



# “Factor affecting analog camera usage decision in film camera users”

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# Presentation Outline

## What We're Covering

- Introduction
- Objective of study
- Scope of study
- Literature review
- Methodology
- Result
- Conclusion



## INDUSTRY OVERVIEW



### Structure of the photography industry

Companies within the photographic industry commonly provide still photography, digital photography and videography, including commercial, industrial, portrait, wedding and special events photography to name a few



### Outlook

The film camera industry lately has made a global resurgence, subjugating many social media platforms of its yet feeble but strong existence.





## Words to Inspire

- Why people still use analog photography in recent digital era ?
- What are the analog photography's perspective on film

FILM INDUSTRY



# What is Analog Photography?

- The term 'Analogue Photography' refers to photography using an analogue camera and film.
- A chemical emulsion on a plastic substrate that is sensitive to light and exposes photographic film to light in order to take a picture.



# Objectives

## FUTURE OF FILM INDUSTRY

To obtain photographer's perspective and motive on using film camera

## CONSUMER'S BEHAVIOR

To identify key factors that affect consumer's behavior on using film photography



# Scope of study

01

Film users

02

Social Media



# Literature review

## Motive and Perception as Distinguishing Factors of the use of Analog Camera in the Digital Area

- **Uses and gratifications theory**
  - The theory relies on two principles: media users are active in their selection of the media they consume, and they are aware of their reasons for selecting different media options.
  - The society is actively using media to fulfil their needs.
- **Perception**
  - Selection
  - Organization
  - Interpretation
- There is a motive of **desire to experience using analog camera** and **desire to gain prestiges in using analog camera**.



# Literature review

## Exploring the Potential Market for Retro Products: An Empirical Analysis

- Retro product concept
  - As Brown (2001) notes, these sorts of products pursue revival or relaunch of a good or service from a prior period in history, generally an earlier decade or an identifiable era, which may or may not be updated to contemporary standards in terms of performance, functionality or flavour.
- Motivations for buying retro products
  - authenticity in an inauthentic world
  - "People want to believe that the things they buy can set them apart" (Novack, Mustafa, 2004).
- The motivations of potential buyers of retro products were able to be grouped into three factors: 'Present Feelings of Distinctiveness', 'Product Characteristics' and 'Past Feelings'.



# Literature review

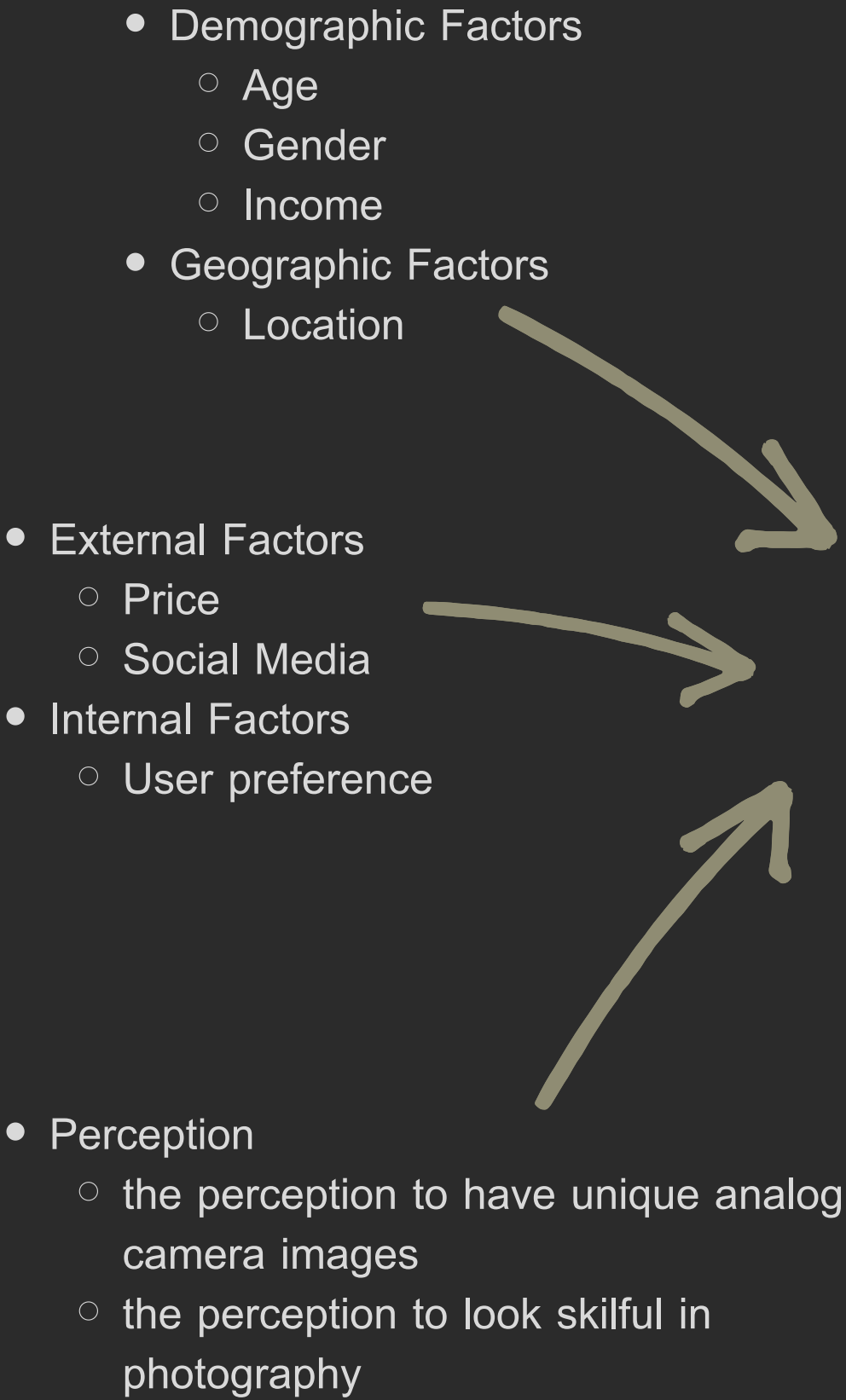
## The Concept of Nostalgia

- Nostalgia can be described as the preference of an object that is popular in a person's previous life.
- Nostalgia is related to emotional memory rather than cognitive memory.
- "Retro-looking products harmonize the past with the present, combining old forms with superior functions" (Brown, 1999: 365).
- Type of Nostalgia
  - Personal Nostalgia
  - Interpersonal Nostalgia

# Conceptual Framework



Independent variables



Dependent variables



# Independent Varaiable

## DEMOGRAPHIC FACTOR

- Gender
- Age
- Income

## PERCEPTION FACTOR

- Camera
- Film
- Location Access
- Lab Processing
  - Quality
  - Timing
  - Price
- External Factor
  - Social Media

# Dependent Varaiable

## BINARY DEPENDENT VARIABLE

Decision to use or not use  
analog camera



RESULT

# Use or Not

## Data dictionary

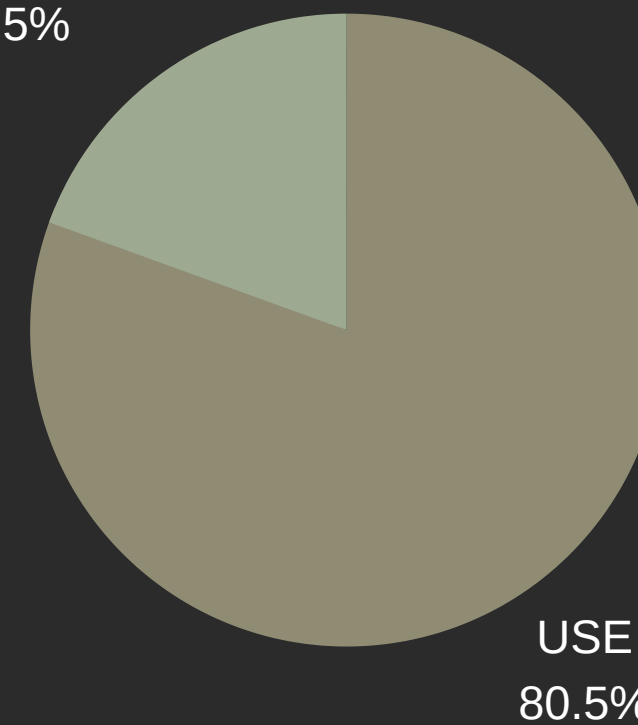
0 = not use

1 = use

. tab useornot

| Use or not | Freq. | Percent | Cum.   |
|------------|-------|---------|--------|
| 0          | 66    | 19.47   | 19.47  |
| 1          | 273   | 80.53   | 100.00 |
| Total      | 339   | 100.00  |        |

NOT USE  
19.5%



USE  
80.5%



# Gender

## Data dictionary

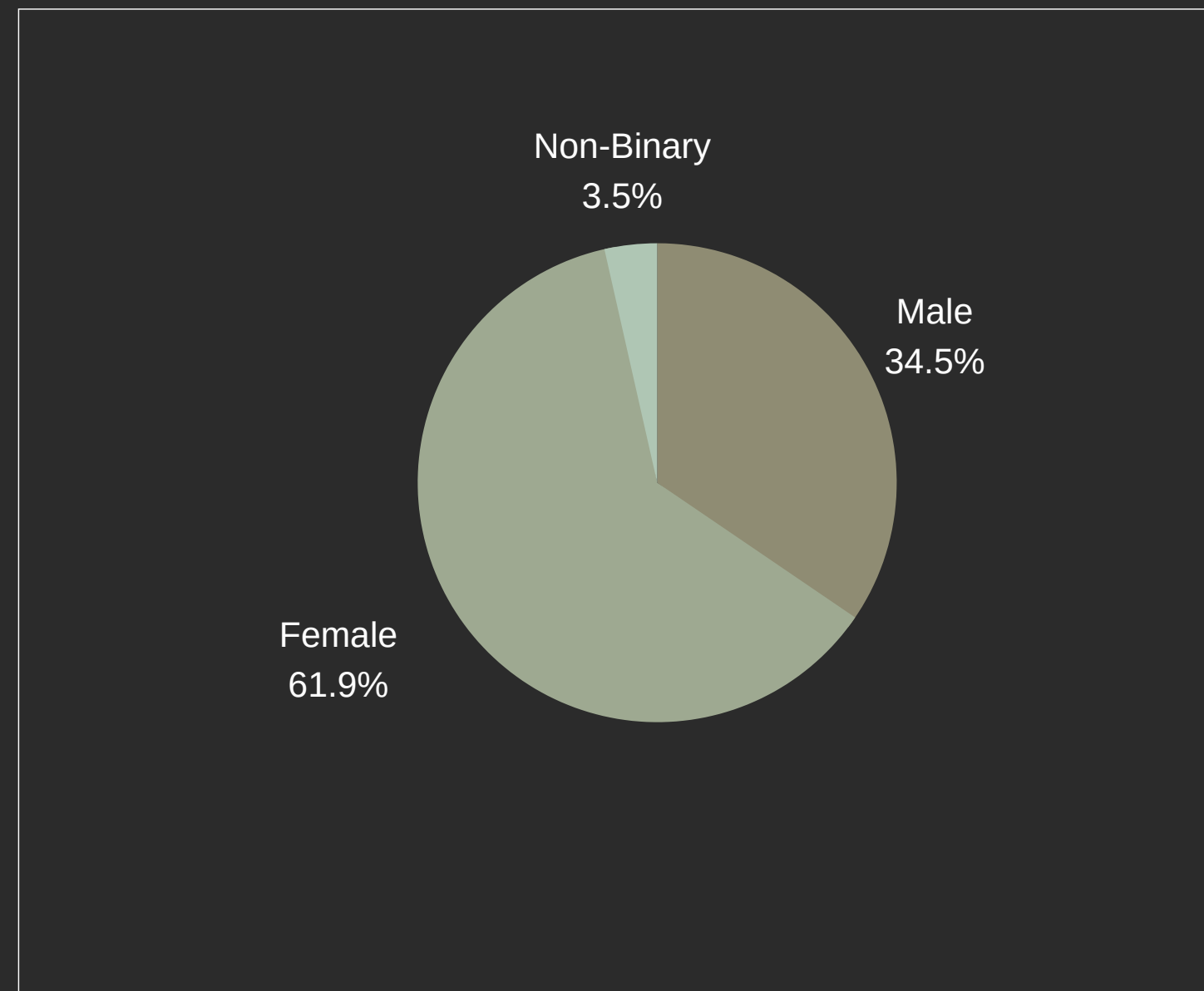
0 = Non - binary

1 = Female

2 = Male

`. tab gender`

| gender | Freq. | Percent | Cum.   |
|--------|-------|---------|--------|
| 0      | 12    | 3.54    | 3.54   |
| 1      | 210   | 61.95   | 65.49  |
| 2      | 117   | 34.51   | 100.00 |
| Total  | 339   | 100.00  |        |



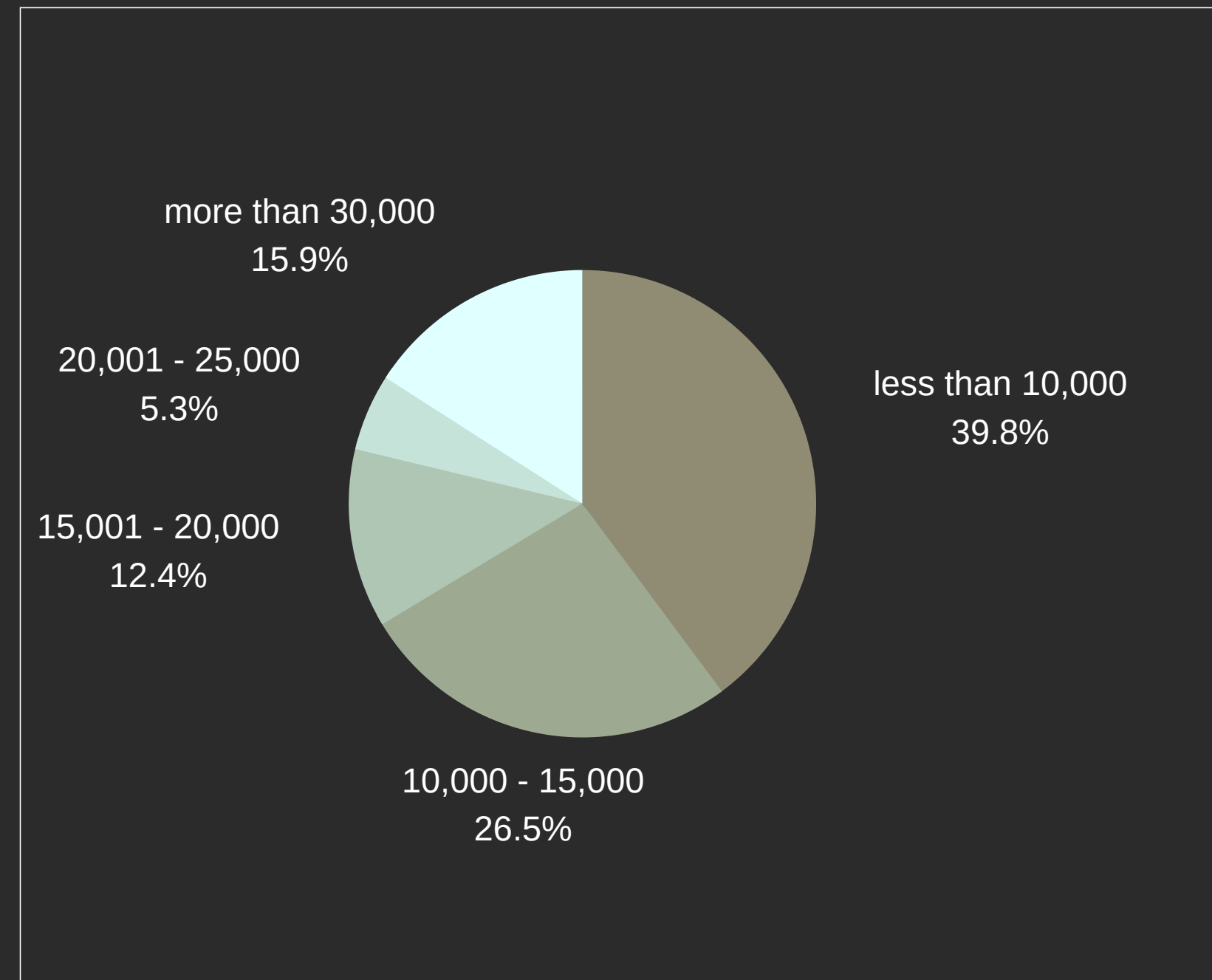


# Income

## Data dictionary

- 1 = less than 10,000
- 2 = 10,000 - 15,000
- 3 = 15,001 - 20,000
- 4 = 20,001 - 25,000
- 5 = more than 30,000

| . tab income |       |         |        |
|--------------|-------|---------|--------|
| Income       | Freq. | Percent | Cum.   |
| 1            | 135   | 39.82   | 39.82  |
| 2            | 90    | 26.55   | 66.37  |
| 3            | 42    | 12.39   | 78.76  |
| 4            | 18    | 5.31    | 84.07  |
| 5            | 54    | 15.93   | 100.00 |
| Total        | 339   | 100.00  |        |



Average age of film user is 24 years\*\*



## RESULT



# CAMERA

## Independent Variable

### CAMERA TYPE

Camera type has no impact on decision making to use film camera at 95% confidence interval. [ Reject ]

### CAMERA PRICE

Camera price has significant impact on decision to use film camera at 95% confidence interval with positive coefficient. [82.6%]

### CAMERA QUALITY

Camera quality has significant impact on decision to use film camera at 95% confidence interval with positive coefficient. [ 250.4%]

|                             |  |               |   |        |
|-----------------------------|--|---------------|---|--------|
| Logistic regression         |  | Number of obs | = | 339    |
|                             |  | LR chi2(6)    | = | 218.78 |
|                             |  | Prob > chi2   | = | 0.0000 |
| Log likelihood = -57.719753 |  | Pseudo R2     | = | 0.6546 |

| useornot        | Coef.     | Std. Err. | z     | P> z  | [95% Conf. Interval] |           |
|-----------------|-----------|-----------|-------|-------|----------------------|-----------|
| camera_type     | .4826566  | .2737797  | 1.76  | 0.078 | -.0539418            | 1.019255  |
| camera_price    | .8261117  | .2445301  | 3.38  | 0.001 | .3468414             | 1.305382  |
| camera_charac   | -.5631896 | .2856952  | -1.97 | 0.049 | -1.123142            | -.0032374 |
| camera_quali    | 2.504464  | .3488762  | 7.18  | 0.000 | 1.820679             | 3.188249  |
| camera_shape    | .3758852  | .2516868  | 1.49  | 0.135 | -.1174119            | .8691822  |
| camera_features | -.4191525 | .2732565  | -1.53 | 0.125 | -.9547254            | .1164205  |
| _cons           | -9.575484 | 1.634132  | -5.86 | 0.000 | -12.77832            | -6.372645 |



## RESULT



|                            |  |               |   |        |
|----------------------------|--|---------------|---|--------|
| Logistic regression        |  | Number of obs | = | 339    |
|                            |  | LR chi2(4)    | = | 68.76  |
|                            |  | Prob > chi2   | = | 0.0000 |
| Log likelihood = -132.7332 |  | Pseudo R2     | = | 0.2057 |

| useornot          | Coef.     | Std. Err. | z     | P> z  | [95% Conf. Interval] |           |
|-------------------|-----------|-----------|-------|-------|----------------------|-----------|
| flim type         | .6526493  | .1442311  | 4.53  | 0.000 | .3699616             | .9353371  |
| flim brand charac | .8306174  | .1781466  | 4.66  | 0.000 | .4814565             | 1.179778  |
| flim brand varv   | -.7479739 | .1945545  | -3.84 | 0.000 | -1.129294            | -.3666542 |
| flim_price        | .1943264  | .1391353  | 1.40  | 0.163 | -.0783737            | .4670265  |
| _cons             | -1.887612 | .707788   | -2.67 | 0.008 | -3.274851            | -.5003729 |



# FILM

## Independent Variable

### FILM PRICE

Film price has no impact on decision making to use film camera at 95% confidence interval.  
[ Reject ]

### FILM VARIETY

Film variety has significant impact on decision to use film camera at 95% confidence interval with negative coefficient.  
[-74.8%]

### FILM CHARACTER

Film Character has significant impact on decision to use film camera at 95% confidence interval with positive coefficient.  
[83.1%]

### FILM TYPE

Film type has significant impact on decision to use film camera at 95% confidence interval with positive coefficient.  
[65.3%]



## RESULT



Logistic regression

Number of obs = 339

LR chi2(3) = 76.58

Prob > chi2 = 0.0000

Pseudo R2 = 0.2291

Log likelihood = -128.82129

| useornot           | Coef.     | Std. Err. | z     | P> z  | [95% Conf. Interval] |           |
|--------------------|-----------|-----------|-------|-------|----------------------|-----------|
| location_store     | -.1282232 | .1651045  | -0.78 | 0.437 | -.4518222            | .1953757  |
| location fix store | -.9530402 | .190234   | -5.01 | 0.000 | -1.325892            | -.5801884 |
| location lab       | 1.077154  | .1702767  | 6.33  | 0.000 | .743418              | 1.41089   |
| _cons              | 1.243487  | .6256397  | 1.99  | 0.047 | .0172561             | 2.469718  |



# LOCATION

## Independent Variable

### STORE LOCATION

Location store has no impact on decision making to use film camera at 95% confidence interval. [ Reject ]

### LAB LOCATION

Lab location has significant impact on decision to use film camera at 95% confidence interval with positive coefficient. [107.7%]

### FIX STORE LOCATION

Fix store location has significant impact on decision to use film camera at 95% confidence interval with negative coefficient. [-95.3%]



# Lab Processing

## Independent Variable

### LAB PRICE

Lab price has significant impact on decision to use film camera at 95% confidence interval with positive coefficient.  
[71.7%]

### LAB QUALITY

Lab quality has significant impact on decision to use film camera at 95% confidence interval with positive coefficient.  
[79.1%]

### LAB TIMING

Lab quality has significant impact on decision to use film camera at 95% confidence interval with negative coefficient.  
[-51.5%]

|                             |  |               |   |        |
|-----------------------------|--|---------------|---|--------|
| Logistic regression         |  | Number of obs | = | 339    |
|                             |  | LR chi2(3)    | = | 63.85  |
|                             |  | Prob > chi2   | = | 0.0000 |
| Log likelihood = -135.18644 |  | Pseudo R2     | = | 0.1910 |

| useornot    | Coef.     | Std. Err. | z     | P> z  | [95% Conf. Interval] |           |
|-------------|-----------|-----------|-------|-------|----------------------|-----------|
| lab_price   | .7168169  | .1408919  | 5.09  | 0.000 | .4406739             | .9929599  |
| lab_timing  | -.5150188 | .1840349  | -2.80 | 0.005 | -.8757206            | -.154317  |
| lab_quality | .7911142  | .1749596  | 4.52  | 0.000 | .4481996             | 1.134029  |
| _cons       | -2.359548 | .709584   | -3.33 | 0.001 | -3.750307            | -.9687888 |



### WHY SHOOT FILM ?

"Shooting film generate unique mood and tone"

### WHY FILM INSTEAD OF DIGITAL?

"Digital is better in term of quality but film is the best in term of memories capture"

"The affection of film is their imperfect"

### WHAT AFFECT YOUR DECISION ON FILM ?

"FILM PRICE"



# In-depth Interview



# In-depth Interview



01

## Shooting film reason

- 1.Mood and tone
- 2.Concrete
- 3.Precious moment
- 4.Shutter sound

02

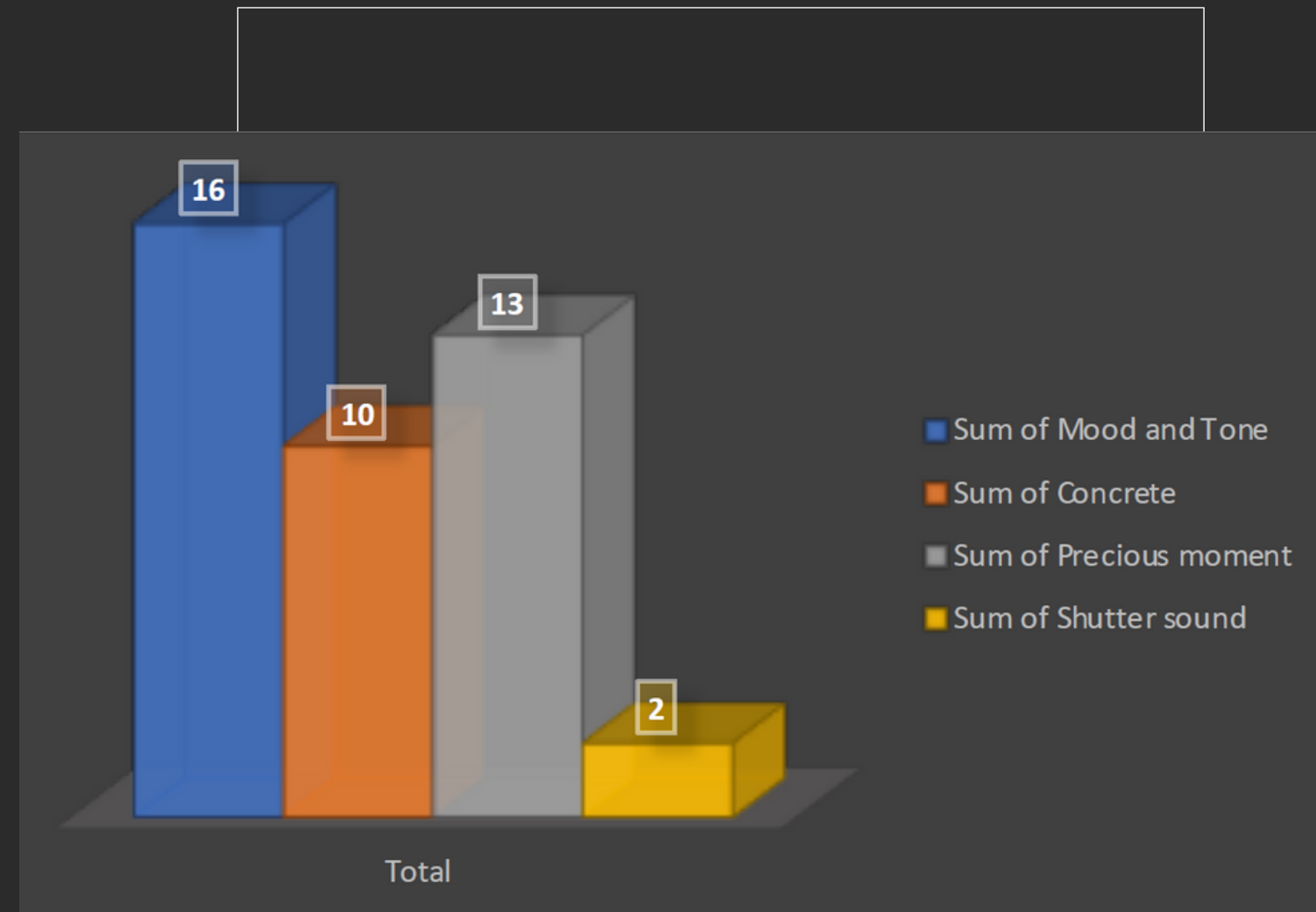
## Different between digital camera

- 1.Require more photography skill
- 2.Sentimental
- 3.Harder than digital camera
- 4.No adjustment

03

## Attractiveness

- 1.Imperfectness
- 2.Waiting time
- 3.Expectation
- 4.Intention
- 5.Story telling
- 6.Camera design
- 7.Unpredictable outcome



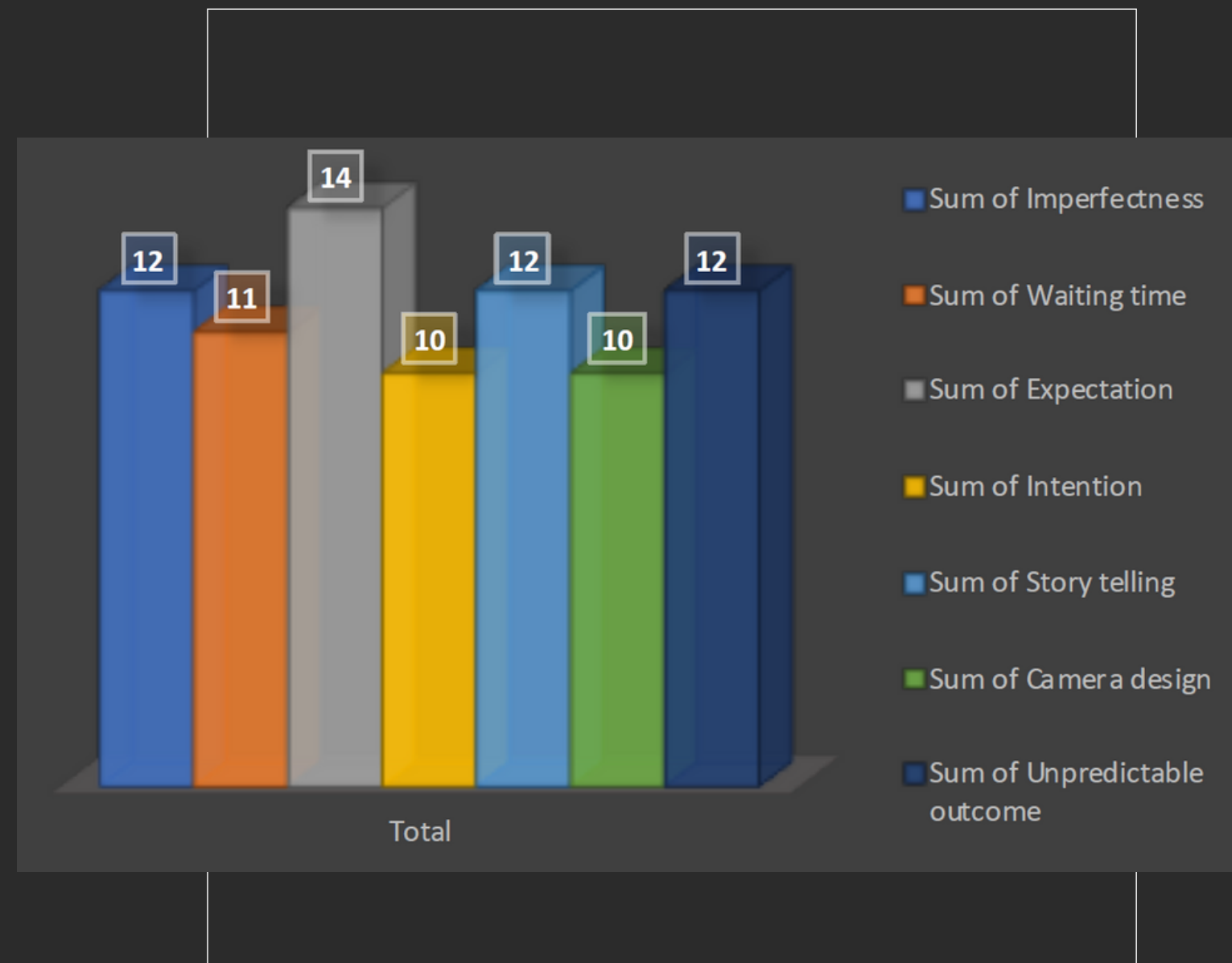
# Shooting film reason

## MOOD AND TONE

Film provide unique mood and tone that digital camera cannot copy.

## PRECIOUS MOMENT

Shoot only precious moment or special occasion



# Attractiveness

## EXPECTATION

- Economic cost
- Emotional cost

## IMPERFECTNESS

Imperfectness of analog camera add value to picture.



# In-depth Interview

04

## Negative effects

- Film price
- Supply side

05

## Lab Factors

- Location ( distance )
- Quality
- Price
- Timing



RESULT

# Portor's Five Forces



01

## Competitive Rivalry

High - There is many firm in this industry.

02

## Supplier Power

High - FUJI and KODAK

03

## Buyer Power

Low - Niche Market

04

## Threat of Substitution

High - Digital Camera

05

## Threat of New Entry

High - Dominant firm has economy of scale





# Conclusion

## FUTURE OF FILM INDUSTRY

- Risk to shut down of supply side

## CONSUMER'S BEHAVIOR

- Economic cost
  - Price
    - Film
- Emotional
  - Satisfaction
    - Mood and Tone
  - Desire
    - to experience analog camera
    - to look skillful
    - to be different from other



# Thank you