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# Examining Factors Impacting Purchase Intention of 3D Cameras of Gen Y Customers in Chengdu, China

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## Abstract

**Purpose:** In marketing studies, purchase intention is a key indicator for the product development, marketization and sales strategy. Therefore, this study aims to examining factors impacting purchase intention of 3D cameras of Generation Y customers in Chengdu, China. **Research design, data and methodology:** This quantitative research selects 500 consumers between the age of 25 and 40 years old who are living in Chengdu, China and have at least one year of experience with top three 3D camera brands. Sampling techniques are judgmental, quota and convenience samplings. Item Objective Congruence (IOC) Index validity test and Cronbach's Alpha reliability test were approved before the data collection. SPSS and SPSS Amos statistical software were implemented for Confirmatory Factor Analysis (CFA), including factor loadings, convergent validity, discriminant validity, composite reliability, AVE and goodness of fit. Structural Equation Model (SEM) was applied to test hypotheses. **Results:** Gen Y customers' purchase intention is significantly impacted by social influence, perceived quality, attitude, satisfaction, and trust. In addition, trust has the strongest significant influence on customer's purchase intention of 3D Cameras. **Conclusions:** The findings contribute to marketers and salespersons to understand motivational factors of 3D cameras' purchase decision of Generation Y customers, leading to the development of marketing and sales strategy for such products.

**Keywords:** Social Influence, Perceived Quality, Attitude, Satisfaction, Trust, Purchase Intention.

**JEL Classification Code:** E44, F31, F37, G15

## 1. Introduction

3D or three dimensions is the spatial dimension generated by length, width, and height. Comparing to 2D, 3D can portray more accurately to the real world and can be exhibited in a more dynamic three-dimensional manner (Takeshita et al., 2017). Through optical technology, 3D technology imitates how the human eye distinguishes the depth information of an item through parallax, creating a

three-dimensional image. 3D technology has been developed for more than a century, from the first stereo glasses to the modern 3D cameras. In recent years, 3D cameras based on 3D technology have been extensively developed due to the ongoing growth of the smart device market. The market of 3D cameras has been expanding rapidly, with applications such as face recognition and holograms to 3D printing. The global 3D camera market share is expected to reach 45% in 2025, and the 3D camera

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