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The Cultural Marketing Elements: The Essentials for Increasing of Museum Visits

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Abstract

Museum is the archaeological approach to the date, time, culture, society and human status or a demonstration of the new global conditions. Without understanding the philosophy, the meaning and nature museum cannot realize its importance in view of civilization. Today, Museums benefit from lots of different Marketing tactics in attracting visitors. Marketing is something used by someone who wants to influence the decision and behavior of another in order to reach its organizations' economic and social goals. Art Marketing is an integrated management process, which regards mutually satisfying exchange relationship with the customers as a means to achieve the organizational objectives. One of the effective solutions is the using of the cultural marketing in order to develop a museum. The main objective of this study is the effect of the optimal use of cultural marketing in the rate of visits to museums. An analytical-descriptive methodology has been applied in this study. The questionnaire contains 35 items on a 5-point Likert scale. 300 questionnaires were distributed among visitors and museum officials in Tehran, Tabriz, Hamedan and Sanandaj were collected and analyzed. Cronbach's alpha coefficient was used to ensure the reliability of the research tool. The questionnaire showed a very good reliability of 0.84 percent. The results show that the optimal utilization of cultural products, develop optimal pricing strategies, organizing people on the visit rate is effective. In addition, suitable use of advertising has increased the amount of historical tourism and visiting museums rate.

Keywords: Culture, Cultural Marketing, Marketing Mix, Museum, Visiting Rate.

1. Introduction

Generally reviewing museums are mostly known as collections of pieces and objects that are gathered in a place or an edifice to be seen by public. Most of these museums are organized according to their collections' categories. Museums however have always had concerns in keeping their belonging collections secure and represent these humanistic or natural legacies to public. Museums themselves present experiences, ideologies and significant sets of activities which cannot be found in any other places. Unlike what most people think, these places should not to be known as historical galleries but all types of artistic, scientific, creatural, medical exhibitions; libraries, archives, and ancient edifices are museums. Deep indulgent and reflection can reveal the current value and wordage of these pieces which they can be seen from various angels (Mohammadian & Asgari, 2013, p.21). Museums are ancient reviewing processes that capture history, time, culture, society, and global realities.

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Therefore, philosophical existence of museums in contemporary world cannot be perceived without having comprehension of the current ideological and historical circumstances (Ghasemiemotlagh, 2003, p.10). Due to previously mentioned facts, common museums' most highlighted attribute is to preserve and present objects while contemporary art is mostly oriented toward museum elusions, temporary art, and extensive dependency on the surrounding environment caused by contacts' active participation. On the other hand, these contradictions along with museum facilities, objects' steady settlement, lightening, time, and space of exhibition have all caused challenges and discrepancies between contemporary art and museums (Einyfar & keypoor, 2013, p.9). Information gathering in museums is done through catalogues, articles, conferences, and exhibitions. This evidence observes museums as a mixture section between research process and communication systems such as scientific leaflets. That's why it is absolutely making sense that in PRC (protection, research, and communication) this mixture has been on circulation. In such circulations museum's functions and museum's instructions all and all are under the label of communication. What is important to be considered here is accurate marketing and strategic marketing planning through utilizing mixed marketing methods that all combined can lead to qualified communications. Factors such as product, price, people, distribution, and sale's promotions have crucial roles in increasing visits (Hamdi, Hajimohammadali & Vazifehdoost, 2012, p.49). McCarthy in 1987 defined mixed marketing as "controllable variables that an organization can use with proper combinations related to their market goals". Variables in this study are related to mix marketing to enlighten their effect on increasing visits. Since museums are responsible for national and cultural visitors. The quality, experience, and plans are the main motivations in grasping attentions to museums but in Iran according to surveillance system and exclusive observation on financial aspects, museums do not have an appropriate timetable in their activities. Based on the significance of museums as cultural organizations in this country, existence of such issues made us investigate the influence and rate of efficiency in mixed marketing for museums. The main research question however is whether application of cultural mixed marketing has an effect on increasing visits and usage of museums or not.

2. Theoretical Background
2-1. culture
Culture as an item in entity has had various meanings. According to Reshad (2011) "culture is a set of integrated attitudes, behaviors and steady actions limited to a specific context of time and place such as integrated second identity of human beings". In another word culture is a global and non-physical gathering of mankind in a particular time and space. Therefore, human and culture are both intertwined and interrelated (Reshad, 2011, p.10). In Persian Moin dictionary "Farhang" is the equivalence for culture that is a compound noun merged from "far" and "hang" which is also used for knowledge, wisdom, courtesy, education, nurture, and deliberateness. Generally, culture in every society forms that society's identity and entity. Also, with any kind of cultural detour, that society gets damaged in many dimensions. Even if politically, industrially, and economically is labeled as strong (Rasooli, 2010, p.83). If the culture of a society is under the influence of another culture, many of its dimensions will get oriented toward the source culture and this means nothing but a doom for the target culture (Rashidpoor et al., 2008).

2-2. cultural marketing
Culture has an influencing and changing role in both national and international market. Cultural marketing is something that enters us into global markets with preserving identity. It is a kind of marketing that with its assist, cultural and national identity can get transmitted. It also increases target society's cultural needs. The notion "culture" itself has a crucial role in such marketing and according to Hall "culture is the silent language in international business". Cultural studies are generally limited into national studies. Additionally, cultural marketing management seeks contacts through products and cultural variables such as movies, theaters, music, internet, and etc. Lal (1999) asserted that "public media has made cultural penetrations and varieties in commerce. Cultural power is for individuals or groups with the ability in creating lifestyles that are of interest in terms of feelings, emotions, and ideologies". Hence, cultural economy in the current world is crucial for economic

development of outstanding countries. Unlike of what majority of scholars believe, cultural exports are one of the main reasons of successful cultural production, industrial activities and economic movements in U.S.A (Sason, 2008, p.3).

2-3. effects of cultural marketing on museums' development

Delicate cultural legacies and their preserving is one of the main duties of museums. It is necessary to transmit knowledge, cultural abilities, ancient history, and identity of a nation. On the other hand, museums with their instructional role can preserve and transmit ideologies and functions of a society. Museums also encourage and develop values, attitudes and new behaviors in a society (Pop & Baroz, 2019, p.2). Tourism in cultural legacies is not only visiting historical sites but it is also facing traditions and courtesies within history and culture. This kind of tourism has been attached to rapid development in tourism market all over the world along with sensing documented tradition and courtesies in art, history, and culture about a specific place. Tourists of this kind are willing to visit houses, museums, gardens, and battle fields (Alvarez and others, 2016; cited in Vosooghi et al., 2018, p.5). Many researches have been done in this area. In a research from Rahbaripoor (2018) quality of service dimensions in Serqual model has been known to be effective on tourist's consent. His gained results revealed positive and meaningful effects from service qualities on tourist consent. Also, Koozehgar et al. (2016) believed that Iran's national museum has exquisite and outstanding branding for tourists and most of these tourists were consent of their visits. The only discontent revealed by tourists was about second tourism elements that needed precautions to be taken on behalf of managers and civil planners because they form an extensive area of national museums. Hence, if national museum is able to increase this branding, more tourists will get grasped. This is a matter of concern by other researchers as well. National museums are a destination in tourism and one of the mighty potentialities in grabbing further tourists. Without any doubt preserving ancient objects in both local and national museums increases their value and increases the number of visitors as well. Such events can lead to tourism industry development. Also, creation of foundations for develop and repair museums needs global standard observations that prevents any destructions in these aspects (Kavoosi & Karimi, 2015). Other studies have revealed that museums are potentially strong in both tourist attraction and introduction of history and culture of a place (Poorahmad et al., 2012). Pop and Broza (2014) believed that "Along with extending historical environment of a town, museums have the ability to achieve cultural consistency with the assist of social and economic variables but such aim is only applicable through systematic and purposive marketing because cultural marketing results in museums' visiting increases that also comes with developments in tourism industry (Komark et al., 2017). In a research with the title of "Analysis of tourists' consent and loyalty: Krishndar museum in Kurushetra", museum visits have had direct relationship with visitors' consent (Dehank Har & Singh, 2014). Sabinko and others (2014) believed that "Museums can develop the position of tourism in a town by meeting tourists' expectations in order to create mental positivism as well". Therefore, positive image creation about a museum can lead to economic development in an area (Pirira, 2013). Now a day's contemporary societies care for museums more than ever. That's why analyzing their issues and removing their challenges is a necessity. Some of them are summarized in the table below.

Table 1. A summary of museums' issues and challenges

Main category	Detailed category	Description	Source
Scientific and educational issues	Disconnection between museums and educational organizations	Lack of proper connection between fields such as archeology, linguistic, anthropology, rehabilitation, and etc. in universities and cultural heritage faculties	Ghasemi Motlagh (2003)
	Lack of proper education regarding museums	Develop and attain knowledge for learners through workshops	Alardo & bucher (1998)
Lack of database and advertisement	Weakness in advertisement	Lack of any database and basic categorization for cultural and historical properties since there is no statistical reports for them	Ghasemi Motlagh (2003)
	Lack of unique	Organization and management are a must here, that lack of them	Devallees and Mairesse

Main category	Detailed category	Description	Source
Structural and financial issues	diplomacy	cause's eruptions.	(2009)
	Lack of surveillance and investigation system	Lack of surveillance and investigation system in historical regions	Ghasemi (2003)
	Lack of any financial support	Financial support, diplomacy and planning for museums are not done by governments' budgeting.	Sheykholeslam zade (1999), Mohammadian Vade Abadi(2013)
General challenges for museums	Weak maintenance and preserve	Buildings' weakness against earthquakes, limited show area, lack of proper security and fire extinguisher system	Shirvani (2000), Bina (2002)
	Lack of humanistic assistance	Lack of humanistic assistance causes lack of connections between visitors and museum objects.	Ghasemi Motlagh)2003(Alardo & bucher (1998)
	Lack of visitors	The number of professional and non-professional visitors in museums of Iran has decreased largely.	Ghasemi Motlagh (2003)

2-4. Museums' mixed marketing

Intertwined marketing, combined marketing, marketing tools and marketing tactics are all equivalences for mixed marketing. By the word "mixed" it is meant that among the particles, an integration must be settled in order to convince costumer. Philip Kotler believes that "the number of effective marketing does not matter, what's important is existence of a frame for activities' organization".

The most important 5 factors in this regard are:

1. Product: Based on visitors' point of view, shows and exhibitions are products.

2. Price: Price is an element that assists museums to reach their financial goals.

3. Sale's promotion: Promotions assist museums to attract a flood of visitors.

4. Place: It is about distribution channels assigned for costumers to receive services.

5. People: Museum staff not only should interact with visitors but also, they should raise the value of their service according to their manner.

Table 2: Analysis of museums' usage rate and its relationship with mixed marketing

Non-users
. They are willing to be from labor levels of society.
. They are willing to be a member of society's minorities.
. They are willing to fulfill their free time in an interactional form with others.
. They are willing to label museums as official places that are unavailable and full of limit.
According to the researches many of non-users have never visited a museum in their childhood.

Style users
. They visit museums once in year in rare occasions.
. They are from middle surface of the society.
. Their attitudes toward free time fulfillment are close to non-users.
. They prefer family activities.

Permanent users
. They are willing to be a member of high-level class of society.
. They are mostly educated, wealthy and professional.
. They are willing to fulfill their free time with valuable and challenging activities.
. They are comfy with museums and they form the actual value of museums. They are either members or volunteers to compete against rivals for reaching higher values for the museum. Each museum must have a list of these permanent users and gain permanent connections with them.

Source: (Mohammadian & Asgari Dehabadi, 2013)

2-5. Research hypotheses

1. Cultural products has a positive effect on increasing museums' visit.
2. Pricing strategies on cultural products has a positive effect on increasing museums' visit.
3. The factor of personnel has a positive effect on increasing museums' visit.
4. Sales' promotions have a positive effect on increasing museums' visit.
5. Cultural places dimensions has a positive effect on increasing museums' visit.

2-6. Iran's museums' status

According to table 3 the number of museums and ancient edifices' visitors all over the country in 2000 has been 7.8 million while the same statistic was reported to be 24 million in 2013 in which represents 176% of increase. This increasing procedure was seen in most of the cities in Iran. This number in the year 2000 for the cities of Tehran, Tabriz, Hamadan, and Sanandaj from all visits has been 57/6, 52/0, 57/4, and 07/0 percent. While in 2013 these numbers were modified into 49/14, 53/1, 58/16, and 51/0 percent. According to the given statistics highest percentage in 2013 belonged to Hamadan while the lowest one was for Sanandaj. Despite the activities done in Iran for foundation and preservation of museums, they do not correspond with their time. They still have problems in their structure and their management is also old fashion. On the other hand, since the foundation of these museums, no specific changes have been observed regarding them. We all must know that museums are not galleries to set precious objects in them. Therefore, creating connections, presenting information and attracting contacts must be main aim of any museum. Iran's museums must get dragged out of their gallery shape and match with global standards so that they can make a revolution in society's education. Iran's museums are far from these global standards and if they develop, they develop quantitatively not qualitatively. While western museums have some individuals called "museum instructor" or "museum researcher" in their staff to investigate essential need of the museum and provide data or objects for other users to benefit from them. But in Iran's museums are merely official locations without any research's conduction or visitors' survey. They get locked and unlocked daily. Iran's museums' research section functions poorly since they lack an exclusive budget and they do not see the necessity for research. Therefore, they are a collection of objects settlement. According to what were mentioned and other issues as well Iran's museums are not in a qualified situation.
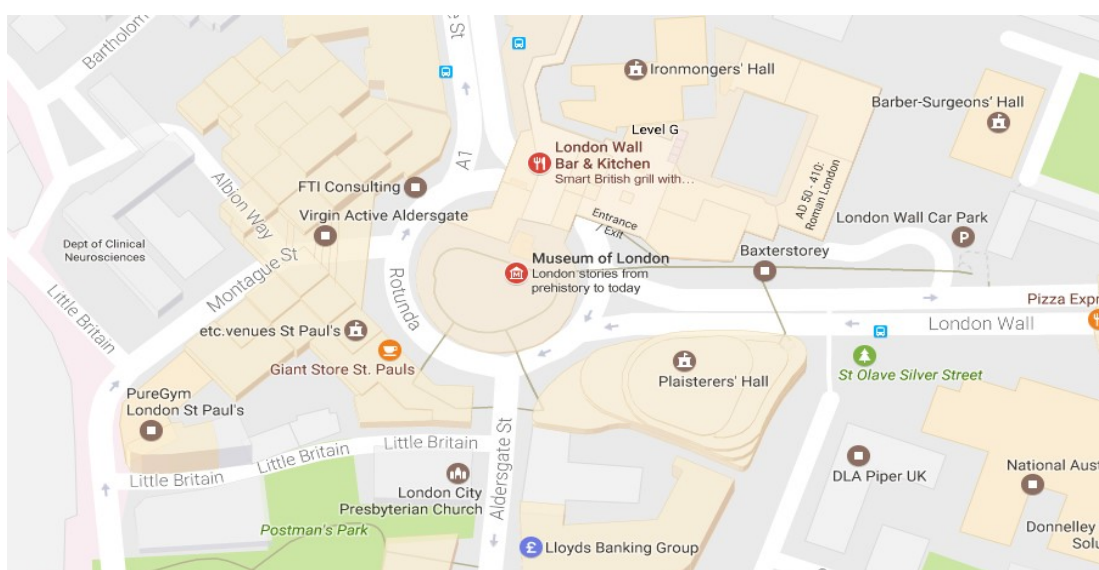
3. Comparisons

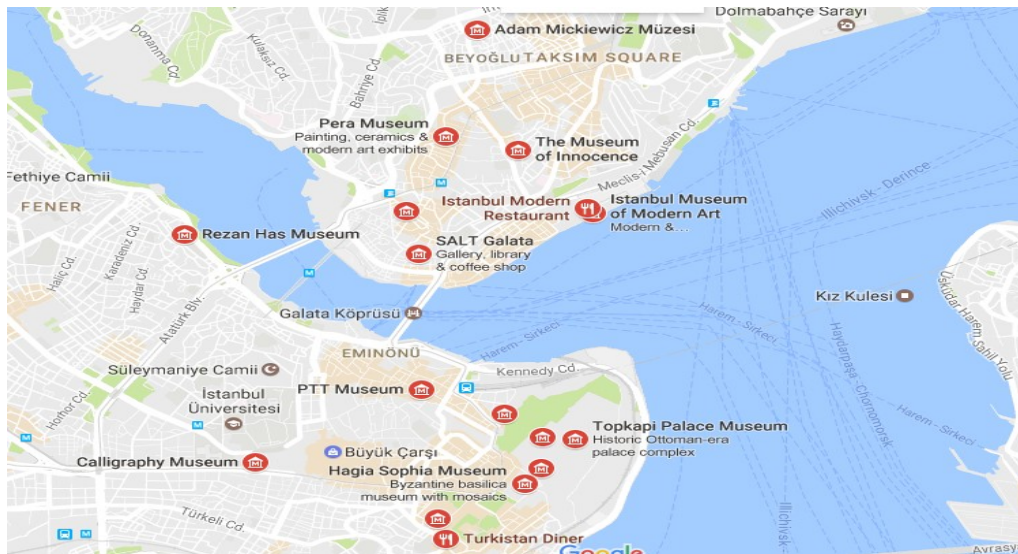**Figure 1. London museum's location**
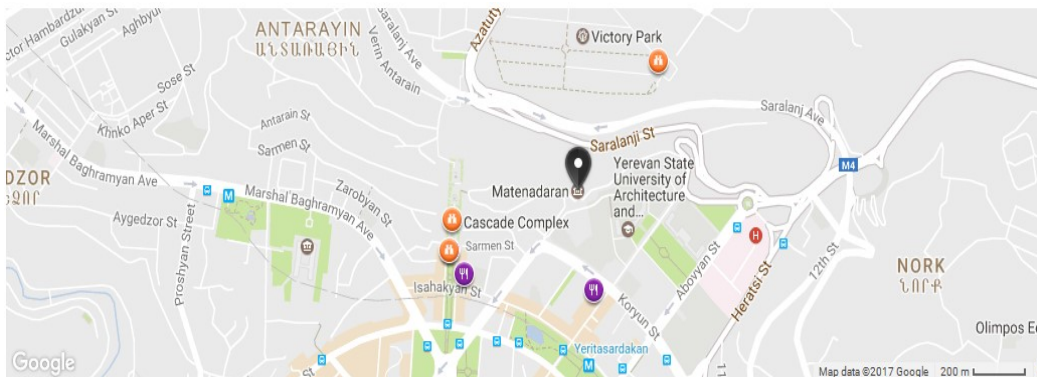
Figure 2. Istanbul's museums' location

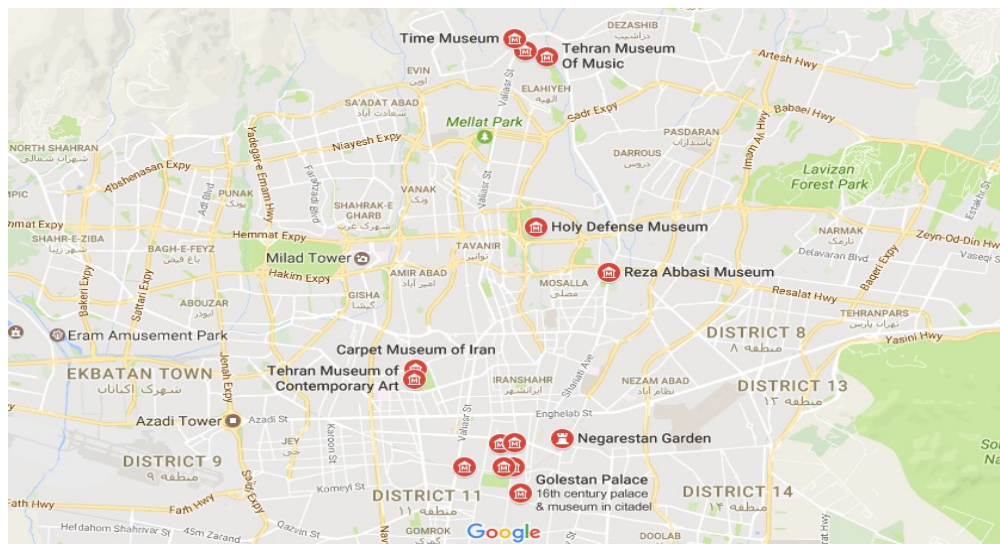**Figure 3. Erevan's museum's location**

Figure 4. Tehran's museum's location
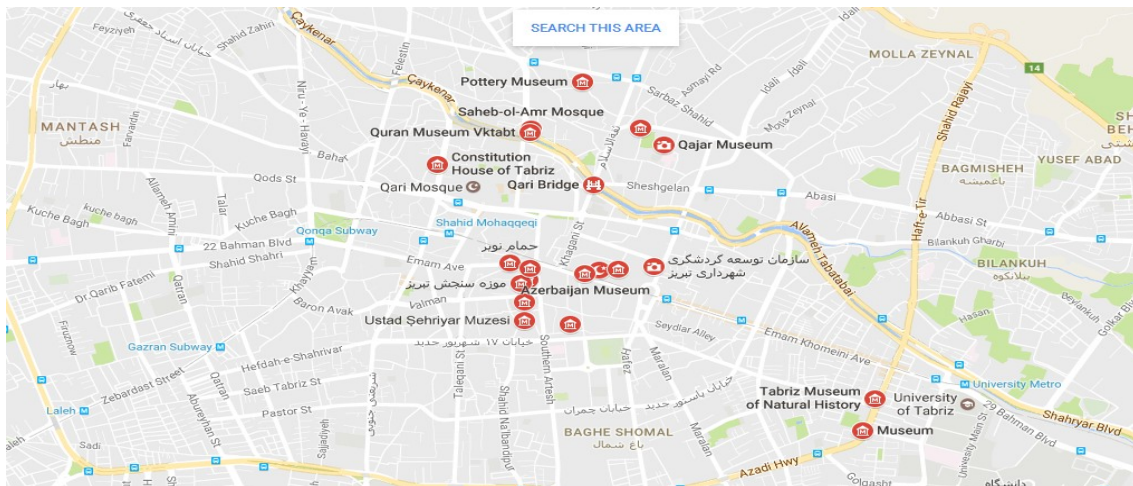
Figure 5. Sanandaj's museums' location

Figure 6. Tabriz's museum's location

Table 3. Comparison among civilization's power for tourist attraction in cities of Tehran, Tabriz, Sanandaj and other cities

City	Location	Facilitations for visitors
London	Center	3 available restaurants- 2 coffee shops- local access- 100 meters parking line- no traffic
Istanbul	margins	Sea view- available highway, park, restaurant, coffee shop, and parking line
Erevan	Center	Restaurant- available highway and park- close to art and architecture faculty
Tehran	Centre and north	Traffic pattern- away from highways, restaurants, coffee shops, and parks- close to subway
Sanandaj	Center	Narrow street line- far parking line- no available restaurants- no available residency- enormous transportation issues
Tabriz	Center	5 restaurants, no parking lines, no park, close to subway, collective form of museums

4. Methodology

Since the aim of mixed marketing here is to make experiences for visitors, current study is purposefully qualitative of survey and quantitative as well. Participants involved in this study are museum visitors and for equal opportunity for these participants to be chosen, they were selected through non-random assignment. According to the large number of the under-study population, samples were given questionnaires. 300 questionnaires were distributed that involved 35 questions in which included 5 questions about cultural products, 4 questions about pricing strategies, 13 questions about people as staff, 5 questions about sale's promotions, 7 questions about places, and 1 question about general status of the museums.

5. Findings
5-1. economic tourism's expert suggestions

Generally speaking, analyzing the number of visitors has two dimensions: the first one is presentation in which museums tend to provide services in terms of foundation, exhibition, vocational and the method of presentation which might be in coffee shops or restaurants. The most valuable factor having direct connection with the number of visitors is price of tickets. The second one is demands that include tourists and local visitors from museums. The rate of visits has direct relationship with the number of visitors. Higher the visitors, higher the rate of visits.

5-2. expert's suggestion regarding business systematic approach

Managers and authorities can apply electronic and non-electronic ways for museums' marketing. As an instance electronic way are websites, mass media and etc. And non-electronics are cabs, agencies, leaflets, and etc. Also, to sell more museum tickets, banners, and even hotel receptionists can be helpful in order to both introduce and advertise for the museums.

5-3. An expert's suggestion from industry, mining and business governmental organization

How well museums are designed has an effect on visits and visitor's ideas. Therefore, authorities must make modifications in design and settlement of museums due to modern global methods yearly. Also repairs and restructures in museums at least once in a year can provoke out layer individuals to show up in museums. On the other hand, once in a while cultural events with full facilitations can be conducted in museums so that increases occur in visiting rate.

5-4. A marketing expert's suggestion for museum's visiting rate development

Apparently, museums in Iran are merely limited into cities whom citizen travel to for non-merchant aims. Regions like northern cities and Fars Province. This has caused neglects regarding the existence of museums in other cities. As an instance in Tehran, Tabriz or Sanandaj visitors can be acknowledged about historical values of the town through constant advertisement and on-time marketing. Yet the most important factor preventing museum and tourism development is lack of belief in marketing power.

6-5. Quantitative data analysis

Table 4: cultural mixed marketing dimensions

Dimensions					Indicators
Cultural places	Sales promotions	Persons (staff)	Pricing strategy	Cultural Products	
3.39	3.27	3.46	3.43	3.81	Mean
0.83	0.95	0.82	0.93	0.72	Standard deviation

According to the given descriptive table on research's variables, participant's attitude about cultural mixed marketing dimensions is toward sale's promotion for the lowest mean and cultural products for the highest mean.

6-6. Research hypotheses testing

For testing research hypotheses Pearson-product moment correlation was used that its results can be seen in table 5. Results of this test shows that 5% of all hypotheses are proved statistically. Also, they show that the highest effect was on cultural products, sale's promotion, and pricing strategies. It must be reminded that the effect of cultural mixed marketing dimensions on museum visits has been 0.113 which means one more addition on cultural mixed marketing can result in 0.11% increase in museums' visiting rate. Also, standard coefficient for sale's promotion variable has been 0.85 which tells us with 1% modification in pricing techniques, 0.85% increase happens for museum visiting rate. Therefore, authorities can focus on pricing strategies for museum visiting increasing.

Table 5: results of data analysis for hypotheses

Research hypotheses	Correlation coefficient	Determination coefficient	Watson Camera	Constant	B	P. Value
Cultural marketing mix	0.83	0.70	0.085	0.44	0.11	0.000
Cultural Products	0.58	0.30	0.10	1.53	0.79	0.000
Pricing	0.66	0.40	0.088	2.07	0.68	0.000
Persons	0.15	0.23	0.11	1.21	0.17	0.000
Sales promotion	0.83	0.70	0.30	1.56	0.85	0.000
Cultural places	0.13	0.19	0.10	1.30	0.15	0.000

6-7. Structural analysis of research variables

In this section structural analysis of research variables for each variable has been done by LISREL application.
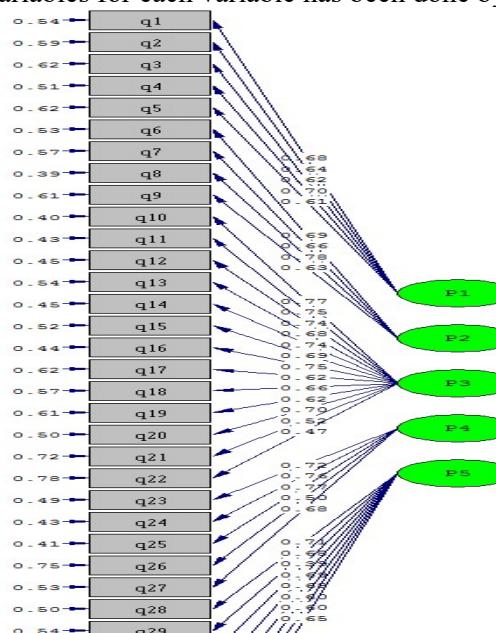

Figure 7. cultural marketing mix measurement model in first order standard estimation mode

Estimation results in diagram 1 reveals that such proposed model is suitable according to LISREL outcome. Squared X for cultural mixed marketing is 1027/24 which shows a slight difference between the conceptual model and the observed data. Permitted RMSEA has been 0/08 and also the achieved RMSEA for cultural mixed

marketing has been 0/059 which is lower than the permitted level. Graph's outcomes reveal significant coefficients and parameters for cultural mixed marketing proposed measurement model. Hence, if the archived result is higher than 2 or lower than -2, all possible relationships in the model are significant.
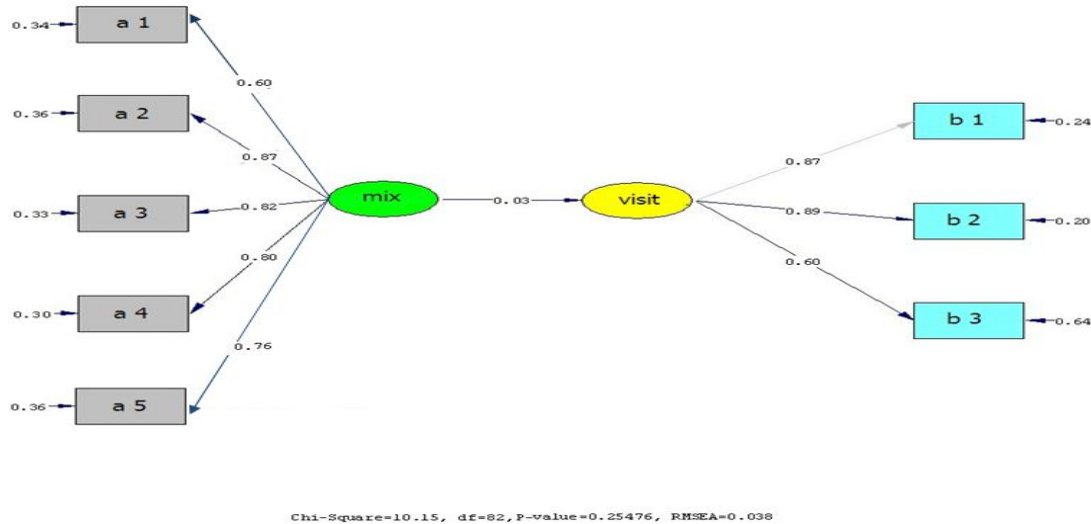

Chi-Square=10.15, df=82, P-value=0.25476, RMSEA=0.038

Figure 8. Structural model of research in standard estimation mode

Based on structural equivalence and application's outcome, model's fitness for all research hypotheses was proved. Also, RMSEA's level was a proof for structural model's fitness in research hypotheses testing. In other words, the observed data prove the significance and meaningfulness of the conceptual model. All variables have direct and significant relationship.

8. Conclusion

In this research it has been tried to develop a plan for visiting rate increasing that with studying museums in terms of proper functions of cultural mixed marketing and its effect on museums' visiting rate by field observations, library documents and statistical designs. All the results confirm the significant conceptual model of the research and all hypotheses have direct and significant relationships with research variables. Since the hypotheses were categorized based on 1 main hypothesis and 5 sub-hypotheses, current questionnaire was assigned for such field investigation in museums about their visiting rate. The results of Pearson-product moment correlation shows that all investigated hypotheses were confirmed. This reveals positive and significant relationship between sale's promotion, cultural products, pricing strategies, and cultural mixed marketing dimensions and museums' visiting increase. The results also show that the most effective factors are sale's promotion, cultural products and pricing strategies for museums' visiting increase. It should be noted that the effect of cultural mixed marketing on museums' visiting increase has been 0/113 which means one more addition on cultural mixed marketing can result in 0/11% increase on museums' visiting rate. Also, standard coefficient for sale's promotion variable has been 0/85 which tells us with 1% modification in pricing techniques, 0/85% increase happens for museum's visiting rate. Therefore, authorities can focus on pricing strategies for increasing museum visits. As it can be seen the highest correlation was between dependent variable of visiting rate and independent variable of people. Higher the correlation, higher the efficiency rate between dependent and independent rate. While lowest correlation was for cultural products, the least effective factor in functioning is cultural products. Highest level of modification was depended on sale's promotions and the lowest one was depended on place dimensions. Also, the highest amount of mean was for cultural products which tells us that better the cultural products get, better the visiting rate will be. The lowest mean level was for distribution factor which means repairs in this case has the least effect on increasing

visiting rate. The findings of this study were in coordination with Pour Ahmadi and others (2012). Also, the effect of events and discounts in these events on increasing visits cannot be neglected.

Proper location for tourist residency and city security both has positive effects on increasing visits. Lack of advertisement, proper informing, lack of facilities, lack of guiding staff, and etc. are the most important reasons for museums abundance. Therefore, below suggestions are for increasing visiting rate:

1) Attract new visitors without any previous background.
2) Encourage visitors to become permanent visitors by new recommendations.
3) Develop weekend events for young and adult.
4) Running conferences for young people.
5) Present sale offs for particular members of the society like students.
6) Recognize the reasons of non-participations in museum visits.
7) Using mass media and social media to present the museums and their facility options such as stores, restaurants, and residents.

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