

A Study on the Factors Influencing the Willingness of College Students to Choose Photography Equipment Brands in Sichuan Province under the Prevalence of the “Competition Wind”

Linhao Zhang^{1,2}, Rapassa ROUNG-ONNAM¹

1. North Bangkok University, Bangkok 10220, Thailand.

2. Sichuan University of Media and Communications, Chengdu 611745, China.

Abstract: At present, commercial photography is closely related to the development of various social fields. The demand for commercial photography in many industries is also increasing. There is a great prospect and space for the college students majoring in media to develop. At the same time, more and more college students fall in love with photography, and more and more college students like to express their feelings with photos. However, it is obviously very difficult for mobile phones to take high-quality photos. For the college students who pursue the dream of photography, they pay more attention to the brand purchase of photographic equipment.

Keywords: “The Wind of Competition”; Photographic Equipment; Willingness to Choose

1. Introduction

With the continuous development of digital information technology and the continuous iteration of the network, the form of information dissemination has gradually developed from text to rich media, including pictures, audio and video, live broadcast, streaming media, etc. Great changes have taken place in people’s way of life. The era of visual merchandising has arrived. Therefore, commercial photography, as an intuitive and true form of visual expression, has gradually become one of the most effective media for audiences to obtain information.

2. Theoretical basis

2.1 Theoretical Significance and Value

On the basis of domestic and foreign classic literature, this study, from the perspective of consumer psychology and brand theory, analyzes the impact mechanism of media college students’ willingness to choose brand photography equipment, and constructs an impact mechanism model that can fully reveal the media college students’ willingness to choose brand photography equipment, which is helpful to enrich the relevant literature of consumer psychology and brand theory, and enrich and enrich the existing consumer psychology and brand theory.

2.2 Practical significance and value

This study identified the impact mechanism on the media college students’ photographic equipment brand choice intention, so that photographic equipment companies can adopt corresponding marketing strategies to enhance consumers’ consumption choice intention. It will also be helpful for the media college students to enhance their willingness to choose the brand of photographic equipment. It is of practical value to help the photographic equipment enterprises to obtain considerable economic benefits in their market.

3. To understand the influential factors of college students’ willingness to choose brand of photographic equipment in Sichuan media colleges in the era of “competition”

3.1 Consumer psychology

Consumer psychologists study a variety of topics, including: how consumers choose businesses, products and services; The thinking

process and emotions behind consumer decisions; How environmental variables such as friends, family, media and culture affect purchase decisions; What motivates people to choose one product over another; How personal factors and individual differences affect people's purchase choices; What can marketers do to effectively reach their target customers? From brand, positioning to differentiation, from pricing, promotion to integrated marketing, all are taking actions against the psychology of consumers. Now the marketing will rely more and more on grasping and catering to the consumers' psychology, thus affecting the consumers and finally achieving the sales of the products.

3.2 Brand theory

AMA, a brand is a name, term, logo, symbol, or design, or a combination thereof, that identifies a vendor or group of vendors' products or services from those of their competitors. The image school is different from the symbol school. The symbol school focuses on cognition and recognition, while the image school focuses more on perceptual experience. Liu Changbo (2013)^[1]Based on Ike's brand image measurement model, referring to Professor Fan Xiucheng's brand image measurement model, and by reading a large number of domestic and foreign literatures and referring to the scales of famous scholars at home and abroad on brand image, brand preference, purchase intention and brand selection, a questionnaire on the relationship between brand image and college students' brand selection suitable for the notebook computer industry is developed.

4. Research and the conceptual framework of research

4.1 Aaker model

Ike's brand measurement model mainly includes four dimensions: product dimension, symbol dimension, brand personality dimension and organization dimension. The symbolic dimension refers to the visual trademark and logo of the product and the feelings behind it to convey the brand. The brand personality dimension refers to personifying the brand, believing that the brand also has its own unique personality like human beings, thus giving the brand human personality under the brand personality dimension, emphasizing how a brand can help consumers express themselves.

4.2 Brand Selection

Today, the consumer-oriented market is complex. Such environmental conditions have brought unprecedented challenges to the survival and development of enterprises. Some enterprises are also slowly aware of the urgency and importance of creating a competitive brand. Consumers are surrounded by many brands. How consumers should choose has attracted the attention of Chinese and foreign scholars. Therefore, in the research of consumer behavior, the research of consumer brand selection is favored by many scholars. So far, many scholars have formed a broad understanding of the research on consumer brand selection. For example, the behavioral factors of brand selection and the strategies of brand selection.

5. Influencing Factors of College Students' Willingness to Choose Brand of Photographic Equipment in Sichuan Media Colleges in the Era of "Competing Wind"

5.1 Customer Involvement

In essence, involvement is a concept in the field of social psychology, which was first systematically expounded by the famous social psychologists M. Sherif and H. Cantril in their book psychology of self-involvement in 1947^[2]. They believe that most attitudes have the characteristics of belonging to "I". They are psychologically aware of ego-attitudes, which are a kind of psychological tendency to perceive certain values, goals, or norms and identify with them. When an individual intentionally or unintentionally associates certain situations with his/her attitude, "self-involvement" occurs. In particular, there are many expressions of involvement in the literature. Most scholars regard "involvement" and "ego" as interdependent concepts, and ego-involvement is also expressed as "involvement"^[3].

5.2 Brand image

In the business world, the reliable measure of a business's success is its brand. If the consumer has experience in using the brand, the consumer can distinguish it from similar products of other brands. Therefore, the brand enhances the practical experience of the product and thus increases its value. Image is a perception from external observers, and brand identification is an internal perception of a brand. When it comes to brand image, brand uniqueness or brand identity, they are the thoughts and connections that build the whole brand awareness.

5.3 Product know-how

Lin Xiaomin (2017)^[4]Taking the extension products of China Telecom's "Tianyi" brand as an example, this paper discusses the relationship between brand extension matching degree and consumers' purchase intention. This paper summarizes the connotation of consumers' brand awareness and regards it as an intermediate variable of the relationship between brand extension matching degree and consumers' purchase intention. At the same time, product knowledge is regarded as the moderating variable between brand recognition and purchase intention.

6. Conclusion

First, consumers with higher level of brand knowledge will analyze and evaluate each optional brand based on their own brand knowledge, and select brands that can meet psychological and physiological needs based on their own economic conditions. Secondly, customer value is one of the important characteristics of their purchasing psychology. The purpose of cultivating a brand is to hope that the brand can become a famous brand. Therefore, efforts are made in product quality and after-sales service. Secondly, for functional products, consumers will compare the product image with the real self-concept; For symbolic products, consumers use ideal self-concept for comparison. For consumers, the subjective knowledge of photographic equipment has a greater impact on their willingness to choose a brand of photographic equipment. Consumers decide whether to use their true self as a reference for choosing a brand or their ideal self as a reference for choosing a brand according to the nature of the product.

References

- [1] Liu CB. Research on the Impact of Brand Image on College Students' Brand Choice: An Empirical Study Based on Notebooks [D]. Northeastern University, 2013.
- [2] Sherif M, Cantril H. The Psychology of Ego-Involvements [M].New York: Wiley&Sons, Inc., 1947.
- [3] Greenwald AG. Ego Task Analysis: An Integration of Research on Ego-Involvement and Self-Awareness[M]// HAS-TORF A H, ISEN A M. Cognitive Social Psychology, New York: Elsevier/North-Holland, 1982.
- [4] Lin XM. Research on the Impact of Brand Extension Fit, Consumer Brand Cognition and Consumer Purchase Intention [D]. South China University of Technology, 2017.