

REPORT ON USAGE AND ATTITUDE ON CAMERA DIGITAL

Data collection timing: 06th – 08th January 2014
Based on Nusaresearch's panellist

Report date: March 2014
Creator: Nusaresearch team

A. Executive summary – Consumer's attitude on camera digital and the accessories



[1] Most respondents had one camera digital.

- 63.5% of the respondents had one camera digital, only 4.9% of the respondents had more than two cameras digital.

[2] Most of the respondent bought the new digital camera.

- 93.7% of the respondents bought new digital camera, only 4.9% bought second-hand digital camera.

[3] Black is most favorite color digital camera owned by this respondents.

- Most of the respondent owned black color for digital camera, 57.8%, only 4.6% owned red color for digital camera.

[4] Most respondents bought digital camera around Rp 1,000,001 – Rp 2,000,000.

- 35.1% of the respondents bought digital camera in Rp 1,000,001 – Rp 2,000,000, only 8.2% of respondents bought in above Rp 6,000,000

[5] Most respondents bought digital camera at camera store.

- 30.8% of the respondents bought digital camera in camera store, only 3.0% of respondents purchased from overseas.

A. Executive summary – Consumer's attitude on camera digital and the accessories



[6] Most respondents rely on website of camera when find information about camera.

- 63.2% of the respondents find in website when search information about camera, only 14.2% of respondents search in banner or poster.

[7] The main factor for choosing digital camera is amount of megapixel.

- 14.8% of respondents choose amount of megapixel as the key consideration when buying camera digital

[8] January – December 2012 is get high score on timing when bought digital camera.

- Most of the respondent bought digital camera on January – December 2012 (25.3%), only 5.7% of respondent bought at July – December 2013.

[9] Most of the respondent bought memory card and camera bag as the accessories for their camera digital.

- 88.6% of the respondent bought memory card and 78.7% bought camera bag for their camera digital.

[10] Camera store is chosen as the favorite place to purchase the accessories.

- 46.3% of the respondents choose bought the accessories in camera store. The others place is electronic store (37.9%).

A. Executive summary – Brand Awareness, ownership, brand switching intention and brand intention in the future



[1] Canon and Sony gets high score for TOM and Unaided

- 53.4% and 21.5% of respondents recall Canon and Sony brands

[2] The gap between ever and current own of Olympus brand is not balance

- 10.6% of respondent ever owned Olympus, but only 3.8% of respondents currently owned Olympus

[3] Samsung is get low score for switching intention.

- 13.3% definitely not change and 13.3% may not change for Samsung brand

[4] Nikon and Canon are the brands intention in the future.

- 36.3% choose Nikon and 31.3% choose Canon as the brand intention in the future.

B. Research information



- ❑ **Research method** : Quantitative research (Online survey)
- ❑ **Data collection** : 06th – 08th January 2014
- ❑ **Sample size** : 367
- ❑ **Research area** : Nationwide (Indonesia)
- ❑ **Target** :
 - Male and female, over 17 years old
 - Monthly household expense below Rp 2,000,000, Rp 2,000,001 – Rp 4,000,000 and over Rp 4,000,000
- ❑ **Criteria** : Have digital camera
- ❑ **Research objectives** :
 - Understand about Indonesian's consumers attitude on camera digital and the accessories
 - Know brand awareness, brand ownership, brand switching and brand intention in the future
- ❑ **Sampling method** : Internet sampling (Nusaresearch panel)



C. Research findings

- 1. Consumer's attitude on camera digital and the accessories**
2. Brand Awareness, ownership, brand switching intention and brand intention in the future

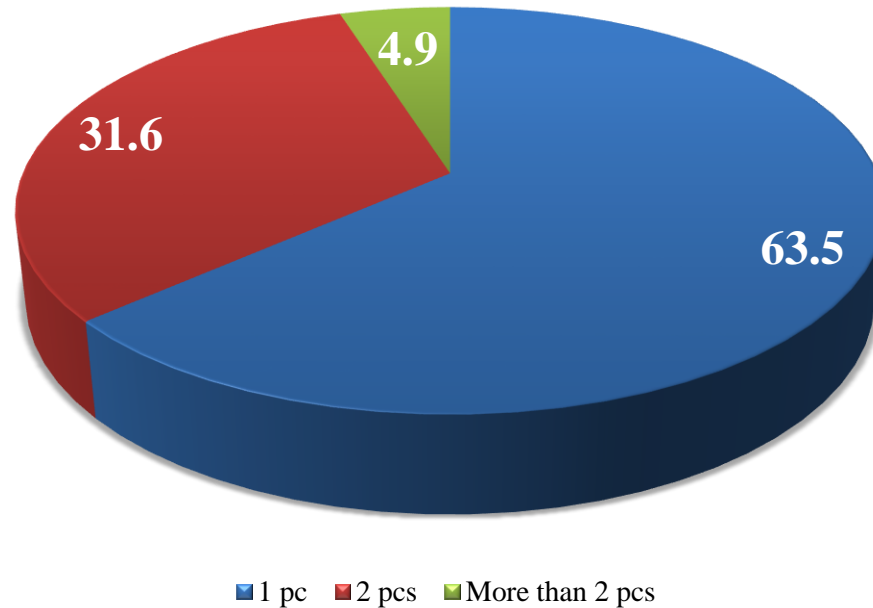
1. Numbers of Digital Camera Owned



Most respondents had one camera digital.

63.5% of the respondents had one camera digital, only 4.9% of the respondents had more than two cameras digital.

[Figure 1] Numbers of Digital Camera Owned



© Q. How many digital cameras do you own? [SA] Based n=367

Unit : %

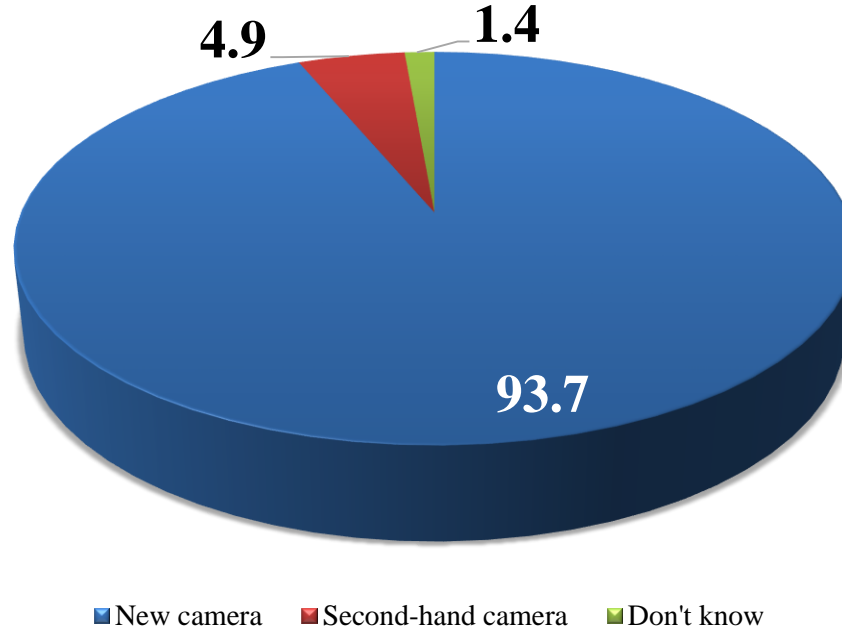
2. Status on Digital Camera



Most of the respondent bought the new digital camera.

93.7% of the respondents bought new digital camera, only 4.9% bought second-hand digital camera.

[Figure 2] Status on Digital Camera



© Q. Please tell us status of the most often used camera when you bought it? Based n=367

Unit : %

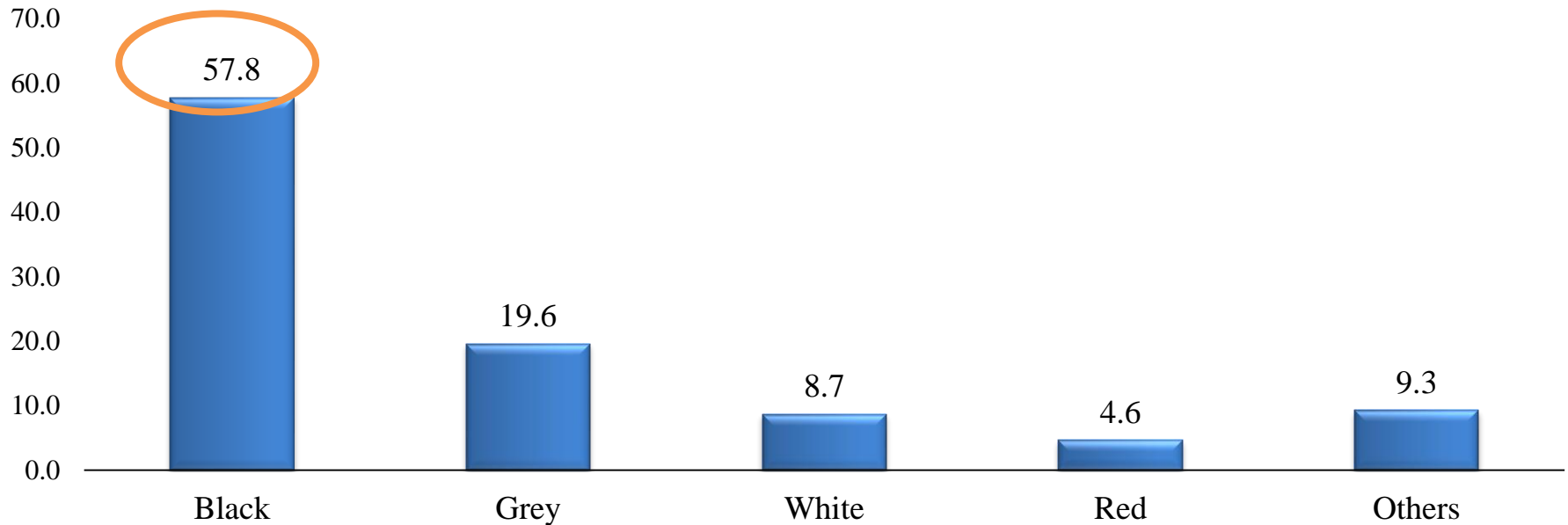
3. Colour of Digital Camera



Black is most favorite color digital camera owned by this respondents.

Most of the respondent owned black color for digital camera, 57.8%, only 4.6% owned red color for digital camera.

[Figure 3] Colour of Digital Camera



© Q. Please tell us colour of the digital camera that most often used? [SA] Based n=367

Unit : %

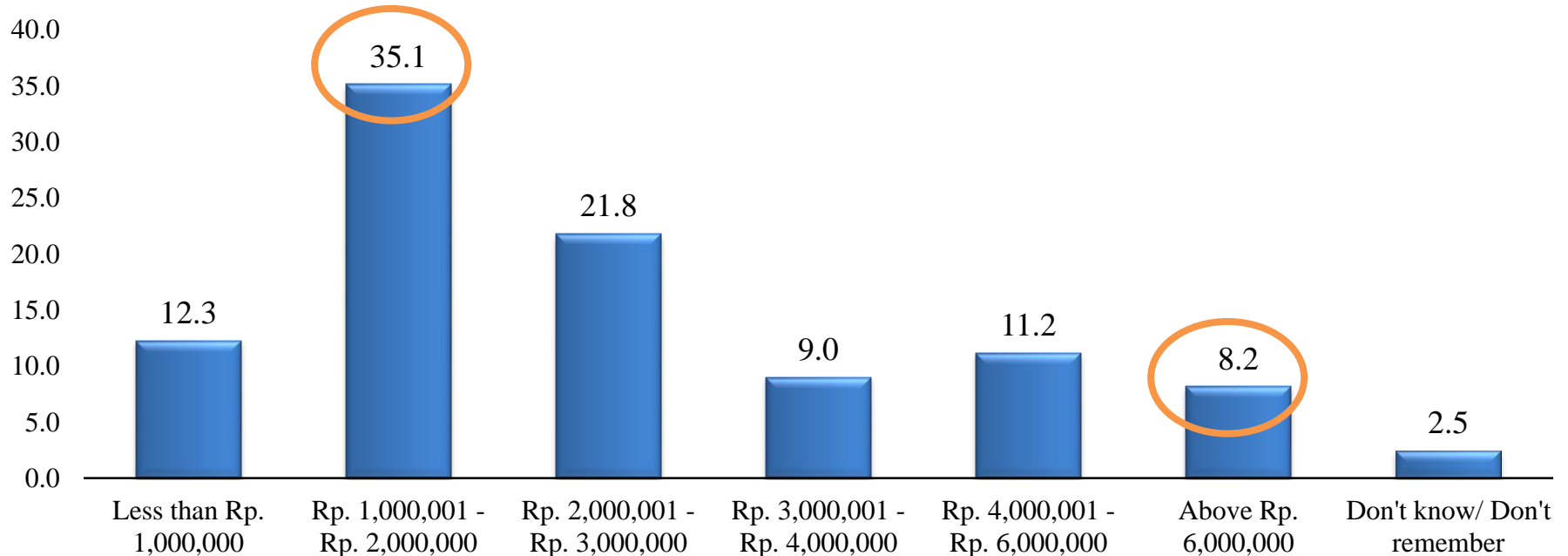
4. Price of Digital Camera



Most respondents bought digital camera around Rp 1.000.001 – Rp 2.000.000.

35.1% of the respondents bought digital camera in Rp 1,000,001 – Rp 2,000,000 only 8.2% of respondents bought in above Rp 6,000,000.

[Figure 4] Price of Digital Camera



© Q. Please tell us colour of the digital camera that most often used? [SA] Based n=367

Unit : %

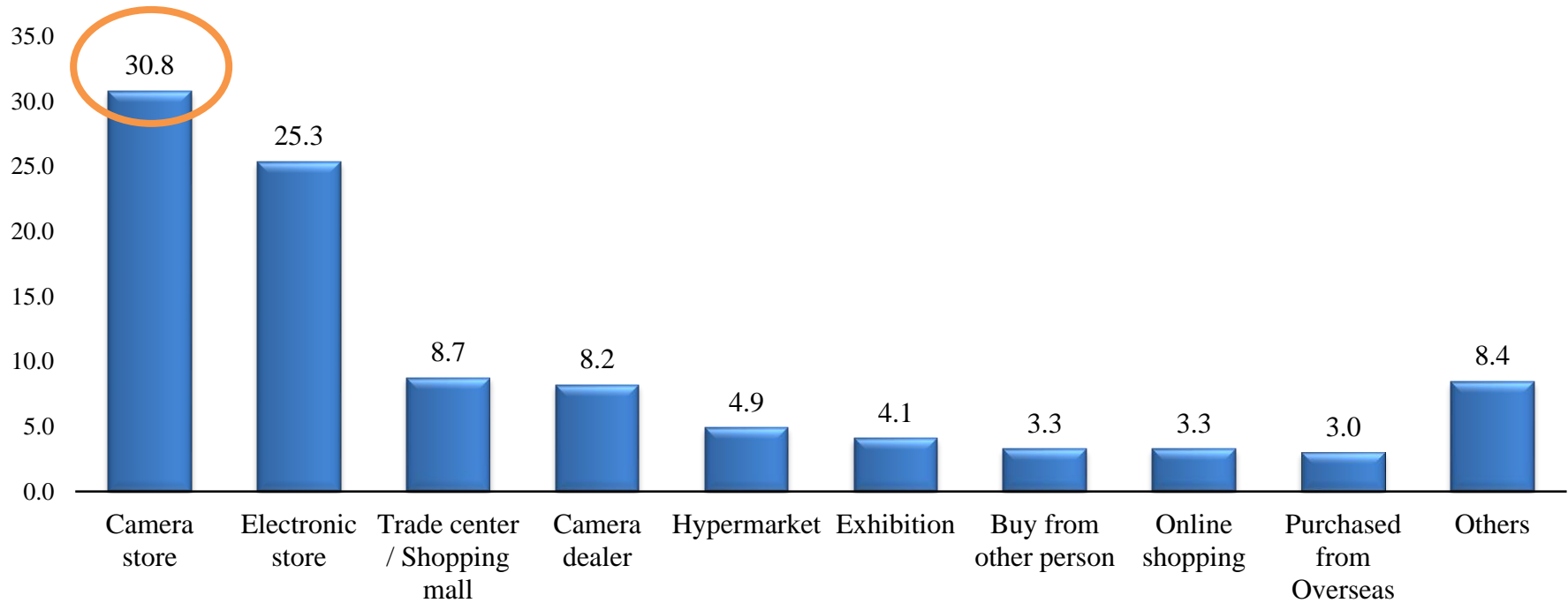
5. Place to Purchase



Most respondents bought digital camera at camera store.

30.8% of the respondents bought digital camera in camera store, only 3.0% of respondents purchased from overseas.

[Figure 5] Place to Purchase



© Q. Please tell us where do you bought the digital camera? [MA] Based n=367

Unit : %

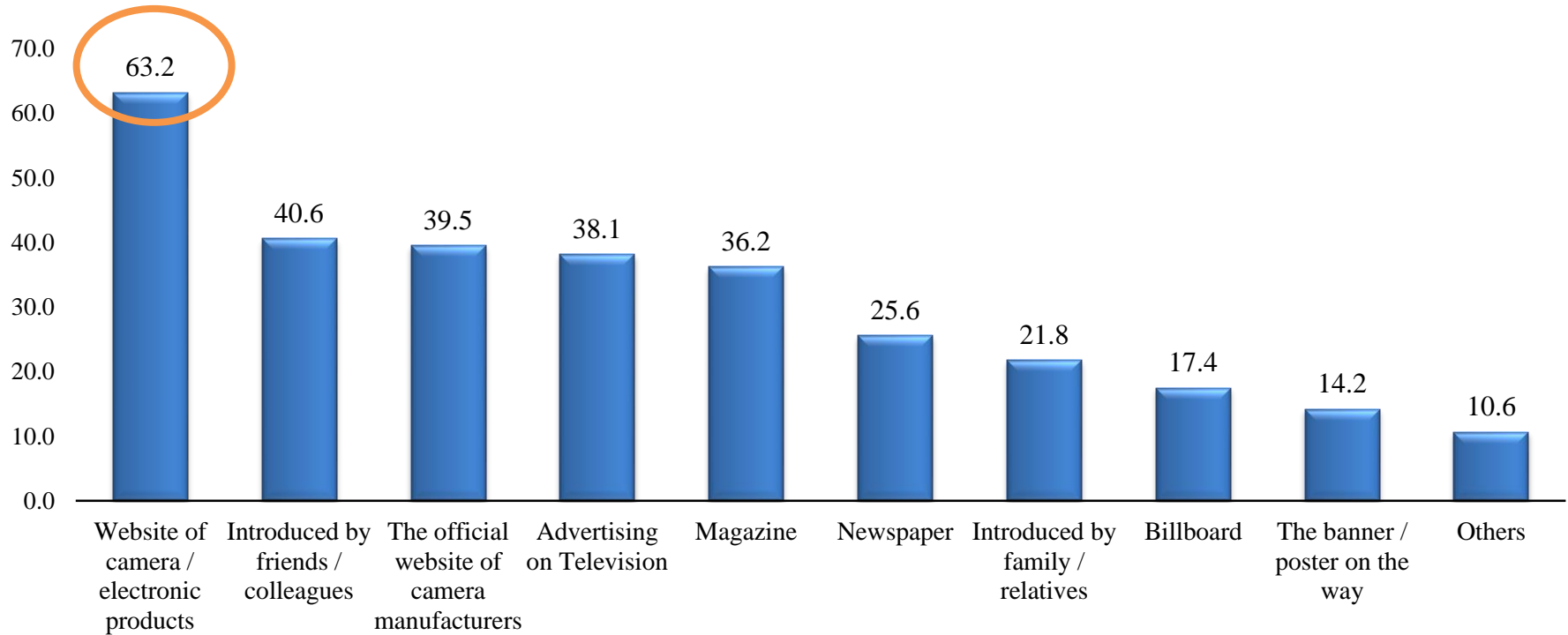
6. Source of Information



Most respondents rely on website of camera when find information about camera.

63.2% of the respondents find in website when search information about camera, only 14.2% of respondents search in banner or poster.

[Figure 6] Source of Information



© Q. Please tell us which of information sources you refer when buying the digital camera? [MA] Based n=367

Unit : %

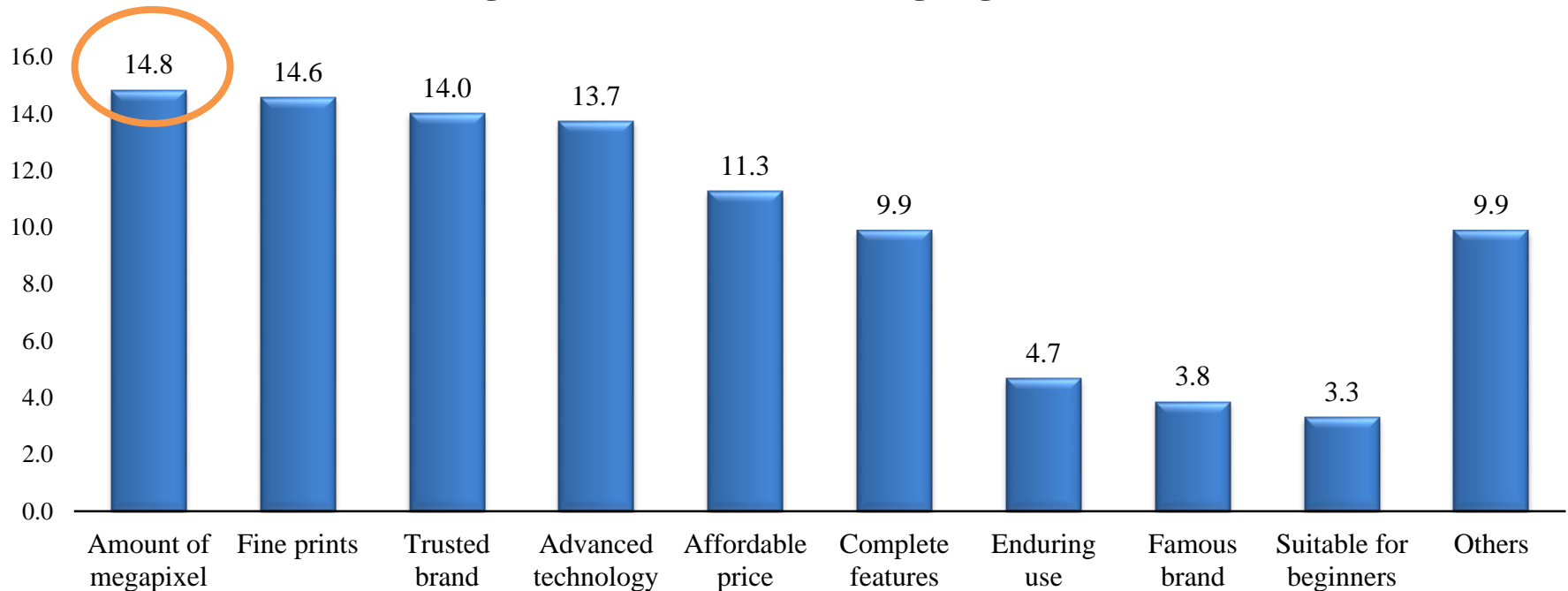
7. Reason for choosing Digital Camera



The main factor for choosing digital camera is amount of megapixel.

14.8% of respondents choose amount of megapixel as the key consideration when buying camera digital

[Figure 7] Reason for choosing Digital Camera



© Q. Please tell us main factor effecting your decision? [SA] Based n=367

Unit : %

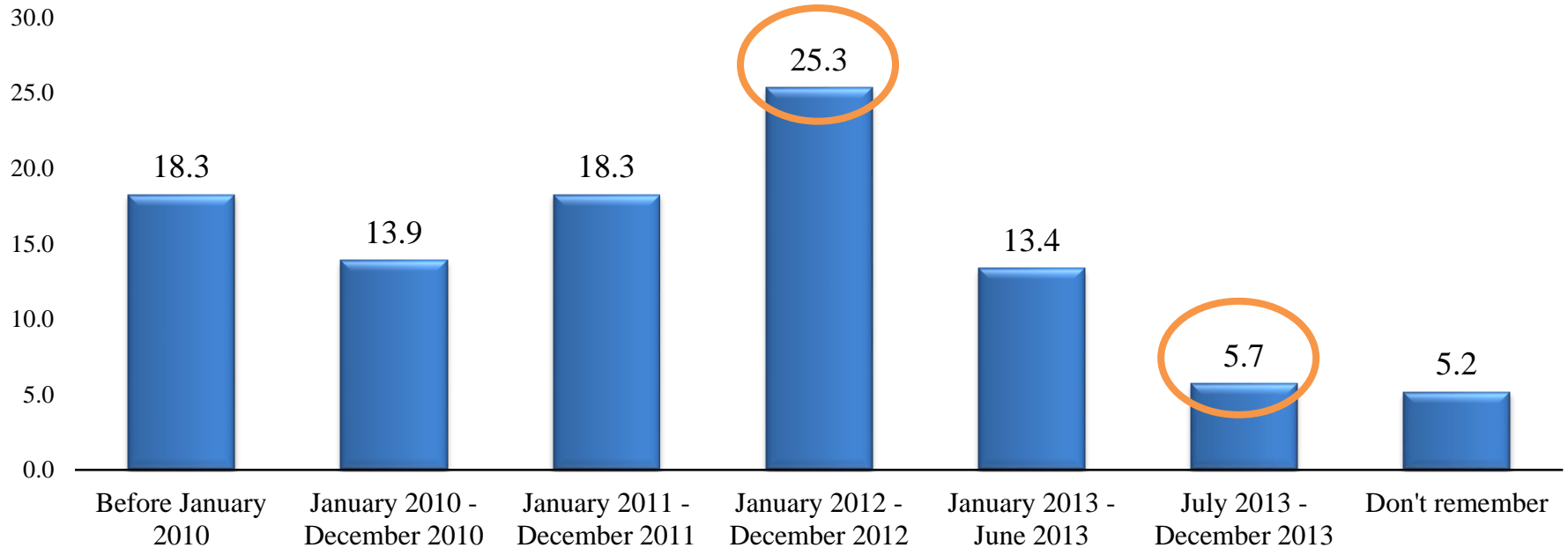
8. Timing Buy Digital Camera



January – December 2012 is get high score on timing when bought digital camera.

Most of the respondent bought digital camera on January – December 2012 (25.3%), only 5.7% of respondent bought at July – December 2013.

[Figure 8] Timing Buy Digital Camera



© Q. Please tell us when you buy the digital camera that most often used? [SA] Based n=367

Unit : %

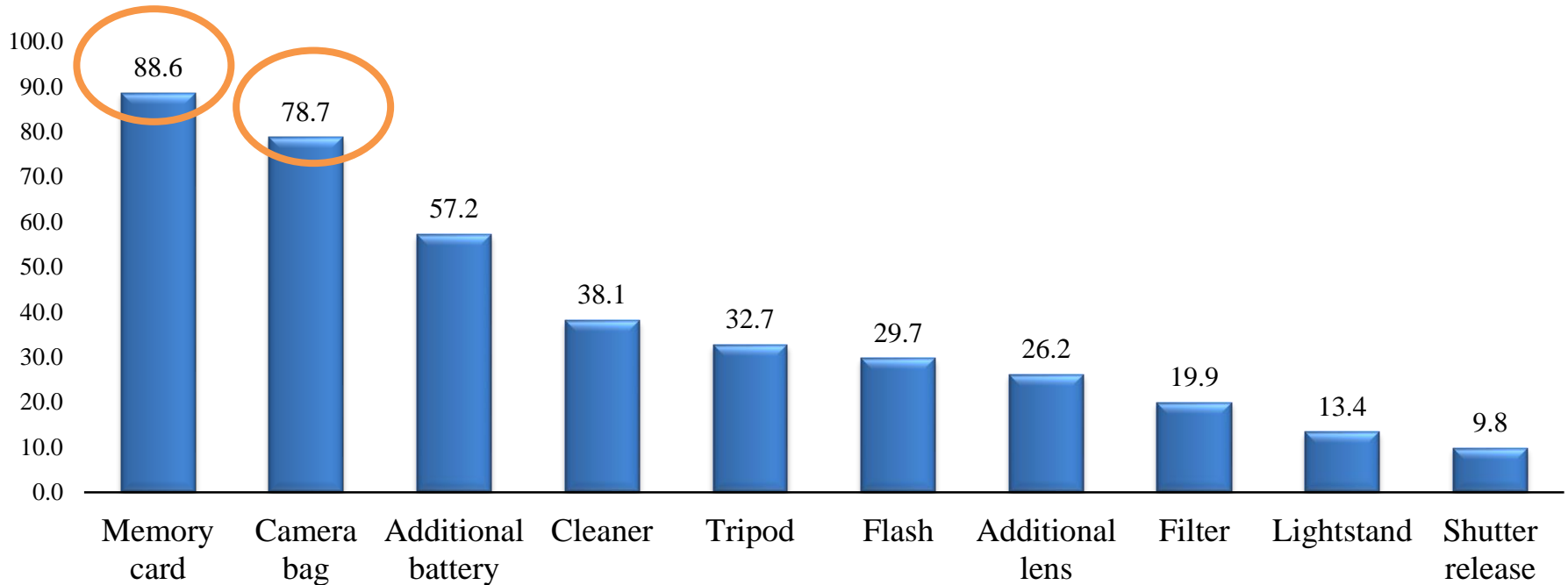
9. Digital Camera Accessories



Most of the respondent bought memory card and camera bag as the accessories for their camera digital.

88.6% of the respondent bought memory card and 78.7% bought camera bag for their camera digital.

[Figure 9] Digital Camera Accessories



© Q. What of the camera accessories do you have? [MA] Based n=367

Unit : %

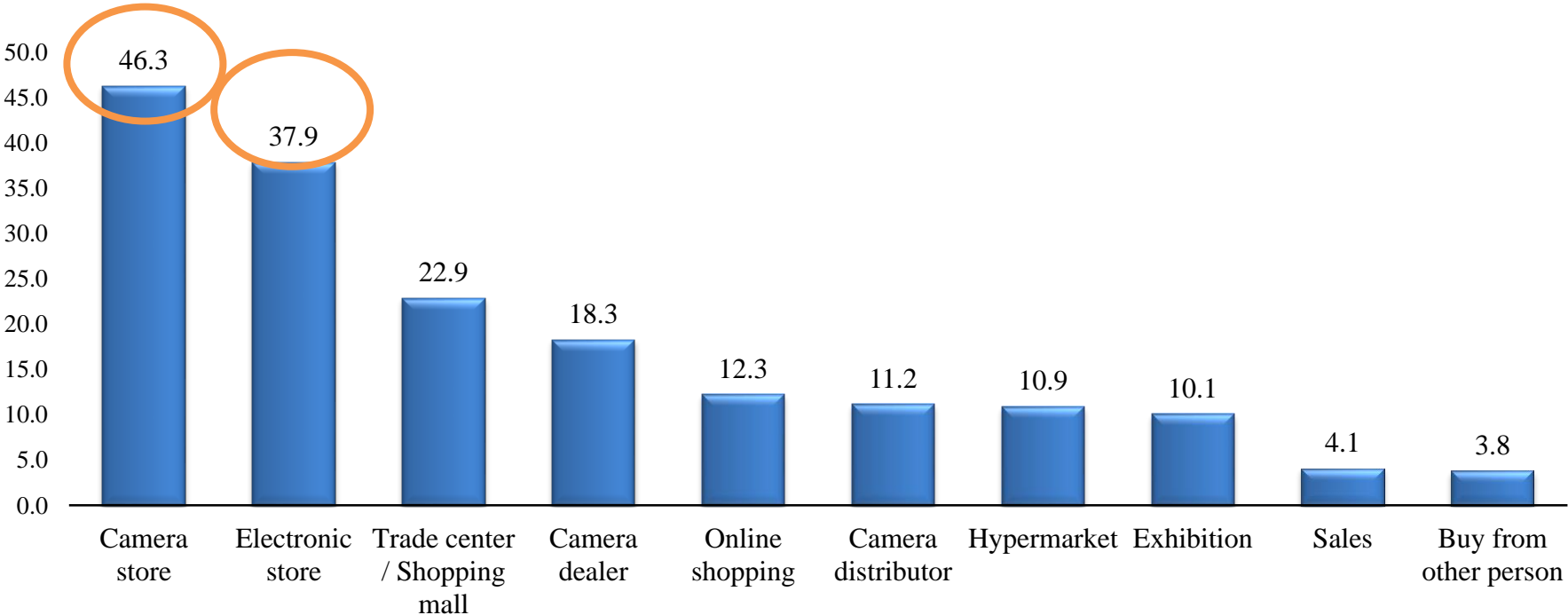
10. Place To Purchase Accessories



Camera store is chosen as the favorite place to purchase the accessories.

46.3% of the respondents choose bought the accessories in camera store. The others place is electronic store (37.9%).

[Figure 10] Place To Purchase Accessories



© Q. Where do you buy that accessories? [MA] Based n=367

Unit : %



C. Research findings

1. Consumer's attitude on camera digital and the accessories
2. Brand Awareness, ownership, brand switching intention and brand intention in the future

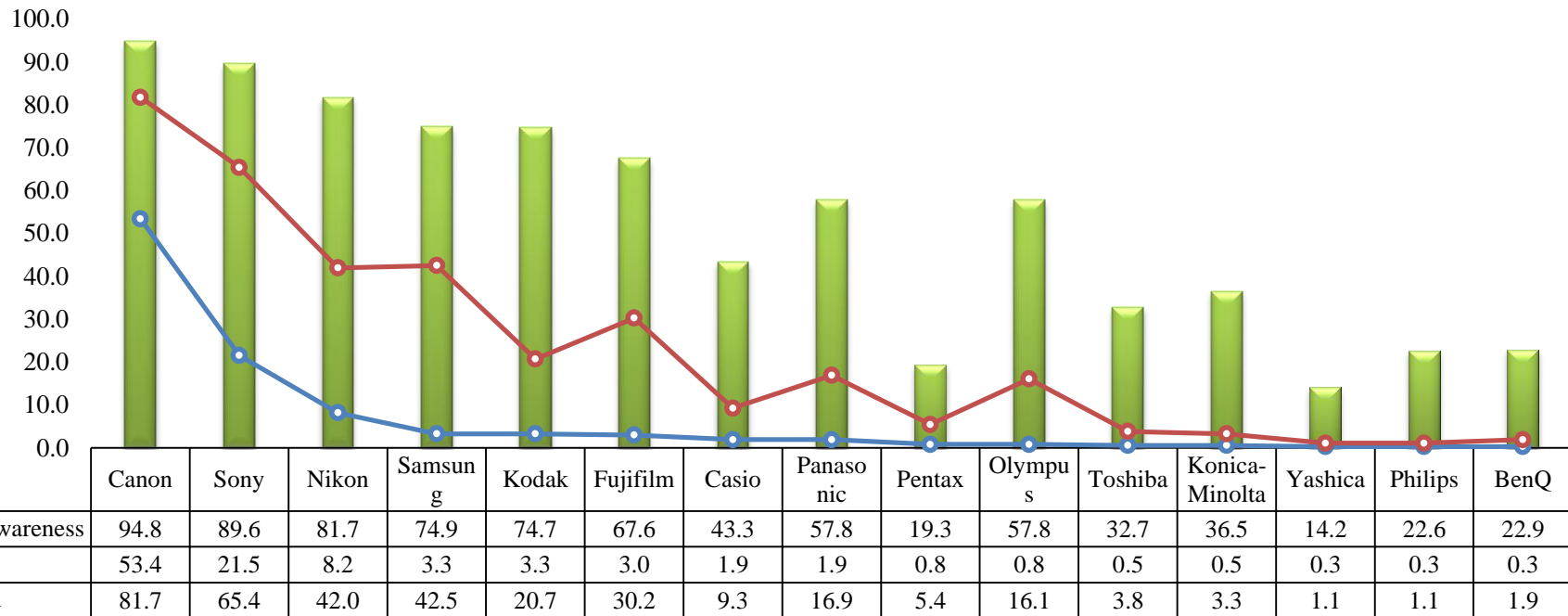
11. Brand Awareness



Canon and Sony gets high score for TOM and Unaided

53.4% and 21.5% of respondents recall Canon and Sony brands

[Figure 11] Brand Awareness



⊙ Q. When mentioning digital camera brands in Indonesia, what brands do you remember? [FA] Based n=367

⊙ Q. Please tell us what digital camera brands you know in the list below? [MA] Based n=367

Unit : %

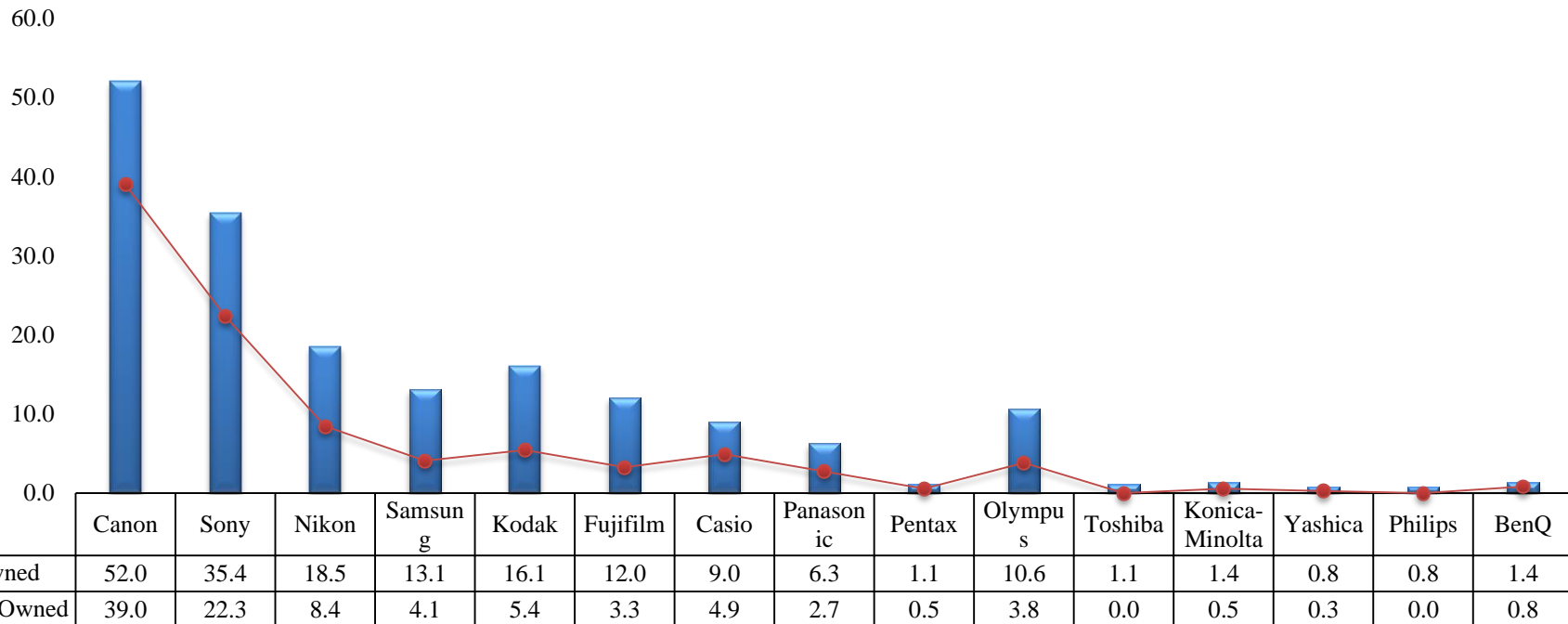
12. Brand Owned (ever owned vs current)



The gap between ever and current own of Sony brand is high

35.4% of respondents ever owned Sony, but only 22.3% of respondents currently owned Sony.

[Figure 12] Brand Owned



⊙ Q. Please tell us which brands of digital camera you have ever bought? [MA] Based n=367

⊙ Q. Please tell us brand of the digital camera that you most often use? [SA] Based n=367

Unit : %

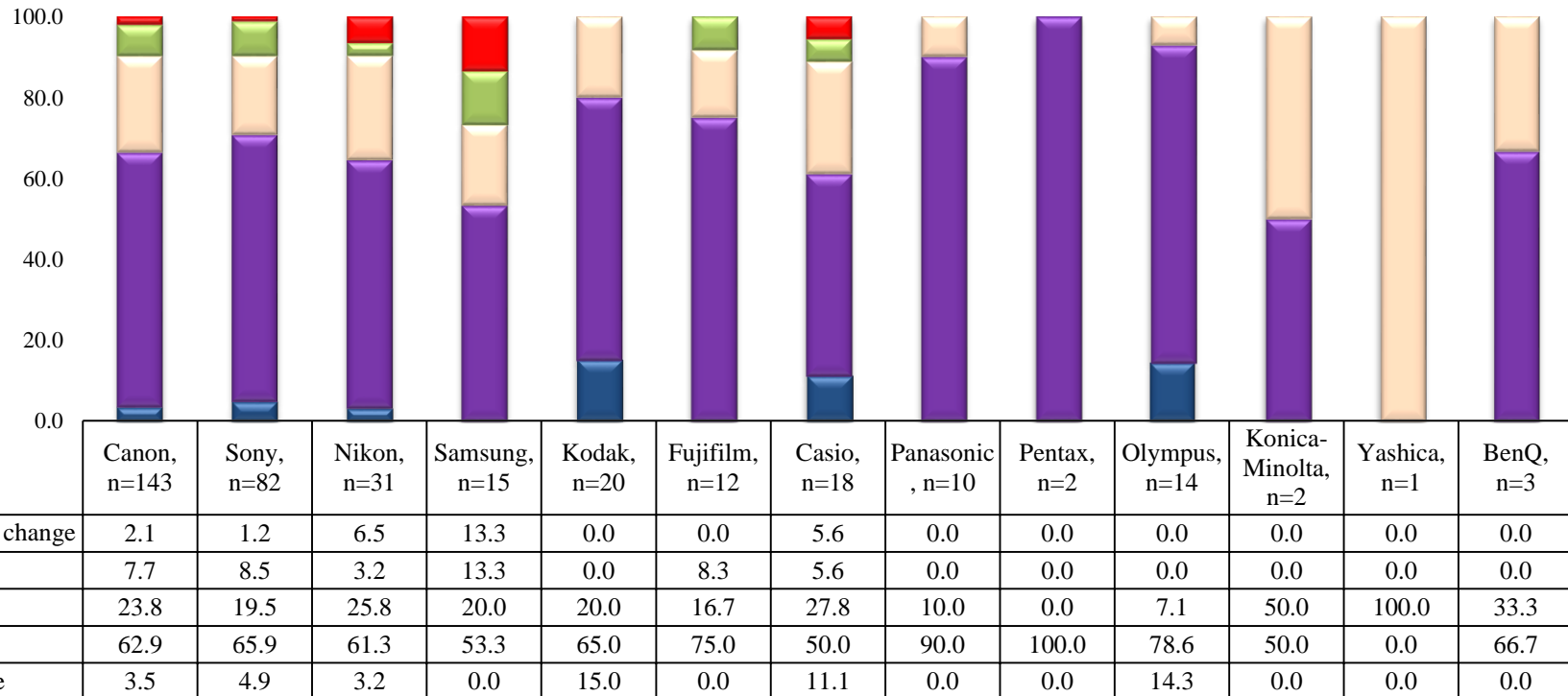
13. Switching Intention

Samsung is get low score for switching intention

13.3% definitely not change and 13.3% may not change for Samsung brand.



[Figure 13] Switching Intention



© Q. Do you intend to change to others brand is different to currently using brands? [SA] Based n=367

Unit : %

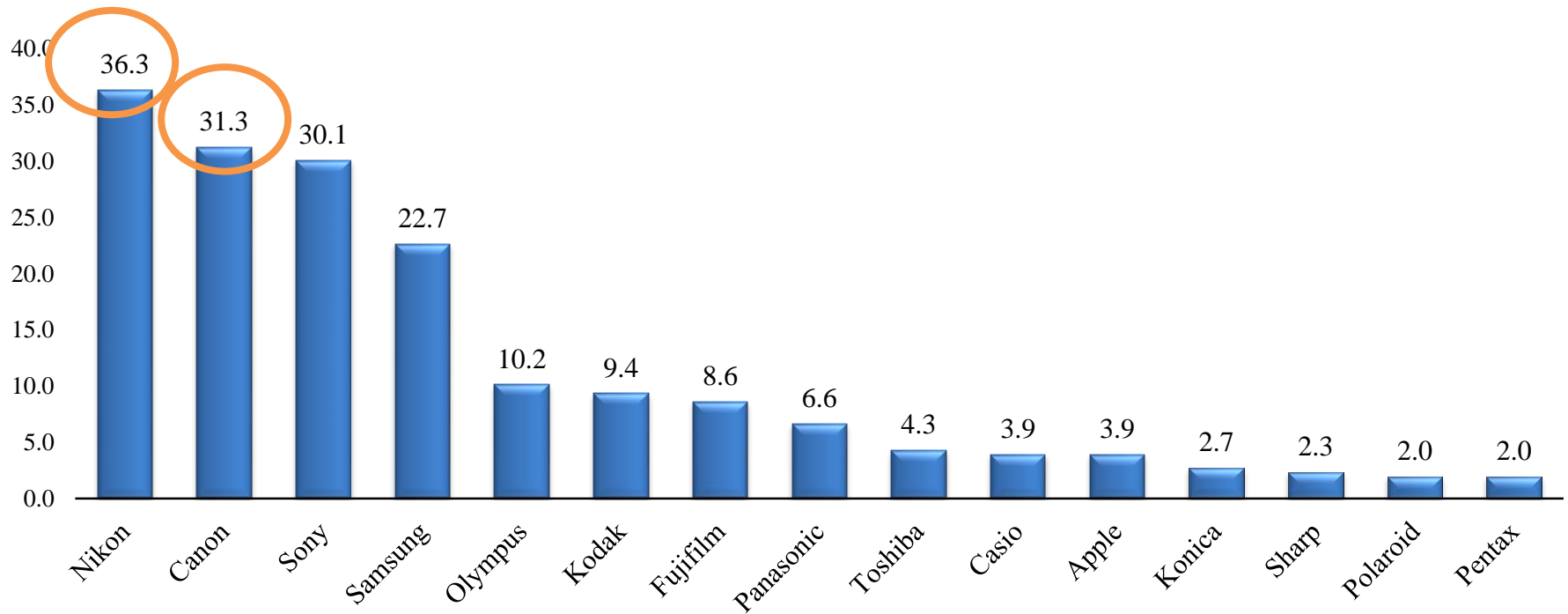
14. Brand Intention in the Future

Nikon and Canon are the brands intention in the future

36.3% choose Nikon and 31.3% choose Canon as the brand intention in the future.



[Figure 14] Brand Intention in the Future



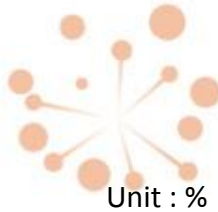
© Q. Please tell us which brands of digital camera you intend to change? [MA] Based n=367

Unit : %

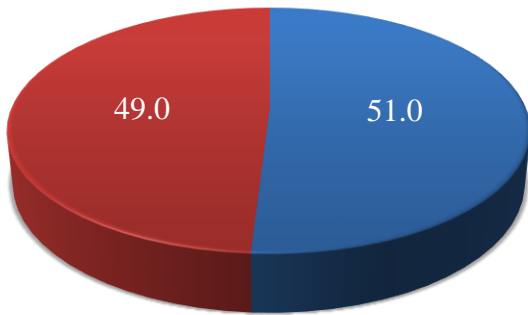


D. Respondent information

D. Respondent Information

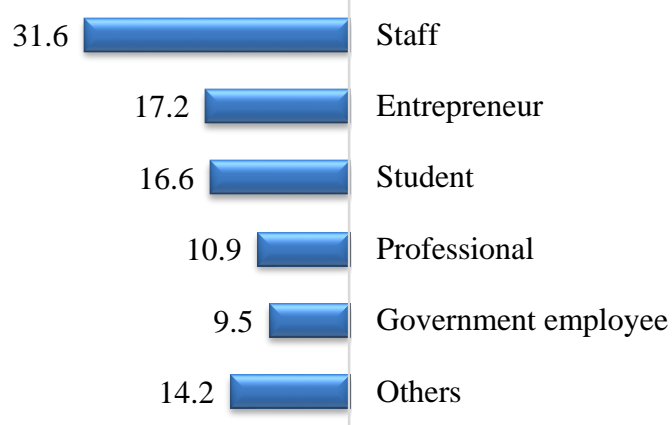


Age



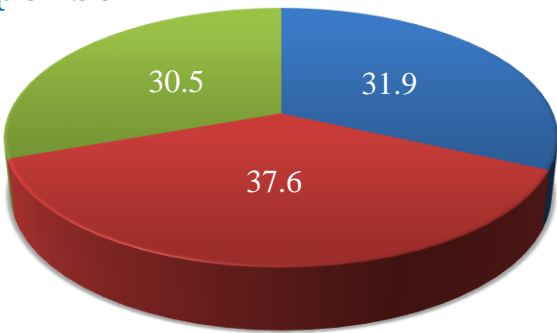
■ < 30 years old ■ >= 30 years old

Occupation



Unit : %

Monthly Household Expense



■ Below Rp. 2,000,000
■ Rp. 2,000,001 - Rp. 4,000,000
■ Above Rp. 4,000,000

Industry



n=367

PT. Nusaresearch is 100% Japanese invested. Our main professions are ‘Online market research’, ‘Web creative’ and ‘Web marketing’. Online research is conducted based on Nusaresearch – our actively managed over 93,000 members panel with various segmentations across Indonesia.

FOR FURTHER INQUIRIES, PLEASE CONTACT:

PT. Nusaresearch

- » Address: 21H, Grand Slipi Tower, Jl. S. Parman Kav. 22 - 24, Slipi, Jakarta Barat 11480, Jakarta, Indonesia
- » Office phone: +62 21 29022227 Fax: +62 21 29022244
- » Email: info@nusaresearch.com
- » Website: <http://nusaresearch.com>



The copyright of this report belongs to PT. Nusaresearch. The results (analyzing, wording, data, tables and graphs) of this survey can be publicly used, but must be cited and sourced from PT. Nusaresearch (also include its website address <http://nusaresearch.com>).