

Determinants of Demand for Photography Services

Ryan B. Enema*, Marissa S. Quezon
University of St. La Salle, Bacolod City, Philippines

*Corresponding Author Email: enemaryan@gmail.com

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Abstract. This study delved into the dynamics of the photography services market, focusing on identifying key determinants influencing consumer demand. Amidst the growing recognition of photography as a blend of art and essential service, marked by projected market growth, this research aimed to bridge the knowledge gap between what photography businesses offer and consumer expectations. Utilizing a descriptive correlational design with regression analysis, the study explored the significant impact of marketing mix elements (product, price, place, promotion, people, process, physical evidence) influencing the decision-making process in choosing photography services. The investigation extended to determining the demand for specific photography services (weddings, debuts, birthdays) and scrutinizing the relationship between marketing strategies and service demand. Through comprehensive data gathering and statistical analysis, this study emphasizes the crucial role of marketing mix elements in shaping consumer decisions, particularly highlighting the 'people' aspect's significance in enhancing consumer satisfaction through superior service quality and customer interactions. It advocates for increased staff training and professional development investment to improve service quality. Place is the only significant determinant of demand among the marketing mix elements. This study tested the hypotheses on the non-significance of marketing mix elements in determining demand, offering insights into effective strategies for photographers and their businesses.

Keywords: Determinants of demand; Photography; Marketing mix elements; Service marketing; 7Ps of marketing.

1.0 Introduction

The modern era has witnessed the significant role of photographs and photo images in art, communication, and documentation, leading to the rise of the photography industry. This sector is projected to grow by an annual rate of 4.39%, reaching an expansion of \$9,611.08 million by 2027 (Photography Services Market by Application, Type, and Geography - Forecast and Analysis 2023-2027, 2023). This encompasses professional photographers, teams, and studios catering to increasing demands. The growth is fueled by the rising markets for international still photographs, sports events, and e-commerce, as highlighted by the 2018 Census of Philippine Business and Industry highlighted a modest growth in photography-related businesses. But like in any business, professional photographers can be considered entrepreneurs, for they also engage in the business side of their craft. Being considered a business, it follows a marketing concept of exchange: asking someone for something to be traded for the desired item. In its broadest sense, a marketer seeks to elicit a reaction from a product or service on the market. Kotler and Armstrong (2022) state that the marketing mix elements are integral to preparing an integrated marketing plan and program in a five-step marketing process. It leads to the delivery of the intended value to the

target customers. This ultimately would lead to building and managing profitable customer relationships and capturing value in return.

However, a gap exists between what photography services offer and customer expectations, a challenge that Professional Photographers of America (PPA) CEO David Trust underscored (Arnold, 2019). This has led to research into understanding customer desires and determining key marketing and information elements important to clients, aiming to bridge this gap and better align services with customer expectations. To accomplish this, a greater understanding of the factors influencing demand in the photography industry is required. The Philippines is particularly high for weddings, debuts, and birthdays due to the cultural significance of these events and the growing importance of visual content for personal and social media branding. By having a clearer grasp of the key determinants of demand for photography services, one can close the gap by being aware of these aspects and determining the marketing mix elements a client values in the decision-making process when choosing a photography service supplier.

2.0 Methodology

2.1 Research Design

This study employed a descriptive correlational approach with regression analysis to explore the factors influencing the demand for photography services. Focusing on the marketing mix elements of product, price, place, promotion, people, process, and physical evidence, the research aimed to quantify their impact on the demand for photography services across events such as weddings, debuts, and birthdays. Recognized for its relational design, the study investigated the significant relationships between marketing mix elements and service demand, highlighting the role of correlation studies in understanding the dynamics within the photography service market.

2.2 Research Locale

The study targeted individuals residing in Bacolod City, those within the age range of 18-45 years old. Bacolod City is a first-class urban city in the Negros Island Region of the Philippines. According to the Permits and Licensing Division, there are 26 registered businesses related to photography. That does not include events and freelance photographers who do not have physical stores or studios.

2.3 Research Participants

The participants in this study were individuals between the ages of 18 and 45 who had utilized photography services for weddings, debuts, or birthday events within the last five years. Priority was given to those directly involved in selecting the photography service, ensuring they had decision-making power and accountability. A sample size of 175 was determined using G*power. Participants were recruited through online advertisements and selected using purposive and snowball sampling methods.

2.4 Instrument

A researcher-made questionnaire with two sections to gather and evaluate how marketing mix elements impact clients' selection of photography services was used. The questionnaire underwent validity and reliability tests. Four experts, who are professors of business research and recognized professionals, validated the questionnaire using tools created by Good and Scates, and it achieved a score of 4.173, surpassing the required score. It was also tested on 30 individuals not included in the final results for reliability, resulting in a Cronbach Alpha score of 0.964, indicating high reliability and consistency.

2.5 Data Gathering Procedure

This study employed a mixed-methods data collection approach, utilizing face-to-face and online surveys to gather information from participants. Initially, participants were recruited through an online advertisement, screened based on specific eligibility criteria, and consequently provided informed consent before their inclusion in the survey. Participants should be between 18 and 45 and have utilized photography services for weddings, debuts, or birthday events within the last five years. Respondents should be directly involved in selecting the photography service, ensuring they have decision-making power and accountability. The face-to-face method was offered to those who were physically available and preferred this mode, with strict adherence to health and safety protocols, including wearing facemasks. For participants with restricted availability, an online survey facilitated

via Google Forms was utilized, ensuring no personal information was requested before obtaining consent. Both survey methods allowed participants the option to skip questions and ensured that the responses were handled with confidentiality.

The research aimed to ensure the inclusion of decision-makers to align the study outcomes with real-world decision-making processes. Following data collection, statistical tools were applied for analysis while maintaining stringent confidentiality measures for all gathered information. This methodological framework underlines the importance of flexibility in data collection methods and the ethical considerations vital in conducting research involving human participants.

2.6 Ethical Considerations

The study adhered to ethical standards throughout each phase, receiving prior approval from the University's Ethics Review Committee. Participants informed consent was secured before data collection, with assurances of confidentiality and the option to withdraw at any time. The research, designed to uphold participant safety and confidentiality, utilized consent forms and no-identification data collection methods, like Google Forms, for face-to-face and online surveys. Expenses incurred by participants were reimbursed, but no other payments were made. Study findings are to be shared with the community through academic publications or presentations, with strict measures adopted to ensure data privacy post-analysis, including secure storage and eventual data destruction.

3.0 Results and Discussion

This section presents the data, analysis, and interpretation of the survey conducted on the determinants of demand for photography services. It is divided into three topics: the extent of influence of marketing mix elements, the level of demand for photography services, and the relationship of the marketing mix elements to the level of demand for photography services.

3.1 Influence of Marketing Mix Elements

Product

The marketing mix elements, particularly the product component, have a significant influence on consumer purchasing decisions (see Table 1).

Table 1. Descriptive statistics of the influence of marketing mix elements in terms of product

Variables	Mean	SD	Interpretation
Quality of images	4.47	0.68	High extent
The colors of the images are vibrant	4.31	0.76	High extent
Availability of various styles	4.26	0.78	High extent
Different packages to choose from	4.36	0.75	High extent
Overall Impact	4.47	0.68	High extent
Grand mean	4.37	0.63	High extent

Note: 4.50 – 5.00 Very high extent; 3.50 – 4.49 High extent; 2.50 – 3.49 Moderate extent; 1.50 – 2.49 Low extent; 1.00 – 1.49 Very low extent

The key findings from the provided search results indicate that all photography services product-related variables have a great extent of influence on demand with emphasis specifically on the quality of images ($M=4.47$, $SD=0.68$), overall output impact ($M=4.47$, $SD=0.68$), and different package to choose from ($M=4.36$, $SD=0.75$). The grand mean for the product is $M=4.37$, $SD=0.63$. Images' quality significantly impacts consumer perception and satisfaction, contributing to a high extent of influence. This agrees with Nisha (2023), stating that the higher the quality of your product, the better traction it gets from the customers. Offering a range of package options caters to diverse customer preferences. The product's overall impact on consumer satisfaction is high, suggesting that a well-designed product can significantly influence purchasing decisions and, ultimately, demand. These findings highlight the critical role of the product element within the marketing mix. By focusing on product quality, variety, and overall impact, businesses can create a strong marketing strategy that effectively meets customer needs and drives purchasing decisions.

Price

The results demonstrate that price is a critical factor in the marketing mix. All the results have a high degree of directly influencing consumer behavior, purchase decisions, and a business's bottom line (Table 2).

Table 2. Descriptive statistics of the influence of marketing mix elements in terms of price

Variables	Mean	SD	Interpretation
Prices are affordable	4.30	0.81	High extent
There are different price ranges to suit one's budget	4.27	0.83	High extent
Value for money	4.38	0.77	High extent
Transparency of other charges & and fees	4.37	0.75	High extent
Grand mean	4.33	0.66	High extent

Careful pricing strategies that account for value for money ($M=4.38$, $SD=0.77$), transparency of other charges ($M=4.37$, $SD=0.75$), and affordable prices ($M=4.30$, $SD=0.81$) are essential for success. The grand mean for the price is $M=4.33$, $SD=0.66$. Consumers want to feel they are getting good value relative to their price. Pricing the photographer's services must align with the perceived quality and benefits of the said service. This is to the concept of customer perceived value and customer satisfaction by Kotler & Armstrong (2022). It is the extent to which a product's perceived performance matches a buyer's expectations. In addition, consumers want clarity on any additional costs. Lack of transparency can negatively impact purchase decisions. Lastly, consumers place a high emphasis on affordability when evaluating prices. Photography business owners need to ensure their prices are within an acceptable range for their target market.

Place

The results indicate that the studio's capacity to handle location shooting ($M=4.15$, $SD=0.99$), secured location ($M=3.66$, $SD=1.22$), and accessibility ($M=3.58$, $SD=1.29$) are the most influential factors in the place element of the marketing mix with a high extent of influence (see Table 3).

Table 3. Descriptive statistics of the influence of marketing mix elements in terms of place

Variables	Mean	SD	Interpretation
Has a physical studio for photo sessions	3.39	1.34	Moderate extent
The studio is conveniently accessible	3.58	1.29	High extent
Secured location of studio	3.66	1.22	High extent
Has the capacity to handle location shooting	4.15	0.99	High extent
Grand mean	3.70	1.09	High extent

The grand mean for the place is $M=3.70$, $SD=1.09$. However, this indicates varying degrees of influence for different aspects of a photography studio's location and capabilities. For instance, the availability of a physical studio for photo sessions suggests a moderate extent of influence, implying that while having a physical space is important, it might not be the most critical factor for clients. This could potentially be because clients also value flexibility and the ability to have photoshoots in various locations, not just in the studio. On the other hand, the convenience of accessing the studio and the security of the studio's location are rated to have a high extent of influence. These findings align with literature emphasizing the importance of location and accessibility for businesses offering physical products or services (Kotler & Keller, 2016). A secure and easily accessible location offers peace of mind and can enhance the customer experience, making it more likely for clients to return or recommend the studio to others (Berman & Evans, 2020). Furthermore, the studio's capacity to handle location shooting was rated to have a high extent of influence, receiving the highest mean score among the variables. This finding underscores clients' value of versatility and the ability to customize their experience according to their specific needs or preferences (Tuten & Solomon, 2017). Offering in-studio and location services can be a significant competitive advantage, allowing a studio to cater to a wider range of client needs and occasions.

Promotion

Examining the impact of different marketing mix elements, especially those associated with promotion, yields important information about successful marketing tactics (see Table 4). The data indicates that the degree of influence exerted by various promotional activities is high. Advertisements are recognized as a crucial element in marketing mix strategies ($M=4.02$, $SD=1.01$). Moreover, the online showcase of a portfolio ($M=4.29$, $SD=0.82$)

demonstrates an even higher extent of influence within the promotion category. Social media's role is similarly underscored ($M=4.26$, $SD=0.80$), indicating its significant influence on promotion strategies.

Table 4. Descriptive statistics of the influence of marketing mix elements in terms of promotion

Variables	Mean	SD	Interpretation
Advertisements are evident	4.02	1.01	High extent
Online showcase of portfolio	4.29	0.82	High extent
Strong presence in social media	4.26	0.80	High extent
Grand mean	4.19	0.80	High extent

The grand mean for promotion is $M=4.19$, $SD=0.80$. It emphasizes the pivotal role of advertising in enhancing brand visibility and consumer engagement. The high extent of influence underscores the effectiveness of advertisements in reaching a broad audience and conveying the brand's message. This suggests that digital platforms are increasingly becoming essential for showcasing products or services, supported by Kujur & Singh (2017), who argue that an online presence enhances visibility and facilitates direct interaction with the consumer base. This is consistent with the findings of Jibril et al. (2019), who noted the transformative impact of social media on marketing, highlighting its capabilities in fostering community engagement, brand loyalty, and personalized communication.

People

The findings delineate a strong positive perception among clients regarding the professionalism and engagement of staff and photographers and the competence and credibility of the business entity involved (Table 5).

Table 5. Descriptive statistics of the influence of marketing mix elements in terms of people

Variables	Mean	SD	Interpretation
Staff and photographers exhibit professionalism	4.49	0.75	High extent
The business entity is credible	4.71	3.90	Very high extent
Photographers & and staff are engaging	4.50	0.73	Very high extent
Competent & and highly skilled photographers	4.50	0.73	Very high extent
Grand mean	4.55	1.19	Very high extent

Specifically, staff and photographers are perceived to exhibit professionalism to a high extent ($M=4.49$, $SD=0.75$). Similarly, the business entity's credibility is rated to a very high extent ($M=4.71$, $SD=3.90$). Furthermore, the engagement level of photographers and staff, along with their competence and skills, is rated very high ($M=4.50$, $SD=0.73$), underscoring the critical role of human elements in the marketing mix. The grand mean for people is $M=4.55$, $SD=1.19$. The interaction between clients and service providers (in this case, photographers and staff) is crucial for customer satisfaction and the overall service delivery process. Engaging and skilled staff can enhance customer experiences, leading to positive word-of-mouth and increased business opportunities (Zeithaml et al., 2018). These findings are aligned with the marketing mix theory, which emphasizes the importance of 'People' in creating value and differentiating service offerings in competitive markets (Booms & Bitner, 1981; McCarthy, 1960). In service-based industries, where direct human interaction plays a pivotal role, staff and service providers' competence, credibility, professionalism, and engagement levels can significantly influence customer perceptions and decision-making (Lovelock & Wright, 2002).

Process

The analysis of the impact of marketing mix elements on process efficiency underscores the significance of clear and efficient processes in achieving high customer satisfaction and operational excellence (Table 6).

Table 6. Descriptive statistics of the influence of marketing mix elements in terms of process

Variables	Mean	SD	Interpretation
Clear process flow of transaction	4.38	0.77	High extent
Efficient service process/transaction	4.39	0.81	High extent
Ease of process flow	4.37	0.75	High extent
Timely delivery of service	4.23	0.96	High extent
Grand mean	4.34	0.72	High extent

The variables considered, namely, clear process flow of transaction ($M=4.38$, $SD=0.77$), efficient service process/transaction ($M=4.39$, $SD=0.81$), ease of process flow ($M=4.37$, $SD=0.75$), and timely delivery of service

(M=4.23, SD 0.96), uniformly scored within the high extent domain suggesting a pivotal role of streamlined processes in marketing efficacy. The grand mean for the process is M=4.34, SD=0.72. Efficiency pertains not just to speed but also to the overall smoothness of the transaction process. Levitt (1986) emphasized efficiency as a competitive advantage in service marketing. A transparent and clear process flow maintains customer trust and ensures repeat business. A clear process minimizes confusion and enhances customer experience, ultimately contributing to positive perceptions of service quality.

Physical Evidence

The data suggest that samples of previous work (M=4.53, SD=0.65) have the highest influence among the variables considered very high extent (Table 7).

Table 7. Descriptive statistics of the influence of marketing mix elements in terms of physical evidence

Variables	Mean	SD	Interpretation
Client/customer reviews	4.45	0.67	High extent
Sample of previous work	4.53	0.65	Very high extent
Legitimate and authentic outputs	4.38	0.81	High extent
Use of special equipment	4.17	0.86	High extent
Grand mean	4.38	0.61	High extent

Client or customer reviews (M=4.45, SD=0.67) also significantly have a high extent of impact. The legitimacy and authenticity of outputs (M=4.38, SD=0.81) and the use of special equipment (M=4.17, SD=0.86) were both found to influence to a high extent. The grand mean for physical evidence is M=4.38, SD 0.61. This underscores the critical role tangible demonstrations of a company's capabilities play in influencing potential customers. This finding aligns with the growing body of literature emphasizing the importance of social proof in shaping consumer perceptions and decisions (Cheung & Thadani, 2012). These findings also highlight the importance of maintaining high standards in product or service delivery and the positive effect of showcasing technical capabilities through specialized tools or equipment. These results contribute to understanding how physical evidence within the marketing mix can be leveraged to enhance customer perception and trust. Additionally, these results enrich the dialogue on marketing strategies by providing empirical evidence on the specific elements businesses should focus on to improve their market positioning and customer appeal.

Summary

When taken as a whole, external factors have a high extent of influence on photography services (Table 8). These factors include product (M=4.37, SD=0.63), price (M=4.33, SD=0.66), place (M=3.70, SD=1.09), promotion (M=4.19, SD=0.80), process (M=4.34, SD=0.72), and physical evidence (M=4.38, SD=0.61), with people having a very high extent of influence (M=4.55, SD=1.19).

Table 8. Summary of the Influence of marketing mix element

Variables	Mean	SD	Interpretation
Product	4.37	0.63	High extent
Price	4.33	0.66	High extent
Place	3.70	1.09	High extent
Promotion	4.19	0.80	High extent
People	4.55	1.19	Very high extent
Process	4.34	0.72	High extent
Grand mean	4.38	0.61	High extent

A successful marketing strategy combines marketing mix elements in a cohesive program to reach the organization's marketing goals by engaging with customers and providing them value (Kotler & Armstrong, 2022). Considering all the P's of marketing in a business is not uncommon as each P's would normally interact significantly with one another. As the name implies, a marketing mix means all the elements can be used to create a holistic approach to photography services' marketing. All aspects of the marketing mix are important and should never be neglected. The photography service provider may focus on a few marketing mix elements as their unique selling proposition to customers but never neglect the rest.

According to Kaur (2019), employees in customer service roles embody the organization for the consumer, playing a significant role in shaping perceptions of service quality. Their impact on the various attributes of service quality

is considerable. With a very high extent of influence ($M=4.55$, $SD=1.19$), it agrees with Kaur that photography, as a service, depends on the people to deliver and meet the needs and wants of the client. This usually falls under the photographer and their staff, who dedicate resources to mastering their craft. They would spend time, money, and effort upgrading and learning the gears used, learning through seminars and books, and much experiential learning. In exchange for the money paid, clients of photography services receive value from access to the photographer's labor, skills, and expertise acquired.

3.2 Demand for Photography Services

As shown in Table 9, when taken as a whole, among the 175 participants, 74, or 42.29%, availed of wedding pre-nup photography; 92, or 52.57%, availed of wedding on-the-date photo coverage; 38 or 21.71% availed of debut pre-event photography, 53 or 30.29% availed debut on-the date photo coverage, 60 or 34.29 availed birthday pre-event photography, and 83 or 47.43% availed birthday on-the date photo coverage.

Table 9. Descriptive statistics of the demand for photography services

Indicators	Frequency	Percentage
Wedding on-the-date photo coverage	92	52.57
Birthday on-the-date photo coverage	83	47.43
Wedding pre-nup photography	74	42.29
Birthday pre-event photography	60	34.29
Debut on-the-date photo coverage	53	30.29
Debut pre-event photography	38	21.71

Captured special moments, specifically weddings, debuts, and birthdays, are significant life events that people want to document and preserve through high-quality photography. Having a professional photographer ensures that the precious moments are captured in a way that the clients can look back on and cherish. Weddings and birthdays are events captured in the results.

3.3 Influence of Marketing Mix Elements in Determining the Level of Demand for Photography Services

The findings (Table 10) highlight a complex environment in which "Place" (p -value = 0.032) emerges as a statistically significant determinant of demand, suggesting that photography services' geographical and strategic positioning profoundly influences consumer interest.

Table 10. Regression analysis of the influence of marketing mix elements on demand for photography services

Variables	Regression coefficient (β)	R	p-value	Interpretation
Product	0.071	0.108	0.077	not significant
Price	-0.053	0.045	0.276	not significant
Place	0.100	0.140	0.032	significant
Promotion	0.084	0.123	0.052	not significant
People	-0.054	0.020	0.397	not significant
Process	0.061	0.096	0.103	not significant
Physical Evidence	-0.058	0.072	0.171	not significant

Note: $p < 0.05$ is significant; R = correlation coefficient

This finding resonates with the broader marketing literature, such as Kotler & Keller (2016), who articulate that "place" or distribution strategies are pivotal in making the service available and accessible to the target market, hence potentially escalating demand. However, it is intriguing to observe that other elements of the marketing mix (product (p -value = 0.077), price (p -value = 0.276), promotion (p -value = 0.052), people (p -value = 0.397), process (p -value = 0.103), and physical evidence (p -value = 0.171) do not exhibit a significant direct impact on demand in the context of photography services. Given the comprehensive framework proposed by McCarthy (1960), this outcome might appear counterintuitive, which argues for the interrelated significance of product, price, place, and promotion (4Ps) in influencing consumer behavior and demand. The lack of significance for these factors might point to a peculiarity in the photography industry or nuances that the regression model misses. The negative coefficients associated with price, people, and physical evidence, albeit statistically nonsignificant, initiate a dialogue regarding the elasticity of demand and the potential adverse effects of overpricing (price), poor customer service (people), and less-than-optimal physical presentation and evidence of services (physical evidence).

The result shows that marketing mix elements do not significantly influence the demand for photography services. The p -value of 0.635 considerably exceeds the conventional significance threshold of 0.05. This result is intriguing

and somewhat counterintuitive, considering the established role of marketing mix factors in shaping consumer behaviors across various sectors. The F value of 0.743 suggests that the model is ineffective at explaining changes in the demand for photography services based on the variables it includes. With an R^2 value of 0.174, this indicates that approximately 17.4% of the variance in demand for photography services can be explained by the marketing mix elements within the model. This is relatively low, suggesting that other factors not included in the model might influence the demand. The negative change in R^2 ($\Delta R^2 = -0.010$) upon adding or removing variables suggests that adjustments to the model can decrease its explanatory power. Thus, the high p-value suggests that the observed relationship (or lack thereof) between the marketing mix elements and demand is insignificant, reinforcing the null hypothesis that the marketing mix elements do not significantly determine the demand for photography services.

4.0 Conclusion

The study investigates the burgeoning demand within the photography industry in Bacolod City, attributing the growth to factors such as increased disposable income, the value placed on professional photography, and the influence of visual-centric social media platforms. The study emphasizes the importance of understanding consumer perceptions to enhance the service delivery of photography professionals. The study highlights the significance of the marketing mix elements in influencing consumer decisions, with a special emphasis on the 'people' component, underscoring the impact of service quality and customer interactions on consumer satisfaction. Investing in staff training and professional development is recommended to improve service quality and marketability.

It also highlights the significant impact of product quality and price considerations and places accessibility at the heart of driving consumer demand for photography services. The results suggest that maintaining a high quality of images and offering a variety of packages are crucial in attracting and retaining customers. This is supported by the high ratings across all product-related variables, underscoring the critical role of the product element in the marketing strategy of photography services. Regarding price, the survey findings indicate affordability, value for money, and transparency in pricing. The capacity to handle location shooting, the security, and the accessibility of the studio location are highly influential factors among the results for place, which are also, as a whole, the only significant determinants of demand for photography services. It is recommended that these factors related to place be emphasized with clients as they are pivotal in influencing decision-making. Furthermore, the analysis recommends a holistic approach to marketing strategies that consider all marketing mix elements to enhance customer satisfaction and loyalty. The results also illustrate a significant trend in the demand for professional photography services during crucial life events such as weddings, debuts, and birthdays. This data underscores that clients hire professionals in the photography industry to preserve memories of these significant events.

5.0 Contributions of Authors

The authors reviewed and approved the final work. The primary author was instrumental in carrying out the comprehensive study, dedicating significant time and effort to its successful completion. This endeavor was not solitary, as it was greatly enhanced with the supervision, insightful review, and invaluable mentoring provided by the co-author.

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7.0 Conflict Interests

The authors declare no conflicts of interest about the publication of this paper.

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