shows clearly that all age groups prefer Canon and Nikon most. (Table.60).
17. Brand owned and gender indicates that respondents were all males, however they preferred Canon and Nikon most followed by rest of the brands in the category. (Table.61).
18. Cross tabulation shows that experienced respondents having 12 years of experience in the field prefer Canon brand of digital camera most, and experienced respondents upto 10 years prefer Nikon brand the most with, all other brands are having limited response for their preferences. (Table.69).
19. Cross tabulation for professional degree/ certificate and camera brand ownership shows majority are not having any degree or certificate, but interestingly though many in the field prefer Canon, followed with Nikon. And in yes category Nikon brand of cameras are preferred by them followed with Canon. (Table.72).
20. The likert scale gathered 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 and still remember all brands endorsed by them. While some agreed that they remember only few brands against many endorsed. Lastly some agreed

on they get confused by many brands endorsed by the celebrities. (Table.99).

21. Asked for opinions on advertisements for Brands, respondents mostly responded with clear understanding of the advertisement, secondly ad was too complex to understand, third response, it took lot of effort to understand the ad, next was for commercial was too fast to make an impression on them, fifth they were too busy to see what was going on in the ad, sixth and last for ad was distracting. (Table.100).

5.4 Suggestions:

Suggestions are based on analysis of data and in-depth discussions with samples and experts in the field, which helped to drive more qualitative data as well.

1. Marketers and brand owners should focus and try to implement more customer focused programs where in general public is involved at large to make them aware of brand, the product, its features and innovative features. Most people trusted the word of mouth publicity to be confident while purchasing or at least to consider the brand before purchase, this means that better quality and customer focused features will enable this publicity more which is considered to be of much importance from buyers point of view.
2. Initial ownership costs for different segments, i.e. income category, occupation, age groups and gender should be particularly directed towards the needs of that particular segments and different featured models should be introduced for this purpose with affordable prices which allows to grow the feeling of ownership of camera and generally will lead to further recommendation to others the brand they own.
3. The focus of the marketers and companies should be to make first time buying experience memorable and long lasting, where the first time buyer if satisfied with the aspects that are provided in product and off product will further lead to repurchase and loyalty, also recommending to others the better experiences provided by the brands.
4. Marketers should remember that celebrity endorsements will only make people remember the brand, but not necessarily it is considered while actual buying the product, it is only due to use and recommendation more, followed with innovative features with budget prices and serviceability.
5. For the digital camera the image quality is of utmost important from customers point of view along with basic and needed features to suit the innovativeness of new features like battery life, mega pixels, LCD viewing and on-screen support for advanced features, image stabilization, sensors etc. Family reasons are more for buying in country like ours where basic features with limited budget and serviceability are expected largely to gain place in the minds of people. Camera communicability with other devices is also expected where image transfers and social networking are becoming part of day to day life; satisfying this will lead to more of talk able issue to be discussed among for being more tech savvy product

with affordable prices and for further word of mouth.

6. Professionals who prefer camera buying only when they are well acquainted with the product from known sources like friends or the persons who are well known to the particular field of photography. Marketers have no doubt already segmented enough for the requirements from various professionals for different occasions of photography, still they can further put in advanced features specifically focusing on particular type of photography profession, like studio, product, engineering, wildlife, nature, indoor and of course amateur, because they have already indicated for innovative features preferences for buying decisions along with word of mouth from others.
7. Marketers should also focus on educating the persons who do it as a profession through various free of cost training sessions with professional photographers associations spread across, to make them know the advanced features that are introduced in current as well in coming future, making them to attain for free of cost will make them for increased awareness for the product and brand itself and also they can focus on their personal requirements in the profession. As many features are still very basic to photography but unknown to many.
8. Serviceability is important from professionals' point of view, as till today many expensive models need to be carried individually by the professionals to metro cities for any major problems, making time consuming and negative feel towards the brand they preferred, which might turn to negative mouth publicity in future.
9. District level competitive workshops and events can be arranged for amateur and professional photographers, which will turn the amateur and hobby oriented enthusiast to professionals in coming future and professionals to use more advanced and upcoming models.
10. International and national associations in collaboration with local associations and schools and colleges can focus on certificate and diploma courses with affordable prices for the people, who with authorized certification can look it as carrier option in coming future. Many of them are not educated but are working as professionals without any course, only through experience from others or self, which can be changed and turned to more income earning activity.

5.5 Conclusion:

Conclusion based on overall data analysis and interpretation thereafter and findings sort out for the same.

There is increased awareness among post graduate professional respondents about digital cameras which indicates the more educated people are attracted towards technical products like cameras. More number of youngsters are attracted towards the technical innovations and its applications. The income group not having high monthly income do possess the digital cameras suggesting that it is not the product that is preferred only by high income earners. More number of buyers are aware of the type of digital camera types and that to most of them have compact digital cameras, then the super zoomers followed by SLR types.

Majority of them have Sony brand of camera followed next with Samsung, Canon, Nikon suggesting Sony brand is more preferred among youngsters followed by Samsung. The information source most sought after is website reviews and online articles which shows increased hooking up on the internet and social medias for sharing of information views and reviews, TV commercials and Celebrity endorsements are watched upon before the buying decisions are taken. Brand image is the most important aspect given the priority for before buying followed by innovative features that are looked upon followed by after sales service and pricing. People are more inclined towards brand image, then for brand loyalty followed by collection of more information and lastly by willingness to pay higher for branded articles. The preferred price range reflects tendency for budget cameras with limited features. Authorized dealership purchases are preferred by the buyers to get after sales service and parts availability. There is more number of buyers who bought the camera for family purposes, then followed by other options like hobby and outdoor adventures. Image quality, battery life, megapixels are the features that are most important from buyers point of view for general features in cameras that they look for while purchasing the camera. While in technical features sensors, charger, image stabilizer, AA batteries, on-screen help are the features the most important for being rated most important.

Professionals prefer word of mouth for purchase activity irrespective of price changes they prefer innovative featured cameras. Many of them are still unaware about advanced features, but general and technical features preferred are most commonly preferred from all of them. Celebrity endorsement is not a part from professionals' point of view.