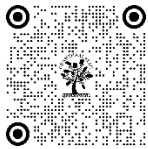


ONLINE TO OFFLINE: ROLE OF INSTAGRAM MARKETING ON INTENTION TO VISIT ART GALLERIES

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ABSTRACT

The advancement of information and communication technologies is widely acknowledged as a crucial contributor to cultural influence. Social media platforms such as Instagram and Facebook offer innovative ways to share digitized images and videos effortlessly, at no cost, and in real time. The emergence of social media marks a significant milestone in the digital marketing era. This study examines the comparative effectiveness of Instagram ads over traditional newspaper ads. The effectiveness of these marketing strategies was assessed through a survey measuring respondents' perceptions and intentions to visit an art gallery. The results, analysed using an independent samples t-test, revealed a statistically significant difference in perception scores between the two groups. Respondents exposed to the Instagram ad reported significantly higher positive intentions compared to those who viewed the newspaper ad. This finding highlights the superior impact of digital marketing, particularly on visually driven platforms like Instagram, which aligns well with the aesthetic nature of art galleries. The study underscores the importance of embracing digital marketing strategies in the art sector, suggesting that Instagram ads can more effectively engage audiences and enhance gallery visibility compared to traditional methods. However, it also recommends a balanced marketing approach that integrates both digital and traditional channels to reach a broader and more diverse audience. The research provides valuable insights for art galleries aiming to adapt to the evolving digital landscape.

Keywords: Instagram Marketing, Communication Technologies, Social Media Platforms

1. INTRODUCTION

In the rapidly evolving landscape of the art world, art galleries face the challenge of maintaining relevance and attracting visitors in an increasingly digital environment. Traditionally, galleries have relied on physical exhibitions, word-of-mouth, and print media to draw in audiences. However, the rise of digital technologies and the proliferation of online platforms have fundamentally transformed the way people discover and engage with art. In this context, digital marketing has emerged as a vital tool for art galleries to not only increase their visibility but also to drive foot traffic and boost sales.

Digital marketing encompasses a wide array of strategies and tools, including social media marketing, email campaigns, search engine optimization (SEO), and the use of virtual and augmented reality. (Kaplan & Haenlein, 2010). These strategies allow galleries to reach a broader, more diverse audience, transcending

geographical boundaries and engaging potential visitors who may not have traditionally frequented galleries. Moreover, the integration of digital marketing into the gallery's promotional efforts has provided an unprecedented opportunity to convert online interactions into offline visits, bridging the gap between the virtual and physical art experience.

One of the key advantages of digital marketing for art galleries is the ability to tailor content and outreach efforts to specific audience segments. Through data analytics and audience segmentation, galleries can better understand the preferences and behaviours of their potential visitors, allowing them to craft personalized marketing campaigns that resonate with different demographic groups. (Güner & Gülaçtı, 2022). For example, social media platforms like Instagram and Facebook offer powerful tools for targeting art enthusiasts and potential buyers based on their interests, location, and online behaviour. This level of personalization not only enhances engagement but also increases the likelihood of converting online interest into actual gallery visits and sales (Algers, 2018).

In addition to social media, the use of virtual and augmented reality in digital marketing has opened new avenues for galleries to create immersive and interactive experiences that captivate audiences. Virtual tours and augmented reality exhibitions enable galleries to showcase their collections to a global audience, providing an accessible and engaging way for people to experience art from the comfort of their homes (Kim & Lee, 2022). These digital experiences serve as powerful marketing tools, enticing online viewers to visit the gallery in person and explore the artwork firsthand.

As art galleries navigate the complexities of the digital age, the integration of digital marketing strategies is becoming increasingly essential. By effectively leveraging these tools, galleries can enhance their visibility, engage new audiences, and ultimately drive foot traffic and sales, ensuring their continued relevance in a competitive market.

2. REVIEW OF LITERATURE

The integration of digital marketing strategies in the art gallery sector has become increasingly prominent as galleries seek to enhance their visibility, reach broader audiences, and drive both foot traffic and sales. This review of literature examines the current state of research on digital marketing in art galleries, highlighting key findings, emerging trends, and gaps in the literature.

3. DIGITAL MARKETING IN THE ARTS

Digital marketing has revolutionized the way art galleries engage with their audiences. According to studies by Suess, (2018), the adoption of digital tools in marketing has allowed art institutions to transcend traditional boundaries, reaching global audiences and diversifying their visitor base. The study emphasizes that social media platforms, particularly Instagram, have become crucial for art galleries in promoting exhibitions and engaging with art communities. The visual nature of these platforms aligns well with the needs of galleries, allowing them to showcase artwork, highlight events, and interact with potential visitors in a visually compelling manner.

4. AUDIENCE ENGAGEMENT AND SEGMENTATION

Audience engagement is a critical aspect of digital marketing in the art sector. Researchers argue that digital platforms offer galleries unprecedented opportunities to engage with their audiences through personalized content and targeted marketing campaigns. By analysing user data, galleries can segment their audiences based on demographics, interests, and online behaviour, as noted by Algiers (2018). This segmentation enables galleries to deliver tailored marketing messages that resonate with specific groups, increasing the likelihood of driving both online and offline engagement.

Further, Schreiber (2022) explored the impact of targeted social media advertising on gallery attendance, finding that personalized ads significantly boost event attendance. Their research indicates that when galleries utilize digital marketing tools to create personalized experiences, they not only attract a broader audience but also deepen the connection with existing visitors, fostering loyalty and repeat visits.

5. VIRTUAL AND AUGMENTED REALITY IN ART MARKETING

The adoption of virtual and augmented reality (VR and AR) technologies in art galleries has opened new avenues for audience engagement. Researchers highlight how VR and AR are being used to create immersive experiences that can attract tech-savvy audiences and younger demographics who might not otherwise visit a gallery. These technologies allow for interactive exhibitions and virtual tours, which not only enhance the visitor experience but also serve as powerful marketing tools by making art more accessible to a global audience (Lin et al., 2020; Margolis, 2014).

However, the literature also points out challenges associated with these technologies. Studies note that while VR and AR can be effective in drawing attention, the high cost and technical expertise required for implementation can be prohibitive for smaller galleries. Despite these challenges, the potential for these technologies to revolutionize the way art is marketed and consumed is significant, particularly as they become more accessible and widespread (Barnes, 2016).

6. INSTAGRAM AND ART GALLERY PROMOTIONS

The use of Instagram as a promotional tool for art galleries has gained significant attention in recent years due to the platform's visual-centric nature, which aligns well with the art world's needs. Research by Suess (2018) highlights that Instagram's ability to share high-quality images and videos in real-time makes it an ideal medium for galleries to reach a wider and more diverse audience. Furthermore, studies emphasize Instagram's role in enhancing audience engagement through interactive features such as Stories, live broadcasts, and direct messaging, allowing galleries to create a more personal connection with potential visitors (Virtanen et al., 2017).

Moreover, McDonald (2020) discusses the platform's algorithmic advantages, which enable targeted advertising based on user interests and behaviours, thus increasing the likelihood of attracting art enthusiasts who are more likely to visit galleries. Additionally, the research shows that Instagram's analytics tools allow galleries to measure the impact of their campaigns, providing valuable insights for optimizing future marketing strategies.

Overall, the literature suggests that Instagram is not just a tool for visibility but a strategic platform for fostering deeper audience relationships, ultimately driving both online engagement and physical visits to art galleries. The platform's unique features make it an indispensable component of modern digital marketing in the art sector.

7. CHALLENGES AND LIMITATIONS

Despite the numerous advantages, the literature identifies several challenges that art galleries face in implementing digital marketing strategies. A research in Turkey by Uralman & Akçay in 2022) discusses the digital divide within the art world, where smaller galleries with limited budgets struggle to compete with larger institutions that have more resources to invest in digital marketing. Additionally, research also highlights the issue of authenticity, as some galleries may struggle to maintain their brand identity while adapting to the fast-paced and sometimes impersonal nature of digital platforms (Güner & Gülaçtı, 2022).

Moreover, studies argue that while digital marketing can increase visibility, it does not always translate into increased sales or physical foot traffic (Schreiber, 2022). They suggest that galleries need to balance their online and offline marketing efforts to ensure that digital interactions lead to tangible outcomes, such as gallery visits and art purchases.

The literature on digital marketing in art galleries underscores the transformative potential of digital tools in enhancing visibility, audience engagement, and sales. While there are significant opportunities for galleries to reach broader and more diverse audiences through digital marketing, the challenges of implementation, especially for smaller institutions, must be addressed. Future research could focus on developing cost-effective digital marketing strategies tailored to the needs of smaller galleries, as well as exploring the long-term impact of digital marketing on gallery sustainability.

Aim

To assess the impact of Instagram posts to increase the intention to visit art galleries

8. METHODOLOGY

Study survey was conducted with the help of a structured questionnaire on 256 adult social media

users to know the impact of social media post to increase the intention to visit art galleries. "Random sampling method", "mean and t-test" are used for data analysis.

Table 1

Table 1 Demographics		
Variable	Respondent	Percentage
Male	85	33.70%
Female	167	66.30%
Total	252	100%
Age (years)		
18-30	98	38.90%
30-45	116	46%
Above 45	38	15.10%

Whether previously visited the gallery			
Yes	74	29.40%	
No	178	70.60%	

252 Respondents were randomly divided into two groups. Group 1 was shown a traditional newspaper ad promoting a neighbourhood art gallery and group 2 was shown an Instagram ad promoting an art gallery. Respondents answered ten questions adapted from scale by Morrison (1979) on a Likert scale from 1 (strongly disagree) to 5 (strongly agree). Questions like 'I intend to visit the gallery soon', 'I would like to learn more about the gallery' and 'I wish to visit the gallery with my friends' were included. We compared the average scores between the two groups (Group 1 and Group 2) using an independent samples t-test. The following result was achieved

Table 2

Table 2 Independent Samples T-Test Results						
Variable	Group 1 Mean (SD)	Group 2 Mean (SD)	t-value	Degrees of Freedom (df)	p-value	95% Confidence Interval
Intention to visit Score	3.20 (0.80)	4.00 (0.70)	-8.45	250	< 0.001	-0.98, -0.62

The result of the t-test indicates a statistically significant difference between the two groups' intentions to visit the art gallery ($p < 0.001$). Respondents who were shown the Instagram ad had a significantly higher score (mean = 4.00) compared to those who were shown the traditional newspaper ad (mean = 3.20). The confidence interval does not include zero, which reinforces that the difference is statistically significant.

9. CONCLUSION

The present study examined the effectiveness of digital marketing strategies, specifically the use of Instagram ads, compared to traditional newspaper advertisements in promoting art galleries. In an increasingly digital world, the art sector faces the challenge of maintaining relevance and attracting audiences. This research provides valuable insights into how modern digital tools, such as social media platforms, can significantly impact audience engagement and perception.

The findings of the study demonstrate that Instagram ads are considerably more effective in promoting art galleries than traditional newspaper ads. The t-test analysis revealed a statistically significant difference in the perception scores between the two groups, with respondents exposed to Instagram ads showing a notably higher positive response. This difference underscores the growing influence of social media in shaping consumer behaviour and preferences, particularly in the art world.

Several factors contribute to the superior performance of Instagram ads. Firstly, Instagram, as a visually driven platform, aligns well with the nature of art, allowing galleries to showcase their offerings in a compelling and aesthetically pleasing manner. The platform's ability to target specific demographics based on users' interests, location, and online behaviour further enhances its effectiveness, enabling art galleries to reach potential visitors who are most likely to be interested in their exhibitions. This level of targeted engagement is something that traditional newspaper ads, with their broad and untargeted reach, struggle to achieve.

Moreover, the interactive features of Instagram, such as Stories, polls, and direct messaging, allow for real-time engagement with potential visitors. This interactivity not only boosts engagement but also builds a sense of community and connection between the gallery and its audience. In contrast, traditional newspaper ads are static and one-dimensional, offering no immediate way for potential visitors to interact with the gallery or gain more information beyond what is presented in the ad.

The implications of these findings are significant for art galleries, particularly those with limited marketing budgets. Investing in digital marketing, particularly on platforms like Instagram, can yield higher returns in terms of audience engagement and visitor numbers. This is especially relevant in the current environment where physical foot traffic to galleries may be limited due to various factors, including the lingering effects of the COVID-19 pandemic.

However, it is essential to note that while Instagram ads have proven effective in this study, they should not entirely replace traditional marketing methods. A balanced approach that integrates both digital and traditional media can help galleries reach a broader audience and cater to different demographic segments.

In conclusion, the study reinforces the importance of embracing digital marketing in the art sector. By leveraging platforms like Instagram, art galleries can enhance their visibility, engage with their audience more effectively, and ultimately drive both online and offline engagement. As the digital landscape continues to evolve, galleries must remain adaptive and innovative in their marketing strategies to stay competitive in the modern art world.

CONFLICT OF INTERESTS

None.

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