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Technical Feature Preferences and Awareness in Digital Camera Selection

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ABSTRACT:

Multiple features in a single product allows various utility functions for consumers to use for, but really do consumers know how to use them, or it is just to show society about openness to the new and advanced technological adaptiveness and forward thinking behavior, or it is because of more advanced features are introduced in consumer electronics industry within short time that makes consumer to prefer advanced features to choose in single product category. While digital camera is combination of multiple technologies. Study focused on technical aspects with view to know awareness and adoption of combination of features that are preferred in digital camera. The primary objective of the study was to find the attitude and buying behavior of customers towards Digital Cameras. 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 100 individual respondents and 25 professional respondents. Independent sample t-statistics and descriptive statistical analysis was used. The researcher prioritized the preference towards choosing Digital Camera by analyzing the data acquired through the schedule. Battery life, mega pixels, ease of use, memory capacity, weight being found to be important general features preferred, while technical features, image quality, wide angle, charger, optical zoom, image stabilizer, image file formats, AA batteries, image stabilizer, sensors, LCD viewing, on-screen support, CMOS, UV filters, software, white balance, ISO, and exposure adjustment were preferred in digital camera.

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INTRODUCTION:

A recent trend across many product categories is bundling a variety of product features into a single multipurpose device capable of a sometimes astounding number of functions. This observed shift in the attractiveness of additional features underscores an important distinction between conspicuous consumption of feature-rich products and other forms of conspicuous consumption. Unlike other types of conspicuous consumption (e.g., luxury brands), consumers perceive a usability cost to additional features (e.g., picture a consumer fumbling with an overly complicated digital camera); therefore, although consumers prefer feature-rich products for public display, they may choose feature-poor products for public performance. (Norton., June,2011). New and improved products make the existing products owned by consumers technologically inferior, inducing them to replace the old products, and increasing the firm's profits. It has long been recognized that the purchasing behavior of consumers depends not only on the product characteristics but also on other considerations such as their intrinsic desire for exclusivity. Consumers' adoption of market innovations is associated negatively with their attitude toward existing products and positively with independent decision making and preference for high-tech products. Further, the magnitude of the effects of consumption attitudes depends on consumers' demographic characteristics. The effects are stronger among consumers who are older and have lower income. (Guangping Wang, 2008). Consumer centric marketing style is predominant in the durables, which revolves round the consumer purchase attitude. It is known that Consumer

attitude is a learnt predisposition to respond to an object or act consistently in a favorable or unfavorable manner and is shaped by one's values and beliefs which are learnt. Only by changing the consumer's attitude can they be influenced to enact a merchandise transaction in the marketing milieu. Hence the importance of attitude change is of paramount importance to marketers who are consumer focused in the modern age often customizing the products/services to match the tastes of the consumer by proper positioning and targeting strategies. (Anilkumar.N, 2012). When buyers are less familiar with the product category, increasing experience may result in changes in attribute weights as buyers learn more about what is important in using the product. (Leigh Mcalister, 1991).

REVIEW OF LITERATURE :

Studies have gone into finding of determinants for technologically advanced products, determination of factors for adoption of durable electronic products, and how consumers form beliefs and associate with future purchase options and decisions.

Importantly, the positive effect of feature seeking behavior on person perception was not contingent on the presence of specific features but rather on the mere knowledge that in general, a consumer prefers a higher number of features. In addition, results indicated that the social utility from additional features extends beyond inferences of wealth, signaling more nuanced individual traits, such as a person's technological savvy and openness to new experiences. Study, implies that feature-rich products seem to offer greater social utility in the eyes of others, testing whether priming participants with impression management concerns regarding their choices increases the attractiveness of feature-rich products. Overall, results showed that priming consumers to think about the impressions others are forming of them significantly increases the attractiveness of feature-rich products. (Norton., June,2011). Most owners purchased digital cameras for personal use. Most of the future buyers had the same intention. Individual buyers were the majority of the potential digital camera consumers. For owners the most popular brands were Sony followed by Canon and other brands. The price of their owned digital cameras ranges from two hundred pound to four hundred pound. Moreover, for future buyers, the price range they were willing to spend on digital cameras was around one hundred fifty to four hundred pound. The results indicated that the prices that future buyers intended to spend were lower than the prices of already owned digital cameras. This result may be due to technology advances that allow people to purchase higher quality digital camera at much lower prices. (Zhipeng Nie, 2011). Replacement sales inevitably surpass adoption sales as high-tech markets mature. The results show that accounting for consumer heterogeneity in both preferences and product ownership can impact firms' strategies. (Gordon, September–October 2009). Price erosion has plagued the consumer electronics industry for a long time; yet, product and brand managers need to know to what extent price erosion is generated by experience built by cumulative production. The findings reported demonstrate excellent fit of the data. Majority of the 20 products studies register R-square over 0.80. (Hossain, 2011). Findings, both descriptive and quantitative, showed the important influence of a firm's prior industry affiliation on framing during the nascent stage of an industry. Qualitative data suggested that photography firms were more likely to frame a digital camera as an analog camera substitute, consumer electronics firms to frame it as a video system component, and computing firms to frame it as a PC peripheral. In particular, firms were more likely to introduce new product features concurrent with other firms from their prior industry, reflecting shared industry beliefs. The common understanding that firms develop when competing in an industry is thus an important source of firm heterogeneity when firms from multiple industries converge in a new industry. It was found that firms imitated other

firms from the same prior industry in their introductions of some, but not all product features. Results implied that firm choices in this instance arose both from common worldviews or 32 mindsets that resulted in concurrent action as well as from social comparisons or mimetic behavior. In addition, as firms developed experience with a product feature, the influence of industry background diminished. Thus, beliefs based on prior industry may be less deeply embedded than other beliefs and not a significant source of long term cognitive inertia. The digital camera features studied could be introduced by firms with little or no technical capability due to the presence of a well-developed component supply chain and a set of OEM/ODM firms that could serve as system-level designers. Thus, firms could generally select from a menu of features offered by a range of existing suppliers. Digital cameras do not operate in isolation, but are part of a system that includes scanners, printers, software, imaging websites, and memory cards among other elements. (Mary J. Benner, November-2010). Eight technologically advanced products and services constituted the subject scope of the research, i.e.: a digital camera, GPS navigation device, Internet bank account, home entertainment system, DVD player, MP3 Player, USB flash drive and LCD television screen. The determinants of a diffusion process include: innovation features, channels of communicating innovation, social environment and the entity which adopts innovation. Consumers listed the following factors among the most significant purchase determinants for technologically advanced products: comfort, new needs and new functionalities. Price was of medium significance for them in comparison to other determinants. Consumer behavior in the scope of purchase was determined not only by economic factors (income) but also by demographic ones {mainly sex and education. The significance of other people's opinion (friends and family) was of larger significance than fashion and advertisement in the purchase process. (Szarzec Katarzyna, 2009). Durable goods adoption decisions are complicated to model because of the inherent intertemporal substitution between buying in the present versus buying at a future date. Therefore, consumers' adoption decisions depend not only on their preferences among alternative products, but also on the extent to which they discount future utility flows and on their subjective expectations about future market conditions, such as future prices. First, the findings suggested that conjoint surveys for durable goods should be augmented to allow for forward looking behavior. Second, such surveys should allow the discount factor to vary freely as evidence suggests more impatience than is typically assumed. In practice, a consumer may not have access to expert forecasts or may have, at best, imperfect information. The study focused on how the consumers form beliefs of future market outcomes and incorporate these beliefs into choice forecasting criteria. (Günter J. Hitsch, 2011).

It seems that customers' prefer future options before buying any durable product and many such features as mentioned above before any purchase decision for products like digital camera, friends and family opinions are important in influencing decision, there is due consideration for social status by the buyer. Firms introduce advanced features more often to gain over competitive advantage. Digital cameras' are purchased mostly for personal use; more utilities are also expected by consumers in technogically advanced products like digital cameras'.

RESEARCH METHODOLOGY:

Descriptive research design was used for the study and data was collected using inferential approach. Hypotheses proposed for testing was: Technical parameters for selecting brand in digital cameras' are uniform for all users.

Research was conducted with the objective, to find attitude on purchase of digital cameras with respect to technical features. Study also focused on awareness for technical features in a camera with

view to know usability and consideration for final purchase.

Data regarding technical details of digital camera like Battery life, mega pixels, ease of use, memory capacity, image quality, wide angle, charger, optical zoom, image stabilizer, image file formats, AA batteries, image stabilizer, sensors, LCD viewing, on-screen support, CMOS, UV filters, software, white balance, ISO, and exposure adjustment incorporated in a camera brand, and awareness for these features that are known to respondents or not, available in the market consisted of primary data requirements. This was collected from samples of individuals and professional camera users. The concepts and current market happenings in consumer electronic markets in world and in India were collected through secondary data sources. A structured closed ended codified Interview schedule was used to collect primary data for individuals and professionals'. The universe for the research was infinite in nature; sampling units were Digital camera users. 'Convenient' sampling technique was used for the purpose of individual and professional buyers. Samples were of 100 individuals and 25 professionals using digital cameras of any brand. Data collection was done in May-June-2012; the data collected was, classified, tabulated and analyzed through use of mean ranks and descriptive statistics. Hypotheses' testing was done through independent samples t-test. The study was limited to finding out the technical features awareness and preference in digital cameras. It was limited to buyers from various locations in Satara city in the state of Maharashtra. Analysis was limited to find out opinions of individuals and professional camera users.

RESULTS AND DISCUSSIONS :

Data analysis was divided into two parts, individual respondents and professional respondent's opinions on the basis of general and technical features, further professional respondents opinions were presented as Specific features.

Opinions of Individual and Professional Buyers:

Table.1. General Features preferred in camera by Individuals and Professionals.

Following table shows general features preferences in camera. (n=125).

Sr.	General Features	Individuals				Professionals			
		N	Mean	S. Deviation	Rank	N	Mean	S. Deviation	Rank
1	Ease of use	94	4.72	0.576	3	22	3.18	1.736	7
2	Weight	95	4.16	0.915	5	23	2.96	1.665	8
3	Battery Life	100	4.86	0.403	1	25	4.80	0.408	2
4	Mega pixels	97	4.77	0.468	2	22	5.00	0.000	1
5	Memory Capacity	97	4.39	0.919	4	25	4.32	0.852	6
6	Flash range	57	4.04	0.823	7	24	4.33	0.816	5
7	Next Shot Delay	34	4.12	0.686	6	19	4.63	0.761	3
8	Shutter lag	28	3.93	0.716	8	20	4.40	0.821	4

(Source: Field Data)

Table.1 depicts general features for camera selection where first three mean values are much closer to each other therefore focused on Standard Deviation values. Individual respondents replied for battery life the most important feature for consideration with 0.403 S.D. value, followed by mega pixels with 0.468 S.D. value, then ease of use third with 0.576 S.D. value, next memory capacity with 4.39 mean value, and lastly for weight with 4.16 mean value. Other features more technical and unknown had left blank, so not considered.

Battery life the most important feature preferred in camera for long standing hours of continuous shooting. Mega pixels for better picture clarity is most important rating from respondents point of view, ease of use and memory capacity follow next for being most important features with capability to store more and operating efficiency more with less time is important. Weight being least important what respondents consider can be overlooked in a

camera.

Table.1 reveals general features for camera selection, focusing first there values on S.D., where professionals replied for mega pixels the most important feature for consideration with 5.00 mean value, followed by battery life with .408 S.D. value, then next shot delay third with 0.761 S.D. value, next shutter lag with 4.40, flash range the next with 4.33, followed by memory capacity with 4.32, and lastly for ease of use and weight with 3.18 and 2.96 mean value.

Mega pixels for better picture clarity is most important rating from professionals point of view, battery life the most important feature preferred in camera for long standing hours of continuous shooting, next shot delay should be less for multiframe photography, shutter lag should also be less for catching the movements in less time ease of use and memory capacity follow next for being most important features with capability to store more and operating efficiency more with less time is important. Weight being least important what respondents consider can be overlooked in a camera.

Spearman's Rank Correlation indicates positive correlation of 0.285 by Individuals and Professionals preference for general features in Camera.

Table.2 Technical Features preferred in camera by Individuals and Professionals.

Following table shows technical features preference in camera. (n=125).

Sr.	Technical Features	Individuals				Professionals			
		N	Mean	S. Deviation	Rank	N	Mean	S. Deviation	Rank
1	Image Quality	99	4.92	0.274	1	25	5.00	0.000	1
2	AA Batteries	70	4.23	0.951	10	25	3.96	0.935	12
3	Image File Formats	43	4.19	0.852	11	25	4.28	0.843	9
4	Shooting Modes	57	4.14	0.789	12	18	3.94	0.873	14
5	Carry Case	95	4.59	0.765	8	20	4.80	0.696	5
6	Manual Controls	49	4.10	0.743	13	22	4.09	0.921	11
7	LCD Viewing	97	4.65	0.693	7	25	4.24	0.926	10
8	Movie Mode	51	4.06	0.810	14	25	3.60	1.190	16
9	Secure Grip	86	4.80	0.429	3	23	4.70	0.703	8
10	Optical Zoom	93	4.75	0.602	5	25	4.76	0.523	6
11	Image Stabilizer	79	4.78	0.443	4	17	4.76	0.562	7
12	Sensors	43	4.65	0.573	6	21	5.00	0.000	2
13	Charger	96	4.86	0.373	2	25	4.88	0.440	4
14	On-Screen Help	44	3.86	0.852	15	19	3.95	0.970	13
15	Wide Angle	46	4.41	0.686	9	20	4.95	0.224	3
16	Product Demo	0	0	0	0	22	3.91	1.065	15

(Source: Field Data)

Table.2 reveals for importance ratings towards technical features in digital camera, first four features were focused through S.D. values, individuals responded the importance for image quality being most important with S.D. value 0.274, second the charger with S.D. value 0.373, third secure grip with 0.429, fourth for image stabilizer with 0.443, fifth for optical zoom with 4.75 mean value, sensors in camera with mean value 4.65, followed with LCD viewing with 4.65 and carry case with 4.59, lastly with wide angle and AA batteries for use.

Image quality is utmost important from respondents view that they look for in digital camera, as indicated earlier with respect to mega pixels, the energy resource the charger for camera also is the basic but important aspect for use of camera, the AA batteries for flash and display is essential for camera basics for digital camera, image stabilizer the feature which allows user to automatically stabilize the image so blurred images can be avoided and distortion can be reduced. Sensors the brain of the digital camera is down the line for rating indication for less awareness for the said feature without which no digital camera can be imagined, followed with LCD viewing and on-

screen support for user interface with software and features for ease of use in technical difficulties, carry case to carry the device with much ease.

Table.2 shows importance ratings for technical features in digital camera, where professionals replied the importance for image quality being given 1st rank with mean value 5.00, second the sensors with mean value 5.00, third wide angle with S.D. value 0.224, fourth for charger with S.D. 0.440, fifth for carry case with 4.80 mean value, optical zoom in camera with mean value 4.76, followed with image stabilizer with 4.76, secure grip with 4.70, lastly with image file formats and LCD viewing with 4.28 and 4.24 respectively for use.

Image quality is utmost important from respondents view that they look for in digital camera, as indicated earlier with respect to mega pixels, the brain of digital camera sensors an important part in digital camera, wide angle being also considered as the aspect which allows to capture wider angle photographs within minimum distance, the energy resource the charger for camera also is the basic but important aspect for use of camera, the carry case to carry the camera with much ease and without any damage. Optical zoom which allows zooming without blurred pictures from distance, image stabilizer the feature which allows user to automatically stabilize the image so blurred images can be avoided and distortion can be reduced. Secure grip and image file formats followed by LCD viewing are down the list of preferences which are from respondents point of view can be sidelined than above said features.

Spearman's Rank Correlation indicates Positive Correlation of 0.762 by individuals and professionals for technical features preferences.

Opinions of Professional Buyers:

Since Professionals require special additional features in camera, it was accessed through executing Specific features.

Table.3 Specific Features preferred in camera by professionals. Following table shows preference for Specific features in camera. (n=25)

Table.3

Year	Specific Features	N	Mean	Std. Deviation	Rank
1	CMOS Sensor	19	5.00	0.000	3
2	Shutter speed	25	5.00	0.000	1
3	Crop factor	19	4.26	0.991	21
4	Image Sharpness	24	4.42	0.654	19
5	White Balance	25	4.84	0.374	7
6	Software	25	4.92	0.400	6
7	ND filters	14	4.71	0.611	13
8	Tripods	11	3.64	0.924	25
9	3D Capability	14	2.57	1.222	29
10	Low Noise	19	2.63	1.300	28
11	CCD Sensor	19	4.74	0.452	11
12	ISO Speed	24	4.75	0.532	10
13	Optical/ Manual Zoom	20	5.00	0.000	2
14	Focus	20	4.70	0.470	15
15	Face detection	22	4.36	0.848	20
16	UV filters	18	5.00	0.000	4
17	GND filters	8	4.63	0.744	17
18	Monopods	7	3.14	1.676	26
19	HDR	21	4.48	0.814	18
20	Battery Types	22	4.82	0.501	8
21	Aperture	17	5.00	0.000	5
22	Kit Lens	23	4.70	0.470	14
23	Live View	21	3.90	1.446	22
24	Contrast & Brightness	24	4.67	0.565	16
25	Exposure Adjustment	20	4.80	0.410	9
26	Polarizing filters	10	3.90	0.876	23
27	Geo Tagging	3	3.67	1.155	24
28	Projecting	4	2.75	1.708	27
29	Connections	22	4.73	0.550	12
30	D30	0			

(Source: Field Data)

Table.3 indicates Specific features preferred by the samples, the first important feature ranked to be very important is shutter speed with mean score of 5.00, second important feature ranked after it is optical zoom with mean score of 5.00, followed thirdly by CMOS sensor with mean score of 5.00. Fourth feature ranked to be important is UV filters with mean score of 5.00, followed by aperture with mean score of 5.00. Software that comes along the camera with mean score of 4.92, next with white balance being important with mean score of 4.84. Eight, ninth and tenth are battery types, exposure adjustment and ISO speed with mean scores of 4.82, 4.80, and 4.75 respectively.

Shutter speed indicates the time that internal cover of lens opens up to let the light reach the sensor. Higher the speed the faster movements of action

with less time will be captured with clarity, while lesser will allow for more artistic type capturing with motion blur in moving objects with beautiful shots. No doubt it is important element in selection from professional point of view. Zoom which provides variety of compositions or perspectives without changing your physical position is important element which can be considered as basic for any professional photographer to be in digital camera. Complementary Metal Oxide Semi-Conductor (CMOS), which is next important feature which converts the captured light into electrical signals which allows producing highest quality pictures with more pixilations. So this can be considered the brain of the camera which allows with minimum efforts to capture high quality images with greater speed. For outdoor photography it is essential to capture pictures without bluish colour that diminishes details because of Ultra Violet rays which are common to sunlight, here UV filters make it easy by avoiding these rays to enter the lens for better picture clarity, is important for outdoor and freelance photographers. Aperture which allows focusing for more detail for indoor and outdoor shooting, which allows for lighter gathering, is very important element for a professional which is why it is in first five elements. ISO speed for light gathering capacity of aperture is also important which when summed up all the three will give the net exposure. While white balance and exposure adjustments are the photo editing tools to give the proper effect to photographs, fortunately digital cameras come with variety of preset white balances and exposure adjustments, which reduces the photo editing work, and allows taking the pictures with desired effects with the camera doing the job for them. Battery types whether AA batteries or Li-Ion batteries to be in cameras will ensure for long standing continuous shooting and rechargeable types with better picture quality assurance is important feature to be considered in camera.

HYPOTHESIS TESTING:

Ho: Technical parameters for selecting brand in digital cameras are uniform for all users.

Table.4. Descriptive Statistics for general features by individuals and professionals.

Following table shows 't-test' for general features preferred. (n=100, n=25)

Table. 4

	V3	N	Mean	Std. Deviation	Std. Error Mean
V1	Individual	8	4.3734	.36716	.12981
	Professional	8	4.2029	.74078	.26191

Source: Annual report of GITSERD, Gadag.

Table.4. depicts mean score for a general feature by individual is 4.37 with S.D. 0.367 and a professional is 4.20 with S.D. 0.740.

Table. 5 : Independent Samples Test

t-test for Equality of Means						95% Confidence Interval of the Difference	
	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.583	14	.569	.17054	.29231	-.45641	.79748

For general features by individuals and professionals independent samples 't' test is used. The test is not significant since 'P' value is 0.569 at 14 df, hence, null hypothesis is accepted, i.e. there is uniform preference by individuals and professionals for general features while selecting the camera. It seems that professionals are not much concerned with general features preferred in camera.

Researcher tested the relationship of individual and professionals on technical parameters.

Table.5. Descriptive Statistics for technical features by individuals and professionals.

Following table shows 't-test' for technical features preferred. (n=100, n=25)

Table. 6

	V3	N	Mean	Std. Deviation	Std. Error Mean
V1	Individual	15	4.467082	.3432071	.0886157
	Professional	16	4.426386	.4742936	.1185734

Table.5 depicts mean score for technical features by individuals 4.46 with S.D. 0.343 and for professionals is 4.42 with S.D. 0.474.

Table. 7: Independent Samples Test

t-test for Equality of Means						95% Confidence Interval of the Difference	
	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	.272	29	.787	.0406965	.1495804	-.2652298	.3466228

For technical features by individuals and professionals independent samples' 't' test is used. The test is not significant since 'P' value is 0.787 at 29 df, hence, null hypothesis is accepted, i.e. there is uniform preferences by individual and professionals for technical features while selecting camera.

FINDINGS:

Battery life the most important feature preferred in camera for long standing hours of continuous shooting. Mega pixels for better picture clarity is important rating from respondents point of view, ease of use and memory capacity follow next with capability to store more and operating efficiency more with less time. Weight being least important what respondents consider can be overlooked in a camera. Image quality is utmost priority from respondents view that they look for in digital camera, as indicated earlier with respect to mega pixels, the energy resource the charger for camera also is the basic but important aspect for use of camera, the AA batteries for flash and display is essential for camera basics for digital camera, image stabilizer the feature which allows user to automatically stabilize the image so blurred images can be avoided and distortion can be reduced. Sensors the brain of the digital camera is down the line for rating indication for less awareness for the said feature without which no digital camera can be imagined, followed with LCD viewing and on-screen support for user interface with software and features for ease of use in technical difficulties, carry case to carry the device with much ease from individuals' point of view.

General features for camera selection with ranking 1 for mega pixels the most important feature for consideration, followed by battery life, then next shot delay third, shutter lag, flash range, memory capacity, and lastly for ease of use and weight. Specific features in digital camera, the importance for image quality being given 1 rank, second the sensors, third wide angle, fourth for charger, fifth for carry case, then optical zoom in camera followed with image stabilizer, secure grip, and lastly with image file formats and LCD viewing. Technical features, first important feature ranked is shutter speed, second feature ranked after it is optical zoom followed thirdly by CMOS sensor, Fourth feature ranked is UV filters, followed by aperture then software that comes along the camera, next with white balance being important. Eight, ninth and tenth are battery types, exposure adjustment and ISO speed from professionals' point of view.

Hypothesis testing shows uniformity for technical features selection from individual and professionals' point of view.

Spearman's Rank Correlation signifies the same for general and technical features preference for selection from individuals and professionals showing positive correlation.

CONCLUSIONS AND RECOMMENDATIONS :

It is concluded that Image quality, battery life, megapixels are the features that are most important from buyers point of view for general features in cameras that they look for while purchasing the camera. While in technical features sensors, charger, image stabilizer, AA batteries, on-screen help are the features most important for being rated. Few recommendations with respect to findings can be proposed for marketers and developers.

For the digital camera the image quality is of utmost important from customers point of view along with basic and needed features to suit the innovativeness of new features like battery life, mega pixels, LCD viewing and on-screen support for advanced features, image stabilization, sensors etc. Family reasons are more for buying in country like ours where basic features with limited budget and serviceability are expected largely to gain place in the minds of people. Camera communicability with other devices is also expected where image transfers and social networking are becoming part

of day to day life; satisfying this will lead to more of talk-able issue to be discussed among for being more tech savvy product with affordable prices and for further word of mouth. Marketers should also focus on educating the persons who do it as a profession through various free of cost training sessions with professional photographers associations spread across, to make them know the advanced features that are introduced in current as well in coming future, making them to attain for free of cost will make them for increased awareness for the product and brand itself and also they can focus on their personal requirements in the profession. As many features are still very basic to photography but not explored or not aware of it. District level competitive workshops and events can be arranged for amateur and professional photographers, which will turn the amateur and hobby oriented enthusiast to professionals in coming future and professionals to use more advanced and upcoming models. International and national associations in collaboration with local associations and schools and colleges can focus on certificate and diploma courses with affordable prices for the people, who with authorized certification can look it as a carreer option in coming future. Many of them are not professionally trained but are working as professionals without any course, this may be only through experience from others or selflearning.

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