

Comment paper for Mr SARTSADA PRASONGTICHOL

Factor affecting analog camera usage decision in film camera users

This paper illustrates the overview of the photographic industry and needs to clarify why people still use photography within the recent digital era? What's analog photography's perspective on film? The target of this text is to explore the further of the movie industry by obtaining a photographer's perspective and motive on using film cameras. Moreover, this paper also explores customer's behavior toward film to spot key factors that affect consumer's behavior on using film photography. The information was collected from the survey questionnaire of 339 respondents and in-depth interviews of 16 people then the author developed the regression model to research the factor affecting analog camera usage decisions in film camera users. The independent variables are demographic, perception, external, and internal factors. The variable is the decision to use or not use an analog camera.

First of all, the author incorporates a clear objective and straightforward to know point of view. and also the interviewers also state that they use the film simply because of mood and tone and also to capture a special moment. The key factors that affect users on choosing a movie lab is simple access, quality, price, and timing respectively. However, the info on the regression is ambiguous as there are not any statistically interpreting collected data and also the regression failed to explain the clear relationship between variable and variable. Moreover, the author didn't show the way to collect the information as there aren't any definitions of variable quantity and experimental variable. as an example, a five point rating scale or yes or absolute confidence. Also, within the questionnaire, it should be more clearly and specifically asked of the respondent because the results are biased from the Arthur expectation. The results show that data from the questionnaire show that a rise in lab price will increase the probability to use film cameras, which is against the fact that lower the value may increase the possibility of users to use film cameras. The respondents of this survey collected only those that know film or already within the screenland and for in-depth interviews the author failed to interview the availability side like industry, film maker, film lap and then on. So, it'd be great if the author found more audience on non film users or having interviews for the availability side of the movie industry. With the

non-film user data, the arthur cloud does more on interpreting the information and multivariate analysis.

For my suggestion, it would be good if Arthur could add more literature reviews as it would help the author to find the information of the film industry. And it would be better if there is more information on the statistically interpreting. On top of that, the author may add more on the levels of significance as the author shows only 5% significant level so that if there are more on significant independent levels at 1%, 5% 10%, it would be better to understand which factor is the most influential or has statistical significance. The significance levels in statistics are a crucial component of hypothesis testing and to clarify that the sample evidence is strong enough to suggest that an effect exists in an entire population. Moreover, due to Covid-19 situation, as the consumption of the customers changes, the lower supply and the rise in price. The author may put this constraint in this situation too.

All in all, as there is less statistics data , it would be better if Arthur has more on both Quantitative data and qualitative data as it can be used for the purpose of analysis and for developing the paper's methodology and results chapters. With more information, it would be a perfect article as the topic is already interesting and has a clear objective.