

# The Study of the Consumer Behavior On The Digital Camera in Taiwan

劉、潘振雄；邴傑民

E-mail: 9115147@mail.dyu.edu.tw

## ABSTRACT

The digital camera that applies complicated techniques is a high-tech electronic product that changes rapidly. The features of digital camera are sophisticated, high-risk and the life cycle for that is short in changing environment. Theoretically, there exists significant differences between digital camera and general products in consumer's behaviors for purchasing its. Hence, This paper deeply studies and discusses with the case of the market of digital camera consumers' behavior in Taiwan at the big zone (Taipei County, Taipei City) of Taipei, the zone (Taichung County, Taichung City) of central part, the zone (Kaohsiung County, Kaohsiung City, Pingtung County), the zone (Hualien County) of eastern region. This research employs demographics, life styles, and conscious risk theory as tools for segmenting the market effectively and adopts the frequency analysis, descriptive statistics analysis, and cluster analysis, single factor to analyze questionnaires that result in important finding as followiog: 1. There are no differences significantly for evaluation of importance on purchasing channels to testees. Owing to the fleetness of the life cycle for digital cameras, it is necessary for consumers to adapt to new products, to catch more knowledge and after sale of service. Therefore it is essential to adapt more specialized purchasing channel. 2. The result of this paper proofs the best strategy, found by Roselius in 1971, to decrease risk that is brand loyalty and image, not expensive product for consumers. 3. On the analysis of customer satisfaction for this research in conscious risk theory, proofs that Kotler (1994) recognizes consumers that will not produce phenomenon of out of balance possess higher conscious before buying.

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