



## DEMOGRAPHIC IMPACT ON CUSTOMERS' IN BUYING DIGITAL CAMERAS' IN SATARA

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### ABSTRACT

*Over the centuries, man has tried to capture what he sees, either by scratching on cave walls with stone equipments, or by flicking out his Camera or iPhone. Technology has made photography so drastically popular thanks to ease in consuming this technology that anyone with urge to capture the moment can do it within the blink of an eye. Consumer electronics are basically made use of in communication, entertainment and office efficiency. The purpose of the research was to study the behavior of customers who purchased Digital Cameras in Satara. The primary objective of this study was to find the attitude on buying behavior of Digital Cameras. Hence, the researcher attempted to explore buying behavior of Individuals, taking into cognizance impact of demographic factors like age, sex, occupation, education and monthly income. Descriptive research design was used for the study and data was collected using inferential approach. Convenience sampling method had been employed. The study was based on the sample size of 100 respondents. Chi-square statistics and cross tabulation was used for analysis. The researcher prioritized the preference towards choosing their Digital Camera and the reasons for changing their Digital Camera by analyzing the data acquired through the schedule. Study concluded that educational qualification had an impact while selecting the camera brand while rest demographic factors showed no significant impact.*

**KEYWORDS:** *Buying Behavior, Digital Camera, Consumer Electronics, Demographic Factors.*