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Examining Factors Impacting Purchase Intention of 3D Cameras of Gen Y Customers in Chengdu, China

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Abstract

Purpose: In marketing studies, purchase intention is a key indicator for the product development, marketization and sales strategy. Therefore, this study aims to examining factors impacting purchase intention of 3D cameras of Generation Y customers in Chengdu, China. **Research design, data and methodology:** This quantitative research selects 500 consumers between the age of 25 and 40 years old who are living in Chengdu, China and have at least one year of experience with top three 3D camera brands. Sampling techniques are judgmental, quota and convenience samplings. Item Objective Congruence (IOC) Index validity test and Cronbach's Alpha reliability test were approved before the data collection. SPSS and SPSS Amos statistical software were implemented for Confirmatory Factor Analysis (CFA), including factor loadings, convergent validity, discriminant validity, composite reliability, AVE and goodness of fit. Structural Equation Model (SEM) was applied to test hypotheses. **Results:** Gen Y customers' purchase intention is significantly impacted by social influence, perceived quality, attitude, satisfaction, and trust. In addition, trust has the strongest significant influence on customer's purchase intention of 3D Cameras. **Conclusions:** The findings contribute to marketers and salespersons to understand motivational factors of 3D cameras' purchase decision of Generation Y customers, leading to the development of marketing and sales strategy for such products.

Keywords: Social Influence, Perceived Quality, Attitude, Satisfaction, Trust, Purchase Intention.

JEL Classification Code: E44, F31, F37, G15

1. Introduction

3D or three dimensions is the spatial dimension generated by length, width, and height. Comparing to 2D, 3D can portray more accurately to the real world and can be exhibited in a more dynamic three-dimensional manner (Takeshita et al., 2017). Through optical technology, 3D technology imitates how the human eye distinguishes the depth information of an item through parallax, creating a

three-dimensional image. 3D technology has been developed for more than a century, from the first stereo glasses to the modern 3D cameras. In recent years, 3D cameras based on 3D technology have been extensively developed due to the ongoing growth of the smart device market. The market of 3D cameras has been expanding rapidly, with applications such as face recognition and holograms to 3D printing. The global 3D camera market share is expected to reach 45% in 2025, and the 3D camera

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sector will generate USD 10 billion. The market for 3D cameras is currently showing extraordinarily strong vitality in the industrial field due to the ongoing expansion of the industrial intelligence. The need for industrial automation is growing as a result of the recent increase in labor costs. 3D cameras are commonly utilized in industrial intelligent production due to their high dependability and precision. The commercial market for 3D cameras in China has been expanding from the industrial to consumers', responding to the development and promotion of the 5G network. Accordingly, the size of the 3D camera market in China solely reach USD 392 million in 2021 (ReportLinker, 2022).

In Chengdu, 3D camera market has lagged behind the nationwide market in terms of growth. In 2021, sales revenue of 3D cameras in China was USD 9.8 billion, which Chengdu acquired USD 0.2 billion of the national market share. Chengdu's market for 3D cameras has a lot of room for expansion and profitability. The market opportunity for 3D camera can be boosted in Chengdu (ReportLinker, 2022). Therefore, 3D camera manufacturers, dealers and salespersons can observe the findings of this study to understand the elements that affect consumers' willingness to purchase 3D cameras for better improvement of products and strategies of marketing and sales.

This research revealed that social influence, perceived quality, attitude, satisfaction, and trust are the primary elements that affect consumers' purchase intention. By examining the connections between these six variables, this study aims to determine significant factors influencing the purchasing intention of 3D cameras of Generation Y consumers in Chengdu, China. This research focuses to fill the gap on examining consumers' psychological perspectives, which has been increasingly gained interest in terms of a digital product market and economic standpoint. As a result, manufacturers, dealers and sales organizations will be able to quickly modify their marketing plans to cater the specific needs of customers and achieve their sales performance and profitability.

2. Literature Review

Literature part provides the clear concept of each variable in related literatures and theories including social influence, perceived quality, attitude, satisfaction, trust and purchase intention.

2.1 Social Influence

Fishbein and Ajzen (2005) argued that social influence can cause individuals to change their intention as a result of the influence of others on their thoughts and behaviors. It refers to a psychosocial phenomenon that occurs when

individuals are subjected to external pressures (White et al., 2007). A conformity and groups' opinion are impactful environment of external pressure (Nuttavuthisit & Thøgersen, 2017). Social influence can change an individual's personality and value because he or she desires to be accepted in the social group (Kanchanapibul et al., 2014). However, Islam et al. (2018) stated that this influence does not always present and it depends on whether or not an individual follows the opinion or behavior of others. Social influence of Gen Y can be their family and friends who give them valid opinions of whether they should or should not buy 3D cameras. Thereby, a hypothesis is set:

H1: Social influence has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

2.2 Perceived Quality

Grönroos (1984) argued that perceived quality usually reflects the gap between the expected and actual experience of a product. In other words, perceived quality can be used as a judgment criterion to determine whether a product meets customer's expected requirements (Zeitham, 1988). Before purchasing a product, customers usually learn about the relevant parameters and performance of the product in advance and judge the quality of product or service in various ways (Tanasapsakul & Vongurai, 2018). When customers believe that product or service quality is close to the parameters, they would have favorable feeling and potentially make a purchase decision (Qin et al., 2010). In this sense, the quality of 3D cameras can be perceived such as features, reliability and durable, which can generate the intention to purchase of Gen Y customers. Accordingly, a hypothesis is obtained:

H2: Perceived quality has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

2.3 Attitude

Reed et al. (2012) showed in a previous study that there is a great correlation between attitude and purchase intention. The researchers concluded that a consumer's attitude toward product directly affects his/her purchase intention. Attitude can be negative or positive, which determines favored or unfavored feeling towards a specific item (Khan & Azam, 2016). Amos et al. (2008) argued that attitude in the vast majority of cases plays a negative or positive drive to consumers' purchase intention. Consumers' attitudes influence the final decision of whether or not a consumer would buy a products or service (Abd Rahman et al., 2015). This study pointed that attitude of Gen Y customers potentially promotes their purchase intention of 3D cameras. Therefore, a hypothesis is proposed:

H3: Attitude has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

2.4 Satisfaction

Customer satisfaction is very important for most organizations because it directly affects their financial and non-financial benefits such as sales revenue, brand image, brand loyalty and etc. When customers are satisfied with a product or service, they gradually prefer to buy or use the brand. Accordingly, satisfaction turns into an emotional investment and increases opportunity of actual buying of brands in the future (Oliver, 1999). According to previous studies, customer satisfaction and purchase intention are related. In other words, when customers are satisfied with a product or service, they tend to make a purchase among other competitors (Jones et al., 2000). Anderson and Srinivasan (2003) stated that satisfaction increases customers' purchase intention (White & Yanamandram, 2004). For this study, the satisfaction of Gen Y customers with previous experience greatly affects their purchase intention of 3D cameras. Hence, H4 is indicated:

H4: Satisfaction has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

2.5 Trust

Morgan and Hunt (1994) stated that trust is originated from a psychological implication, and overall expectation of individuals that the words, promises, and statements of others are reliable. Zheng et al. (2017) indicated that trust is a decision making or reaction to someone or something. The concept of trust is an abstract and structural complexity, which can be studied in various fields such as sociology, psychology, marketing, economics, and management. Trust in brands, products or services can lead to transactions or exchanges (Lee & Turban, 2001). Morgan and Hunt (1994) argued that interpersonal trust can be described as personal values, attitudes, moods and emotions, which relate to the set of psychological activities towards a person or an object (Rahimnia & Hassanzadeh, 2013). In this study, when Gen Y customers trust that 3D cameras could offer functions and benefits as they expect, they would have intention to buy it. Thus, a hypothesis is proposed:

H5: Trust has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

2.6 Purchase Intention

Purchase intention is a tendency of consumers to purchase a good or service, which indicates a signal that consumers express before the actual purchase (Crosno et al., 2009). Generally, purchase intention reflects consumers' degree of demand for a good or service (Omar et al., 2012; Tweephoncharoen & Vongurai, 2020). For businesses, consumers' purchase intention is an important indicator that

can predict marketing performance, sales revenue and profitability (Diallo, 2012). In this study, purchase intention of 3D cameras of Gen Y customers can be measured by product features, brand preference, satisfaction, and aftersales service.

3. Conceptual Framework

The conceptual framework of this study is constructed based on six variables which are social influence, perceived quality, attitude, satisfaction, trust, and purchase intention. The research model is adapted from five previous literatures. Firstly, Dewi et al. (2020) investigated the effect of social influence on purchase intention. Secondly, Saleem et al. (2015) examined the effect of perceived quality and satisfaction on purchase intention. Thirdly, Jung and Seock (2016) confirmed the significant impact of attitude on purchase intention. Next, Chetioui et al. (2020) supported the relationship between trust and purchase intention. Lastly, Soh et al. (2017) determined the significant relationship between social influence, perceived quality and purchase intention among Gen Y group. The conceptual framework of this study is shown in Figure 1.

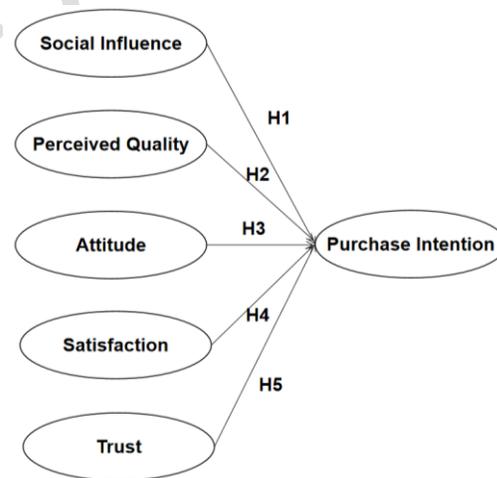


Figure 1: Conceptual Framework

H1: Social influence has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

H2: Perceived quality has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

H3: Attitude has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

H4: Satisfaction has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

H5: Trust has a significant impact on purchase intention of 3D cameras of Generation Y consumers.

4. Research Methods and Materials

4.1 Research Methodology

This quantitative study employed questionnaire distribution for the data collection. Due to COVID-19, an online questionnaire was used to collect data from Chinese between 25-40 years old, who are living in Chengdu and have at least one year experience with top three 3D camera brands. Before the data collection, Item Objective Congruence (IOC) Index was implemented by three experts, resulting all research instruments to be reserved at the score equal or above 0.67. Afterward, pilot testing was carried out for the small-scale survey distribution to 30 participants. The data were analyzed by Cronbach's Alpha reliability test, resulting all items were reserved at the score equal or above 0.7 (Nunnally & Bernstein, 1994). After the data collection, the data were analyzed by using SPSS and SPSS AMOS statistical tools. Confirmatory Factor Analysis (CFA) was applied with the estimations of factor loadings, convergent validity, discriminant validity, composite reliability, AVE and goodness of fit. Finally, structural Equation Model (SEM) was used to test hypotheses.

4.2 Population and Sample Size

The target population of this study is Generation Y customers (between 25-40 years old), who are living in Chengdu and have at least one year experience with top three 3D camera brands. Soper (2022) suggested that minimum sample size of structural equation model should be at least 425. Accordingly, the sample size was keen to 500 participants to ensure the proper size for the data analysis and results.

4.3 Sampling Techniques

Sampling techniques are judgmental, quota and convenience samplings. Firstly, judgmental sampling was used to select Generation Y customers (between 25-40 years old), who are living in Chengdu and have at least one year experience with top three 3D camera brands. Secondly, quota sampling incurs the calculation of sample size in three subgroups of three most popular 3D camera brands in 2021, including Insta360, QooCam, and Theta. The population was derived from sales report which are 53,390, 31,260, and 16,780 respectively, totaling 101,430 items sold as of Table 1. The final step was convenience sampling which online questionnaires were distributed to 500 target participants via "Wen Juan Xing" website and other social medias. After five months from October 2021 to February 2022, the data collection was completed for the data analysis process.

Table 1: Sample Units and Sample Size

Brand	Population Size Total=101,430	Proportional Sample Size Total=500
Insta 360	53,390	263
QooCam	31,260	154
Theta	16,780	83

Source: Created by the author.

5. Results and Discussion

5.1 Demographic Information

As shown in Table 2, the study involves 500 respondents, of whom 404 were male respondents, accounting for 80.75%, and 96 were female, accounting for 19.25%. In terms of age, the largest proportion of respondents are between 31-35 years old (75.27%), followed by 25-30 years old (13.84%), and 36-40 years old (10.89%). For educational background, 2.77% is a high school, 75.36% is Bachelor's degree, 16.23% is Masters or Ph.D., and 5.64% is others. Level of income per month shows that 8.21% of respondents earned \$500-999, 85.11% earned \$1,000-1,999, and 6.68% earned \$2,000 or more.

Table 2: Demographic Profile

Demographic and Behavior Data (N=500)		Frequency	Percentage
Gender	Male	404	80.75%
	Female	96	19.25%
Age	25-30 years old	69	13.84%
	31-35 years old	376	75.27%
	36-40 years old	55	10.89%
Education	High school	14	2.77%
	Bachelor's degree	377	75.36%
	Master/Ph.D.	81	16.23%
	Others	28	5.64%
Occupation	Private employee	329	65.78%
	Student	23	4.63%
	Entrepreneur	142	28.32%
	Others	6	1.27%
Income/Month	\$500-999	41	8.21%
	\$1,000-1,999	426	85.11%
	>\$2,000	33	6.68%

Source: Created by the author.

5.2 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) was conducted to verify whether each variable was significant or not. The study also tested the reliability and validity of the variables to verify the hypothesized model (Chin et al., 2008). The statistical data can be demonstrated when the factor loading is greater than 0.50 and the p-value is less than 0.05. The results of CFA were validated by Cronbach's alpha at equal

or greater than 0.7 to confirm constructs' reliability, composite reliability at equal or greater than 0.7, and average variance extracted (AVE) greater than 0.5 (Fornell & Larcker, 1981). From Table 3, it can be concluded that all estimates are significant. In Table 4, CMIN/DF, GFI, AGFI,

CFI, TLI, NFI, and RMSEA of this study meet the requirements. Therefore, the measurement model of this study reflected acceptable fit and ensure convergent validity and discriminant validity of the model.

Table 3: Confirmatory Factor Analysis Result, Composite Reliability (CR) and Average Variance Extracted (AVE)

Variable	Source of Questionnaire (Measurement Indicator)	No. of Items	Cronbach's Alpha	Factors Loading	CR	AVE
Social Influence (SI)	Dewi et al. (2020)	3	0.852	0.794-0.842	0.853	0.660
Perceived Quality (PQ)	Mainardes et al. (2019)	6	0.878	0.689-0.882	0.881	0.554
Attitude (A)	Charton-Vachet et al. (2020)	4	0.865	0.739-0.862	0.867	0.620
Satisfaction (S)	Charton-Vachet et al. (2020)	6	0.913	0.757-0.870	0.915	0.642
Trust (T)	Saleem et al. (2015)	5	0.891	0.756-0.864	0.893	0.625
Purchase Intention (PI)	Chetoui et al. (2020)	4	0.883	0.767-0.895	0.886	0.661

Source: Created by the author.

Table 4: Goodness of Fit for Measurement Model

Index	Acceptable Values	Statistical Values
CMIN/DF	≤ 3.00 (Hair et al., 2006)	1.791
GFI	≥ 0.85 (Hair et al., 2006)	0.917
AGFI	≥ 0.80 (Filippini et al., 1998)	0.900
CFI	≥ 0.90 (Hair et al., 2006)	0.972
TLI	≥ 0.90 (Hair et al., 2006)	0.968
NFI	≥ 0.90 (Arbuckle, 1995)	0.940
RMSEA	≤ 3.00 (Hair et al., 2006)	0.040

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, CFI = comparative fit index, TLI = Tucker Lewis index, NFI = normalized fit index, and RMSEA = root mean square error of approximation

Source: Created by the author.

As of Table 5, the square root of AVE for each variable is greater than 0.7. The results show that the square root of the AVE of each variable is greater than the correlation coefficient between those variable and other variables, which confirms discriminant validity of the model.

Table 5: Discriminant Validity

Variable	SI	PQ	A	S	T	PI
SI	0.812					
PQ	0.639	0.744				
A	0.585	0.682	0.787			
S	0.631	0.712	0.687	0.801		
T	0.564	0.650	0.652	0.679	0.791	
PI	0.585	0.633	0.574	0.610	0.611	0.813

5.4 Structural Equation Model (SEM)

Structural Equation Model (SEM) was applied to measure the structural pathway of each relationship and proposed hypotheses. According to Table 6, the structural model fit was assessed by the goodness of fit. CMIN/DF, GFI, AGFI, CFI, TLI, NFI, and RMSEA of this study satisfies the acceptable fit criteria.

Table 6: Goodness of Fit for Structural Model

Index	Acceptable Values	Statistical Values
CMIN/DF	≤ 3.00 (Hair et al., 2006)	1.795
GFI	≥ 0.85 (Hair et al., 2006)	0.918
AGFI	≥ 0.80 (Filippini et al., 1998)	0.900
CFI	≥ 0.90 (Hair et al., 2006)	0.972
TLI	≥ 0.90 (Hair et al., 2006)	0.968
NFI	≥ 0.90 (Arbuckle, 1995)	0.940
RMSEA	≤ 3.00 (Hair et al., 2006)	0.040

Remark: CMIN/DF = The ratio of the chi-square value to degree of freedom, GFI = goodness-of-fit index, AGFI = adjusted goodness-of-fit index, CFI = comparative fit index, TLI = Tucker Lewis index, NFI = normalized fit index, and RMSEA = root mean square error of approximation

Source: Created by the author.

5.5 Research Hypothesis Testing Result

Table 7 shows that social influence, perceived quality, and trust have a significant effect on purchase intention at p-value < 0.001. Furthermore, attitude and satisfaction have a significant effect on purchase intention at p-value < 0.05. The regression coefficients of the above variables are all positive and can be refined per followings:

H1 proves that social influence has a significant impact on customers' purchase intention, representing the standard

coefficient value of 0.192. Social influence enhances Gen Y customers of purchase intention of 3D cameras. Friedman and Friedman (1979) showed that consumers tend to buy products when they are convinced or recommended by their social network which could be they close contact such as friends, family and other buyers.

In **H2**, it demonstrates that perceived quality has a significant impact on customers' purchase intention with the standard coefficient value of 0.225 in the structural pathway. When Gen Y consumers perceive the quality of a 3D cameras, their purchase intention will be expressed such as searching for shops, prices and online product review (Zeithaml, 1988).

H3 postulates the significant impact of attitude on customer's purchase intention, representing to the standard coefficient value of 0.178. This result suggests that a customer's positive attitude with a 3D camera can predict his or her willingness to purchase the product (Pizzotti et al., 2017).

H4 confirms the significant impact of satisfaction on purchase intention of 3D cameras of Generation Y consumers, with to the standard coefficient value of 0.125. Bhattacharjee (2001) confirmed that satisfaction is a main determinant of consumers' purchase intention. The more satisfied consumers are with their experience and evaluation of the product, the stronger their intention to continue using the product.

For **H5**, the relationship between trust and purchase intention shows the strongest support at the standard coefficient value of 0.221. Schoorman et al. (2007) agree that trust is the key predictor of consumers' purchase intention of products and brands. In addition, Lewis and Weigert (1985) argued that trust is a multidimensional concept that encompasses cognitive, affective, and behavioral dimensions.

Table 7: Hypothesis Results of the Structural Equation Modeling

Hypothesis	(β)	S.E.	t-value	Result
H1: SI→PI	0.192	0.072	4.355***	Supported
H2: PQ→PI	0.225	0.097	4.382***	Supported
H3: A→PI	0.178	0.091	2.593*	Supported
H4: S→PI	0.125	0.090	2.394*	Supported
H5: T→PI	0.221	0.098	4.698***	Supported

Note: *** $p < 0.001$, * $p < 0.05$

Source: Created by the author.

6. Conclusions and Recommendation

6.1 Conclusion

The study's objectives have been met to examining factors impacting purchase intention of 3D cameras of Generation Y customers in Chengdu, China. A conceptual framework was developed with performance of variables that have significant

impact on behavioral intention. The appropriate target group of 500 Gen Y customers were involved to produce the results. The findings showed that purchase intention is significantly impacted by social influence, perceived quality, attitude, satisfaction, and trust. In addition, trust has the strongest significant influence on customer's purchase intention of 3D Cameras.

After the evaluation of CFA and SEM, the key findings can be led to both theories and practical implications. Firstly, it was evidenced from the statistical results that Gen Y customers' purchase intention of 3D cameras can be generated from their social connections such as friends, family and other buyers. In the digital world, most potential buyers search for product knowledge and review from Internet before making their purchase decision. Doney and Cannon (1997) stated that the influence of social network may boost consumers' readiness to make a decision to buy or use a product after receiving recommendations from significant persons in their social environment (Charton-Vachet et al., 2020). Secondly, perceived quality shows to have an influence on Gen Y customers' purchase intention of 3D cameras. A 3D camera is considered as a gadget which most customers acquire technology adoption and expect the product quality to be easy to use, reliable and durable. Lapierre (2000) noted that consumers' purchase intention increases when they believe a product's quality is guaranteed. Therefore, buyers tend to purchase high quality products.

Thirdly, the evidence shows that attitude significantly impacts Gen Y customers' purchase intention of 3D cameras, which mean customers' positive or negative attitude greatly impacts their intention to buy a product. Customers' attitude towards a product can come from various sources such as previous experience, influencers, advertisements, corporate communications etc. Consumers' views about a product or service can increase the propensity to buy or not to buy (Khan & Azam, 2016). Next, earlier studies were aligned that customer satisfaction significantly impacts consumers' inclinations to make purchases, which helps firms to develop long-term connections with their clients. According to Shim et al. (2015), satisfaction produces acceptance of goods, brands, and services. According to Novak et al. (2000), the improvement for customers' satisfaction on product or service is more valuable than simply sell what they want to sell and can generate long-term growth and profitability.

Lastly, the relationship between trust and purchase intention is the strongest support, and is consistent with the many studies (Kumar et al., 2017). Prior studies pointed that trust can affect people's choices of products and services. Trust can be in companies, brands, product quality or professionalism of salesperson. In conclusion, social influence, perceived quality, attitude, satisfaction, and trust were proven to be main driving forces behind Gen Y consumer decisions to buy 3D cameras in Chengdu, China.

6.2 Recommendation

The findings clearly approved a solid theoretical foundation that social influence, perceived quality, attitude, satisfaction, and trust are main drivers of purchase intention of 3D cameras among GenY consumers in Chengdu. Through the study, it was discovered that consumers will have a purchase intention of a product with various motivational factors. Regarding of social influence on purchase intention, when a public acclaim or reviews that products are reliable, durable and affordable, it has a bigger effect on customers' mind. A firm can further increase customers' purchasing intention by using powerful opinion leaders or influencers via social media such as YouTube, Twitter or Tiktok (Man et al., 2009).

Product quality is a very essential to pursue customers' purchase intention which can generate long-term brand reputation, profitability and market competitiveness. Product development team needs to push hard in building a product to serve and satisfy needs of customers. A firm needs to carefully build and maintain product quality since manufacturing to customers' hands. Product return and after sales service should be placed in order to ensure customers' confidence of a product quality as well as their highest satisfaction. Following the purchase of a certain product, buyers' perceptions of the brand's quality is compared with competitors or other substitutes. Therefore, marketers should boost incentives, campaigns and referral programs to keep existing customers as well as attract prospective ones (Gale, 1994).

Attitude of customers can gear toward the successful purchase. Marketers should create messages on value propositions and product differentiations, determining positive attitude towards the brand. In the light of this, social mentioning should be monitored to make sure negative word-of-mouth is well handled, and positive word-of-mouth to be endorsed. The company should create several promotional campaigns based on the various consumer categories to raise the likelihood that consumers will make a purchase (Glynn Mangold & Faulds, 1993). For instance, Sam's Member Store, a high-end membership store owned by Wal-Mart and ranked among the top global fortune 500, hosted numerous food sample events daily and hired chefs to prepare the store's products in front of customers.

Additionally, customers' feedback and opinion are key indicators to determine customer satisfaction. Customers mostly express their thoughts about products on social media which tremendously affects other potential buyers. Customer satisfaction is embedded in most companies' mission and core value due to it can dictate the both financial and non-financial performance of businesses. Customer survey should be placed time to time in store and social media because it helps a company to monitoring on what good or bad about the product or service in order to quickly

solve the problems before it harms their brand reputation in long-term. Customer service support is also recommended for the handling complaints and finding solutions for customers to gain their highest satisfaction.

According to Pavlou (2003), building trust between businesses and customers can increase customers' desire to make purchase. Trust is a necessary and significant key for the business operation in modern economy. In order to increase consumers' trust, it is advised to increase brand recognition through media exposure and enhance the shopping experience. In conclusion, the findings contribute to marketers and salespersons to understand motivational factors of 3D cameras' purchase decision of Gen Y customers, leading to a marketing and sales strategy for such products and other substitute gadgets.

6.3 Limitation and Further Study

The research findings have been produced with limitations of sample size, research model and methodology. The sample for this study was selected only the group of Gen Y consumers in Chengdu. Although this is the primary 3D cameras' purchasers in Chengdu, the results have not yet covered other age group. Accordingly, the sample could be increased in terms of sizing and other geographical area. The research model was also scoped to several factors to determining customer's purchase intention which has not reflected the traits, habits or other potential factors (i.e., perceived price, personal innovativeness etc.). Lastly, the quantitative study should be extended or compared with the qualitative methodology to improve clearer interpretation and to have more insightful of findings and recommendations.

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