The Factors Related to Purchase Intention of Mirrorless Interchangeable-Lens Camera by Gen-Y and Gen-Z Bangkokians

Rawin Vongurai¹, Nithinan Theppisai²* and Suvichakorn Chinnapha³*

¹, ², ³* Graduate School of Business, Assumption University, Thailand  
*Corresponding author. Email: ¹ rawinvng@au.edu, ²” nithinan_note@windowslive.com, ³ johnchinapha@yahoo.com

Abstract

Noticeably the sales of DSLR cameras have been decreasing continuously for months while sales of mirrorless interchangeable-lens cameras (a.k.a. mirrorless camera) have been soaring. This trend points to the fact that camera users are moving to more advanced, lighter, and smaller camera format. This research chose attitude, trust, and need for uniqueness as independent variables to examine relationship toward purchase intention of mirrorless camera. Furthermore, mean difference in purchase intention between Generation Y and Generation Z was examined as well. 304 sets of survey questions were distributed to Bangkokians divided into Generation Y and Generation Z group. The study shows significantly statistically difference in means between two generation groups and the model is found to be statistically significantly enough to confirm that the relationship of purchase intention is influenced by attitude, trust, and need for uniqueness.

Keywords: mirrorless interchangeable-lens camera, attitude, trust, need for uniqueness, purchase intention

1. Introduction

Nowadays, taking photographs are being made simpler, cheaper, and varied. Most digital mobile devices have inbuilt camera function in themselves such as mobile phone and tablet computer. However, the image quality of photographs taken from these devices is not perfect and of lower resolution. When an image is required for further use such as for printing and graphic work, a digital camera is needed.

Digital camera can be divided roughly into two types, compact camera and single-lens-reflex camera (DSLR). The point that makes DSLR camera different from compact camera is an ability to switch lens to suit photographer’s purpose. Another issue is that a photographer can see through a lens when an image is exposed and reflected through a mirror and a pentaprism. As a result, a photographer can see and set the composition of an image before pressing shutter.

Literally, the first mirrorless interchangeable-lens camera (also known as “mirrorless camera”) is an Epson R-D1, the first digital rangefinder camera, a collaboration between Epson and Cosina, reported by Digital Photography Review (2004). Since rangefinder camera does not require a reflex mirror as part of viewfinder components, thus the camera is considered as a mirrorless system. The term “mirrorless” has been used widely since 2008, as reported by Digital Photography Review (2008) that a new mirrorless format was introduced by Olympus and Panasonic after studying the market trends that consumers were moving away from buying DSLR format, which is considered as “big” and “hard-to-operate”, to the smaller format like compact camera. Evidently, Olympus and Panasonic were introducing a mirrorless camera. The new mirrorless format benefits in terms of smaller camera size, image quality, and ability to change lens (Digital Photography Review, 2008).

In Thailand, sales of compact camera declined by 53 percent and DSLR camera sales dropped only by 4 percent while the sales of mirrorless camera grew by 35 percent. As observed by the Senior Product Manager of Fujifilm (Thailand) Company, Mr. Sitthivej Sawettapachara, that many smartphone users would not upgrade themselves to buy DSLR camera because DSLR system is too big and heavy for them (Marketeer, 2015).

As stated earlier that there is an increase in sales of mirrorless camera while sales of DSLR camera drop, there are few researches studying about the factors relating to customer’s purchase intention toward a mirrorless camera. Therefore, the researchers aim to investigate the related factors and further study more about mean difference in the purchase intention between generation Y and generation Z based in Bangkok.

2. Literature Review

Attitude

According to Zendehdel, Paim, & Osman (2015), there is an evidence that positive attitude can influence in increase of online shopping usage. Additionally, the research by Tang, Luo, and Xiao (2011) indicates that