

## PHOTOGRAPHY AS A KEY ELEMENT IN TRACKING MESSAGE TO TARGETED CUSTOMER GROUPS

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### **Abstract**

*Photography is an integral part of our daily life. Every day, among other things, we pass on numerous commercials that contain proper visualizations as part of different objectives. In marketing practice this requires the right design options. When it comes to the question of how information aspects of an advertisement are transmitted, for an understandable and memorable message, the image - text combination has proven the essential effects.*

*Psychological studies support this finding, particularly the cognitive theory of multi-media information. However, the relevant external circumstances need to be carefully studied before designing media advertisements. Overloading the information and increasing the interchangeability of products and content from the saturated markets have a greater meaning. Therefore, successful contact by activating measures often appears more important than informational content.*

**Key words:** *marketing, photography, advertising, message.*

### **I. INTRODUCTION**

Photography accompany us everyday. They convey an impression of their visual diversity and characterize the sides of our social reality. Hence their importance makes them pro-verbal objects and labels. From communications sciences point of view, arises the question, to which sense of the photographs comes within the general interest of research. The rules are taken more specifically from the aspects of contact setting, namely: secure recording of the message of communication, following the emotions, reaching the meaning "as well as imprinting on memory" (Homburg & Krohmer, 2009, pg. 766). The last two points, reaching comprehension and embedded memory, are at the main aim of this paper. In this context, meaning refers to mental processing and interpretation of information, as intended by the enterprise. (Homburg & Krohmer, 2009, fq 772).

The main issue of this study can be formulated as follows: What recommendations can be derived from the success of the picture shown on the table / billboard, from the relevant "understanding" and "embedded memory" variables with the use of static images in the field of marketing.

Parallely, by neuromarketing, the dominance of visual communication determines that images or pictures due to speed and mental comfort allow for the most successful recording of information. They act by increasing the pressure on filtering information and recording, and at the same time providing more information than text (Kroeber-Riehl & Esch, 2011, pg 24).

To highlight the relationship between selected images and variables, this research is based on the marketing field. In the case of a successful contact, the limited space on the recipient's attention presents a further challenge. The shortest time to observe the communication messages for viewing ads in magazines is on average between 1.5 and 2.5 seconds. " (Homburg & Krohmer 2009, pg.770).

### **II. REVIEW OF LITERATURE**

Photos are considered a facilitator for messaging. In addition, images as opposed to textbooks can be seen first and thus can be perceived as a gateway to display advertising sympathy. So if key data is integrated especially in image design, this increases the probability of an early start to receiving essential information and favors the further processing of the advertising message. (Kroeber-Riel & Esch, 2011, pg.288-290).

Concrete measures for the clear integration of important information and its implantation into memory, in images arise mainly from the use of indirect image transformations. Within the ad, particular analogical images are being mapped, through which recipients are approached by useful comparisons of the

similarities between a model and a situation (Kroeber-Riel & Esch, 2011, pg.295). Kroeber-Riehl and Esch reveal that the physical proximity of the images can create meaningful correlations and thus the use of the product or service can be clearly and comprehensively transported.

Visual introductions focusing on specific explanations of product or service usage can be found among others in the field of health care marketing, especially when it comes to health, in the first plan come the use, functionality and side effect to consumers, versus emotional and expressive arguments. (Schmid & Blau, 2009, fq.34). Depending on the field in shaping the message, an important role plays and the schematic presentation of the recipient. Capturing this schematic with the design of media advertisements promotes the same understanding and anchoring in remembrance. In wedding advertising, in addition to the appropriate dress, the bouquet of married flowers is attributes that support such effects. (Homburg & Krohmer, 2009, pg.773-774).

However, the images in the advertising. have obvious advantages. They with their visual information awaken the recipient's expectations, especially with the full message of the ads, but only do not provide sufficient understanding.(Kroeber-Riel & Esch, 2011, pg.290)

To streamline the reception of consumers to advertisers fact or rather the main core, can be used multiple sources recommendation on the image-text combinations. The overall significance of this combination is based on the study of an American psychologist John Ridley Stroop: here the color points were combined with words, which represented different colors A conflict of mental processing and thus a touch of variable understanding can determine such combinations where color and words are incompatible (For example, in red color written with black letters " (Kroeber-Riel & Esch, 2011, pg.288-290).

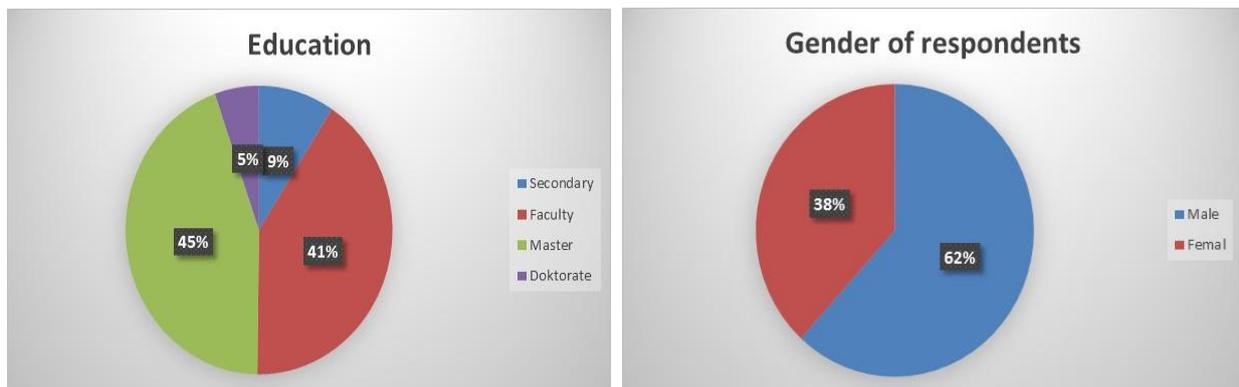
Krober-Riel and Esch refer to the immediate linguistic definition of image content and also speak in this context about the central importance of labeling (Krober-Riel&Esch,2011, fq.305) and add that understanding image as well as memory (memo anchor) promote the right messages. Empirical studies also provide supporting arguments. Edell and Staelin face their study, in the process of image-processing in printed ads, initially a basic assumption in line with existing scientific knowledge. Photographs are generally more accessible to the process of thinking than verbal texts."(Edell & Staelin, 1983, pg.46).

Later, in the textual image combination studies, hypotheses were put forward that were at the core of the following assumptions (The term "inappropriate file or image" refers to images that are not related to the verbal accompanying message; "framed photos" represent a harmony between photography and text): The non-customized picture hampers in comparison to the framed photographer the memory to identify the information.

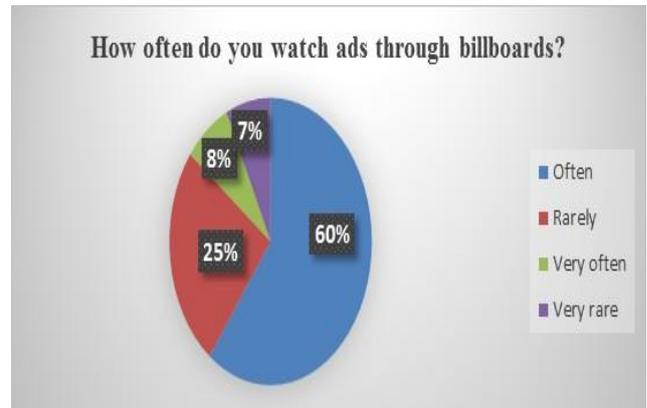
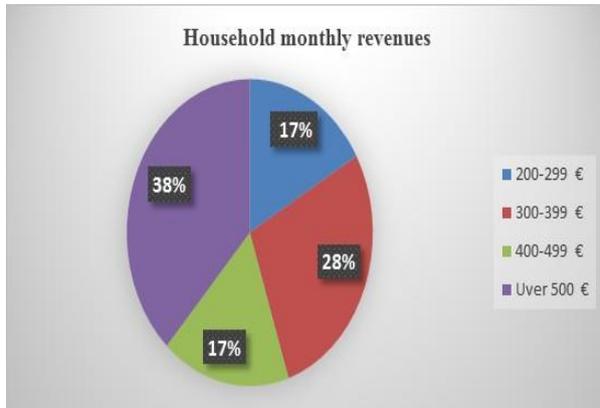
Improper photography hampers in comparison with the framed photographer, in the essential understanding of advertising. The following test results yielded clear results: The customized image segment has been found to be significantly easier to understand than the unmade image segment. (Edell & Staelin, 1983, pg.53).

### III. METHODOLOGY OF THE STUDY

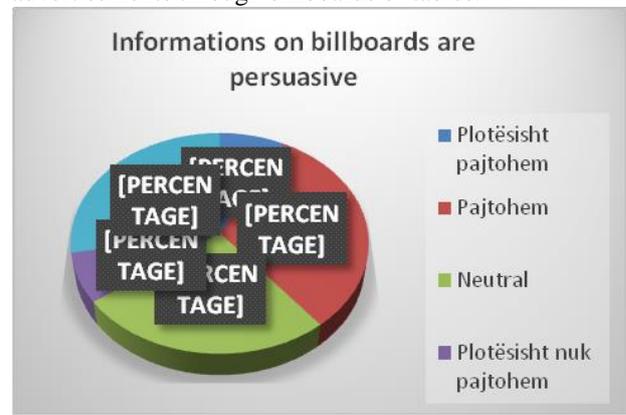
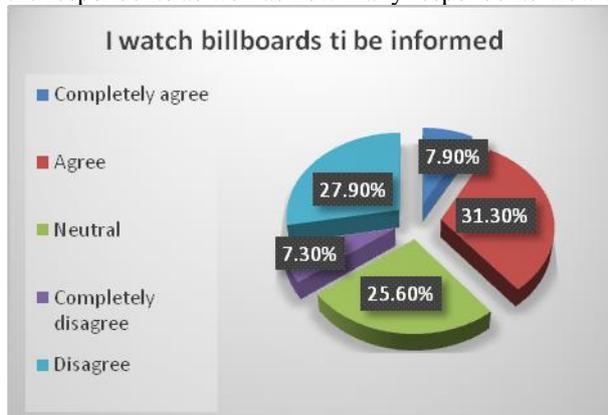
As a basis for this research is the collection of data through the direct method of interviewing with the respondents who apply or will begin to apply the photographer as a key element in message transmission to target groups of consumers from Kosova enterprises. We also consulted relevant literature in the similar field. The beginning of this research has undergone a discussion with relevant field experts prior to the drafting phase of the questionnaire. The survey was conducted in the period January to April 2018. We surveyed 390 respondents by questionnaire that had 17 questions regarding the impact of photos through messaging. The method of processing and presenting the data has been done by collecting the results that have been processed through the Excel program (first and second mode) and the third way, the crossed tables, through the Statistical Package for Social Science SPSS.



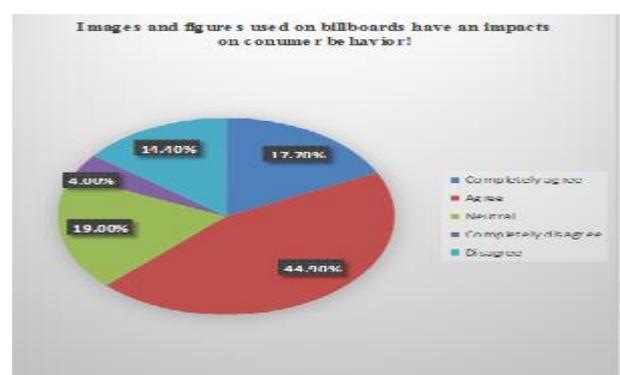
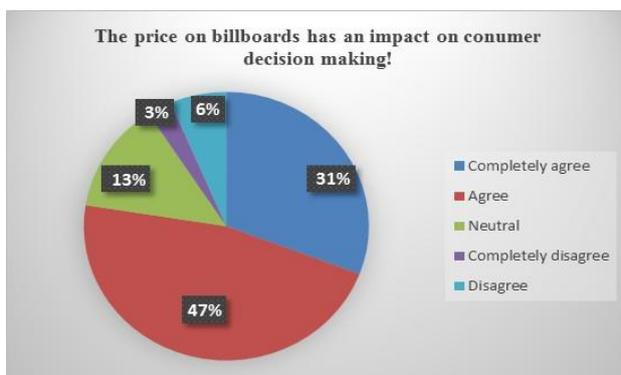
From the above graphs, presented by the 390 respondents, 61.80% of respondents have been male and 38.20% female. While from education of respondents, 9.20% have been with secondary qualification, 41.00% with faculty, 44.44% of respondents were with master degree and 5.36% have doctoral degrees.



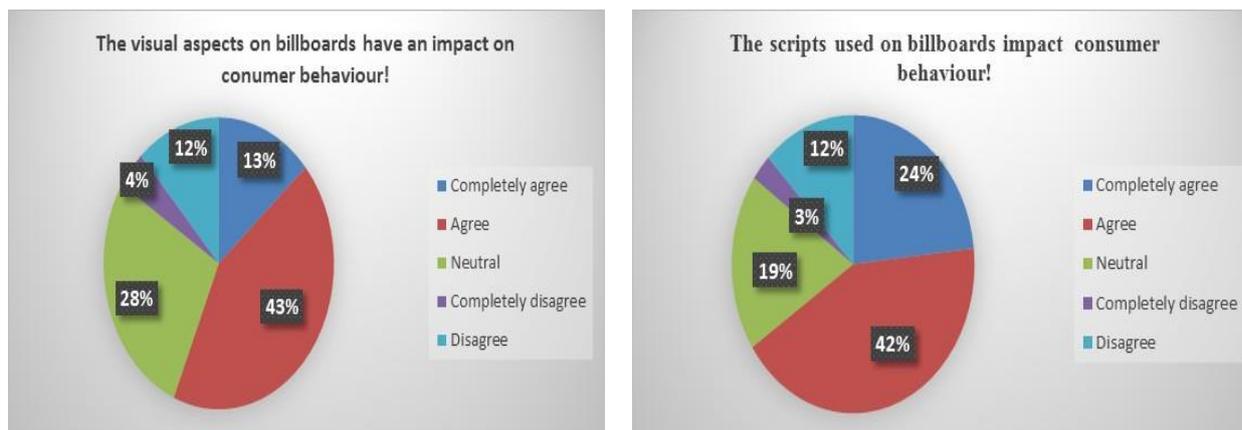
In the above graphs we present the data generated by the questionnaire regarding the monthly average of the respondents as well as how many respondents view the advertisements through billboards or tables.



From the data obtained through the questionnaire, from respondents how much the information presented in the convincingly responsive billboards / billboards in consumer decision-making and from the question of how the location of the tables affect the customer's decision-making, the answers per% earned, are presented in the two graphs above.



Price, images and photographer are the next three questions that are presented to the respondents. Given that in most cases, the consumer, before rescinding a purchase, is concerned with the amount of money he has to pay in return for a product, namely a good material or product, as well as experience, we have encountered that the images of a firm, the product and the accompanying photographers have an influence on the decision-making in case of purchase, in the graphs above we have presented the data collected from the survey with the consumers expressed in%.



In the graphs above, data are presented from the visual aspects of the impact on consumer behavior as well as those from the scenes used in the tables that affect the behavior of the consumer.

#### IV. RECOMMENDATIONS

If we take a look back on the initial problem, the question now arises as to how the findings mentioned above can be used for commercially-oriented advertising recommendations based on the aspect of understanding and anchoring memory. In the relevant field of research, the interaction between image and text was emphasized. If the findings from the marketing literature and the applied questionnaire agree with each other, then we can start with the following recommendations:

- Overloaded Information has made it difficult for the recipient to get a lot of information.
- The short space of attention about advertising and the short time of their stay in sensory memory are structural barriers to large amounts of information.
- If the advertisement presents some related functions, then a "cause-effect" chain should be seen in the appropriate format. If there is a temporary order, a chronological order must be reached. Otherwise, the ordering process in human memory may be unsuccessful. Mund të shihet se reklama billboard ka aftësinë për të ndikuar konsumatorët në vendimarrjen e tyre të blerjes
- Firms should strategically place posters along highways, busy streets and high traffic areas where they can easily be seen by pedestrians and / or potential clients; Firmat duhet të vënë më shumë theks në atributet e produkteve në reklamat e tyre billboard, me fjalë të tjera, reklamat billboard duhet të ofrojnë lehtësisht informacion mbi përfitimet e produkteve të reklamuar;
- Imaging, digit and clear words should be used for writing and writing tables
- Firms should consider setting up tables in strategic locations to create more awareness of their products and services
- In advertising on the Billboard, the importance of gender differences should be paid attention;
- More women pay attention to advertising related to clothing and cosmetics;

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