

Review of Research on Art Online Marketing

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Abstract: With the advent of the new media era and the digital economy, e-commerce, a new marketing model, affects major aspects in society. Not only has consumer behavior changed, but also businesses have found a more convenient and low-cost marketing operation platform. Based on the concept of art online marketing, this article analyzes the feasibility and adaptability of art online marketing based on research on the current status of art e-marketing in China and abroad and also provides prospects for the future on the marketplace and online marketing of artwork.

Keywords: Artwork online marketing; art market; new media era; research review

1. Introduction

The 21st century is the century of information. The development of computer networks has further altered the connotation of the information society. In the era of information networking, the application of network technology has not only changed information distribution and methods of income, but also the environment in which people live, work, learn, cooperate and communicate. Companies around the world have gone online, providing information services and expanding business scope, actively reorganizing the internal structure of enterprises, and exploring new management and marketing methods. Network marketing is a new matter that adapts to the development of network technology and social changes in the era of the information network. Its production is boosted by the combination of scientific and technological development, consumer value growth, and business competition. In China, the development of the Internet has begun since 1994, and network communication facilities have been transformed several times to provide better communication conditions in the past decades. The number of Internet users has continued to increase, and online shopping has become a mainstream consumption method since online payment has become popular, especially among young adults and adolescents. Compared with the traditional art marketing methods, the Internet has brought many conveniences to the development of the art market. China Internet Network Information Center (CNNIC) released the 45th "Statistical Report on Internet Development in China", indicating that as of March 2020, 710 million have experienced online shopping, with an increase of 100 million from the end of 2018, accounting for 78.6% of Internet users %; Mobile online shopping users reached 707 million, ballooning 116 million from the end of 2018, accounting for 78.9% of mobile Internet users. As people's living standards continuously improve, the pursuit of artworks has increased year by year, forming a relatively stable market environment. With the intervention of the Internet, some art transactions were transferred to Internet platforms, which provided another path and possibility for the marketing of artworks. Under this background, exploring the online marketing of artworks under the art e-commerce model is of great strategic significance to promote the transformation of the industry's consumer market.

2. Artwork Network Marketing

2.1. Online Marketing

Online marketing (or E-Marketing) is a new type of marketing method based on the international Internet, utilizing digitalized information and the interactivity of online media to assist the realization of multiple marketing goals. Although the internet marketing theory is still in the development stage and there is no complete theoretical system and content, we can be certain that its theoretical basis comes from the traditional marketing theory, among which the following are

closely related: integrated marketing, "one-to-one" marketing, interactive marketing, relationship marketing, soft marketing, viral marketing, experience marketing, etc.

2.2. Artwork Online Marketing in the New Media Era

There are two main arguments regarding the relationship between new media and traditional media. One believes: "In the next 5 to 10 years, most of the current media styles will end, replaced by comprehensive online media." For example, Mr. Yin Xuedong proposed: "Online media will replace traditional media, other forms will only be regarded as a very specific hobby for certain people if coexistence is an option." On the contrary, most people propose that although the new media will become a strong one, it will not replace other traditional media but only coexist. Though these two arguments may seem to be contradictory on the surface, in fact, it is the exact opposite: they are quite complementary. This is because while new media does have a very strong deconstruction influence on traditional media, which will indeed gradually increase with the continuous configuration of new media itself and the keep on deconstructing traditional media, but on the one hand, this deconstruction process will definitely go through a very long period of time.

Furthermore, the rapid growth of new media has also encouraged the development and application of network technology and communication technology and greatly improved the efficiency of traditional marketing. In addition, new media has brought fundamental changes to marketing. As a brand-new information communication and product sales channel, new media has created a novel business environment for enterprises, where the relationship between enterprises, clients, partners, and rivalries will be rebuilt. In the era of new media, online marketing of artworks will become an inevitable choice for China's art and cultural industry to integrate into the global economy.

3. Current Status and Main Content of Domestic and Overseas Research

Art online marketing, both in China and abroad, is in the initial stage of development, and practice is often prior to theory. The current theoretical research is still relatively weak, with results published mainly in the form of articles and focusing on four perspectives:

3.1. Feasibility and Applicability of Art Online Marketing

In "The Art Market will inevitably go on the Internet", Zhao Yong pointed out the gap between the domestic market and the overseas market from the current state of the domestic art market and further indicated the network path of development of the Chinese art market through comparison.

In his article "How Far Can the 'Love between the Internet and the Art Market' Go?" Li Dawei summarized that the Internet and the art collection as a pair of "new favorites" of the era and pointed out the interdependence between the network and the art market.

Huang Wei discussed the huge gap between online trading of artwork and the traditional market of art in "Why Hot Deals of Online Art Deals", analyzing the reason for this gap, which is the prerequisite for the universalization of art online transactions.

Moreover, Huang Wei in the "Discussion on Marketing Models in Online Art Trading" divides online art into medium-to-high-end art and ordinary art, and indicated the applicability of online marketing of different forms of art. The article also pointed out that "for potential consumers to become actual consumers, it is necessary to analyze the relationship between the characteristics of online media and the attributes of the artwork itself, in order to explore related website market positioning and marketing models."

Finally, in the article "Comment on Online Art Marketing", Huang Wei believed that the "target consumer group" of art online consumption is relatively scarce, and the "supply of online art is insufficient". In the end, a method of "making art purchases a reality" is proposed.

3.2. Art Online Auction

Tao Jin pointed out in the "New Model of Online Auction Art" that "the network sales pattern,

which is different from the traditional primary art market (gallery) and secondary market (auction), is becoming an important component of the art market. Through the Internet, art trading is transforming from professional to private. "

Pu Siyu's "Internet Auction, Transparent Veil" paid more attention to the feasibility of online auction of artworks, elaborately explaining the operation process of professional art auction platforms.

Moreover, Cai Xingbo's article "The Internet has shortened the distance between people and artwork" thoroughly analyzed online auction from a technical and psychological point of view and proposed and solved four major technical problems surrounding online art auctions. By the end of the article, it pointed out that "psychological factors are the reasons for restricting the development of online markets in China."

Finally, in "Future and Present of Chinese Online Auctions", Gan Xuejun started from the current situation of China's online auctions and made a positive outlook on the future of China's art e-markets.

3.3. Art Online Marketing Strategy

Li Wankang's "Introduction to Art Marketing" gives an overview of artwork marketing strategies, introduces five marketing strategies, including price strategy, brand and packaging strategy, promotion communication strategy, advertising strategy and personnel promotions, and the concept of "national art marketing". The article further analyzed the differences between national and individual art marketing.

"The clever use of online marketing art--Introduction of Siya calligraphy and painting online store" is an example of the research on the Internet marketing strategy of artworks. The article introduces how Shanghai Siya calligraphy and painting established its own online store through "Sales Easy", employing the packaging strategy for online marketing.

3.4. Cluster Development of Art Industry on the Internet

Guo Feng discussed the survival status and problems of the art industry cluster development on the Internet in the article "Research on the Cluster Development of the Art Industry on the Internet—Taking Fine Art Websites and Development Paths of Jiangsu Province as an Example" Combining the cases of similar art websites with the practice and development ideas of the cultural industry in Jiangsu Province, the article puts forward the possibility of clustering development of the art industry on the Internet.

Wang Fei's "Art Network Global-Artnet Set up a Chinese Homepage" reported on the introduction of the Chinese version of the well-known art website Artnet and the launch of online auctions, pointing out that while Artnet realized its "Art Network Global" plan, it also used the network to make Chinese art in sync with the world.

4. Conclusion

Internet marketing has attracted wide attention from scholars, businessmen, legal workers, and other people, and there have been many international conferences dedicated to this field. As a subdivision of online marketing, art e-marketing, both domestic and foreign, research on this topic needs to be strengthened. For now, the focus of most research is on the discussion of artwork marketing management and online market models, but there is too little comprehensive research and thoughts on the essence of artwork marketing and artwork network marketing as a whole. At the same time, with the continuous improvement and development of the Chinese art market, there are many corresponding problems, such as the proliferation of counterfeit products, chaotic transaction identifications, the lack of expert authority and identification system, speculation, and so on. To make comparable strategies for these issues, it is necessary to establish an honest brand, adhere to the fine artworks, establish multiple channels, ensure the supply of goods, establish an art identification system, strengthen talent training, increase publicity, and so on. We should understand

and examine the online marketing of artworks from a new perspective, or we can explain in this way: the current marketing is in a fission state caused by new media such as the Internet, that is, a transformation that can be traced back to the original models. The change of marketing context and state is the change of marketing paradigm, and the online marketing of artworks in the era of new media will undoubtedly become the new paradigm of artwork marketing. It is firmly believed that very soon, the Chinese art market will shine in the future.

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