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ISTANBUL AYDIN UNIVERSITY

INSTITUTE OF SOCIAL SCIENCES



**PHOTOGRAPHY'S ROLE ON A FASHION BRAND'S MARKETING ON AN
ONLINE PLATFORM.**

THESIS

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Not: Öğrencinin Tez savunmasında **Başarılı** olması halinde bu form **imzalanacaktır**. Aksi halde geçersizdir.

Dedicated to my family, fiancé and best friend.

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FOTOĞRAFÇILIĞIN ONLINE MODA PAZARLAMASINDAKİ ETKİSİ

ÖZET

Günümüzde, pazarlamanın büyük bir bölümü online alışverişe doğru geçmiş durumda. İnsanlar fiziksel olarak bir mağazaya gidip, alışveriş yaparak zaman harcama lüksüne sahip değiller ve bu yüzden birçoğu online alışverişe mecbur durumdadır. İnsanlar online alışveriş yaparken çoğunlukla ürünlerin fotoğraflarına denk gelirler, ve bu fotoğraflar ürünler hakkında karar vermeleri için insanların görme duyusu rolünü üstlenir. Bu araştırmada online alışverişin giyim sektörü üzerine yoğunlaşılıp, analiz yapabilmek için iki ana değişken belirlendi; kıyafetlerin fotoğrafları ve kıyafet fotoğraflarındaki modeller. Çalışma bu iki değişkenin müşterilerin davranışları üzerinde etkisi olup olmadığını belirleyecek. Bu değişkenleri hesaplayabilmek için cinsiyet, yaş, gelir düzeyi ve meslek gibi demografik değerler de göz önüne alındı. Çalışma için özel olarak anket hazırlanıp kullanıldı. 266 kişinin yanıtları numune olarak alınıp, veriler SPSS programı kullanılarak analiz edildi.

Anahtar Kelimeler: *Fotoğrafçılık, Moda, Online Pazarlama, Satınalma Davranışları, Tüketici Davranışları, Online Alışveriş.*

PHOTOGRAPHY'S ROLE ON A FASHION BRAND'S MARKETING ON AN ONLINE PLATFORM

ABSTRACT

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

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

1 INTRODUCTION

Coming from a British system of education in Pakistan I got introduced to business studies in my O Level, that is high school, 9 grade onwards I have been a business student. But before studying business I was really keen and interested in the field of photography, my hobby grew and I developed a small scaled business of my own under the name of "Mashal Hasan Photography." Over the years along with my studies I have had the opportunity to do numerous photo shoots. When a few companies and businesses hired me to take photos for their e-commerce fashion business is when this idea came into being.

The thought of people just depending on the photo that I am going to take, just one sense, their eyes. The online platform can't offer them what a store can, that is to feel the product, try it on, comfort etc. They will just look at it online. Should the photo I take be that good that the customers only go for what they see in a picture and try to imagine themselves in it. Being a photographer and a business student doesn't change the fact that I am also a customer and I also buy clothes online. Does that alter my behaviour in any way or does it make the marketing of that product enough or limited? This research is all about this relationship. As a basic expression for photography, "... we have become one of the authorities in our life. The change in the world is a change in life, a change in life, a technique that shows the change in the future ... "

Today, photography is a phenomenon that is intrinsic to our lives and is indispensable. The art of photography has been constantly evolving since its inception and has acquired its present status. The role of technology in the development of photography and technique is very important as well. In addition, nowadays, the concept of new media emerges as a complementary and even explanatory tool for photography. New communication environments are a structure that transitions from the traditional process to the digital process and adds to the fact that it is fast. Photography styles and genres have also gone through a numerical transformation as the element of new communication environments. In this frame, photography in the genre of fashion in

terms of marketing and promotion of a clothing line; from technical intervention to multiple spheres, from artistic transformation to social transformation, from updating information to using ways of photography that can possibly affect the consumer behavior of existing and prospective customers to purchase apparel on an online platform.

“To what extent does photography of a product of a particular brand on an e-commerce platform account for the variance of consumer buying behaviour with regard to marketing?”

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

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

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

The purpose of this research is to find out how photography assists in marketing and promotion of a particular fashion business and the products and services it offers by seeing how it affects consumers preferences and whether they actually end up making the purchase.

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

By researching this we will be able to find out a relationship between photography and marketing and how it affects consumer behaviour.

These are the following questions my research should hopefully answer.

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

The objectives of my research will be:

- Photography having a vital role in a fashion brand's online marketing and promotion.
- Photography and the model in the picture to be considered as an Independent Variable and having a positive relationship with consumer decisions (more sales)
- The higher the quality of a photograph of a product will have a positive impact on the decision making process of customers.

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

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

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

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

In simple words, in this era of internet and e-commerce, what we see in the stores we can see online as well when we are shopping with the help of digital photography. So that makes it a very important element and tool in true marketing of a product online.

This research is being carried out simple because no such research of this particlar topic has been carried out until this date. I strongly feel it is very important to identify that photography has a very important if not only role in the marking and promotion of any product, but this study is only concentrated on a fashion brand on an online platform, further more we will take examples from websites, previous somewhat

related studies and knowledge from our quantitative data we have gathered through questionnaires to prove the hypotheses we will see later.

I am confident that this thesis will further spur the ideas of interrelated studies and maybe future thesis writers can focus on food photography, or automobile, technological photography, furniture, the possibilities are endless. I believe this thesis has a lot of scope for the future of related studies.



2 LITERATURE REVIEW

This research will discover how consumer behavior while purchasing a product online can be viewed from three perspectives; dependence on the sense of sight only, decision-making process and lastly the behavior. Omitting all the other senses and totally relying on the sense of sight will reveal how important photography is to lead to the next step; The decision- making process will explain how does buying behavior results from customers using a problem- solving approach in the task of buying the product online in which the customers will have to go through a series of different stages. The consumer behavior influence approach describes that consumer's act in response to the photography of the product.

2.1 Photography

“Photographs are in certain respects exactly like the objects they represent. But this resemblance is due to the photographs having been produced under such circumstances that they were physically forced to correspond point by point to nature. In that respect, then, they belong to second class of signs, those by physical connection.” (Pierece 1931) The researcher ensures that photography is a mean to represent something that already exists like a mirror image. After this researcher Krauss took photography away from a modern perspective, elements such as tones, flatness, colours, compositions and regarded photography as a functional and sociological mean. Barthes said *“Photography’s noeme (essence) is an emanation of past reality: a magic, not an art.”* (Barthes 1980) Krauss argues with the theories of Pierre Bourdieu’s and Jean Baudrillard’s who say that photography doesn’t have any aesthetic norms but in fact it copies from other forms of art. (Kriebel 2007)

Allan Sekula is another researcher who questions the aestheticness of photography. He argues that photography is greatly dependent on “external conditions” to convey a message. *“A photographic discourse is a system within which the culture harnesses photographs to various representational tasks...every photographic image is a sign,*

above all, of someone's investment in the sending of a message." (Sekula 1984)

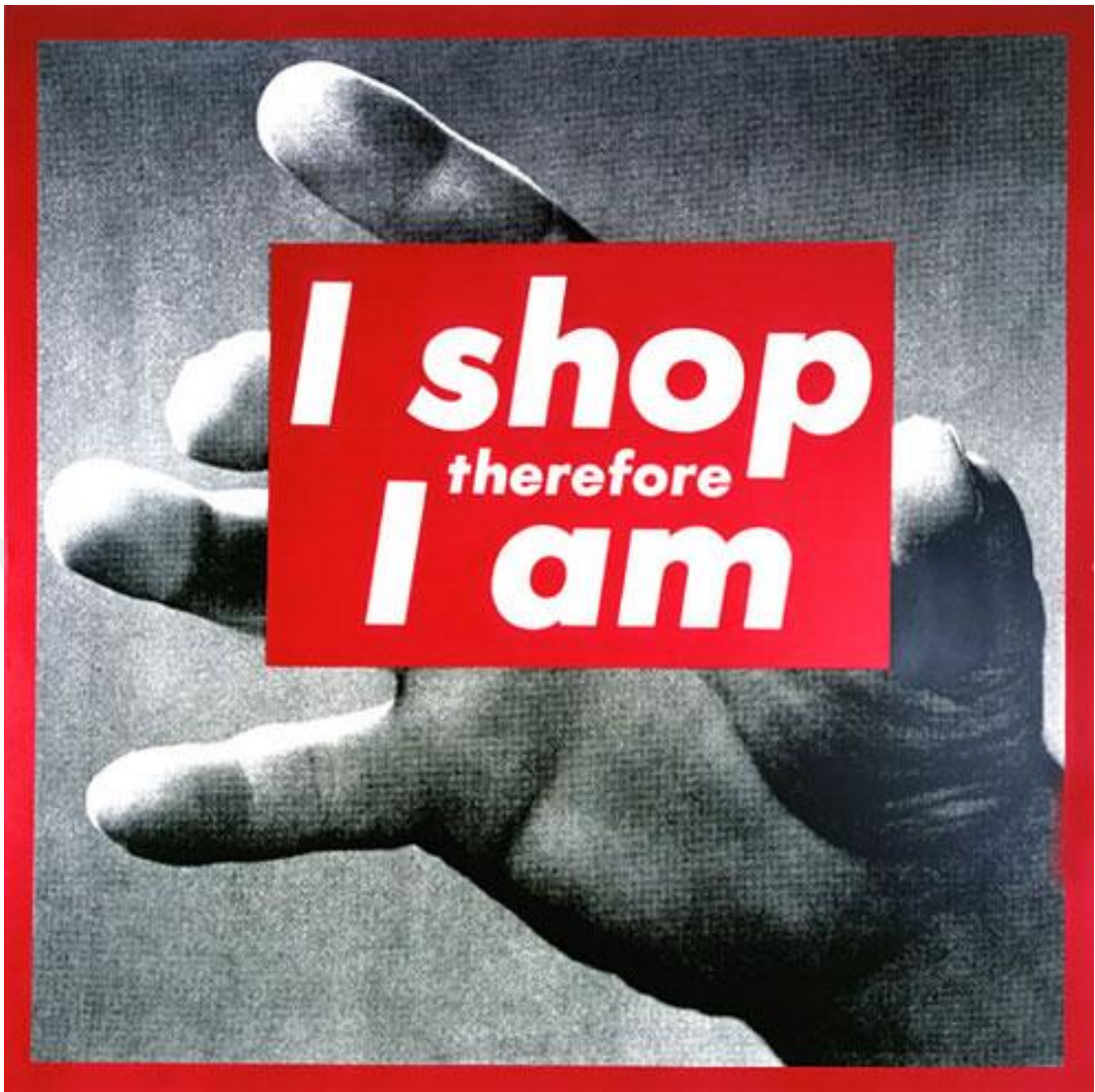


Figure 2.1 Barbara Kruger Untitled (I shop therefore I am)

Many researches criticized about photography and about it's relationship with language and media, about it's relationship with reality. They tried to find a middle ground and solve the whole problem. While modern researchers try to look for the answer by distinguishing the fundamentals of photography. Post modern researcher Geoffrey Batchen clears this and argues in *Burning with Desire*; "In post-modern criticism, the photograph still has an essence, but now it is found in the mutability of culture rather than in its presumed other- an immutable nature. (Batchen 1997)

As Batchen said the complexity of photography lies in the image. Photography can be deceptive because it has both performativity and documentative aspects.

There are numerous types of aspects, some photographs are staged and controlled, some are documentative and candid, some tell a story and some are big productions but one thing is common, if you only have one perspective, you can be wrong about something, in simple words it is about looking through different perspectives. As said by Walker Benn Michaels, “...*indexicality is cheap. And the fact that Demand, Gursky, and so on are making photographs is central because the fact that the photographs are photographs is part of their meaning.*” (Michaels 2007)



Figure 2.2 Andrew Miller (Alexander Milov-Love)

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

Following is the Coca Cola “Yes” Campaign. The picture shows mere recognizable coke cans with the word “love” half inscribed to each can. Two hands holding them side-by-side, as if made into one. This was a Sydney’s iconic Coke sign for promoting same sex marriages.

The perspective this image has is more than meaningful, So many messages has been given in this image for example love, equality, love freely, together etc. Thus proven that photography isn’t only used recording and archiving.



Figure 2.3 Coca Cola ('Yes' Campaign)

2.1.1 Colour in Photography and Marketing

2.1.1.1 Psychology of Colour

Colours have a very important role in attracting people to products. Not only by looking at the physical products but looking at their advertisement too. It is said that warm colours attract customers and impact them to purchase the products but cool colours effect consumer's thoughts in terms of decision making and it's process. Business and companies clearly select the colours while designing an advertisement for it's product (Kaushik, 2011). Naz and Epps (2004) say that colours are a part of our everyday lives and have a great impact on our emotions, feelings and how we perceive things. For example studies indicate that the colour red is associated with love or excitement and the colour blue with peace, calmness and comfort. Different colours express different feelings and more than one emotion etc.

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

Our world is filled with different colours and different shades of those colours. With

the development of technology as well, the influence of colours and how it affects human psychology has greatly increased. An individual's arousal is increased when exposed to colour, in simple words he might be able to understand and remember things better. It has been found in previous researches that warm tones of colours like red, yellow and orange can increase the arousal of human's more than cool colours, because they apparently do the opposite, examples of cool colours are blue, green etc. (Greene, Bell & Boyer, 1983) The survey conducted by them involved people who were kept in a little room which was coloured with 10 different colours on the walls. They had to measure the boredom associated with these colours. The result was warm colours causes the least boredom in that group of people. As compared to cool colours. Roozendaal (2002) said and accepted in his researches that arousal can cause increase in memory and then Lynnay (2007) in a similar study said that if colours had the power to increase arousal in human beings and if then the arousal increases memory then we can also say that colour has an effect on memory.

Unal (2015) says that colour tricks should be used by colour psychologists to study the field of consumer behavior. For example if a person gets affected and his boredom increases if he is exposed to a certain colour then by looking at products or looking at their advertisements have an effect of the person too.

2.1.1.2 Colour in Photography

Every colour has a special meaning and these meanings communicate with people. Every consumer is different therefore has different choices for products. If a consumer thinks that a specific product is suited well with a colour doesn't mean that colour is his favourite (Amsteus, Al-shaabani, & Wallin, 2015) Grossman & Wisenblit (1999) say that businesses are unable to find consumers favourite colours for products.

Every colour has a different meaning and is able to have an influence on consumer behaviour. According to the study of Labrecque, Patrick, & Milne (2013) colours were used to differentiate different objects from one another. For example the government uses different colours to differentiate social classes of people, their statuses and social roles. Apart from this in the marketing sector, businesses also use different colours in their products and the advertisement of their products. This helps them to capture the interest of consumers and differentiate brands from others. Lightfoot & Gerstman (1998) are convinced that a brand's main element is colour. A brand's visual

equity is the colour. Colour has the capability to make goods and items more attractive (Rawsthorn, 2010)

Amsteus et al. (2015) said that colour affect design elements. In simple words the colours of product packaging attract the attention of people. Also they help differentiate products from others of their competitors (Grossman & Wisenblit, 1999) Mover over colours have powerful influences in creating a brand image and that influences a person's decision.

2.1.1.3 Meaning of Colours in Photography

Colours influence on how humans perceive the world everyday. Colour can be considered as a major reason that affects human interactions. Colours not only part of the visuals of a product but also effects emotions and feelings in the mind of a human (Nehzad & Kavehnehzad, 2013). Valdez & Mehrabian (1994) said colours in photography can be categorized in the sense of brightness, tones, hues, exposure and saturation. In terms of tones, colours can be differentiated by warm tones and cool tones. The light and darkness of the picture is the brightness of it. The saturation is the amount of colour in the picture.

Generally it is thought that, brighter and lighter colors are related to positive feelings and vibes. However on the other hand, Camgöz, Yener, & Güvenç (2004) said that darker colors are associated with negative emotions.

Madden, Hewett, & Roth (2000) said that colours are important in the sense that they are part of goods, pictures, logos and other things that create the impression of brand. Human psychology and behaviour is affected by colours too. Furthermore, Ward (1995) said that instead of changing the workplace's location they asked to repaint the walls with needed colours in order to reduce the workers stress levels.

Researcher Wexner (1954) said that the colour red usually is associated with impressing or stimulating, similarly orange colour being associated with sad or disturbing, blue colour is recognized as a calm colour, purple with nobility, yellow is for fun and happiness and black colour with strong and powerful feelings.

Cimbalò, Beck, & Sendziak (1978) said in the study they conducted. A survey was carried out between college and primary students about how they perceive colour associations. The results for both the groups were identical. They all collectively

agreed that orange, blue and yellow are happy colours and that black, brown and red are unhappy and sad colors

Aslam (2006) said that the association of colours and the symbolism of colours are all different from culture to culture. For example:

Blue is usually associated with coldness in East Asia, but it is conceived as a warm in Holland. Blue colour is associated with death in Iran. Moreover it stands for calmness and ease in U.S., S. Korea and Japan. The colour red represents negativity in Germany and some of the African Republics, but in Romania, Argentina and China it is associated with luck. Countries like India perceive red is ambition, but in Japan, America, China is it considered as the colour of love. In France yellow symbolizes as infidelity, but American people consider yellow as warmth. Furthermore, yellow is perceived as envy in the colour of Russia, happiness in Japan, progressiveness and pleasant feelings in China. The green symbolizes danger in Malaysia. Furthermore it denotes the feelings of love and positivity in Japan, however in USA and Belgium it associates with the feelings of jealousy and envy. In Poland and Mexico purple colour represents anger, in Japan it represents fear. And in America and China it is considered the colour of love. In the west part of the world black is considered the colour of darkness and sadness, and fear in Poland and Japan. The colour white represents death in Asian and Japanese cultures, but it represents joyfulness and happiness in New Zealand.

2.2 Digital Marketing

Online social networks these days are the biggest form of human interactions.

With the increase in presence and growth of e-commerce business and web based online businesses online social behaviour has also been greatly effected. Real world social activities are being transferred to the online world, resulting in online websites that connect the whole world together. This migration to the digital world allows people all over the globe to share and promote information between various cultures (Budden, Anthony , Budden, & Jones,2011; Kumar, Novak,& Tomkins 2010)

From the customers point of view, with the help of information technology and communication, people have become more efficient because everything has become

much more convenient, available with a variety of products, competitive pricing. Reduction of costs and product diversification (Bayo-Moriones & Lera-Lopez, 2007) Online business or e-commerce websites enhance these benefits and people are able to communicate more actively. They can know one another's opinion while looking for a specific product, they can ask for help directly from the website as well. A lot of websites have these interactive features of live chat or live help to assist their customers. All these factors enable them to buy more online rather than go to an outlet (Berthon, Pitt, Plangger, & Shapiro, 2012; Pitt, Berthon, Watson & Zinkhan, 2002) Also if companies wish to share any information with their customers they are doing over the internet. Web 2.0 and its growth have provided great tools for online marketing that increases and strengthens the bond between the firm and its customers. The researcher also stresses upon the fact that an online platform could act as a bridge between the firm and the customer and fill in all physical or virtual gaps (Silva, Mahfujur Rahman, & El Saddik, 2008)

2.2.1 Digital Marketing Engagement

To further elaborate the use of digital marketing the motivations behind every firm's adaptation of online communication strategies, were studied online via survey for marketing managers of the largest firms in Turkey in July and August of 2011. Out of the 2,000 surveys administered, 170 were completed with a response rate of 8.5%. The respondents worked in firms across a great variety of different industries. The Turkish market was useful for the reasons of this study due to the high degree to which communication technologies, information and social networking are embarked there. In 2005, Turkey was ranked one of the top 30 worldwide in mobile communication penetration at 81.86% (Union, 2009). By the end quarter of 2012, the mobile penetration rate of Turkey had taken a rise to the record of 156.3%, which suggested that the average of Turkish citizens tend to possess more than one cellphone. Across the widespread access to high-speed networks that were also getting wireless and the growth extent to which cellphones were used by Turkish citizens led to increased usage of the Internet as well. According to European statistics, Turkey had an Internet penetration rate in excess of 63%. (Seybert, 2012)

The Internet can be an extremely viable tool for marketing in creating strong unique brands and accessing competitive advantages. To efficiently and effectively utilize the

full benefits offered by the net, companies must adopt social media as one of the most important channels of providing information to customers and connecting with stakeholders; as well as increasing sales and making profit.

As marketing communications are becoming increasingly integrated with the digitization companies may use social media to create digital connections with customers. There are two methods for developing these connections with customers; one is that to perform like a digital or interactive company, therefore reinforcing or maintaining the high levels of usage of digital marketing, or they could adopt different types of social media interaction websites and increase their presence to increase digital marketing usage. All efforts in this field tend to lead to increased interactions and engagements and stronger relationships with customers and connections and open doors to future prospective customers.

Approach behavior means all the behaviors that are positive that are or might be related to a store, for example with the intentions of staying, exploring, or affiliating, whereas avoidance behaviours mean the opposite which are negative behaviours (Donovan and Rossiter, 1982). The research based on the framework of online shopping the content shows some support for the linkage between the affective and cognitive stages, and the responses, that maybe the approach or avoidance behavior. Researchers have concentrated on results such as satisfaction (Eroglu et al., 2003; Mummalaneni, 2005), purchasing intentions (Hsieh et al., 2014; Mazaheri et al., 2011; Wu et al., 2014), site revisiting (Koo and Ju, 2010; Mummalaneni, 2005), time spent on online shopping on websites (Mummalaneni, 2005), exploration of the e-commerce website offerings and options (Richard, 2005), and the impulse-buying behavior (Floh and Madlberger, 2013). In the same way, some researchers have researched about the consequences of flow experience.

Flow experience may further increase learning, enhance perceived behavioural control, expedite participatory and exploratory behavior, increase positive and subjective experiences, and time distortion (Hoffman and Novak, 1996, 2009). In online shopping content, the existent findings indicate that the flow affects satisfaction (Gao and Bai, 2014), purchasing intentions (Gao and Bai, 2014; Hausman and Siekpe, 2009), site revisits are increased (Koufaris, 2002; Hausman and Siekpe, 2009), exploration behaviours (Huang, 2006), and impulse-buying behaviours are increased as well (Koufaris, 2002). This study contributed to the enhancement of the flow

experience during online shopping by including the following four results as the target approach behavior; by seeing the number of visited pages, the visit durations, the purchasing intention or intentions, and website revisits.

Furthermore, these factors are of interest because they might be important measures of customer relationships in the sense of customer retentions to the website (Lin, 2007). Another term is online stickiness, which is the website's capability to retain customers online and prolong their stay of each visit, is a vital feature of a successful e-commerce business (Zott et al., 2000). When online stickiness happens, the consumer will search more items and spend more time the website, which may enhance their intentions to purchase more (Lin, 2007). In this research, the number of visited pages refer to the number of times they requested for a new page within the site (Bucklin and Sismeiro, 2003). So, making the requests into hyperlinks on the same page of the website or frames were not considered as new pages. Their visit durations are defined as the number of seconds spent by each customer in browsing the websites for online shopping (Bucklin and Sismeiro, 2003). Purchasing intentions, can be used as predictors of effective and efficient online buying behaviours, this refers to the customers desire to make purchase or purchases over the website (Yoo and Donthu, 2001). Revisit intentions, are also predictors of online loyalty, they tell us the willingness of customers to revisit the website in the future as well (Coyle and Thorson, 2001).

2.3 Consumer's Sense of Sight

Overall most of the researcher views about the sense of vision are that is dominating is playing a major role in produce alertness and coming up images. Attention is one of the categorized as building illustration discernment about the brand and it is related to sight sensory cues (Raghubir,2010). Research had made this argument that the color can trigger something in customer mind, which causes the perception about the brand. (Crowley, 1993) Researcher says that customers may be influenced in terms of their behavior by exposing them to different colors and the lighting used in the image. That was also stated in the research that colors and images have hidden meanings and for the functional products the blue color allotted and for the sensory social goods must allotted a red color so that they can build a perception in the mind of consumer or shopper and add meaning to the brand name (Bottomley & Doyle, 2006).

Due to this the entire illustration stimulus is the essential part of online shopping and it must have a place in branding (Henderson et al, 2003). The visual sense is categorized on the top because for understand a commercial environment the most basic thing is visual displays on the webpage, that what is going on and research shows that visual stimuli impact on the consumers behavior in different terms like consumption, sale or the purchase quantity (Krishna, 2008). The aroma of the image with other factors like tones, aesthetics, model also play an important role in marketing of that brand online (Chebat and Michon, 2003; Morrin and Ratneshwar, 2000, 2003). The subjects such as communication, community psychology, consumer behavior and promotion are among the many subjects are categorized as materialism concept. To effectively communicate these materialistic people it is important to choose range of different objects, which elaborates their self worth (Wooten et al., 2004). By encapsulating the goal that online business wants to achieve so these things are imperative to recognize the mindset and behavior of the clients and to understand what the buyers want to convey to the acquaintance of themselves and as well as to others (Varela, 2009). When the firm gets to know the customers well then there comes the another part which is utterly important for the success of the company and that is to carefully select from the wide array of product display planograms which show these attributes to the consumers which in turn compel the consumer to buy or to seek that product online (Yong et al., 2006).

In order to get the desired results it is necessary to study these attributes and understand the differentiation between them and also highlight the individuality of the brand only then the ad campaign can be developed and focused. This tactic was first studied by (Kahneman & Tversky 2009). It was determined at first that before creating an effective product display which is easy to see by the consumers the making of planogram must be used. It is necessary to focus and emphasize on a particular attribute which needed to be highlighted, other option can be that it can develop the plan to face the consequences of the product is not favored by the consumers. When the plan is designed effectively and the attributes of a particular brand is studied with utmost care and all the sensitive issues are highlighted then it creates a positive response from the buyers towards that meticulous brand, after that these characteristics are further polished by distinction and visibility. The inclusion of the superstar brand endorsers have also played a very important role in characterizing of an effective

product display and the message it transfers along with the cultural meaning of a particular region (Weinberger & Charles, 1992).

When it is decided to build the brand identity, it takes two important aspects in to consideration that is the extended and the core identity (Richins 2004). The core identity of the brand is the same even if the brand is jumped in some new field or explores something new. This in return focus towards the recitals, attributes of the manufactured goods or service, ambience and the outline of the consumers but the main uniqueness is formed in a way to absolute the surface of the brand and it is focused on keeping the personality of the brand as its core (Bruce & Rensik, 2007). To achieve the desired goals it utterly important to align the brand identity of the retail brand with the target market and target audience (Shimp et al., 1981). The brand identity of the product is something that differentiates a particular brand from other brands and it competitors and it also describes that what kind of services and products a company offers and how they will be able to provide that services and products to its customers over a certain period of time. If the online business wants to excel and achieve its goals in this regard it must have a unique and appropriate product visuals on their websites which are eye catching and urge the customer to visualize themselves wearing that particular apparel it is obvious that it must be continuously secured, holed, nurtured, well designed and it should be consistent throughout its entire life (Preston, 1977.)

If the company is successful in explaining that what the brand is about and what is the identity of the brand then there is no doubt that company will be effectively complete a successful brand building (Olson et., 1998). In the recent times the competition in the market among the brands have been fairly high and on the same time the fashion industry has collapsed around the world due to these circumstances it has become very difficult for the retail brands to build a effective brand reputation and personality because that is what actually helps the brand in achieving their goals and distinguishing themselves from the different competitors in the online market (O'Connell, 1998). It is now very much important to build your own brand and to differentiate it in a way that becomes easy for the consumers to understand what the brand is about and what exactly the brand is offering to its consumers (Preston, 1977).

One of the most important factors that have been developed in the recent times is to appearance a favorable product image that speaks a suitable image of the financial

institution to the spectators (Peter et al., 2005). When it is decided to build the brand identity, it takes two important aspects into consideration that is the extended and the core identity (Richins 2004). The core identity of the brand is the same even if the brand is jumped in some new field or explores something new. This in return focus on the recital, attributes of the manufactured goods or service, ambience and the contour of the consumers but the main characteristics is formed in a way to complete the consistency of the product and it is focused on keeping the personality of the brand as its core (Bruce & Rensik, 2007). Now a days there are numerous retail brands that are building this foundation to differentiate their brand from other because the success margins are not very much high if the branding and the brand identity is not built effectively (O'Connell, 1998). According to the American Association of advertisement study (1974), it shows positive aspect of a effective product display that catches the eye of the customers it ultimately manipulates the customer to buying the product, it also describe that the sight sense is a source which use to aware the customer about new product and offering to buy the product. According to Longman (2000), the sight sense is the mean, which convinces the customer to buying their product.

By means of the provided in sequence and the stipulation of in order it is an connected matter pertaining for the sight sense and advertising of online fashion brands (Pistelak, 2006). During organize to amplify the acquire potential and the discernment of the product surrounded by their consumers, in sequence is used to enlarge and enhance the abovementioned characteristics (Polyorat et al., 2004). On the other hand, the ambition of strategy creators pertaining to the use of in order in product put on show is stringently restricted to the consumers being able to make improved and reputation conclusions (Desai & Keller, 2003).

Nevertheless, the crucial summit of including the use of information in the announcement for the social order, customers and the marketers should make sure that patrons are able to have a knob on process and notice the creation holistically (Gaunaris & Stathakopoulus, 2004). As a consequence, both development of in sequence on the end of the buyer and seller accounts up for priceless communiqué in advertisements. There is sizeable deliberate in the available writing pertaining to making use of in sequence in the advertisements (Longman, 2000).

One notion suggests that in anticipation of the consumer sight sense is not overloaded with too much lightning effect, it is considered to be enviable. Conversely, another

school of thought suggests that inadequate approach and discriminatory display of product in the retail outlet is considered to be advantageous (Kapferer, 2004). The display of retail brand is generally addressed to the customers of these outlets. The use of color effect in product display makes use of understandably and plainly precise visual attractiveness, whereas transformational communiqué in the display of photographs of products makes use of psychosomatic messages (Culnan et al., 2010).

As in 1981 Holbrook and Moore the most active senses of a consumer is visual and consumer behavior is the important one. Research have shown that the dependency on sight is most important one in specially purchase and consumption for the goods like purchasing a dress online (Hulten et al, 2009). Though his researches also indicate a drawback they have also shown that if consumer or shopper wont able to touch the product physically the shopper get frustrated and he/she most probably want to touch before actually purchasing the product.

Moreover research has shown that financial performance of the brand has a high correlation in comparison with the visual stimulus online (Hertenstein and Platt, 2001).

2.4 Consumer Behaviour

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

Researcher (Bagchi and Cheema, 2013;Labrecque et al., 2013) argue that colours alone cannot be considered as a marketing tool and that it has to be used in something else. Very few researchers have investigated about the impact of websites' photographs colours on consumer behaviour (Dreze and Zufryden,1997;Gorn et al, 2004; Hall and Hanna 2004; Pelet, 2014;Pelet and Papadopoulou, 2012; Bagchi and Cheema 2013) All of these researches admit that colour in photographs on a website is a key marketing feature that enhances online shopping experience and makes the consumers behave in a particular way.

2.4.1 Consumer

In the studies of business especially marketting the word “consumer” is very common and holds a great deal of relivence and importance.. Consumer is a person or entity who purchases products or servies or both and consumes them, in simple words. And

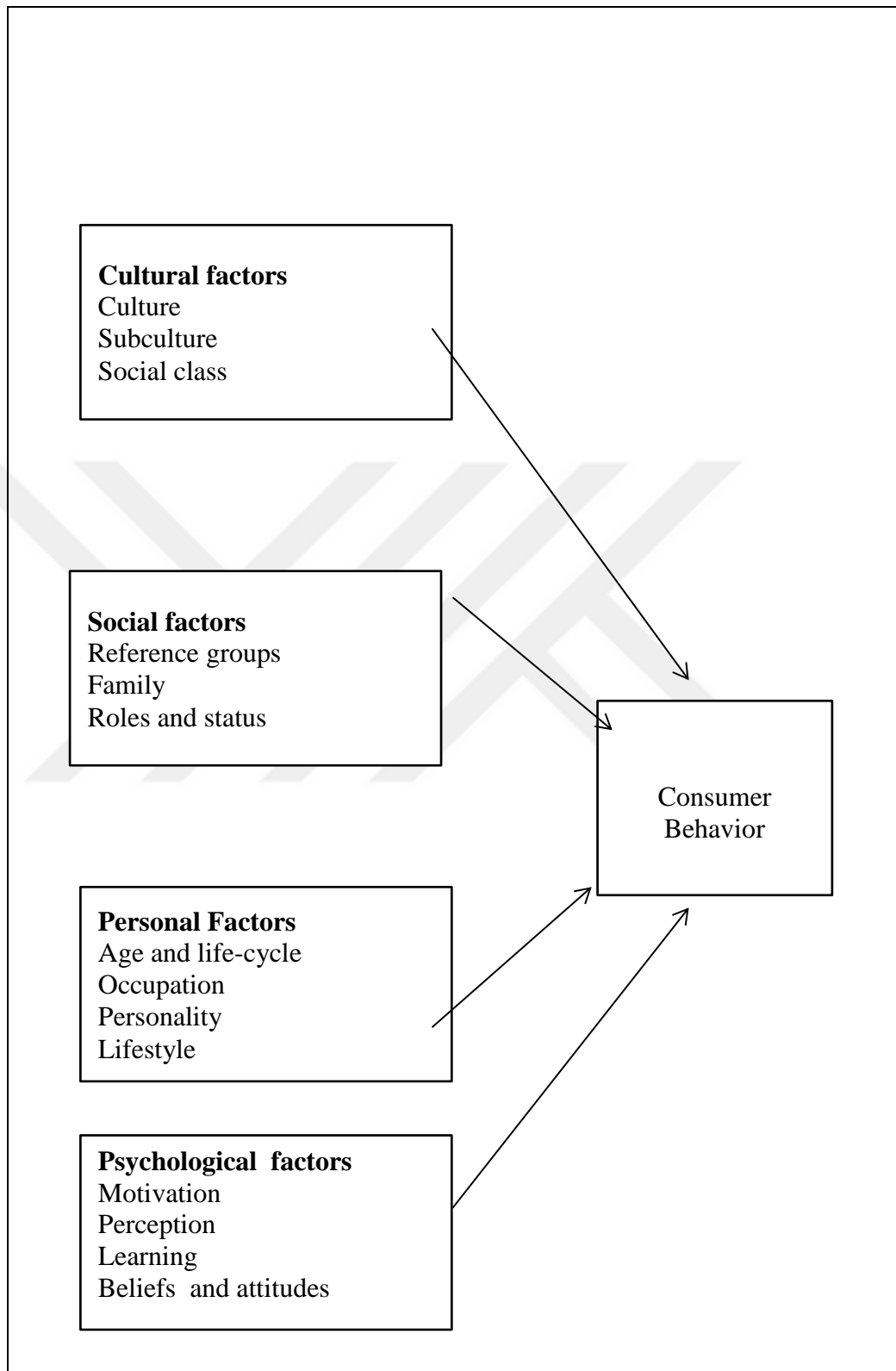
in return he pays money for his consumption of that particular product or service. Researcher Noel (2009) uses the following words to describe a consumer

“We usually think of the consumer as the person who identifies a need or desire, searches for a product to satisfy this need, buys the product and then consumes the product in order to satisfy the need.”

In most cases, consumer is the person who is the decision maker but there are other factors that can influence his decision. Also in most cases the person buying the product is also the consumer but sometimes this might not be the case, for example when parents are buying laptops for their children, the parents will be the purchasers and that will make the children the consumers (Noel, 2009). Researcher Noel says that purchasing something doesn't always mean consuming the product tangible or intangible can be holidays or gyms.

Consumers divide into two types namely individual or final consumer and organizational consumers (Kardes, Cronley and Cline 2010) A family or an person can be a perfect example for individual consumer and organizations can be regarded as the other types. One definition of an individual consumer can be a person who buys things or services to satisfy his own needs and demands or family's (Al-Jaraisy 2008) whereas there are numerous examples for organizational consumers as well. Like Apple, Sony and Toyota. In the words of Khan (2006) all of us are consumers.

Table 2.1 Factors influencing consumer behavior



Source: Khan, (2006)

This table allows us to see four factors that influence consumer behaviours.

Both internal and external factors can have an impact on consumer's decisions. But marketers say there are 4 common main ones, namely cultural, social, psychological and personal. Personalities are often shaped by one's culture. And culture is made up of norms, values and beliefs. Goodrich and Moojj (2013) say that culture is made up of norms and standards and if one wants to learn any culture of a particular tribe one should learn about the same people related to their culture.. This helps the companies to find out the demand of the customers and figure out which products to introduce into the market. Other factors that affect the consumer's decisions are social factors such as, family roles, statuses and reference groups, personal factors such as, age, lifestyle, personal occupation, personality and lastly psychological factors such as motivation, beliefs, values, norms and perceptions.

Many aspects affect decisions of consumers and their behaviours and colour being one of them. Colour influences purchasing choices. Colours create both positive and negative perceptions about products and services. According to demographic factors such as age, gender, religion etc a person can perceive a colour differently. In marketing the main feature of colour is attracting customer's attention, enough to create an impact on their behaviour so they can be influenced enough to make the purchase. Shapes also influence the minds of the consumers and their decisions. Other than these, designs of the products also effect greatly. Ricardo (2008) say the design of the product makes the first impression about the brand in the consumer's mind.

Table 2.2 Some consumer behaviour roles

Roles	Descriptions
Initiator	The individual who determines a need
Influencer	A person who influences purchaser with action or some words
Buyer	An individual who purchase (mostly head of family)
User	The person who use or consumer product

Source: Khan, (2006)

The table on the previous page describes the roles of buying behaviour (Khan, 2006).

The following example can be used to describe this table in the simplest of words. There is an old television in a house and the mother believes that they should purchase a new

one, that makes her the initiator. The child fully supports this idea and that makes him the influencer. He makes a research on google about options and compares the prices. Thus the father is the buyer and being the buyer he visits the most suitable market and buys the new television. The last role is user and the whole family is the user.

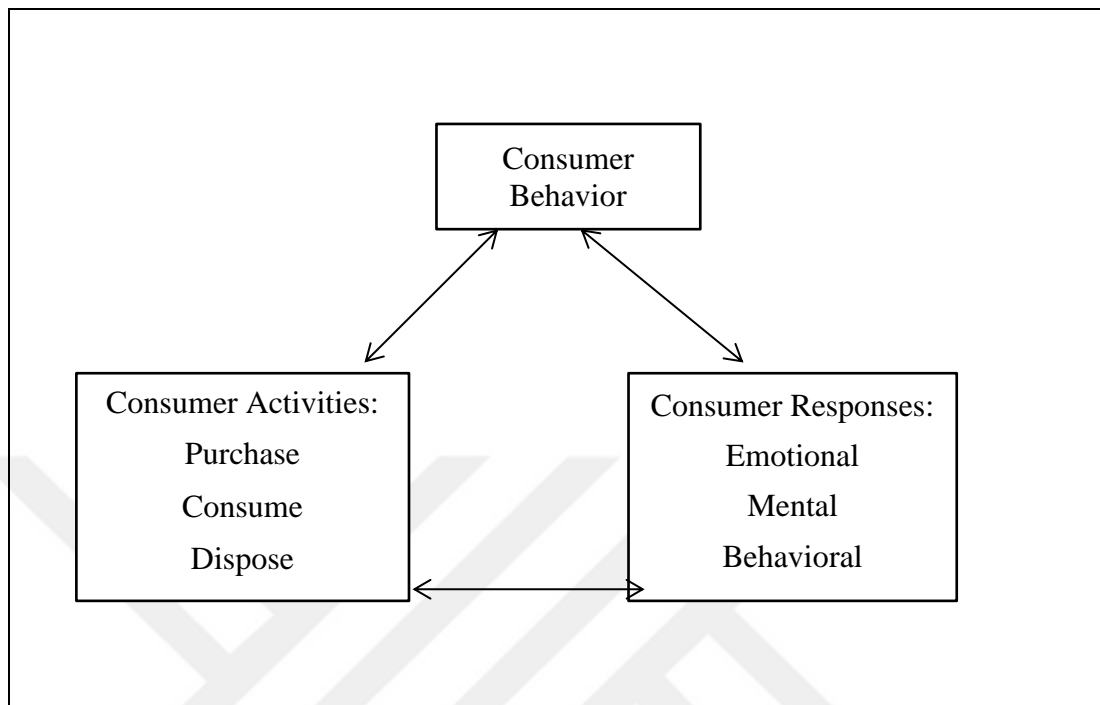
2.4.2 Consumer buying behaviour

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

The traditional buying behaviour was only studying the buying side and processes whereas studying consumer behaviour doesn't only mean the buying side but also the decision making. To simply understand this in a few words, researchers like Hawkins & Mothersbaugh (2010) say that consumer behaviour is *“the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.”*

Kardes, Cronley & Cline (2010) described consumer behavior in two ways; “traditional” and “modern.” The traditional way as mentioned before only describes the buying behavior, the happenings before and after of the buying behavior is the modern definition of consumer behavior.

Table 2.3 What is consumer behaviour?



Source: Kardes, Cronley, Cline, (2010)

The table above determines and explains how consumer behavior derives mental, emotional and behavior responses that have a great effect on people and how they are forced to purchase, consumer and dispose products and services (Kardes Cronley & Cline 2010). Purchasing definitely is the main act of consumer behavior and because people get products and services from this activity. Activity is basically defined as the consumption of products or services. For example, eating a banana after purchasing it or going to the movies after buying the ticket. Another aspect to this known as consuming the product immediately or after delay. After the consumption of the product, the consumer gets rid of it which is known as disposal activity.

The responses of consumers are emotional, mental and behavioral. Emotional responses can be the feelings of consumers; mental ones are the opinions they make about the goods and services. And lastly the behavioral responses are the actions the consumers make during the purchasing action. (Kardes Cronley & Cline 2010)

All of this combines as consumer behavior.

Moreover Solomon et al (2006) says that consumer behavior “*is the process that individuals purchase, use dispose the products in order to satisfy their desires.*”

From a third party's point of view, consumers are those people who spend their money and resources in order to use different products and services. Consumers tend to act in different ways to determine, think and evaluate to purchase and consume the products and services to fulfill their needs. There are many explanations and definitions of consumer behaviour and according to Lake (2009)

“Consumer behavior represents the study of individuals and the activities that take place to satisfy their realized needs. That satisfaction comes from the processes used in selecting, securing, and using products or services when the benefits received from those processes meet or exceed consumers' expectations. In other words, when an individual realizes that he has a need, the psychological process starts the consumer decision process. Through this process, the individual sets out to find ways to fulfill the need he has identified. That process includes the individual's thoughts, feelings, and behavior. When the process is complete, the consumer is faced with the task of analyzing and digesting all the information, which determines the actions he will take to fulfill the need.” (Lake, 2009)

If we try to put this in simple words consumer behaviour can be defined as a number of steps taken for consumers to satisfy their needs, the steps are determining, making decisions, purchasing. Noel (2009) says that consumer behaviour studies the actions of individuals when they try to purchase a good or service that companies produce and offers to the market. The main climax is the decision of the consumer. All consumers or most are the decision makers in this process. The final result of the decision is the actual purchase of the product. So basically consumer behaviour is what people do to satisfy their needs. Consumers either make decisions themselves or they discuss with others. If a man chooses shoes for himself and buys it he is the decision maker and if he consults his family it can be a collective decision making process.

Consumer behaviour is a vast topic to be studied and for number of reasons. Consumer behaviour actually helps increase the efficiency and performance of the business and help simplify the needs of customers and help them make decisions (Khan, 2006). Companies study consumer behaviours in order to improve their performances. In order for them to do so it is vital for companies to understand their customers, their thinking, buying and decisions and those factors that effect their decisions. By understanding all of this, they will know how to market the products to them and also

what to produce for them and develop marketing strategies to increase the sales of the company (Kardes, Cronley & Cline 2010).

Lake (2009) says that studying consumer behaviour can answer the following common questions

1. *“Why do consumers buy? There are various reasons that individuals make buying. They may purchase one service or product in order to make better their life-style, to become a part of group that they want to be include or for their self-actualization.”*

2. *“What influences their buying behavior? Actually, a number of internal and external factor exist that influence purchasing decisions. It can be emotions, personality, cultural belongings or something else that make consumer to purchase.”*

(Lake, 2009)

By studying consumer behaviour you can obtain valuable information about the consumers and also the groups that are important to better under them. By understanding their ways, thoughts and behaviours a comoany can become more efficient and improve it’s sales (Lake, 2009: Kardes Cronley & Cline 2010).

Researcher Khan (2006) says the most vital reason to study the behaviour of consumers *“ is the role that it plays in our lives”*. He also mentioned that when we discuss about products and services and research and communicate over TV or the Internet especially social media influences our lives, decisions about those products and the purchases (Khan, 2006).

Al-Jaraisay (2008) said that consumer behavior researches are important in the sense that they show the effect it has of the lives of individuals, families and organizations. The advantage for individuals is that the consumer behavior gives them many alternatives to choose from and make the best decision to cover their needs and wants. For organizations and marketers, it helps for them to understand the market better and what the consumers purchase and their attitudes towards their decisions.

2.5 Decision Making

If we compare the importance of consumer decision making then and now, researcher says it is definitely more vital and more complex now (Hafstrom, Chae & Chung,

1992, Lysonksi, Durvasula, & Zotos, 1996) Due to the abundance of products and services, the options have become unlimited for the customers to make their selection from. A research defines this decision making process as the mental orientation as how a customer makes choices (Durvasula, Lysonski et al., 1996)

In modern times with the strong presence of online businesses and e-commerce it has become important to access how customers make the decisions online and the factors that effect the willingness of customers to make these online purchases.

2.5.1 Consumer buying decision

Decision making is an idea of deciding something between a few preferences. Decisions have a huge impact on every human's day to day life, as it changes our future. Now let's dig in to some explanation related to consumer-related decision making (Khan, 2006).

1. Economic man model: This includes people who are rational decision makers.
2. Passive man model: In contrast with economic man model, the ranges of consumers included in this model are irrational purchasers.
3. Cognitive Man Model: "Problem solver" is the name given to consumers here. Consumers basically search for information and evaluate it. When sufficient knowledge is gathered the consumer makes the decision.

According to Hawkins & Mothersbaugh, (2010) the idea of consumer decision is related to an individual who can reasonably balance out services, products, brands that can be covered in an economical way. Furthermore, in few instances consumer's decisions regarding style, brand, price or characteristics are made on sentiments. And the buyer purchases the product because they feel satisfied or good about it.

According to Anderson (2002):

"All decisions involve alternatives and values, and all decision processes involve problem structuring and evaluation. Yet there are many kinds of decisions. Most are easy, but many are both hard and important to get right. Decisions become hard when there are many values to think about at once and tradeoffs have to be made or when there are many possible futures to think about at once and uncertainty has to be weighed. Tools are available for problem structuring and evaluation that address both kinds of difficulty."

To sum up everything all assessments have surrogates and all decisions come with options. We reside in a world where we tend to take numerous decisions on daily basis. When we jump on decisions and make an option from the alternates, we cast off the ones we think will not be in our favor and fall for the ones which are more substantial. Decision making can be divided into 2 steps: problem structuring and evaluation (Anderson, 2002)

1. Problem structuring entails from identifying the problem, alternatives, classifying the options.

2. Evaluation is determining the options and picking the finest one.

2.5.2 Types of consumer decisions

We all make different decisions every day. These decisions differ from how we dress, where we intend to go, our purchases, what to buy and from where to buy etc. Hence, making a decision jumps from easy to hard. Some of them are familiar which we practice in our everyday life. Thus, we are able to differentiate and divide verdicts by symbolizing the effort from low to high that customers use these decisions while they mark (Al-jaraisy, 2008).

There are 3 categories of consumer decision processes. They include: nominal (routine) decision making, limited decision making and extended decision making. All categories compromise of various stages, which consumers have to go through before making a purchase. (Hawkins & Mothersbaugh, 2010; Al-jaraisy, 2008).

1. Nominal decision making (See Table 2.4) also known as habitual decision making. In this category consumers tend to avoid some steps in making a decision when he does his common purchases. According to Hawkins & Mothersbaug (2010) nominal decision making process can be split into 2 categories: Brand loyal purchases and Repeat purchases.
 - i) Folks who fall in the category of brand loyal purchases are the people who buy the same brand multiple times. This means they are comfortable with the brand, and hence chose to be loyal towards it. (Hawkins & Mothersbaugh, 2010). If a person is purchasing the same brand and assumes that this product conceals his needs and wants, marks his loyalty towards the brand. Therefore, when the companies increase the

reliability of their products or services, it becomes a hassle for other organizations to attract customers towards their product. (Hawkins & Mothersbaugh, 2010).

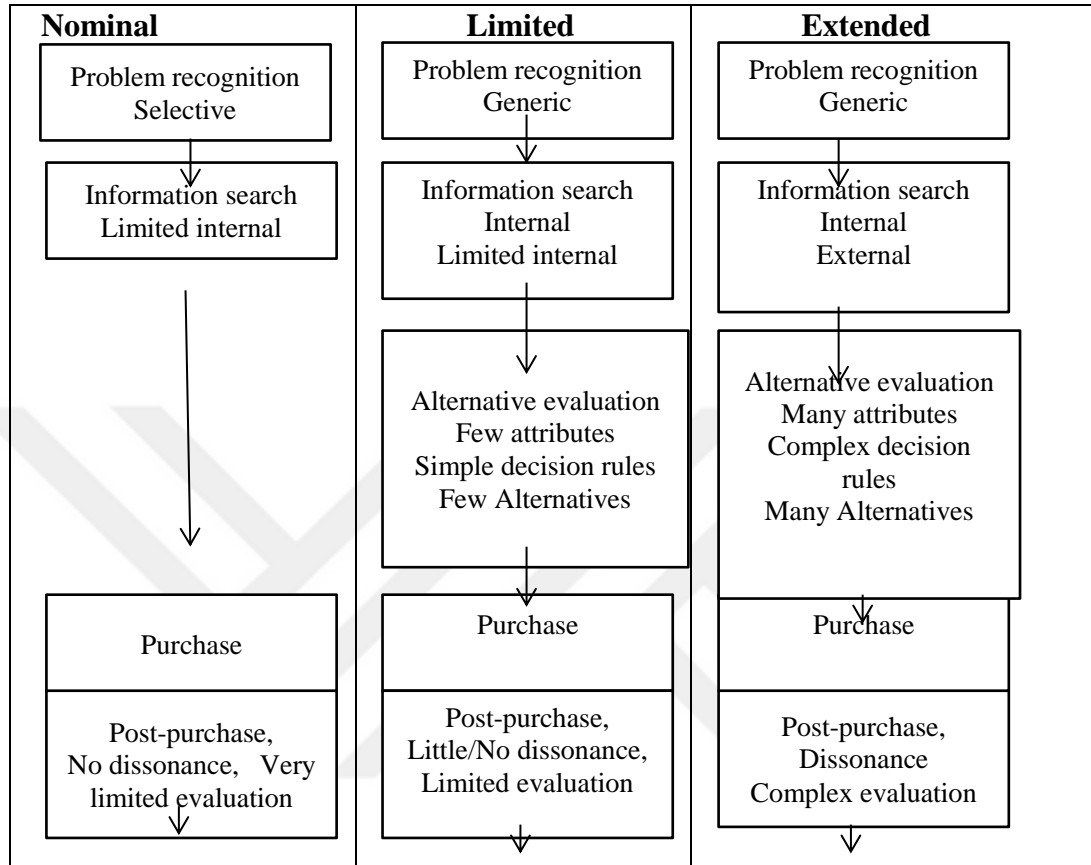
- ii) Repeat (routine) purchases are the same purchases we make. The consumer doesn't take time in making a decision, because of his habitual shopping routine. This level of shopping comes up with a minimum level of risk. (Al-jaraisy, 2008; Khan, 2006). Moreover, everything is beginning with the determining of a need, then making the purchase. When you understand that this product satisfies your need you buy the same product when you need it. We can give an example for repeat purchases buying of newspaper every day.
2. Limited decision making (See Table 2.4). Compared with Nominal decision making the buying decisions are more difficult in Limited decision making because of unknown brands or services. In this type of decision making the consumer should act in a limited way (Al-jaraisy, 2008). Furthermore, the consumer goes through the decision making step, but he does not spend a lot of time on each step. According to Khan (2006), in contrast with nominal decision making limited decision making is more time consuming and has a high rate of risk. As explained before the risk in routine decision making is minimum but on contrary this factor is high in limited decision making.

Limited decision making may develop with the support of situational and emotional needs (Hawkins & Mothersbaugh, 2010). For example, we might buy toothpaste just because we want to experience a new one. Another example could be it may happen in the store when you are attracted towards the appearance of the product.

3. Extended decision making (See Table 2.4). As mentioned earlier, these styles of decision making processes are separated according to their decision making difficulty. Hence, if the volume of the decision making complexity is high in extended decision making, it can be said that people have lack of knowledge about the product they are purchasing. According to Hawkins & Mothersbaugh (2010) extended decision making processes are very time consuming. A new house, ride, computer, car, some luxury or durable goods, jewelry are the goods that people purchase for the first time (Khan, 2006; Al-jaraisy, 2008). As consumers have minimal idea in this area, they spend a lot of time to choose a product. Accordingly, consumers have to go through all the stages of decision making levels in this sort of decision making and spend a lot of time in all

phases for scrutinizing information and evaluating. Moreover, the risk factor is extremely high here (Al-jaraisy, 2008).

Table 2.4 Nominal, Limited, Extended Decision Making

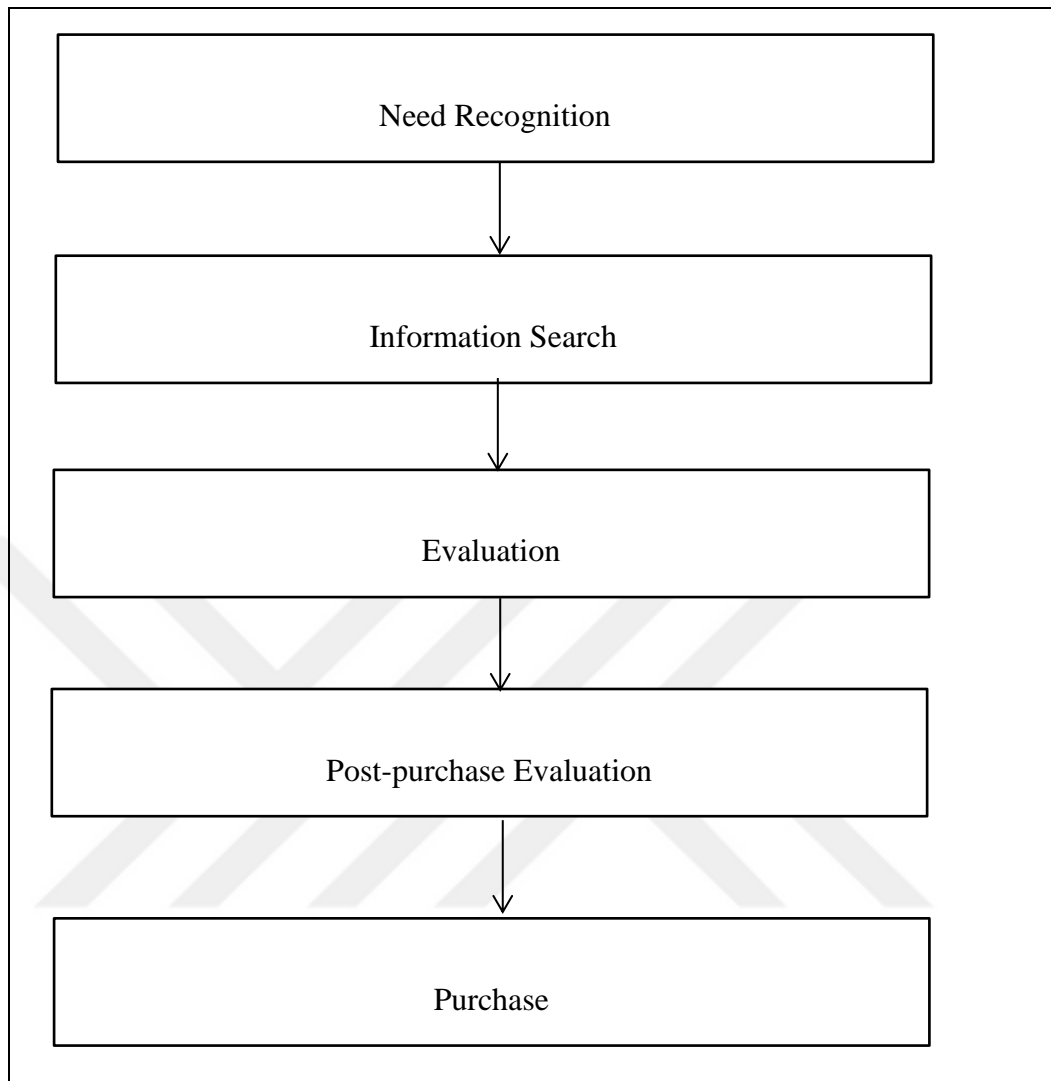


Source: Khan (2006)

2.5.3 Decision making process

Traditional decision making process contains 5 stages. They include: Need/Problem recognition, Information search, Evaluation of alternatives, Purchasing, Post-purchasing behavior. Each customer has to go through every step when buying something. The next picture highlights the steps of traditional decision making process.

Table 2.5 Decision making process



Source: Noel (2009)

Every step of decision making is enlightened more clearly on the next page.

1. Need/Problem recognition. This is the first step of traditional decision making. Problem recognition arises when a person identifies a major change between known and preferred standard and what is apparent and in actual state. In simple words it means the individual has the knowledge to differentiate between the actual situation and the situation he assumes (Kardes Cronley & Cline 2010).

According to Khan (2006) the presence of consumption shows a hall of problem recognition.

Al-jaraisy (2008) has accepted that needs, wants and opportunities are encouraging the consumers to get familiar with problem recognition. The prime feature of problem recognition stimulus assists consumer to determine the need. Moreover, stimulus

generates its information from friends, neighbors and from other surroundings. Advertisements, commercials are also included in the sources of stimulus. Our sentiments such as: hunger, pain can also be considered in this source.

According to Kardes, Cronley & Cline (2010) problem recognition can be generated in three ways. These include the consumer's needs, wants and opportunities. Need is psychological or physical feeling. In need feeling the consumer's apparent state and preference are closely linked. Consumers can conceal their essentials with their actual state. Purchasing a gasoline for a car when it is finished is an example of need. Wants arise when the preferred state is above the apparent state. Personality, culture, experiences of the consumers' influence their wants. Furthermore, if my friend has a new laptop, and I intend to buy a similar laptop, this is a want. Opportunity, arises when a person's ultimate and actual state are not closely linked.

2. Information search. As the consumer explains his issues or his essentials the next task is to find information about the product or service (Khan, 2006; Al-jaraisy, 2008). Furthermore, the information might be restricted. Ample of cases have been found where consumers have a lot of knowledge about the product which helps them to balance out assessing process, on the other hand not having enough knowledge can become an obstacle in making a decisions in evaluating phase. According to Al-jaraisy (2008) consumer can acquire material from different resources

They are:

- a) Internal resources. These are the know-hows that can be associated to consumer's past. In other words we can say, it is more like consumer digging into information from his earlier experiences. Additionally, consumer studies the information that he has found with the similar need in the past.
- b) Group resources. All public and private means are a part of this section. People, who are close to us, can be considered as an example for this source. This is the most operative purchase decision influencers.
- c) Marketing resources. One more key basis of information is marketing means. All advertisements, sale boosters and other campaigns are a part of this resource. Moreover, these resources are prepared by companies, organizations in order to update consumers.

- d) Public resources. All mass media such as internet reviews, comments, newspaper articles or comments of product technician are a part of this category. This is usually related to product quality.
 - e) Experimental resources. This is like scrutinizing the product during its purchase.
3. Evaluation of alternatives. Once the information has been found, we should assess it and decide which one is required. It works as described below. Evaluation of alternatives differs from product to product, as well as from consumer to consumer. Furthermore, the key factors which assess the consumer in assessing process are price, color, quality, safety, options, style, warranty, durability and other features of the product (Al-jaraisy, 2008; Lake, 2009).

According to Lake (2009), consumers use 3 forms of choosing process in evaluating process. These are:

- a) Affective choice. This is a bit sensitive factor. We state it as “it feels right”. This factor does not require a decision ruler, so when the client buys the product he feels better.
 - b) Attitude-based choice. Consumer makes sure that product meets its requirement, and marks the one, which has an enhanced appearance.
 - c) Attribute choice. Consumer sees all the aspects and advantages of the product and picks the outclass one which has got more features or benefits.
4. Purchasing. This is selecting one option and buying the product. In a couple of cases consumers chose brands which offer discount. Furthermore, the purchase differs from different aspects such as amount of information, limit or the friends, family member’s nonappearance all through purchasing (Al-jaraisy, 2008). The information provided by sales man is also an essential feature. At times, buying one product can open ways for another purchase. For example when we tend to buy a laptop it can lead us to buy its other essentials like printer, mouse or other devices for the laptop.

According to Lake (2009) the purchases can be divided into 2 sets:

- i) High-involvement purchases such as buying a car, home. In this purchase people dig in a lot of and assess their options.
- ii) Low-involvement purchases such as shampoo, water. This purchase is not at all time consuming, as people don’t think much.

So, the part of marketing in these purchases is important. In high-involvement purchases marketers should offer additional material about products and streamline the evaluation of substitutes for clients.

5. Post-purchasing behavior. This is the last stage of traditional decision making process. Consequently, this step is not included in low-involvement purchases, however in high-involvement purchases this stage is very time consuming (Lake, 2009). Consumer is in a dilemma whether they made the right option or not.

Lake (2009) stated that this step has got 3 outcomes.

- a) Purchase is not above the expectancy. The buying does not come across the probability. Consumer is not happy with this item. He can get it exchanged or return the product. This condition may stimulus your company performance in a bad method. The consumer may blow out adverse news about your product.
- b) Purchase matches expectation. Over here purchasing the product meets the expectancy level. But as salesman you will not receive any feedback from the customer.
- c) Purchase exceeds expectations. Consumer catches the class and skin of the item very high. He realizes that product meets his hopes. This is beneficial for the business to. These types of consumers attract a lot of consumers to you. Or he will buy again from your company.

3 CONCEPTUAL FRAMEWORK AND HYPOTHESES

3.1 Variables

3.1.1 Photography

Photography is not only a form of art but in the modern times it is a very strong aspect of photography as well. If we notice, a lot of marketing has photography in it for instance, bill boards, magazines, newspapers, webpages etc. Photography has a very important role when it comes to how the customers perceive the brand it is displaying. Customers make their perceptions about a particular brand and their impressions as well. All of these affect their decisions and their behaviours towards the brand.

We are focusing on the photography on an e-commerce website because in stores you have other factors as well that can help you perceive a brand for instance our 5 senses, in the case of clothes we can feel them, try them on, the atmosphere of the store etc all affect on how we perceive the brand but online you are only dependent on your sense of sight, in this case the pictures you see.

In this study we won't look at all of the behaviours by the customers because then it will be very extensive and would need to elaborate each behaviour. Here we will mainly go around how photography of clothes affect the preferences and how they perceive the brand on its website.

The pictures used to display the clothes on an online shopping website

will affect how customers perceive the product and image of the brand. In photography all the aspects starting from the exposure, lighting, background, warm and cool tones, saturation levels will affect how the image will be seen by the customer. This will be an independent variable.

3.1.2 Model in the image

In marketing models are live people who are displaying a tangible or intangible product to the customers. In our study we are going round a fashion online business, so the models are seen over the pictures that we see online, and the product they are displaying are clothes.

The model who will be wearing the clothes of the fashion brand in the picture will affect how customers see the product, in this case, how they see the clothes. The appearance of the model will have an influence on the customers in terms of how they'll be able to see themselves in the clothes they are looking to buy online.

Their physical appearance, their expressions, body language, makeup, hair and how they are carrying the clothes are very important factors that will influence the minds of the customers and how they perceive the product and how they will imagine it on themselves.

The model is considered as an independent variable as well because they will have an influence on consumer preferences, buying behaviour, buying decision and the promotion of the brand as well. It will have a positive relationship with consumer preference in the sense that if they customers are more attracted to the model wearing the clothes, the more inclined they'll be to purchase the product, thus making their preference to that product higher than that of others.

This too will be an independent variable.

3.1.3 Buying decisions

Before buying decisions consumers preferences allow consumers to rank different products according to their levels of satisfaction, consumer preferences are not dependent on their income and prices, so a customer's capacity to buy goods does not reflect a customer's likes or dislikes. But the final buying decisions are dependent on the income level of the customers and price of the product. Buying decision in the case of this research won't be dependent on only the price of the clothes but will be dependent on how they see the picture of the clothes sold online, and the model who will be representing the clothes they are looking at.

Different people have different preferences, depending on many aspects, and depending on the factors they are exposed to. Consumer preferences can change

depending on the variables they are exposed to as well, positively or negatively. For example, in our case of the online shopping website, if the picture of the clothes is not appealing to the customer looking at it, his preference to like it will decrease. Also, if the customer is not attracted to the model displaying the clothes, naturally his preference won't be those clothes. Hence due to these factors the buying decision will be made. Since consumer buying decisions depend and change according to other variables; photography and the model displaying the clothes, it will be considered as a dependent variable.

3.2 Hypotheses

The purpose of this research is to determine whether photography of a fashion brand's clothes can influence the minds of the customers and their preferences to make the decision to buy the products online. If they buy the clothes then also it will affect on how they see the brand. So continuously the following are the main hypotheses of the study:

H₁: The effect of photography of clothes differs according to gender on buying decisions.

H₂: The effect of photography of clothes differs according to age on buying decisions.

H₃: The effect of photography of clothes differs according to income on buying decisions.

H₄: The effect of photography of clothes differs according to profession status of customers on buying decisions.

H₅: The effect of the model in the pictures differs according to gender on buying decisions.

H₆: The effect of the model in the pictures differs according to age on buying decisions.

H₇: The effect of the model in the pictures differs according to income on buying decisions.

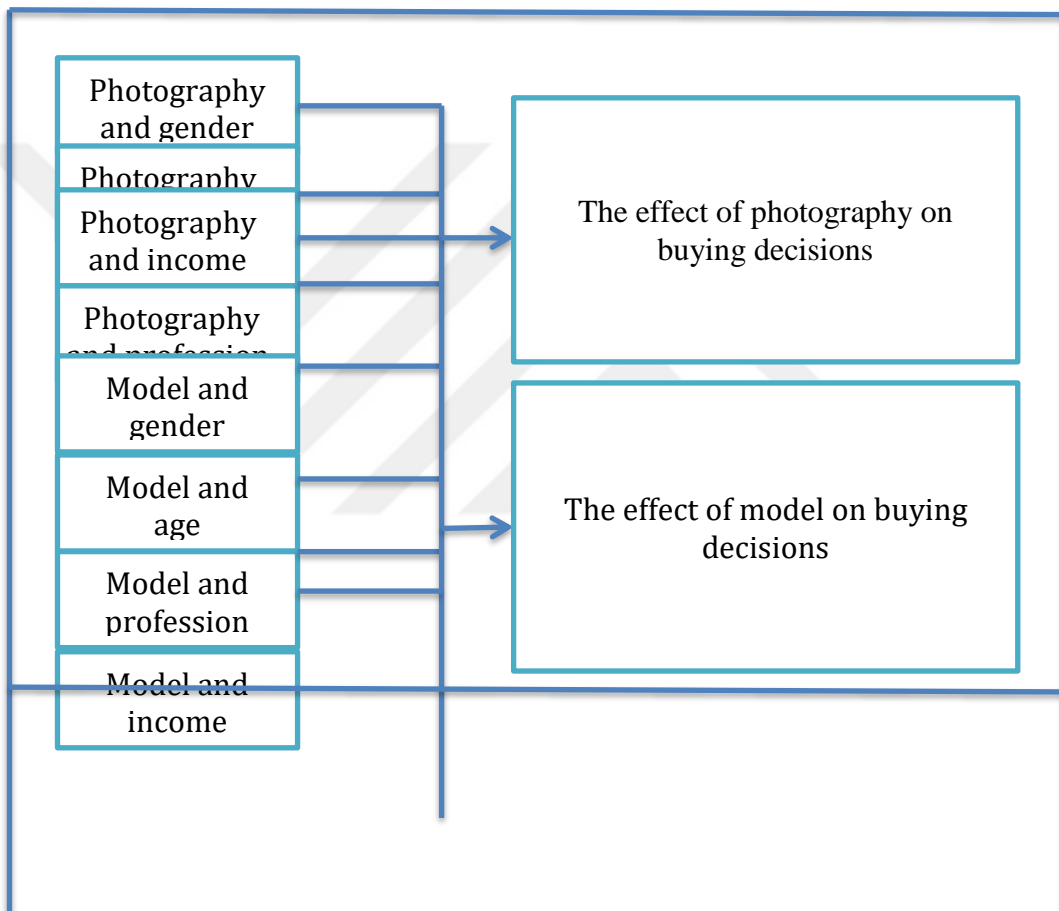
H₈: The effect of the model in the pictures differs according to profession on buying decisions.

These hypotheses were made to see whether they can be proven or not. Ricardo said (2008) that the first look of the product makes the first impression about the brand in

the consumer's minds, so in order to test this further on an online platform, the photography and model will be the variables that will be tested based on the gender of customers, age, profession and income levels. He also said that the first impressions can be positive or negative that can influence consumer buying behaviour, so these hypotheses are made to test whether these demographic factors have any effect.

3.3 Conceptual Framework

Table 3.1 Research Model



4 RESEARCH METHODOLOGY AND FINDINGS

4.1 Research Method

Survey method has been used in this research. Surveys, in research are one of the most common and known types of quantitative research methods. In a survey research method, the researcher selects a specific sample of respondents from a particular population and distributes and monitors a standardized questionnaire to the respondents. The survey or the questionnaire may be a written document that is given to a person physically and is completed, an online questionnaire on the Internet, a face-to-face or a telephonic interview. By using surveys, it will be possible to collect data from small to large populations.

There are numerous ways to conduct researches and collect the information needed, but one of the easiest and common way to do is by doing a survey. In the textbooks a survey is generally defined as a brief discussion or interview with people about a concerning topic regarding a research. The word survey is mostly used to mean merely 'collecting information.' For example, you can imagine a researcher saying, 'We need to do a survey!'

So in order to explain further, a survey means to collect information as well. We made the first definition of a short discussion or interview, and we made a second definition that of collecting data. There is a third definition for survey as well. This explanation is particularly is for research purposes. There are mainly three specific methods to conduct survey research:

- **Questionnaires** - a collection of written questions a respondent answers. This technique collects answers to questions that are essay based or agree/neutral/disagree style.
- **Interviews** - questions exposed to a person face to face or over the phone to gather information about their thoughts and opinions. An example for this sort of survey can be a job interview.

Our study will use questionnaire technique to gather information from the sample. The method of distributing the questionnaire was online using Google forms and sharing over social media sites. The questions were closed end using multiple-choice questions because we had to use a statistical analysis for our research.

4.2 Sampling Procedure and Size

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

4.2.1 Sample Size Formula

$$S_s = \frac{Z^2 * (p) * (1-p)}{C^2}$$

4.3 Data Collection - Questionnaire

This thesis is based on two main parts, namely the literature review and the survey based on the questionnaire. A questionnaire has been made to determine the predefined hypotheses in chapter 3. The questionnaire was distributed over Google forms and the link was spread over social media websites. A total of 266 participants filled out the questionnaire. The questionnaire is divided into three parts. The first being the demographic questions, next based on the effect of photography and the effect model representing the clothes in the photography depending on customers gender, age, income and professions on customers buying behaviour. The next topic will involve a detailed analysis of the findings of the research conducted via questionnaire. The questionnaire was made with the help of the research and scales of **Aygun, E (2007), Yazici, G, (2009), Elshan, M, (2017)**

4.4 Analysis of Data and Findings

4.4.1 Demographic Characteristics of the Responses

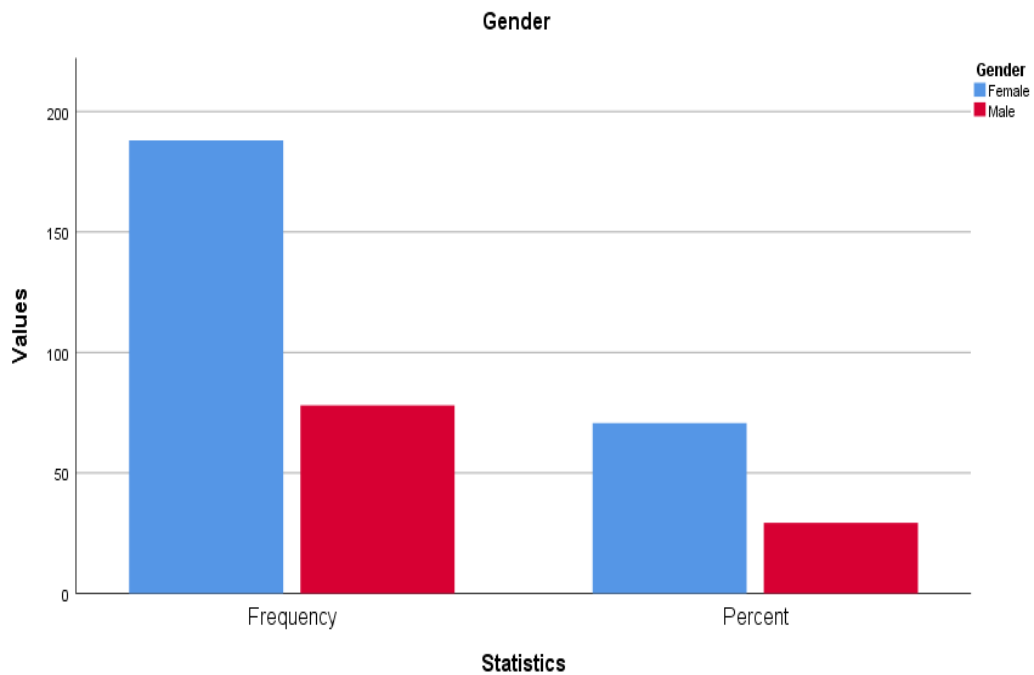


Figure 4.1 Gender

In the figure above we can see that this questionnaire was surveyed among a total of 266 respondents. The first demographic question being their gender. The table above indicates that most of the respondents were female. The number of females are 188 which makes 70,7 percent of whole number of respondents. Whereas male are 78 who participated in the questionnaire. The 29.3 percent of all the respondents are male who responded to the survey, which is given below in the table.

Table 4.1 Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	188	70,7	70,7	70,7
Male	78	29,3	29,3	100,0
Total	266	100,0	100,0	

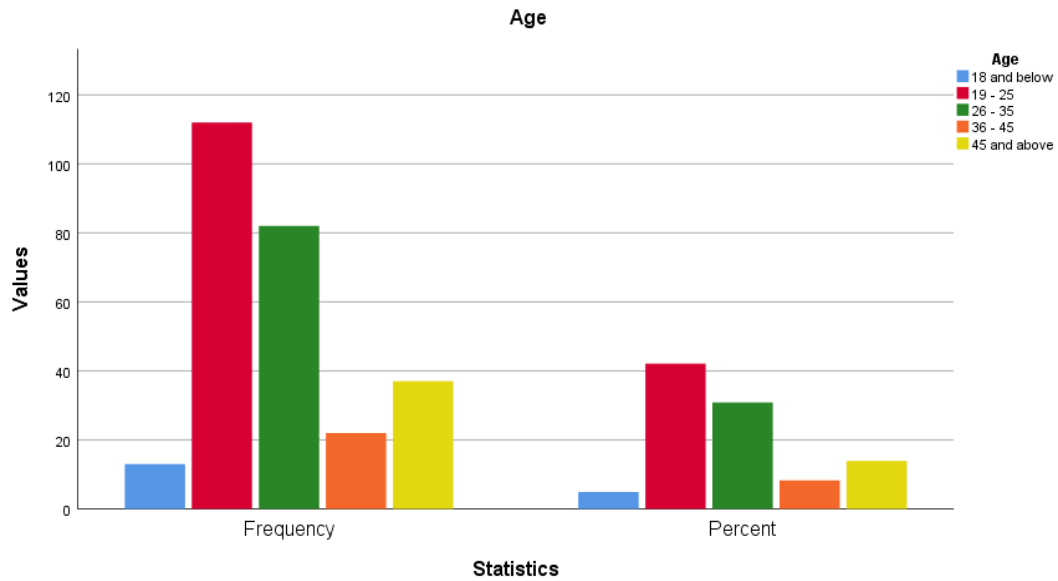


Figure 4.2 Age

The figure above illustrates the age range of the people who participated in the survey questions. According to this table, the age range is divided into 5 levels: 18 and below, 19-25, 26-35, 36-45, and 45 and above. The highest number of respondents was between the ages of 19-25 years. They are a total of 112 people who occupy 42.1 percent of the whole respondents. It seems that young people, generation Y, are most active online, safe to assume they shop online too. Following the table, the second highest goes to 26-35 years old, that are 82 in number, making it a percentage of (30.8%). 37 (13.9%) of respondents were 45 years and above, while 22 (8.3%) people who answered the questions were between 36 to 45 years old. The number of respondents who were 18 and below were the lowest; 13 people (4.9%). as also seen in the table below.

Table 4.2 Age

	Frequency	Percent	Valid Percent	Cumulative Percent
18 and below	13	4,9	4,9	4,9
19 - 25	112	42,1	42,1	47,0
26 - 35	82	30,8	30,8	77,8
36 - 45	22	8,3	8,3	86,1
45 and above	37	13,9	13,9	100,0
Total	266	100,0	100,0	

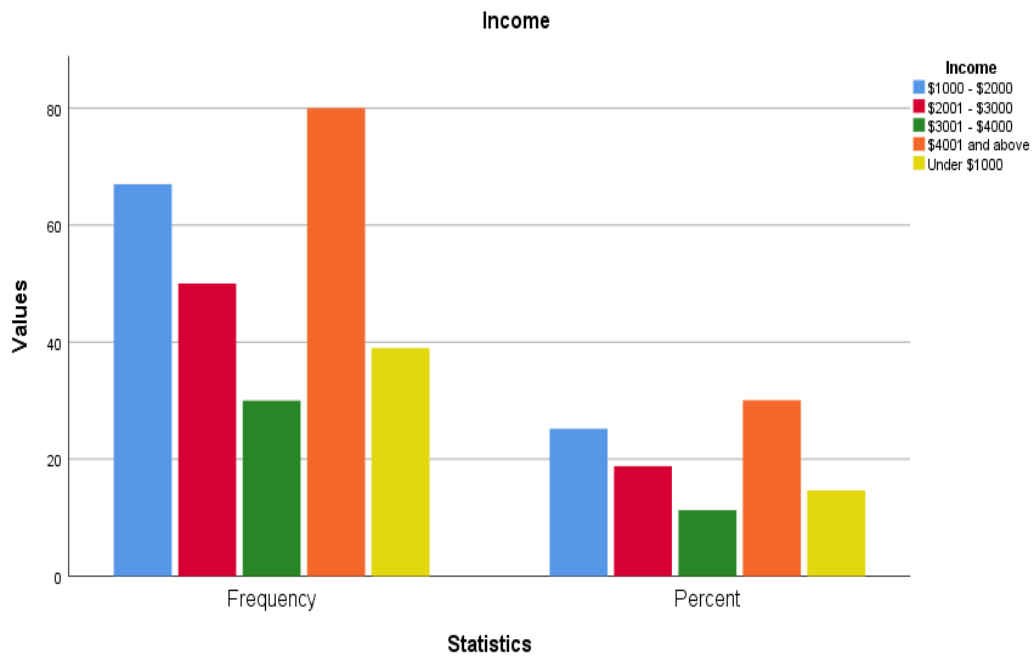


Figure 4.3 Income

The above figure represents the total family income of the respondents. The table indicates that most of the respondents' income was more than \$4001, they were a total of 80 people making it a percentage of 30.1. The next highest family income was of 67 (25.2%) people, they made about \$1000-\$2000 monthly. The third highest was \$2001-\$3000 of 50 people with a percent of 18.8. Next come 39 people (14.7%) who make less than \$1000. The lowest number made between \$3001-\$4000 and they were 30 in number making it a percent of 11.3 as seen in the table on the next page.

Table 4.3 Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	\$1000 - \$2000	67	25,2	25,2	25,2
	\$2001 - \$3000	50	18,8	18,8	44,0
	\$3001 - \$4000	30	11,3	11,3	55,3
	\$4001 and above	80	30,1	30,1	85,3
	Under \$1000	39	14,7	14,7	100,0
	Total	266	100,0	100,0	

Profession
Frequency

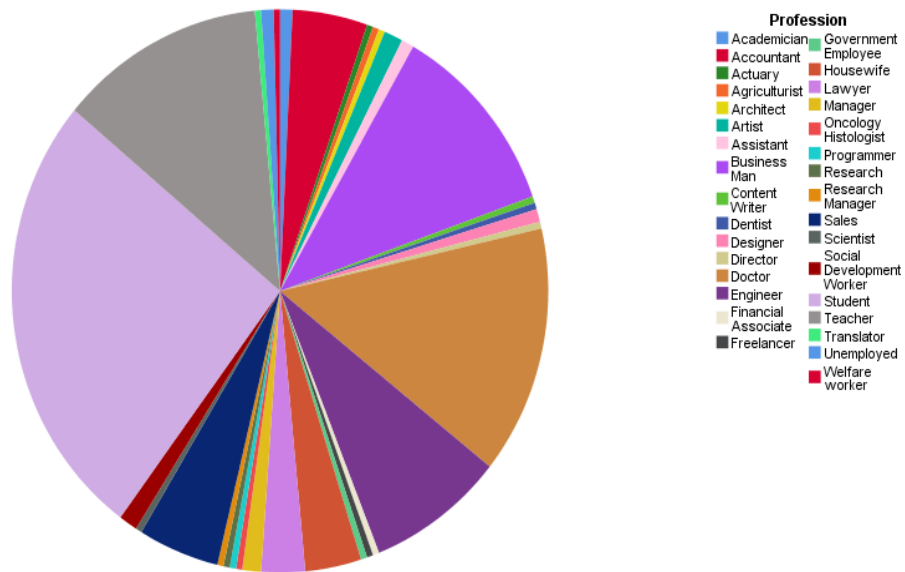


Figure 4.4 Profession

The pie chart figure above shows the respondents professions. Our respondents had a lot of various professions. The common ones were student making the highest number of 69, which was 25.9 percent. The next ones were doctors that were 38 in number making it a percent of 14.3 After that were 33 teachers percentage of 12.4. next were 30 businessmen percentage 11.3. 22 engineers 8.3 percent. Following were 13 sales people for 4.9 percent. 12 of the respondents were accountants making it a percentage of 4.5. After that there were 9 housewives making it a percentage of 3.4. Next there were 7 lawyers percentage of 2.6. Artists, managers, social development workers are 3 in number each making it 1.1 percent each. Academician, Assistant, Designer, Unemployed are 2 each and each percentage is 0.8. Actuary, agriculturist, architect, content writer, dentist, director, financial associate, freelancer, government employee, oncology histologist, programmer, researcher, research manager, scientist, translator, welfare worker are one in number each, 0.4% each as seen in the table below.

Table 4.4 Profession

	Frequency	Percent	Valid Percent	Cumulative Percent
Academician	2	,8	,8	,8
Accountant	12	4,5	4,5	5,3
Actuary	1	,4	,4	5,6
Agriculturist	1	,4	,4	6,0
Architect	1	,4	,4	6,4
Artist	3	1,1	1,1	7,5
Assistant	2	,8	,8	8,3
Business Man	30	11,3	11,3	19,5
Content Writer	1	,4	,4	19,9
Dentist	1	,4	,4	20,3
Designer	2	,8	,8	21,1
Director	1	,4	,4	21,4
Doctor	38	14,3	14,3	35,7
Engineer	22	8,3	8,3	44,0
Financial Associate	1	,4	,4	44,4
Freelancer	1	,4	,4	44,7
Government Employee	1	,4	,4	45,1
Housewife	9	3,4	3,4	48,5
Lawyer	7	2,6	2,6	51,1
Manager	3	1,1	1,1	52,3
Oncology Histologist	1	,4	,4	52,6
Programmer	1	,4	,4	53,0
Research	1	,4	,4	53,4
Research Manager	1	,4	,4	53,8
Sales	13	4,9	4,9	58,6
Scientist	1	,4	,4	59,0
Social Development Worker	3	1,1	1,1	60,2

Student	69	25,9	25,9	86,1
Teacher	33	12,4	12,4	98,5
Translator	1	,4	,4	98,9
Unemployed	2	,8	,8	99,6
Welfare worker	1	,4	,4	100,0
Total	266	100,0	100,0	

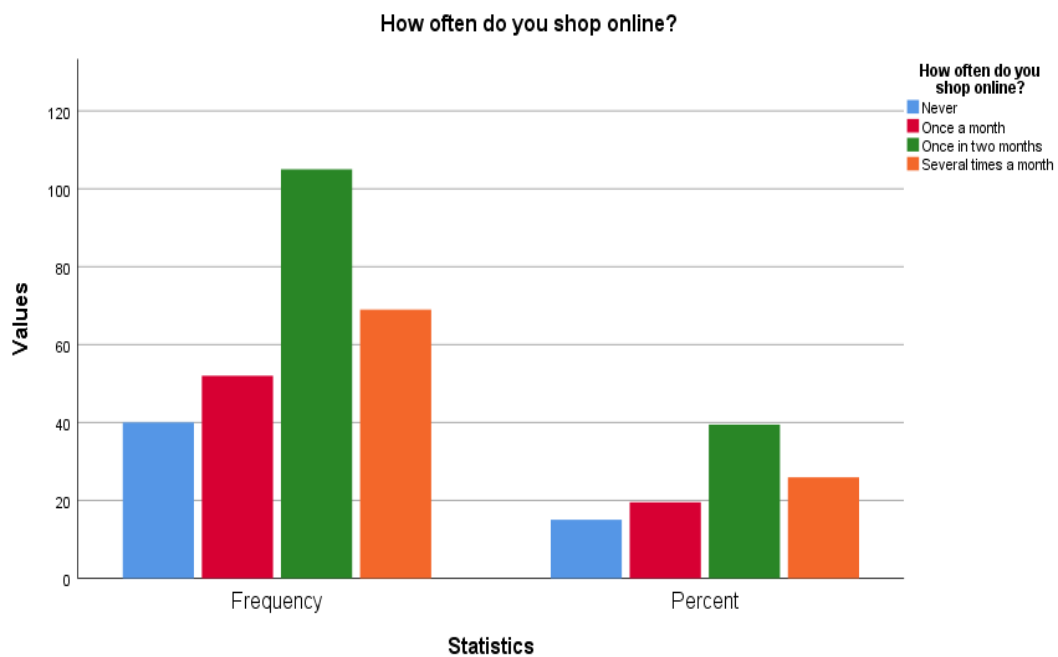


Figure 4.5 How often do you shop?

The figure on the previous page indicate of the frequency and percentage of how often do the respondents shop online because our research is mainly about online shopping, so in order to prove most of the hypotheses made, there should be people who actually shop online. The highest number of people, 105 among out correspondents shop once in two months making it a percent of 39.5% The second highest are the people who shop several times a month, they are 69 (25.9%) 52 number of people shop online once a month (19.5%) And lastly only 40 people (15%) don't shop online as seen in the table on the next page.

Table 4.5 How often do you shop online?

	Frequency	Percent	Valid Percent	Cumulative Percent
Never	40	15,0	15,0	15,0
Once a month	52	19,5	19,5	34,6
Once in two months	105	39,5	39,5	74,1
Several times a month	69	25,9	25,9	100,0
Total	266	100,0	100,0	

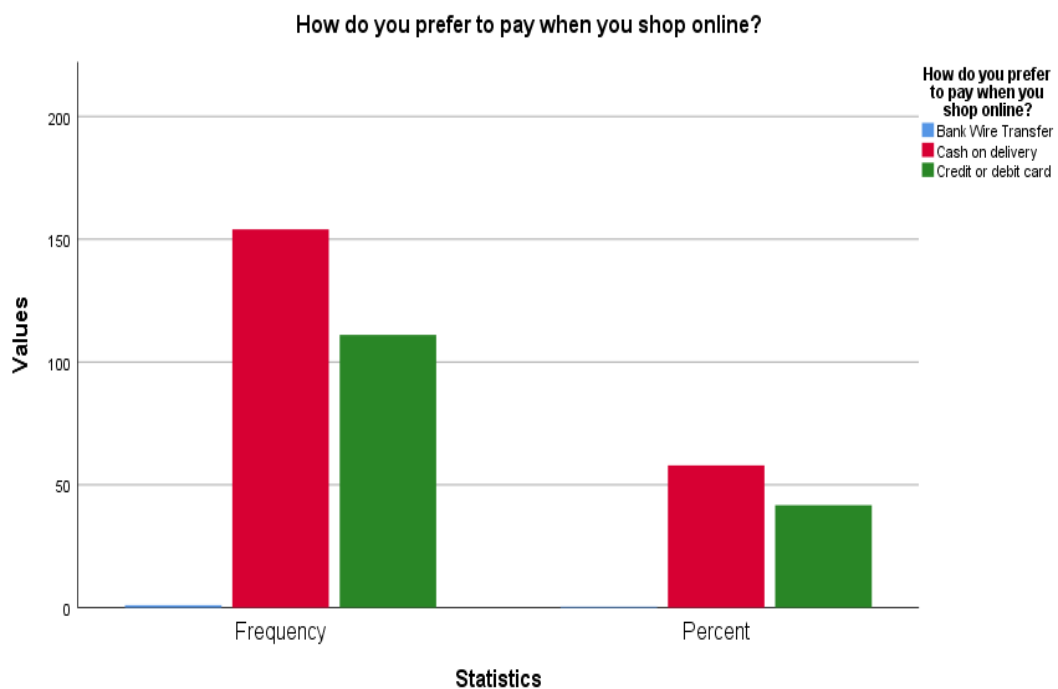


Figure 4.6 How do you pay when you shop online?

This figure above shows us the number and percentage of respondents and how they prefer to pay online. The highest one which was more than half of the people chose “cash on delivery” 154 (57.9%). The second highest number of people prefer to pay visa credit/debit card, they were 111 in number and percentage of 41%. Only 1 (0.4%) respondent chose bank wire transfer, making it the least favourite mean of paying for online shopping also seen in the table on the next page.

Table 4.6 How do you prefer to pay when you shop online?

	Frequency	Percent	Valid Percent	Cumulative Percent
Bank Wire Transfer	1	,4	,4	,4
Cash on delivery	154	57,9	57,9	58,3
Credit or debit card	111	41,7	41,7	100,0
Total	266	100,0	100,0	

4.4.2 Responses to picture related questions

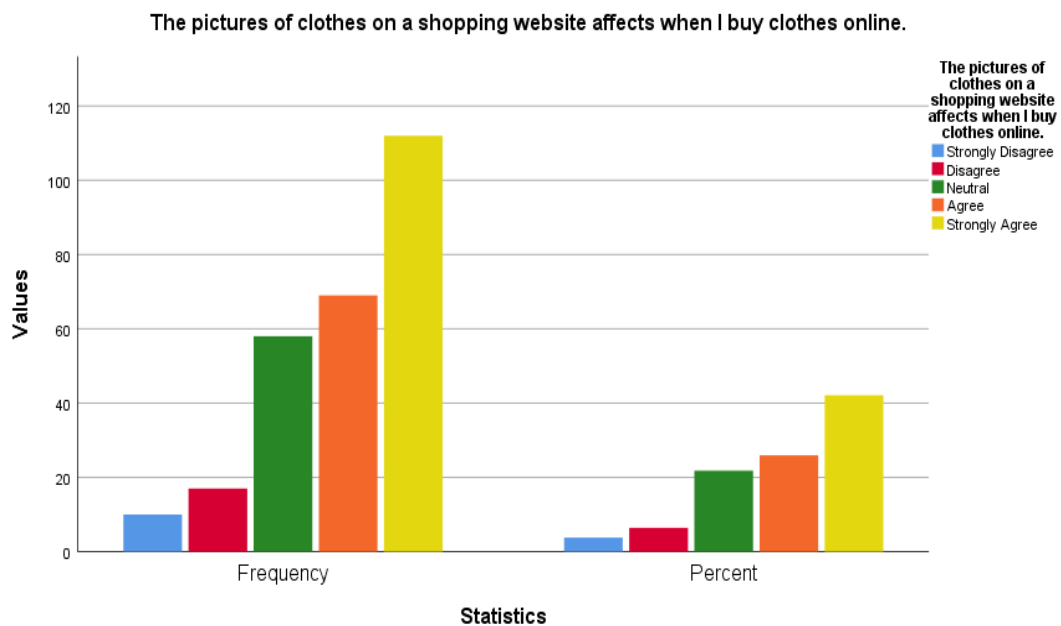


Figure 4.7 The pictures of clothes on a shopping website affects when i buy clothes online.

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

number of respondents strongly disagreed with the statement 3.8 percent as seen in the table below.

Table 4.7 The pictures of clothes on a shopping website affects when i buy clothes online.

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

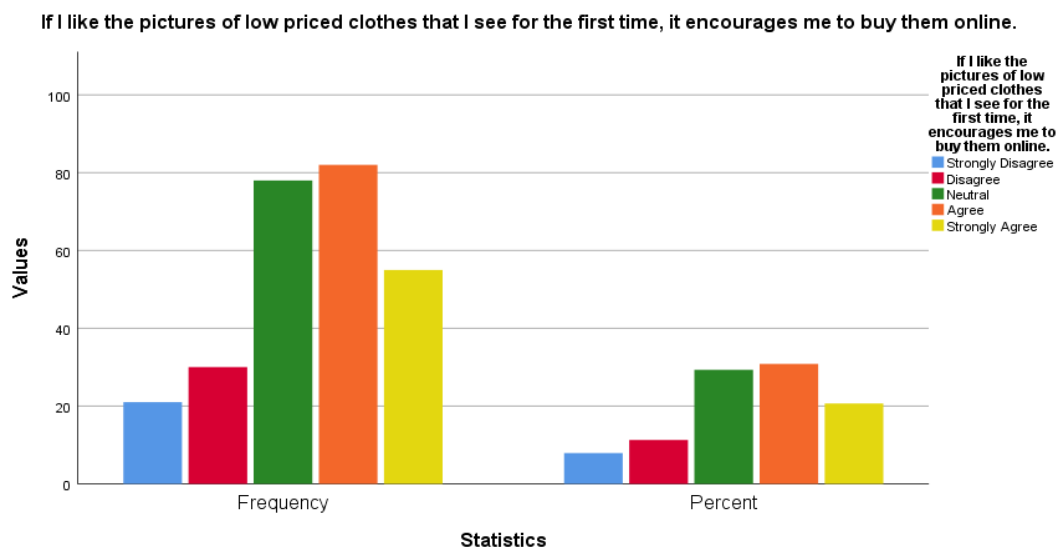


Figure 4.8 If i like the pictures of low prices clothes that i see for the first time, it encourages me to buy them online.

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

number of people strongly disagreed with this statement 21 people, 7.9 percent as seen in the table below.

Table 4.8 If i like the pictures of low priced clothes that i see for the first time, it encourages me to buy them online.

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

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

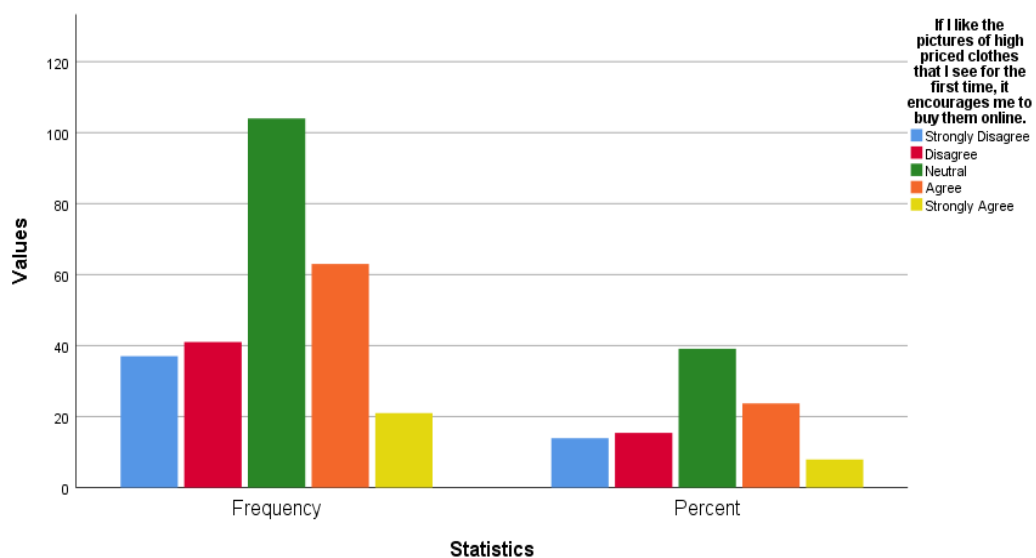


Figure 4.9 If i like the pictures of high prices clothes that i see for the first time, it encourages me to buy them online.

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

people disagreed to the statement, 15.4 percent. 37 people strongly disagreed with the statement 13.9 percent as seen in the table below.

Table 4.9 If i like the pictures of high priced clothes that i see for the first time, it encourages me to buy them online.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	37	13,9	13,9	13,9
Disagree	41	15,4	15,4	29,3
Neutral	104	39,1	39,1	68,4
Agree	63	23,7	23,7	92,1
Strongly Agree	21	7,9	7,9	100,0
Total	266	100,0	100,0	

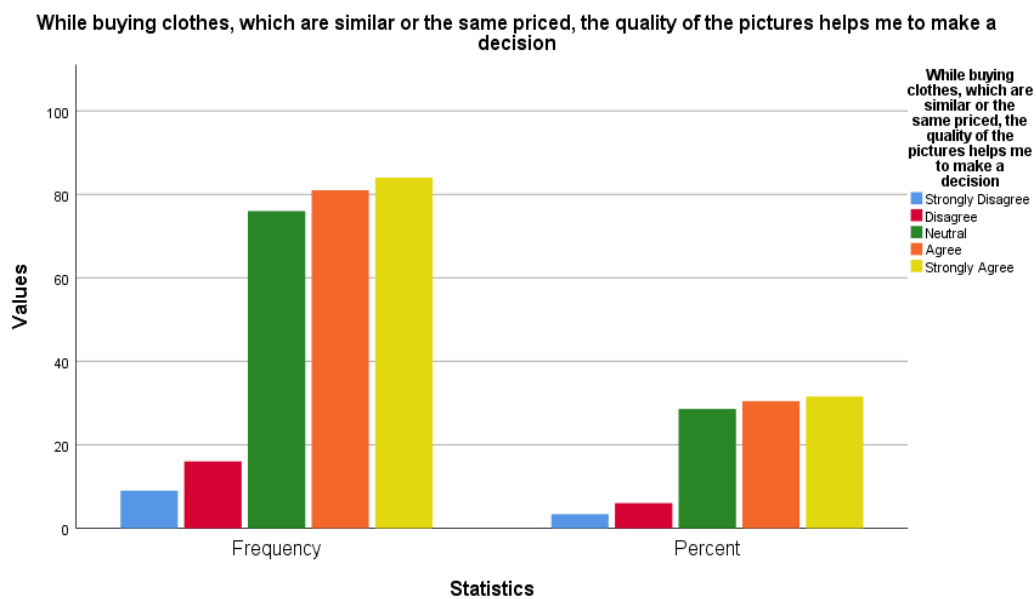


Figure 4.10 While buying clothes, which are similar or the same priced, the quality of the pictures helps me to make a decision

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

percent. Only 9 people strongly disagreed 3.4 percent as seen in the table on the next page.

Table 4.10 While buying clothes, which are similar or the same priced, the quality of the pictures helps me to make a decision.

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

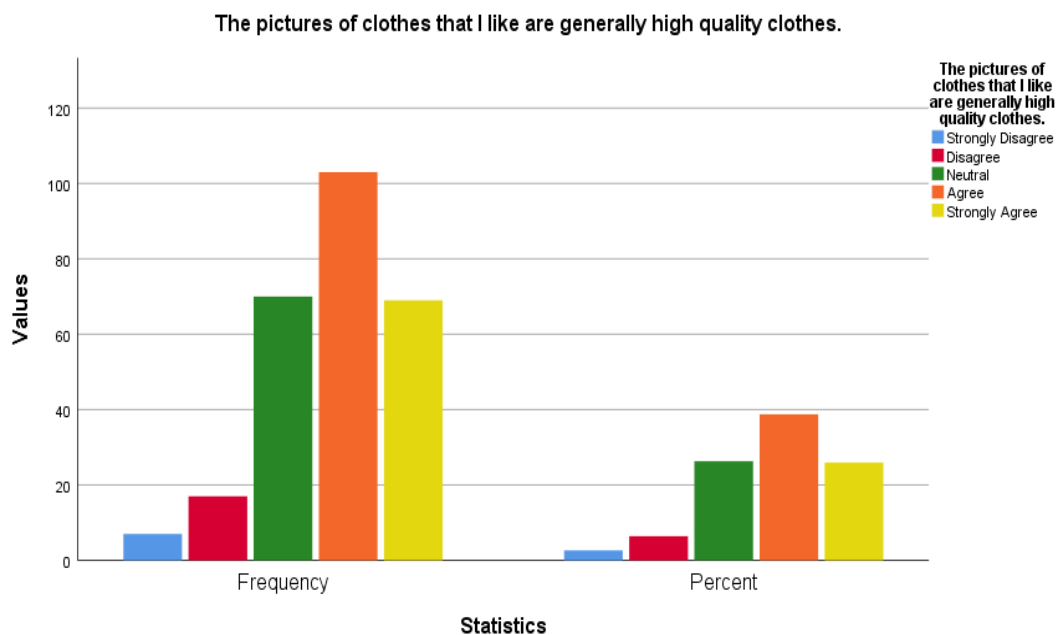


Figure 4.11 The pictures of clothes that i like are generally high quality clothes.

In the figure “The pictures of clothes that I like are generally high quality clothes.” 69 strongly agreed with the statement, 25.9 percent. The highest number 103 agreed with the statement 38.7 percent. 70 of respondents were neutral, 26.3 percent. 17 respondents disagree with the statement, 6.4 percent. And the least number of 7

respondents strongly disagreed with the statement making a percentage of 2.6 as seen in the table on the next page.

Table 4.11 The pictures of clothes that i lke are generally high quality clothes

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

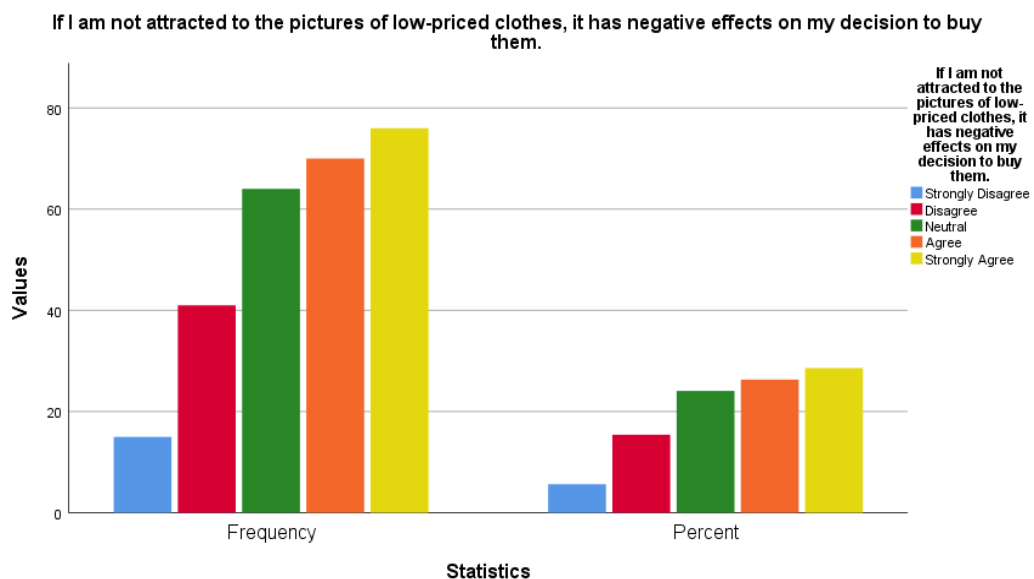


Figure 4.12 If i am not attracted to the pictures of low priced clothes it has negative effects on my decision to buy them

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

of 15 respondents strongly disagreed to the statement 5.6 as seen in the table on the next page.

Table 4.12 If i am not attracted to the pictures of low priced clothes it has negative effects on my decision to buy them

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

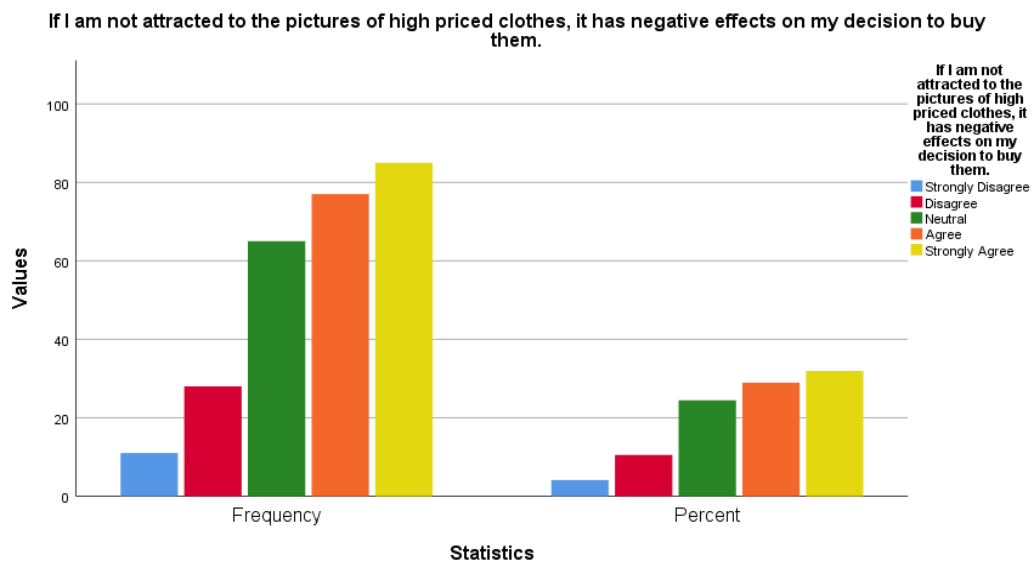


Figure 4.13 If i am not attracted to the pictures of high priced clothes, it has negative effects on my decision to buy them

In the figure above “If I’m not attracted to the pictures of high-priced clothes it has negative effects on my decision to buy them.” The highest number of people strongly agrees to the statement, 85 number and 32 percent. The second highest number of people agrees to the statement 77 in number and 28.9 percent. 65 respondents were neutral to the statement 24.4 percent. 28 of them disagreed then. Five percent. And the

least number of correspondence strongly disagree to the statement they were 11 in number and only 4.1 percent as seen in the table below and the next page.

Table 4.13 If i am not attracted to the pictures of high priced clothes, it has negative effects on my decision to buy them

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

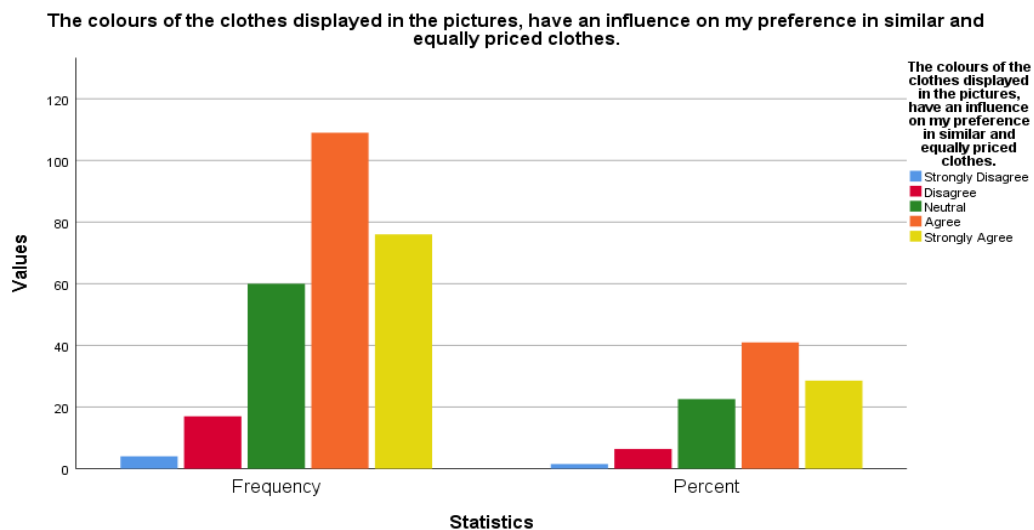


Figure 4.14 The colours of the clothes displayed in the pictures, have an influence on my preference in similar and equally prices clothes.

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

statement 6.4 percent. And only 4 people strongly disagree to the statement 1.5 percent as seen in the table on the next page.

Table 4.14 The colours of the clothes displayed in the pictures, have an influence on my preference in similar and equally priced clothes.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	4	1,5	1,5	1,5
Disagree	17	6,4	6,4	7,9
Neutral	60	22,6	22,6	30,5
Agree	109	41,0	41,0	71,4
Strongly Agree	76	28,6	28,6	100,0
Total	266	100,0	100,0	



Figure 4.15 A good picture of clothes can reduce my price sensitivity.

In the figure above “A good picture of clothes can reduce my price sensitivity.” 55 number of people strongly agreed to the statement 20.7 percent. The highest number of 99 people agreed to the statement 37.2 percent. 73 were neutral 27.4 percent. 32 people disagreed 12 percent. And only seven strongly disagreed 2.6 percent as seen in the table on the next page.

Table 4.15 A good picture of clothes can reduce my price sensitivity.

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

4.4.3 Responses to Model Related Questions

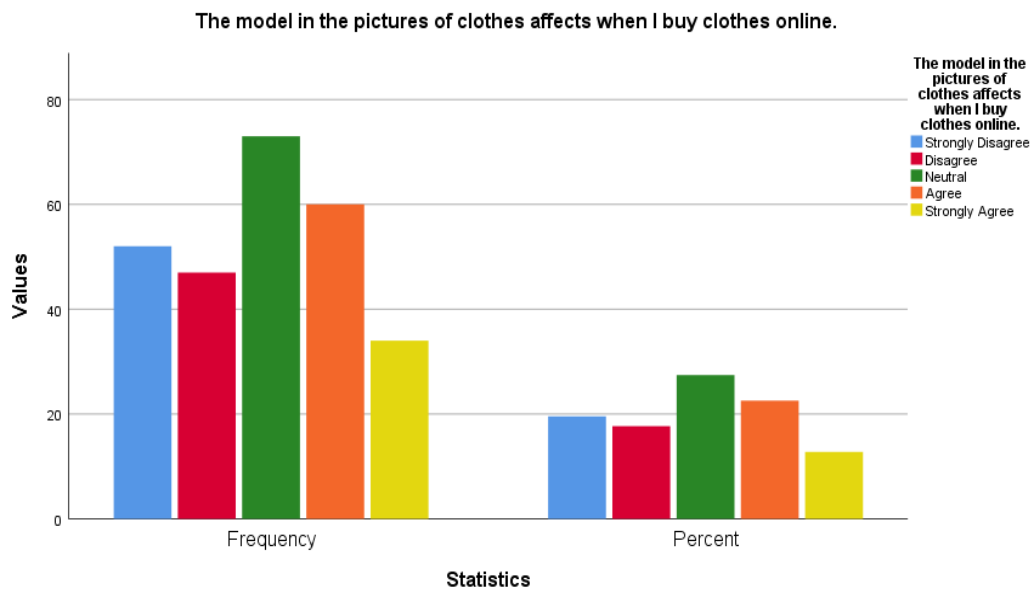


Figure 4.16 The model in the pictures of clothes affects when i buy clothes online.

In the figure on the previous page “The model in the pictures of clothes effects when I buy clothes online.” 34 number of respondents, 12.8 percent strongly agreed to the statement. 60 number of respondents 22.6 percent agreed to the statement. 73 of the respondents were neutral to the statement 27.4 percent. 47 people disagreed to the statement,17.7 percent. 52 strongly disagreed to the statement 19.5 percent. As seen in the table on the next page.

Table 4.16 The model in the picture of clothes affects when i buy clothes online.

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

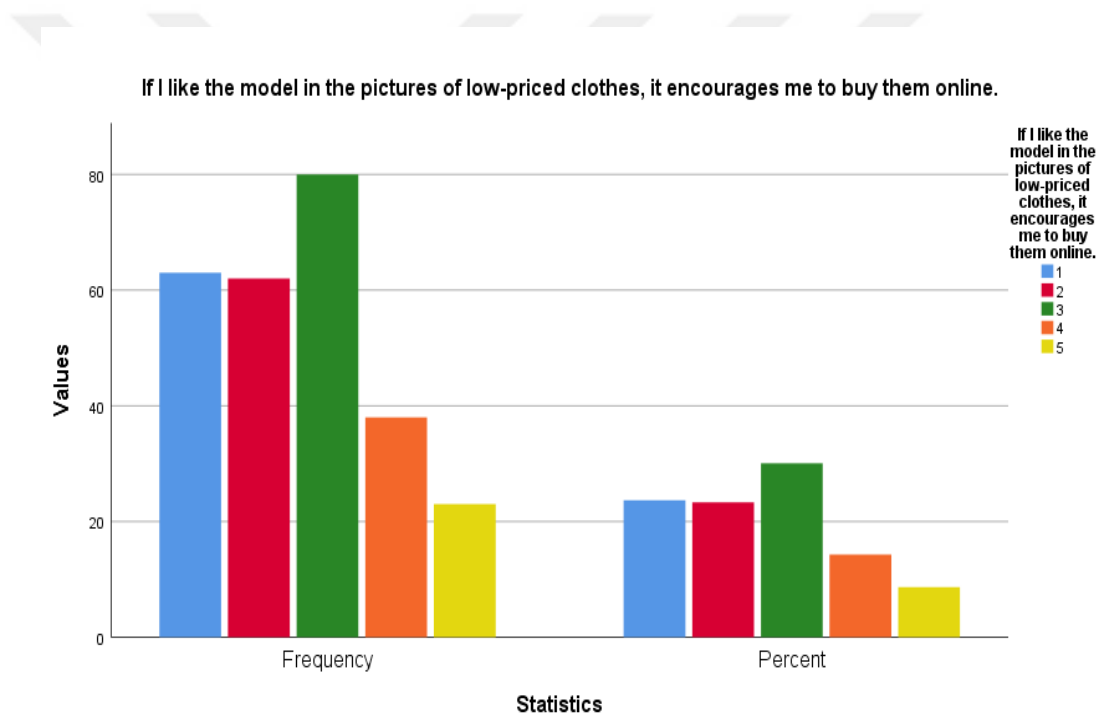


Figure 4.17 If i like the model in the pictures of low priced clothes, it encourages me to buy them online.

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

Table 4.17 If i like the model in the pictures of low priced clothes, it encourages me to buy them online

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

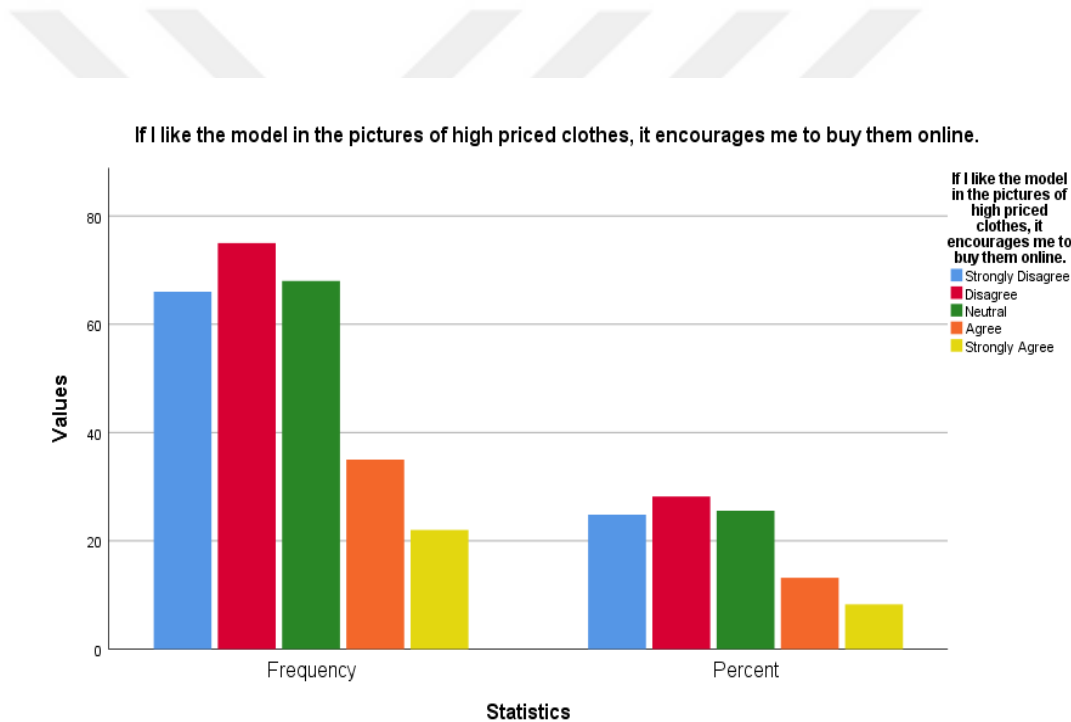


Figure 4.18 If i like the model in the pictures of high priced clothes, it encourages me to buy them online.

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

Table 4.18 If i like the model in the pictures of high priced clothes, it encourages me to buy them online

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



Figure 4.19 While buying similar or same priced clothes, the model in the pictures helps me to make a decision.

In figure on the previous page “While buying similar or same priced clothes the model in the pictures help me to make a decision.” 19 people strongly agree to the statement 7.1 percent, 56 agreed to the statement 21.1 percent 71 were neutral to the statement 26.7 percent 55 disagreed with the statement 20.7 percent. And 65 strongly disagreed to the statement 24.4 percent as seen in the table on the next page.

Table 4.19 While buying similar or same priced clothes, the model in the pictures helps me to make a decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	65	24,4	24,4	24,4
Disagree	55	20,7	20,7	45,1
Neutral	71	26,7	26,7	71,8
Agree	56	21,1	21,1	92,9
Strongly Agree	19	7,1	7,1	100,0
Total	266	100,0	100,0	

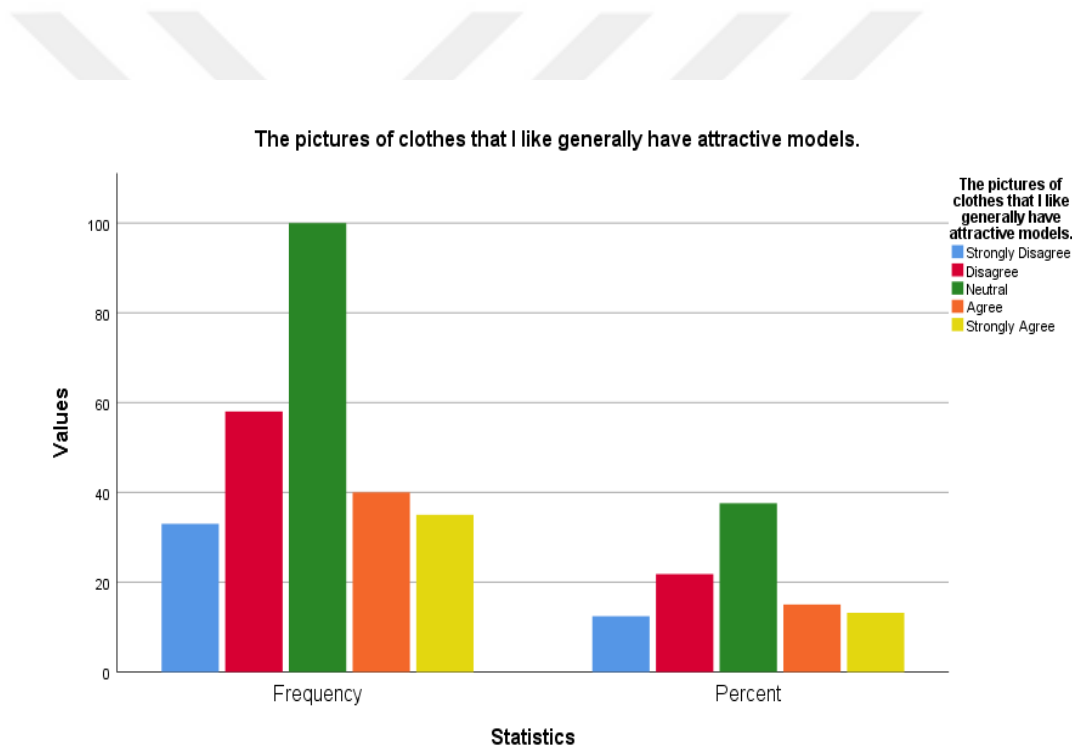


Figure 4.20 The pictures of clothes that i like generally have attractive models

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

Table 4.20 The pictures of clothes that i like generally have attractive models

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

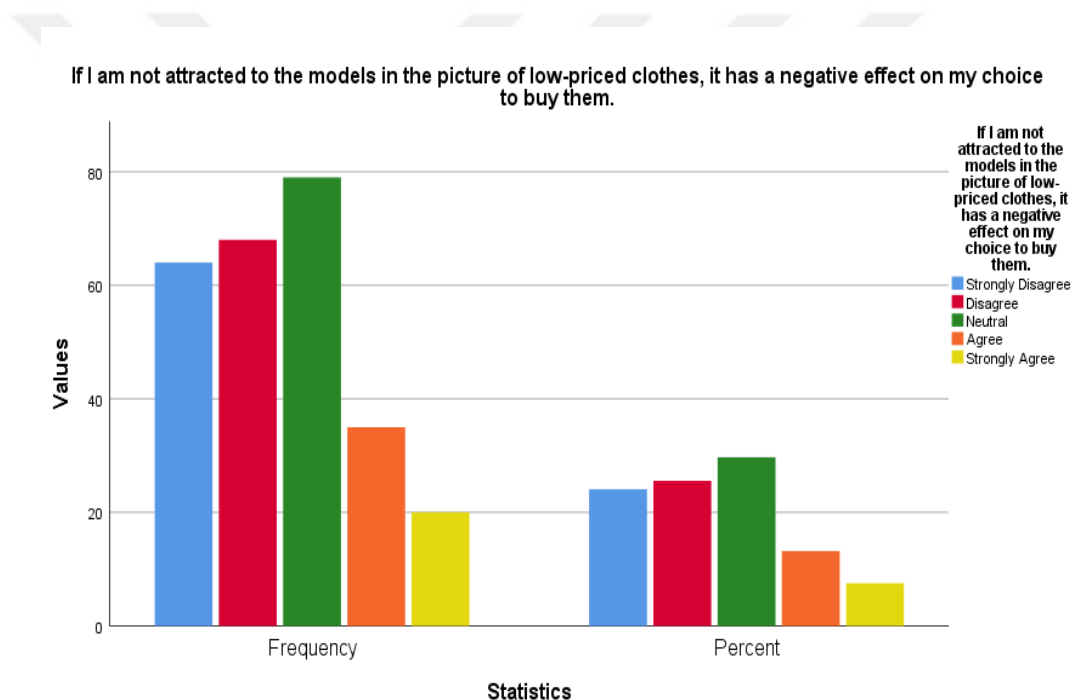


Figure 4.21 If i am not attracted to the models in the picture of low priced clothes, it has negative effect on my choice to buy them

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

Table 4.21 If i am not attracted to the models in the picture of low priced clothes, it has a negative effect on my clothes on my choice to buy them

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

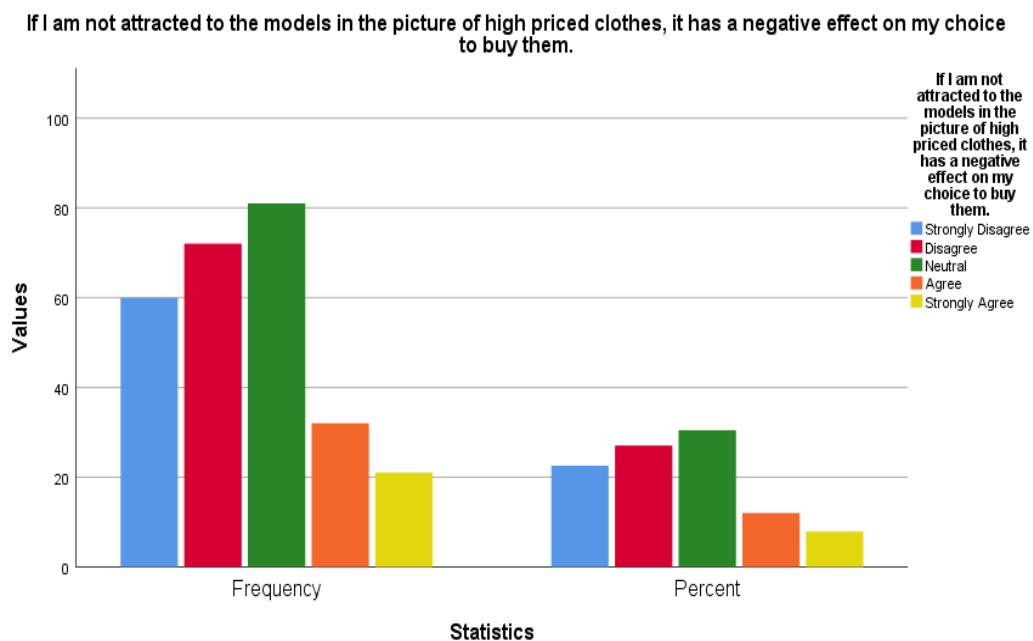


Figure 4.22 If i am not attraced to the models in the picture of high priced clothes, it has a negative effect on my choice to buy them.

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

percent. And 60 strongly disagreed with the statement 22.6 percent as shown in the table below.

Table 4.22 If i am not attracted to the models in the picture of high priced clothes, it has a negative effect on my choice to buy them.

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

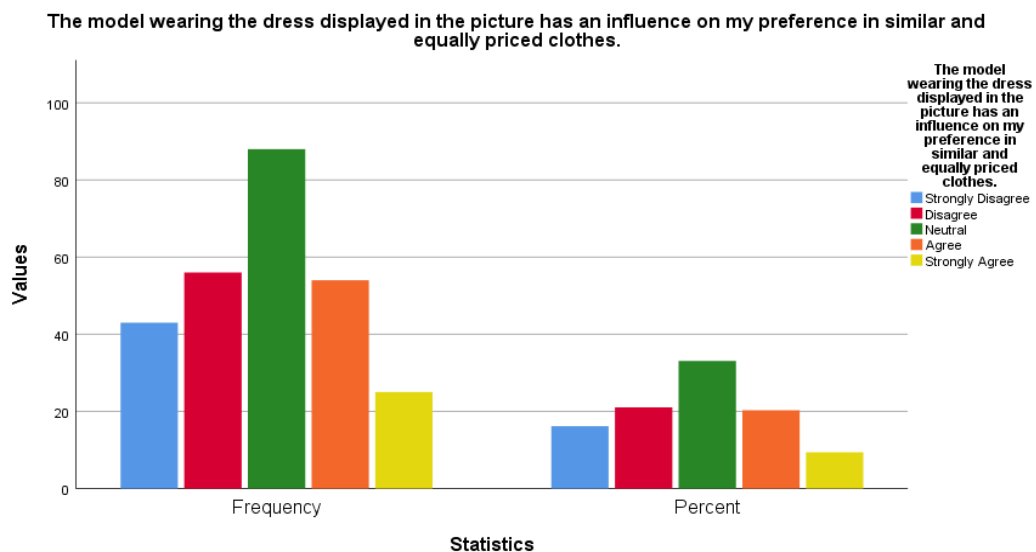


Figure 4.23 The model wearing the dress displayed in the picture has an influence on my preference in similar and equally priced clothes.

In the figure “The model wearing the dress displayed in the picture has an influence on my preference in similar and equally priced clothes.” 25 on the respondent strongly agreed to the statement 9.40 percent. 54 of the respondents agreed to the statement 20.3 percent. 88 of the respondents were neutral. 33.1 percent. 56 disagreed with the statement 21.1 percent. And strongly disagreed were 43, 16.2 percent as shown in the

table on the below.

Table 4.23 The model wearing the dress displayed in the picture **has an influence on my preference in similar and equally priced clothes.**

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



Figure 4.24 A smart looking model wearing the clothes i like can reduce my price sensitivity.

In the figure above “A smart looking model wearing the clothes I like can reduce my price sensitivity.” 28 of the respondents strongly agreed to the statement 10.5 percent. 49 of the respondents agreed to the statement 18.4 percent. 83 were neutral 31.2 percent. 63 disagreed to the statement 23.7 percent. 43 strongly disagreed 16.2 percent

as seen in the table below.

Table 4.24 A smart looking model wearing the clothes i like can reduce my price sensibility.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	43	16,2	16,2	16,2
Disagree	63	23,7	23,7	39,8
Neutral	83	31,2	31,2	71,1
Agree	49	18,4	18,4	89,5
Strongly Agree	28	10,5	10,5	100,0
Total	266	100,0	100,0	

4.4.4 Reliability Analysis

Cronbach's Alpha Reliability Test

We used Cronbach's Alpha Reliability test to calculate the reliability of our data. Cronbach's Alpha Reliability coefficient is between 0 and 1. If it is above 0.7, then we can say our data is reliable and it is more reliable as the coefficient gets closer to 1. Reliability coefficients of our data can be seen in the below table.

Table 4.25 Cronbach's Alpha Reliability Test

	Number of Variables	Cronbach's Alpha
Coefficient picture related variables	9	0,746
Coefficient model related variables	9	0,932

Cronbach's Alpha results are showing that our data is reliable.

4.4.5 Descriptive statistics

Table 4.26 Descriptive statistics according to picture related variables

	Mean	Mode	Std. Dev.
The pictures of clothes on a shopping website affects when I buy clothes online.	3,96	5	1,112
If I like the pictures of low priced clothes that I see for the first time, it encourages me to buy them online.	3,45	4	1,169
If I like the pictures of high priced clothes that I see for the first time, it encourages me to buy them online.	2,96	3	1,125
While buying clothes, which are similar or the same priced, the quality of the pictures helps me to make a decision	3,81	5	1,055
The pictures of clothes that I like are generally high quality clothes.	3,79	4	,987
If I am not attracted to the pictures of low-priced clothes, it has negative effects on my decision to buy them.	3,57	5	1,212
If I am not attracted to the pictures of high priced clothes, it has negative effects on my decision to buy them.	3,74	5	1,138
The colours of the clothes displayed in the pictures have an influence on my preference in similar and equally priced clothes.	3,89	4	,945
A good picture of clothes can reduce my price sensitivity.	3,61	4	1,026

Table contains descriptive statistics of picture related variables, and most common values are 5 and 4.

Table 4.27 Descriptive statistics of the model related variables

	Mean	Mode	Std. Dev
The model in the pictures of clothes affects when I buy clothes online.	2,91	3	1,302
If I like the model in the pictures of low-priced clothes, it encourages me to buy them online.	2,61	3	1,234
If I like the model in the pictures of high priced clothes, it encourages me to buy them online.	2,52	2	1,229
While buying similar or same priced clothes, the model in the pictures helps me to make a decision	2,66	3	1,253
The pictures of clothes that I like generally have attractive models.	2,95	3	1,180
If I am not attracted to the models in the picture of low-priced clothes, it has a negative effect on my choice to buy them.	2,55	3	1,204
If I am not attracted to the models in the picture of high priced clothes, it has a negative effect on my choice to buy them.	2,56	3	1,191
The model wearing the dress displayed in the picture has an influence on my preference in similar and equally priced clothes.	2,86	3	1,192
A smart looking model wearing the clothes like can reduce my price sensitivity.	2,83	3	1,211

Table contains descriptive statistics of model related variables, and most common value is 3.

4.5 Hypothesis Test

In order to test the hypotheses made we will sum all the answers and find the mean values of the answers. Next we will have the variables derived from new found mean values. The first of the derived values is to test the picture related views, the second of variables is to test model related views.

To find the new derived values, we selected “Recode into different variables” in the SPSS. While writing new variables, there were also new values created which are equal to the answers we obtained from the likert scale (from strongly disagree to strongly agree). The following recoding range score were selected from the Adıgülez (2016) research. The table below shows the old and new recoding range according to likert scale answers.

Table 4.28 Recoded likert scale range points

Points	Range Points	Likert Scale
1	1.00-1.79	Strongly Agree
2	1.80-2.59	Agree
3	2.60-3.39	Neither Agree nor Disagree
4	3.40-4.19	Disagree
5	4.20-5.00	Strongly Disagree

In order to test the hypotheses we made a comparison of the new derived variables like pictures and model to demographic questions such as gender, age, income, and profession.

Table 4.29 Descriptive statistics and frequency of picture related variables

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. Dev.
Strongly Disagree	2	0,8	0,8	3,8195	4	0,8363
Disagree	14	5,3	6			
Neutral	67	25,2	31,2			

Agree	130	48,9	80,1			
Strongly Agree	53	19,9	100			
Total	266	100				

The table above shows the descriptive statistics and frequency of picture related variables. The mean of the answers that applicants gave is 3.8195 and the most common answer is “agree.”

Table 4.30 Descriptive statistics and frequency of model related variables

	Frequency	Percent	Cumulative Percent	Mean	Mode	Std. Dev.
Strongly Disagree	54	20,3	20,3	2,6654	3	1,2025
Disagree	69	25,9	46,2			
Neutral	75	28,2	74,4			
Agree	48	18,0	92,5			
Strongly Agree	20	7,5	100,0			
Total	266	100,0				

The table above shows the descriptive statistics and the frequencies of the answers of model related questions after recoded into different variables. The mean of the answers is 2.6654 and the most common answers is neutral which is neither agree and nor disagree.

In order to test these hypotheses here we used Kruskal-Wallis H test. Kruskal-Wallis H test is a nonparametric test that can be used to find out is whether there is meaningful difference among two or more groups of variables. Kruskal-Wallis H test is a developed version of Mann-Whited U test and it is known to be nonparametric substitute to the One-Way Anova test.

H1- The effect of picture of clothes differs according to gender on buying decisions

Table 4.31 The Kruskal-Wallis H test of picture of clothes according to gender

Gender	N	Mean Rank	Sum of Ranks	X Square	Sig.
Female	188	136,99	25753,5	-1,238	0,216
Male	78	125,1	9757,5		
Total	266				

The Table on the previous page shows the results of Kruskal-Wallis H test. It is shown that the value of chi-square is -1,238. The test results X square=-1,238; p=0.0216; p<0.05 shows that H₁ is unacceptable. And the effect of picture of clothes doesn't differ according to gender on buying decisions. That means that the gender of the customers doesn't effect the buying decision when people are looking at pictures of clothes online.

H₂: The effect of pictures of clothes differs according to age on buying decisions.

Table 4.32 The Kruskal-Wallis H test of pictures of clothes according to age

Age	N	Mean Rank	X Square	Sig.
18 and below	13	176,12	7,06341	0,132
19 - 25	112	127,7		
26 – 35	82	140,54		
36 – 45	22	129,32		
45 and above	37	122,97		

Total	266			
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The table above describes the Kruskal-Wallis H test results shows the effect of pictures of clothes differs according to age on buying decisions.. The value of chi-square is 7,06341. As $X^2=7,06341$; $p=0.132$ and $p>0.05$ the test rejects H_2 . It means the effect of pictures of clothes does not differ according to age on buying decisions. To further explain this, the age of the customers doesn't effect the buying decision while looking at pictures of clothes online.

H_3 : The effect of pictures of clothes differs according to income on buying decisions.

Table 4.33 The Kruskal-Wallis H test of picture of clothes according to income

	N	Mean Rank	X Squarre	Sig
Under \$1000	39	135,74	3,232	0,52
\$1000 - \$2000	67	138,08		
\$2001 - \$3000	50	117,79		
\$3001 - \$4000	30	142,23		
\$4001 and above	80	135.11		
Total	266			

The table above illustates the Kruskal-Wallis test results of pictures of clothes effects according to income levels of customers. According to the table the value of chi-square is 3,232. The results show that $X^2=3,232$; $p=0,52$. The H_3 not accepted because $p<0.05$ and the the effect of pictures of clothes does not differ according to income on buying decisions. In other words the income levels do not effect the customers buying decisions when they are looking at the pictures of clothes online.

H4: The effect of pictures of clothes differs according to profession status of customers on buying decisions.

Table 4.34 The Kruskal-Wallis H test of picture of clothes according to profession

	N	Mean Rank	X square	Sig
Academician	1	50	32,838	0,284
Accountant	12	131,5		
Actuary	1	148,5		
Agriculturist	1	240		
Architect	1	148,5		
Artist	3	99,5		
Assistant	2	148,5		
Business Man	30	117,02		
Content Writer	1	148,5		
Dentist	1	9,5		
Designer	2	148,5		
Director	1	148,5		
Doctor	38	143,83		
Engineer	22	116,68		
Financial Associate	1	148,5		
Freelancer	1	148,5		
Government Employee	1	50		
Housewife	9	83,89		
Lawyer	7	187,71		
Manager	6	146,17		
Oncology Histologist	1	240		
Programmer	1	148,5		
Sales	13	135,65		
Scientist	1	240		
Social Development Worker	3	115,67		
Student	69	135,33		

Teacher	33	132,3		
Translator	1	148,5		
Unemployed	2	240		
Welfare worker	1	240		
Total	266			

The table above illustrates the Kruskal-Wallis test results of pictures of clothes effects according to the professions of the customers. According to the table the value of chi-square is 32,838. The results show that $X^2=32,838$; $p=0,284$. The H_4 not accepted because $p < 0.05$ and the the effect of pictures of clothes does not differ according to professions of customers on buying decisions. Simply it means that the profession of customers don't effect the buying decision when they are looking at pictures of clothes online to buy.

H5- The effect of a model differs according to gender on buying decisions

Table 4.35 The Kruskal-Wallis H test of model according to gender

Gender	N	Mean Rank	Sum of Ranks	X square	Sig.
Female	188	129,46	24338,50	-1,367	0,171
Male	78	143,24	11172,50		
Total	266				

The table above illustrates the Kruskal-Wallis test results of model of clothes effects according to the genders of the customers. According to the table the value of chi-square is -1,367. The results show that $X^2=-1,367$; $p=0,171$. The H_5 not accepted because $p < 0.05$ and the the effect of model of clothes does not differ according to the gender of customers on buying decisions. It also means that the gender of the customers doesn't have any influence on buying decision when looking at the model of the clothes online.

H6 The effect of the model in the pictures differs according to age on buying decisions.

Table 4.36 The Kruskal Wallis H test of model according to age

	N	Mean Rank	X Square	Sig.
18 and below	13	165,12	5,930	0,204
19 - 25	112	131,34		
26 – 35	82	122,48		
36 – 45	22	141,95		
45 and above	37	148,32		
Total	266			

The table on the previous page illustrates the Kruskal-Wallis test results of model of clothes effects according the age range of the customers. According to the table the value of chi-square is 5,930. The results show that $X^2=5,930$; $p=0,204$. The H_6 not accepted because $p < 0.05$ and the the effect of model of clothes does not differ according to the age of customers on buying decisions. No matter what the age is, it won't affect customers buying decisions while looking at the model of the clothes online.

H7: The effect of the model in the pictures differs according to income on buying decisions.

Table 4.37 The Kruskal Wallis H test of model according to income

	N	Mean Rank	X Square	Sig
Under \$1000	39	138,54	0,370	0,985
\$1000 - \$2000	67	134,34		
\$2001 - \$3000	50	131,57		
\$3001 - \$4000	30	128,18		

\$4001 and above	80	133,54		
Total	266			

The table above illustrates the Kruskal-Wallis test results of model of clothes effects according to the income levels of the customers. According to the table the value of chi-square is 0,370. The results show that $X^2=0,370$; $p=0,985$. The H_7 not accepted because $p < 0.05$ and the effect of model of clothes does not differ according to the income of customers on buying decisions. No matter what the income is, it won't affect customers buying decisions while looking at the model of the clothes online.

H_8 : The effect of the model in the pictures differs according to profession on buying decisions.

Table 4.38 The Kruskal Wallis H test of model according to profession

	N	Mean Rank	X square	Sig
Academician	1	89,00	33,864	0,244
Accountant	12	175,17		
Actuary	1	161,00		
Agriculturist	1	222,50		
Architect	1	161,00		
Artist	3	92,50		
Assistant	2	94,25		
Business Man	30	117,58		
Content Writer	1	89,00		
Dentist	1	89,00		
Designer	2	191,75		
Director	1	161,00		
Doctor	38	126,96		
Engineer	22	129,34		
Financial Associate	1	89,00		
Freelancer	1	27,50		

Government Employee	1	222,50
Housewife	9	77,67
Lawyer	7	138,93
Manager	6	125,00
Oncology Histologist	1	27,50
Programmer	1	89,00
Sales	13	160,38
Scientist	1	222,50
Social Development Worker	3	68,50
Student	69	136,25
Teacher	33	143,50
Translator	1	161,00
Unemployed	2	239,50
Welfare worker	1	222,50
Total	266	

The table illustrates the Kruskal-Wallis test results of model of clothes effects according to the professions of the customers. According to the table the value of chi-square is 33,864. The results show that $X^2=33,864$; $p=0,244$. The H_8 not accepted because $p < 0.05$ and the the effect of model of clothes does not differ according to the profession of customers on buying decisions. Whatever the profession is of the customer, the model in the picture wont affect their decision to buy the clothes.

5 CONCLUSIONS, LIMITATIONS AND RECOMMENDATIONS

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

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

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

In order to test the hypotheses the Kruskal-Wallis H test was applied in SPSS program and all hypotheses tested with four (gender, age, income and profession) demographic variables.

While considering the result of the analysis of the H_1 it is obvious that the hypothesis cannot be accepted. It means that the value of p which got in Kruskal-Wallis H statistical test is above the acceptance 0.05. Furthermore, the answers show that the effect of picture of clothes doesn't differ according to gender on buying decisions.

That means that the gender of the customers doesn't effect the buying decision when people are looking at pictures of clothes online.

According to the outcome of the testing of H_2 was rejected due to the fact that statistically the the value of p is above the 0.05 acceptance, in turn which informs that test results deny the hypothesis. The most of applicants were 19-25 years old respondents. The Kruskal- Wallis test showed that the effect of pictures of clothes does not differ according to age on buying decisions. This meant that the age of the customers doesn't effect the buying decision while looking at pictures of clothes online, no matter how old they are, if they like the picture of the product they might purchase it.

Analyzing outcomes of the H_3 hypothesis it seems that people didn't give serious importance to pictures of clothes according their income levels. The results describe that the rate of p is 0.52 which is above 0.05 acceptance value.

The H_4 hypothesis of research about the effect of pictures of clothes differs according to profession status of customers on buying decisions was unaccepted. Based on the information, the value of p is above the acceptance 0.05. The researcher came across various professions of the respondents as seen in Figure 7 but it seems that the influence of pictures of clothes do not differ depending on the professions of the customers, meaning no matter what profession they are in, it won't affect their liking or disliking of the pictures of clothes.

When evaluating the tests results of H_5 it became clear that value of p is above 0.05. In other words statistically there is no difference in that a model displaying the clothes has on customer's buying behaviour according to the gender variable. It seems that the effect of model does not differ by the gender. H_5 is rejected.

Outcomes of H_6 showed that the p value is above the acceptance of 0.05. Customers do not pay attention on the model displaying the clothes depending on their age, so statistically it explains that there was no significant difference between dimensions according to age variable. Finally, the hypothesis H_6 was rejected.

Not enough significant difference was shown in income variable. Here the p value is above the acceptance. Furthermore, the customers do not care about model of the clothes when they take decisions in their buying behaviours according to their income

levels. Kruskal-Wallis outcomes explained that H_7 is rejected and the effect of the model in the pictures differs according to income on buying decisions.

The final H_8 hypothesis of this research about The effect of the model in the pictures differs according to profession on buying decisions was rejected, as well. Looking through information that give us the tests the value of p is above the needed acceptance 0.05. Moreover, the influence of model in the pictures of clothes does not differ according to the professions of the customers. No matter what profession they are in, if they like or dislike the model, their profession won't make a difference to influence or change that.

This research is limited with the features of photography and model in the online fashion e-commerce website. In addition to this, the other limitation that the research applied was the number of participants, in the sense that it was enough to make a detailed analysis on demographic factors but the hypotheses were rejected because of the limitations for obtaining results within a week or so. For future researches it will be good to explore a wider number of respondents, belonging from different countries and cultures. Primary data was collected with the questionnaire which was prepared before.

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

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APPENDIX

Dear Participants,

This questionnaire was prepared to provide data for a graduate thesis study, which is administered by Asst. Prof. Dr. Ilkay Karaduman in Istanbul Aydin Univeristy. The data will only be used for a specific research and will be kept confidential. Thank you for your participation.

Mashal Hasan.

1. Please choose your gender

Female

Male

2. Please choose your age

18 and below

19-25

26-35

36-45

46-55

56 and above

3. Please select the monthly income of your family

Under \$1000

\$1001-\$2000

\$2001-\$3000

\$3001-\$4000

\$4001 and above

4. What is your your line of profession?

- Doctor () Lawyer () Student ()
 Business Man () Engineer () Teacher ()
 Accountant () Sales () Other ()

5. How often do you shop online?

- Several times a month ()
 Once a month ()
 Once in two months ()
 Never ()

7. How do you prefer to pay when you shop online?

- Credit Card/ Debit Card ()
 Cash ()
 Bank Wire Transfer ()

Please read the following statements carefully and answer them by choosing the following answers 1. Strongly Disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly Agree

1 2 3 4 5

The pictures of clothes on a shopping website affects when I buy clothes online.					
If I like the pictures of low priced clothes that I see for the first time, it encourages me to buy them online.					
If I like the pictures of high priced clothes that I see for the first time, it encourages me to buy them online.					
While buying clothes, which are similar or the same priced, the quality of the pictures helps me to make a decision					
The pictures of clothes that I like are generally high quality clothes.					
If I am not attracted to the pictures of low-priced clothes, it has negative effects on my decision to buy them.					

If I am not attracted to the pictures of high priced clothes, it has negative effects on my decision to buy them.					
The colours of the clothes displayed in the pictures, have an influence on my preference in similar and equally priced clothes.					
A good picture of clothes can reduce my price sensitivity.					
The model in the pictures of clothes affects when I buy clothes online.					
If I like the model in the pictures of low-priced clothes, it encourages me to buy them online.					
If I like the model in the pictures of high priced clothes, it encourages me to buy them online.					
While buying similar or same priced clothes, the model in the pictures helps me to make a decision					
The pictures of clothes that I like generally have attractive models.					
If I am not attracted to the models of low priced clothes, it has a negative effect on my choice to buy them.					
If I am not attracted to the models of high priced clothes, it has a negative effect on my choice to buy them.					
The model wearing the dress displayed in the picture has an influence on my preference in similar and equally priced clothes					
A smart looking model wearing the clothes i like can reduce my price sensitivity.					

Evrak Tarihi ve Sayısı: 09/03/2018-1641



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Sosyal Bilimler Enstitüsü Müdürlüğü

Sayı : 88083623-044-1641
Konu : Mashal HASAN'ın Etik Onay İTİ.

09/03/2018

Sayın Mashal HASAN

Enstitümüz Y1612.130120 numaralı İşletme (İngilizce) Anabilim Dalı İşletme Yönetimi (İngilizce) tezli yüksek lisans programı öğrencilerinden Mashal HASAN'ın " PHOTOGRAPHY'S ROLE ON A FASHION BRAND'S MARKETING ON AN ONLINE PLATFORM" adlı tez çalışması gereği "Self Administred" ile ilgili anketi 26.02.2018 tarihli ve 2018/08 sayılı İstanbul Aydın Üniversitesi Etik Komisyon Kararı ile etik olarak uygun olduğuna karar verilmiştir.
Bilgilerinize rica ederim.

Prof. Dr. Özer KANBERGİ
Müdür

Evrakın Doğrulama İşlemleri İçin : http://evrak.dogrulu.aydin.edu.tr/en/Vizor_Dogrulu/BelgeDogrulama.aspx?V=HE15189F

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Bilgi için: NERİ İHAN KUBAL
Ünvanı: Etilik Sekreteri



Scales used to prepare the questionnaire:

Aygun, E (2007), The Effect Of Packaging On Consumer's Purchase Behaviour On Food Products, Unpublished Master Thesis, Sakarya University.

Yazici, G, (2009), Package Colour Preferences Depending On Consumers Lifestyle An Application, Unpublished Master Thesis, Marmara University.

Elshan, M, (2017), The Effect of Colour And Shape Of The Application Logo on Online Application Buying Behaviour Of University Students, Unpublished Master Thesis, Istanbul Aydin University.



RESUME

Personal Information

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Education

- Graduated in Bachelors in Business Administration specialization in Marketing from COMSATS Institute of Information Technology, Chak Shehzad Campus, Pakistan.
- Currently doing Masters in Business Administration, specialization in Marketing from Istanbul Aydin University, Turkey.

Work Experience

Professional Photographer and owner of “*Mashal Hasan Photography*”

- Fashion/ Lifestyle/Advertising/Family/ Wedding/ Food/ Candid/ Conceptual Photography.
- Fashion Photographer for various clothing lines.
- Featured in fashion segment for HELLO magazine Pakistan, Sunday Times and various articles, newspapers and magazines.
- Photographed food items for established restaurants and hotels, like TUSCANY Courtyard and Four Seasons Hotel.
- Documented multiple weddings each month.

- Prepared and processed images for printing, developing and exhibitions.
- Given photography lectures in various institutions and universities, like NUST.
- Conducted photography workshops for beginners semi-annually.
- Judged photography and fashion competitions for numerous organizations.

Lecturer of photography workshop “Picture This”

- Photography workshop custom made for beginners by Mashal Hasan to learn the art of manual photography.

Creative writer and partner of “Beauty and Health Precepts.”

- An online platform for your daily health, fitness and beauty regimes, founded by Mashal Hasan.

Internship at John’s Hopkins Hospital in their Photography and Publication Department. June 2014.

Internship at Mobilink in their Marketing department 2009.

Internship at The Women Ministry Pakistan 2008.

IT Skills

- Adobe Light room (all versions)
- Adobe Photoshop (all versions)
- Adobe Illustrator
- Microsoft Office™ tools.
- Studio lighting.
- Expert at all camera formats, digital capture, black-and-white, print films.
- HTML
- Creative writing.
- Blogging.
- Social media.

Language

Fully fluent in English and Urdu, with basic knowledge of Turkish.

Exhibitions And Rewards

- Achieved second place in Nikon’s international photography competition in 2010.
- Exhibited Photography Work for Conceptual Portraiture in Serena Hotel in Pakistan and Pakistan’s National Council of Arts.
- Documented famous Romanian musician Edward Maya’s Concert in 2012, and got featured on his official social media profiles.

Volunteer Work

- Regular volunteer at SOS villages, Pakistan.

Reference

Will be furnished upon request.

