

658.8

EN8

2004

OPERATIONS OF PHOTO SHOPS IN SELECTED  
TOWNS OF CAVITE

THESIS

ANNIVIE D. ERSANDO

College of Economics, Management  
and Development Studies

CAVITE STATE UNIVERSITY

Indang, Cavite

APRIL 2004

**OPERATIONS OF PHOTO SHOPS IN SELECTED TOWNS OF CAVITE**

Undergraduate Thesis  
Submitted to the Faculty of the  
Cavite State University  
Indang, Cavite

In partial fulfillment  
of the requirements for the degree of  
Bachelor of Science in Business Management  
(Major in Marketing)

**ANNIVIE D. ERSANDO**  
APRIL 2004

## **ABSTRACT**

**ERSANDO, ANNIVIE DIMAANO, Operations of Photo Shops in Selected Towns of Cavite.** B.S. Thesis Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2004. Adviser: Dr. Luzviminda A. Rodrin.

This study was undertaken to describe the socio-economic characteristics of photo shop operators; describe the business characteristics of each photo shops; identify the promotional strategies employed by photo shop's operators; and ascertain the factors affecting the photo shop operator's monthly net income.

A total of 50 photo shop operators were interviewed using the prepared questionnaire. The age of photo shop operators ranged from 24 to 53 years. Eighty-six percent were male and the remaining 14 percent were female. Majority of the respondents were married while only 10 percent were single. In addition, about 70 percent of the respondents finished college; 16 percent reached college level while only 14 percent were high school graduates. The monthly net income of the respondents from photo business ranged from P10,000 to P22,500 for photo studio and P35,500 to P75,000 for photo laboratory. Half of the respondents reported that operating photo shops serves as an additional source of their family and the other half reported that it is their only source of income.

The business characteristics of photo shop operators include the form of ownership, years in operation, types of employees, services offered, classification of photo shops, locations of photo shops, value of sales, prices of photo services and the

costs of photo services. The forms of ownership of photo shop were sole proprietorship, partnership and corporation. Photo shops were classified as photo studio or photo laboratory. The respondents were categorized into three: those photo shop operators rendering printing/developing services, those photo shop operators rendering pictorial services and those operators operating both services. Photo shops were located in town plaza, barangays, malls and supermarkets. The value of sales of the respondents ranged from P14,500 to P30,000 for photo studio and P85,500 to P150,000 for photo laboratory.

The most common promotional strategies employed by photo shop operators were sales promotion, followed by advertising, public relation and last personal selling. Sales promotion includes free enlarging, free photo frame, free photo album, discounts, bonus shots, free film and others. The budget for promotion ranged from P800 to P20,000 with an average of P6,169.21.

The photo shop operator's income was positively affected by the price of photo enlarging, special occasion coverage, value of sales and promotions. The T-computed was 5.74 implying that the variables were linearly related and dependent variable can be used to predict the value of independent variables using the regression equation  $Y = 14,928.91 + 2,185.76x$ .

It is recommended that the photo shop operators may choose to render photo enlarging and special occasion coverage and give more attention on improving their value of sales and promotions. However, the photo shop operators should not focus more on the price of their services because what matters most is the value of sales they can make.

Lastly, it is recommended that related studies maybe conducted in order to further improve the study by using other variables that may affect the photo shop operator's monthly net income.



## TABLE OF CONTENTS

	Page
<b>BIOGRAPHICAL DATA .....</b>	iii
<b>ACKNOWLEDGMENT .....</b>	iv
<b>ABSTRACT .....</b>	vii
<b>LIST OF TABLES .....</b>	xii
<b>LIST OF FIGURES .....</b>	xiii
<b>INTRODUCTION .....</b>	1
Statement of the Problem .....	2
Objectives of the Study .....	3
Importance of the Study .....	3
Definition of Terms.....	5
<b>REVIEW OF RELATED LITERATURE .....</b>	7
<b>CONCEPTUAL FRAMEWORK .....</b>	11
<b>METHODOLOGY .....</b>	14
Time and Place of the Study .....	14
Sampling Procedure .....	14
Collection of Data .....	15
Method of Analysis .....	15
Hypothesis .....	16
Scope and Limitation of the Study .....	16

<b>RESULTS AND DISCUSSION .....</b>	<b>18</b>
Socio-Economic Characteristics of Photo Shop Operators .....	18
Business Characteristics .....	21
Promotional Strategy of Photo shops . ....	28
Relationship between Income and Selected Variables .....	30
<b>SUMMARY, CONCLUSIONS AND RECOMMENDATIONS .....</b>	<b>32</b>
Summary .....	32
Conclusion .....	33
Recommendation .....	34
<b>BIBLIOGRAPHY .....</b>	<b>36</b>
<b>APPENDICES .....</b>	<b>37</b>

## LIST OF TABLES

Table	Page
1	Distribution of respondents by municipality, Cavite, 2004 ..... 14
2	Socio-economic characteristics of photo shops, Cavite, 2004 ..... 19
3	Business characteristics of photo shops, Cavite, 2004 ..... 23
4	Prices of photo services, Cavite, 2004 ..... 27
5	Costs of photo services, Cavite, 2004 ..... 27
6	Promotions of photo shop operators, Cavite, 2004 ..... 29
7	Regression model showing the effect of hypothesized variables on the monthly income of photo shop operators, Cavite, 2004 ..... 31



# **OPERATIONS OF PHOTO SHOPS IN SELECTED TOWNS OF CAVITE**

**Annie D. Ersando**

---

A thesis manuscript submitted to the faculty of the Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management major in Marketing with the contribution No. T2004-BM04-079. Prepared under the supervision of Dr. Luzviminda A. Rodrin.

---

## **INTRODUCTION**

Sir John Herschel first used the name 'Photography' in 1839, the year after the photographic process became public. The word is derived from the Greek words: light and writing. There are two distinctive scientific processes that combine to make photography possible. It is somewhat surprising that photography was not invented earlier than 1830's, because this process had been known for quite some time. It was not until the two distinct processes had been put together that photography came into being. The first of these processes was optical, the Camera Obscura (dark room) which had been in existence for at least four hundred years. The second process was chemical. For hundred of years before photography was invented, people had been aware that some colors are bleached in the sun, but they had little distinction between heat, air and light.

In 1851 Frederick Scott Archer, who introduced the Collodion process, introduced a new era in photography. This process was much faster than conventional methods, reducing exposures times to two or three seconds, thus opening up new horizons in