

Consumer Psychology Affected by Color of Digital Camera

-- A comparative study in Japan and China --

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1. Purpose

With the increasing of color variations for digital cameras, purchasing a digital camera was related with the different color preference or not. Saito (1994) revealed that, the differences of color preference can be seen in different area. The color preference for digital cameras will be the same with the result from Saito (1994) or not. This question should be discussed. Therefore, the purpose of this comparative study on the consumer psychology between Japan and China is to find out the similarities and differences of color preference on digital cameras in different area. Next the similarities and differences of purchasing behavior (with target digital camera) and purchasing attitude (without target) in Japan and China will be also discussed.

2. Method

2.1 Stimuli

The stimuli of main study were decided by fact-finding survey, preliminary investigation, and preliminary study. 5 different colors' (black, white, silver, pink, blue) digital cameras were used in main study.

2.2 Procedure

The subjects were asked to answer the questionnaire of purchasing behavior with target digital camera (Slama & Tashchian 1987) and purchasing attitude without target (Sasaki 1988) first, 5-point scale was used for all purchasing scales. Next the impression of 5 different colors' digital cameras with 15 adjective pairs will be done. SD method (7-point scale) was used for impression. Last, the additional issue will be done.

3. Result of main study

According to the result of the adjective pair "like -- dislike" by ANOVA, the interaction between country and color was verified ($F(4,980) = 8.013, p < .001$). From the result by multiple comparison of Turkey the following was verified. Blue digital camera was commonly preferred in Japan and China. Japanese subjects preferred white digital camera, but Chinese subjects preferred black digital camera.

From the result of purchasing behavior by t-test, the

follows were verified. A majority of Japanese subjects thought function of a digital camera was the most important aspect, and appearance of a digital camera was not important, when they buy a digital camera. For Chinese subjects, most of them thought function was the most important aspect, and a part of them thought color was the most important aspect, when they buy a digital camera.

From the result of purchasing attitude by t-test, the follows were verified. Chinese subjects thought "the ease of use and practicality" of one product were more important than other aspects for purchasing. They also pay much attention on appearance of one product. For Japanese subjects, they usually make a basic line in their mind, when they go shopping. They won't buy the things which they don't need.

4. Discussion and Conclusion

The impression of silver digital camera was almost negative evaluation. The impression of blue digital camera was almost positive evaluation. Therefore, the result can verify that with the target digital camera chromatic color was preferred than achromatic color in Japan and China, no matter sex.

Chinese subjects pay much more attention on appearance of a digital camera than Japanese subjects. This result may be related with the phenomenon "face society" in China. The factors "family size, price, and different culture etc." can affect the purchasing behavior in Japan and China.

Reference

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