

# ENGAGING LOYAL CUSTOMER IN ART GALLERY: AN ENTREPRENEURIAL STRATEGY IN MALAYSIA

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## ABSTRACT

*Exhibition engagement is a burgeoning yet still under-examined concept. Due to this fact, many small and medium enterprises in arts gallery are struggling especially during this ongoing pandemic of coronavirus disease (COVID-19). This study attempts to measure the outcome of exhibition engagement in the case of digital visual arts. The research, involved 110 respondents, employed hierarchical regression as the main method of data analysis. Exhibition engagement were measured through cognitive, affective, behavioral and social whereas the outcomes were measured through loyalty towards the exhibition. The results of this study revealed that only affective and behavioral engagement effect loyalty while cognitive and social engagement found to be not significant. This finding provides art galleries owner an insight into entrepreneurial strategy focusing on customer relationship. The relationship is through managing engagement by forming a strategy that focusing on increasing customer engagement.*

**Keywords:** Exhibition Engagement, Entrepreneurship Study, Small and Medium Enterprises.

## INTRODUCTION

Creative and cultural producers, like social enterprises, operate in a complex business environment where the value proposition is difficult to define, and the organizational motivations are not always financially driven. Approaches for visual artists to reach audiences have relied upon a model whereby artists create and supply works to an intermediary such as an art gallery. Unfortunately, the gallery industry is poorly studied from the strategic marketing literature even though interesting for the changes that are affecting it. Two different high growth galleries' business models are pointed out: one is that of large size galleries with subsidiaries abroad; the other is shared by small growing galleries and differentiates them from other small galleries for an higher international orientation. An art galleries that is a SME own is struggling especially during the Covid-19 pandemics. In order to sustain, these galleries should focus strategically in gaining and maintaining loyal customer.

The art of attracting loyal customers has become severely demanding in the current globalized environment where emotive needs of consumers through cultural and aesthetic needs have become more multifaceted. All firms could benefit from marketing strategies in the form of customer loyalty as long as products, services, and consumers are involved. However, an art gallery is a unique business in a distinctive model, and hence marketing strategies ought to be excluded from traditional commercial marketing (Vivek et al., 2012). Of critical significance is that artists make art productions out of inspiration and talent, unlike in manufacturing, where companies make products that meet the consumer's direct needs. However, art also needs to meet the demands of promotion and advertising, and hence it is problematic to ignore the classic