

**Marketing Research Homework**

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MARKET SURVEY ON ARTANKARA ART FAIR

ARTANKARA ART FAIR

ARTANKARA is an international contemporary art exposition and a platform to bolster and enhance art surroundings and art market of the district and neighboring countries. The 4th edition of the fair has taken place on March between 15-18 dates, 2018 at (ATO Congresium). Works of Painting, Sculpture, Photography, Video and Digital Art, Installations and many other forms of artistic utterance, the product of an attentive selection by the Selection Committee, have been submitted at the art exposition. There has been a lot of works of Turkish artists alongside with couple of foreign artist two of them were laureate of Art rewards which necessitate exceptional mooting since awards are renown among Art erudite both of these artist were from Russia, unfortunately I could not catch the presence of those two artist particularly even I came to the exposition two times reconnoitering for interview with artists that are innate with or thrived talents in various genres of art perhaps, since the conditions or my timing were unpropitious.

ARTANKARA along with congregation of emphatically augmented list of emerging and established galleries, artists, art-lovers and art-collectors from Turkey and all over the world and is endeavoring to revamp Ankara as ‘’the capital of art as well’’, as it used to be upon foundation of the Republic as they state is an objective they are striving to achieve.

For the advertisement they have chosen the following internet surfing and social media screams:

<https://www.facebook.com/artfairankara/>

<https://tr-tr.facebook.com/artfairankara/>

<https://ru-ru.facebook.com/artfairankara/>

<https://business.facebook.com/artfairankara/?ref=page_internal>

[www.piramidsanat.com/tr/.../artankara-contemporary-art-fair](http://www.piramidsanat.com/tr/.../artankara-contemporary-art-fair)

<https://kulturlimited.com/.../artankara-cagdas-sanat-fuari-4-kez-duz>...

<https://www.expocheck.com/en/.../68400-artankara-contemporary-art-fair-ankara-turk>

<https://www.artrabbit.com/events/artankara-international-contemporary-art-fair>

[www.artnet.com/events/art-fairs/art-ankara-contemporary-art-fair/](http://www.artnet.com/events/art-fairs/art-ankara-contemporary-art-fair/)

<https://www.instagram.com/artankara/>

[www.expodatabase.com/messe/artankara-contemporary-art-fair-68400.html](http://www.expodatabase.com/messe/artankara-contemporary-art-fair-68400.html)

<https://ilikevents.com/event/1922-ankara-art>

[www.atisfuar.com/artankara/](http://www.atisfuar.com/artankara/)  
sks.ankara.edu.tr/.../ankara-universitesi-artankara-4-uluslararasi-cag...

[www.galerieclaudiaschmidt.com/en/art-ankara-2-nd-contemporary-art-fair.html](http://www.galerieclaudiaschmidt.com/en/art-ankara-2-nd-contemporary-art-fair.html)

[www.etkinlikler.org/.../artankara-4-cagdas-sanat-fuari-contemporar](http://www.etkinlikler.org/.../artankara-4-cagdas-sanat-fuari-contemporar)...

<https://www.behance.net/gallery/.../ArtAnkara-International-Contemporary-Art-Fair-2>...

[www.cornucopia.net/events/artankara-contemporary-art-fair/](http://www.cornucopia.net/events/artankara-contemporary-art-fair/)

galerisoyut.com.tr/art-ankara-2018/

en.cankaya.bel.tr/ShowNews/showNews/224

[www.hurriyetdailynews.com/contemporary-art-fair-comes-to-ankara-79464](http://www.hurriyetdailynews.com/contemporary-art-fair-comes-to-ankara-79464)

<https://www.pinterest.com/turkanulas/artankara/>

<https://en.mehrnews.com/news/132642/Iranian-artists-to-attend-Artankara-2018>

https://www.gettyimages.com/event/4th-contemporary-art-fair-in-ankara-775141734

Another types of advertisement they besides the social media and online newspapers, they also managed to make advertisement on Television like on Turkish channel TRT Haber and they had big posters all over the Kızılay metro and also they used couple of billboards in center and other mostly crowded districts of Ankara so whether you like to see or no as an individual you should have noticed the advertisements since they made it ubiquitous and in quite obnoxious way I suppose.

For the 2018 the sponsorship amount is not published yet but I could find the sponsorship criteria requirement amount for 2016 art exposition and here they are:

Main thing sponsor is amount to 40000 dollars plus value added tax.

Activities sponsor is amount to 20000 dollars plus value added tax.

Contact sponsor is amount to 20000 dollars plus value added tax.

Press sponsor is amount to 20000 dollars plus value added tax.

Social media sponsor is amount to 20000 dollars plus value added tax.

Transportation sponsor is amount to 20000 dollars plus value added tax.

Cocktail sponsor is amount to 20000 dollars plus value added tax.

Accommodation sponsor is amount to 20000 dollars plus value added tax.

Regarding the interviews I toke from artist, I have mainly had discussion with foreign artist because they were more open to the liberal question and brazen comments on their artistic products and they were disposed to discuss it.

First, there were two Russian artist that I have interviewed and one of them wad style of dreary abstract like single chair placed at the center of gloomy and dark room and thing like that and se openly said that her that customers were bit of psycho or people with psychological defect or diseases could result of accretion of stress and depression or innate. Other Russian artist said she travelled to India to get some inspiration

and her artworks were had kind of abstractionism of [Jackson Pollock](https://www.quora.com/How-much-is-the-Jackson-Pollock-painting-worth-in-the-movie-The-Accountant)’s style, the famous artist Jackson Pollock who had his painting sold at the price of $140 million, but she priced her paintings like 15000 Turkish Liras for each and she were saying that these paintings are apposite to furnace the modern and lux houses and that her target customers were, quotation: “wealthy and a bit of eccentric (in psychological reference).

Second group I have interviewed were Korean artists there were only four of them and one women representative of them who speaks English and I interviewed her regarding all of Korean artist works she said that they promoting the traditional Korean art style, I asked in wonder, is abstractionism paintings with tiger were traditional Korean style since there were couple of abstractionism paintings she confirmed that paintings were in indeed were Korean traditional style in way that prorating of characters in painting and placement were abstractionism. She said that their aim is to promote a Korean art and that they also had art fair in South Korea similar to ARTANKARA. Regarding their target customer she respondent that art is not market and commerce related thing and if person like it they would buy it. Then I tried to bypass art pomposity and tried to get answer by asking, generally which customers or who buys it or what characteristic most frequently seen in your buyers of your painting and he responded that they are persons who are scholarly and interested in Asian culture.

Finally, I have interviewed the artist from Canada, she had friend who were kind a translator between us since the artist main spoke French as native language. She hard to tease out the answer because of her prejudice of marketers, I tried different question different ways and only got that none of her painting in ARTANKARA were unsold on third day and her paintings were selling good enough in Canada and most frequent characteristics of her clients were the scholars like professors and doctors and she added that art connoisseur are main lovers of her paintings.

To make market research I have prepared questionnaires about 50 papers and asked visitors to fill them and was able to have all 50 of them filled. I tried prepare survey questions avoiding as much as possible the biased questions and tried to avoid too much personal questions and used euphemistic language in questions and tried to make questionnaire as much as simple as possible which would make the questionnaire mostly inclined to be filled.

Here is sample of questionnaire.

 **ANKET FORMU**

Bu anket formu Yıldırım Beyazıt Üniversitesi İşletme fakültesinin öğrencileri tarafından olup konusu ***“Sanatseverlerin veya sanat müşterilerinin temel özellikleri”*** başlıklı okul yaz dönem araştırma projesi olarak yapılmaktadır. Sizlerden edinilecek bilgiler tamamen bilimsel amaçlı kullanılacaktır. Katkılarınız bizim için önemlidir. Şimdiden değerli katkılarınızdan dolayı teşekkür ederiz**.** Bankacılık ve Finans bölüm öğrencisi Murat Çelik

**1- Lütfen size uygun cevabı işaretleyiniz.**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **KİŞİSEL BİLGİLER** | | | | | | | | | | | |
| **1** | **Cinsiyetiniz** | Erkek ( ) | | Kadın ( ) | | | |  | | | |
| **2** | **Doğum Yılınız** | 19(­\_)(\_) | | |
| **3** | **Öğrenim Durumunuz** | Lise  ( ) | Yüksekokul  ( ) | | | | Fakülte  ( ) | | Yük. Lisans  ( ) | | Doktora  ( ) |
| **4** | **En Sevdiğiniz Sanat Tarzı** | | Soyutlama Tarzı ( ) | | | Klasik Tarzı  ( ) | | | Emin Değilim ( ) | İkisini de  ( ) | |

**5-** [**ARTANKARA**](http://artfairankara.com/?lang=en) **sanat fuarına daha önce geldiniz mi?**

Evet ( ) Hayır ( )

**6-ARTANKARA sanat fuarı hakkında nereden öğrendiniz?**

Arkadaşlardan ( ) İnternetten ( ) Gazeteden ( )

Televizyondan ( ) Reklam Afişi ( ) Dergiden ( )

**7- Son 12 ay kaç kez sanat sergi, müzesi veya konser tarzı sanatsal aktivitelere katıldınız?**

Katılmadım ( ) 0-5 defa ( ) 6-11 ( ) 12- 18( ) 18den fazla ( )

**8- Kitap okumayı seviyor musunuz?**

Evet ( ) Hayır ( ) Bazen ( ) Çok ( )

Here is the result of my survey unfortunately I could not come up with proper regression model that would be valid.

| **Gender** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | male | 20 | 40.8 | 40.8 | 40.8 |
| female | 29 | 59.2 | 59.2 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

So I mostly encountered the female visitors.

| **Age** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 17.00 | 2 | 4.1 | 4.1 | 4.1 |
| 19.00 | 2 | 4.1 | 4.1 | 8.2 |
| 20.00 | 1 | 2.0 | 2.0 | 10.2 |
| 21.00 | 8 | 16.3 | 16.3 | 26.5 |
| 22.00 | 5 | 10.2 | 10.2 | 36.7 |
| 23.00 | 3 | 6.1 | 6.1 | 42.9 |
| 24.00 | 2 | 4.1 | 4.1 | 46.9 |
| 25.00 | 7 | 14.3 | 14.3 | 61.2 |
| 26.00 | 1 | 2.0 | 2.0 | 63.3 |
| 27.00 | 3 | 6.1 | 6.1 | 69.4 |
| 29.00 | 2 | 4.1 | 4.1 | 73.5 |
| 30.00 | 1 | 2.0 | 2.0 | 75.5 |
| 31.00 | 1 | 2.0 | 2.0 | 77.6 |
| 40.00 | 1 | 2.0 | 2.0 | 79.6 |
| 46.00 | 1 | 2.0 | 2.0 | 81.6 |
| 47.00 | 2 | 4.1 | 4.1 | 85.7 |
| 48.00 | 2 | 4.1 | 4.1 | 89.8 |
| 49.00 | 1 | 2.0 | 2.0 | 91.8 |
| 50.00 | 1 | 2.0 | 2.0 | 93.9 |
| 67.00 | 1 | 2.0 | 2.0 | 95.9 |
| 69.00 | 2 | 4.1 | 4.1 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

Most visitor surveyed were 21 and 25.

| **Education** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | 11.00 | 2 | 4.1 | 4.1 | 4.1 |
| 12.00 | 3 | 6.1 | 6.1 | 10.2 |
| 13.00 | 2 | 4.1 | 4.1 | 14.3 |
| 14.00 | 10 | 20.4 | 20.4 | 34.7 |
| 15.00 | 5 | 10.2 | 10.2 | 44.9 |
| 16.00 | 21 | 42.9 | 42.9 | 87.8 |
| 18.00 | 5 | 10.2 | 10.2 | 98.0 |
| 22.00 | 1 | 2.0 | 2.0 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

Most of the surveyed were graduates or in bachelor program.

| **Type of art preferred** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | abstractionism | 17 | 34.7 | 34.7 | 34.7 |
| classical | 11 | 22.4 | 22.4 | 57.1 |
| uncertain | 8 | 16.3 | 16.3 | 73.5 |
| both | 13 | 26.5 | 26.5 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

Most of surveyed preferred the abstractionism.

| **Previous presence** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 11 | 22.4 | 22.4 | 22.4 |
| no | 38 | 77.6 | 77.6 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

Almost all of them were first time at ARTANKARA.

| **Where did they learned** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | friends | 22 | 44.9 | 44.9 | 44.9 |
| internet | 11 | 22.4 | 22.4 | 67.3 |
| posters | 16 | 32.7 | 32.7 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

44.9% of the learned about ARTANKARA from friends and 32.7% from posters.

| **Participation in last 12month art activities** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | none | 6 | 12.2 | 12.2 | 12.2 |
| 0-5 | 32 | 65.3 | 65.3 | 77.6 |
| 6-11 | 7 | 14.3 | 14.3 | 91.8 |
| 12-18 | 3 | 6.1 | 6.1 | 98.0 |
| more than 18 | 1 | 2.0 | 2.0 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

they are pretty much active in art like activities

| **Disposition about reading books** | | | | | |
| --- | --- | --- | --- | --- | --- |
|  |  | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | yes | 37 | 75.5 | 75.5 | 75.5 |
| sometimes | 11 | 22.4 | 22.4 | 98.0 |
| Huge fan | 1 | 2.0 | 2.0 | 100.0 |
| Total | 49 | 100.0 | 100.0 |  |

There were no one saying so we could consider sometimes as NO I guess.