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

<sup>1</sup>Daniel Shem Jayarathinam, <sup>2</sup>Dr Dhivya Sathish

<sup>1</sup>MBA Student, <sup>2</sup>Assistant Professor

Department of Business Administration,

Sathyabama Institute of Science & Technology,

Chennai-119, India.

### 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 among Religions

**Keywords:** *Consumer Behavior, Photography, Candid, Portraits, Social Media, Religion, Locations, Documentation.*

## I. 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.

### 1.1 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 .

### 1.2 Product Profile

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. They 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. Their specialty is Wedding Photography and Candid Photography.

## II. 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 Cogley 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

### **III. RESEARCH METHODOLOGY**

#### **3.1 Population & Sample size**

The population is 300 customers who are the Clientile of Kyrospictures.. 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

H<sub>01</sub>: There is no significant difference between Style of Photography preferred and Religious Groups

H<sub>02</sub>: There is no significant difference between Place of Shoot preferred and Religious Groups

H<sub>03</sub>: There is no significant difference between Capturing preferred and Religious Groups

H<sub>04</sub>: There is no significant difference between preferred Event to be shot and Religious Groups

H<sub>05</sub>: There is no significant difference between preferred Intimate shots and Religious Groups

H<sub>06</sub>: There is no significant difference between venue preferred and Religious Groups

## IV. RESULTS

### 4.1 Percentage Analysis of Religion wise classification of Respondents

**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

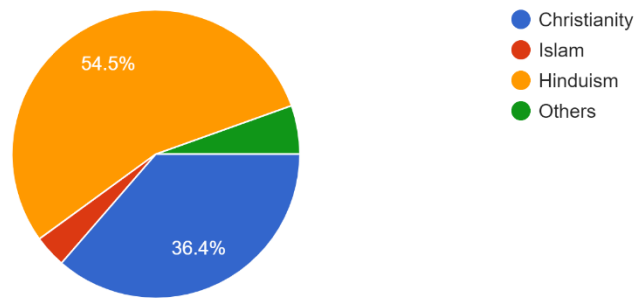


Chart 4.1 showing religion of the respondents

## 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 of Respondents

$H_0$ : There is no significant difference between Style of Photography preferred and Religious Groups

$H_1$ : There is no significant difference between Style of Photography preferred and Religious Groups,

Table 4.2 showing chi – square values of Religion and style of photography

Chi Square tests			
	Value	df	Asymptotic Significance (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 (H<sub>0</sub>) is Rejected

#### Inference

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

### 4.3 Chi Square Analysis between Place of shoot preferred and Religion of Respondents

H<sub>0</sub>: There is no significant difference between Place of shoot preferred and Religious Groups

H<sub>1</sub>: There is no significant difference between Place of shoot preferred and Religious Groups.

Table 4.3 showing chi – square values of Religion and preferred shooting location

Chi Square tests			
	Value	df	Asymptotic Significance (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 (H<sub>0</sub>) 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 of Respondents

H<sub>0</sub>: There is no significant difference between Capturing preference and Religious Groups

H<sub>1</sub>: There is no significant difference between Capturing preference and Religious Groups

Table 4.4 showing chi – square values of Religion and Capturing

Chi Square tests			
	Value	df	Asymptotic Significance (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 of Respondents

H<sub>0</sub>: There is no significant difference between Shot of Event preferred and Religious Groups

H<sub>1</sub>: There is no significant difference between Shot of Event preferred and Religious Groups

**Table 4.5 showing chi – square values of Religion and shot of event preferred**

Chi Square tests			
	Value	df	Asymptotic Significance (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 of Respondents

$H_0$ : There is no significant difference between preferred Intimate Shots and Religious Groups

$H_1$ : There is no significant difference between preferred Intimate Shots and Religious Groups.

**Table 4.6 showing chi – square values of Religion and preferred intimate shots**

Chi Square tests			
	Value	df	Asymptotic Significance (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 ( $H_0$ ) is Accepted

#### Inference

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

#### 4.7 Chi Square Analysis between Venue preferred and Religion of Respondents

$H_0$ : There is no significant difference between Venue preferred and Religious Groups

$H_1$ : There is no significant difference between Venue preferred and Religious Groups

Table 4.7 showing chi – square values of Religion and venue preferred

Chi Square tests			
	Value	df	Asymptotic Significance (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 (H<sub>0</sub>) is Rejected

#### Inference

There is significant difference between Venue preferred and Religious groups

### VI. CONCLUSION

‘From the study it was found that 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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