

Museum Marketing Management: A Sampling of Non- and Recent-Visitors across
Place and Group

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Abstract

When museums are teeming with visitors (especially non-residents), they are community assets. But when they are silent places, they are community white elephants. To contribute to the marketing management of museum visitors, two types of leisure consumers (non-visitors and recent-visitors) were sampled across three countries, each representing a different level of economic development (USA, Taiwan, and Malaysia); and two group types were compared (public samples versus university student samples). The results indicated that (a) there is no significant difference between non-visitors and recent-visitors in their demographic profile across place; (b) shared reasons for not visiting museums across place were: other leisure interest, lack of time, and types of exhibits; (c) shared museum attributes that significantly determined revisit consideration across place were: quality of exhibits, ambiance of museums, interactive exhibits, special events, and layout of exhibits; and (d) public samples and university student samples differ significantly in both non-visit and recent-visit responses across place.

Keyword : museum marketing; marketing management