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The Impact of "Brand-Place-Painter" in Growth and Development of Gallery Browsing

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Abstract

This research investigates effect of "brand - place - painter" in growth and development of gallery browsing as well as what extent can have an impact on selection of visitors to choose a painting exhibition (gallery). Components that have been evaluated are brand loyalty, observed quality, brand image and brand values. The study seeks answer to which one has highest and lowest impact as been a tourist destination. For this purpose, painting exhibitions in Cultural Center in Tehran have been observed during two months, September and October of 2016. 384 questionnaires have been collected to carry the research. The results suggest that among the components that have been studied, brand value have had highest impact (40%) on brand equity and brand loyalty have had the least impact (12%) on brand equity.

Keywords: Brand equity, Painting exhibition, Cultural organizations, Brand.

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Introduction

Gallery browsing has been one of the most attractive activities in urban tourism and to this purpose, thousands of people visit programs and cultural and artistic events that is held in tens of galleries in across the city (Zamani, 2015).

Exhibition is described as;

- 1- Location of displaying, location of show off
- 2- The place where put on display commodities of business, agricultural products, and artifacts of factories or antiquities.

In fact, what Iranians understand from exhibition is very different than the concept that advanced industrial countries consider for the exhibition. Therefore, exhibiting philosophy and motivation to participate in visiting them may differ. Culture exhibitions in Iran are lower than other countries and the original concept of exhibition still has not been understand (Moein Dictionary). The main purpose of exhibition is to reform, strengthen and improve the distribution system, facilitating business connections and exchange boom.

According to the definition of American marketing association, brand is as follows: "The name, word or sign, symbol, design or a combination of all these elements that is used in the field of competition in order to identify the goods and services of one seller (or group of sellers) to make a distinction (Keller, 2015: 4-5). Brand equity has been proposed as the most important field of research since the 1990s in marketing. Companies are interested branding process during the recent decades. Usually brand equity is considered as a result of the measurement of brand management strategies (Cheraghi, 2007: 7). Brand equity (trademark) adds value to products and services that is embodied in way of thinking, feeling and acting consumers towards trademark. Therefore, trademark increases price, market share and profitability of the company. Trademark equity is an important intangible asset that has psychological and financial value for the company. Trademark equity from the customer's perspective can be defined as follows: Distinctive impact which trademark knowledge on consumer response to marketing that trademark (Kotler et al., 2014). Cultural organizations in the broad sense are the main pillars of the current social and management is considered the most important factor in survival, growth and development or death of organizations, meaning a system which its members has common inferences from the organization (Aftab, 2009: 1).

Here we will consider four dimensions of measuring brand equity for painting and cultural exhibitions:

1. Brand loyalty
2. Observed quality

3. Brand image

4. Brand values (Camarero et. al, 2010).

The academic literature is weak regarding the field of cultural marketing and painting exhibitions. Thereby, our research examines brand value from visitors' perspective of painting exhibition. Our main issue in this research is effect of "brand - place - painter" in growth and development gallery browsing.

Background Research

Experiences and motivations of visitor influenced by factors include: Family factors, educational and training, and so on. Khalili (2014) has paid to research in this field. Balkhi (2013), Hay and et al (2012), Shahrokh et al. (2012) and Asgari (2013) have worked about brand loyalty, and these researchers noted that loyalty have direct impact on brand equity. Rezai and Pour Syamak (2014), Ghasempour and Ganji (2013) and Shirzadeh (2013) about brand equity, came to this conclusion which brand equity uses from its services offers high quality services, which this event led to separate organization, with other similar organizations. Ammari and Zendedel (2012), Rahimnia and Fatemi (2012), Shirzadeh (2013), Asgari (2013) and Rafeie (2012) who paid to check brand image on brand equity and they also came to this conclusion improve brand image, has a significant impact on brand equity. In about brand value, Shirzadeh (2013) and Chegini Hosseini (2012) these researchers also came to this conclusion which brand value have a significant impact on brand equity. Research of Kheyrjoy (2010) is compounding modern style and ability to connect with audiences in Iran. Contemporary Iranian art in world market is as generally positive. Karimi (2011) has emphasized on this point in his research. In relation to the brand value components of art exhibitions, Camarero et al. (2010) found that allocate four components of brand equity to artistic and cultural activities and show that foreign visitors consider great importance to brand image as a determinant of value than domestic visitors, while for latter case, the values of the brand are the main source of value. Brand name is essential for a successful exhibition. Jin et al. (2013) have emphasized this point in their research, successful exhibition and exhibitions is as its preferred instead attractiveness of a destination, exhibition / location. Recognizing tourist destination has a large effect in choosing that. Research of Bianch et al. (2014) expresses this issue. Brand equity is direct and indirect influence on marketing strategy and used incentive travel (Sam Liu et al. 2016). Brand personality is a useful concept to select a location as a tourist destination. Research of Matzler et al. (2016) is compounding this issue. In this study, we are looking for two purposes, firstly, the purpose is searching for factors that

create brand value in cultural organizations in the minds of visitors, and secondly, to evaluate the extent to which these factors are related to various types of visitors.

The main objectives of the research

- 1. The effect of "brand - place - painter" in growth and development of gallery browsing.
- 2. Prioritizing brand components in growth and development gallery browsing.

Secondary objectives

- 1. Determine the effectiveness of loyalty on "brand - place - painter" in growth and development of gallery browsing.
- 2. Determine the effectiveness of observed quality on "brand - place - painter" in growth and development of gallery browsing.
- 3. Determine the effectiveness of brand image on "brand - place - painter" in growth and development of gallery browsing.
- 4. Determine the effectiveness of brand values on "brand - place - painter" in growth and development of gallery browsing.

Practical purposes

- 1- Determine brand of painting exhibitions (gallery) as a tourist destination.

Research hypotheses

- 1. Loyalty has a positive impact on brand equity of painting exhibitions.
- 2. Perceived quality has a positive impact on brand equity of painting exhibitions.
- 3. Brand image has a positive impact on brand equity of painting exhibitions.
- 4. Brand value has a positive impact on brand equity of painting exhibitions.

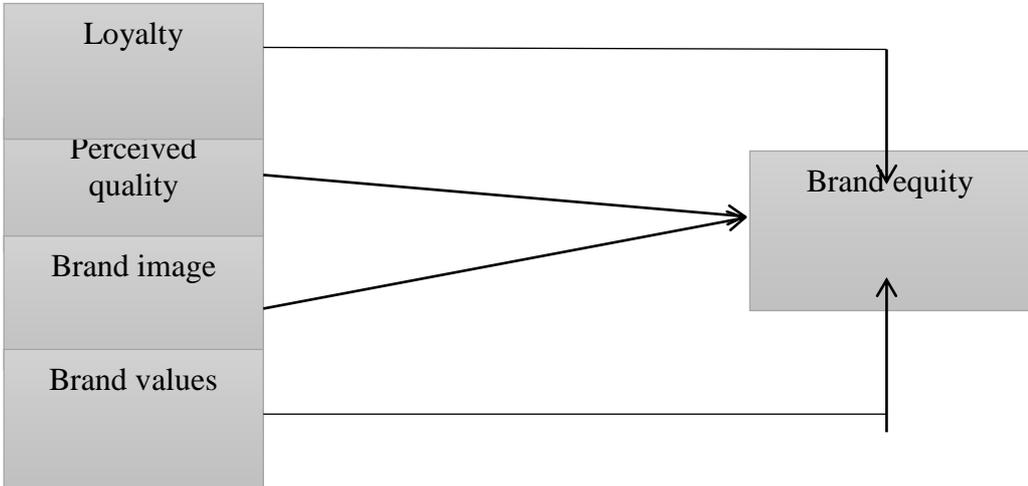


Figure 1. hypotheses

Research Methodology

Type of research method, according to aim of research is descriptive and survey type that is describe the conditions or studied phenomena. Research territory in terms of time is August and September of 2016 and in terms location is cultural center in Tehran. Visitors of painting exhibitions are as a group that will be considered and in terms subject is about components of brand equity and examine its effect in this study. Statistical population was purposively selected in this research and is visitors of painting exhibitions in cultural center in Tehran. Visitor type is type of domestic visitors; sample population is 384 people in this study. In this research, the first step is based on library studies and in the next step information will be collected as the field and through questionnaires. In this study, a close questionnaire has been used to collect data and in questions of questionnaires that has been used to measure the main variables, 5-point Likert scale has been used (Table 1). In this study, questionnaire of visiting of painting exhibitions with emphasis on brand - place - painter contains 30 questions. Gathered statistics are as follows:

Table 1. Characteristics of respondents (384 = n)

| Frequency Percent | Frequency | The reasons for Visiting of exhibitions (Gallery) |
|----------------------|-----------|--|
| 3/45 | 174 | Opportunities in culture, tourism and leisure |
| 1/3 | 12 | Tourism and recreation opportunities |
| 5/12 | 48 | Opportunities for leisure and with limited interest in culture |
| 6/26 | 102 | Only because of the cultural dimension |
| 3/6 | 24 | Randomly |
| 3/6 | 24 | unanswered |
| 100% | 384 | Total |

To analyze the samples, a series of variables, reasons that have led people to visiting of exhibitions were considered in the questionnaire. Factor analysis of these variables led to two factors, factor represents a tourist and leisure reasons and another is evidence of the cultural reasons for visiting the exhibition. Cluster analysis of these two factors was performed in two

stages. This problem embed 5 types of visits for us that is different based on the reasons for their visit from exhibition (Table 1):

Cluster 1: Visitors who will be absorbed to exhibition for cultural, tourism and leisure opportunities raised by the exhibition.

Cluster 2: Visitors who were attracted because of opportunities in tourism and recreation but did not have cultural reason for their visit. This cluster is associated with cultural tourists who are looking to experience of recreation and circulation.

Cluster 3: Visitors with limited interest to culture and people who found an opportunity for leisure but do not clearly have defined programs.

Cluster 4: Visitors who are attracted by the cultural dimension and their visits is without tourism and recreation and are cultural and targeted tourist.

Cluster 5: Visitors with the reasons except tourism or culture are likened to cultural and random tourism. Tested the possible link between the reasons for the visit and principle of visitors.

Data Analysis

In this research, t-test has been used to test the significance of the regression coefficients.

Table 2. Descriptive Indicators of research components

| Brand loyalty | Brand quality | Brand image | Brand values | Brand equity | |
|---------------|---------------|---------------|--------------|---------------|--------------------|
| 384 | 384 | 384 | 384 | 384 | Number |
| 3.7987 | 3.8025 | 3.7489 | 3.8283 | 4.1094 | Average |
| 3.8333 | 3.8333 | 3.6667 | 3.9550 | 4.1667 | Middle |
| 3.83 | 4.00 | 3.50 | 4.00 | 4.00 | Mode |
| .46164 | .50212 | .71864 | .62117 | .51813 | Standard deviation |
| .213 | .252 | .516 | .386 | .268 | Variance |
| -.679 | .229 | -.354 | -.560 | -.399 | Skewness |
| 1.640 | -.366 | .005 | .495 | -.311 | kurtosis |

As can be seen in above table, the highest average among the variables is related to brand equity variable, In other words, respondents more than anything have had agreement about brand equity and have had the most positive opinion about this variable. Also according to the standard deviation of components, most of distribution is related to brand image that shows respondents in this case, have had more disagreement and the collected data, have had biggest difference compared to the average.

The first hypothesis: Loyalty has a positive impact on brand equity of painting exhibitions (Gallery browsing).

Table 3. Descriptive statistics indices of assessed components in the first hypothesis

| Standard error | Standard deviation | Average | Number | Variable |
|----------------|--------------------|---------|--------|---------------|
| 0235/0 | 4616/0 | 798/3 | 384 | Brand loyalty |

Table 4. Single sample t test to compare the sample mean and population mean in assessed components in the first hypothesis

| Theoretical average = 3 | | | | | | Variable |
|--------------------------------------|---------|-----------------------------|-------------------------------------|--------------------|--------|---------------|
| 95 %confidence distance from average | | The difference from average | Significance level (pair of ranges) | Degrees of freedom | t | |
| Maximum | Minimum | | | | | |
| 8450/0 | 7524/0 | 7987/0 | 000/0 | 383 | 904/33 | Brand loyalty |

Because calculated T is significant in total score of brand loyalty average with amount 2/059 for single-domain tests at 0/05; therefore, first hypothesis is confirmed in this test, based on bigger the sample mean than population mean (theoretical) and we can say with 95% confidence that the average of the sample has significantly different with population mean. As a result, it can be deduced that brand loyalty is at a desirable level among effective proposition on brand equity.

The second hypothesis: Perceived quality has a positive impact on brand equity of painting exhibitions (Gallery browsing).

Table 5. Descriptive statistics indices of assessed components in the second hypothesis

| Standard error | Standard deviation | Aaverage | Number | Variable |
|----------------|--------------------|----------|--------|-------------------|
| 025/0 | 502/0 | 802/3 | 384 | Perceived quality |

Table 6. Single sample t test to compare the sample mean and population mean in assessed components in the second hypothesis

| Theoretical average = 3 | | | | | | Variable |
|--------------------------------------|---------|-----------------------------|-------------------------------------|--------------------|--------|-------------------|
| 95 %confidence distance from average | | The difference from average | Significance level (pair of ranges) | Degrees of freedom | t | |
| Maximum | Minimum | | | | | |
| 852/0 | 752/0 | 802/0 | 000/0 | 383 | 317/31 | Perceived quality |

Because calculated T is significant in total score of perceived quality average with amount 31/317 for single-domain tests at 0/05; therefore, the second hypothesis is confirmed in this test, based on bigger the sample mean than population mean (theoretical) and we can say with 95% confidence that the average of the sample is bigger than population mean. As a result, it can be deduced that perceived quality is at a desirable level among factors affecting on brand equity in painting exhibitions.

The third hypothesis: Brand image has a positive impact on brand equity of painting exhibitions (gallery browsing).

Table 7. Descriptive statistics indices of assessed components in the third hypothesis

| Standard error | Standard deviation | Average | Number | Variable |
|----------------|--------------------|---------|--------|-------------|
| 036/0 | 718/0 | 748/3 | 384 | Brand image |

Table 8. Single sample t test to compare the sample mean and population mean in assessed components in the third hypothesis

| Theoretical average = 3 | | | | | | Variable |
|--------------------------------------|---------|-----------------------------|-------------------------------------|--------------------|--------|-------------|
| 95 %confidence distance from average | | The difference from average | Significance level (pair of ranges) | Degrees of freedom | t | |
| Maximum | Minimum | | | | | |
| 821/0 | 676/0 | 748/0 | 000/0 | 383 | 420/20 | Brand image |

Because calculated T is significant in total score of brand image average with amount 20/420 for single-domain tests at 0/05; therefore, third hypothesis is confirmed in this test, based on bigger the sample mean than population mean (theoretical) and we can say with 95% confidence that the average of the sample has significantly different with population mean. As a result, it can be deduced that brand image is at a desirable level among factors affecting on brand equity in painting exhibitions. The fourth hypothesis: Brand value has a positive impact on brand equity of painting exhibitions (gallery browsing).

Table 9. Descriptive statistics indices of assessed components in the fourth hypothesis

| Standard error | Standard deviation | Average | Number | Variable |
|----------------|--------------------|---------|--------|--------------|
| 031/0 | 621/0 | 828/3 | 384 | Brand values |

Table 10. Single sample t test to compare the sample mean and population mean in assessed components in the fourth hypothesis

| Theoretical average = 3 | | | | | | Variable |
|--------------------------------------|---------|-----------------------------|-------------------------------------|--------------------|--------|--------------|
| 95 %confidence distance from average | | The difference from average | Significance level (pair of ranges) | Degrees of freedom | t | |
| Maximum | Minimum | | | | | |
| 890/0 | 766/0 | 828/0 | 000/0 | 383 | 131/26 | Brand values |

Because calculated T is significant in total score of brand value average with amount 26/131 for single-domain tests at 0/05; therefore, the fourth hypothesis is confirmed in this test. Based on bigger the sample mean than population mean (theoretical), we can say with 95% confidence that the average of the sample has significantly different with population mean. As a result, it can be deduced that brand value is at a desirable level among factors affecting on brand equity in painting exhibitions.

Results and Findings

Obtained results from study showed, brand loyalty in the population studied is at a desirable level, because amount of statistical t with significance level (0.000) showed, brand loyalty among studied population is larger than the theoretical mean in the society. Thus it can be argued that brand loyalty is desirable. Studies also showed that loyalty has a significant impact on brand equity. Increasing loyalty will cause increase brand equity, and in opposite, reducing the loyalty diminishes brand equity. Brand loyalty is one of the most fundamental affecting variables on brand equity. Because as long as the client is not loyal to the organization, will have several options for client but his loyalty was prevented from going to other organizations and because brand equity depends on attributes of brand and relevant organization and a set from brand assets which adds value to provide services by the organization. It can be stated if loyalty of clients would be higher, amount of brand equity is also higher, because loyal customers not only refer to the organization but also through word of mouth advertising also causes others refer to the organization and this adds special value to organization. Obtained results from this hypothesis is consistent with results of Balkhi (2013), Hay and et al. (2011) Shahrokh et al. (2012) and Asgari (2013). These researchers also reported loyalty has a direct impact on brand equity.

Obtained results from this study shows that perceived quality among clients in studied cultural centers is at a desirable level and increasing perceived quality, will improve brand equity. So is noted that as much organization increase provided quality of service, will increase brand equity of organization. In this way which organization has in addition to its absorption capacity, due to the high quality of service, has been known and clients in addition to understanding the organization note to this point that brand equity which use to its services, offers high quality services. Obtained results from this hypothesis are consistent with previous results of Rezai and Pour SyamAk (2014), Ghasempour and Ganji (2013) and Shirzadeh (2013).

According to the results of the study, brand image has a significant impact on brand equity. Means improvement of brand image has a significant impact on increasing brand equity. Also

studied brand equity in the studied organizations are at a desirable level, so studied cultural centers by help of brand image can have excellence brand equity compared with other partner organizations. Brand image is not achieved, unless with advertising and informing people. Brand image, is resulting from impression of clients to organization. Which previous conceptions of organization is achieved with the help of advertising space through the media, advertising billboards, brochures and other promotional items and this advertisement and brand image, can improve brand equity. Also could be mentioned desirable image of the brand is achieved with the help of loyal clients. Because loyal clients with the help of favorable atmosphere for their entourage, provided causes for enhance the brand image for them and this will significantly help to improve brand equity. Obtained results from this hypothesis are consistent with previous results of Ammari and Zendedel (2012), Rahimnia and Fatemi (2012), Shirzadeh (2013), Asgari (2013) and Rafeie (2012) that paid to examine brand image on brand equity. They also came to this conclusion improve brand image has a significant impact on brand equity. According to the obtained results from research, brand value has significant and positive impact on brand equity. This means that going up values of its brand, will improve the brand equity. The value of a brand from a brand identity, amount of brand integrity, quality brand, amount of customer orientation and depends on adherence to the principles defined by that brand. If a brand cares about all of the listed items it can be claimed that brand has high equity. In principle what brand offers, can also improve or not improve brand equity. Obtained results from this hypothesis are consistent with results of Shirzadeh (2013) and Chegini Hosseini (2012). These researchers also came to this conclusion which brand value has a significant impact on brand equity.

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