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## DEMOGRAPHIC IMPACT ON CUSTOMERS' IN BUYING DIGITAL CAMERAS' IN SATARA

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### ABSTRACT

*Over the centuries, man has tried to capture what he sees, either by scratching on cave walls with stone equipments, or by flicking out his Camera or iPhone. Technology has made photography so drastically popular thanks to ease in consuming this technology that anyone with urge to capture the moment can do it within the blink of an eye. Consumer electronics are basically made use of in communication, entertainment and office efficiency. The purpose of the research was to study the behavior of customers who purchased Digital Cameras in Satara. The primary objective of this study was to find the attitude on buying behavior of Digital Cameras. Hence, the researcher attempted to explore buying behavior of Individuals, taking into cognizance impact of demographic factors like age, sex, occupation, education and monthly income. Descriptive research design was used for the study and data was collected using inferential approach. Convenience sampling method had been employed. The study was based on the sample size of 100 respondents. Chi-square statistics and cross tabulation was used for analysis. The researcher prioritized the preference towards choosing their Digital Camera and the reasons for changing their Digital Camera by analyzing the data acquired through the schedule. Study concluded that educational qualification had an impact while selecting the camera brand while rest demographic factors showed no significant impact.*

**KEYWORDS:** *Buying Behavior, Digital Camera, Consumer Electronics, Demographic Factors.*

## INTRODUCTION

Consumer behaviour can be defined as the decision processes to search, select, purchase, use, and dispose of goods and services, in satisfaction of individuals' needs and wants (Dr Mohammad Mahmoudi Maymand, 2012). Today, most marketers and companies don't look just for one-time relationship or transaction with customers, market driven companies focus on developing, maintaining and sustaining relationship with customers. For the purpose understanding demographic factors becomes essential. New technological advances and new market forces are creating a new economy. Two specific drivers of the new economy are digitalization and connectivity. Digitalization in particular has introduced exciting new capabilities for consumers and for businesses (Kotler, Marketing Management, 2005) Notwithstanding the rapid introduction and withdrawal of models and changing consumer preferences, management needs to evaluate the effects of product attributes and marketing activities on the performance in the marketplace. A related issue is the need to assess the effects of attribute improvements as well as the introduction of new models with enhanced product attributes on the performance of the brand with respect to the demographic profiles of customers. New innovations and development make it uncertain for long term existence in the market. Though certain brands are well established, it is never certain to be assured of the same demand in coming future for the same brand. Continuous innovation and consumer response mapping is essential, irrespective of well established player in the market. Demographic factors form the basis for all customer evaluation and response mapping for new introduced models and future expectations. It is important to understand that every customer thinks long and hard before making purchasing decision, but the marketers are oblivious of this due to the competitiveness of the present marketplace and thus possibly find it difficult to accept that the public is not always obsessed. The point is that if the marketers need to make the most of their marketing practices and budget, they should accurately understand the inner workings of the customers' mind. In the consumer electronics industry the key to get publicity is to create a new category, or to be the first, the marketers need to have an exciting idea to make the consumers buy their products. In consumer electronics industry it is important to be the first to launch a new product, as there are many benefits that can be derived from it (Singhania, 2005-2006). Thus, before the competitors come out with limited products they should be thinking about launching a technological product better than before. Sony with its introduction of  $\alpha$  series of cameras allowing the first time buyer to get practiced with daily purpose photography and at the same time if customer becomes expert, he can go ahead with professional lens that can be attached by removing the original with the camera that supports such adjustment. Another advantage of being the first to launch a product is the consumers become loyal and support them. Thus, studying consumer taste and preferences and giving them more than their expectations is essential from competition point of view. The objective of the research was to investigate the effects of demographic factors on purchase behavior for digital camera buyers in Satara region.

## REVIEW OF LITERATURE

The study about the relationship between Demographic profiles and purchase behavior of consumers are approached by few researchers as follows.

(Boonlertvanich, 2009) researched on whether the consumer behavior differs where new technology products are concerned. High technological markets are categorized as complex, in addition to shorter life cycles due to technological changes, with focus on digital camera buyers in Thailand. Focusing on relationship among age, gender, income and other factors with eight styles of consumer decision making. Study concluded through Factor analysis that most of them were not interested on future purchase of digital cameras but were looking for low price digital camera when they wanted to purchase the new one. Interestingly low income groups too owned digital cameras, on the other hand high income groups were more into spent less money either on purchasing or planning on future purchase of digital camera, indicating income level seemed to influence the amount spent. Participants who had low monthly incomes were more likely to have spent more money either on purchasing or planning on a future purchase of digital camera. While research carried out by (Kim, 2003) on factors affecting on adoption of (PDA), that is Personal Digital Assistant, at University of Florida with undergraduate students from university focusing on setback for sales for PDAs in Korea, a leading country known for information technology, sales which were not expected to go down by many experts and analysts. Multiple regression, stepwise regression analysis, discriminant analysis and t-test were used for analysis which showed that difference between demographic characteristics was very little between high purchase group and the low purchase intention groups indicating demography was little role to play for adoption intentions of PDA. Another study on online buying behavior by (Li, 1999) Proposed and tested a model, the model posits that consumer online buying behavior is affected by demographics, channel knowledge, perceived channel utilities, and shopping orientations. Findings of the study indicated that education, convenience orientation, experience orientation, channel knowledge, perceived distribution utility, and perceived accessibility are robust predictors of online buying status (frequent online buyer, occasional online buyer, or non-online buyer) of Internet users. Hypotheses addressed the demographic differences among the three types of online buying behavior. The results indicated that men were more frequent Web buyers than women, although the gender difference is not sharp between non-Web buyers and Web buyers in general. Educational difference was a significant demographic variable, with a larger portion of better-educated consumers in the frequent Web buyer category. A similar pattern was shown for income; consumers with higher incomes were more likely to be in the frequent online buyer class. As hypothesized, age was not significant. As the results indicated, four demographics accounted for only 4 percent of the variance in the online buying behavior. The percentage increased to 16 percent with the inclusion of four shopping orientations, to 27 percent with the addition of channel knowledge, and finally to 29 percent after adding three kinds of perceived channel utilities. (Sakkthivel, 2006) Supported by the study conducted by Mckinsey revealed that the consumers those who consumed services online were young, well-educated and richer than average and different demographic variables viz. age, employment status, family role, house hold structure played a vital role in consuming Pay-TV services. Specifically, focusing to identify the impact of demographics in influencing Indian Internet users in consuming different services online. The paper attempted to identify the influence of demographics in consuming different services online. It also indicated that the income and gender had least impact on consuming the services (The McKinsey Quarterly; 1996, 2001). This showed evidence that the role of demographics in influencing online consumption of services. The study was conducted in Bangalore which is known the Silicon Valley of India, houses the population who possess high technological quotient, computer and Internet knowledge. One more study by (Dr Mohammad Mahmoudi Maymand, 2012) investigated the impact of

demographic factors including age, gender, household income level, education level and nationality on Internet shopping behavior of British students and International students resident in London. The research conducted a questionnaire survey based on a model called AIDA (Attention, Interest, Desire and Action) to explain consumer behavior of online shopping. Results suggested that demographic characteristics of age, gender, and education level, as well as household income level and nationality have no effects on student's online shopping behavior. The main findings of the study demonstrated that the viewpoints of British students and international students in terms of limitations and advantages of shopping online are different.

It has been revealed from the studies made on demography, that demography seems the relevant and important factor for decision making for buying, it not always seems to affect the purchase decision for final buying. With this backdrop, study has been undertaken to sort out relationships between demographic factors and consumer buying behaviour.

### **RESEARCH METHODOLOGY**

Descriptive research design was used for the study and data was collected using inferential approach. Hypotheses proposed for testing was: Demographic factors do not have any impact on selection of brand of digital camera.

Research was conducted with the objective, to evaluate impact of demographic factors on purchase of digital cameras. Study also focused on awareness of different brands among buyers and ownership of current brand by them.

Data regarding demographic details of individuals like age, sex, income, educational qualification etc., and brand awareness with various brands in digital cameras are known to respondents or not that are available in the market consisted of data requirements. Through primary data sources, demographic profiles, and brand awareness for various brands in the digital camera market were collected from the respondents with relation to above said parameters for individual households. The concepts and current market happenings in consumer electronic markets in world and in India were collected through secondary data sources. A structured closed ended codified Interview schedule unit was used to collect primary data for individuals with demographic details and brand awareness. The universe for the research was of infinite type, sampling units were Digital camera users. 'Convenient' sampling technique was used for the purpose of individual buyers, who would look into a camera, with personal and telephonic interview methods. Sample line was of 100 individuals using digital cameras of any brand. Data collection was done in May-June-2012, the data collected was edited, coded, classified and tabulated through simple frequency distributions tables and multiple option choice questions was done for analysis. Cross tabulations for studying relations with parameters was done. Hypotheses' testing was done through chi-square test. The study was limited to finding out the brand awareness of particular digital cameras and impact of demographic factors on buying behaviour. It was limited to buyers from various locations in Satara district. The demographic factors for purchase selection were focused in the present study. Analysis was limited to find out opinions from multiple option choices to select from.

**DATA ANALYSIS AND DISCUSSIONS****DEMOGRAPHIC COMPOSITION OF INDIVIDUALS BUYERS****TABLE.1. DISTRIBUTION AS PER DEMOGRAPHIC PROFILE OF RESPONDENTS**

**FOLLOWING TABLE SHOWS DEMOGRAPHIC CLASSIFICATION OF RESPONDENTS. (N=100)**

	Sr.		Frequency	Percent
<b>Educational qualification</b>	1	SSC/HSC	25	25
	2	Some college but not graduate	6	6
	3	Graduate/PG general	19	19
	4	Graduate/PG professional	42	42
	5	Others	8	8
		Total	100	100
	<b>Occupation</b>	1	Salaried	54
2		Self-Employed	32	32
3		Retired	2	2
4		Housewife	2	2
5		Student	10	10
		Total	100	100
<b>Gender</b>	1	Male	89	89
	2	Female	11	11
		Total	100	100
<b>Age</b>	1	18-23	7	7
	2	24-29	35	35
	3	30-35	35	35

	4	36-41	13	13	
	5	42-47	5	5	
	6	48-53	2	2	
	7	54-59	2	2	
	8	60-65	1	1	
		Total	100	100	
<b>Income</b>	1	Upto-5000	7	7	
	2	5001-10000	29	29	
	3	10001-15000	26	26	
	4	15001-20000	7	7	
	5	20001-25000	8	8	
	6	25001-30000	6	6	
	7	30001-35000	5	5	
	8	35001-40000	4	4	
	9	40001-45000	3	3	
	10	45001-50000	1	1	
	11	65001-70000	1	1	
	12	70000 and above	1	1	
			Total	98	98
			Missing	2	2
		Total	100	100	

(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. 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%. Most of the respondents are salaried people i.e. 54% of them, followed by the self-employed with 32%, lastly students with 10%. Samples consisted 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%. Majority of samples constituted of male samples i.e.89% followed by female samples of 11% only.

### **BRAND AWARENESS AND OWNERSHIP FOR DIGITAL CAMERAS BY INDIVIDUALS:**

**TABLE.2. BRAND AWARENESS FOR DIGITAL CAMERAS**

**FOLLOWING TABLE SHOWS BRAND AWARENESS BY INDIVIDUALS. (N=100)**

<b>Sr.</b>	<b>Brand</b>	<b>Aware (%)</b>	<b>Unaware (%)</b>	<b>Total</b>
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.2 indicates the camera brands and their awareness by samples, where Sony with 91% is at 1<sup>st</sup> position, followed 2<sup>nd</sup> for Canon with 89%, 3<sup>rd</sup> for Nikon with 87%, 4<sup>th</sup> for Kodak with 84%, 5<sup>th</sup> for Samsung, 44% for Fujifilm, 36% for Panasonic and 31% 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.3. DISTRIBUTION AS PER OWNERSHIP OF CAMERA BRAND**

**FOLLOWING TABLE SHOWS OWNERSHIP FOR CAMERA BRANDS BY SAMPLES.  
(N=100)**

<b>Sr.</b>	<b>Camera Brands</b>	<b>Frequency</b>	<b>Percent</b>
1	Canon	15	15
2	Nikon	21	21
3	Sony	32	32
4	Samsung	8	8
5	Kodak	20	20
6	Olympus	4	4
	Total	100	100

(Source: Field Data)

Table.3 indicates the current brands owned by the respondents. Majority of them owned 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.

**CROSS TABULATION FOR BRAND OWNERSHIP AND DEMOGRAPHIC FACTORS****TABLE.4. CROSS TABULATION AS PER DEMOGRAPHIC PROFILE AND CAMERA BRAND OWNED**

**FOLLOWING TABLE SHOWS DISTRIBUTION WITH RESPECT TO CAMERA OWNERSHIP AND DEMOGRAPHY (N=100)**

Sr.	Educational Qualification	Camera Brands (f)						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
Sr.	Income Groups	Camera Brands (f)						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
<b>Sr.</b>	<b>Occupation</b>	<b>Camera Brands (f)</b>						<b>Total</b>
		<b>Canon</b>	<b>Nikon</b>	<b>Sony</b>	<b>Samsung</b>	<b>Kodak</b>	<b>Olympus</b>	
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
<b>Sr.</b>	<b>Age Groups</b>	<b>Camera Brands (f)</b>						<b>Total</b>
		<b>Canon</b>	<b>Nikon</b>	<b>Sony</b>	<b>Samsung</b>	<b>Kodak</b>	<b>Olympus</b>	
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
	Total	15	21	32	8	20	4	100
Sr.	Gender	Camera Brands (f)						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: Compiled by researcher)

Table.4 cross tabulation of educational qualification and selection of brand of camera, it is found 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.

Cross tabulation of monthly and household income and brand of camera, it is found that the income group of 5001-10000 prefers 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 found 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.

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.

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. 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.

### **HYPOTHESIS TESTING**

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.5. CHI-SQUARE FOR DEMOGRAPHIC FACTORS AND BRAND OWNERSHIP**

**FOLLOWING TABLE SHOWS CHI-SQUARE FOR BRAND OWNERSHIP AND DEMOGRAPHIC DETAILS. (N=100)**

	<b>Educational qualification</b>	<b>Monthly and Household income</b>	<b>Occupation</b>	<b>Age</b>	<b>Gender</b>
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.5. 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.

## **FINDINGS**

From cross tabulation of educational qualification and ownership it was found that PG professionals preferred Sony brand of cameras, followed by Canon, Nikon and others, while less educated people of SSC/ HSC preferred for Kodak brand of cameras followed by Nikon, Canon and others. Hypothesis testing signifies impact of selection of brand of camera and educational qualification. 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 was found 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 showed no significant impact with income earning and brand selection by individuals. Individuals who buy cameras for family snapshots, hobbies and travel and touring purposes and are salaried preferred Sony brand of cameras. Students and young people preferred 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 showed no significance between occupation and brand selection. Cross tabulation between age groups and brand owned by respondents indicated dominance of the Sony among the varied age groups. In age wise segmentation also Sony brand dominated the category defining its distinct identity among samples of all age. Hypothesis test indicated no influence of age as factor to affect on selection of camera brand by individuals. Gender and camera ownership cross tabulation showed Male respondents number more and they preferred 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 indicated no influence of gender on selection of brand for selection of camera. 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. Current ownership of brands consisted majority with Sony owned cameras, followed by Nikon and Kodak.

## **CONCLUSIONS AND SUGGESTIONS**

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

It is concluded that, 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.

Few suggestions with respect to findings can be proposed for marketers and developers.

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. 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. 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. 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.

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