A STUDY OF FACTOR INFLUENCING
THE PURCHASE OF MIRRORLESS CAMERAS
BY THAI GENERATION Y

BY

MR. PITCHAYUTH HIRANCHAOWIWAT

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF SCIENCE PROGRAM IN MARKETING
(International Program)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2018
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ENTITLED

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BY THAI GENERATION Y

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

13 MAY 2019
on .........................

Chairman
(Professor Paul G. Patterson, Ph.D.)

Member and Advisor
(Associate Professor Nigel Barrett, Ph.D.)

Dean
(Associate Professor Pipop Udorn, Ph.D.)
This project is a contemporary topic in applied marketing that focuses on a technological issue, which is important to Thailand. The purpose of this study is to explore and identify factors influencing the purchase of mirrorless cameras by Thai Generation Y and make proper recommendations to mirrorless cameras manufacturers associated to the five-stage models of the consumer buying process (SHMA, 2012).

This study is important regarding mirrorless cameras manufacturers that want to improve their mirrorless cameras and marketing strategies. They could utilize these insights and information from this project to achieve and improve functions. This study is also important for photography enthusiasts and professional photographers in Thailand, as they will have better mirrorless cameras to create better quality work and art for the future.

The first major finding has identified four segments of mirrorless camera users, which are professional photographers, professional videographers, photography enthusiasts, and amateur photographers. The second major finding has identified image quality, which is the common attribute that professionals and enthusiasts evaluate when they consider buying mirrorless cameras. The third major finding is most of all respondents are satisfied with the mirrorless camera performance.
However, there are some features of a mirrorless camera that respondents want to see some improvements with the cameras such as autofocus tracking, touch screens and menu systems.

These findings could be important to marketing managers because they can use these finding to improve their marketing strategies and provide the features and advance technologies that their customers really want.

**Keywords:** Mirrorless cameras, digital cameras, cameras
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I would like to express my sincere gratitude to my adviser on this independent study, Assoc. Prof. Dr. Nigel Barrett. He provided useful advice and made me feel confident with my study and research from the beginning to the end.

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Lastly I would like to thank Mr. Charn Tiankanjanawong, one of the founders of Big camera who allowed me to interview one of his sales managers.

Mr. Pitchayuth Hiranchaowiwat
EXECUTIVE SUMMARY

This study is a contemporary topic in applied marketing, which focuses on technological issues. At present, there are numerous brands of digital cameras users who presently use mirrorless cameras instead of DSLR cameras however there is no existing study that can explain why digital camera users purchase mirrorless cameras especially the group identified as Thai Generation Y which is the largest customer segment in Thailand.

Therefore, the purpose of this study is to explore and identify factors influencing the purchases of mirrorless cameras from Thai Generation Y by conducting exploratory research on buyer preferences. The methods that the researcher used to gather data are secondary research and in-depth interviews. In addition, the researcher used convenient sampling to recruit twenty-two respondents.

In addition, there are three main objectives of this study. The first objective is to identify the segmentations of Thai Generation Y that are mirrorless camera users. The second objective is to explore Thai generation Y mirrorless camera buying process and the last main objective of this study is to identify proper marketing strategies for mirrorless camera brands.

The research used five key principles from the lecture of (Miller, 2018) to analyze and interpret qualitative data.

There are three major findings that emerge from the analysis. Firstly, there are four segments of mirrorless camera users, which are professional photographers, professional videographers, photography enthusiasts, and amateur photographers. Secondly, image quality is the common attribute that professionals and photography enthusiast use to evaluate when they choose to purchase mirrorless cameras. Thirdly, mirrorless cameras companies should focus on improving mirrorless cameras autofocus tracking, touchscreen and menu systems so as to increase the cameras performance and gain future customer satisfaction.

This study is important to marketing managers and mirrorless cameras companies because they can use these findings from the study to improve their products and marketing strategies to entice more Thai Generation Y future users.
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CHAPTER 1
INTRODUCTION

1.1 Problem Statement

At present, mirrorless interchangeable lens cameras became popular among digital camera users in Thailand. In 2016, the mirrorless camera sales increased by 70 percent in Thailand (The Nation, 2017) however the factors that influenced the purchasing of mirrorless cameras in Thailand remains unclear. Additionally, there was no study or research about factors that influence the purchase of Thai Generation Y, which is a large customer segment in Thailand.

1.2 Importance of Topic

This study is important for mirrorless cameras manufacturers that aim to improve the mirrorless cameras system because they can apply insight and recommendations from the study to do descriptive research and improve their mirrorless cameras system for the future.

This study is also important to photography enthusiasts and professional photographers in Thailand because they will have better mirrorless cameras to create higher quality work in their art in the future. This study is a contemporary topic, which applies marketing strategies, and it falls into technology subject areas.

1.3 Research Purpose

The purpose of this study was to identify key factors that influenced the purchasing of a mirrorless camera from generation Y in Thailand and also provide recommendations to mirrorless cameras manufacturers regarding cameras and marketing programs with improvements for attracting Thai generation Y.
1.4 Research Objectives

In order to achieve the purpose of the study, qualitative methods were conducted. This research was based on the following objectives:

(1) To identify segmentation of Thai generation Y that are mirrorless camera users
   a. To identify general profiles of mirrorless camera user segments in Thai generation Y
   b. To explore mirrorless camera usage by Thai generation Y
   c. To explore Thai generation Y attitudes and perceptions toward mirrorless cameras

(2) To explore Thai generation Y mirrorless camera buying process
   a. To identify mirrorless camera purchase intentions by generation Y
   b. To identify mirrorless camera buying processes by generation Y associated with The Five-Stage Model of the Consumer Buying Process

(3) To identify proper marketing strategies for mirrorless camera brands
   a. To identify successful factors for maintaining usage of mirrorless camera of Thai generation Y
   b. To identify current marketing strategies of mirrorless camera brands
   c. To identify ways to improve mirrorless cameras for the future

1.5 Contemporary Topic

1.5.1 Key Ideas

Mirrorless cameras have become much more popular among photographers around the world include Thai generation Y. The first key idea of this topic is to identify segments in Thai generation Y and explore their mirrorless cameras usage and also their attitudes toward mirrorless cameras. The second idea is to explore each segment of a camera buying process by Thai generation Y so as to identify purchase intentions and what influences their purchasing. The third key idea is to recommend proper marketing strategies for mirrorless cameras manufacturers.
1.5.2 Topic Environment

At present, taking photographs is easier, cheaper and more varied than it has ever been before. Nowadays every mobile device has a built-in camera that allows their users to take photographs anywhere and at anytime. It is true that the image quality of mobile phones and tablets are improving every year however they are still not good enough. However, photograph enthusiasts and professional photographers are not able to utilize built-in camera from these devices for their works and hobbies since a higher image resolution is needed for graphic work and prints.

For this reason, photography enthusiasts and professionals prefer to utilize digital interchange lens cameras, which can be divided into two types that are DSLR and mirrorless interchangeable lens cameras.

For two decades DSLRs replaced conventional film cameras and became the most popular camera system for photo enthusiasts and professional photographers because they deliver high image quality with full compatibility as well as a wide range of lens and accessories available to use. Nikon and Canon have been reigning supreme market share in the DSRL market for almost twenty years. (Jacobitz, 2018)

In recent years, there has been a sharp down turn in DSLRs status; mirrorless cameras became popular among photography enthusiasts and professional photographers.

Nowadays there are primarily four mirrorless camera players in the industry as follows: (1) Fuji seems to be quite successful with their APS-C and medium format mirrorless camera models. Fuji mirrorless cameras also have a good reputation for color rendering and image quality. (2) Sony is the first company that developed and launched full-frame mirrorless cameras with high image quality sensors into the market to compete with Canon and Nikon full-frame DSLR models. (3) Olympus is another main player in the mirrorless camera market with a good product range of micro four-thirds mirrorless camera (4) Panasonic emphasized on developing the micro four-thirds mirrorless cameras for video recording and the video quality of their cameras exceeded DSLR from both Canon and Nikon. (Row, 2017)
1.5.3 Student Interest in Topic

The researcher chose to conduct the study about this topic because he is interested in photography and the digital cameras industry. The researchers noticed the changing trends in the digital cameras industry and acknowledged the rising trends of digital mirrorless cameras. Therefore, the researcher wants to explore this rapidly changing trend and find out the reasons why photography enthusiasts and professional photographers purchase mirrorless cameras and their opinions towards the products and other marketing perspectives such as pricing, product availability and sales promotions.
CHAPTER 2
LITERATURE REVIEW

2.1 Definitions

A DSLR as shown in Figure 2.1 is a single digital lens reflex camera that has a reflex mirror inside the camera body that reflects the light passing through camera lens up into an optical viewfinder. This design allows photographers to see what they are shooting in real time. (Burgett, 2018)

![Figure 2.1 DSLR Camera Design (Atherton, 2016)]

A mirrorless camera is a digital camera that does not have a reflex mirror as a key component inside the camera body; as a result, a mirrorless camera body is smaller than a DSLR. There is no optical viewfinder that a DSLR offers however a mirrorless camera offers a digital viewfinder instead which allows photographers to preview their images before they press the shutter and also allows a photographer to preview the image in a dark environment as well. (Burgetts, 2018)
2.2 Industry Overview

According to the article from (Crossland, 2018), DSLR cameras are being replaced by “mirrorless” cameras. The clear evidence is at last year’s Photokina trade fair in Cologne, the world’s biggest show as Canon and Nikon revealed their first high-end mirrorless cameras at the event. Both did not want to develop mirrorless cameras until recently because they did not want to cannibalize DSRL camera models. Consequently, Sony company that developed the first mirrorless full-frame camera model has overtaken Nikon in the professional “full frame” camera market. Camera manufacturers have been forced into the mirrorless camera market because the level of industry confidence and innovation of mirrorless cameras continues to grow whereas the opportunity for further DSRL innovation is limited.

According to (Huff, 2018), at present, many camera brands are experiencing hard times selling their cameras because of smartphones. There is an old saying that says “The best camera is the one you have with you” and this is true as we can see millions of pictures from smartphones uploaded on to social media. For this reason, some camera companies try to find solutions to overcome this popular trend such as Olympus and Sony that have been developing mirrorless cameras for many
7 years. DSLR sales have been declining for a while and the majority of sales is taken over by mirrorless cameras because they are much more versatile and smaller than DSLR. The trends of today are smartphones cameras and full frame mirrorless camera and the trends are expected to stay with us for the next 5-10 years.

Regarding (Pex, 2018), mirrorless camera systems are been developed better for their professional lens line-up, cutting-edge features, efficient performance and high standards build with quality. Many people in the industry think that DSLR camera systems are dying out because of the current pace of innovation of mirrorless cameras. Sony, Fuji, and Olympus forced Nikon and Canon to catch up with them in mirrorless camera segments. The future in the camera industry is said to be the mirrorless cameras without a doubt.

According to (The Nation, 2017), the mirrorless camera segment in Southeast Asia grew by 45 percent in volume and reached 421,000 units corresponding to a growth in value by 51 percent that reached US$287 million in 2016. In contrast, there was an eight percent decrease in sales of DSLR segment and a sharp 38 percent decrease in sales of compact camera segments. In Thailand, the digital camera sales grew by 6 percent and value increased by 30 percent in 2016. In addition, the mirrorless camera segment increased 70 percent in volume and 68 percent in value.

2.3 Consumer Behavior

Regarding (Gatcum, 2013), the choice of a camera is depended on two things, which are the type of photography that one wants to do and one’s budget. If a person wants to snap a photo with their friends and upload it to social media, a smartphone camera would be sufficient. However, if one wants to be a professional photographer, he or she should consider purchasing a medium to high-end mirrorless camera or DSRL cameras. The camera is not necessarily the final purchase because there are numerous accessories available that allows one to enhance their photography such as lenses, tripods and flashes that are designed to expand one’s camera capabilities.
According to (Vongurai, Theppisai, & Chinnapha), the need for being unique is the key influence on purchase intentions especially for generation Z in Thailand. A processing mirrorless camera that offers higher image quality than a smartphone camera makes them feel unique and stylish therefore camera brands should adjust their communication and advertisements to fit with the Thais concept. A lot of Thais still do not know the advantages of using a mirrorless camera, therefore camera manufacturers should educate Thais more about mirrorless camera systems so they will be able to create a positive attitude towards the products.

2.4 Thai Generation Y

According to (ASEAN UP, 2016), generation Y is the largest consumer segment in Thailand. Their buying characteristic is different from American and European generation Y. Thai generation Y is tech-savvy, big spenders, web information searchers, conscious and selective as well as very social. Companies should market products to Thai generation Y who have specific tastes in order to be successful by providing great products and quality service with tempting financial buying propositions.

2.5 Literature Review Summary

Mirrorless cameras are the future of the digital camera industry and DSRL system is regressing. There is defining evidence of an increase in sale volume of mirrorless cameras and a decrease in sales volume of the DSLR cameras. Many websites sources claimed that it is because of the mirrorless camera has a small body design, better performance, new cutting-edge features and trends. There is a study from Assumption University that stated that the needs of uniqueness have influenced the purchasing of mirrorless cameras from generation Z in Thailand. However, there is no clear information and recommendations regarding the factors which influence the purchasing of mirrorless cameras by generation Y in Thailand. Therefore, the purpose of this study is to explore and make recommendations about this topic to mirrorless camera manufacturers.
2.6 Contribution Statement

This study will contribute opinions, insight and recommendations toward mirrorless cameras of Thai generation Y to the literature review and also prove the statements of the literature reviews by conducting exploratory research.
CHAPTER 3
RESEARCH DESIGN

3.1 Research Methodology

The researcher wants to study factors which are influencing mirrorless camera purchases by Thai Generation Y study; therefore, respondent’s opinions and insight are required for data analysis. This study applied qualitative methods to gain required information from respondents by conducting exploratory research.

3.2 Data Collection

3.2.1 Secondary research

Secondary research was conducted through Internet websites searching. The secondary data was collected from online digital articles, business news, digital camera blogs, and digital camera websites. The purpose of the secondary research is to understand digital camera terminologies, digital camera industry improvement, developmental situations, digital camera purchasing behavior and Thai Generation Y segment.

3.2.2 In-depth interview

Face to face interviews, telephone interviews, and video call interviews were conducted as primary research so as to gain insights and opinions about mirrorless cameras and marketing campaigns from respondents. In addition, this method allowed the researcher to explore and understand more about the respondents buying processes and buying intentions as well. The researcher used the voice recorder to record the conversations and use them to help with analyzing the data for further stages.
3.3 Target Population

Twenty-one target respondents are of Thais generation Y that were born between 1981 and 2000. They are photography enthusiasts, professional photographers or amateur photographers that have a general knowledge of photography, digital cameras models, and digital camera trends and in the photography industry.

3.4 Screening Method

The research used for screening questions to screen members of a population in order to identify whether they qualify to be used as respondents or not. The researcher asked respondents about their age, occupation, and hobbies if they are not Thai Generation Y photography enthusiasts, professional photographers or amateur photographers then they are not used as qualified as respondents.

3.5 List of Important Information to be Obtained from Respondents

(1) Purpose of mirrorless camera usage by Thai Generation Y
(2) Attitudes and perceptions of Thai Generation Y towards a mirrorless camera
(3) Mirrorless camera purchase intentions of Thai Generation Y
(4) Mirrorless camera buying process of Thai Generation Y
(5) The factors that influence Generation Y to continue using a mirrorless camera
(6) Opinions of Thai Generation Y about current mirrorless marketing campaigns of various camera brands
(7) Respondents opinions about how camera brands can improve the mirrorless camera products
(8) Respondents opinion about the mirrorless camera brand marketing mixture of product variations
3.6 Data Analysis

3.6.1 Procedures for Analyzing Primary Research Data

The qualitative data that was obtained from in-depth interviews are verbal which are unstructured and disorganized; consequently, the researcher needed to find a way to reorganize the data and summarize key important issues to readers. Therefore, the researcher utilized five key principles as shown in Figure 3.1 from the lecture of (Miller, 2018) to organize, analyze and interpret qualitative data.

![The 5 key principles of qual analysis](image)

Figure 3.1 The 5 key principles of qual analysis (Miller, 2018)

3.6.2 The Five Key Principles of Qualitative Analysis

(1) **Qualitative analysis is always subjective:** The researcher realized that the research environment and process have influences on the research result and the researcher was an important part of the research.

(2) **Start inferring during fieldwork. Analysis finishes when you finish the report:** The process included data collection, segments identification, patterns observations, data organization, report interpreting and writing plus finding categorization. In the early stages of the research, the researcher created a hypothesis
and utilized them to make predictions. After that, the researcher tested the predictions by validating the hypothesis.

(3) **Need to describe first**: The researcher organized and simplified qualitative data from the research by using data categorization, theory building, and comparisons. Furthermore, the researcher used data coding and data display in order to identify link qualitative data with marketing concepts, themes, and ideas.

(4) **Look for patterns**: The researcher identified similar patterns by searching for similar opinions and insight from primary data. The researcher compared primary data with secondary data so as to identify how patterns are related to the objectives of the research.

(5) **Interpret and tell a story**: The researcher utilized The Five stage models of consumer buying processes to interpret primary data and arrange it into a framework. The researcher simplified summaries qualitative analysis as story telling. After that researcher summarized and illustrated qualitative analysis as simply as possible.

The researcher made sure that the research finding and analysis is reliable and valid so as to increase the study credibility to mirrorless camera manufacturers.

**3.6.3 Theoretical Framework**

**The Five-Stage Model of the Consumer Buying Process**

The Five-Stage Model as shown in Figure 3.2 is the basic psychological process that influences consumers buying decisions. Generally, there are five stages that consumers pass through which are need recognition, information search, evaluation of alternatives, purchase decisions and post-purchase behavior. (SHMA, 2012)

(1) **Need recognition**: The process starts with a need or a problem recognition when the consumers are triggered by internal or external stimuli. Marketers must acknowledge the needs of their customers and also how to satisfy those needs.

(2) **Information search**: After consumers know what they need, they search for the information about the products that they are interested in from friends, websites, magazines, and retail outlets. Marketers should know what
information that their consumers want to know and also know where the consumers search for valid information.

(3) **Evaluation of alternatives**: After consumers have gained knowledge about the products that they want to purchase, the consumer will evaluate products attributes that deliver benefits that they seek from various brands. Therefore, marketers must know what attributes that customers are looking for.

(4) **Purchase decisions**: At this stage, consumers will make their purchasing decisions from the choice set that they made in the evaluation stage. There is a chance that customers postpone their purchase due to intervening factors therefore marketers should try to know what the intervening factors are and try to prevent purchase postponement from happening.

(5) **Post purchase-behavior**: After consumers purchase the product, the consumers will be either satisfied with the products, therefore marketers must monitor consumer's satisfaction in order to know the customer's insight and make the consumers feel confident about the brand.

Figure 3.2 The Five-Stage Model of The Consumer Buying Process (SHMA, 2012)
3.6.4 Identification of Key Research Variables

Possible relationship between variables are identified in this study so as to conduct exploratory research and provide recommendations for the mirrorless camera manufacturers with future descriptive research as follows; (1) Attitudes of Thai generation Y toward mirrorless cameras such as advantages and disadvantages using mirrorless cameras, (2) marketing mix that influences Thai generation Y to purchase mirrorless cameras such as the product, the price, retail outlets and sale promotions. Third variable is attributes, (3) Demographics of Thai Generation Y such as sex, age, occupation, (4) Intentions of mirrorless cameras purchase of Thai Generation Y such as purpose of buying and utilizing.
CHAPTER 4
DATA ANALYSIS AND RESULTS

4.1 Key findings from secondary research

4.1.1 Digital Camera Industry Trends

Mirrorless cameras are replacing DSLR cameras due to its small design and innovative technology such as digital viewfinder, mobile phone applications and eye detection for focusing. Consequently, the big DSLR cameras companies such as Canon and Nikon had been forced to enter into to mirrorless camera markets and they have just launched full frame mirrorless cameras, which are Cannon EOS and Nikon Z series.

Another reason why DSLR companies enter to mirrorless camera markets is because of the fast pace of innovation of mirrorless cameras. The full frame mirrorless camera leader such as Sony launches new mirrorless camera models almost every year and each new model has upgraded features and better capabilities. For instance, the Sony A7III has better ergonomics, faster continuous shooting and better video record capabilities than the older model Sony A7II.

Many mirrorless camera manufacturers are intimidated by smartphones because of the built-in camera smartphones quality is getting better as time goes by. This year Huawei just launched Huawei P30 PRO that comes with four lenses that allow consumers to shoot portraits, night photography, wide angle and telephotos images. This smartphone is definitely a threat to mirrorless camera companies because consumers do not need to buy a mirrorless camera and lenses to take many genres of photography with professional looking image quality anymore. All of us can see millions of pictures in social media because it is more convenient plus more consumers are using smartphone to take pictures and upload them to social media.

Mirrorless cameras manufacturers have been trying to fight to fight the smartphones camera trends by launching stylish mirrorless camera models and lenses plus improving camera features and quality engineering. For example,
Olympus launched Olympus Pen series to lure consumers who want small and beautiful digital camera bodies and can upload beautiful photos to social media.

### 4.1.2 Consumer Behavior

There are two main factors that influence consumer’s choice of digital mirrorless cameras, which are types of photography and consumer’s budgets. For example, if a consumer who wants to do sport photography and has a budget of more than $7500, they can purchase a flagship model mirrorless camera with a high-end telephoto lens such as the Sony A9 ($4,498) with the Sony FE 70-200mm G Master lens ($2,598) complimented with other necessary tools such as flashes, tripods and memory cards.

For Thai generation Z, the need for uniqueness is the key influence of mirrorless camera purchasing whereas the key influence of mirrorless cameras purchasing of Thai generation Y remains unclear.

Many Thais still do not know the full potential of mirrorless cameras and still think that professional photographers need DSLR cameras for their professional photographic work. The fact is there are many professional photographers around the world who use mirrorless cameras to do their photo taking for example Tony Northrup and Chelsea Northup who use Panasonic GH5 to record their photography tutorial video and digital camera reviews.

### 4.1.3 Thai Generation Y

Thai generation Y is the largest technology consumer segment in Thailand without a doubt because members of Thai generation Y are tech-savvy, information researchers and big spenders. Therefore, camera manufacturers should focus on capturing Thai generation Y in order to try to increase mirrorless cameras sales volume and a higher market share.

### 4.2 Hypothesis Statements

After the researcher identified key findings from secondary research, he made a hypothesis about the factors influencing the purchase of Thai generation Y topic based on objectives of the study and secondary research as follows:
There are three main segments of Thai generation Y that use mirrorless cameras. The first segment is professional photographers who purchased mirrorless full frame such as Sony A7 series to use for their professions. They use mirrorless cameras for portraits, photos of architecture and landscape photography utilizing the advance technology, which allows them to work without restrictions. They think that the digital mirrorless camera is ready for the working professional photographers and they will continue to use it for a long time.

The second segment is photography enthusiasts who consider photography as a serious hobby. They can purchase both full frame mirrorless cameras and cropped sensor cameras depending on their preference. Similar to professional photographers, photography enthusiasts also do many kinds of photography but for the sake of art and fulfill their desires. They prefer mirrorless cameras than the DSLR cameras because mirrorless cameras are lightweight with advance innovative technology.

The third segment is social media enthusiasts. They purchase beginner or medium mirrorless camera models that are small and allow them to connect with mobiles through convenient applications. They use mirrorless cameras because they prefer image quality from mirrorless cameras to that of a smartphone with a built-in camera.

All three segments intend to purchase mirrorless cameras because they are small and contain features that allow them to take photos more conveniently. There are two main factors that influence on their mirrorless cameras buying decisions, which are the types of photography that they want to take and their budgets.

Moreover, all three segments search information by themselves through Internet searching. Social media enthusiasts may ask suggestions or recommendations from professional photographers and photography enthusiasts.

Photography enthusiasts and social media enthusiasts still think that DSLR cameras are necessary for professional work and mirrorless cameras are not equal to DSLR cameras in terms of performance and ergonomics.
4.3 Key Findings from In-depth Interviews

4.3.1 Segments Identification

According to qualitative data that the researcher had gathered from in depth interviews, there are four segments that the researcher found based on their mirrorless cameras usage and behavior, which are (1) Professional photographers (2) Professional videographers (3) Photography enthusiasts (4) Amateur photographers.

(1) Professional photographers: The first segment is professional photographers who use Sony A7 full frame mirrorless cameras for their profession. The most common jobs that professional Thai photographers have been hired for are taking pictures of special events such as wedding, graduation parties and birthday parties. Other common jobs are taking photos of restaurants and pre weddings events. The reasons why professional photographers choose to use full frame mirrorless cameras for their jobs are because they believe that full frame sensors are in demand in the photography industry plus their clients identify them as real professionals not just amateur photographers. These professionals also like to take photos of their family and their friends during their free time. “Full frame mirrorless cameras quality is good enough for professional work now when the demand for events and landscape photography is requested. Additionally, many clients are quite satisfied when they see you use a full frame mirrorless camera at their events” said a thirty-year-old professional photographer.

(2) Professional videographers: The second segment is professional videographers who use mirrorless cameras for their video recording at the events such as wedding, important company events and student graduation parties. There are two brands that videographers prefer to use which are The Sony A7SII and Panasonic GH5 because these two brands have mirrorless camera models that have proven to be the best for video shooting. The reasons why videographers choose to use these cameras are because their overall video capabilities are even better than high-end DSLR cameras and there are features that allow them to record video more professionally because of its digital viewfinders that allow them to focus manually and precisely in real time. A thirty-one-year-old professional videographer stated “I use the Panasonic GH5 mirrorless camera because it can record cinema 4K at 60fps
which is sold for a reasonable price ($1,497). There is no point for me to purchase a more expensive high-end DSLR camera that can shoot only cinema 4K at a lower 30fps such as Canon EOS 5D Mark IV sold at ($2,999)

(3) **Photography enthusiasts:** The third segment is photography enthusiasts. They are people who are passionate about photography and have a reasonable knowledge about photography and the digital cameras industry even though they are not professional photographers. They use the mirrorless camera brands that they prefer therefore this segment had purchased both full frame mirrorless cameras and cropped sensor mirrorless cameras. Most of them had switched from DSLR cameras to mirrorless cameras because DSLR cameras are known to be heavy with minimal innovations of DSLR cameras. Photography enthusiasts use mirrorless cameras for many types of photography such as portraits, street photography, wildlife photography and astrophotography. “I use Olympus mirrorless cameras which are Micro Four Thirds system which allows me to put two professional mirrorless camera bodies and seven professional line-ups lenses in one back pack” said a thirty year old photography enthusiast

(4) **Amateur photographers:** The fourth group is amateur photographers who use mirrorless cameras for any normal occasions that they want. They are learning about photography and appreciate the image quality that mirrorless cameras can deliver. Most of the amateur photographers own a beginners or semi professional mirrorless camera models such as Olympus EPL 7 and Panasonic Lumix GX85. They use mirrorless cameras because they think that mirrorless cameras are trendy and they can use them as accessories as well. “I use Olympus EPL7 because I like the design of the camera and the compatible small fix lenses from Olympus” said a twenty-eight-year-old amateur photographer.

4.3.2 **Attitudes Toward Mirrorless Cameras**

Professional photographers think that mirrorless cameras can be used for their professional work especially mirrorless full frame cameras like the Sony A7 series, which is widely accepted by their customers. However, they realize that the full frame camera is a marketing buzzword that Sony uses for their camera promotions plus the fact they know that actually flagship models of cropped sensor mirrorless cameras such as OMD EM1X and Fuji XT1 can be used for professional
work. However, there are people who have negative thoughts of the functions of the cropped sensors and they do not want to take risks by using cropped sensor mirrorless cameras for a client’s event. “All types of mirrorless camera brands launch their numerous models which can be used by a professional however, it seems like the Sony A7 series is the most preferred because they are full frame mirrorless cameras which can generate a more blurred background than cropped sensors mirrorless cameras. Actually, the cropped sensors camera with a high-quality portrait lens can generate stunning portrait photos as well, but I guess it will take sometimes to prove this point” said a thirty-year-old professional photographer.

Video photographers think that mirrorless cameras are the most suitable for their professional video work right now because the mirrorless cameras from Sony and Panasonic video outperform high-end DSLR cameras from Canon and Nikon. Moreover, the specifications and innovations of mirrorless cameras have been improved so quickly over the last decade therefore they think that mirrorless cameras should replace DSLR cameras soon for videography recordings. “In my opinion, I believe that mirrorless cameras will eventually replace the DSLR cameras sooner than later especially for video recording. It is much easier to shoot video with mirrorless cameras than DSLR cameras because I can more accurately focus manually through the digital viewfinder plus, I appreciate the 5-axis in-body image stabilization which allow me to shoot handheld video steadily and reduce video footage shaking” said a thirty-year-old videographer.

Both photography and amateur enthusiasts think that mirrorless cameras are very designed for traveling because the mirrorless cameras systems are smaller than DSLR camera systems. However, they do not think that mirrorless cameras can be used professionally and they still think that DSLR cameras are more suitable for professional work because the DSLR systems are more established. “I do not think that mirrorless cameras can replace DSLR cameras very soon. I think that mirrorless cameras are acceptable enough for taking photos as a hobby but they still have long way to go to compete with DSLR cameras in professional worlds” said a thirty six year old photography enthusiast.
The most common advantages of mirrorless cameras is that all segments mentioned in the in-depth interviews are focused on the lightweight and innovative technologies available. There is another advantage mentioned by amateur photographers, which is the camera is user friendly. A twenty-nine-year-old amateur photographer said “In my opinion, mirrorless cameras are suitable for a beginner like myself because they are easy to use and their button layouts are less complicated than the DSLR cameras”.

The disadvantages of mirrorless cameras that all segments identified are auto-focusing functions and its battery life. They think that auto-focusing of mirrorless cameras are still slower and less accurate than DSLR cameras, in addition the mirrorless camera battery life runs out quicker than the DSLR cameras due to smaller size of the battery. There is another disadvantage that professional videographers stated which is the overheating from Sony mirrorless cameras. “This is so frustrating for me, if I use a Sony A7 mirrorless camera to record interviews in 4K for 30 minutes, the camera will shutdown itself due to overheating issue” said a thirty-year-old videographer.

4.3.3 Purchase Intentions Identification

All four segments have similar intentions for mirrorless cameras purchase; they want to purchase a mirrorless camera because they want a lightweight digital camera with great image quality, and innovative features that allow them to shoot photos or record video more professionally. In addition, another reason why both photography enthusiasts and amateur photographers purchase mirrorless cameras is because they want digital cameras that look good when they carry them in order to use them as accessories and props. “I bought a Sony A7II because I like its specifications, lightweight, and the design of the camera body,” said a thirty-three-year-old photography enthusiast.

4.3.4 Mirrorless cameras buying process identification

Need recognitions

All four segments suffered from carrying of a heavy DSLR camera therefore they were looking for better and lighter alternatives then they found the mirrorless camera and began searching for more information about these products. In addition, camera reviews and words of mouth also create their desire to purchase a
mirrorless camera as well. “I used to carry a DSLR camera when I traveled but I found that it hurt my shoulder and my back. Therefore, I started watching camera reviews and asking friends for their opinions and advice” said a twenty-seven-year-old amateur photographer.

**Information Searches**

Professional photographers, video photographers and photography enthusiasts search for information about the mirrorless cameras through various Internet searches; they watch mirrorless camera reviews in YouTube and read mirrorless camera reviews from reliable websites. They prefer international cameras reviews about mirrorless cameras rather than the Thai reviews because they know that international mirrorless camera reviews are more honest in the fact that they present. A thirty-year-old videographer stated “I like to watch YouTube channels such as Kai W, Tony&Chealsea Northrup, and DPReview for mirrorless cameras reviews because they point out the pros and cons of the cameras without bias unlike some Thai channels. I feel that most of the Thai reviews try to promote and sell cameras too much base on their reviews so I do not trust them”

Amateur photographers also search for information through Internet websites and they look at both international mirrorless camera reviews and Thai mirrorless camera reviews. “When I want to buy a mirrorless camera, I will watch YouTube channels such as 2how and Digitalrev for camera reviews and I will also ask my cousin who is an aspiring professional photographer for advice” said a twenty-nine-year-old amateur photographer.

In addition, all four segments ask for recommendations from their friends and family about the mirrorless cameras available in the market.

**Evaluation of Alternatives**

The attributes that professional photographers and videographers use to evaluate when they choose mirrorless cameras are image quality, body weight and a range of compatible lenses. “I am willing to pay a high price for great performing camera with high image quality, lightweight and a variety of lenses are important factors as well” said a thirty-year-old professional photographer.
Photography enthusiast’s attributes are image quality, price and compatible lenses that they already own. A thirty-six-year-old photography enthusiast said “Most importantly I check the image quality of the mirrorless camera that I am interested in but I will not purchase it if the price is too high. The new camera should be compatible with the lenses that I already own.”

Amateur photographers consider the range of color tone of the images, the actual camera design and ease of use when they choose to buy a mirrorless camera. “I will check the tone of colors of picture that the cameras deliver then I will look at the camera’s overall design and the ease of use of functions. I will purchase that camera if I like all three things that I just mentioned” said a twenty-seven-year-old amateur photographer.

**Purchase Decision**

There are not many alternatives for professional photographers when they are selecting mirrorless cameras for their jobs; they have checked the available information of only the Sony full frame mirrorless cameras and eventually purchased the Sony A7 series at an official Sony store. “Previously I have used full frame DSLR cameras for event shootings and portraits therefore I only researched for information about Sony because it is the only brand that produces full frame mirrorless camera” said a thirty-year-old professional photographer.

There are two brands available for professional videographers, which are the Panasonic and Sony because their cameras models are known to be the best for video recording in the industry. There are respondents who purchase either a Sony A7 series and Panasonic GH series, however a thirty-year-old videographer said “I decided to purchase GH5 because of its high video recording capabilities”

The choice sets of photography enthusiasts and amateur photographers are substantially varied; both of these groups check all the brands in the mirrorless camera market and have purchased mirrorless cameras base on their individual preferences. Photography enthusiast purchased semi pro or professional models from the many brands available, such as Olympus OMD EM1 and Sony A9 whereas amateur photographers had purchased mirrorless camera models for beginners such as the Olympus EPL 7 and Fuji XA 2.
Post Purchase Behavior

Respondents from four segments are satisfied with the overall performance of mirrorless cameras that they had purchased but there are some aspects and features that they would like mirrorless cameras manufacturers to improve on with their products, which will be discussed further in mirrorless camera improvement approach section.

4.3.5 Marketing Strategies Exploration

Factors For Maintaining Usage of Mirrorless Cameras

Camera lenses investment is a main factor that influences all four segments for continuing to use mirrorless cameras because they have already acquired lenses that are compatible with mirrorless cameras therefore, they do not want to change to another digital camera system. Other factors are the lightweight of the mirrorless camera body and the portability of the mirrorless camera system. “I continue using Olympus cameras because I have invested so much in the system. Now I have many lenses that are compatible with the Olympus mirrorless cameras moreover the Olympus camera system is portable which I really appreciate” said a thirty-year-old photography enthusiast.

4.3.6 Opinions Toward Mirrorless Camera Brand 4Ps

Product

All four segments think similarly that mirrorless cameras product development is on the right track and they are very disruptive to DSLR cameras because they see most of the people around them use mirrorless cameras. They are satisfied with the variety of mirrorless camera models and line-ups because they can choose the mirrorless cameras that are suitable for their personal usage. A twenty-seven-year-old photography enthusiast said “I think that mirrorless cameras came a long way since they were first introduced to the market and I see many photographers have switched from DSLR cameras to the mirrorless cameras”

Price

Professional photographers, professional videographers and amateur photographers feel at ease with the prices of the mirrorless cameras because they are varied due to individual cameras specifications and design. A thirty-year-old
professional photographer said “Wide range of mirrorless camera prices is making sense to me because high performance products come with high price tags”

However, photography enthusiasts think that the prices of the mirrorless cameras are expensive especially some established flagship mirrorless camera models. “The prices of flagship cameras are too expensive for me, and the prices of mirrorless cameras for beginners and intermediate users are so close with the prices of smartphones” said a thirty-six-year-old photography enthusiast.

**Place**

All segments think that there are more than sufficient retail outlets that sell mirrorless cameras throughout Thailand. They do not want to purchase a mirrorless camera and lenses from an online seller because they want to try the camera and check the product’s functions before they make a purchase however, they are willing to buy various operating tools for mirrorless cameras online such as lens caps, memory cards and batteries. A thirty-three-year-old photography enthusiast said “I think most people want to buy a mirrorless camera at a retail outlet because they want to confirm that the mirrorless camera that they are about to purchase is not a defective product”

**Promotion**

The mirrorless camera sale promotions are important to all four segments. They will investigate and explore the most enticing sales promotion at camera fairs and on the Internet and purchase mirrorless cameras with the stores that provide the promotions that they prefer. The sale promotions will be more appealing if the camera stores include free lenses in the promotion as well. “I always try to find the sale promotion that discount the most when I want to purchase a mirrorless camera” said a twenty-seven-year-old amateur photographer.

Most of the respondents are not interested in any mirrorless cameras TVC advertisements that have a superstar endorsing these products because they prefer to search for mirrorless cameras information by themselves. In addition, they know about the updates of the mirrorless cameras from current camera review websites, social media and Youtube channels.
4.3.7 Improvement Approaches

Features

All segments want high quality lens of mirrorless cameras to become smaller and lighter especially the Sony A7 users “It is true that high quality lenses from Sony are smaller than the DSLR lenses but they are still heavy and too big for me” said a thirty-three-year-old photography enthusiast.

A mirrorless camera features that professional photographers, professional videographers and photography enthusiast is the autofocus tracking function; the success rate for capturing moving subjects for them is moderate which is disappointing to all respondents and they think that DSLR cameras are better at shooting moving targets. “I hope that mirrorless cameras could do better at autofocus tracking because I do not want to miss any opportunities to capture important moments of my clients” said a thirty-year-old photographer.

A feature that these three segments want from a mirrorless camera to be improved is touchscreens function; The touchscreens of most mirrorless cameras can be used to choose focusing points but the screens cannot be used in the main menu. “In my opinion, the touchscreen should be usable for choosing options in the main menu as well” said a thirty-six-year-old photography enthusiast.

Amateur photographers want mirrorless camera manufacturers to simplify their main menu systems so it would be more applicable for them to adjust the mirrorless camera settings. “I hope that the camera’s main menu would be more simple and easier to understand because the main menu system is so confusing and I have a difficult time to adjust my camera settings” said a twenty-nine-year-old amateur photographer. A twenty-seven amateur photographer said “I do not care about the mirrorless camera advertisements; I prefer to watch any camera reviews on Youtube Channels to learn about that the mirrorless camera strengths and weaknesses”

Innovation

Professional photographers and photography enthusiasts want a GPS function in the mirrorless cameras which will memorize the place and time that photos are taken because it would be more useful for them to organize their photos in computers and hard drives. A twenty-seven-year-old photography enthusiast said “I
would love to have a GPS function in my camera because sometimes I forget the name of place that I took picture after I finish my travels”.

Videographers want to be able to edit their video footage in the mirrorless cameras and they also hope that video cameras capabilities of future mirrorless camera models will be equal to film making cameras. “I hope that I can edit existing video footage in the camera and easily upload it to social media when I travel” said a thirty-year-old videographer.

Amateur photographers want mirrorless camera manufacturers to develop smart photography using AI in mirrorless cameras which is similar to AI in smartphones which will assists them in taking photos effortlessly. “I wish that mirrorless cameras had smart photography of AI like the smartphone because my smartphone can take photos in dark places because of the AI and my mirrorless camera can not do that without a flash” said A thirty-two-year-old amateur photographer.

4.4 Key findings from in-depth interview from a retailer’s opinion

According to an in-depth interview with a thirty-year-old sales manager at a retailer called Big camera, seventy percent of their camera sales at Big camera last year was from selling mirrorless cameras, this indicates that most of their customers are interested in purchasing mirrorless cameras more than the DSLR cameras.

In addition, most of their customers had purchase mirrorless cameras because they want cameras that are suitable for their travel and holidays. However, there are customers who purchase mirrorless cameras for their professional work as well.

Most of their customers have searched for information about the cameras models that they are interested on the Internet by themselves before they vist the store. Moreover, most of their customers consider the image quality as the main attribute when they purchase a mirrorless camera and most of the customers are satisfied with their mirrorless cameras after they make a purchase. In addition, there are more interested customers who will visit the store when they launch annual sales promotions in the store.
He does not think that the improvement of the smartphone cameras will impact the sales of mirrorless cameras but it will affect the compact digital cameras instead. In addition, he would like mirrorless cameras manufacturers to create and develop mirrorless camera lenses that are compatible with all mirrorless camera brands.
CHAPTER 5
SUMMARY AND CONCLUSION

5.1 Summary of Results

The respondents can be categorized as four segments in this study, which are professional photographers, professional videographers, photography enthusiasts and amateur photographers. Professional photographers and videographers use mirrorless cameras for their professional work. The most common jobs that they get hired to do are often special events shooting such as weddings, graduation parties and birthday parties. In addition, professional photographers prefer to use full frame mirrorless cameras from Sony whereas videographers can use both full frame and cropped sensor mirrorless cameras from either Sony or Panasonic. Most of the professional photographers and videographers believe that mirrorless cameras can be used more ideally for professional tasks.

Photography enthusiasts and amateur photographers use mirrorless cameras for their hobbies and these two groups use both full frame mirrorless cameras or cropped sensor mirrorless cameras based on their individual preference. Photography enthusiasts are serious about photography and are motivated to taking beautiful non-commercial pictures and showing their photography skills to people to see which they prefer to use a flagship mirrorless camera model or a DSLR camera. On the contrary, amateur photographers are not that serious about photography and they just want beautiful pictures to upload on to social media and keep them as memories so they prefer to use beginner or intermediate level mirrorless camera models. Both Photography enthusiasts and amateur photographers think that the mirrorless cameras are suitable for when they travel and DSLR cameras are more suitable for professional tasks.

All four segments were interested in purchasing mirrorless cameras because DSLR cameras are known to be heavy and they were challenged to carry a heavy DSLR camera around. All of them have searched for information about mirrorless cameras on the Internet and they also ask their friends or family members
for their recommendations. All segments except for the amateur photographers prefer internationally recognized mirrorless camera reviews rather than Thai reviews because they believe that international reviews are more honest. Moreover, professional photographers and videographers evaluate picture image quality, camera body weight and a range of lenses when they are choosing the mirrorless camera. Photography enthusiasts evaluate image quality, price and lens compatibility with what they already own, while amateur photographers consider color tones that the camera produces, the camera design and ease of use when they are selecting mirrorless cameras. Furthermore, all segments are satisfied with the mirrorless cameras performance that they purchased after using them for a short period of time.

All segments think that mirrorless camera development is going in the right direction and that they are fine with the variety of mirrorless camera models and product line-ups because they can find the models that are suitable for them. Additionally, they think that there are more than enough sufficient mirrorless camera retail outlets in Thailand, and they do not think that anyone wants to buy a mirrorless camera or lenses online because most people want to inspect the products before they make a purchase. In addition, the promotions that are attractive to all of them are the sales promotions, and they are not interested in mirrorless cameras advertisements that use Thai superstars as presenters because they prefer to search for the information by themselves.

Features that those professional photographers, videographers and photography enthusiasts want are mirrorless cameras with more accurate autofocus tracking and more usable touchscreens. The mirrorless cameras need to become more accurate in capturing moving subjects and they want touchscreens to be usable for the mirrorless camera main menu. In addition, amateur photographers want mirrorless camera menu systems to be more simple so it would be more convenient for them to change camera settings.

A feature that professional photographers and photography enthusiasts would like to add to their mirrorless camera is a GPS function so they can identify where and what time they took those photos. Videographers wish that they could edit their video footage in the mirrorless cameras and they hope that mirrorless video capabilities will become equal to film making cameras one day. In addition, amateur
photographers hope that mirrorless camera manufacturers will create photography equipment with AI that assists them in taking photos.

Hypothesis that the researcher made before conducting in-depth interviews are moderately accurate. In-depth interviews allowed the researcher to find more segmentation and gain interesting patterns and insights from the participants.

5.2 Implications for Marketing Managers

Marketing managers in Thailand should recommend R&D or product design teams to maintain the small and lightweight body of mirrorless cameras since most of the respondents switched from DSLR camera systems to mirrorless cameras systems because of the heavy weight issue of the DSLR cameras. Marketing managers should try to increase the online following of their customers and also better in store interaction with the customers; therefore, they can give recommendations to their followers and increase their desire to purchase mirrorless cameras.

Camera reviews on YouTube and blogger’s websites also influence respondent’s buying process decisions however there are only amateur photographers who believe in the Thai reviews. The other three segments do not want to watch or read Thai camera reviews because they think that Thai reviews are biased and try to sell cameras too much, therefore marketing managers should create a Thai camera review website or channel that informs the customers about the strengths and weaknesses of their cameras without bias so as to increase their credibility with Thai customers.

Marketing managers should persuade their R&D teams to keep improving their products image quality and increase ranges of lenses because professional photographers, videographers and photography enthusiasts are evaluating these when they choose mirrorless cameras. Moreover, R&D teams should improve the tone of colors, the cameras design and ease of use to attract more amateur photographers to purchase their cameras.

Marketing managers should let the R&D teams know that autofocus tracking is a weakness of mirrorless cameras in most of their models. It is true that their flagship camera models are doing great with autofocus tracking such as the
Olympus OMD EM1X and Sony A9 however the other beginners and semi-pro models require improvements on this issue. Moreover, they should improve their touchscreens by allowing the users to apply them to choose options in the main menu system. In addition, marketing managers should find a way to simplify their main menu system so it would be simpler for customers to adjust the camera settings and understand the cameras main menu system. Additionally, marketers should direct R&D teams to develop smaller high-performance lenses to maintain portability of mirrorless systems. Furthermore, marketing managers should sell mirrorless cameras tools online for example, lens caps, flashes, memory cards and chargers because most of the customers are willing to buy them online.

Marketing managers should know that the most enticing promotion is the sales promotions and they should use these as tools to increase mirrorless camera sales. Additionally, marketing managers should limit their investment with hiring Thai superstars as product endorsers in advertising because most of their customers are not interested in this kind of advertisement. Instead, marketing managers should invest more in camera reviews on websites and YouTube channels because they can reach their targeted markets and gain their awareness more easily.

Marketing manager should consider putting a GPS function and also photos and video footage editing features in all their semi-professional and flagship mirrorless camera models in order to increase function ability for both professional and photography enthusiasts. In addition, they should develop the AI function in mirrorless cameras to make it as smart as AI in smartphones so as to assist amateur photographers taking pictures which will help them to enjoy photography more.

5.3 Limitations

Due to time constraints, the researcher used convenience-sampling methods to gain twenty-two respondents for in-depth interviews. Moreover, the researcher interviewed only one sales manager of the Big camera outlet in order to gain information from a retailer’s point of view because he had a difficult time finding a retailer that would allow him to conduct an in-depth interview with their employees. Additionally, there are only four respondents who use mirrorless cameras
for professional work and the rests are photography enthusiasts and amateur photographers. Few respondents do not have good knowledge about the camera industry and photography.
REFERENCES

**Book and Book Articles**


**Electronic Media**


APPENDICES
### APPENDIX A

#### A LIST OF INTERVIEWEES

<table>
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<th>Name and Surname</th>
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APPENDIX B
INTERVIEW QUESTIONS

(1) To identify segmentation of Thai Generation Y that are mirrorless camera users

1.1 To identify the general profile of the mirrorless camera segments in Thai Generation Y

Demographic
- Age
- Gender
- Occupation
- Social Economic Status

Types of mirrorless cameras that respondents use
- What type of mirrorless camera that you own?
- Which brand of mirrorless camera that you use?

Lifestyle
- Please briefly tell us about your lifestyle –
- What are your hobbies –

1.2 To explore mirrorless camera usage by Thai Generation Y
- What do you use the mirrorless camera for?
- What are your purposes for using the mirrorless cameras?

1.3 To explore Thai Generation Y attitude and perception towards mirrorless cameras
- What is your opinion towards mirrorless cameras?
- What is the advantage of using the mirrorless cameras?
- What is the disadvantage of using the mirrorless camera?
(2) To explore Thai Generation Y mirrorless camera buying process

2.1 To identify mirrorless camera purchasing intentions by Generation Y
   - Why do you purchase a mirrorless camera?

2.2 To identify mirrorless camera buying processes by Gen Y associating with
The Five-Stage Model of the Consumer Buying Process

   Need recognition
   - What influences you to purchase a mirrorless camera?

   Information search
   - What sources of information do you use when you gather information about a mirrorless camera?

   Evaluation of Alternatives
   - What attributes of mirrorless cameras that you use to evaluate the alternatives of the mirrorless cameras in the market?

   Purchase Decision
   - What choices were available for mirrorless cameras you had for the last purchase?
   - Which mirrorless camera did you decide to buy in the last purchase?
   - Where did you purchase your last mirrorless camera?

   Post purchase – behavior
   - Are you satisfied with the mirrorless camera after you made the purchase?
(3) To identify proper marketing strategies for mirrorless camera brands

3.1 To identify success factors for maintaining usage of mirrorless camera of Thai Generation Y
- What mirrorless camera features that made you to continue using mirrorless cameras?
- Are there other reasons that made you to keep using mirrorless cameras?

3.2 To identify current marketing strategies of mirrorless camera brands

Product
- What is your opinion towards overall mirrorless cameras performance?
- What is your opinion towards mirrorless cameras development?

Promotions
- What are the promotions that made you purchase a mirrorless camera?
- What are your favorite mirrorless camera advertisements?
- How do you know the updates of a mirrorless camera when you are not searching for the information by yourself?

Price
- What do you think of the pricing of mirrorless cameras?

Place
What do you think about the offline and online channels that sell mirrorless cameras

3.3 To identify approaches to improve mirrorless cameras for the future?
- What mirrorless camera features that you think should be improved?
- What innovations that you expect the mirrorless cameras should have in the future?
**BIOGRAPHY**

<table>
<thead>
<tr>
<th>Name</th>
<th>Pitchayuth Hiranchaowiwat</th>
</tr>
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<tbody>
<tr>
<td>Date of Birth</td>
<td>November 4, 1988</td>
</tr>
<tr>
<td>Educational Attainment</td>
<td>2010 Bachelor of Liberal arts in Business English</td>
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<td></td>
<td>Commination, Thammasat University</td>
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<tr>
<td>Work Position</td>
<td>Marketing and Sales Manager, Platinum Pro Plastic co., ltd</td>
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<td>Marketing and Sales Manager</td>
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<td>Carat Media Services (Thailand) Co., Ltd.</td>
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<td>Media Planner</td>
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