

A STUDY ON CONSUMER BEHAVIOUR IN KYROS PICTURES THROUGH SOCIAL PLATFORM AT KYROS PICTURES

Submitted in partial fulfilment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL – 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **DANIEL SHEM JAYARATHINAM V (39410042)** who carried out the project entitled **"A STUDY ON CONSUMER BEHAVIOUR IN KYROS PICTURES FROM SOCIAL PLATFORM"** under my supervision from January 2021 to March 2021.

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DECLARATION

I **DANIEL SHEM JAYARATHINAM V (39410042)** hereby declare that the Project Report entitled “ **A STUDY ON CONSUMER BEHAVIOUR IN KYROS PICTURES FROM SOCIAL PLATFORM**” done by me under the guidance of **Dr. DHIVYA SATHISH** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

The goal of this project is to research empirically the role of social media in consumers' decision-making process for complex purchases-those characterized by significant brand differences, high consumer involvement and risk, and which are expensive and infrequent. A quantitative survey investigates up to what degree experiences are altered by the use of social media. The results identifies how people behave differently and determines which items are valid for segmenting people based on the engagement levels. The purpose of this chapter is to develop ideas about photography as a consumer behavior and as a researcher practice, by examining social science research traditions, photographers, and consumer research that utilizes photography. Photography is one stream of many in representing consumers. Interactions between photography and identity - personal identity, gender identity, ethnic identity - are analyzed to demonstrate the functions of photography as an important site for discussing issues of representation. Through a selective, personal review of photography focused on the production and consumption of photographic representation I develop a framework for incorporating photography into consumer research that bears on event coverage. Additionally, social media become an important key to deliver the message to consumer because from the findings researcher found that internet is the source of information that people find information the most, and also become the media that can influence consumer of Digital SLR camera the most. Through the study of wedding photography business product types and consumer participation behavior, we will explore the potential relationship between the two to help wedding businesses more precisely targeting consumer demands, while designing healthy long-term marketing program to help small and medium enterprises to get better wedding photography development in the fierce competition in the market.

Keywords: consumer behavior, photography, visual communication, candid, portraits, social media and documentation.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

Social media is the online communications medium dedicated to community-based input, interaction, and content-sharing. Websites and applications dedicated to forums, social networking, social bookmarking etc. are among the different types of social media. Facebook, Google plus, Twitter, LinkedIn, Wikipedia, Pinterest etc. are some of the examples of social media. Social media is becoming an integral part of life online as social websites and applications proliferate. Most traditional online media include social components, such as comment fields for users. In business, social media is used to market products, promote brands, and connect to current customers and foster new business. Social media marketing takes advantage of social networking to help a company increase brand exposure and broaden customer reach. The goal is to find out the impact of social media on consumer behaviour in visual art industry.

Photos are a ubiquitous mode of social communication. Analysis of thousands of online profiles finds that people overwhelmingly post posed photos of themselves. But might candids actually lead observers to react more favorably? Five studies test this possibility. Compared to posed photos, candids made observers feel more connected to the poster, feel more interested in getting to know or date them, and like them more. This was driven by candids making people seem more genuine, which made others react more favorably. Furthermore, consistent with the hypothesized role of genuineness, the benefits of candids were diminished when observers learned that the poster realized their photo was being taken. These finding highlight the role of authenticity in person perception and a potential disconnect between photo posters and viewers. Although posters seem to post mostly posed photos, observers may prefer candids because they provide a more authentic sense of who the poster really is.

Imagine if a person asked you to define who he or she is in a photo, ultimately snapping their personality to preserve it forever. You'd have to think about how the background and the person's position would help to emphasize his or her key characteristics and features. Well, welcome to the world of portraiture. Portrait photography is about much more than a snapshot of somebody's face; it's about capturing the essence of a person's identity and attitude, which means a portrait photographer has a really big job to do. Learning how to work with clients and use a camera to find the perfect exposure involves hard work and the use of a few simple tips. In this lesson, we'll go over an in-depth definition of portrait photography and explore some tips and techniques to help you master portrait photography.

Portrait photography is all about the face. A photographer's goal is to take a carefully crafted photograph of a person's distinguishing facial features while capturing the person's attitude, identity, and personality. The photo may include a blurred background and the person's body, but those factors are not emphasized in the image.

A portrait is carefully planned and rehearsed with the client. That's why a candid photo is not considered a portrait. Does that mean that a portrait cannot appear candid? Definitely not; this should be taken into account depending on the client's overall attitude and the purpose of the image. A portrait, regardless of whether it appears candid, should be planned with the client. The background, props, client's dress and position, and the angle of the photo should be prepared before the actual photo shoot takes place. The environmental approach to portrait photography means that the client is positioned in surroundings that speak to the person's identity or profession. For example, if a client loves horses, then the portrait might be taken with the client in a stable while brushing a horse. On the other hand, if a client is a professional writer, then the portrait might be taken inside an office with the client holding a pen and a notepad.

If you are planning a big event, one of the main things you should be thinking about is event photography. If you have taken the time to plan out an event, you want some evidence of the event once it is over. Event photography is incredibly important because it will provide that evidence.

So why is event photography so important? Event photography is important because it gives your event or business credibility. It also provides a lot of great material for marketing and makes your business look professional and reliable. Good event photographers can provide images that can be used again to promote a business. This article aims to explain the ins and outs of event photography, why it's essential, and some of the main things to look out for when hiring an event photographer. Read on to learn everything you need to know about event photography.

1.2 INDUSTRY PROFILE

The visual arts are works of art that have been created in any number of styles with various tools and in different media. Art consists of painting, drawing, sculpture, illustration, photography, filmmaking, computer animation, crafts such as needlework, and more. In short, event photographers are professional photographers that are armed with all the skills, equipment, and creativity needed to capture emotions, reactions, and great memories in environments where there is high pressure. Event photographers tend to work in environments where they must think on their feet and respond quickly. Changes can include things like the environment, the lighting, the event agendas, and the specific on-the-spot needs of the client. Event photography includes collecting various shots showing different emotions and highlighting key parts of an event. Your business can then use these images for a few different purposes. These can include marketing, posting to social media sites, using on your website, and using them to promote future events. There are many different types of events that would benefit from an event photographer. The most common events that benefit from an event photographer include, but are not limited to, the following:

- Conferences
- Marketing and Editorial Events
- Gala Dinners
- Festivals and Entertainment
- Tradeshows
- Graduations and Formals
- Awards Presentation
- Private Parties
- Corporate Anniversaries
- Product Launches
- Brand Activations

- Weddings

There are several reasons why event photography is essential. Below is a list of the main reasons why you should consider hiring an event photographer for your event..

Collect and Keep Memories. Many of the guests at your event would love to remember all the best parts of the event. However, it can be challenging to remember all the details. Having a professional photographer at your event allows for these memories to be captured so that people can look back on them. Print outs of these memories could also be used as gifts to any special guests or speakers at your event. If there is a high-profile speaker at your event, stunning high-quality photographs are a must!

1.3 ABOUT THE COMPANY

Kyros Pictures is a group of Passionate and Professionally Qualified Wedding Photographers, Candid Photographers, Videographers and Web Designers with a picturesque mind and a zealous heart who strive to bring your pictures to life every time you look at them.

We are a Chennai based Photography Studio with a team of professionally qualified and accomplished seasoned photographers and filmmakers who have studied the art of Photography. Our specialty is Wedding Photography and Candid Photography.

Our Candid, Classic and Contemporary style of Photography is just what you need on your Big Day. Two quintessential things to our work are you and your wedding day and it ultimately results in timeless and beautiful timestamps of the biggest event of your life. You are just not a number to us; YOU MATTER. Every single detail of the beginning of your journey together is customized to your comfort. Yes you are special and you always deserve more and Kyros Pictures is here as a team to make it happen.

Here is a little tip for the readers

Always book a photographer whose personality and style you connect with. Get to know and meet with your photographer before you book so you'll be more relaxed and yourself around a friend, than a stranger. And on your wedding day, try not let any hiccups get in the way of you enjoying yourself, because if you're stressed, it'll show in photographs.

1.4 STATEMENT OF PROBLEM

Yes, unlike the western weddings, the weddings in India are very elaborate, with a lot of events and ceremonies. Most of the ceremonies are difficult to photograph and become a grand challenge to the photographer. Sometimes there may not be enough space to move around and people may not co-operate with the photographer. The events many times may not be happening as per the plan or time schedule. Photographers are not informed about the delay or change in the sequence of the happenings and they need to be always prepared for the make shift arrangement at any point of time. It means that, you are always expected to deliver something superlative even when your creativity is at stake.

Think about complicated photography gear, hours and hours of repetitive shoots, uncontrolled Indian wedding setup, lack of good shooting environment such as bad/low lighting, tight schedules, nose poking guests and above all omnipresent mobile phones which can appear anytime and anywhere between the camera and a good shot.

The photography industry was no different; educated, well-travelled and talented Indians brought a new concept to India- natural photography. Some started calling it Candid photography. It consisted of capturing moments and natural expressions discreetly without asking anyone to pose for the camera. The conventional or traditional photography started taking a backseat.

Sometimes the wedding couples do not give us the bare minimum time for spot wedding portraits though they afford to wait for hours to do the make-up and styling before they get ready. When they don't even want to stand in front of a camera for a couple of minutes to do a neat wedding portrait, then what is the point of spending so much of time to get ready?. Remember a good wedding portrait at the location immediately after the wedding is very important as it is almost impossible to do it again afterwards.

Many of us forget that the wedding pictures bring back the real memory of our wedding day, and a wedding photographer is an important person in a wedding, who has to be given enough time and facilities to make your wedding pictures look truly great!

Little carelessness and you can miss out the most significant moment of the wedding. Weddings don't give you retake chances.

Unlike other countries weddings in India usually happen in night-time which means you don't have enough ambient light. This problem is further aggravated by the fact that venue place which has huge gathering of crowd doesn't allow you to place off-camera lights if you are not the official photographer. Off-course it's not even worth mentioning that on camera flash will make photos flat and lifeless.

Indian weddings are full of dance, ritual and celebrations, all of which are action shots. Low light makes it extremely difficult to click action shots. Action shots require you to click photos at high shutter speed which becomes a challenge in night-time.

1.5 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study on consumer behaviour in Kyros Pictures.

SECONDARY OBJECTIVE

1. To know the demographic details of the consumer.
2. To study whether the customer prefer portraits or candid.
3. To identify the emotional perceptions of customers which can be used to customize the operation.
4. To analyse that to increase engagement & followers on our social business page

1.6 NEED FOR THE STUDY

This study is required to satisfy all the questions Kyros Pictures has before getting into production.

1. To have a detailed overview of the customer's choice is really required before the production kick starts.
2. The study also answers the style of photography one would prefer the most.
3. It would also answer to the most common dilemma that everybody has which is to select between candid or portraits.
4. To know how to engage better engagements for our official business page.
5. Moreover, Companies can focus on how to manage costs and develop strategies from study would help to guide the companies to increase their awareness and understand factor that would be increase consumers preferences.

1.7 SCOPE OF THE STUDY

The scope of the study is to increase the understanding and requirements of the consumers.

To know whether the consumers prefer candid or portraits and to know the specific demand for the type of photography one needs.

To identify the emotional perceptions of customers which can be used to customize the operation.

To analyze that to increase engagement & followers on our social business page. The scope of the study is to determine the effectiveness of the choices followed by Kyros Pictures and identify the strategy that needs to be worked on.

1.8 LIMITATIONS OF THE STUDY

The study is restricted to the online customers those using online sites in Chennai.

CHAPTER 2

LITERATURE REVIEW

Alfred Salmony (2015), THE WORD “treasure” has been frequently abused, especially in connection with Chinese art but in the recent exhibition at the Arden Gallery it was completely justified. Chosen from seven New York private collections the objects represented the greatest accomplishments of early Chinese art. Their assemblage at the Arden Gallery was a gesture of gratitude to the genius which conceived this art, for the entrance fees went to Chinese civilian war victims. By limiting the exhibits to the early periods of invention and creation the anonymous organizers achieved an atmosphere of calm, serenity and grandeur.

Ahmad Ammoura (2019), By electronic questionnaires conducted for consumers live in Istanbul-Turkey, findings showed weak relation between social media advertising and consumer need recognition, no relation at all with search for information, strong relation with evaluate the alternatives, and moderate relation for both buying decision and post-purchase behavior, as those steps represent the five steps need recognition model in consumer buying behavior.

Alex Brodin (2019), this article looks at recently published research on social media consumers. Five topics are highlighted: consumer digital culture, responses to digital advertising, the impact of social media on consumer behavior, mobile environments, and online rumors (WOM). The articles examines how consumers experience, are influenced and are influenced by the digital environment they are in as part of their daily lives. Much remains to be understood, and existing knowledge tends to focus disproportionately on WOM, which is only part of the digital consumer experience. Several avenues for future research have been proposed to encourage researchers to consider a wider range of phenomena.

Barbara Quigley (2019), before the advent of photography, if an average person wanted a portrait done, a miniature painting or a silhouette were the only practical and affordable options. That changed with the invention of photographic processes. As improvements were made, photographic portraits proliferated. In contrast to

today's ubiquitous digital selfies, having a photograph of oneself was once rare and having one of a loved one was a treasure.

Beaumont Newhall (2015), journalism has discovered that the camera is one of its most powerful tools. A picture can often tell more than thousands of words, and a picture made by photography implies by its method of production a basis of fact. All know that such an implication is untrue, but everyone accepts the photograph as the pictorial evidence of an eye-witness—the cameraman.

Cárcamo Ulloa L 2015, the social networks have changed the news media scene and the media are striving to adapt to this new space by posting news that is attractive to their users. On Facebook in particular, the inclusion of images in news posts is very important, as they compete with the images depicting the users' personal interests and those of their social circle. Method. An empirical study was applied in which twenty-four users (Spanish university students) were shown three Facebook walls with news presented in three different formats according to the presence or absence of images and the size of these images. The experiment was recorded with an eye tracking device that tracked the movement of the users' eyes. Results. As the size of the images in the news posts varied, we found significant differences in the amount of time people took to start looking at each post, as well as the length of time their eyes remained on these posts. The post formats designed with larger images were looked at for a longer time and were clicked more often in order to read the news text. Generalization of these results must be restricted to the specific cultural context. Conclusions. The size of the image in a news post presented on Facebook is extremely important in order to attract and retain readers. The scientific value of the study lies in researching visual behaviour in the consumption of news on Facebook.

Cheol Park, (1997), recently, consumer researchers have been interested in rituals that concisely express the consumption system in a culture. This article studies the Korean wedding ritual. The particular focus is on consumer values, needs, and expenditures related to Korean weddings. Research hypotheses were developed by analyzing the consumption phenomena in a sociocultural context and using focus groups and in-depth interviews. The author suggests that hedonic values relating to

wedding rituals influence conspicuous and female-focused consumption. Implications of the study and further consumption research issues are discussed.

Charles Lewis (2016), wedding photography has developed over the years as a communicative practice that is highly influenced by constructed situations which viewers typically interpret as reality. While photographs are often considered to be the sole creations of specific individuals, aided by a progression of technological developments, styles have evolved from a variety of sources and their endurance influences the social construct of the wedding itself. Historical photographs and interviews with photographers inform this study of the evolution and influence of wedding photography.

Christopher Musello (2010), family photographs fill the desk drawers, albums, walls, attic chests, and closeted boxes of our homes in ways that personal diaries, writings, or documents never have and perhaps never will. They are produced in this country at a prodigious rate- Wolfman (1974) estimated the output of amateur photographs in 1973 at over 6 billion-and picture taking is widely considered an appropriate activity in a broad range of social events in the family. As a craft, it is transmitted largely on an informal basis through word of mouth and imitation. Its products are employed unself-consciously in an ongoing process to meet daily needs, interest, and obligations. Family photography is a pervasive and sustained form of symbolic behavior producing a vast resource of "native documentation." Folklorists, sociologist, psychologists, anthropologists, and others have not surprisingly been drawn to these materials both as statements about social life and personal experience and as data of culture (ct. Worth 1972). Studies attempting to articulate a system for decoding these materials have proliferated, and speculation about their functions and significance is quite extensive. Yet actual fieldwork examining the nature and usage of family photography and the conditions which support and produce it is limited. This paper reports on a research project designed to produce a general description of family photography as it is pursued in daily life and to examine its properties as a form of documentation and communication (Musella 1977).

Derain and Medievalism (2015), The kaleidoscopic nature of Derain's painting has impelled some critics to credit him with an extraordinary talent for assimilation or an

uncanny power for distilling the essence of any historical style. Another group of critics, looking at the range of his sources—primitive, medieval, renaissance, modern—believe him to be an unscrupulous eclectic who, lacking creative imagination, has become, aesthetically speaking, a parasite who subsists on the styles of others.

Dr. M. Saravanakumar (2012), Social media has become the method of statement in the 21st century, enabling us to express our belief, ideas and manner in a absolute new way. This way of message have also have a huge impact on corporation, where they have realize that without a correct plan and social media strategy they have no chance to stand out in the rapidly changing digital freedom. To guarantee a successful attendance on social media the companies need to take different marketing theories into consideration so that they can boost their brand in different aspect. If this can be collective with original ways of consumer interaction the companies have a good chance to take the lead in social media marketing'. The meteoric growth of community websites, such as Twitter, Facebook and LinkedIn, have usher the world into a new era of social media. The global reach is nothing short of marvelous, so much so that if Facebook were a country, it would be third largest, next to China and India. Some even say that this is the biggest shift since the industrial revolution, which means that the world has a brand new playing meadow At its center, social media is any kind of online media that stimulates participation, openness' conversation, Connecters and sense of community. The social media phenomenon has a profound impact.

Duangruthai Voramontri (2019), The goal of this paper is to research empirically the role of social media in consumers' decision-making process for complex purchases - those characterized by significant brand differences, high consumer involvement and risk, and which are expensive and infrequent. The model uses the information search, alternative evaluation, and purchase decision stages from the classical EBM model. A quantitative survey investigates up to what degree experiences are altered by the use of social media. Results show that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves

along the process towards the final purchase decision and post-purchase evaluation.

Dr. Michael Lesy's (1973), is among the most controversial pieces of historical scholarship that uses photographs as evidence. Published as an extension of his dissertation research, the book has been widely reviewed in both the popular and academic press, and was republished in 1991. This article provides a critique of Lesy's use of photographic evidence within his book. While recognizing the role of photography as a subject worthy of academic study, the author points out problems with the way that Lesy has used the photographs to support his research.

Eric Guthey (2005), at first glance such photographs may appear to convey an impression of the kind of authentic presence many consider crucial for establishing a strong corporate image. But a closer look at the constructed nature of both CEO identity and portrait photography lays bare the elusive nature of authenticity itself, as well as the way that CEO portraits can function also to expose the corporation's chronic lack of authenticity. We explore the authenticity paradox and its implications by means of an analysis of executive portraits taken by one prominent Danish photographer, Per Morten Abrahamsen. We also map out an agenda for the further exploration of CEO portraits and images as an important element in the social and symbolic construction of business leadership.`

Fotis, J. N., (2015), social media enjoy a phenomenal success in terms of adoption and usage levels. They cause paradigm shifts on how people connect and communicate with each other, on how they express and share ideas, and even on how they engage with products, brands, and organizations. Moreover, social media became significant networks of consumer knowledge. In travel and tourism, the impacts of social media have already been described as tremendous, primarily due to the experiential nature of tourism products, and especially of holiday trips: purchases are considered risky and therefore decision making processes are information intensive. An adequate number of studies attempt to reveal the role and impact of social media on aspects of consumer behaviour during the travel process that is before, during, and after the trip. However, almost all employ a micro approach, focusing either on a specific type of social medium (e.g. consumer review and rating websites), or on a specific application (e.g. TripAdvisor), or on a specific

stage of the decision making process (e.g. information search), or on a specific stage of the travel process (e.g. before travel).

Helen Close (2001), the use of photographs as a research method has fluctuated over the last century. It has seen a renewal of interest allied to a growth in consumer research and qualitative participatory techniques in healthcare research (Rose 2001, Heisley and Levy 1991, Hurworth 2003). This renewal of interest has, however, not kept pace with current debates about depth of data, data analysis techniques and ethical issues in nursing research, and little is known about the processes by which photographs can be integrated into a qualitative study (Hurworth 2003). The lack of agreement about the ethical and moral issues associated with the use and presentation of photographic data has prevented the widespread use of this useful and valuable research method (Banks 2001). These issues will be addressed here using experiences and insights formed during a study with chronically ill children who were asked to take photographs on which grounded theory interviews were based (Close 2005). These examples are used to analyse the practical, intellectual and ethical issues involved in the use of photography. Conclusions are based on the view that photography can be a powerful medium on which to base collaborative, fun research with children.

Juliet Fiss (2011), in this paper, we train a computer to select still frames from video that work well as candid portraits. Because of the subjective nature of this task, we conduct a human subjects study to collect ratings of video frames across multiple videos. Then, we compute a number of features and train a model to predict the average rating of a video frame. We evaluate our model with cross-validation, and show that it is better able to select quality still frames than previous techniques, such as simply omitting frames that contain blinking or motion blur, or selecting only smiles. We also evaluate our technique qualitatively on videos that were not part of our validation set, and were taken outdoors and under different lighting conditions.

John H. Heinrichs (2011), in this Web-based study, 226 participants from a professional discussion group provided information regarding their perceptions of social networking sites and access tool usage. The differences in these perceptions based upon the various access methods and various social networking tools are

analyzed and reported. The results from simple main effect tests showed that differences exist in both access methods and social networking tool usage.

Lukas P. Forbes (2013), this research investigates consumers who made a purchase of an item based on the recommendation of a peer or contact via social media (e.g., Facebook; Twitter). Using a sample of 249 consumer purchases, this research analyzes the type of product purchased, the cost of the item, and numerous other product dimensions related to the purchase. Results of the study, along with direction for future research, are presented.

Laurel Thatcher Ulrich (2010), I admire the deftness of this analysis. Still, as a birthright member of the Thatcher debating society, I cannot leave it at that. Rust's essay depends on a stylized contrast that I first posited in an essay published in the *Journal of American History* in a forum on "Self and Subject." I raise that point simply to acknowledge that historians, too, are interested in the self and to counter the far too common assumption that historians are engaged in a mindless quest for objectivity. Historical monographs and personal essays are both literary constructions with rules and conventions. One is neither more nor less constraining or more or less authentic than the other.

Mahmud AkhterShareef (2019), this study was conducted to conceptualise advertising value and consumer attitudes towards advertisements. The research was developed to reveal the effect of the source of advertisements on credibility perception through the theoretical framework of Ducoffe's (1995) advertising value model. The research objective is to identify source derogation in terms of credibility to create advertising value and a positive attitude towards advertisements launched through the Facebook social network. In this regard, the study used three distinct sources to generate and introduce product promotional messages: an associative reference group, an aspirational reference group and marketers themselves. This research revealed significant differences in developing advertisement value and forming a favorable attitude towards advertisements when the product-related message was developed by these three distinct groups, who have different source derogations.

Marilyn F. Motz (2009), the division also manages membership services for more than 50 scholarly and professional associations and societies. Books With critically acclaimed titles in history, science, higher education, consumer health, humanities, classics, and public health, the Books Division publishes 150 new books each year and maintains a backlist in excess of 3,000 titles. With warehouses on three continents, worldwide sales representation, and a robust digital publishing program, the Books Division connects Hopkins authors to scholars, experts, and educational and research institutions around the world.

Megan Richardson (2007),

The advantages and disadvantages of legal constraints on unstaged street photography, which captures unguarded moments of subjects in public places, are discussed. It is suggested that although privacy concerns are given more legal attention presently, the issues of freedom of speech and artistic expression of the photographers should be acknowledged and legal support offered to protect them and their photographic works.

M. Therese Southgate (2000), Regardless of subject, the paintings of Jacob Lawrence (1917-) always convey a sense of the sacred, like early Roman mosaics or medieval stained glass windows. They are the joyful and sorrowful shards of life, by themselves fragments perhaps, but when gathered together, something whole and wonderful as life itself. In his long career Lawrence has left virtually no aspect of African-American life unchronicled, from the struggles in the American South to those of Haiti and Nigeria, from the crowded living rooms of Harlem apartments to the crowded waiting room of Harlem Hospital's Free Clinic, from street parades to interiors of funeral parlors, from lovers to libraries, meat markets, butcher shops, baseball, birth, death, marriage, and war. Among his major works are several narrative series: Toussiant L'Ouverture, Frederick Douglass, Harriet Tubman, John Brown, and the postwar Northward Migration. There are other series as well, without narrative: Harlem, World War II, the psychiatric hospital, the theater, Hiroshima, and the occupation of building (JAMA cover, February 7, 1996).

Michael Basil (2011), the paper examines how these visual methods have and can be used in marketing. Photography and video have important strengths. They help

us overcome the typically fleeting nature of observation. They also allow us to record behavior in its situational context, allow for reflection, informants, coding, and use of the behavior or situation for illustration. In addition to their analysis of behavior, visual methods can also be used for the purpose of analysis of environments. Photographs and videos can also reveal insights into the interpretive side of the equation – examining people's focus and interpretation of their behaviors and rituals. This visual information can be qualitative – aiming for naturalistic, descriptive, and “rich” data; they can also be used to quantitatively measure circumstances and events.

NING, JING (2010), this thesis is aiming to reveal different characters of wedding photographic market in Sweden, China and Pakistan and give an overview, including history and trends on the three distinctive markets. Through the comprehensive comparison, an entire business plan is presented to enter into the Swedish market by mixing with unique Asian visual characters.

Phillip Kotler (2000), Consumer behavior model, it is necessarily for marketers to understand to the variance of consumer behavior which is the most important component of the consumer market in order to understand the cause or reason of "why consumer decides to buy or not buy" this product which *Phillip Kotler (2000, p.33)* describes that the behavior of consumer by S-R theory behavior consumer model

Paul Cobley (2009), This article seeks to open up debate on the nature of communication in digital domestic photography. The discussion locates itself between the putative poles of 'digital democracy' and 'digital literacy', questioning the communicative co-ordinates of the snapshot and identifying the 'idiomatic genres' in which it takes place. The authors argue that digital cameras enable domestic photographers to take 'good' or professional-looking photographs and make certain capacities of professional cameras available for consumer use. Conversely, however, they argue that the question of critical understanding of the politics of representation in domestic camera use remains, since technical proficiency is not necessarily always accompanied by analysis. One reason suggested for this is that, frequently, the uses of photography are insufficiently analysed. The article therefore criticizes the idea that (domestic) photography can

be understood in terms of 'language' without paying due attention to the use of photography to capture the nonverbal.

Sara Martel (2017), there has been little communication studies research into the neo natal end-of-life photography offered to families experiencing the death of a new-born in hospital settings. To contribute insight into how families experience this photography, a phenomenological study was conducted with parents (n=10) who had photos taken around the death of their new borns within a Canadian neonatal intensive care unit. This article reports findings from data collected through semi-structured interviews about the meaning these photographs hold for families after they leave the hospital and about their experience of sharing these images with others. The paper concludes with a discussion on neo natal end-of-life photography as domestic photography, contextualizing the practice within the contemporary culture of constant capture and circulation of family snapshots. I propose the public presence of these photographs as family photo-graphs has potential to challenge the current culture in which expressions of mourning around reproductive loss are otherwise rendered invisible.

Samantha Warren (2005), the main objective of this paper is to discuss how photography might help give research participants a louder voice in (qualitative) critical accounting and management research, enabling their multiple voices to be better represented/performed through the technique of "native image making". A secondary aim is to familiarize the reader with key developments and debates in the field of "visual research" more generally.

Siti Jahroh (2020), the purpose of this study is to analyze consumers' perceptions of wedding vendors to the current marketing mix of services, reference groups, and purchase decisions. Analyze the effect of the services marketing mix and reference group on the purchase decision. Formulate an effective marketing strategy for wedding vendors in influencing consumer purchasing decisions. 208 people of samples, with purposive sampling. Analytical tools use descriptive analysis, SEM-PLS, and IPA. Consumer perception of service *marketing mix* and purchase decision is a good category, while the reference group is in fair category. Services *marketing mix* has a significant positive effect on the purchasing decisions of the wedding vendor, while the reference. group has. no significant effect on the

purchasing decisions of the wedding vendor. Marketing strategies that can be improved to improve purchasing decisions so that is following the priority indicators that have a high level.

Sharon Bodden (2010), this paper examines the role of the media in articulating and sustaining the tension between romance, fantasy and reason as key dimensions of wedding consumption. Two types of media are analysed as evidence of the development of a popular wedding consumer culture in Britain. First, I cite examples of the coverage of celebrity and unconventional weddings in the popular presses to highlight the current media emphasis upon the wedding as a spectacular, within-reach consumer fantasy. I then provide a more sustained analysis of six British bridal magazines, part of the ideological output of the contemporary wedding industry, which do not exist in a vacuum from those other media sites transmitting wedding imagery. In doing so, I deconstruct the recently formed consumer identity of the 'superbride' to reveal two underpinning aspects of her personality: the rational 'project manager' existing alongside the emotional 'childish fantasiser'. This leads me later in this paper into a more general discussion about the roles of reason and emotion, rationality and romance in wedding consumption.

Wenrong Jiang (2016), with the development in wedding photography market in recent years, customer's increasingly demand presents a trend of diversification, customer's demand for the core services also will change small and medium enterprise product type. Through the study of wedding photography business product types and consumer participation behavior, we will explore the potential relationship between the two to help wedding businesses more precisely targeting consumer demands, while designing healthy long-term marketing program to help small and medium enterprises to get better wedding photography development in the fierce competition in the market.

Wu Mian (2020), Visual behavior is an important part of tourists' temporal and spatial behavior. Photo, as a visual epitome, is an important source of information for the study of visual behavior. However, the extent of revealing the specific contents of tourists' attention in "heterogeneous and mixed" scenes is limited. The development of eye movement technology provides new data and new opportunities for the study of visual behavior, which can more objectively and accurately analyze

the visual characteristics of tourists and pay attention to specific content. From the perspective of tourism subject, tourists' understanding of destination image, behavior rules and perception preferences for different types of landscapes are important reference information for destination marketing, planning and management.

Yavisha Ramnarain (2013), social media is rapidly developing and increasingly assuming a significant role in the lives of consumers, especially the youth, who comprise young consumers aged between 18 to 24 years (MiMi.hu Company, 2000). Since the youth are growing up in a world of „new“ and rapidly changing technologies, they are more likely to make use of the new media in their daily activities (Carenzio, 2008).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

The research methodology shows the ways and means to be followed in the research activities starting from investigation to presentation of research report. It includes the research design, population of the study, sampling framework, construct development, data collection, framework of analysis and limitations. The methodology followed in the present study is summarized below.

3.2 RESEARCH DESIGN OF THE STUDY

A research design is a framework for guiding a research project. It describes the procedures essential for obtaining the information required to structure and/or solve the research problems. It enumerates the information needed, the design of the research, the specified measurement and scaling procedures, the construction and pretest of questionnaire, the sampling process, the sample size and the plan of data analysis.

3.3 THEORETICAL FRAMEWORK

- Hypothesis testing for brand, marketing mix and trend of health conscious.
- The demographic and consumer behavior will use in questionnaire for only necessities questions to understand the whole view of conceptual of this research.
- The variable in this research able to divide into 2 parts, first Independent Variables and second Dependent Variables as follows:
- Independent Variables: All The Demographic Profiles Are The Independent Variable

3.4 HYPOTHESIS

H01: There is no significant difference between Age and Factors of Photography

H02: There is no significant difference between Gender and Factors of Photography

H03: There is no significant difference between Location and Factors of Photography

H04: There is no significant difference between Religion and Factors of Photography

H05: There is no significant difference between Preparation and Demographic profile.

H06: There is no significant difference between ceremony and Demographic profile.

H07: There is no significant difference between group photo and Demographic profile.

H08: There is no significant difference between wedding party and Demographic profile.

H09: There is no significant difference between couple photos and Demographic profile.

H010: There is no significant difference between bride and groom portraits and Demographic profile.

H011: There is no significant difference between cocktail hour and Demographic profile.

H012: There is no significant difference between reception dinner and Demographic profile.

3.5 PROFILE OF THE STUDY AREA

The study area used for the research is the Chennai city. Chennai is the state capital of Tamil Nadu in India and it is located at the north-eastern part of the state. It is a thickly populated city, surrounded by a large number of domestic and multinational corporations.

Kyros Pictures is a group of Passionate and Professionally Qualified Wedding Photographers, Candid Photographers, Videographers and Web Designers with a picturesque mind and a zealous heart who strive to bring your pictures to life every time you look at them. It is a Chennai based Photography Studio with a team of professionally qualified and accomplished seasoned photographers and filmmakers who have studied the art of Photography. Our specialty is Wedding Photography and Candid Photography.

3.6 SAMPLE SIZE:

A self-administered survey was prepared, that was put together with the help of Google forms and was circulated to all people in the Chennai city. The research uses Convenience sampling method, attempting to discover how the preferences are effectively followed. The questionnaire circulated through Google form received 110 responses. The analysis of the collected data was made with the help of SPSS software. The data analysis methods carried out for this research was descriptive analysis, Anova (One-way), Correlation and Independent Sample T-test.

3.7 SOURCES OF DATA

The study is completely based on primary data. Primary data for the study is collected through the self-administered questionnaire which was circulated through Google forms. The study uses Secondary data for Theoretical framework of the study and Review of literature collected from journals, books, thesis and magazines.

3.8 QUESTIONNAIRE DEVELOPMENT

The structured questionnaire consisted of 2 sets; the first set consisted of the demographic profile of the customers and the Second set consisted of the Factors.

The factors of branding and marketing was measured with the help of 5-point like scale namely [Very Important, Important, Neutral, Less Important, Not Important] from 1 to 5, respectively.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION:

4.1 PERCENTAGE ANALYSIS

4.1.1 Age wise classification

Table 4.1.1 Table showing Age of the respondents

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
AGE	18 – 28 years	73	66%
	29 – 39 years	24	22%
	40 to 45 years	10	10%
	46 and above	3	3%
TOTAL		110	100%

Source: Primary data

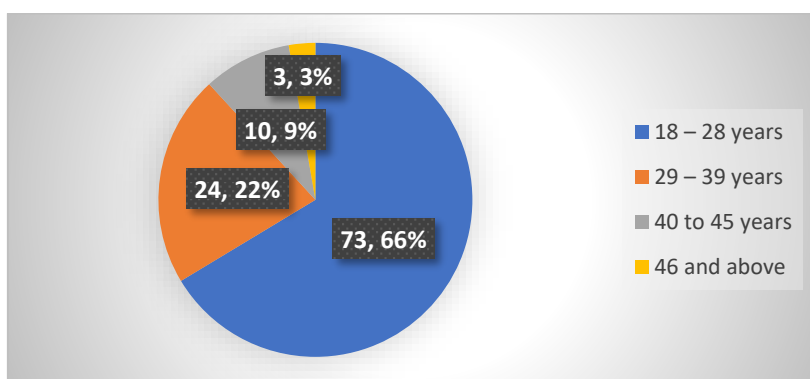


Chart 4.1.1 Chart showing Age of respondents

Interpretation

From the above data, 73 respondents are of the age group 18 to 28 years accounting 66%, 24 respondents are of the age group 29 to 39 years accounting to 22%, 10 respondents are of the age group 40 to 45 years accounting to 9%, and 3 respondents are of the age group 29 to 39 years accounting to 3%.

Inference

Majority of the respondents are of the age group of 18 to 28 years

Table 4.1.2

Table showing Gender of the respondents

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
GENDER	Male	83	75.5%
	Female	27	24.5%
TOTAL		110	100%

Source: Primary data

Gender
110 responses

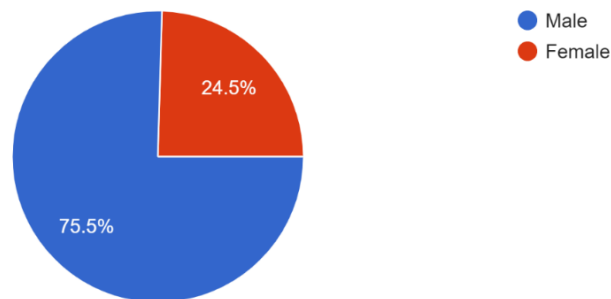


Chart no 4.1.2 CHART SHOWING GENDER OF RESPONDENTS

Interpretation

From the above table, 83 respondents accounting to 75.5% are male and 27 respondents accounting to 24.5% are female.

Inference

Majority of the respondents are male.

Table 4.1.3

Table showing religion of the respondents

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
POSITION	Christianity	40	36.4%
	Islam	4	3.6%
	Hinduism	60	54.5%
	Others	6	5.5%
TOTAL		110	100%

Source: Primary data

Religion
110 responses

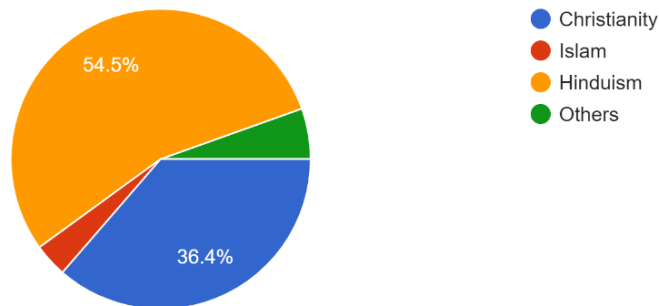


Chart 4.1.3 Table showing religion of the respondents

Interpretation

From the above table, 40 respondents accounting to 36.4% are Christians, 4 respondents accounting to 3.6% are Muslims, 60 respondents accounting to 54.5% and 6 respondents accounting to 5.5% belong to others.

Inference

Majority of the respondents are hindus.

Table 4.1.4

Table showing location of the respondents

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
POSITION	North Chennai	41	37.3%
	South Chennai	44	40%
	East Chennai	15	13.6%
	West Chennai	10	9.1%
TOTAL		110	100%

Source: Primary data

Where is your home located?
110 responses

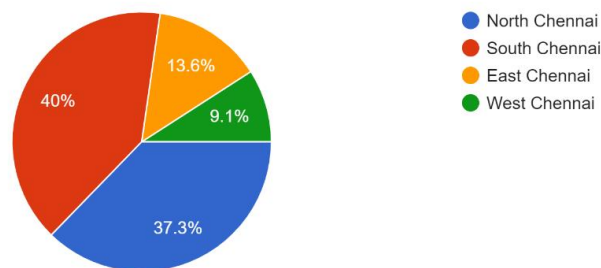


Chart 4.1.4 Table showing location of the respondents

Interpretation

From the above table, 41 respondents accounting to 37.3% are in North Chennai, 44 respondents accounting to 40% are in South Chennai, 15 respondents accounting to 13.6% are in East Chennai and 10 respondents accounting to 9.1% belong to West Chennai.

Inference

Majority of the respondents are from south Chennai.

4.2 CHI – SQUARE ANALYSIS

Age and Factors of photography

H0: There is no significant difference between Age and Factor s of Photography

H1: There is significant difference between Age and Factor s of Photography

Table 4.2.1

Table showing chi – square values of age and factors of photography

Factors	Age			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Style preferred				
Pearson Chi square	2.870	6	.825	Not significant
Likelihood Ratio	3.739	6	.712	
Where would you like to shoot the most?				
Pearson Chi Square	2.598	3	.458	Not Significant
Likelihood Ratio	2.961	3	.398	
Liking on Capturing				
Pearson Chi square	17.153	6	.009	

Likelihood Ratio	16.244	6	.013	Significant
Shot of Event				
Pearson Chi Square	4.634	6	.590	Not Significant
Likelihood Ratio	5.625	6	.467	
Intimation of sessions				
Pearson Chi square	18.756	12	0.095	Not Significant
Likelihood Ratio	21.160	12	0.48	
Venue of Choice				
Pearson Chi Square	4.616	6	.594	Not Significant
Likelihood Ratio	5.530	6	.478	

Interpretation

From the table it is known that the p values are greater than 0.05 for all factors except liking on capturing. Hence Accept H_0 for all factors and Reject H_0 for liking on capture.

Inference

There is no significant difference between Age and factors of Photography except Liking on Capturing

Age exhibits a difference in the Factor of Liking on Capturing

Gender and Factors of photography

H0: There is no significant difference between Gender and Factors of Photography

H1: There is significant difference between Gender and Factors of Photography

Table 4.2.2

Table showing chi – square values of genders and factors of photography

Factors	Gender			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Style preferred				
Pearson Chi square	29.487	16	.021	Significant
Likelihood Ratio	27.927	16	.032	
Place of Shoot				
Pearson Chi Square	.203	1	.652	Not Significant
Likelihood Ratio	.207	1	.652	
Way of capturing				
Pearson Chi square	2.389	2	.303	Not Significant
Likelihood Ratio	3.800	2	.150	

Formality in Shoot				
Pearson Chi Square	.248	2	.844	Not Significant
Likelihood Ratio	.244	2	.885	
Intimation of sessions				
Pearson Chi square	3.938	4	.414	Not Significant
Likelihood Ratio	4.344	4	.361	
Venue of Choice				
Pearson Chi Square	4.983	2	.083	Not Significant
Likelihood Ratio	4.603	2	.100	

Interpretation

From the table it is Known that the p values are greater than 0.05 for all factors. except style preferred Hence Accept H0 for all factors except Style preferred, Reject H0 for Style preferred.

Inference

There is no significant difference between Gender and factors of Photography except Style preferred. Gender exhibits a difference in the factor of Style.

Expenses and Factors of photography

H0: There is no significant difference between Location and Factors of Photography

H1: There is significant difference between Location and Factors of Photography

Table 4.2.3

Table showing chi – square values of expenses and factors of photography

Factors	Location			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Style preferred				
Pearson Chi square	9.787	6	.134	Not Significant
Likelihood Ratio	10.741	6	.097	
Place of Shoot				
Pearson Chi Square	17.336	8	.027	Significant
Likelihood Ratio	20.116	8	.010	
Liking on Capturing				
Pearson Chi square	3.468	6	.748	Not Significant
Likelihood Ratio	3.831	6	.700	

Shot of Event				
Pearson Chi Square	5.334	6	.502	Not Significant
Likelihood Ratio	5.362	6	.498	
Intimation of sessions				
Pearson Chi square	14.830	12	.251	Not Significant
Likelihood Ratio	18.009	12	.115	
Venue of Choice				
Pearson Chi Square	5.941	6	.430	Not Significant
Likelihood Ratio	6.161	6	.405	

Interpretation

From the table it is known that the p values are greater than 0.05 for all factors. except Place of Shoot. Hence Accept H₀ for all factors except Place of Shoot. Reject H₀ for Place of Shoot

Inference

There is no significant difference between Expenses willing to be made and factors of Photography except place of Shoot.

Expenses exhibit influence on the factor Place of shoot

Religion and Factors of photography

H0: There is no significant difference between Religion and Factors of Photography

H1: There is significant difference between Religion and Factors of Photography

Table 4.2.4

Table showing chi – square values of religion and factors of photography

Factors	Religion			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Style preferred				
Pearson Chi square	11.508	6	.074	Significant
Likelihood Ratio	14.390	6	.026	
Place of Shoot				
Pearson Chi Square	1.325	3	.723	Not Significant
Likelihood Ratio	1.304	3	.728	
Liking on Capturing				
Pearson Chi square	15.804	6	.015	Significant
Likelihood Ratio	16.273	6	.012	

Shot of Event				
Pearson Chi Square	12.630	6	.049	Significant
Likelihood Ratio	13.217	6	.040	
Intimation of sessions				
Pearson Chi square	9.325	12	.675	Not Significant
Likelihood Ratio	10.994	12	.529	
Venue of Choice				
Pearson Chi Square	9.586	6	.143	Not Significant
Likelihood Ratio	10.832	6	.094	

Interpretation

From the table it is known that the p values are greater than 0.05 for the factors preferred place of shoot, Intimation of sessions, Venue of choice. Hence Accept H₀. From the table it is known as p Values are lesser than 0.05 for the factors Style preferred, Liking on Capturing, Shot of Event. Hence Reject H₀

Inference

There is no significant difference between Religion and factors such that preferred place of shoot, Intimation of sessions, Venue of choice.. There is significant difference between Religion and factors such as Style preferred, Liking on Capturing, Shot of Event.

Preparation of Photography and Demographic factors

H0: There is no significant difference between Preparation and Demographic profile.

H1: There is significant difference between Preparation and Demographic profile.

Table 4.2.5

Table showing chi – square values of preparation and demographic factors of photography

Factors	Preparation of Photography			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Age				
Pearson Chi square	6.604	6	.359	Not significant
Likelihood Ratio	6.731	6	.347	
Gender				
Pearson Chi Square	2.401	2	.300	Not Significant
Likelihood Ratio	2.346	23	.316	
Location				
Pearson Chi square	4.696	6	.583	

Likelihood Ratio	4.086	6	.665	Not Significant
Religion				
Pearson Chi Square	4.824	6	.567	Not Significant
Likelihood Ratio	5.881	6	.437	

Interpretation

From the table it is known that the p values are greater than 0.05 for all factors.
Hence Accept H₀

Inference

There is no significant difference between demographic factors and Preparation of Photography

Demographic factors do not exhibit differences in the Importance given to the preparation of Photography

CEREMONY & DEMOGRAPHIC FACTORS

H0: There is no significant difference between ceremony and Demographic profile.

H1: There is significant difference between ceremony and Demographic profile.

Table 4.2.6

Table showing chi – square values of ceremony and demographic factors of photography

Factors	CEREMONY			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Age				
Pearson Chi square	8.322	6	.215	Not significant
Likelihood Ratio	9.867	6	.130	
Gender				
Pearson Chi Square	3.013	2	.222	Not Significant
Likelihood Ratio	2.846	2	.238	
Location				
Pearson Chi square	11.508	6	.074	

Likelihood Ratio	14.390	6	.026	Significant
Religion				
Pearson Chi square	15.804	6	.015	Significant
Likelihood Ratio	16.273	6	.012	

Interpretation

From the table it is known that the p values are greater than 0.05 for the factors Age & Gender. Hence Accept H₀. From the table it is known that the p values are lesser than 0.05 for the factors Location & Religion. Hence Reject H₀

Inference

There is no significant difference between Ceremony and Age factor, Gender factor.
There is significant difference between Ceremony and Religion, Location

The level of importance given to Ceremony Photography varies for Religion & Location

Group Photography and Demographic factors

H0: There is no significant difference between group photo and Demographic profile.

H1: There is significant difference between group photo and Demographic profile.

Table 4.2.7

Table showing chi – square values of group photography and demographic factors of photography

Factors	Group Photos			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Age				
Pearson Chi square	12.934	9	.045	Significant
Likelihood Ratio	13.000	9	.039	
Gender				
Pearson Chi Square	1.876	3	.599	Not Significant
Likelihood Ratio	2.321	3	.509	
Location				

Pearson Chi square	12.382	9	.193	Not Significant
Likelihood Ratio	14.830	9	.096	
Religion				
Pearson Chi Square	9.964	9	.353	Not Significant
Likelihood Ratio	8.761	9	.460	

Interpretation

From the table it is known that the p values are greater than 0.05 for all factors except Age. Hence Accept H0 for all factors except age. From table it is known that p value is less than 0.05 for Age factor. Hence Reject H0 for Age.

Inference

There is no significant difference between Group Photography and Demographic factors except Age

The level of importance given to Group Photography is significant

Wedding Party Photography & Demographic factors

H0: There is no significant difference between wedding party and Demographic profile.

H1: There is significant difference between wedding party and Demographic profile.

Table 4.2.8

Table showing chi – square values of wedding party photography and demographic factors of photography

Factors	Gender			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Age				
Pearson Chi square	14.723	9	.038	Significant
Likelihood Ratio	16.829	9	.26	
Gender				
Pearson Chi Square	15.349	6	.049	Significant
Likelihood Ratio	15.041	6	.043	

Location				
Pearson Chi square	8.117	9	.522	Not Significant
Likelihood Ratio	8.704	9	.465	
Religion				
Pearson Chi Square	5.469	9	.759	Not Significant
Likelihood Ratio	7.061	9	.631	

Interpretation

From the table it is known that the p values are greater than 0.05 for factors Religion & Location Hence Accept H₀. From the table it is known that the p value is less than 0.05 for factors Age & Gender. Hence Reject H₀

Inference

There is no significant difference between Wedding party Photography and the factors Religion & Location. There is significant difference between Wedding party Photography and factors Age & Gender

There is a significant difference in the level of importance given to Wedding Photography among Age and Gender

Couple Photography & Demographic factors

H0: There is no significant difference between couple photos and Demographic profile.

H1: There is significant difference between couple photos and Demographic profile.

Table 4.2.9

Table showing chi – square values of couple photography and demographic factors of photography

Factors	Gender			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Age				
Pearson Chi square	20.227	9	.017	Significant
Likelihood Ratio	20.750	9	.014	
Gender				
Pearson Chi Square	4.285	3	.232	Not Significant
Likelihood Ratio	4.043	3	.257	
Location				
Pearson Chi square	11.845	9	.222	

Likelihood Ratio	11.372	9	.251	Not Significant
Religion				
Pearson Chi Square	8.419	9	.493	Not Significant
Likelihood Ratio	10.113	9	.341	

Interpretation

From the table it is known that the p values are greater than 0.05 for all factors except Age. Hence Accept H₀. From the table it is known that p valid is less than 0.05 for Age. Hence Reject H₀ for Age.

Inference

There is no significant difference between Couple Photography and Demographic factors except Age

The level of importance given to couples Photography is significant among Age.

Bride Groom Portraits & Demographic factors

H0: There is no significant difference between bride and groom portraits and Demographic profile.

H1: There is significant difference between bride and groom portraits and Demographic profile.

Table 4.2.10

Table showing chi – square values of bride groom portraits and demographic factors of photography

Factors	Gender			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Age				
Pearson Chi square	23.806	9	.021	significant
Likelihood Ratio	24.440	9	.020	
Gender				
Pearson Chi Square	6.860	3	.076	Not Significant
Likelihood Ratio	5.969	3	.113	
Location				

Pearson Chi square	4.732	9	.857	Not Significant
Likelihood Ratio	5.113	9	.824	
Religion				
Pearson Chi Square	9.163	9	.422	Not Significant
Likelihood Ratio	11.073	9	.271	

Interpretation

From the table it is known that the p values are greater than 0.05 for all factors except Age. Hence Accept H₀. From the table it is known that p value is less than 0.05 for Age. Hence Reject H₀

Inference

There is no significant difference between Bride& Groom Photography & Demographic factors except Age.

Hence the level of importance given to Bride & Groom portraits is significant among Age.

Cocktail hour Photography & Demographic factors

H0: There is no significant difference between cocktail hour and Demographic profile.

H1: There is significant difference between cocktail hour and Demographic profile.

Table 4.2.11

Table showing chi – square values of cocktail hour photography and demographic factors of photography

Factors	Gender			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Age				
Pearson Chi square	35.752	12	<.001	significant
Likelihood Ratio	27.147	12	.007	
Gender				
Pearson Chi Square	1.616	4	.806	Not Significant
Likelihood Ratio	1.535	4	.820	
Location				
Pearson Chi square	12.028	12	.443	

Likelihood Ratio	12.943	12	.373	Not Significant
Religion				
Pearson Chi square	26.210	12	.010	significant
Likelihood Ratio	28.995	12	.004	

Interpretation

From the table it is known that the p values are greater than 0.05 for all factors except Age & Religion. Hence Accept H₀. From the table it is known that the p value is lesser than 0.05 for Age & Religion. Hence Reject H₀

Inference

There is no significant difference between Cocktail hour Photography and Demographic factors except Age & Religion

The importance given to Cocktail hour Photography is Significant among Age and Religion Groups.

Reception Dinner Photography & Demographic factors

Portions of the day that are the most important.

H0: There is no significant difference between cocktail hour and Demographic profile.

H1: There is significant difference between cocktail hour and Demographic profile.

Table 4.2.12

Table showing chi – square values of reception dinner photography and demographic factors of photography

Factors	Gender			
	Value	df	Asymptomatic Significance (2 sided)	Significance
Age				
Pearson Chi square	26.210	12	.010	significant
Likelihood Ratio	28.995	12	.004	
Gender				
Pearson Chi Square	7.210	4	.125	Not Significant
Likelihood Ratio	7.204	4	.125	
Location				

Pearson Chi square	10.214	12	.597	Not Significant
Likelihood Ratio	10.398	12	.581	
Religion				
Pearson Chi Square	13.024	12	.367	Not Significant
Likelihood Ratio	12.166	12	.432	

Interpretation

From the table it is Known that the p values are greater than 0.05 for all factors. Hence Accept H₀. From the table it is known that the p value is lesser than 0.05 for Age. Hence Reject H₀

Inference

There is no significant difference between reception dinner and Demographic factors except age.

The importance given to reception Photography is Significant among Age groups.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

- Out of 110 samples the majority of the respondents belong to the age 18 – 28 which forms around 66% of the total respondents.
- This would be our major consumer age group itself. The age group where most of the people would get married.
- Age's classification and their preferred way of being captured by the age groups is private.
- Although surprisingly the age group between 29 – 39 years want to be captured in front of the crowd.
- The age group of 18 – 28 have a major preference in being documented in an informal way.
- Intimate sessions are strongly preferred by the both the age groups which is from 18 – 39 years.
- Respondents accounting to 75.5% are male.
- Men happen to prefer more Black and white images.
- Women happen to prefer more colour images.
- Commonly both the genders prefer outdoor shoots more.
- Both the genders want to shoot in a private way.
- Informal report is preferred by both.
- Although women are almost completely okay with intimate sessions, almost 40 percent of men don't want an intimate session being shot.
- 54.5 percent of the respondents are Hindus and 36.4 percent are Christians.
- Christians prefer black and white photos more
- Hindus prefer colored photos more.
- Commonly all of them preferred outdoor shoot.
- Christianity, Hinduism and others commonly want to be shot in a private way.
- All of the Muslim respondents want to be shot in front of the crowd unexpectedly.
- Other religious responders want to be documented in a formal way.
- Majority wants intimate sessions.

- 40 percent of the total respondents were from south Chennai.
- Majority of the respondents from east and south Chennai residents prefer colored photos more.
- Majority of the respondents from North Chennai residents prefer Black and white photos more.
- All of them preferred outdoor locations more.
- All of them preferred to be captured in a private way.
- Majority of them preferred to be documented in an informal way.
- Almost half of the North Chennai residents disagree with intimate sessions.

5.2 Suggestions

From the above findings the whole Kyros Pictures' operations would be executed differently in many different ways.

The company has to find a private space immediately to shoot, since majority of our respondents prefer to be shot in a private way.

Informal reporting is preferred by all so it is clear that informal creative documentation is where Kyros Pictures must focus more.

Although it is clear that the people between the age group of 29 – 39 years preferred to be captured in front of the crowd make sure that the crowd makes them comfortable during the shoot.

During the shoot try to capture men in Black and white as they prefer it more. Women who are known for their colour observing skills prefer collared photos more, so Kyros Pictures should make sure that they are shot in front of a vibrant backdrop and make sure the pictures are more vibrant while they see. Make sure not to approach men about taking intimate sessions since half of them are not okay with it, whereas most of the women prefer intimate sessions and they are to be approached. Christians prefer more black and white photos, let their church shots be captured more in black and white as they happen to like it. Muslims don't want to be captured private so it's better to not approach them to until they ask for it. If the customers are from north Chennai it's better not to approach them for an intimate shoot.

5.3 Conclusion:

The research happens to answer the most common dilemma that almost every person has in the Visual art industry. Candid or portraits? The most common question there is in this type of an industry. As in our research we were able to find majority of them prefer Informal reports. That helps ourto know that Candid photography are preferred more commonly. As with our findings we were able to have some better suggestions with which we will be able to customize Kyros pictures' operations. We can now use the suggestions and implement those on our social pages to engage more followers and engagements.

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APPENDIX – I (QUESTIONNAIRE)

A study on consumer behaviour in Kyros Pictures from social platform.

Demographic Profile of the Respondents

1. Name: _____

2. Age

- a) 18-28 years
- b) 29- 39 years
- c) 3- 45 years
- d) 46 & Above

3. Where is your home located?

- a) North Chennai
- b) South Chennai
- c) East Chennai
- d) West Chennai

4. Gender

- a. Male
- b. Female

5. Marital status

- a. Married
- b. Unmarried

6. Religion

- a. Christianity
- b. Islam
- c. Hinduism
- d. Others

Classification based on study factors of the Respondents

7. The style I prefer is (check all that applies)

- ☐ Black and White
- ☐ Color Photos
- ☐ Both

8. Of the following which are the most important images you would like captured during your session? (check all that applies)

- ☐ Family Portraits
- ☐ Solo Portraits
- ☐ Modeling Portraits
- ☐ Traditionally Posed
- ☐ Candid Shots

9. Where would you like to shoot the most? (check all that applies)

- ☐ Outdoors
- ☐ Indoors

10. Do you like Candid or Posed photos? (check all that applies)

- ☐ All Candid
- ☐ Mostly Candid and some Posed
- ☐ Mostly Posed and some Candid
- ☐ All Posed

11. So what is the most important aspect you see in a photo? check all that applies)

- ☐ Lightings
- ☐ The moment
- ☐ The reaction
- ☐ The colors
- ☐ The framing

12. What would you want to prioritize during an important moment ? (check all that applies)

- ☐ Documentation
- ☐ Creative Documentation
- ☐ Exhibition of a different perception
- ☐ Candids

13. How would you like to be captured?

- a. In a private way
- b. Infront of the crowd

14. How do you want your event to be shot?

- a. Formal (staged)
- b. Informal (reportage)
- c. Mix of both

15. Do you want intimate sessions of the two of you (Bride & Groom) ?

- a. Strongly Disagree
- b. Disagree
- c. Undecided
- d. Agree
- e. Strongly Agree

16. Where would be a good place for this to happen? (check all that applies)

- ☐ Same venue
- ☐ A venue that you will arrange
- ☐ Others

17. Which portions of the day are the most important to you? (check all that applies)

- ☐ Prep
- ☐ Ceremony
- ☐ Group Photos
- ☐ Wedding Party
- ☐ Photos Couple
- ☐ Photos Bridal Portrait
- ☐ Groom Portrait
- ☐ Cocktail Hour
- ☐ Reception Dinner

APPENDIX – II (ARTICLE)

A STUDY ON RELIGIOUS GROUP AND THEIR PREFERENCES IN WEDDING PHOTOGRAPHY WITH REFERENCE TO KYROS PICTURES, CHENNAI

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ABSTRACT

Religious groups have their very own way of selecting and preferring things. It especially has its very own impact in photography as well. Especially in wedding photography which is considered to have many religious rituals. The purpose of this study is to develop ideas about photography as consumer behaviour of a group of people and as a researcher practice, by examining social science research traditions, photographers, and consumer research that utilizes photography with reference to a photography company based in Chennai. Kyros Pictures are a Chennai based Photography Studio with a team of professionally qualified and accomplished seasoned photographers and filmmakers who have studied the art of Photography. Through the study of wedding photography business product types and consumer participation behaviour, we will explore the potential relationship between the two to help wedding businesses more precisely targeting consumer demands, while designing healthy long-term marketing program to help small and medium enterprises to get better wedding photography development in the fierce competition in the market. The research is Descriptive in nature. The population size is 300 clients of the company and sample size covers nearly 1/3 of the population that is 110 clients. The sampling technique was convenient sampling. The statistical analysis includes Percentage Analysis & Chi Square Analysis. The results concluded that Religious groups preferences vary. Regarding Wedding Photography. There is a significant difference given to various factors when it comes to Wedding Photography.

Keywords: consumer behavior, photography, candid, portraits, social media, religion, locations and documentation.

1.1 INTRODUCTION

.Event photography is incredibly important because it will provide that evidence. Event photography is important because it gives your event or business credibility. It also provides a lot of great material for marketing and makes your business look professional and reliable. Good event photographers can provide images that can be used again to promote a business. This article aims to explain the ins and outs of event photography, why it's essential, and some of the main things to look out for when hiring an event photographer. Religious groups have their very own way of selecting and preferring things. It especially has its very own impact in photography as well. Especially in wedding photography which is considered to have many religious rituals, we are here to study on religious group and their preference in wedding photography with reference to Kyros Pictures.

1.2 KYROS PICTURES

Kyros Pictures are a Chennai based Photography Studio with a team of professionally qualified and accomplished seasoned photographers and filmmakers who have studied the art of Photography. They specialise in Wedding Photography and Candid Photography. Their Candid, Classic and Contemporary style of Photography is just what is needed on the Big Day. Two quintessential things to work are the clients and their wedding day and it ultimately results in timeless and beautiful timestamps of the biggest event of clients life. **You are just not a number to us; YOU MATTER.** is their Motto .

1.3 Products

Kyros Pictures is a group of Passionate and Professionally Qualified Wedding Photographers, Candid Photographers, Videographers and Web Designers with a picturesque mind and a zealous heart who strive to bring your pictures to life every time you look at them.

We are a Chennai based Photography Studio with a team of professionally qualified and accomplished seasoned photographers and filmmakers who have studied the art of Photography. Our specialty is Wedding Photography and Candid Photography.

2. REVIEW OF LITERATURE

(Beaumont Newhall 2015) picture can often tell more than thousands of words, and a picture made by photography implies by its method of production a basis of fact. All know that such an implication is untrue, but everyone accepts the photograph as the pictorial evidence of an eye-witness—the cameraman.

(Cheol Park, 1997)Recently, consumer researchers have been interested in rituals that concisely express the consumption system in a culture. This article studies the Korean wedding ritual. The particular focus is on consumer values, needs, and expenditures related to Korean weddings. Research hypotheses were developed by analyzing the consumption phenomena in a sociocultural context and using focus groups and in-depth interviews. The author suggests that hedonic values relating to wedding rituals influence conspicuous and female-focused consumption. Implications of the study and further consumption research issues are discussed.

(Eric Guthey 2005), At first glance such photographs may appear to convey an impression of the kind of authentic presence many consider crucial for establishing a strong corporate image. But a closer look at the constructed nature of both CEO identity and portrait photography lays bare the elusive nature of authenticity itself,

as well as the way that CEO portraits can function also to expose the corporation's chronic lack of authenticity.

(Samantha Warren 2005) The main objective of this paper is to discuss how photography might help give research participants a louder voice in (qualitative) critical accounting and management research, enabling their multiple voices to be better represented/performed through the technique of "native image making". A secondary aim is to familiarise the reader with key developments and debates in the field of "visual research" more generally.

(Siti Jahroh 2020), The purpose of this study is to analyze consumers' perceptions of wedding vendors to the current marketing mix of services, reference groups, and purchase decisions. Analyze the effect of the services marketing mix and reference group on the purchase decision. Formulate an effective marketing strategy for wedding vendors in influencing consumer purchasing decisions.

(Rose 2001) The use of photographs as a research method has fluctuated over the last century. It has seen a renewal of interest allied to a growth in consumer research and qualitative participatory techniques in healthcare research

(Paul Copley 2009) Digital cameras enable domestic photographers to take 'good' or professional-looking photographs and make certain capacities of professional cameras available for consumer use. Conversely, however, they argue that the question of critical understanding of the politics of representation in domestic camera use remains, since technical proficiency is not necessarily always accompanied by analysis

(Wenrong Jiang 2016) With the development in wedding photography market in recent years, customer's increasingly demand presents a trend of diversification, customer's demand for the core services also will change small and medium enterprise product type. Through the study of wedding photography business product types and consumer participation behavior, we will explore the potential relationship between the two to help wedding businesses more precisely targeting consumer demands, while designing healthy long-term marketing program to help small and medium enterprises to get better wedding photography development in the fierce competition in the market.

(Wu Mian 2020) Visual behavior is an important part of tourists' temporal and spatial behavior. Photo, as a visual epitome, is an important source of information for the study of visual behavior. However, the extent of revealing the specific contents of tourists' attention in "heterogeneous and mixed" scenes

3. RESEARCH METHODOLOGY

3.1 Population & Sample size

The population is 300 customers who are the Clientile of Kyros pictures.. Sample size is composed of 110 respondents That is 1/3 nearly of the population . Convenient Sampling technique was employed. The respondents belong to various age groups and various occupations.

3.2 Data

The research uses both Primary data & Secondary Data. Primary data was collected by survey through questionnaire and Secondary data from various literature review.

3.3 Theoretical Framework

The dependent factors are Factors of Photography that include Style of being captured, Place, Venue , Choice Of Photography i.e candid , potrait, black & white , color etc. Independent variables are Religious groups composed of the respondents split into various groups as Hindus, Christians, Muslims

3.4 Hypothesis

H₀₁: There is no significant difference between Style of Photography preferred and Religious Groups

H₀₂: There is no significant difference between Place of Shoot preferred and Religious Groups

H₀₃: There is no significant difference between Capturing preferred and Religious Groups

H₀₄: There is no significant difference between preferred Event to be shot and Religious Groups

H₀5: There is no significant difference between preferred Intimate shots and Religious Groups

H₀6: There is no significant difference between venue preferred and Religious Groups

4. RESULTS

4.1 Percentage Analysis of Religion wise classification

Table 4.1 Table showing religion of the respondents

FACTORS	DIMENSIONS	NO. OF RESPONDENTS	PERCENTAGE
POSITION	Christianity	40	36.4%
	Islam	4	3.6%
	Hinduism	60	54.5%
	Others	6	5.5%
TOTAL		110	100%

Source: Primary data

Religion
110 responses

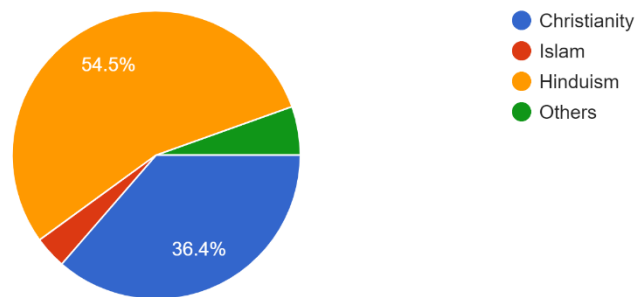


Chart 4.1.3 Table showing religion of the respondents

Interpretation

From the above table, 40 respondents accounting to 36.4% are Christians, 4 respondents accounting to 3.6% are Muslims, 60 respondents accounting to 54.5% and 6 respondents accounting to 5.5% belong to others.

Inference

Majority of the respondents are hindus.

4.2 Chi Square Analysis between Style of Photography preferred and Religion

H₀: There is no significant difference between Style of Photography preferred and Religious Groups

H₁: There is no significant difference between Style of Photography preferred and Religious Groups,

Table 4.2.

Table showing chi – square values of Religion and style of photography

Chi Square tests			
	Value	df	Asymptotic Siignificance (2 sided)
Pearson Chi Square	29.487	16	.021
Likelihood ratio	27.927	16	.032
Linear by linear Association	.790	1	.374
No of Valid cases	110		

Source: Primary data

Interpretation

The p-value is .021 which is lesser than the alpha value (0.05), hence Null hypothesis (H₀) is Rejected

Inference

There is a significant difference between Style of Photography pre and Religious groups

4.3 Chi Square Analysis between Place of shoot preferred and Religion

H₀: There is no significant difference between Place of shoot preferred and Religious Groups

H₁: There is no significant difference between Place of shoot preferred and Religious Groups.

Table 4.3

Table showing chi – square values of Religion and preferred shooting location

Chi Square tests			
	Value	df	Asymptotic Siignificance (2 sided)
Pearson Chi Square	1.325	3	.723
Likelihood ratio	1.304	3	.728
Linear by linear Association	.005	1	.945
No of Valid cases	109		

Source: Primary data

Interpretation

The p-value is .723 which is greater than the alpha value (0.05), hence Null hypothesis (H0) is Accepted

Inference

There is no significant difference between Style of Photography pre and Religious groups

4.4 Chi Square Analysis between Capturing preference and Religion

H₀: There is no significant difference between Capturing preference and Religious Groups

H₁: There is no significant difference between Capturing preference and Religious Groups

Table 4.4

Table showing chi – square values of Religion and Capturing

Chi Square tests			
	Value	df	Asymptotic Siignificance (2 sided)
Pearson Chi Square	15.804	6	.015
Likelihood ratio	16.273	6	.012
Linear by linear Association	.186	1	.666
No of Valid cases	110		

Source: Primary data

Interpretation

The p-value is .015 which is lesser than the alpha value (0.05), hence Null hypothesis (H₀) is Rejected

Inference

There is significant difference between Capturing preferences and Religious groups

4.5 Chi Square Analysis between Shot of Event preferred and Religion

H₀: There is no significant difference between Shot of Event preferred and Religious Groups

H₁: There is no significant difference between Shot of Event preferred and Religious Groups

Table 4.5

Table showing chi – square values of Religion and shot of event preferred

Chi Square tests			
	Value	df	Asymptotic Siignificance (2 sided)
Pearson Chi Square	12.630	6	.049
Likelihood ratio	13.217	6	.040
Linear by linear Association	1.847	1	.174
No of Valid cases	110		

Source: Primary data

Interpretation

The p-value is .049 which is lesser than the alpha value (0.05), hence Null hypothesis (H₀) is Rejected

Inference

There is significant difference between Shot of Event preferred and Religious groups

4.6 Chi Square Analysis between preferred Intimate Shots and Religion

H₀: There is no significant difference between preferred Intimate Shots and Religious Groups

H₁: There is no significant difference between preferred Intimate Shots and Religious Groups.

Table 4.6

Table showing chi – square values of Religion and preferred intimate shots

Chi Square tests			
	Value	df	Asymptotic Siignificance (2 sided)
Pearson Chi Square	9.325	12	.675
Likelihood ratio	10.994	12	.529
Linear by linear Association	.072	1	.788
No of Valid cases	110		

Source: Primary data

Interpretation

The p-value is .675 which is greater than the alpha value (0.05), hence Null hypothesis (H₀) is Accepted

Inference

There is no significant difference between preffered Intimate Shots and Religious groups

4.7 Chi Square Analysis between Venue preferred and Religion

H₀: There is no significant difference between Venue preferred and Religious Groups

H₁: There is no significant difference between Venue preferred and Religious Groups

Table 4.7

Table showing chi – square values of Religion and venue preferred

Chi Square tests			
	Value	df	Asymptotic Siignificance (2 sided)
Pearson Chi Square	17.336	8	.027
Likelihood ratio	20.116	8	.010
Linear by linear Association	.835	1	.361
No of Valid cases	110		

Source: Primary data

Interpretation

The p-value is .027 which is lesser than the alpha value (0.05), hence Null hypothesis (H₀) is Rejected

Inference

There is significant difference between Venue preferred and Religious groups

5. CONCLUSION

54.5 percent of the respondents are hindus and 36.4 percent are Christians.Christians prefer black and white photos more .Hindus prefer colored photos more.Commonly all of them preferred outdoor shoot. Christianity, Hinduism and others commonly want to be shot in a private way. All of the muslim respondents want to be shot in front of the crowd unexpectedly. Other religious responders want to be documented in a formal way. From the study it can be concluded that there is a significant difference between the Factors of Photography and Religious groups preferences. The preferences vary when it comes to Photography among Religious groups. This may include a variety of factors impacting preferences like cultural beliefs traditions etc. But the study has helped Photographers understand the preferences and behaviour of customers when segmented into Various Religions.

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