

Examining the Impact of Online Media Advertising on Art Exhibition Engagement and Visitor Satisfaction

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Abstract

In this era of technological advancements, access to culture has improved and reshaped public perception of the cultural industry to underline the vital role of advertising in the arts. The purpose of this study is to examine the effectiveness of online media in promoting exhibitions through literature research and audience interviews. In this study, the impacts of advertising frequency was explored on visitor satisfaction, engagement and willingness to revisit. The findings show that individuals with a pre-existing interest in arts or exhibitions primarily obtained their information from social media posts or ads and often purchased tickets through these platforms. While most were satisfied with the media information about exhibitions, about less than half of respondents felt the quality of related media information and advertising could be improved. This study underscores the potential of online media in driving exhibition attendance and provides empirical data for future use.

Keyword: exhibition viewing, artwork, media advertising, digital, online advertising

1. Introduction

The advent of modern technology has engendered a profound transformation in various spheres of human existence particularly in the realms of advertising, public relations and media. This transformation is characterized by a rapid diversification and heightened sophistication of advertising media. Media serves as a pivotal medium for communication and although diverse mediums share a common purpose, they continually evolve to address their inherent limitations. Consequently, these mediums' technologies converge, complement one another and coexist rather than becoming obsolete. In the contemporary landscape, the efficacy of advertising is no longer contingent upon the choice of medium but rather hinges upon effective communication with consumers and their experiential and cognitive interactions with the promoted product or service. Thus, media platforms are undergoing a process of diversification, while communication technologies continue to undergo evolutionary refinement.

The role of advertising in connecting producers and consumers has become increasingly vital in the

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Received(July 12, 2022), Review Result(1st: August 8, 2022, 2nd: October 12, 2022), Accepted(December 2, 2022), Published(December 31, 2022)



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context of product commoditization and profit-seeking [1][2]. Recent research has been conducted to examine the internal and external factors that influence the utilization motivation of Social Network Service (SNS) marketing on exhibition [3] and to focus on analyzing the methods and types of moving posters used for exhibition events in Seoul [4]. Another research is done to identify different marketing applications, propose strategies for cultivating visitor relationships and recommend integrating SNS into formal marketing plans with efficient resource allocation protocols [5]. Previous literature suggests that media promotion has gained significance in maximizing the effectiveness of exhibition visits. Despite the pervasive influence of media advertisements in our lives, the utilization of online media for exhibition promotion remains limited except for a few large museums.

In this regard, the purpose of this study is to investigate the current state of online advertisements employed to promote exhibitions and to predict their impact on the audience's exhibition viewing. For this, it explores the influence of online media advertisements on exhibition attendance through interviews. By analyzing media advertising practices, this study is to examine the effect of online media advertising on exhibition attendance to gain insights into the prevailing conditions of online exhibition promotion beyond mere profit-seeking and provide empirical data for enhancing exhibition participation within the art industry market.

2. Relative Studies

2.1 Exhibition promotion concepts and types

Exhibition promotion refers to the publicizing or reporting of an exhibition which is a medium where works and visitors can meet and communicate directly to an unspecified number of people outside so that many people can experience it. The purpose of exhibition promotion is to inform a wide range of people so that many people can see the exhibition. The art exhibition market like markets in other fields is a distribution process of supply and demand in which advertising is used as a tool but art exhibition products have different advertising characteristics from general products [6]. Unlike other goods, art has the property of experiential goods that consumption begins when certain symbols are formed through repeated experiences and it has a time-intensive nature that requires going to the museum to watch performing arts and a public good nature. In addition, it has an experiential nature that affects consumption through many exhibition visits by stimulating the sensory part of the work after viewing and experiencing emotions, sadness, pleasure, etc. Thus, it is necessary to recognize the differences between these exhibitions and ordinary goods and find ways to obtain greater satisfaction

from the audience and only by considering the practical aspects well and pursuing artistry at the same time can economic benefits and the exhibition of artworks themselves be enhanced and revitalized. [Table 1] illustrates the characteristics of each media type after the media divided into print media, mass media and social media.

[Table 1] Features by Media Promotion

Features	Print Media	Mass Media	Social media
Continuity	Limited space	Limited Time	2.4 hours
Ad Volume	Limited	Limited	Unlimited
User Status	Specified users	Unspecified users	Unspecified users
User Attitude	Passive	Passive	Active
Audience	Unspecified	Unspecified	Unspecified
Ad Purpose	Understanding	Raise awareness	Attract customers and promote and sell products and services
Interactivity	Not possible	Not possible	Yes
Coverage	Nationwide	Nationwide	Nationwide, Worldwide

2.3 Concepts and types of media technologies

The definition of media is a message-vehicle that carries a message and sends it to a receiver. In the 18th and 19th centuries, the four major media including newspapers, magazines, books, radio, and television were representative but in the 20th century, the diversification of media and technological growth with the development of modern industry created various contents that compensated for the shortcomings of the previous media, and the social media field was formed. The definition of media now includes social media which refers to print media such as text, video, newspapers, magazines and comics, as well as TV, radio, cell phones, mobile TV and the Internet as a medium or medium, means, or means of transmission. In other words, media are tools for communicating messages to an unspecified number of people at the same time and through many media to convey a large amount of information and ideas about society as a whole. Today, the concept and scope of media are expanding due to the convergence of existing media to deliver information faster and create more advanced forms of media. The characteristics of each media are summarized in [Table 2].

[Table 2] Method and role by media

	Method	Role	Examples
Print Media	Writing, reading : letters	Communication media (communication)	Magazines, newspapers, banners
Mass media	Video production, viewing : radio waves		Outdoor advertising, TV, radio
Social media	Information creation, search : Network		Internet, SNS

2.4 Media Ads

As the competition among producers increase and consumers gain access to diverse media outlets, the dynamic between producers and consumers is shifting from traditional mass media towards a more interactive paradigm. Today's consumer engages in real-time information exchange and has the ability to voice product opinions directly, thereby diversifying consumption patterns and increasing expressiveness. The interplay between old and new media forms is integral to effective advertising strategies with print media and social media coexisting to optimize outreach [7][8]. Given the rapid demand for information in contemporary society, the effectiveness of cultural information including exhibition advertising is significantly influenced by the synergy of these diverse media. This points to the ongoing convergence, compensation and coexistence of technology across media outlets. Therefore, successful advertising requires a keen understanding of consumer engagement to ensure lasting product or service experiences.

3. Body

3.1 Main types of exhibition promotions

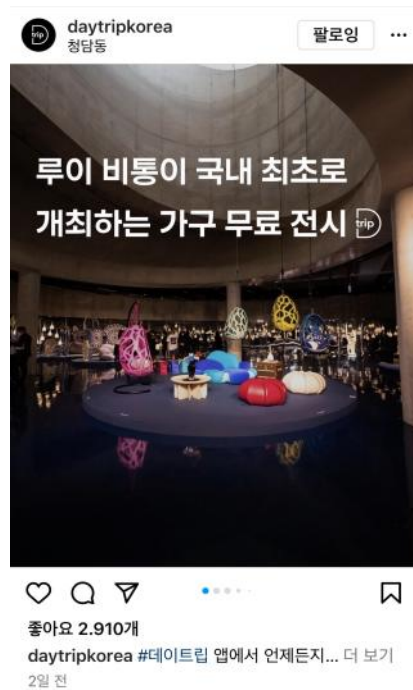
Artwork's application in media advertising has become a widespread practice both domestically and internationally [8] with particular effectiveness noted in South Korea due to the extensive use of the internet. The strategic advantage of media advertising lies in maximizing impact with minimal expenditure by stimulating consumer purchase desires through continuous ad exposure and broad content diversity [9]. The resulting positive perception of and continued demand for exhibitions can lead to significant profit and reach expansion due to the influence of media advertising. The below examples illustrate the current state of online exhibition advertising by employing media platforms within the domestic art exhibitions scene. [Fig. 1] is a web banner on an Internet portal site. [Fig. 2] is an promotion ad that can be see on YouTube. As shown in [Fig. 3], the ad can be posted in SNS or it can be posted in the homepage of museums as shown in [Fig. 4].



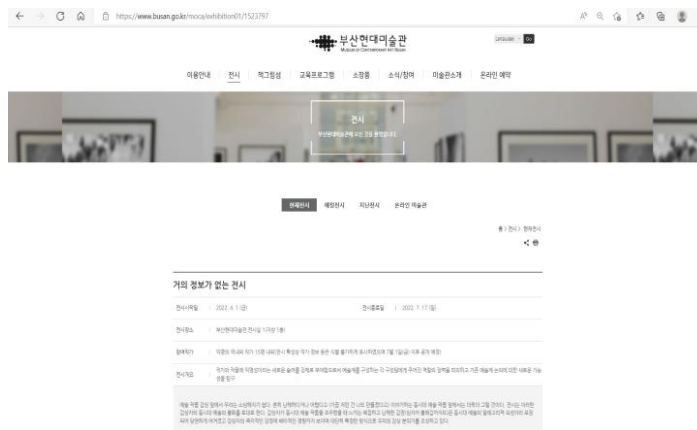
[Fig. 1] Banner Ads



[Fig. 2] YouTube Ads



[Fig. 3] SNS Ads



[Fig. 4] Ads on the homepage of the museum

3.2 Method

In order to investigate the use of online media to promote exhibitions, this study conducted an interview with visitors and it analyzes the effectiveness of promoting exhibitions with the three measures of visitor's satisfaction, involvement and re-participation of visitors who have visited exhibitions according to three types of advertisements. The interviews were conducted with the visitors who have visited art exhibitions in the past year. As shown in [Table 3], the interview was conducted with a total of 11 questions.

[Table 3] Interview questionnaire

Elements	Questions
Routes of Access	1. How did you learn about the exhibition you saw in the previous year?
	2. Do you tend to seek out broadcasts or cultural programs related to art exhibitions?
	3. Do you use the Internet to search for information about the exhibition (works, artists, programs, reviews, etc.)?
	4. Do you believe that information about exhibitions in online media helps you choose which exhibitions to attend?
	5. What is your process for purchasing exhibition tickets?
Experience (Satisfaction)	1. How many art exhibitions have you attended in the previous year?
	2. When was your first experience with an art exhibition?
	3. Did the advertising foran exhibition influence your decision to buy tickets?

	4. Are you satisfied with the exhibition's media advertising?
	5. Are you satisfied with the information about the exhibition provided through media advertising?
	6. Were you satisfied with the exhibition you selected based on media advertising?

4. Results

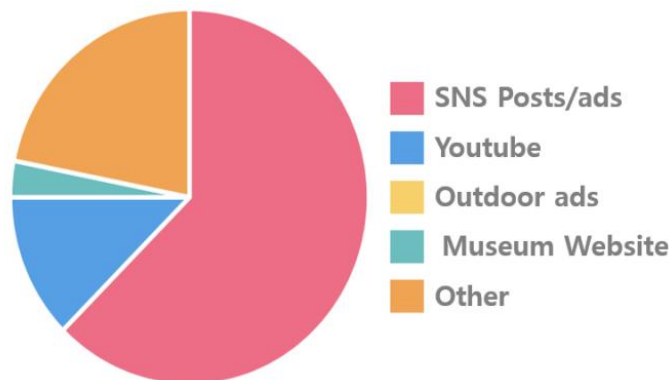
The demographics of the respondents is follows. Women accounted for more than half of all respondents and 50% worked in general office or professional occupations including government. The majority of age range is the 20s with 75 percent. The 80.5 percent of respondents were searching for or looking for programs related to art or exhibitions.

The research found that 63.9 percent of respondents had learned about exhibitions through social media posts or advertisements. Also, 80.6 percent of respondents answered that online media information about exhibitions helps them to choose an exhibition. In line with it, 50 percent of people had an experience to buy tickets from social media links. Another 75 percent of respondents said that media advertisements for exhibitions influence their decision to buy tickets. When asked if they were satisfied with the information in media advertisements about exhibitions, more than half of people (58 %) said yes and when asked if they were satisfied with the exhibitions they chose based on media advertisements, 63.9 percent of people said yes.

From the results above interviews, it can be seen that most people who are interested in art or exhibitions are getting information about exhibitions through social media posts or advertisements and purchasing tickets through links. It can conclude that online media information about exhibitions helps people choose exhibitions. Although most people are satisfied with the media information about exhibitions, the quality of media information and advertisements about exhibitions needs to be improved for the remaining 41.6 percent of visitors' better experience.

4.1 Access Path

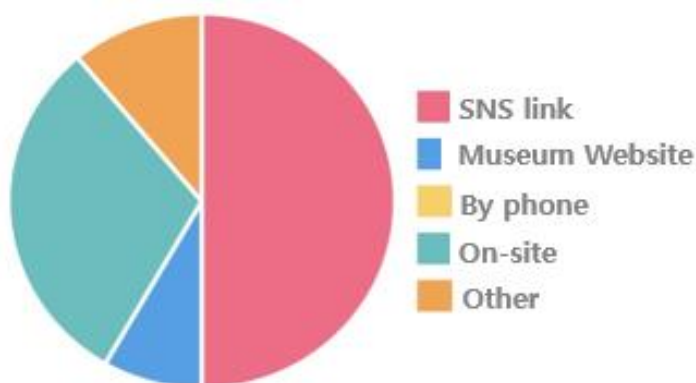
In response to the first question about how to learn about the exhibition, 63.9 percent of respondents answered "social media posts and advertisements". 22.2% said "other", 11.1% said "Youtube", 2.8% said "Museum website"



[Fig. 5] Results about how to learn about the exhibition

Regarding the second access-related question, 38.9% of the participants answered “usually”, while 22.2% said yes, 19.4% confirmed to a great extent, 13.9% denied and 5.6% firmly negated. For the third question concerning access, 38.9% agreed positively, with 27.8% often agreeing, 16.7% agreeing very frequently, 13.9% agreeing occasionally and a mere 2.8% never agreeing. As for the fourth question probing the helpfulness of online media information in making exhibition choices, a substantial 41.7% responded with “very much so”, 38.9% agreed, 13.9% moderately agreed, 2.8% were neutral and none disagreed or strongly disagreed.

As depicted in [Fig. 6], in answer to the fifth question regarding ticket purchasing methods, half of the participants preferred buying via social media link. Meanwhile, 30.6% opted for on-site purchases, 11.1% used other methods, 8.3% visited the museum website and none chose to purchase via phone.

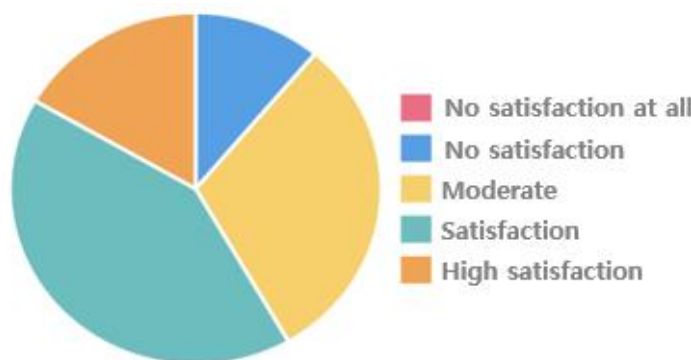


[Fig. 6] Results about how to purchase a ticket

4.2 Satisfaction

When asked about the frequency of visiting art exhibitions in the previous year, 44.4% of the participants reported visiting 1-2 times and 33.3% reported attending 3-4 times. On the subject of their first exposure to art exhibitions, 47.2% recalled their initial experience dating back to elementary school.

As shown in [Fig. 7], for the crucial query about the impact of media advertisements on their ticket purchasing decision, over 70% indicated a significant influence. When questioned about their satisfaction level with the advertising information presented in the media, 41.7% of respondents expressed satisfaction, 30.6% reported moderate satisfaction and 16.7% were highly satisfied. A minority, 11.1%, expressed dissatisfaction with the media advertising information.



[Fig. 7] Results about how to satisfy the promtion information

Last question about their level of satisfaction with the media inforamtion, more than half of respondents answered yes. However, 27.8% of respondents answered “moderately satisfied” with 8.3% of them answered “not satisfied”.

4.3 Implication

Through interviews, it was found that most of the people who were interested in art or exhibitions were getting information about exhibitions through SNS posts or advertisements and purchasing tickets through links. It can be found that online media information about exhibitions helps people to choose exhibitions and although most people are satisfied with the media information about exhibitions, there is a need to improve the quality of media information and advertisements about exhibitions for the majority of people.

A careful combination of content, context, timing and targeted delivery can be incorporated to enhance the effectiveness of such promotions. First, collaborate with influencers, art critics or other organizations that have a connection with your target audience. Their endorsement can enhance the credibility and reach of your exhibition. Second, engage with the audience. Interact with your audience on social media, respond to comments and encourage discussion about the exhibition. This can create a sense of community and anticipation. Third, use analytics tools to understand what works and what does not so measure engagement can be helpful with reach, click-through rates and conversions.

5. Conclusion

This study analyzed the current status and effectiveness of promoting art exhibitions in South Korea through online media advertisements to understand the effectiveness of using online media to promote exhibitions. Based on the literature review and interviews, the findings illustrate the importance and need for more advanced media advertising in the field of culture and art. It is also important to provide data on the current state of publicity in order to increase the number of visitors and revitalize art exhibitions.

This study has a limitation in terms of sample size and limited scope. It have not covered all aspects of the exhibition experience such as the impact of pricing, accessibility or the influence of friends and family on attending exhibitions. Thus, future studies could involve a larger number of participants to improve the accuracy and reliability of the results with deeper insight from the impacts of different factors like the influence of social media influencers, pricing strategies, peer recommendations or the convenience of purchasing tickets on exhibition attendance.

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