

Students' Attitude towards DSLR Camera: A Gender Based Analysis

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ABSTRACT: *Digital single lens reflex (DSLR) camera is one of the most popular devices for photography in today's world. This study examines students' attitude towards Digital single lens reflex (DSLR) camera. It takes into accounts the user differences between male and female students and investigates if there is any gender difference of attitude regarding DSLR camera. A sample of 200 undergraduate students was taken from Mawlana Bhashani Science and Technology University in June 2016 and who responded to the structured questionnaire. The study employed simple percentage method and cross tabulation to analyze the data. This research measured the students' attitude by taking some variables like image quality, price, features, memory and using efficiency. Most of the students are highly satisfied with image quality, camera resolution and enough memory space and male students have more favorable attitude than female respondents. And a very few numbers of students are dissatisfied with heavy weight and high price of DSLR camera. Consumers are giving priority for camera resolution and handiness of camera, so DSLR camera producers should give attention for these features.*

Keywords: *Digital single lens reflex (DSLR), Customer, Attitude, Devices.*

I. INTRODUCTION

A digital Single-Lens Reflex (DSLR) camera is one of the types in digital camera categories. A digital single-lens reflex camera (also called a digital SLR or DSLR) is a digital camera that combines the optics and the mechanisms of a single-lens reflex camera with a digital imaging sensor (Wikipedia). The Digital SLR camera use with the interchangeable lens which is the glass or plastic elements that focus light onto analog film or a digital sensor in a still or video camera. The first successful imaging technology using a digital sensor was made in 1969 by Willard S. Boyle and George E. Smith. In 2009, they were awarded the Nobel Prize in Physics for their contributions which paved the way for digital photography. The first commercial DSLR (digital single lens reflex) was launched by Kodak in 1991. (www.sciencekids.co.nz)

Customers' attitude towards DSLR camera is the measure of favorable or unfavorable feeling towards the camera. This research examines the factors that have impact on consumer attitude. For this research, the data collect within the Mawlana Bhashani Science & Technology University who uses the DSLR camera only. The method of research is using questionnaire and the period of the research is the third quarter of the year 2016.

The Digital SLR camera use with the interchangeable lens which is the glass or plastic elements that focus light onto analog film or a digital sensor in a still or video camera. (www.sciencekids.co.nz). Lens quality is just as important in digital cameras as it was in the Daguerreotype cameras in the 1800s (pcmag.com).

DSLR (Digital Single Lens Reflex) digital cameras in the market had expanded continuously. Several analysts predicted that DSLR camera market will grow 9 % per year, in the next 4 years. Several companies manufactured DSLR cameras competed in taking the market share intensively. Several main brands, such as Canon, Nikon, Olympus, and Sony, owned more than 90 percent of the market share. This led to an intense competition, where each brand used several market strategies (TelewizMall.com, 2007).

Customer satisfaction is a term used to describe a scenario when an exchange meets the needs and expectations of its users. It captures the provisions of goods or services that fulfill the customer customer's expectations in term of quality and service in relation to the service paid. (*Harvard business review* 2007).

A digital single lens reflex camera (DSLR) is a digital camera that combines the optics mechanism of a single-lens –reflex camera with a digital imaging sensor. DSLR presents an image that will not perceptibly differ from what is captured by the cameras sensor (Wikipedia).

Digital SLR Camera is different from film camera that have to change the film to get different ISO, with digital cameras, it can be changed by selecting a speed from the ISO menu, reconfiguring an electronic circuit that emulates film speed (pc.mag.com)

The product's performance greatly exceeds the buyer's expectations, satisfaction: the product's performance matches the buyer's expectations, dissatisfaction: the product's performance falls short of the buyer's expectations, and cognitive dissonance (Post purchase Doubt): the buyer is unsure of the product's performance relative to his or her expectations.(Ferrill & Hartline, 2008, p.155). Customers prefer DSLR Camera because of its faster and more responsive performance, with less shutter lag, faster autofocus systems, and higher frame rates. DSLR cameras often have image sensors of much larger size and often higher quality, offering lower noise, which is useful in low light. In this research, customer attitude provides a leading indicator of consumer purchasing intentions and loyalty. The collection, analysis and dissemination of these data send a message about the study of customer satisfaction of DSLR camera. The objective of this research is to find out the Students' attitude towards DSLR Camera.

Objective of Study:

The primary objective of the study is to identify major factors those are responsible to make favorable attitude of the students of DSLR camera in Bangladesh. The specific objectives of this study are as follows:

- To examine the attitude of students toward DSLR camera according to their gender.
- To justify the overall attitude of students by the factors of image quality, price, features, memory and using efficiency.
- To suggest some recommendations based on findings.

II. METHODOLOGY OF THE STUDY

This research is exploratory in nature. To explore the consumers' attitude towards DSLR camera, the researcher developed a structured close ended questionnaire. Both primary and secondary data have used in this study. The primary data were collected from respondents through interview by using structured questionnaire and secondary data were collected from relevant research works, journals, relevant books and websites. The SPSS 20 has been used to analyze the data in this study. To interpret the data, frequency distribution is used at the first phase and final analysis is made based on the results of Cross-Tabulation. The researcher was selected 200 students as respondents from the Mawlana Bhashani Science and Technology University by using the stratified random sampling.

III. FINDINGS AND ANALYSIS:

For analyzing the collected data the researcher first calculate the frequency distribution of the study and this data represents the how much favorable or unfavorable attitude the students have towards DSLR camera.

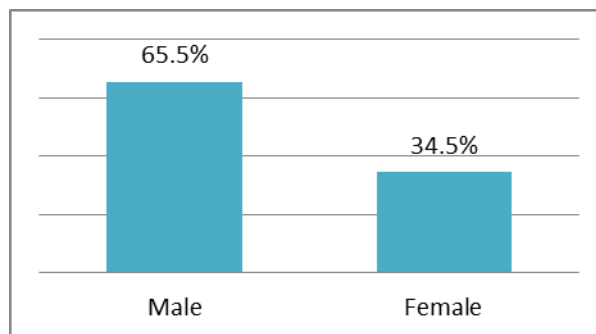


Figure-1: Demographic presentation of the respondents among 200 respondents the 65.5 % are male users and the 34.5% are female.

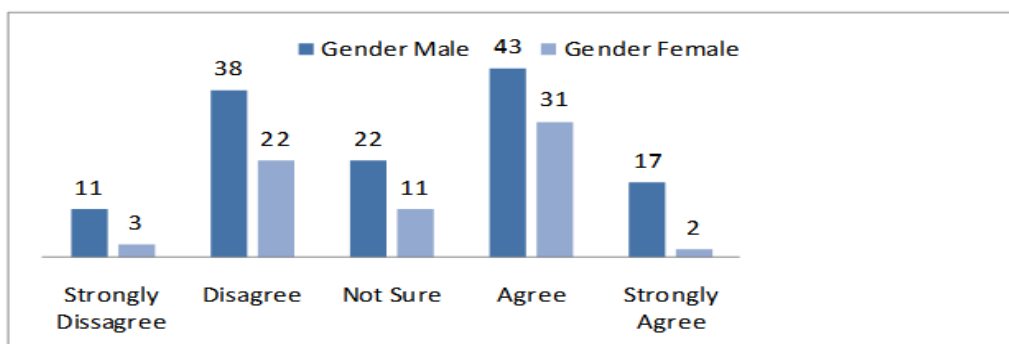


Figure-2: Attitude towards Easy to use by Gender

Figure 2 shows that among 200 respondents 17 male and 2 female respondents, 43 male students and 31 female students are agree that DSLR camera is easy to use, 11 male and 3 female respondents are strongly disagree, 22 male and 38 female respondents are disagree about its easiness to use and 22 male and 11 female students are not sure about easiness to usage of DSLR camera. Male respondents have more favorable attitude than female respondents towards easiness of use of DSLR camera.

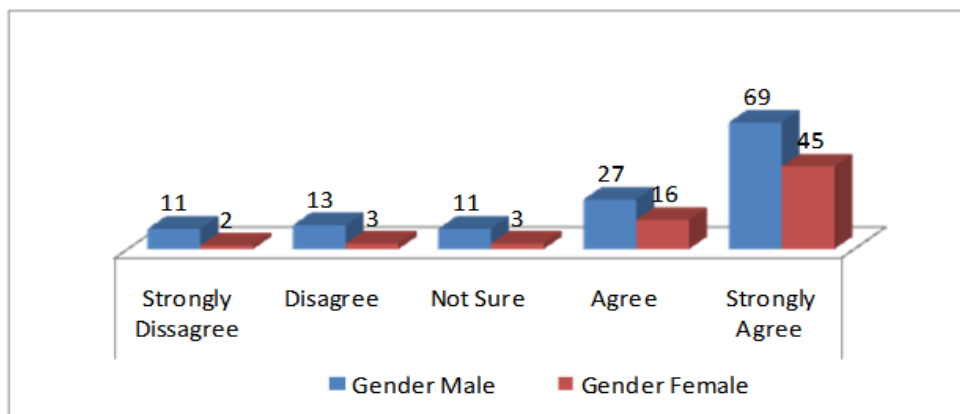


Figure-3: Image quality by Gender

The figure 3 shows that most of the respondents have favorable attitude towards the image quality of DSLR camera. 69 male respondents and 45 female respondents are strongly agreed, 27 male and 16 female respondents are agreed that image quality of DSLR camera is good. 11 male respondents and 3 female respondents are not sure about image quality of DSLR camera. 11 male and 2 female respondents, 13 male and 3 female respondents are strongly disagreed and disagree about image quality of DSLR camera respectively. Male respondents have favorable attitude towards image quality of DSLR camera compared to female respondents.

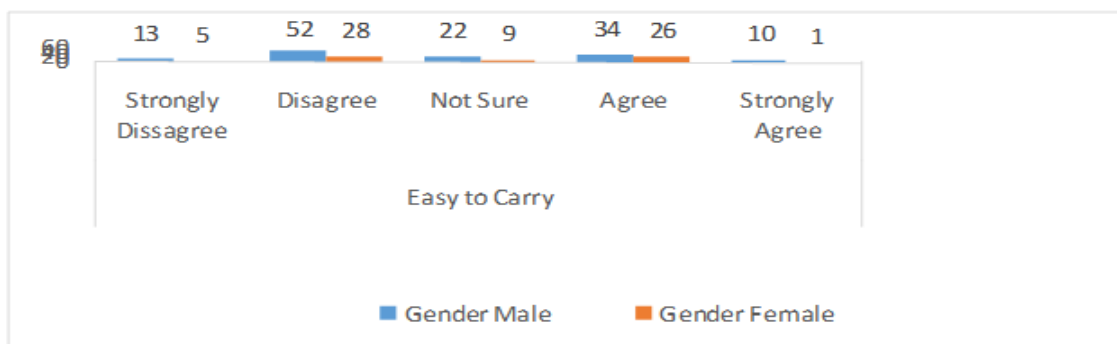


Figure-4: Easy to carry by Gender

From the above table, it is clear that 52 male and 28 female respondents are disagreed about the easiness to carry of DSLR camera, 34 male and 26 female agree and 22 male and 9 female are not sure about this.

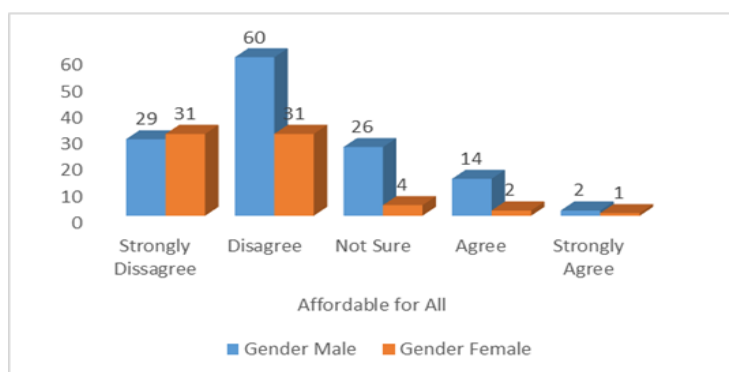


Figure-5: Affordable for all by Gender

The above table showing that because of the high price of DSLR camera maximum numbers of user are disagree it is affordable for all.60 male and 31 female users are disagree and 29 male,31female user are strongly disagree about DSLR camera's affordability .

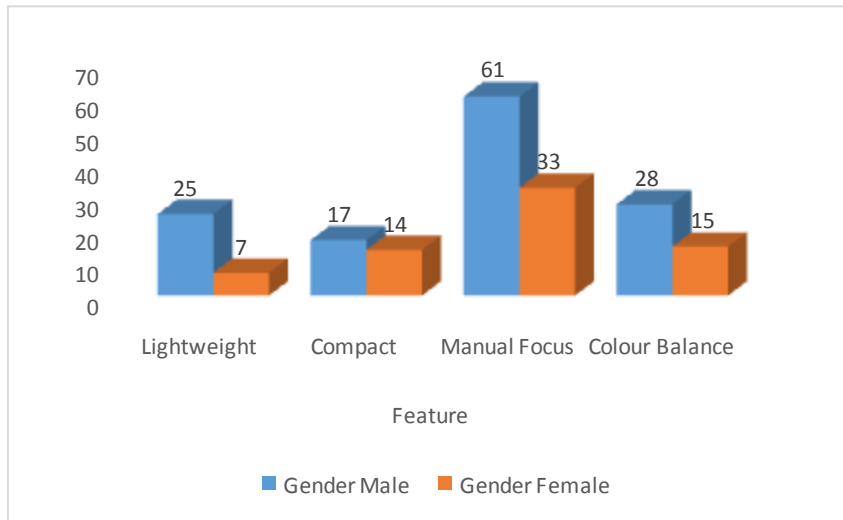


Figure-6: Features of DSLR camera by Gender

From the above table we found that 61 male, 33 female respondents are interested in manual focus and 28 male, 15 female respondents are satisfied with colour balance of DSLR camera.

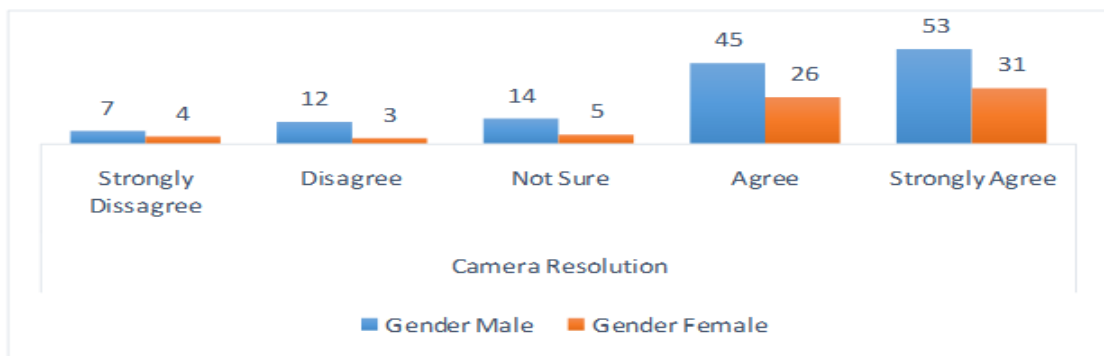


Figure-7: Camera resolution by Gender

This figure represents students' attitude towards the enough memory space of the DSLR camera. Among 200 respondents 53 male ,31 female are strongly agree;45 male,26 female are agree that camera resolution of DSLR camera is good.

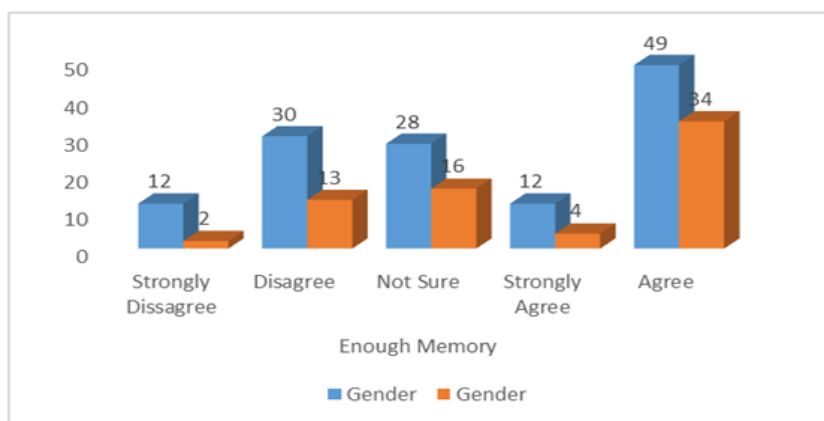


Figure-8: Enough memory by Gender

From above figure we can see that 49 male, 34 female are agreed on this 30 male,13 female are disagree;28 male,16 female are not sure about the enough memory.

IV. RECOMMENDATIONS

The recommendations for improving customer satisfaction toward DSLR camera are as follows:

- From the result of the study customer mostly focuses on image quality. Manufacturers should put greater importance on improving image quality of DSLR camera.
- Majority consumers believe that the price of DSLR camera is high mainly because of its quality. So price should be minimized to make it affordable for the consumers.
- The sales centers and service centers should give more information and prompt service to the customer.
- Manufacturers should provide easy maintenance service with low possible price.
- The normal length of warranty is only one year but the life time of DSLR camera is longer than one year so the warranty should be expandable to be two or three years.
- DSLR camera is hard to operate it should be easy to understand so that customer can operate it easily.
- Manufacturers should also focus on improving its video quality.
- The weight of DSLR camera should be minimized to make it handy.

V. CONCLUSIONS

People want to capture their memorable moments forever, for doing so they use a camera. In previous day, the moments captured by camera used to get priority but now people want a clear memory. So DSLR camera fulfills that demand of the customers. The present paper attempts to explore the students' attitude towards DSLR camera in Bangladesh for the first time. However, attitude may vary from student to student as per the age, gender, and educational status.

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