



### ABSTRACT

This study was conducted to determine the effectiveness of food photography as a marketing tool of selected food kiosks in SM Dasmariñas. To carry out this task, the respondents formulated a questionnaire which they randomly handed-out to the customers of food kiosks in SM Dasmariñas. The researchers utilized both qualitative and exploratory research methods. A total of one hundred (100) respondents participated in the study. For the computation of the data, frequency, percentage, and mean were used.

The results showed that the use of food photography as a marketing tool of food kiosks in SM Dasmariñas is effective. Through the result of the survey and interview, the researchers were able to determine the advantages and disadvantages of utilizing food photography as a marketing tool and they were also able to elicit techniques and guidelines to further improve the use of food photography for food kiosks.