

Modern Photography: Banjarmasin Consumer Preferences in the Digital Age

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Abstract

Nowadays, the development of technology, especially in the field of photography, is very rapid. The presence of digital photography technology and smartphones with powerful camera features provides convenience in the use of cameras. So that it has an impact on several photography services that were once trending such as mobile photo services. This study aims to explain how people's preferences and analyses of Banjarmasin people's preferences for photography services in the digital era. This research is a quantitative descriptive research with data collection methods, namely Forum Group Discussion (FGD) and survey with questionnaires as research instruments. The population in this study is the people of Banjarmasin. The analysis used in the data presentation and preparation is factor analysis using the SPSS 25 programme. Based on the results of the study, it is known that the Banjarmasin community still has an interest in using photography services in the digital era where 74% of people have an interest in using photography services in the digital era which is influenced by social factors as the most dominant factor, while cultural factors are the factors with the lowest value.

Keywords – Consumer Preferences, Consumer Decision, Photography, Services

INTRODUCTION

The development of photography has begun a long time ago, with the first photographs being made in 1827 (Warren, 2006) and since then the development of photographs has been faster to produce cameras with smaller sizes and better quality. Nowadays, photography is an evolution of the previous era of film-based photography. The era of manual photography has been replaced by the era of digital photography that allows everyone to learn photography easily.

In an earlier era, when photography was still using manual camera equipment, people didn't dare to shoot at all. It's because people are afraid of what they're doing producing images of poor quality, blurred, lack of light, even a burning film. In this era, a special understanding and mastery of how to use the camera is required, so that only certain people are using the camera. Photography is also used by governmental and private agencies for documentation purposes of each of their activities, so that every governmental or private agency has several employees who act as photographers with a mastery background in using camera equipment.

The presence of digital photography technology provides diversity and ease in the use of cameras, which with this ease people who do not understand the world of photography can do easily. One example of digital photography is the presence of a smartphone with a camera feature, just open the camera application and press the shutter button on the smartphone screen, then become a photo instantly and the results can be seen immediately.

The revolution came because almost every aspect of conventional photography has been replaced with the possibility of being more valuable and more practical in the process of digital photography. This can happen because people tend to prefer everything that is more easy and practical to use (Riinawati & Noor, 2024; Soedjono, 2006, p. 163).

The presence of smartphones gives the public a choice in carrying out documentation activities, where today's society only requires the services of professional photographers for essential needs, such as documentation at weddings, the inauguration of a building, and other important events.

The ease provided by the development of digital photography technology and the evolution of these smartphones also have a direct impact on photography services, especially those

that use manual cameras (conventional photographic services) which was once a much-needed service, is slowly becoming increasingly popular as digital technology develops.

Based on the observations carried out, the researchers found several photographic services that were once a trend in their time such as photo studios until the photo services around tourist places began to lose their existence in the midst of the development of digital technology. One of them, as quoted from tribunnews.com where the public interest in using traveling photo services is very decreased due to the evolution of increasingly sophisticated smartphone technology (Azwar, 2021).

It is also said to be one of the providers of photo services around the coast of Karang Hawu, Sukabumi, West Java. Quoted from voice.com, where technological advances hinder the entry of photo service providers around the place, it is because of the many tourists who have had advanced cameras, whether it is their professional cameras or their smartphones, which they do not want to bother asking for the services of photographers around (Utami & Halidi, 2018).

According to data from the newzoo quoted from katadata.co.id, by 2020 Indonesia is ranked the fourth largest smartphone user in the world. This is because Indonesia has as many as 160,23 million smartphone users or about 58.6% of the total population (Pusparisa, 2021). From the data can be seen by a lot of smartphone users, then the society that can do photography activities is also a lot. It obviously also has an impact on the decrease in the use of photographic services.

The chairman of the Indonesian Photography Profession Association (APFI) of South Kalimantan district manager, Rasyid Ridha said that people still choose to take photos using their own smartphones rather than using photographic services for personal purposes such as holidays. However, even though people now have very easy access to photography, whether it's a smartphone or a professional camera, people still opt for the services of professional photographers for special occasions such as weddings (Interview with Rasyid Ridha).

This research explores Banjarmasin society's preferences for photography services in the digital era, given the changing consumer preferences influenced by digitalisation. This research utilises a factor analysis approach to understand the complex relationships between cultural, social, personal, psychological, product quality, and price factors. By

focusing on the local context of Banjarmasin, this research offers new insights into how these factors influence people's preferences, making a significant contribution to the photography services marketing literature. It also highlights the role of digitalisation in shaping people's expectations of photography service quality and price. This study fills the gap of previous research that tends to ignore psychological and personal aspects, as well as the lack of focus on regions such as Banjarmasin. The results are expected to serve as a basis for photography businesses to develop more effective and relevant marketing strategies.

LITERATURE REVIEW

Preference is the tendency to choose one thing over another. A person's decision is influenced by a variety of factors, including perceptions, attitudes, values, preferences, and satisfaction (Dwiputra, 2013, p. 39; Mubarak et al., 2023), which are closely related to consumer behaviour which has an emphasis on understanding how different consumers make decisions about what to buy and how they use the resources they have, including time, money, and effort, to do so (Hanaysha, 2018). This is inseparable from consumer opinions and tastes that change from time to time (Faridah et al., 2023; Macall et al., 2021).

Consumers basically use previous experiences or purchase history as their source of information in making choices (Schiffman & Kanuk, 2007), which are integrated into a reference group that serves as a reference point to form moral principles, positive attitudes, and appropriate behaviour in general or specifically. A person's behaviour can be influenced by the standards and values provided by the reference group during the process. Group impact is the reason why purchasing decisions are often associated with reference groups from a marketing point of view (Anshary et al., 2023; Effendi et al., 2019).

Dangi et al. mentioned that Quality, Trust, Psychological, and Social are considered to contribute to building each customer's perception of a product and creating purchase intentions which ultimately become purchase decisions (Dangi et al., 2021). Wang revealed that the functional (price/value for money and performance/quality), emotional and social dimensions of value have different significance in the formation of preferences and purchase intentions (Wang, 2010).

Culture is one of the key elements that influence consumer choices and their attitudes and beliefs in the process of representing individuals and social groups (Gómez-Corona &

Valentin, 2019; Jeong & Lee, 2021). Consumers' decisions about assuming certain meanings remember the preferences and actions of important social groups and close people (Wood & Hayes, 2012). Social groups and relationship partners not only influence individuals' attitudes towards products or brands, but also the meanings they assume for consumers (Asch, 1940; Wood & Hayes, 2012). Social influence motives direct information processing by focusing people on a relevant set of information involving reality, relationships with others, and the self (Wood & Hayes, 2012).

Studying consumer behaviour involves examining the emotional, mental, and behavioural responses of consumers that precede or follow the process (Asri & Andadari, 2023; Kusumadewi et al., 2022). Psychological aspects play an important role in purchasing decisions, as seen by the prevalence of people who later question their motivations for making a particular purchase (Kumar et al., 2020; Rodrigues et al., 2021). Core psychological concepts such as motivation, perception, learning, and attitudes are part of consumer psychology and influence individual consumption behaviour patterns (Schiffman & Kanuk, 2007).

In addition, consumers will more easily identify a product or service, have a positive opinion about its quality, and may plan future purchases and even repurchase if a brand has a strong image (Suparno et al., 2023; Yasa, 2018). Consumers tend to use price in assessing the quality of a product before making a purchase decision (Anwar & Andrean, 2021; Wajdi et al., 2023), whereas higher prices are usually associated with better quality (Nagina et al., 2024). However, it has restrictions on economic circumstances or abilities as well as life patterns expressed by a person's activities, interests, and opinions which are included in personal factors which are also one of the factors that are very useful in analysing consumer behaviour (Setiadi, 2019).

RESEARCH METHODS

This type of research is field research with a quantitative descriptive approach. Data is obtained from interviews with sources, then by conducting surveys to people in Banjarmasin aged 15-34 years by distributing directly regarding the selection preferences used in the use of photographers. The age of 15-34 years is the stage of adolescence and early adulthood and is a productive age based on economic and psychological perspectives (Juhaidi et al., 2023). Data analysis is done in depth from the results of interviews by

respondents referring to the theoretical foundations as well as literature related to the problem studied. This research uses factor analysis with the SPSS 25 programme to determine people's preferences in using photography services in the digital era.

Based on five values on the likert scale used in the measurement scale of the questionnaire, the assessment score against the percentage result is divided into five categories (Nurhayati, 2020, p. 49), including:

- 0% - 20% = Very Low
- 21% - 40% = Low
- 41% - 60% = Enough
- 61% - 80% = High
- 81% - 100% = Very High

RESULTS

Before conducting the survey, the research began with data collection through Focus Group Discussion (FGD) activities with resource persons considered competent in the field under study, which included the chairman of the Indonesian Photography Professional Association (APFI) of the South Kalimantan regional board, the owner of Silver Picture photography vendor, and the owner of Yutaka Photography photography vendor.

Based on the results of the activities of FGD, all sources agree that today photography is developing very rapidly, both in terms of technology and sub-sector work of the photographic services that used to in the city of Banjarmasin more limited to wedding photography and weddings, now more developed into commercial directions such as product photography, content creator, company profile, and so on. Thus, such developments have greatly influenced the existence of photographic services in society.

According to the source, people are still interested in using photography services, even though people now have easy access to photography through their smartphones or by purchasing digital cameras or professional cameras. However, there is a significant difference between a professional photographer and the general public, where a professional photographer must understand the basics and techniques used in photography so that it can promise professional results. It's also said by Dickman and Kinghorn that:

Nowadays, everybody is a photographer, with the advanced equipment and the technology that comes with it and the price of high-quality equipment that is falling. But few people are willing to spend their time producing good photographs, and few understand that cameras are very objective (Dickman & Kinghorn, 2009, p. 6).

Some social factors influence public interests, where people who use photographic services are usually affected by social media, friendships and family members, as well as by their social status, which is usually middle-up.

Respondent Preferences Level

Based on the data of respondents about their level of interest in using photographic services in the digital age, it can be described as follows:

Table 1. The level of public preference over photographic services in the digital age

Statement	Frequency	Percentage
Yes	74	74%
Doubtless	24	24%
No	2	2%

The respondent's interest rate in using photographic services in the digital age was 74 or 74%, while those who said they were still hesitant were 24 or 24%, and those who stated they were not 2 or 2%.

Factor Analysis

The data analysed using factor analysis to determine the factors that influence respondents' preferences in using photography services.

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.855
Bartlett's Test of Sphericity	Sig.	0.000

Based on the results of the KMO and Bartlett's Test, the result is 0.855 with a significance of 0.000, which means that this model is suitable and can explain the indicators carried out using factor analysis by 85.5%.

Table 3. Table of Variance

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.716	42.868	42.868	4.716	42.868	42.868	3.438	31.258	31.258
2	1.623	14.756	57.625	1.623	14.756	57.625	2.900	26.367	57.625
3	.971	8.826	66.450						
4	.826	7.510	73.960						
5	.599	5.447	79.407						
6	.535	4.862	84.269						
7	.447	4.068	88.337						
8	.429	3.903	92.240						
9	.366	3.327	95.567						
10	.285	2.588	98.155						
11	.203	1.845	100.000						

From these results, it is known that of the 11 factor groups, with factor number 1 is the group with the highest variation rate of 42.868.

Table 4. Variable Contribution to Factors

Variables		Component	Factor Coefficient
Internal	Cultural	The habit of documenting every activity	0.555
	Social	The influence of people around who influence to use photography services	0.827
		Encouragement from family members to use photography services	0.824
		Role and status in the family and neighbourhood	0.881
	Personal	Sufficient financial condition	0.561
		Pattern and lifestyle needs	0.628
	Psychological	Belief in photography as a medium of communication	0.685
		The need for self-esteem	0.739
		Activity scale used	0.685

External	Product and service quality	Photo quality and service of photography services Price	0.633
	Price	The price offered by the photography service	0.724

From the table, it is known that social factors have the highest coefficient whose components are sorted, namely, (1) Role and status in the family and neighbourhood, (2) The influence of people around who influence to use photography services, and (3) Encouragement from family members to use photography services. Meanwhile, cultural factors have the lowest coefficient with its components, namely the habit of documenting every activity.

DISCUSSIONS

Based on the results of the research, it can be explained that the Banjarmasin society's has a high interest in using photographic services in the digital age. This can be seen based on the theory that influences public interest according to Nugroho J. Setiadi, where there are four factors that influence public interest including cultural, social, personal and psychological factors (Setiadi, 2019, p. 9). While other factors are obtained from the Forum Group Discussion (FGD) activities with three sources that are considered competent in the field under investigation, factors obtainable from the activities of the FGD include factors of product quality and price.

The findings found that in the digital era, social factors have emerged as the most dominant influence on people's interest in using photography services. This can be attributed to several key indicators. Firstly, the influence of people around the individual, such as friends and community members, plays an important role. Word-of-mouth recommendations and social proof on platforms such as social media create a strong impact, as people tend to trust services endorsed by their peers. Secondly, encouragement from family members is crucial, especially for special occasions such as weddings and birthdays, where photography services are often a collective family decision. Family influence also stems from the desire to capture and preserve precious memories. Lastly, a person's role and status in their family and neighbourhood may encourage them to opt for professional photography services to reflect their social status and fulfil societal expectations. Using such services is

often associated with prestige and adherence to cultural norms during events and celebrations. Overall, the inherent social nature of humans, coupled with the interconnectedness of online and offline communities, makes social factors highly influential in guiding consumer choices in photography services.

On the other hand, people tend to use photography services only to capture their special occasions, such as weddings, rather than for smaller occasions such as family events or holidays. This is also because weddings are large-scale activities. Based on this, it can be seen that people still do not have the habit of documenting their activities with cultural factors as the factor with the lowest score, this is in line with what was obtained from the FGD results, where people, especially those in Banjarmasin city, are still not used to documenting, so there are still many people who consider documentation activities less important or not their priority.

Thus, in the midst of rapid technological advances and supported by factors that have a major influence on preferences including social, price, psychological, quality, personal and cultural, it can be concluded that the people of Banjarmasin still have a high interest in using photography services in the digital era.

CONCLUSION

The people of Banjarmasin still have an interest in using photography services in the digital era where social factors have become the most influential factor on people's interest in using photography services. Influences from friends, community members, family, and societal expectations are very important. Word-of-mouth recommendations and social proof on platforms such as social media provide trust in the service. Family influence is especially important for special occasions such as weddings and birthdays. Social status and cultural norms also influence people's choices. However, people tend to use photography services for large-scale events, such as weddings, and may not document their activities due to cultural factors.

Banjarmasin people's still have a high interest in using photography services in the digital era. This can be explained by the research results where 74% of people have an interest in using photography services, with social factors being the most dominant in influencing people's interest, while cultural factors are the factors with the lowest value.

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