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Photography's Role On A Fashion Brand's Marketing On An Online Platform.

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Abstract

Marketing, in recent times, has migrated towards online platforms. Customers don't have the time to go to a physical store to shop anymore, so a lot of them have become dependent on online shopping. When they shop online, they mostly come across pictures on the websites and they have to depend on their "sense of sight" to make a consumer preference about a particular product. This research is concentrated upon a clothing line's online shopping, and two variables have been selected to analyze the results; pictures of the clothes and model in them.The aim of the study will determine whether these variables affect buying behaviors of customers. To measure these variables, some demographic variances were considered; gender, age, income and profession. The purpose of this study has been investigated through an articulated questionnaire. The sample size was 266 respondents and the collected data was analyzed over SPSS program.

Keywords: Photography, Fashion Brand, Online Marketing, Buying Behavior, Consumer Behavior, Online Shopping.

1. Introduction

Today, photography is a phenomenon that is intrinsic to our lives and is indispensable. The art of photography has been constantly evolving since its inception and has acquired its present status. The role of technology in the development of photography and technique is very important as well. In addition, nowadays, the concept of new media emerges as a complementary and even explanatory tool for photography. New communication environments are a structure that transitions from the traditional process to the digital process and adds to the fact that it is fast. Photography styles and genres have also gone through a numerical transformation as the element of new communication environments. In this frame, photography in the genre of fashion in terms of marketing and promotion of a clothing line; from technical intervention to multiple spheres, from artistic transformation to social transformation, from updating information to using ways of photography that can possibly affect the consumer behavior of exiting and prospectus customers to purchase apparel on an online platform.

"*To what extent does photography of a product of a particlar brand on an e-commerce platform account for the variance of conumer buying behaviour with regard to marketing?"*

"Photography's role on a fashion brand's marketing on an online platform" like all other marketing tools and assets in an advertising campaign, photography is one of the most important one to display the product or service in the eyes of the customer before they consume it. This deserves to be highlgihted and discused because Photography is not being considered as a part of marketing anymore, it is being considered as a seperate field. But the main theme of this discussion is that they are interelated.

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

Furthermore how does photography have an impact on marketing on an e-commerce website and how it effects consumer prefernces and decisions. Based on these main foundations, this thesis has been prepared. First of all, first of all digital photography is considered as all kinds of photography through computer and digitally. In this work, the main purpose of the a fashion e-commerce business is to touch on the art of photography and the effect that the photographer has made, the innovations brought about and the changes he has made,with regard to the photography of clothes on model.

The main differences between digital photography and traditional photography as traditional media means are: traditional images contain physical signs and traces, such as brush marks, silver salts, carried on the material surfaces, which are not possible to completely separate from the surface on which they are located, there is no detectable similarity with the object whereas now the digital images have no concrete and physical structures, the image is printed direvtly onto the surface with no grain or noise effect and when the image is enlargedno resolution is lost.

In the digital photograph and the limited number of tonal resolutions and fixed number of information, the digital photo- there is a concept of number, and as this number increases, resolution increases, traditional photocopies are not exactly identical, but digital photocopies are every It has a multi-layer structure in which a photograph can be added to a digital photograph with a single, fixed structure, while a conventional photo has a single, fixed structure.

The aim was to examine the relationship between photography and promotion of the clothes being sold online and how it affects the consumer prefernces and buying decisions. According to these goals and objectives, the thesis statement of work is as follows: "Photography's role on a fashion brand's marketing on an online platform." First of all, it is accepted that photography is an art, modern art. Then it appears that the digital photograph is a separate language, or just as a medium that does not have anything separate. So photography is separate, digital photography is no different, and is should be considered as an Independent Variable because it is the cause and it has it's effects.

The purpose of this research is to find out how photography assists in marketing and promotion of a particular fashion business and the products and services it offers by seeing how it affects cosnumers prefernces and whether they actually end up making the purchase. Another independent variable to make a comparison with is "model in the picture of clothes," and they have being compared in terms of a few demographic factors.

When there is an online business you are definetly making it eaiser for the customer and consumers by saving them the trouble to physically go to the shop, look through clothes, supposedly through rush at peak time, size complications and availabilties, but when they look at the same product online, do the photos and angles of it, the asthetics of it, colours, lighting affeact their decision making process in any way and thus affecting their consumer behaviour.

As a new medium of media, photography can be considered as a very essential marketing tool in this new age but in the old age this was not the case.

2. Statement of the Problem

"*What impact does photography and model of the picture of clothes have on the customer's buying decision and conumer buying behaviour of customers on an online fashion bsuiness?"*

In this era of internet and e-commerce, what we see in the stores we can see online as well when we are shopping with the help of digital photography. So that makes it a very important element and tool in true marketing of a product online. Online social networks these days are the biggest form of human interactions.

With the increase in presence and growth of e-commerce business and web based online businesses online social behaviour has also been greatly effected. Real world social activites are being transferred to the online world, resulting in online websites that connect the whole world together. This migaration to the digtal world allows people

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

all over the globe to share and promote information between various cultures (Budden, Anthony , Budden, & Jones,2011; Kumar, Novak,& Tomkins 2010)

From the customers point of view, with the help of information technology and communication, people have become more efficient because everything has become much more convinient, available with a variety of products, competitive procing. Reduction of costs and product diversification (Bayo-Moriones & Lera-Lopez, 2007)

Photography, like technology has evolved as well and is considered more than just mere art. It is being considered as a modern asset to marketing. Photography in marketing represents a lot more than just an image; there is a story and meaning entitled to it as well.

Unal (2015) studied colour psychology and said colour symbolism and how people perceive colours are different and it great depends on their mood as well. For example if the sky is grey on a nice night summery day, it will be mostly considered as a negative thought however if this happens in the coldest of days during snow, it would be considered normal and not likely as boring, negative or dull.

Since online shopping greatly depends upon one's sense of sight, the entire illustration stimulus is the essential part of online shopping and it must have a place of marketing (Henderson et al, 2003). The visual sense is categorized on the top because for understand a commercial environment the most basic thing is visual displays on the webpage, that what is going on and research shows that visual stimuli impact on the consumers behavior in different terms like consumption, sale or the purchase quantity (Krishna, 2008).

Researches indicate that customers respond 80% depending on visuals and colours (Morton, 2009) Colours enhance memory, indulge participation, convey information, attract and create emotions and feelings (Singh , 2006)

The term "consumer behaviour" is so much more than merely buying something. But in fact a consumer behaviour happens way prior to them buying something, it starts when the need arisies. All the acts and feelings associates whilst buying any product or service can be regarded as consumer behaviour.

The aim purpose of this research will be to find out whether photography can be considered as a strong marketing influcing tool for online shopping, and to help this research another variable "model" is consider to compare in terms of demographic factors; gender, age, income and profession.

3. Research Questions

The purpose of this research is to determine whether photography of a fashion brand's clothes can influnece the minds of the customers and their prefernces to make the decision to buy the products online. If they buy the clothes then also it will affect on how they see the brand. By researching this we will be able to find out a relationship between photography and marketing and how it affects consumer buying behaviour.
These are the following questions my research should hopefully answer.

- Does photography have a role in a fashion brand's online marketing?
- What sort of relationship does photography have with consumer buying behaviour on an online platform?
- Does the quality of a photograph of an apparel effect the decision making process in terms of buying of a customer?
- Can these elements; angles, asthetics, model, colours, lighting effect the consumer behaviour when they are online shopping?
- How important are photographs when it comes to online shopping of a fashion business?
- Can customers purely buy the product just by using one sense of sight and depreiving themselves of all five?
- Is photography enough to be considered as a tool for online marketing of a fashion brand?

The objectives of my resaerch wil be:

- Photography having a vital role in a fashion brand's online marketing and promotion.
- Photography and the model in the picture to be considered as an Independent Variables and having a positive relationship with consumer decisions(more sales)

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

- The higher the quality of a photograph of a product will have a positive impact on the decision making process of customers.
- All of these variables; angles, asthetics, model, colours, lighting in a photograph of a product can effect the consumer behaviour in a positive way when they are online shopping.
- Visual displays are photographs of products, one of the only ways to promote products online, making them one of the most important.
- The concept of e-commerce and online shopping are effecting a lot of masses partically Generation Y, the youth. A photograph of a product online should justify it and people are convinced by just relying their sence of sight; the photograph.
- Photography is enough to be considered as a online marketing tool for a fashion brand.

4. Research Method

Survey method has been used in this research. Surveys, in research are one of the most common and known types of quantitative research methods. This study will use questionnaire technique to gather information from the sample. The method of distributing the questionnaire was online using Google forms and sharing over social media sites. The questions were closed end using multiple-choice questions because we had to use a statistical analysis for our research.

5. Sampling Procedure and Size

Sampling is a process of selecting a sub-group from a population to participate in the research. It is the technique of choosing a number of people for a research in a particular way that the people chosen represent the larger group from which they were selected. The sampling procedure method used in this research was convenience-sampling procedure. This method is used because of the researchers convince at hand and time constraints. 266 correspondents participated in this research. This research cannot be generalized because of the number of participants. This research has the scope of developing further researches.

5. Data Collection

5.1 Data Collection Instruments

In order to maket his research successful both primary and secondary form of data was collected. This study is based on two main parts, namely the literature review, secondary data and the survey based on the questionnaire, primary data.. A questionnaire was made to determine the predefined hypotheses The questionnaire was distributed over Google forms and the link was spread over social media websites. A total of 266 participants filled out the questionnaire. The questionnaire is divided into three parts. The first being the demographic questions, next based on the effect of photography and the effect model representing the clothes in the photography depending on customers gender, age, income and professions on customers buying behaviour.

5.2 Data Analysis

The raw data collected from the primary sources, the responses to the questionnaire by the research is statically drafted and treated in figures and tables and (SPSS) was used to produce the results derived from the questionnaire.

6. Research Findings and Discussion

6.1 Responses to picture related questions

Table 1 The pictures of clothes on a shopping website affects when i buy clothes online.

	Frequency	Percent	Valid Percent	Cumulative Percent

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

	Strongly Disagree	10	3,8	3,8	3,8
	Disagree	17	6,4	6,4	10,2
	Neutral	58	21,8	21,8	32,0
	Agree	69	25,9	25,9	57,9
	Strongly Agree	112	42,1	42,1	100,0
	Total	266	100,0	100,0	

The statement " pictures of clothes on a shopping website affect when I buy clothes online" Indicated that 112 people 42.1 percent strongly agreed with the statement. 69 people 25.9 percent agreed with the statement. 58 people were neutral, which meant that they neither agreed nor disagreed that was 21.8 percent. The number of people who disagreed was 17, 6.4 percent. And then 10 of them, the least number of respondents strongly disagreed with the statement 3.8 percent as seen in the table above.

Table 2 If i like the pictures of low priced clothes that i see for the first time, it encourages me to buy them online.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	21	7,9	7,9	7,9
	Disagree	30	11,3	11,3	19,2
	Neutral	78	29,3	29,3	48,5
	Agree	82	30,8	30,8	79,3
	Strongly Agree	55	20,7	20,7	100,0
	Total	266	100,0	100,0	

The table above "If I like the pictures of low-priced clothes that i see for the first time it encourages me to buy them online." The number of people who strongly agreed with the statement were 55, 20.7 percent. The number of people who agreed were the highest among the respondents 82, 30.8%. 78 of the respondents for neutral making it a percentage of 29.3. 30 of the respondents disagreed, 11.3 percent. And the least number of people strongly disagreed with this statement 21 people, 7.9 percent.

Table 3 If i like the pictures of high priced clothes that i see for the first time, it encourages me to buy them online.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	37	13,9	13,9	13,9
	Disagree	41	15,4	15,4	29,3
	Neutral	104	39,1	39,1	68,4
	Agree	63	23,7	23,7	92,1
	Strongly Agree	21	7,9	7,9	100,0

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

	Total	266	100,0	100,0	

The table above "If I like the pictures of high-priced clothes that I see for the first time it encourages me to buy them online "21 people strongly agree with the statement which is 7.9 percent. 63 agreed with the statement that is 23.7 percent. The highest number of respondents were neutral to the statement they were 104, 39.1 percent. 41 people disagreed to the statement, 15.4 percent. 37 people strongly disagreed with the statement 13.9 percent.

Table 4 While buying clothes, which are similar or the same priced, the quality of the pictures helps me to make a decision.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	9	3,4	3,4	3,4
Disagree	16	6,0	6,0	9,4
Neutral	76	28,6	28,6	38,0
Agree	81	30,5	30,5	68,4
Strongly Agree	84	31,6	31,6	100,0
Total	266	100,0	100,0	

In the table above "While buying clothes which are similar or same price the quality of pictures help me to make a decision." The highest number of respondents strongly agree to the statement they are 84, 31.6 percent. Second highest 81 people agreed to this statement, 30.5 percent. 76 (28.6 %) of the people were neutral. 16 disagreed six percent. Only 9 people strongly disagreed 3.4 percent.

Table 5 The pictures of clothes that i lke are generally high quality clothes

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	7	2,6	2,6	2,6
Disagree	17	6,4	6,4	9,0
Neutral	70	26,3	26,3	35,3
Agree	103	38,7	38,7	74,1
Strongly Agree	69	25,9	25,9	100,0
Total	266	100,0	100,0	

In table 5 "The pictures of clothes that I like are generally high quality clothes." 69 strongly agreed with the statement, 25.9 percent. The highest number 103 agreed with the statement 38.7 percent. 70 of respondents were neutral, 26.3 percent. 17 respondents disagree with the statement, 6.4 percent. And the least number of 7 respondents strongly disagreed with the statement making a percentage of 2.6.

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

Table 6 If i am not attracted to the pictures of low priced clothes it has negative effects on my decision to buy them

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	15	5,6	5,6	5,6
Disagree	41	15,4	15,4	21,1
Neutral	64	24,1	24,1	45,1
Agree	70	26,3	26,3	71,4
Strongly Agree	76	28,6	28,6	100,0
Total	266	100,0	100,0	

In the table above "If I'm not attracted to the pictures of low-priced clothes it has negative effects on my decision to buy them." 76 of the respondents strongly agreed to this statement their percentage was 28.6, this is the highest rank. The next are the people who agreed to this statement, 17 in number 26.3 percent. 64 of the respondents were neutral 24.1%. 41 disagreed to the statement 15.4 percent. And the least number of 15 respondents strongly disagreed to the statement 5.6.

Table 7 If i am not attracted to the pictures of high priced clothes, it has negative effects on my decision to buy them

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	11	4,1	4,1	4,1
Disagree	28	10,5	10,5	14,7
Neutral	65	24,4	24,4	39,1
Agree	77	28,9	28,9	68,0
Strongly Agree	85	32,0	32,0	100,0
Total	266	100,0	100,0	

In the table above "If I'm not attracted to the pictures of high-priced clothes it has negative effects on my decision to buy them." The highest number of people strongly agree to the statement, 85 number and 32 percent. The second highest number of people agree to the statement 77 in number and 28.9 percent. 65 respondents were neutral to the statement 24.4 percent. 28 of them disagreed then. Five percent. And the least number of correspondence strongly disagree to the statement they were 11 in number and only 4.1 percent.

Table 8 The colours of the clothes displayed in the pictures, have an influence on my preference in similar and equally priced clothes.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	4	1,5	1,5	1,5
Disagree	17	6,4	6,4	7,9
Neutral	60	22,6	22,6	30,5

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

	Agree	109	41,0	41,0	71,4
	Strongly Agree	76	28,6	28,6	100,0
	Total	266	100,0	100,0	

"The colours of the clothes displayed in the pictures have an influence on my preference in similar and equally priced clothes." 76 of the respondents strongly agreed to the statement, 28.6 percent. The highest number of respondents agreed to the statement they were 109 number making a percentage of 41. 60 of the people were neutral to the statement 22.6 percent. 17 people disagree to the statement 6.4 percent. And only 4 people strongly disagree to the statement 1.5 percent as seen in the table on the previous page.

Table 9 A good picture of clothes can reduce my price sensitivity.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	7	2,6	2,6	2,6
Disagree	32	12,0	12,0	14,7
Neutral	73	27,4	27,4	42,1
Agree	99	37,2	37,2	79,3
Strongly Agree	55	20,7	20,7	100,0
Total	266	100,0	100,0	

In the table above "The colours of the clothes displayed in the pictures have an influence on my preference in similar and equally priced clothes." 76 of the respondents strongly agreed to the statement, 28.6 percent. The highest number of respondents agreed to the statement they were 109 number making a percentage of 41. 60 of the people were neutral to the statement 22.6 percent. 17 people disagree to the statement 6.4 percent. And only 4 people strongly disagree to the statement 1.5 percent.

6.2 Responses to Model Related Questions

Table 10 The model in the picture of clothes affects when i buy clothes online

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	52	19,5	19,5	19,5
Disagree	47	17,7	17,7	37,2
Neutral	73	27,4	27,4	64,7
Agree	60	22,6	22,6	87,2
Strongly Agree	34	12,8	12,8	100,0
Total	266	100,0	100,0	

In the table on the above "The model in the pictures of clothes effects when I buy clothes online." 34 number of respondents, 12.8 percent strongly agreed to the statement. 60 number of respondents 22.6 percent agreed to the

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

statement. 73 of the respondents were neutral to the statement 27.4 percent. 47 people disagreed to the statement,17.7 percent. 52 strongly disagreed to the statement 19.5 percent.

Table 11 If i like the model in the pictures of low priced clothes, it encourages me to buy them online

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	63	23,7	23,7	23,7
Disagree	62	23,3	23,3	47,0
Neutral	80	30,1	30,1	77,1
Agree	38	14,3	14,3	91,4
Strongly Agree	23	8,6	8,6	100,0
Total	266	100,0	100,0	

In the table above "If I like the model in the pictures of low-priced clothes it encourages me to buy them online "23 people strongly agreed with the statement 8.6 percent. 38 of the respondents agreed to the statement 14.3 percent. The number of people who were neutral were 80, 30.1 percent. 62 disagreed 23.3 percent. And 63 strongly disagreed 23.7 percent.

Table 12 If i like the model in the pictures of high priced clothes, it encourages me to buy them online

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	66	24,8	24,8	24,8
Disagree	75	28,2	28,2	53,0
Neutral	68	25,6	25,6	78,6
Agree	35	13,2	13,2	91,7
Strongly Agree	22	8,3	8,3	100,0
Total	266	100,0	100,0	

In the table above "If I like the model in the pictures of high-priced clothes it encourages me to buy them online" 22 of the respondents strongly agreed to the statement 8.3 percent. 35 of the respondents agreed to the statement 13.2 percent. 68 people were neutral to the statement, 25.6 percent. 75 disagreed to the statement 28.2 percent. And 66 strongly disagree to the statement 24.8 percent.

Table 13 While buying similar or same priced clothes, the model in the pictures helps me to make a decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	65	24,4	24,4	24,4
Disagree	55	20,7	20,7	45,1
Neutral	71	26,7	26,7	71,8
Agree	56	21,1	21,1	92,9

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

	Strongly Agree	19	7,1	7,1	100,0
	Total	266	100,0	100,0	

In table above "While buying similar or same priced clothes the model in the pictures help me to make a decision." 19 people strongly agree to the statement 7.1 percent, 56 agreed to the statement 21.1 percent 71 were neutral to the statement 26.7 percent 55 disagreed with the statement 20.7 percent. And 65 strongly disagreed to the statement 24.4 percent..

Table 14 The pictures of clothes that i like generally have attractive models

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	33	12,4	12,4	12,4
	Disagree	58	21,8	21,8	34,2
	Neutral	100	37,6	37,6	71,8
	Agree	40	15,0	15,0	86,8
	Strongly Agree	35	13,2	13,2	100,0
	Total	266	100,0	100,0	

In the table above the statement "the pictures of clothes that I like generally have attractive models." 35 people strongly agreed to the statement 13.2 percent. 40 people agreed to the statement 15 percent. 100 of the people were neutral 37.6 percent. 58 people disagreed. 21.8 percent and 33 strongly disagree 12.4 %

Table 15 If i am not attracted to the models in the picture of low priced clothes, it has a negative effect on my clothes on my choice to buy them

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Disagree	64	24,1	24,1	24,1
	Disagree	68	25,6	25,6	49,6
	Neutral	79	29,7	29,7	79,3
	Agree	35	13,2	13,2	92,5
	Strongly Agree	20	7,5	7,5	100,0
	Total	266	100,0	100,0	

The table 15 "If I am not attracted to the models in the picture off low-priced the woods it has a negative effect on my choice to buy them" illustrates 20 strongly agreed to the statement 7.5 percent. 35 agreed to the statement 13.2 percent. 79 of the respondents were neutral to the statement 29.7 percent. 68 disagreed with the statement 25.6 percent. 64 strongly disagree to the statement 24.1 percent.

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

Table 16 If i am not attracted to the models in the picture of high priced clothes, it has a negative effect on my choice to buy them.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	60	22,6	22,6	22,6
Disagree	72	27,1	27,1	49,6
Neutral	81	30,5	30,5	80,1
Agree	32	12,0	12,0	92,1
Strongly Agree	21	7,9	7,9	100,0
Total	266	100,0	100,0	

In the table above "If I am not attracted to the models in the picture of high-priced close it has a negative effect on my choice to buy them." 21 people strongly agreed to the statement 7.9 percent. 32 agreed with the statement 12 percent. You're the one brand-new drill to the statement 30.5 percent. 72 disagree to the statement 27.1 percent. And 60 strongly disagreed with the statement 22.6 percent.

Table 17 The model wearing the dress displayed in the picture has an influence on my prefernce in similar and equally priced clothes.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	43	16,2	16,2	16,2
Disagree	56	21,1	21,1	37,2
Neutral	88	33,1	33,1	70,3
Agree	54	20,3	20,3	90,6
Strongly Agree	25	9,4	9,4	100,0
Total	266	100,0	100,0	

In the table above "The model wearing the dress displayed in the picture has an influence on my preference in similar and equally priced clothes." 25 on the respondent strongly agreed to the statement 9. 40 percent. 54 of the respondents agreed to the statement 20.3 percent. 88 of the respondents were neutral. 33.1 percent. 56 disagreed with the statement 21.1 percent. And strongly disagreed were 43, 16.2 percent.

Table 18 A smart looking model wearing the clothes i like can reduce my price sensibility.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	43	16,2	16,2	16,2
Disagree	63	23,7	23,7	39,8
Neutral	83	31,2	31,2	71,1
Agree	49	18,4	18,4	89,5
Strongly Agree	28	10,5	10,5	100,0

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

Total	266	100,0	100,0	

In the table above "The model wearing the dress displayed in the picture has an influence on my preference in similar and equally priced clothes." 25 on the respondent strongly agreed to the statement 9. 40 percent. 54 of the respondents agreed to the statement 20.3 percent. 88 of the respondents were neutral. 33.1 percent. 56 disagreed with the statement 21.1 percent. And strongly disagreed were 43, 16.2 percent.

7. Conclusion and Recommendations

This thesis is the field study that has the to measure the effectiveness of photography and model of the clothes on a fashion website and how these varaibles influence on customer's buying decisions. The sample taken were among all age groups with different levels of income. A total of 266 correspondents participated in this research. The size of the universe was taken into account in 2016 – 2017 years when the number of population was around 1500.000 students. Sample size is defined as 266 people with the level of confidence 90% and 5% allowable error.

Before this thesis was made, a lot of foreign and local articles, researches, books and academic magazines were studied in order to collect needed data. Furthermore, after collecting the secondary data the researcher prepared a survey-questionnaire to that consisted of demographic and likert scale questions. The survey was conducted between 27.12.2017 – 08.12.2017 dates over social media and the questionnaire was made with the help of Google forms.

After analyzing the data it became obvious that 188 of respondents were female and 78 of them were male. To add to this, most of the respondents were betwwen 19-25 years old that means the most time spent on online shopping is by student age group. The monthly income of 80 participants from 266 was $4000 and above. Furthermore, 105 out of 266 participants said that they shopped online once in two months at least.

It is evidate from the analysis of the results that people generally strongly agreed and agreed to the picture realted questions and were neuteral towards the model realted questions. So photography does influence and has a substantial impact of customer's buying behaviours and decisions in terms of model.

As the research was applied on limited respondents, it has a lot of scope to be explored further with consdering other different varaibes as well because these demographic ones got rejected. However, other varaibles may be considered such as marital status, education as well. Other topics other than fashion can be considered for example, exploring the topic of does how does photography influence food on menu cards or online. The same research may be applied to specific or different countries, even comparing the results of this thesis to further improve this topic. The main varaibles that were taken to determine the influence of photography and model on gender, age, income and professional preferences. Moreover, by taking the same features like photography and model similar researches could be made to explore to study consumers' buying behaviours and decisions.

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ISSN: 2235-767X
Volume 06 Issue 03
March 2018

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List of Tables

Table 1

The pictures of clothes on a shopping website affects when i buy clothes online.

Table 2

If i like the pictures of low priced clothes that i see for the first time, it encourages me to buy them online.

Table 3

If i like the pictures of high priced clothes that i see for the first time, it encourages me to buy them online.

Table 4

While buying clothes, which are similar or the same priced, the quality of the pictures helps me to make a decision.

Table 5

The pictures of clothes that i lke are generally high quality clothes.

Table 6

If i am not attracted to the pictures of low priced clothes it has negative effects on my decision to buy them

Table 7

If i am not attracted to the pictures of high priced clothes, it has negative effects on my decision to buy them

Table 8

The colours of the clothes displayed in the pictures, have an influence on my preference in similar and equally priced clothes.

Table 9

A good picture of clothes can reduce my price sensitivity.

Table 10

The model in the picture of clothes affects when i buy clothes online.

Table 11

If i like the model in the pictures of low priced clothes, it encourages me to buy them online.

Table 12

If i like the model in the pictures of high priced clothes, it encourages me to buy them online.

Table 13

While buying similar or same priced clothes, the model in the pictures helps me to make a decision.

Table 14

The pictures of clothes that i like generally have attractive models.

ISSN: 2235-767X
Volume 06 Issue 03
March 2018

Table 15

If i am not attracted to the models in the picture of low priced clothes, it has a negative effect on my clothes on my choice to buy them

Table 16

If i am not attracted to the models in the picture of high priced clothes, it has a negative effect on my choice to buy them.

Table 17

The model wearing the dress displayed in the picture has an influence on my prefernce in similar and equally priced clothes.

Table 18

A smart looking model wearing the clothes i like can reduce my price sensibility.