



**“Factor influencing analog camera usage decision in film camera
Users”**

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Abstract

Although analog photography or film cameras has been disrupted by digital cameras for almost 20 years, film cameras still exist nowadays in terms of retro products with niche markets. This study aims to find the key factors that affect consumer decision making on using film cameras among film users whose scope of study is film user facebook group. Methodology is conducted through google survey and In-depth interview. The result indicates that the reason that users are shooting film is the mood and tone of the film and also want to be set apart from the others which are related to factoring the circles of film users that have negative correlation with consumer decision making on using film. Film price and camera price are not significant factors affecting consumer decision making.

Introduction

Although this is an era that everyone can take a photo with digital cameras or smartphones and also be able to customize the picture with various applications to get the perfect pictures in a few minutes but taking a picture with classic analogue camera which unable to predict what the images will look like is considered to be another charm that ordinary digital cameras cannot provide.

When we are talking about analogue photography or film photography, we are not referring to Instax by fujifilm. The definition of analog photography is using an analogue camera and film. A roll of film needs to be loaded into the camera and once the shutter is clicked. The chemicals in the roll of film will interact with light and the image is recorded. When a photographer uses up all the exposures on a roll of film, they need to take it to a darkroom and develop the photos using liquid chemicals. The pictures in the roll of film will be illustrated through the developing process in the film lab.

Photography may be overwhelmingly digital nowadays, but the influence of Film photography still exists in the present. From the photo app filters that model the look of film to new digital cameras designed to look like film, film still influences how we perceive the aesthetics of photography in general.

In reality, an analogue camera is not much different from digital. An analogue film camera will bring you back to the basics instead of providing various features. Hence, it will be a great medium for teaching photography because it provides you with all fundamental elements of photography without the aid of new technology.

From analog to digital, the world began to know photography in the year 1824, which is the “Heliography”, invented by Nicéphore Niépce. It’s a photo obtained from tar coated on a silver plate that has been exposed to light for 7 days. The very first film camera launched in 1880 under the intervention of “The Kodak Camera Company”. It has become very popular and in high demand in the market Because it is cheap and easy to use. After that the camera with new designs came out continuously which were released before World War I in 1913.

The re-entry of film cameras occur due to various factors. And it is clear that one of the obvious factors was that a famous person has chosen to pick up a film camera to use in daily life causing a trend of using film cameras. Another factor is people who are the old players in this market have begun to provide more information through online media making young people more accessible to data. With all these factors, film cameras have made a comeback again.

In this paper, the author aims to investigate the key factors affecting decision making on using a film camera. Since the comeback of film cameras the author would like to emphasize the permanence of the film industry and the behavior of film users. Hence, Film lab and film related companies utilize the result from the research to develop the product that fits the film user’s needs the most and adapt to survive from disruption if the film market is going to disappear. Thus, this research paper will contribute valuable information about the film user’s perception toward film.

Objective of the study

The study aims to identify key factors that have significant impact on using film camera of the film user from one who use or does not use film camera

Scope of the study

The research paper aims to find factors affecting decision making on using film cameras among both old or new entrances of film users.

Literature review

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

Nowadays the magnificence of technology which makes life very convenient has raised a significant change in the social system. Rogers (Rogers, 2001) describes that technology is a design of instrumental activity, aimed to reduce the uncertainty resulting from the consequence of causal effect as well as to achieve the desired goal. Technology generally can be hardware and software.

Digitalization, for Rogers (Rogers, 2001), is a product of innovation, meanwhile innovation is described as an idea, thought, or concept deliberately accepted as a new thing for the society or other units receiving it. Digitalization has moved into the photography industry. The author aims to find what is the analog photographer's perspective and what makes them decide to use analog cameras instead of digital cameras to express essence through the photo. The goal of this research is to know the motive of analog camera users in reviving the use of

analog in the recent digital era and to know the viewpoint of society on the existence of analog cameras in the present.

This research was based on descriptive quantitative research with survey methods as data collection. The population in this research is some people consisting of cyber society who use analog cameras and those who do not. The survey The method is done by giving questionnaires to the respondents. This research uses descriptive statistics to illustrate consumer behavior.

The result of this research represents a motive of desire to use analog cameras and desire to gain prestige in using analog cameras. The model in research shows that people use analog cameras because they want a unique mood and tone from the color of film and they want to look skillful in photography.

Exploring the Potential Market for Retro Products: An Empirical Analysis

There are many products that are designed based on a past design. A retro designed product still strongly influences consumer fascination in the present which generates a retro trend in consumer behavior. For example, a commercial study of the automobile sector found that manufacturers need to give their vehicles a style and design from the past in order to gain consumer interest (Mermelstein, Abu-Shalback Zid, 2006).

Many companies use this point, a retro concept, to satisfy consumer preference. Not only automobile sectors that use the retro product concept in their marketing strategy. There are several sectors that use this concept. For instance cinema, with the remake of old films.

The concept of retro product 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. Retro products may or may not be related to the present technology.

Motivations for buying or using retro products are various. This means that we cannot only focus on purchasing retro products because nostalgia is the sole motivator. Holbrook (1993) notes that nostalgia entails evoking a past experience in a positive tone. Nostalgia creates negative feelings in terms of the future or the present which can be implied that things were better in the past. Nostalgia influences consumer consumption of retro products in many aspects.

There are other factors for purchasing a retro product. For instance, there are consumers that find authenticity in an inauthenticity world. According to Stern (1996), authenticity means a brand that is deeply original, having been the first, to which the customer is loyal.

Motivations for purchasing retro products

- Nostalgia
- Authenticity
- Recognitio
- A mode of escaping into the past
- Security
- Strengthening personal identity
- Feeling different
- Quality
- Reliving memories

People are motivated by a need to satisfy their feelings of personal identity. Consumers want to be unique from each other. Hence, they purchase retro items to feel different. They want to believe that the items that they purchase or use make them apart.

The author concludes that there are 3 motivations of potential buyers of retro products, which is Feeling of Distinctiveness, Product Characteristics, and Past feelings. Not only past preferences are a reason to motivate consumers to use retro products. It is better to focus on the other elements.

THE EFFECT OF RETRO-LOOKING PRODUCTS ORIENTED CONSUMER ATTITUDE ON BRAND LOYALTY

Retro is an English based word, and has meanings such as back, backwards, reverse. The word retro is expressed in marketing as presenting products or services used in the past by bringing them to the present.

Nostalgia is utilized in retro studies. There are 3 main characteristics of nostalgia. First, it is related to emotional memory rather than cognitive memory. The second is that when the past is remembered without will or conscious control, it is powerful. Finally, nostalgic memories are richer and more impactful than they really are.

Nostalgia are categorized in to 4 types :

- Personal nostalgia : The link an individual directly connects with their past experience or past memory. It is in the form of preference for cultural products which influence consumer's behavior on consumption options.
- Interpersonal nostalgia : The linkage to the past experience or past memory not originating from an individual, other factors affect consumers. For instance, friends.
- Cultural nostalgia : an individual is linked to the past memory through culture, such as Halloween.
- Virtual nostalgia : The linkage between individual and past experience is from social experience indirectly affecting them such as books.

Methodology

The methodology are divided into 3 sections which are

1. Variables - details and definition on each factor
2. Data collection - Questionnaire & In-depth interview
3. Equation - Logit regression model

Variables

The author would like to find what factors affect consumer decision making on using film. Hence, the author set the dependent variable (Y) of the study as Use or Not Use film camera which is the binary variable (Y = 1 Use film camera , Y = 0 Not use film camera). Consequently, Logit regression is the model toward this equation.

Data Collection

The Data for running Logit regression model is collected by online questionnaire survey via google survey. The survey was distributed through a facebook group of film users. The survey was opened during April-May. The limitation of this survey is a small number of respondents when compared to group members.

Equation

$$\Pr (Y=j) = D_{ij}T_j + Q_{ij}L_j + P_{ij}E_j + E_{ij}M_j + \epsilon_i$$

$$i = 1,2,\dots,339, p = 0,1$$

Pr (Y=j) is the probability of respondents to use film ; p = 1 use , p = 1 not use

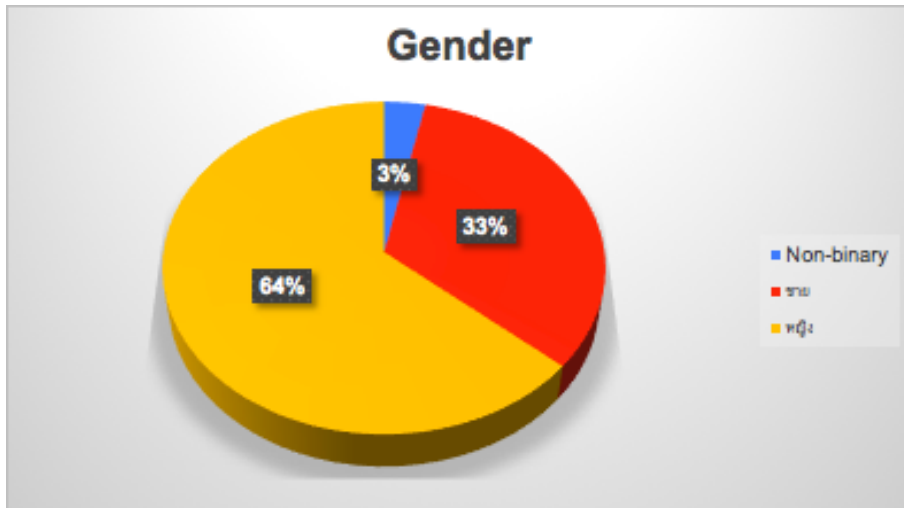
- T_j, L_j, E_j, M_j is the coefficient that represent the difference probability of the respondents have one in their film lab location, developing price, developing quality, and Environment. Hence, if the coefficient is positive then it has higher decision making on using film and vice versa.

Table 1 : Explanatory variables affecting decision making on using analog camera

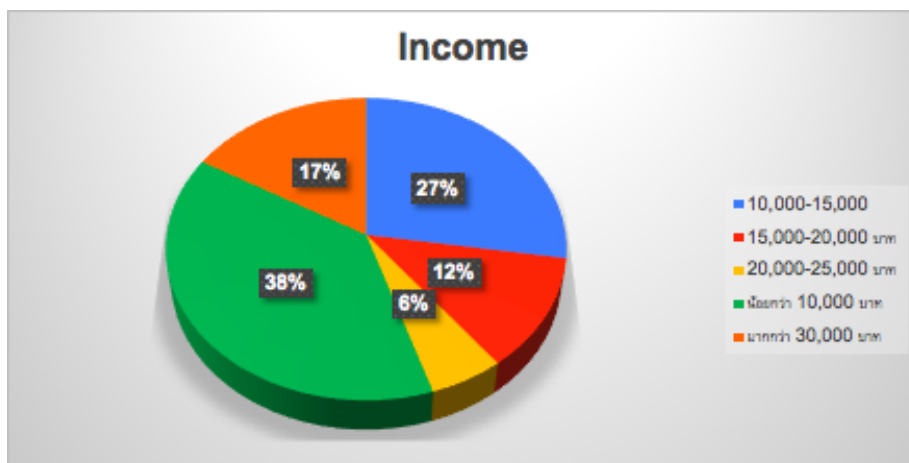
Factors	Variables	Definition
Camera price	camera_price	Rate of camera price toward user
Camera character	camera_charac	Camera character toward user
Film mood and tone	film_brand_charac	Mood and tone of film toward user
Film's price	film_price	Rate of film price toward user
Film lab location	location_lab	Distance to lab toward user
Developing price	lab_price	Developing price toward user
Developing time	lab_timing	Developing time toward user
Developing quality	lab_quality	Developing quality toward user
Social Media	ex_social_media	How social media affects user
Environment	ex_environment	How circle affect user

Results

Descriptive Statistic



From the online questionnaire, there are 273 respondents who use film cameras and most of the film players were girls, which is 64% of all users. The average age of film users is 24.1 years old which is as the author assumes that most film users are teenagers.



Most film users' incomes are less than 10,000 THB [38%] , 10,000-15,000 THB [27%] , More than 30,000 THB [17%], 15,000-20,000 THB [12%], and 20,000-25,000 THB [6%] respectively which is as the author assumes that most film users are teenagers.

Table 2 : Respondents demographic data

Use or not	use
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Gender	Count of Gender
Non-binary	9
Male	90
Female	174
Grand Total	273

Use or not	use
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Income	Count of Income
10,000-15,000 THB	75
15,000-20,000 THB	33
20,000-25,000 THB	15
Lower than 10,000 THB	105
More than 30,000 THB	45
Grand Total	273

<i>Variables</i>	<i>Mean</i>	<i>Std. Dev.</i>	<i>Min</i>	<i>Max</i>
camera_price	3.879	1.027	1	5
camera_charac	3.549	1.094	1	5
film_brand_charac	3.901	1.112	1	5
film_price	4.011	1.076	1	5
location_lab	4.000	1.081	1	5
lab_price	3.857	1.024	1	5
lab_timing	3.769	1.092	1	5
lab_quality	4.484	0.845	1	5
ex_social_media	3.000	1.251	1	5
ex_environment	2.912	1.185	1	5

According to the rate of each factor question, There are top 3 factors that respondents give an importance on using film cameras as the higher score the h. First, respondents give precedence on lab quality the highest which means that they care much about the result of the developing process. Second, Film price which the average score is 4.011 , respondent required to vote 1-5 score [1 ineffective - 5 Most effective] , this mean that most of respondents worry about film price which related to to assumption of the author that majority of film users were teenagers. Last, Film lab location where the average score is 4.000. This can imply that most film users will tend to the nearest film lab or ease of access. External factors such as environment score is 2.912 which can imply that film users are likely to use film by themself not by the other.

In-depth Interview

1. Gender : Female

a. **Age** : 21

b. **Income** : More than 30,000 THB

- Starting shooting films because of watching the movie.
- Films provide a good mood for pictures.
- Give more attention in taking a photo with film camera than digital camera
- It Feels good when the film circle has a small number of players. It allows me to collect the moment in a different way from each other.
- Use a film camera only in the precious moment.
- More value than digital due to shooting film has more cost than digital and needs to put more effort than digital camera.
- A rise in film price will lower taking a photo with a film camera.

2. Gender : Female

a. **Age** : 21

b. **Income** : 10,000 – 15,000 THB

- Start shooting films because of friends and continue to use film because of self-preference.
- Film provides a different feeling from digital.
- Exciting when waiting for the picture because of the unpredictable result and expectation toward the picture.
- Difficulty adds value to the picture and also the cost of film which makes the film more sentimental.

- Film price affects decision making on using film cameras and it is hard to find a cheap film.
- Taking film to capture the special occasion.
- Prefer a lab that is fast on developing a picture with good quality and cheap.

3. Gender : Male

a. Age : 24

b. Income : More than 30,000 THB

- Film camera provide different mood and tone from digital camera
- Film camera is more authentic than digital camera
- Required more photography skills than digital camera that lead to putting more effort on taking a photo
- Special occasion for capture a photo
- Difficulty is affection of film camera which lead to more understanding on taking a photo and improvement in photography skill unlike digital camera
- The rise in film prices are from the supply side due to the economy of scale. Hence, this lead film usage decreases.
- Film production cost is high and making pollution
- Conveniences to access the lab is the main factor for decision making toward choosing a film lab.

4. Gender : Male

a. Age : 23

b. Income : More than 30,000 THB

- Film provide better mood and tone than digital
- Film is more authentic than digital camera
- Emotional cost and economic cost add value to the picture taken by film.

- Required more photography skills than digital camera that lead to putting more effort on taking a photo which add the value to the pictures
- Prefer a film lab with high quality.
- Film price did not affect the decision on using film.

5. Gender : Male

a. Age : 24

b. Income : More than 30,000

- Reason of shooting film is friends
- Digital cameras need a lot of adjustment in taking a photo.
- Mood and tone of film need no adjustment.
- Affection of film is their imperfect and unpredictable outcome.
- Today's social media represent the vintage which lead people to use film camera
- Rise in film price will lower film consumption due to most film players being teenagers.
- Prefer the lab with the nearest distance. [ease to access]

6. Gender : Male

a. Age : 21

b. Income : 10,000 – 15,000 THB

- Use a film camera because it is cheaper than a digital camera.
- In love with shutter sound.
- Film provides a better mood and tone that digital cameras cannot copy.
- Film required more effort due to it not being able to adjust after pressing the shutter.
- Rise in film price and Covid-19 lower the occasion to shooting film.
- Prefer a lab that is easy to access with a cheap price.
- Didn't care about developing time.

7. Gender : Male

a. Age : 22

b. Income : 10,000 – 15,000 THB

- Love mood and tone of the film camera.
- Unpredictable outcomes and limited pictures make films have a story.
- Shooting film cameras required more effort than digital because it was unable to adjust.
- Film industry is risky due to the supply side.
- Rise in film prices make films hard to access.
- Film provides a different feeling from digital cameras.
- Prefer a lab with ease of access.

8. Gender : Female

a. Age : 22

b. Income : 10,000 – 15,000 THB

- Started shooting films because of korea idols.
- Film provides a better mood and tone than digital.
- Prefer lab with ease of access.
- Rise in film price lowers the amount of shooting film.

9. Gender : Male

a. Age : 21

b. Income : 15,000 – 20,000 THB

- Started shooting films because of a senior in high school and found a camera at home.
- In love with color of film and mood and tone of film that different from digital camera
- Waiting time of shooting film camera make increasing of discreteness before taking a photo

- More understanding of photography than digital cameras and because of putting more effort in taking a photo make that picture meaningful.
- Digital cannot copy color and grain of film and film is better in terms of moment capture.
- Rise in film price lower the amount of shooting film
- Prefer design of film camera than digital camera.
- Prefer a film lab with fast developing and high quality.

10. Gender : Male

a. Age : 23

b. Income : More than 30,000 THB

- Film camera is a tool to collect precious moments which cannot come back again.
- When taking a photo with a digital camera we can press the shutter as much as we want which makes taking a photo feel meaningless but in terms of shooting film which requires more effort and need to make sure that we really want to capture the moment, make pictures from film meaningful and be a good story teller.
- Affection of film is their cost, difficulty, and required photography skill.
- Film camera is a tool that satisfies some people's lifestyle. Hence, there are no other things that can replace film cameras.

Shooting film reason

- Mood and tone
- Authenticity
- Shutter sound
- Precious moment

Different between digital

- Required more skill to taking a photo
- Sentimental
- Harder than digital
- Every picture end after press a shutter button (No adjustment)

Attractive

- Imperfectness
- Waiting time
- Expectation
- Intention
- Story
- Design
- Unpredictable outcome

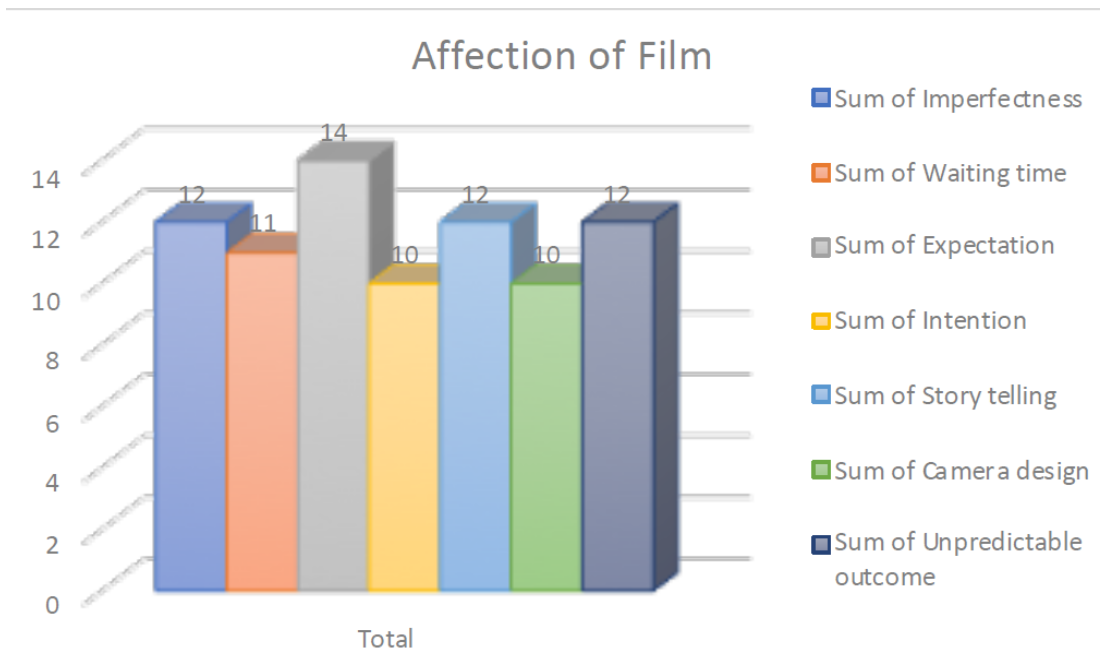
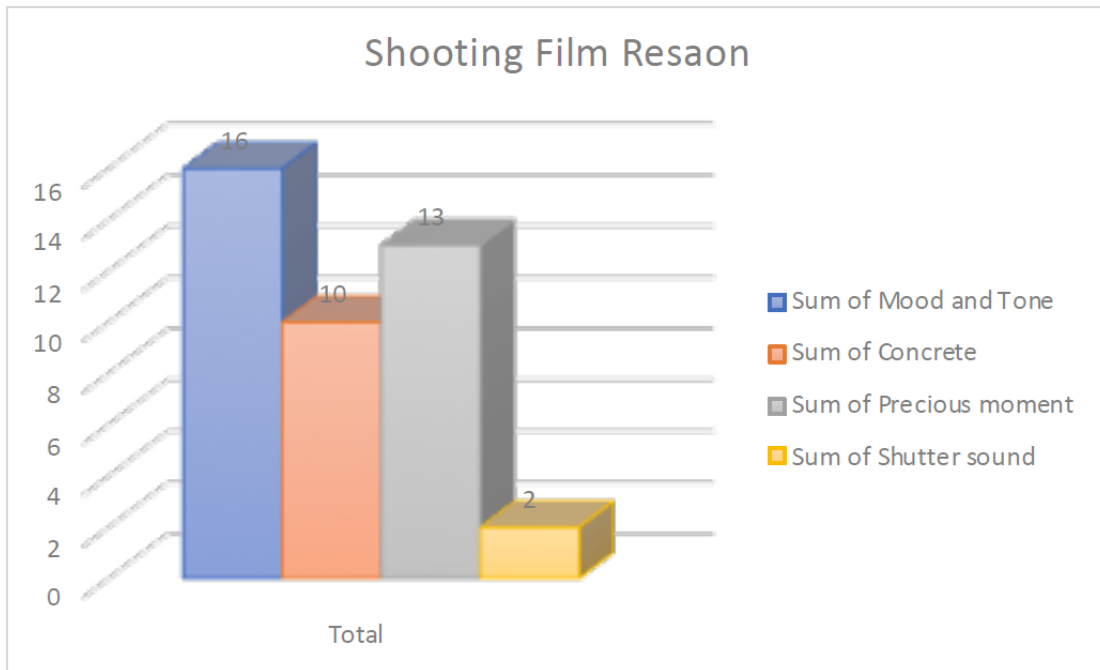
Negative effects

- Film price
- Supply side (Economy of scale)

Lab Factors

1. Location
2. Quality
3. Price
4. Timing

Diagram 1 : In-depth interview Data



The key factors that are significant are Lab location, Developing price, Developing quality, and Environment or people around film users.

Lab location is significant at 0.05 level of significance. Hence, it can be implied that distance or ease of access to Film lab affect consumer decision making on using film. For the interpretation, It can be explained that an increase in nearness to film lab by 1 unit will increase the probability of respondents to use film by 0.4976 or 49.76%.

Developing price is significant at 0.05 level of significance. Hence, it can be implied that the price of developing affects consumer decision making on using film with positive correlation. This can be implied that an increase in cheap developing price by 1 unit will increase the probability of respondents to use film by 1.0204 or 102.04%.

Developing quality is significant at 0.05 level of significance. Hence, it can be implied that the quality of developing affects consumer decision making on using film with positive correlation. This can be implied that an increase in developing quality by 1 unit will increase the probability of respondents to use film by 0.6006 or 60.06%.

Circles of film users are significant at 0.05 level of significance. Hence, it can be implied that the Circles of film users affect consumer decision making on using film with negative correlation. For the interpretation, It can be explained that an increase in the number of people around film users by 1 unit will decrease the probability of respondents to use film by 0.6678 or 66.78%.

On the other perspective, film prices are not significant. The coefficient of film price is negative as the author's assumption. This could be explained that film users do not take a precedence about film price as it is complementary due to if respondents decide to use film, they should accept this price.

Discussion & Limitation

The data from in-depth interviews says that the factors that influence users the most to use film cameras are mood and tone from shooting film. Most interviewees say that film cameras provide a unique mood and tone which digital cameras cannot copy even making an adjustment in a lightroom. For capturing the special occasion or precious moments is also the main reason that affects users decision on shooting film due to taking a photo with film camera requires more effort or intention because film cameras do not provide friendly features like digital cameras provide. Shooting film cameras also have higher cost than digital cameras because of the film cost and developing cost for generating a photo which adds value to every film picture. This point is related to literature that There are consumers that find authenticity in an inauthenticity world according to Stern (1996). And also shooting films because they want to be apart from the others.

Most interviewees say the reason that motivated them to start shooting film is their circles which related to the literature about “Nostalgia”. That Nostalgia is Interpersonal nostalgia which is the linkage to the past experience or past memory not originating from an individual, other factors affect consumers. For instance, friends.

The key factors that affect users on choosing a film lab is ease of access, quality, price, and timing respectively. Hence, This implied that film users care much about distance to the film lab but do not care much about developing timing which related to their interview that waiting time is affection for shooting film cameras.

And the negative factor that affects their shooting behavior is a rise in film price and Covid-19. These 2 factors are related by Covid-19 decreasing the supply from the foreign countries that lead to lower supply and rise in price. Covid-19 also makes people unable to travel which is a lower activity of photography.

The data from the questionnaire show that an increase in lab price will increase the probability to use film cameras, which is against the reality that lower the price may increase the

tendency of users to use film cameras. Film price and camera price that the author expected to be significant are not significant which conflict with the in-depth interview due to interviewees saying that film price affects their decision to shoot film.

The Inferential statistic shows the ambiguous explanation. Thus, the author suggests that the question in the questionnaire should be more clearly and specifically ask respondents because the results are not as the author expected.

Conclusion

In conclusion, the key factors influencing consumer decision making on using film cameras are Unique Mood and tone, affection, and price of film. Since most interviewees state that they shoot film because of mood and tone and also to capture a special occasion or precious moment. Waiting time and difficulty also add value to film pictures. Shooting film is one kind of lifestyle. Hence, if there are people who enjoy this lifestyle then the film industry will remain.

To engage the film industry which are categorized as retro products or making marketing strategy about film cameras the product or media requires retro design because retro designed products still strongly influence consumer fascination in the present which generates a retro trend in consumer behavior. This strategy will make a firm gain consumer interest.

Not only unique mood and tone of film different from digital cameras, people also use film because they want to be different from others. With the concept of Nostalgia, Film pictures are like a time machine or ticket return to the moments which bring back the good old past to reliving the memories.

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Appendix

Questionnaire

ส่วนที่ 1 :แบบสอบถาม ปัจจัยที่ส่งผลต่อการตัดสินใจเลือกใช้กล้องฟิล์ม

แบบสอบถามนี้ทำขึ้นเพื่อนเป็นส่วนหนึ่งของงานปริญญาโท วิทยาลัยนานาชาติ มหาวิทยาลัยธรรมศาสตร์ (BE) โดยมีวัตถุประสงค์เพื่อการศึกษาปัจจัยที่ส่งผลกระทบต่อการใช้กล้องฟิล์ม ภายใต้หัวข้อ "Factors influencing the use of film camera" หรือ ปัจจัยที่ส่งผลกระทบต่อการใช้กล้องฟิล์ม

ผู้วิจัยขอความร่วมมือผู้ตอบแบบสอบถามทุกท่านตอบแบบสอบถามตามความเป็นจริง เพื่อการวิเคราะห์ข้อมูลที่แม่นยำที่สุดโดยการจับคู่ข้อมูลจะเป็นไปแบบ ไม่ระบุชื่อ ตัวตน และคำตอบของทุกท่านจะถูกเก็บเป็นความลับ ผู้วิจัยจะนำเสนอเพียงข้อมูลเชิงสถิติในรายงานวิจัยเท่านั้น

ขอขอบพระคุณผู้ตอบแบบสอบถามทุกท่านเป็นอย่างสูงที่ให้ความร่วมมือในการตอบแบบสอบถามครั้งนี้

ส่วนที่ 2

1. ท่านใช้กล้องฟิล์มหรือไม่

- ใช่
- ไม่ใช่

ส่วนที่ 3

1. ราคาที่ท่านยอมจ่ายเพื่อกล้องฟิล์ม 1 ตัว

- 0 - 5,000 บาท
- 5,001 - 10,000 บาท
- 10,001 - 15,000 บาท
- 15,001 - 20,000 บาท
- มากกว่า 20,000 บาท

2. ราคาที่ท่านยอมจ่ายเพื่อฟิล์ม 1 ม้วน

- 100 - 200 บาท
- 201 - 300 บาท
- 301 - 400 บาท
- มากกว่า 400 บาท

ส่วนที่ 4 : ปัจจัยที่มีอิทธิพลต่อการตัดสินใจใช้กล้องฟิล์ม

ปัจจัยที่มีอิทธิพลต่อการตัดสินใจใช้กล้องฟิล์ม	ระดับความเห็น				
	ส่งผลมากที่สุด 5	ส่งผลมาก 4	ส่งผลปานกลาง 3	ส่งผลน้อย 2	ส่งผลน้อยที่สุด 1
ปัจจัยด้านกล้อง					
ประเภทของกล้อง					
ราคาของกล้อง					
เอกลักษณ์ของกล้อง					
คุณภาพของกล้อง					
หน้าตาของกล้อง					
ฟีเจอร์ต่างๆของกล้องฟิล์ม					
ปัจจัยด้านฟิล์ม					
ชนิดของฟิล์ม					
เอกลักษณ์ของฟิล์ม					
ความหลากหลายของแบรด์กล้องฟิล์ม					
ราคาของฟิล์ม					
สถานที่					
ร้านขายกล้องฟิล์ม					

ร้านซ่อมกล้องฟิล์ม					
ร้านล้างฟิล์ม					
การล้างฟิล์ม					
ราคาล้างฟิล์ม					
ระยะเวลาการล้างฟิล์ม					
คุณภาพของภาพที่ได้รับ					
ปัจจัยภายนอก					
Social Media					
คนรอบข้าง					

ส่วนที่ 5 : ข้อมูลส่วนตัว

เพศ

- ชาย
- หญิง
- Non-binary

อายุ

- โปรดระบุ

รายได้ต่อเดือน

- น้อยกว่า 10,000 บาท
- 10,000-15,000 บาท
- 15,000-20,000 บาท
- 20,000-25,000 บาท
- มากกว่า 30,000 บาท

In-Depth Interview Questions

1. Why shooting film cameras ?
2. Why shooting film cameras instead of digital cameras ?
3. How different of shooting film cameras and digital cameras in terms of feeling ?
4. What do you gain from film cameras which digital cameras cannot provide ?
5. What will make you stop shooting film cameras ?
6. What will make you continue shooting film cameras ?
7. What factors affect your decision on choosing a film lab ?
8. What will make the film camera disappear ?
9. How film price affects your film behavior ?