

The Aspects of Online Clothing Store Photo Product which Affect Consumer Decision Making

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ABSTRACT

Online shopping in this era is something that is already common in society, especially with the rapid growth of technology. Especially in Indonesia, the majority of the population already has access to the internet. This trend has become much more common since the rise of e-commerce in Indonesia such as Tokopedia, Shopee, and Bukalapak. Since there's no physical appearance of the product, customers will rely on the photo of the product. Aesthetics of the photo presumably will affect the customer's intention to buy the product. This journal will cover the factors from the product's photo that will affect the consumers intention to buy the product. The product that will be covered in this journal is clothes. The methodology used for this research will be based on quantitative and qualitative research. The quantitative research was done by 9 interviewee and the qualitative research was done by 52 respondents. All of the research participants were from Indonesia. There are several hypotheses made, such as the physical appearance of the model, the lighting of the photo, editing of the photo, and also the quality of the photo will affect consumer decision making. There are several findings from this research. Better photo lighting, mix-match of the product, and detail of the product will definitely affect consumer decision making. While there's interesting finding which is foreign model, in this case non asian models will decrease the intention to buy the product, as the customer prefers to see the model with the same physical posture so the customer is able to visualize how the clothes fit in their body. Editing is also necessary as long as it's not affecting the clothes' color.

ABSTRAK

Belanja online di era sekarang ini sudah menjadi hal yang lumrah di masyarakat, apalagi dengan pesatnya perkembangan teknologi. Apalagi di Indonesia yang mayoritas penduduknya sudah memiliki akses internet. Tren ini menjadi lebih umum sejak munculnya e-commerce di Indonesia seperti Tokopedia, Shopee, dan Bukalapak. Karena tidak ada tampilan fisik produk, pelanggan akan mengandalkan foto produk. Estetika foto disinyalir akan mempengaruhi niat konsumen untuk membeli produk tersebut. Jurnal ini akan membahas faktor-faktor dari foto produk yang akan mempengaruhi niat konsumen untuk membeli produk tersebut. Produk yang akan dibahas dalam jurnal ini adalah pakaian. Metodologi yang digunakan dalam penelitian ini akan didasarkan pada penelitian kuantitatif dan kualitatif. Penelitian kuantitatif dilakukan oleh 9 orang responden dan penelitian kualitatif dilakukan oleh 52 responden. Semua peserta penelitian berasal dari Indonesia. Ada beberapa hipotesis yang dibuat, seperti penampilan fisik model, pencahayaan foto, pengeditan foto, dan juga kualitas foto akan mempengaruhi pengambilan keputusan konsumen. Ada beberapa temuan dari penelitian ini. Pencahayaan foto yang lebih baik, perpaduan produk, dan detail produk pasti akan mempengaruhi pengambilan keputusan konsumen. Sementara ada temuan menarik yaitu model asing, dalam hal ini model non asia akan menurunkan minat beli produk, karena pelanggan lebih suka melihat model dengan postur fisik yang sama sehingga pelanggan dapat memvisualisasikan bagaimana pakaian yang cocok di tubuhnya. Editing juga perlu asalkan tidak mempengaruhi warna baju.

INTRODUCTION

Based on data from www.internetworldstats.com, internet users in Indonesia in 2020 Q1 has reached 171 million people, which means over 62% of the population has already used the internet. The internet user population grows rapidly each year. Based on HootSuite We Are Social report in 2020, most of Indonesia's population spend almost 8 hours a day with the internet. The ease of using the internet changes a lot of behavior, one of them is the shopping behavior. This behavior shifting proved by HootSuite We Are Social report in 2019, which states that 96% of Indonesia's internet users have ever used e-commerce. The most desirable item in Indonesia from e-commerce users is fashion stuff. From Nielsen.com report in 2018, 61% of Indonesia's e-commerce users look for fashion. Indonesia's internet users not only just browse fashion stuff through e-commerce, but also through social media. As has been stated in idEA in 2017, 66% online transactions happened in Facebook or Instagram, while the rest came from marketplace or their own website. This phenomenon happened due to the high number of users of Facebook and also Instagram. 82% of Indonesia's internet users use Facebook and 79% use Instagram as in HootSuite We Are Social report in 2020, which leads to high number of online transactions in social media.

One of the most important things in selling fashion stuff online is using a photo of the product. Photo is one of the essential things because the user can not see the real clothes and they only can rely on the photos. Therefore, the photo of the product matters. The current research result shows that visual presentation of a photo does influence consumer purchase intention. In general, consumers prefer product photos with a larger key object, lower entropy on key objects, a warmer color, a higher contrast, a higher depth-of-field, and more social presences. This research was done based on likes on the website. Unfortunately, this research focused more on the visual presentation of the photo.

There are still a lot of things that can be explored to understand the consumer behavior when seeing a photo of a product which was not covered in previous research. The gap of the research will be filled through this research. This research will focus not only on the photo itself but also the related things with the photo such as the studio, the model, and also the editing. These things matter because it can help to determine what kind of photo should be used to attract customers to buy the clothes. Therefore, the seller can leave out the things that do not matter to the customer and focus on the things that matter.

The hypothesis is customers tend to be attracted to photos that use professional equipment, use studios, use foreign models, and are edited properly. The photo should look clear and bright, not too dark and it should have a concept which involves property.

LITERATURE REVIEW AND THEORETICAL BASIS

Impact Product Photo on Online Purchase Intention Literature

In offline shopping, consumers have the ability to see the real product, then this ability will help the consumer to create decisions. While in the online shopping process (Laroche et al., 2005), consumers need the product information to help them to create decisions. One of the most important features to understand the product features is the photo product. This principle similar as advertising (Shavitt et al., 1998), product photos reduce customers' confusion about the

product. The purchase intention positively correlated with the amount of product information (Kim & Lennon, 2000). The more detail the product photo, it will increase the customer's intention to purchase. Therefore we conjecture that the more detail the photo, the higher the purchase intention. The detail of the photo could be such as a photo from a different angle, close up on certain detail, and sharp image.

Aesthetics was found to be a strong determinant of pleasure experienced by users when interacting with a computer (Jordan, 1998). Perceived visual appeal, increase the perceptions of product quality and purchase intention (Wells et al., 2011). In another study, the beauty of a website becomes the consideration of preference of a website (Schenkman & Jönsson, 2000). Therefore we conjecture that the aesthetics of product photos can attract consumers to buy the product.

Social presence is recognized as a factor that affects consumer behavior in marketing. Online shopping is usually considered as a lack of human interaction (Gefen & Detmar, 2003), due to it being automated (Van der Heijden et al., 2003). The appearance of human images on web pages improves the social presence and makes the website much more reliable (Cyr et al., 2009). Therefore we conjecture that the presence of humans in an image is able to increase the purchase intention.

Storytelling has a great impact towards a brand and increases consumers willingness to pay (Anna Lundqvist et al., 2013). People want to believe in myth and stories (Jensen, 1999). Storytelling can be addressed in other forms than narratives, which is as a photo. A photo with a concept able to give emotion and tell a story within the picture. Therefore we conjecture that a photo with a concept that is able to tell a story and show emotion can increase the purchase intention.

Physical appearance of a model does not impact anything to purchase intention, for example using an attractive thin model (Perrier, 2008). It means that the consumer does not care about the model's appearance when it comes to purchase intention of a clothes product. Therefore we conjecture that a photo model will not be affecting the purchase intention.

RESEARCH QUESTION

What are the aspects that make a fashion photo considered as a good photo for online shop customers?

METHODS

Procedure

This research was done with qualitative and quantitative research. The first thing that was done was doing an interview with people that either buy clothes with offline or online methods. This was done to gain insight from the customer itself about the aspect that considered to increase attractiveness to the clothes product's photos. Each of the interviewee was asked 13 questions which related to the experience buying clothes online and their opinion about criteria of good photo. After the result has been gathered, it was compiled into the things to be validated to a broader audience through quantitative research. The quantitative research's questions were based on the previous insight gain from the interviews. This was done to validate whether all the insight also applied to other people. The result from quantitative research was analyzed to conclude the aspects that are important to clothes customers.

Participants

Participants of the interview were 9 interviewees, which range from 22 until 27 years old. The interview was stopped at 9 interviewee because the insight that was gathered from the last 5 interviews was almost the same. The participants were picked randomly but the participants should have experienced buying clothes through an online and offline method. There was no specific background needed for the interviewee.

For the questionnaire respondents were targeted for 52 respondents. The respondents were picked randomly due to the questionnaire shared through an online questionnaire platform. The age range for the respondents spread from 17 - 35 years old. The respondents monthly expense range from under 3 million rupiah to more than 10 million rupiah. All of the respondents had experienced buying clothes through an online and offline method.

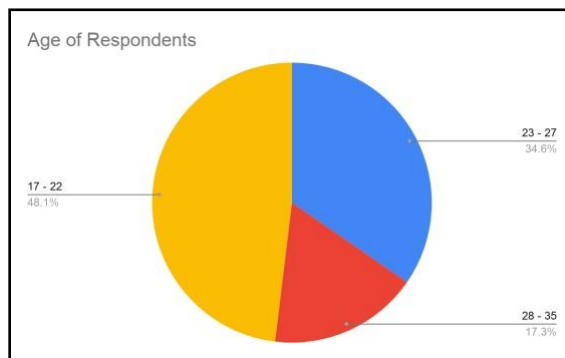
Both participants in the interview and questionnaire were originally from Indonesia.

Materials

The interviews were done by asking 13 questions. The questions were open questions, asking about their behavior when buying clothes either via an online or offline method. The question also asked about their clothes photo preference. The interviewees also asked follow up questions regarding their answer.

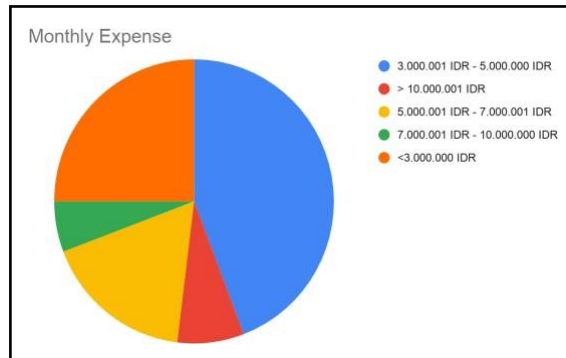
The questionnaire questions were arranged based on the insight gained from the interviews. There were several types of questions, some of the questions were answered with likert scale, to determine the importance of each aspect regarding the clothes photo. There were also follow up questions regarding each aspect of the photo such as the style of photo they preferred also the type of the photo model.

RESULTS



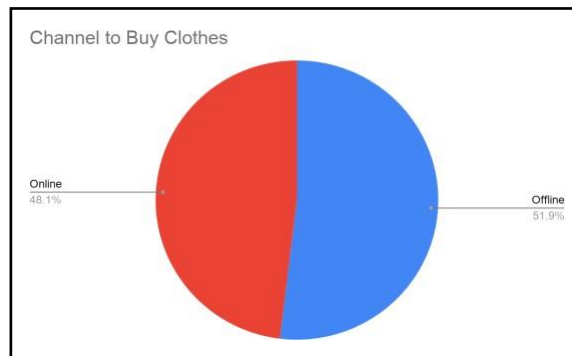
Percentage of age of respondents

From 52 respondents of the questionnaire, 48% of the respondents are age range from 17 to 22 years old.



Monthly expense of the respondents

The monthly expense of the respondents ranged from 3 millions rupiah up to more than 10 millions rupiah, with the majority ranging from 3 millions to 5 millions rupiah per month.



Channel preferences

The number of channel preferences to buy clothes are almost equal for both offline and online

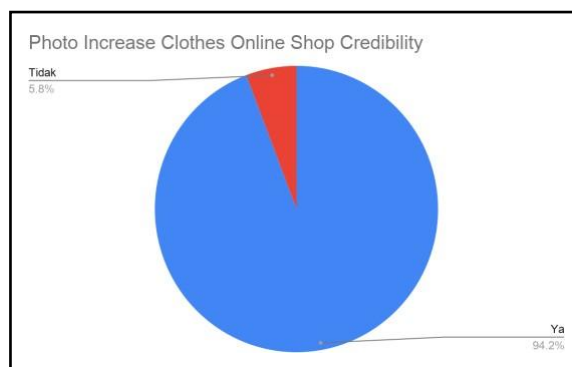
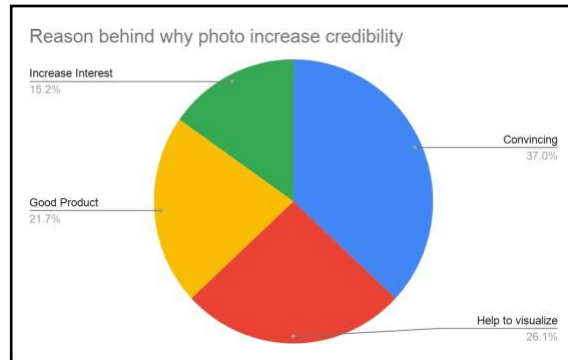


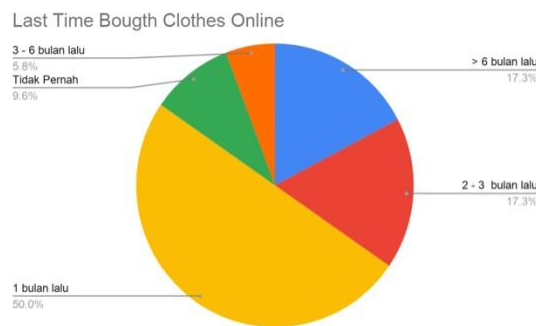
Photo increase online shop credibility

94% of the respondents agreed that photos of a product increase the shopcredibility. The reasons were grouped into 4 categories, those are: increase interest, convincing, help to visualize, and showing good product.



Reason behind why photo increase credibility

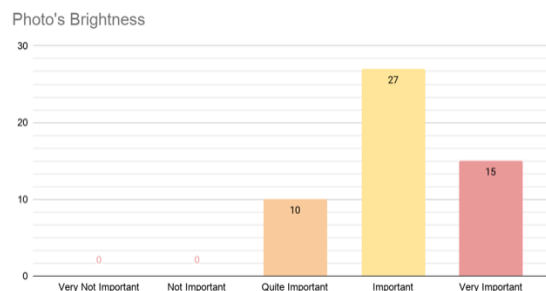
The majority of the respondents agreed that the photo will make the shop convincing and not only that, but also help the customer to visualize the product.



Last time the respondents bought clothes online

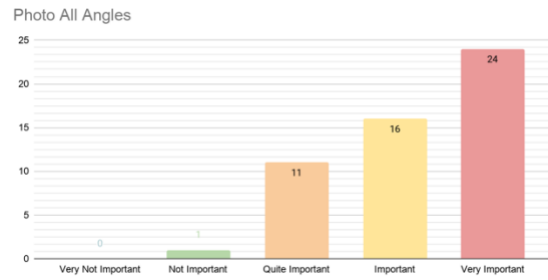
Half of the respondents bought clothes online around a month ago. There are also 9 per cent of the respondents that have never bought clothes online.

There were several aspects that were asked with like scale regarding the importance of each aspect in a photo of clothes. Those aspects are photo's brightness, photo from all angles, photo model, mix-match outfit style, the use of professional equipment, photo editing, photo with a concept, detail of a photo, photo in a studio, and clear fitment.



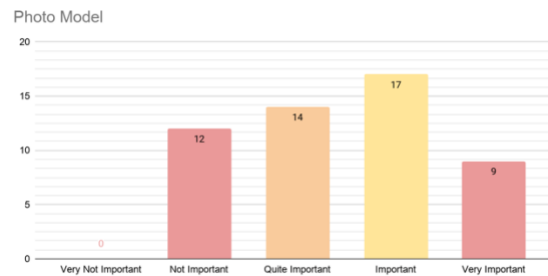
Response regarding photo's brightness

This chart depicts the importance of a photo brightness, all of the respondents thought that brightness was an important thing in a photo. 27 respondents thought that brightness was important.



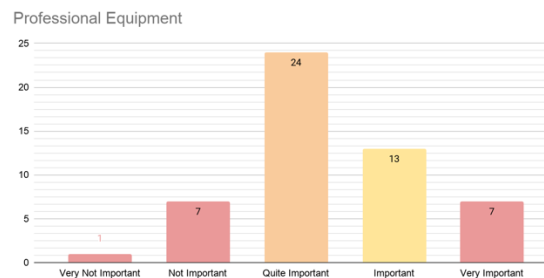
Response regarding photo all angles

More than 95% of the respondents agreed that photography from multiple angles is an important thing. 24 respondents agreed that it was very important to give photographs from multiple angles.



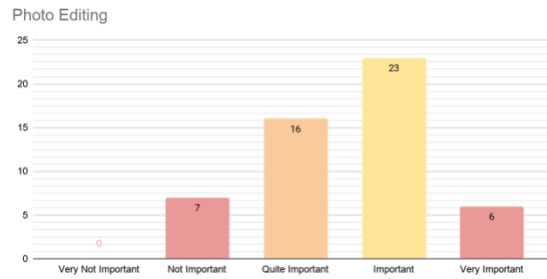
Response regarding photo model

From the photo model aspect, 40 respondents agreed that the photo model is an important thing, while the rest thought that it was not important.



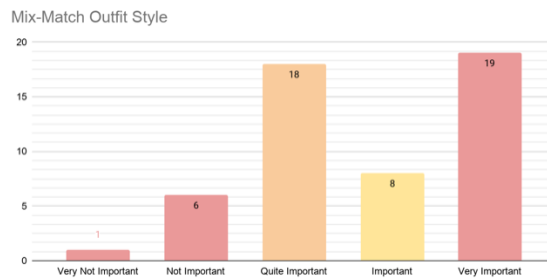
Response regarding professional equipment

24 out of 52 respondents thought that use of professional equipment was quite important. There were also 8 respondents who answered that it was not important.



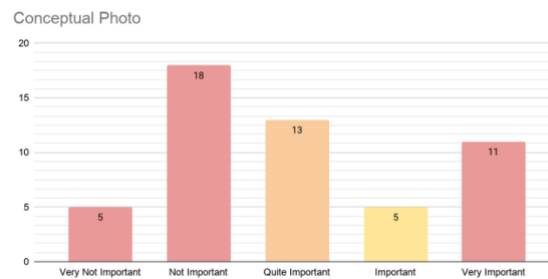
Response regarding photo editing

Most of the respondents agreed that photo editing was important. 23 respondents voted that it was important, 16 respondents thought it was quite important, and there were 7 respondents that chose photo editing was not important.



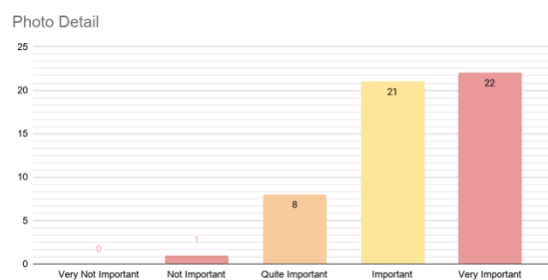
Response regarding mix-match outfit style

The result for the mix-match out style aspect was spread equally in both quite important and very important.



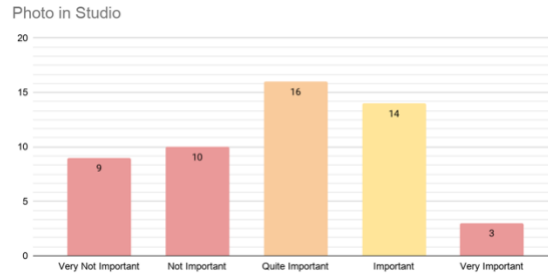
Response regarding conceptual photo

Majority of the answers for the importance of conceptual photo in clothes photo products were not important, but there were 13 respondents who agreed that it was quite important.



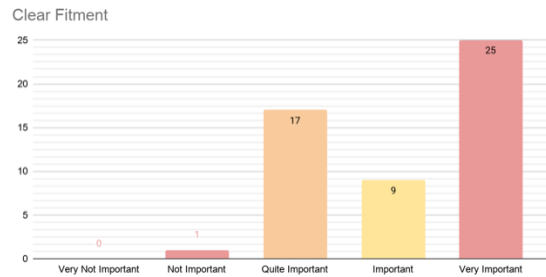
Response regarding photo detail

More than 98% of the respondents agreed that photo detail of a product was an important thing. Only 1 person voted that it was not important.



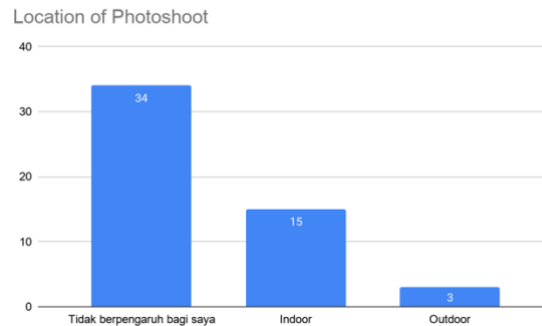
Response regarding photo in studio

The answers for aspects about the use of studio photos were spread equally both on important and not important, but the majority agreed that it was important to use a photo studio for taking photographs.



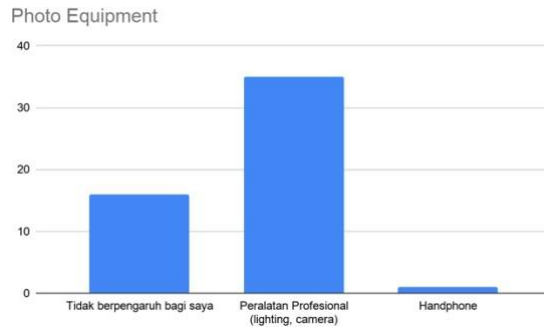
Response regarding clear fitment

From this chart, 51 out of 52 respondents agreed that clear fitment was an important thing that should be considered in a clothes photo.



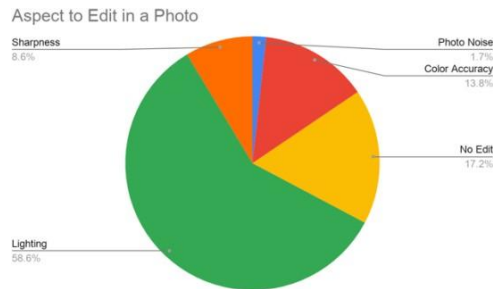
Response regarding location of photoshoot

34 out of 52 respondents thought that location of the photoshoot did not matter.



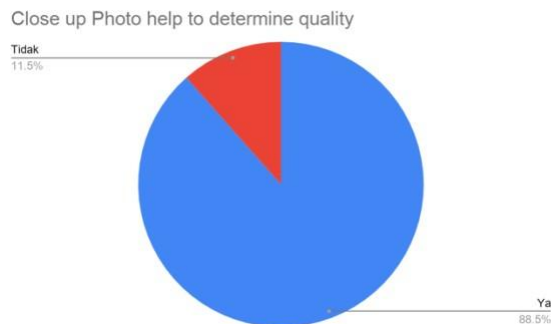
Response regarding photo equipment

More than half of the respondents prefer photographs that were taken with professional equipment such as lighting, cameras, etc.



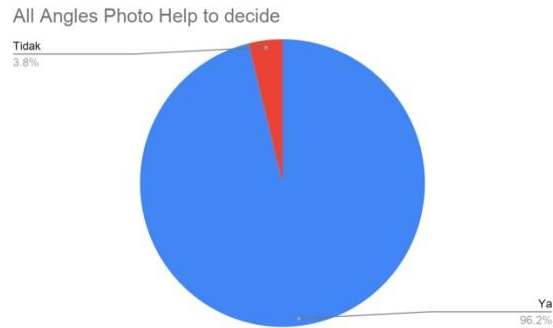
Response regarding aspect to edit in a photo

58% of the respondents said that a clothes photo's lighting needed to be edited. There were also 17% of respondents who voted that the photo should not be edited.



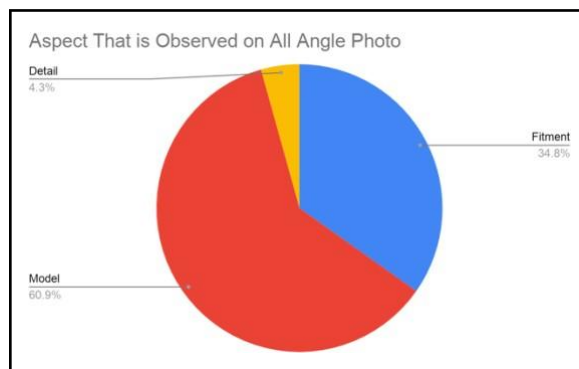
Response regarding the relationship between close up photo and quality

Only 11 percent of the respondents did not agree that close up photos help to determine the quality of the product.



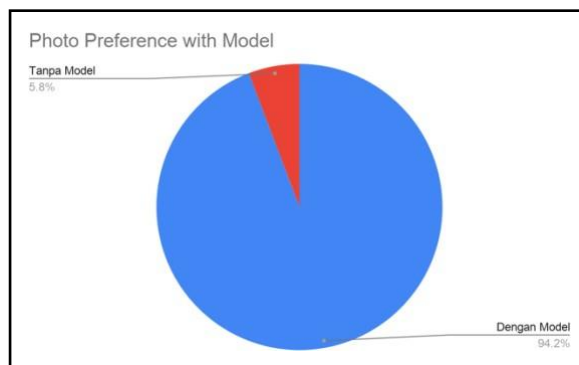
Response regarding angles photo help to decide

96% of the respondents agreed that photos from multiple angles help to decide.



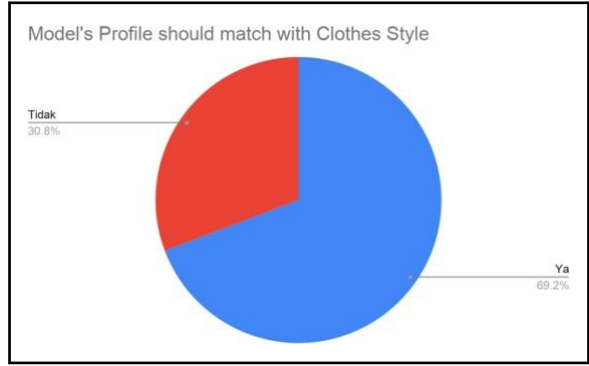
Response regarding aspect that is observed on all angle photo

There were several aspects observed from photo multiple angles, those are detail, model, and fitment. 61% of respondents observed the model, while 35% observed the fitment to the body.



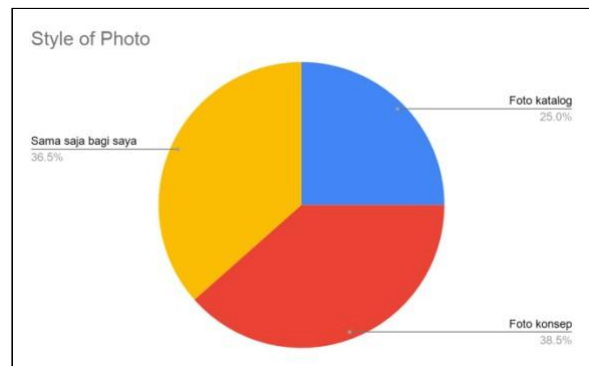
Response regarding photo preference with model

Only 6% of the respondents choose a clothes photo without a model.



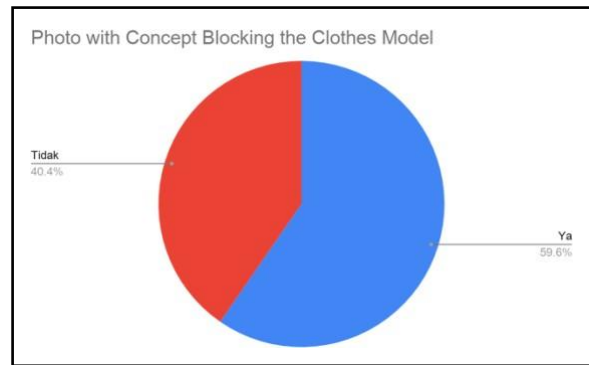
Response regarding model's profile should match with clothes style

Majority of the respondents agreed that the model's profile should be matched with the clothes style.

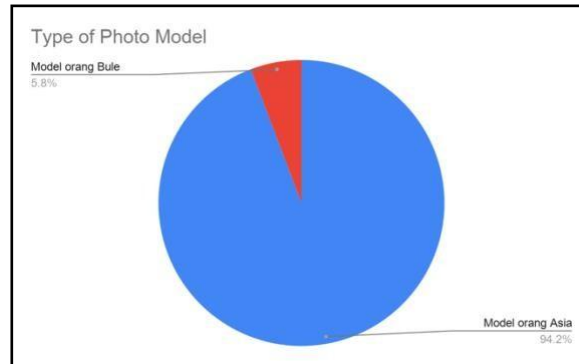


Response regarding style of photo

19 respondents voted that neither catalog photo nor conceptual photo increased their interest in the photo. While 20 respondents prefer the conceptual photo.

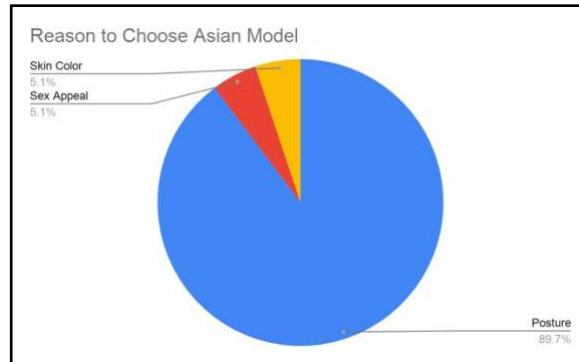


Response regarding photo with concept blocking the clothes model



Response regarding type of photo model

Only 6% of the respondents choose foreigner model rather than a model from Asia.



Response regarding reason to choose Asian Model

47 respondents said that it was because of the posture of the model, while the other reasons were skin color and sex appeal.

DISCUSSION

After interviewing 9 sources, there are several aspects that are always mentioned across sources. Those aspects are lighting, photos from different angles, detail of the photos, ethnic of the model, and also fitment of the clothes. There were several reasons why these aspects are always mentioned. From the lighting aspect of the photo it is required so that the clothes model can be seen clearly. This statement is validated from the questionnaire itself, all of the respondents agreed that this is an important thing for the photo. Majority of the answers said that lighting or it can be inferred as the brightness of the photo was important and very important. The clarity of the product will increase the customers intention to buy since it is an online shopping and there is no way customers are able to see the real clothes. Therefore, customers will rely on the clarity of the photo. This also related to the photo from different angles, photos that were taken from several angles help customers to see clearly the product. Customers will not be able to visualize clearly the product if it was only taken from the front side of the product.

This statement also reflected in the questionnaire result which showed that 24 respondents thought it was very important. Only one person thought that it was not important. There are several things observed in multiple angle photos of the product, those are model, fitment, and the detail of the product. Mostly answered they observed the model of the product, but not only that customers also pay attention to the fitment which placed second in the questionnaire. The next thing that was considered was the detail of the product, interviewee expecting that the detail of the product should be taken close up, thus the customers were able to take a look at the product clearly. The importance of the detail of the photo was also agreed by 98% of the respondents in the questionnaire. The details that were meant by the interviewees were the stitches and also the texture of the clothes materials. These were important to them since details reflect the quality of the products, which was agreed by 88 per cent of the respondents. These three things really helped customers' decision making process towards the product.

The next important thing after the clarity of the product is the fitment of the clothes to the body. It is really important to all of the interviewees. Even though customers love the model of the clothes, it doesn't guarantee that the customer will buy the clothes. This is due to the fitment of the clothes. If the clothes do not look fit to the customer's body, they will not buy the clothes. This was shown from the result of the questionnaire that 51 respondents answered that clothes fitment is categorized as important. Customers usually check the fitment of the product from multiple angle photos and also the model that wore the clothes. Multiple angle photos help them to visualize the product when worn. It should not only just be the product itself but also worn by the model because without it worn by the model, customers still could not visualize what it looks like. Therefore the photo of the product should use a model that wears the clothes. This was reflected in the questionnaire result, which said that 94% of the respondents prefer photos with models rather than without models. A model will help customers to see the fitment of the clothes. There was an interesting finding about the model that wore the clothes. Customers tend to choose models with the same ethnic, not because of the same origin, but because the model tends to have a similar posture. It is proved by the result of the questionnaire, 89% of the respondents chose the same ethnic due to the posture. The look of the model turns out not to be one of the reasons customers choose the product, what matters is the body posture of the model similar to the target market. The other thing that is expected from the model is the similarity style of the model with the style of the clothes. What it meant by similarity style is the clothes should be matched with the model style. For example, if the product was a dress for a party, the model should have an elegant look. The model must not look tomboy. This statement is supported by the questionnaire result which said that 70 per cent of the respondents agreed the style of the model should match with the styles of the clothes.

The next thing that should be considered is the quality of the photo. The quality of the photo helps to increase the intention to buy the product. The use of professional equipment could help to produce better quality of an image and it was agreed by 44 respondents, but most of them thought that professional equipment was quite important not very important. But the use of studio photos for taking pictures does not correlate with the quality of the photos. 19 respondents thought that it was not important, 16 respondents thought that it was quite important, 14 respondents voted that it was important. Even though the answer shows that the photo studio matters. When asked again about the preference of the photoshoot location, 34 respondents said that the location of the photoshoot did not matter to them. So it can be concluded that it does matter to them that the photo was taken in a studio, but it did not affect their intention to buy the product. When talking about the quality of the photo, it is also related to the editing of the photo. Photographers always think that every photo should be edited or retouched, but after doing the research it said differently related to

clothes photo products. 45 respondents said that photo editing was considered important. When it was asked in detail about things that should be edited, most of the respondents expected it was only the lighting that should be edited but to some extent. The color accuracy should be maintained, the color must not be different from the real product. 58% of the respondents said that the lighting should be edited and 14% demanded the color accuracy with the product. There were also 17% of the respondents expecting no edit to the photo product.

The last thing that should be considered for the photo of the product is the style of the photo. In this research it was divided into two categories, conceptual photo and catalog photo. Conceptual photo is a photo that usually has a property and it can tell a story, while catalog photo is a photo that has a plain background and relatively simple. 23 respondents said that conceptual photography was not important and 13 respondents said it was quite important. Therefore we can conclude that photos of clothes products do not have to use conceptual photography. But when it was asked about the attractiveness of the photo itself, 20 respondents chose conceptual photography, while 19 respondents did not care about the style of the photo. Thus, photos with a concept, look more appealing than a catalog photo. However, when it was asked about the clarity of the product from the conceptual photography, 60% of the respondents said that this kind of photo reduces the clarity of the product. Hence, conceptual photos look more appealing to the customers but it will reduce the clarity of the product.

There is also one thing that can help to increase the product purchase intention when it comes to clothes photo products, it is to mix-match the outfit. 19 respondents said that it was very important and 18 respondents said it was quite important. This shows that mix-match the outfit is important due to it will help the customers to get reference. This kind of photo looks intriguing for customers and indirectly increases the chance for customers to buy.

MANAGERIAL IMPLICATION

The Internet and gadgets have become more affordable than before. Majority of society spends their time on the internet. Customer shopping behavior has been shifting from offline to online. Therefore, selling products online in this era is one of the most important things to do. From a customer's point of view, buying things online is much easier, customers do not have to put some extra effort to go to the store, everything is within their fingertips. When it comes to online shopping, photography is one of the most important aspects for online shopping. Photo will be the source of truth. As in online shopping, customers will not be able to see the product in real life. Thus, customers will rely on the photo. From this research it can be inferred that photos can increase the shop credibility. There are several things that should be considered when taking a picture of the clothes product, those are lighting, clarity of the product, quality of the photo, and fitment of the clothes to the body.

Lighting

Product photo with clear lighting will increase the intention to buy since it will increase the clearness of the product. Good lighting can help customers to be able to see the product clearly. Good lighting will produce better brightness to the photo. This kind of quality will help customers make progress.

Clarity of the Product

Clarity of the product not only can be produced from good lighting, but also the style of the photo. Photo with catalog style, will help customers to have a better view towards the clothes,

since in catalog style their focus is on the product not the story of the image. Besides the style of the photo, the angle of the pictures were also important. Customers are expecting that the products should be taken from different angles. This will help customers to see the product from all sides and this will increase customers' intention to buy the product. One last thing to help increase the clarity of the product is to take pictures of the details. The details should be taken close up, so that customers are able to see closely the product quality. For example the stitches or the texture of the materials.

Quality of the Photo

Products with good photographs will make customers more attracted to the product. This can be obtained by taking the picture with professional equipment to increase the quality of the photo. The other thing can be done is the photo should be taken

with conceptual style. This style of photography will bring more interest to the customers. Moreover, to increase the quality to the next level, the photo might be edited. Though, the editing process should consider one thing, it is the color accuracy. The lighting might be edited, but it should be edited carefully, because it might change the color of the product.

Fitment of the Clothes to the Body

Photos that are able to show the fitment of the clothes can increase customer intention to buy. This can happen due to customers tend to visualize what it will look like when it is worn by the customers. This can be shown from several things. Photo from multiple angles will help customers to examine the fitment to their body. The clothes also must be worn by the model to help customers to visualize clearly how it will look like. The ethnic of the model also plays an important role. The posture of the model should be as close as possible to the target market. Therefore, there is a correlation between ethnic and also to the fitment of the clothes to the body. For example if your target market is Asian, then it is better to use Asian model. The style of the model also gives a better picture of the product's fitment to the body. It is better to match the style of the product with the style of the model.

Mix-Match Outfit Styles

Mix and match the outfit styles can increase customers' intention to buy because it will give customers the visualisation of what it will look like and also give customers reference regarding how to wear the clothes.

CONCLUSION

Photo of clothes products should have several aspects that could increase the purchase intention. Photos with better detail and clarity of the product will help to increase the purchase intention because customers are able to see the product clearly. The aesthetics of the photo will help to increase the purchase intention of the product since it looks more appealing it will increase customers' interest. Aesthetics of the photos can be obtained by using conceptual photos, but keep in mind this kind of photo will reduce the clarity of the product itself because customers will lose focus to the product. Editing also can be considered as one of the things can be done to increase the aesthetics, as long as the color accuracy of the product is maintained. Customers expecting the color will not be affected from the editing. The use of professional equipment also can help to increase

the aesthetics of the photos due to professional equipment able to produce better image quality. The presence of humans is also needed for clothes photo products since this will help customers to conceive the clothes when it is worn. The human itself also must have the same posture as the target market. Thus, customers can relate with the model since it has the same physical size.

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Appendix A

List of Interview Questions

- Where do you usually buy your wardrobe?
- Which one do you prefer shopping via online or offline?
- What's the pros & cons buying thing online vs offline?
- How often do you buy a wardrobe via online?
- What are the aspects affecting your wardrobe online?
- What kind of photo will affect your desire to buy a wardrobe?
- Which one will you buy: wardrobe, with good image / bad image with the same price & quality? Why?
- What are your definitions of good photos for a wardrobe?
- Do you ever feel tricked by a good product photo? What's your reaction?
- Will you trust photos if you ever feel this way?
- Do you think online shops nowadays already have good photo quality?
- Which platform do you often use to see online shops using good photos?
- What do you expect from a product photo vs the real wardrobe?

Appendix B

List of Questionnaire Questions

1. How old are you?
 - a. 17 - 22
 - b. 23 - 27
 - c. 28 - 35
 - d. 36 - 45
 - e. > 46
2. How much is your monthly expense?
 - a. <3.000.000 IDR
 - b. 3.000.001 IDR - 5.000.000 IDR
 - c. 5.000.001 IDR - 7.000.000 IDR
 - d. 7.000.001 IDR - 10.000.000 IDR
 - e. > 10.000.001 IDR
3. Where do you usually buy clothes?
 - a. Online
 - b. Offline
4. When was the last time you bought clothes online?
 - a. Never
 - b. 1 Month Ago
 - c. 2 - 3 Months Ago
 - d. 3 - 6 Months Ago
 - e. > 6 Months Ago
5. Does photography increase the credibility of clothes online shop?
 - a. Yes
 - b. No
6. Why is it so?

7.

Aspects	Very Not Important	Not Important	Quite Important	Important	Very Important
Photo with good exposure					
Photo from different angle					
Model that use the clothes					
Mix and Match clothes style					
Photograph with professional equipment					
Edited Photo					
Conceptual Photo (has story)					
Capture Detail of the clothes					
Photo in studio					
Clothes fitment looks clear					

8. Is there any other important thing that is needed from the photo but still have not mentioned in the previous question?
9. Which one do you choose, photo in studio (indoor) or outdoor?
- Indoor
 - Outdoor
 - Doesn't affect to me
10. Which one do you prefer, a photo that was taken with professional equipment or with a handphone?
- Professional Equipment (Lighting, Camera)
 - Handphone
 - Doesn't affect to me
11. Does a close up photo help you to understand the quality of material of the clothes?
- Yes
 - No
12. What are the things that should be edited in the photo?

14. Which photo attracts you to buy clothes online?
a. Without Model



- b. With Model



15. Does photography from all angles help you to make decisions?
a. Yes
b. No
16. If your previous answer is yes, what are the things that you notice?

17. In your opinion, which photo looks more attractive? Conceptual Photo or Catalog Photo?

a. Catalog Photo



b. Conceptual Photo



c. Doesn't affect to me

18. Does a conceptual photo like this interfere with you seeing the model of the cloth clearly?



The orange blazer is the sell item.

- a. Yes
- b. No

19. Which model do you prefer for clothes?

- a. Asian Model
- b. Foreign Model (Western)

20. Based on your previous answer, what's the reason you choose that model?

21. Does the model's profile suit the clothes? For example the clothes used for a party should be used by a model that looks elegant.

22. Which platform do you usually see good photo quality for clothes?

- a. Instagram
- b. Tokopedia
- c. Shopee
- d. Zalora
- e. Lazada
- f. Others ...