

To Explore The Problems And Prospects Of Implementing Museum Marketing In Bangladesh: An Empirical Study On National Museum Of Bangladesh.

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Abstract: The research presented an exploratory and descriptive analysis of the problem and prospect of Bangladesh national museum. These data, therefore, offer an opportunity to look at the improvement of the museum and its visitors. Identification of the aesthetic-related issues on National Museum of Bangladesh regarding museum marketing is critical because the knowledge of visitors is very little; the administration of the museum also has a little knowledge of museum marketing and the archeologist have no knowledge and no panic in museum marketing. These are variables whose effect is so widespread that the validity of our survey can be seriously affected if they are not taken into account. In order to explore statistical relations between variables, descriptive statistics and graphs are used. The correlations are used to test these relationships. The percentage of subjects in each group is calculated using the frequency command and the percentage command that gives priority to the percentage of the population. As the era of information and communication technology, without marketing any service cannot be provided in a great extent especially in the segment of the museum which has historic and aesthetic value. All people should have the knowledge of marketing and museum marketing. So improving our museum marketing and informing the potential visitors there is no alternative to museum marketing.

Keywords: Museum, Service Marketing, Nonprofit Marketing, and Museum Marketing.

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I. Introduction

The marketing of a museum is the process of identifying the visitor's wants and needs and providing benefits that meet or improve their experience. Marketing also contributes to the museum's performance. It is a complex activity that requires extensive creativity, planning, organizing and solving problems.

Museums are driven into an economic world that is essentially an old concept in the context of the world. Museum marketing in Bangladesh is a new area of opportunity. With its many types of resources, Bangladesh has a history of glorious cultural heritage. Museums with various primitive and ancient collections of history are a great source of attractions. Therefore, museums have gradually become concerned with business concerns about costs, financing, evaluation, development, and profitability in the whole cultural sector.

In this context, marketing, a concept until recently unknown to museums in Bangladesh tends to appear, although its precise objectives and methods are still considerably confused.

Museums are collecting, researching, displaying and interpreting objects. They depend very much on the possession of a collection (McLean, 1994). Although new collection care and interpretation are identified as the museum's basic functions, the decline in public financing and extra pressure on accountability have to lead to the discovery of museum marketing as a significant contribution to museum effectiveness (Rentschler, 1998). Marketing has been increasingly regarded as a key museum activity (Kelly and Sas, 1998). It is argued that marketing can serve rather than compromise the museum's mission (McLean, 1993; Reussner, 2001).

1.1 Objectives of this study: The main focus of this study is to identify the problems in terms of museum marketing in Bangladesh and as well as the further prospects of it. The other specific objectives that have to cover by this paper are:

- i. To know the problems that the authority/administration of the museum actually faces to promote the museum.
- ii. To know the expectations of visitors those actually have to meet by the authority.
- iii. To identify the actual role that can be played by the marketing effort to promote the museum so effectively.

1.2 Research questions: The questions are given below-

- i. What sort of problems the authority/administration of the museum actually faces to promote the museum?
- ii. What are the expectations of visitors that actually have to meet by the authority?
- iii. What is the actual role which can be played by the marketing effort to promote the museum so effectively?

1.3 Rationale of the Study: As an industry or institution, museums are a huge amount of resources where numerous histories explore their own arena before the visitors. In Bangladesh, roles of museums are not well known to the people because of the lack of concern and awareness. Marketing a museum will help to create awareness towards the people of our country to know deeply about the history and heritage of their own origin.

1.7 Limitation: The main limitation of the study is that this is a new area which comes to focus on marketing. Regarding these enough information like research, journals are not available to conduct the study more deeply. In Bangladesh Museum is an industry of interest to open up a new area to the people of our country that is why this field is not well established yet. The study is conducted only in the Bangladesh National Museum, Shahbagh in Dhaka that is why it is not a whole scenario of the country as a Museum industry. In a broad sense, there is no effective and complete study on museum marketing is conducted in Bangladesh.

II. Methodology

The purpose of this study was to explore marketing practice in National Museum of Bangladesh, Dhaka so that a link could be established with theory. The exploratory nature of the research will expect to provide deeper insights into the organizational context in which audience research occurs.

Secondary data is collected from online sources, research journals or newspapers as well. Primary data collected from museum administration and Archeologists in Bangladesh especially the renowned Department of Archeology, Jahangirnagar University, Savar, Dhaka as an industry expert as exploratory research using in-depth interviews.

Then the quantitative research method was used as following survey method for the descriptive study. At first, a pilot study was taken with few respondents to create the questionnaire.

In terms of the non-probability sampling here the convenience sample is used. The sample frame trend is museum visitors.

Throughout the data gathering, respondents clearly informed that their responses are anonymous and confidential and that their participation is voluntary. Upon completion of the survey, employees are asked to return the completed questionnaires. The length of the survey was limited to encourage prospective respondents to participate. The questions were concise, easy-to-understand and give you valid and reliable information. The respondent was given a scale or choice of answers because it is important that the answers provided accurately reflect the intended response of the respondent. Data were collected by structured questionnaires and was analyzed by using the latest version of SPSS. The survey is conducted with three identical questionnaires for each group of people. That is why the scenario of the museum problems and prospects are finding from an unbiased point of view.

2.1 Sample and Data Collection: For the quantitative study, Cochran formula is used to identify the sample size. The Cochran formula is: $n_0 = \frac{Z^2 pq}{e^2}$, Where: n = sample size, z = standard error of level of confidence, p = estimated percent of the population, q = 1-p, e = acceptable margin of sample error.

Here, p = 0.5. Now let's say we want 95% confidence, and at least 5 percent—plus or minus—precision. A 95 % confidence level gives us Z values of 1.96 (The z-value is found in a Z table).

So, we get $n = ((1.96)^2 (0.5) (0.5)) / (0.05)^2 = 385$.

As the population size is small, the small size population sample should be used. Here, population size, N = 2399 (one day visitors)

The formula is, $n = n_0 \times \frac{N-n_0}{N-1} = 385 \times \frac{2399-385}{2399-1} = 385 \times \frac{2014}{2398} = 385 \times \sqrt{.84} = 353$

So, a random sample of 353 respondents in the target population should be enough to give the confidence levels needed.

But, here the sample size of 300 respondents was determined after the survey from the museum due to time constraints, lack of interest of the visitors to give information and data cleaning process.

Table 1: Research Methods and Design

Research Data	Research design	Data collection techniques	Sample Frame	Sample Size
Qualitative	Exploratory method	In-depth interview	Archeologists	10

			Museum administrators	10
Quantitative	Descriptive method	convenience non random sampling	Museum visitors	300

III. Literature Review

The definition of a museum by the International Council of Museums is as follows: A museum is a non-profit organization, a permanent institution at the service of society and its advancement, accessible to the public, acquiring, preserving, studying, communicating and exhibiting humanity and its environment for study, education, and enjoyment. (Ambrose and Paine, p.8)

Museums have been driven into an economic world that is fundamentally alien to us. They are not only subject to the rigors of theoretical economic analysis, but can also be seen in limited financial terms: Operating budget, manpower requirements, commercial returns, number of visitors and acquisition value. It is discussed about the museum industry and the institutions as 'cultural companies,' seeing curators in the same light as managers of companies (Muséesetéconomie 1992a, b).

Marketing is traditionally regarded by many people as the technique used by a company to sell its products (cars, detergents) or services (banking, data management) to consumers, mainly through advertising. The consumer was gradually moved to the center of the marketing operation and, on the other hand, the concept was extended to the public service and non-profit institutions world.

Museum marketing is unique because museums are aimed at educating the public and building audiences and revenue. In this perspective museum offer service, on the other hand, it is also a place of fieldwork or education as well as recreation. The American Marketing Association defines marketing on its website as the process of planning, pricing, promotion and distribution of ideas, goods and services in order to create exchanges that meet individual and organizational goals. Current museum marketing trends begin with audience experiences. Museum experiences are mission-based, have educational value and advance the museum's strategic goals, according to Lawrence Fisher (2000). The experiences are focused on the audience and allow sharing with others.

Marketing applied to museums: Marketing is flexible enough to adapt to new circumstances. The marketing history shows that its focus has changed significantly through a focus on commodities, an institutional focus, a functional focus, a management focus and a social focus (Kotler 1972).

Marketing consists essentially of (1) the need for consumers, (2) the satisfaction of this need, (3) the link between the company and the consumer, and (4) profit optimization (Colbert 1994). The term profit optimization is used because modern economic theory suggests that profit maximization is not an adequate description of the behavior of companies, even for commercial organizations. Profit is less a business objective than a means of achieving its objectives for organizations (Levitt 1983; Cyert 1988; Colbert 1994). The main goal of marketing can, therefore, be applicable to museums to maximize the relationship between firms and their customers and maximize their reciprocal satisfaction (Colbert 1994).

However, museums have not widely accepted marketing.

Many museum employees avoid marketing only because they mistrust museums will lose focus of their mission by giving people exactly what they want and just want to meet the public's whim. (Moore 1994; Yorke& Jones 1984; Lewis 1994). This does not need to be the result of museum marketing. The frequent antagonism of marketing artwork specialists may be due to a misunderstanding of the type of contribution a marketing approach can make to achieve its goals. Scheff (1993) characterizes what marketing is and what it is not: The aim of marketing is not to educate or change values, but the ultimate goal of marketing is to influence behavior, and when properly applied, it benefits all involved parties.

However, there is no marketing museum-specific theory. Different aspects of marketing theory contribute to the overall marketing perspective of the problem faced by museums, including marketing services and non-profit marketing.

Service marketing applied to museums: Service marketing is a relatively recent marketing area. In many respects, service organizations differ from manufacturing organizations (Lovelock 1991), and most marketing academics agree that the marketing of services is different from the marketing of goods (Edgett& Parkinson 1993). There are four Differences between services and goods generally accepted: intangibility, inseparability, heterogeneity, and perishability. The key issues in the marketing of services are These distinctive features of services.

Service is available in museums (McLean 1994). However, In the particular context of museums, the marketing theory of services is examined in some inconsistencies (McLean 1994b). Museums offer a product that is both tangible and intangible.

Museums are essentially organizations based on objects and physical objects are still tangible, even though the objects elicit or personal experience intangible emotions (McLean 1994b). The experience is the generally accepted "product" of a museum. This may not be a 'product' for all visitors, however. In other words, the museum's product is complex with elements that range from pure product to pure services, such as cafe,

shop and cultural experience, along with the product/service continuum of Shostack (McLean 1994b).

The museum's service experience can be inseparable from the supplier, a member of the staff. However, by deciding what to consume, the visitor can categorize inseparability (McLean 1994b). McLean (1994b) points out that buyer-seller interaction in a museum is not intuitive, complex and can take various forms. Heterogeneity in museums is evident. Due to variations in the type and size of collections, the location of museums and their staff, it is difficult to standardize museum services (McLean 1994b).

Even in a single museum, the customer samples the collection in various ways, such as following a different route, experiences a subset of possible experiences, ends the experience at different times and differs in the experience of successive visits. Finally, the experience of the museum can be lost because it cannot be stored. McLean (1994b), however, suggests that the experience cannot be irrevocably destroyed because future visits can recreate the experience.

It is generally accepted that the traditional marketing mix (four Ps of product, price, place, and promotion) for marketing services is not adequately comprehensive and that the extended marketing mix should be used. The mix was expanded to 7 Ps, including "people," "process" and "physical support" (McLean 1994b).

The product of the marketing of services is more complex than the marketing of goods, but the product of museums is even more complex. What the core product is for museums is difficult to define because it is different from different people. "Experience" is generally considered to be the product, but some visitors can visit a museum with the primary purpose of going to the cafe or social acceptance (McLean 1994b). In other words, the product is defined by museum visitors (McLean 1994b).

The product of the service organization and the process by which the product is produced and delivered to the customer are inextricably linked since the customer is witnessing the process when the product is received (Lovelock 1991). For example, in a museum, the education product is closely linked to the education process. Due to Heterogeneity and inseparability of services of the service provider, The delivery of services can be variable (McLean 1994b).

The political dimension is another problem with the process of providing a service in museums. McLean (1994b) indicates that politics can make decisions because many museums are working with local authorities and therefore the interests of producers can be put before the interests of customers. People are an integral part of the marketing mix of services' product and process elements. The service provider is inseparable from the service.

However, McLean (1994b) suggests that some employees have very little contact with visitors. Customers often come into contact with staff and shop staff, but curators and educators often work behind the scenes. Prices should be set according to the value of the service provided by customers (Lovelock 1991).

Pricing the service of a museum is complicated by the lack of clarity of what the service is. Museums are seen in some ways as a public good. In addition, political factors influence price decisions in museums, such as the desire to make social wage access to museums free (Heinich 1988). Service promotion informs customers about the offer. Promotion is likely the most widely used museum marketing element.

However, financial considerations restrict the types of promotion carried out by museums (McLean 1994b). Therefore, other important uses for museum promotion are to attract funding and influence decision-makers, such as local governments (McLean 1994b). The placement element in service marketing focuses on accessibility to services (McLean 1994b) and the environment in which the service is provided. (McMichael, 1989).

The museum's location may be a major factor in the purchase decision, but a museum cannot be easily transferred (McLean 1994b). The new building in which the museum is located may be restrictive in terms of accessibility or rapid expansion and it may create an unacceptable image for the museum (McLean 1994b).

In terms of physical support for the seventh P, the tangible aspects of a service should be emphasized in order to create an image of the intangible product (McLean 1994b). The cafe food or memorabilia can be a tangible aspect of a museum (McLean 1994b). Scent and sound creation of the atmosphere can be an effective tool to improve the museum experience (McLean 1994b).

In museums, the basic nature of the service differs from other services. Customers are not required to remove original artifacts when they leave; they are permitted to have a relationship with different artifacts in their presence and can eliminate replicas such as photos, guide books, and memorabilia. Artifact preservation is an essential function of most museums, i.e.

An important component of the museum's context is a product concept (tangible but untouchable). In conclusion, the service marketing discipline offers several perspectives on museum marketing.

However, museums also have the characteristic of being generally non-profit organizations. This situation is not addressed in the services marketing theory. The body of marketing that relates to non-profit marketing is addressed next.

In conclusion, the service marketing discipline offers several insights into museum marketing. However, museums are also characterized as non-profit organizations in general.

Nonprofit marketing applied to museums: In the theory of marketing services, this situation is not addressed. Non-profit organizations have two separate groups: customers and funders (Kotler&Andreasen 1991). Museums often cannot survive on visitor-generated income and therefore rely on external funding. Marketing is, therefore, necessary to persuade donors and encourage continued and expanded financing. McLean (1994a) states that museum marketing literature does not recognize this concept. Museums require external agencies for other things than financial assistance, such as acknowledgment and moral support. (McLean 1994).

So, Museum marketing's broadest definition includes:

- Identifying the wants and needs of potential museum visitors and other viewers for leisure time entertainment, in particular, unmet needs.
- Identify experiences of the art museum that can be adapted to the needs of the user. • Identifying additional museum mission and resources compatible experiences.
- Identify ways to inform potential users about museum experiences and to attract them.
- Ensuring that museum users are fully satisfied with new and upcoming museum experiences and amenities.

3.1 Bangladesh National Museum

Bangladesh National Museum houses a number of illustrations of Bangladeshi history, culture, and tradition. This museum preserves Bangladesh's symbols of all ages, from ancient times to the present. This institution is currently under the control and supervision of the Ministry of Culture. It is located at Shahbag area in the capital Dhaka on the south side of Bangabandhu Sheik Mujib Medical University. The Museum's Mission is to establish a link between the disappearing past and the dynamic present in order to ensure the acquisition and advancement of knowledge in order to promote intellectual growth, national pride and awakening, social progress and international harmony, all at the service of the public and in accordance with professional standards. The Museum's Vision is to communicate the natural and cultural heritage of a country in a way that sheds light on the current situation.

The Museum's Goal: First of all, Collection of antiques, works of art, ethnological specimens, and relics related to Bangladesh's liberation struggle, specimens of flora and fauna, traditional crafts and artifacts, products of intellectual activities, audio-visual documentaries, and other objects and objects related to Bangladesh's cultural and natural heritage, and, above all, objects from various countries. Secondly, Preservation of all objects according to recognized conservation standards. Third, Study and research to document, catalog and publish the museum's objects and contribute to knowledge and human achievement. Exploration and fieldwork support. Archives, databases and other research facilities are maintained as well as a library. Forth, to display as many objects as possible in a visually appealing and intellectually stimulating way, maintaining the best esthetic standards possible.

There are many visitors who come to visit the museum. The records are given below-

Daily Visitors of Bangladesh National Museum May 2015

Date	Foreigner	Children	Adult	Total
02-05-2015	17	277	2105	2399

Source: Bangladesh National Museum statistics 02-05-2015

Monthly Visitors of the Museums: March 2015

Name of the Museum	Foreigner	Children	Adult	Total
Bangladesh National Museum	553	4569	37272	42394

Source: Bangladesh National Museum statistics March 2015

IV. Discussion

It is discussed here what is found conducting depth interview with museum curators and archaeologist.

4.1 Museum curators' analysis: The museum administration called as curators said that the visitors who come to visit the museum are students, professionals, foreigner and disabled. All type of years old person come to visit the museum especially come with their family. All the citizen of Bangladesh especially young adult people from rural and urban area comes here to visit. Few of the curators say the urban is 50% and the rural area is 50% but most of the curators say that 60% of total visitors come from the rural area. Foreigners also come here to visit to enrich their knowledge and some of the extent for research purpose. The students who want to gather vast knowledge about liberation, historical and archeological affairs come for their research purpose also. They think that the interest area of the visitors cannot be specifically defined. Moreover, they told that children have the attraction natural and animal gallery, female have in antique items Ethnography and Decorative Art, researcher has in History and Classical Art and Contemporary Art and World Civilization especially in liberation, sculpture and photography. The Department of Public Education provides education to all kinds of people. This

Department consists of seven sections, namely, Education, Display, Library, Photography, Audio-Visual, Publication, and Auditorium. The Education Section provides guided tours, runs the School Service Program and the Mobile Exhibition Service, and arranges lectures, seminars, and children's painting exhibitions. It also conducts the visits of foreign dignitaries and state guests. One important function of the Education Section is to hold a Children's Art Competition and a Handwriting Competition in Bangla annually. The Display Section installs all displays in the galleries and in the special exhibitions in an attractive way in consultation with the Curatorial Departments. It also produces replicas of selected objects for the galleries and Sale Center. The Library of Bangladesh National Museum is a specialized reference library in the country. It holds 35,000 books and journals on history, art and culture, science and technology, and other relevant subjects. It is open to scholars and researchers. The Photography Section takes photographs of objects in the collections of the Curatorial Departments and of archaeological sites, old mosques and temples, and historical edifices. Besides, it takes photographs of objects before and after treatment in the Conservation Laboratory and for publication. The Audio-Visual Section creates audios and videos of all programs held in the Museum and produces documentary films based on collections and themes. It also documents oral history. The Publication Section is responsible for all kinds of publication. It publishes News Bulletin, Journal of Bangladesh National Museum, Annual Reports, exhibition catalogs, books, view-cards, and official memorandums. It maintains contact with related organizations, sends the Museum's publications to them, and receives their publications for the Museum. The Publication Section thus keeps the Museum updated by way of interaction. Bangladesh National Museum has two auditoriums (the Main Auditorium and the Poet Sufia Kamal Auditorium) and one hall (the NaliniKantaBhattasali Exhibition Hall). The Auditorium Section is in charge of the auditoriums and the hall. Although these facilities are intended for the Museum, foreign and native organizations and agencies, subject to availability and restrictions and abiding by the rules, can hold lectures, seminars, symposia and cultural functions at the Main Auditorium or at the Poet Sufia Kamal Auditorium and can hold exhibitions at the NaliniKantaBhattasali Exhibition Hall on a rental basis. The extra facilities the museum have a small food shop, not canteen, an imitate shopping center and wheelchair for disabled etc. Although there has no room for getting feedback from the visitors, the administration thinks that the visitors want to object about the lack of information, design, taking photograph and no objection booth. The exact initiatives that have already taken for museum improvement are digitalization and newly decoration. They think about the importance of museum promotion. They told that for the museum promotion we can research, build an informative and attractive website, build teacher for word of mouth and in this case, the Porjoton Guide should have the alliance with the museum for promotion. They also agree that museum marketing can effectively overcome the shortage towards the visitors. Digitalization, Facebook fan page, website, advertisement, billboard, and conscious ministry and the secretary can help effectively in the museum marketing. In this case, many of them face the problem of bureaucratic complex and red-tapism.

4.2 Archeologists analysis: All archeologists said yes that museum is a great source of history and civilization to educate people. They think by decorating the items attractive and historic with the historical description this historic and aesthetic value of the museum should present to the people. They also think that making the visual image or digital photography can present this type of value to the visitors. Moreover, they talked about the promotional standard that the museum authority can develop are digitalization and willingness to aware people about the heritage of the museum.

4.3 Visitors Analysis: Now, the surveys with the visitors are analyzed here.

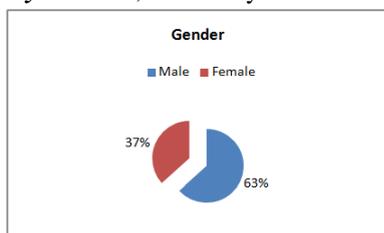


Figure no 1: Pie chart of gender

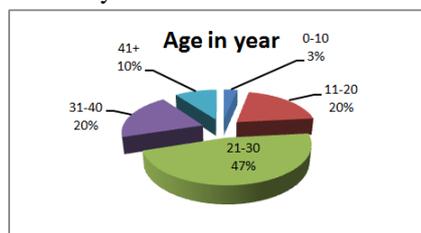


Figure no 2: pie chart of age

It is found in the Figure no 1: Pie chart of gender and Figure no 2: pie chart of age that the respondents spanned Male 63%, Female 33% where the young group within 21 to 30 years old are the highest number and capture the 47% among total. The age around 20 and above 30 to 40 years got the same number of frequency. The respondents are around the same percent in the sector all the stage of educational status shown in -3: Bar chart of Education. In figure 23.3% the highest number of respondents are HSC and Masters back-grounded. The Bachelor level visitors are lower than SSC level and also lower then HSC and Masters Level. Bachelor level student is not mostly interested in coming to the museum.

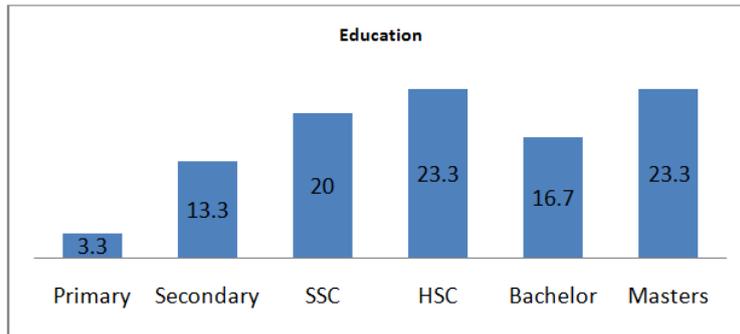


Figure-3: Bar chart of Education

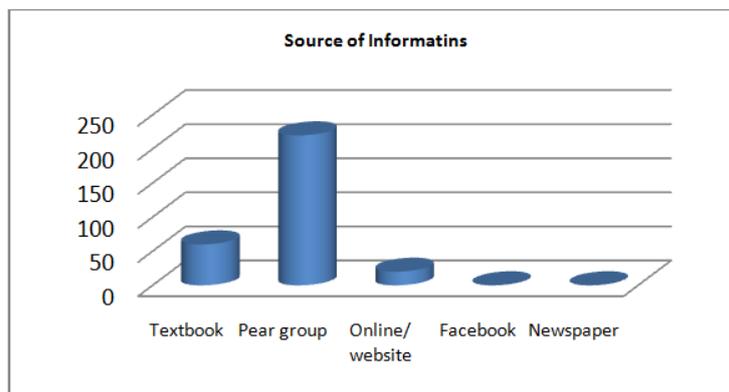


Figure no 4: bar chart of the source of information for visiting

From the Figure no 4: bar chart of the source of information for visiting, it is observed that every option is not chosen by the respondents. The newspaper and Facebook are left behind. That means these two ways are not available. They mainly come to know about the museum from their peer groups, especially parents, siblings, and friends. Many who come here knew from their school that is in school and come in study tour here. Here, 73.3% of the total population says that they come to know about the museum from peer group. Almost 20% says, they are from a textbook and about 7% are from the website.

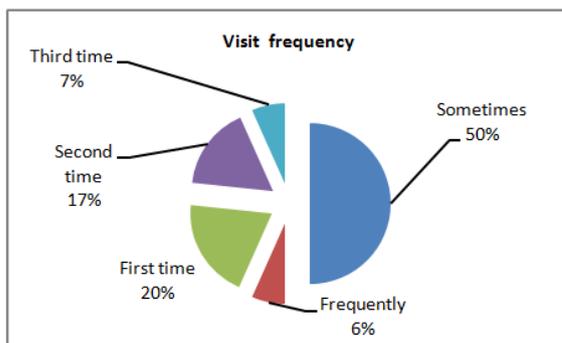


Figure no 5: pie chart of visiting frequency

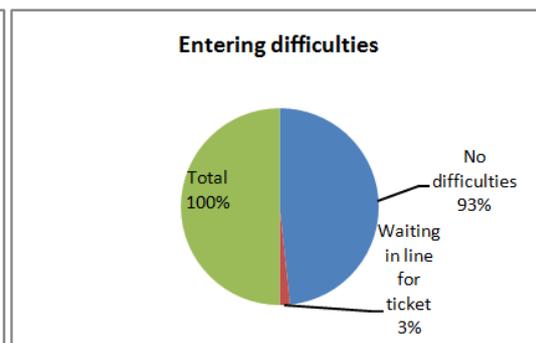


Figure no 6: pie chart of entering difficulties

From the Likert scale has shown in the Figure no 5: pie chart of visiting frequency, it is observed that every option is chosen by the visitors. Here, 50% of the total population says that they sometimes visit. Only about 6% says they want to come frequently and have come already the third time. It is observed from Figure no 6: pie chart of entering difficulties that, only two options are chosen by the visitors. Here, 96.7% of the total population says that no difficulties; they have not suffered any problems entering the museum. Only 3.3% says they feel difficulties of waiting in line for the ticket. Many of them are not aware of what they should have. There are many problems in storekeeping and guideline.



Figure no 7: line chart of satisfaction level

Using Likert scale 4, it is observed from the Figure no 7: line chart of satisfaction level that, every option is chosen by the students. Here, 73.3% of the total population says that they are satisfied; they are satisfied with the service. Only 3.3% chose the dissatisfy option, they are not satisfied with the providing facilities of the museum and 10% are not fully satisfied. It also needs to mention that 13.3% are over satisfied with the facilities they got in the museum.

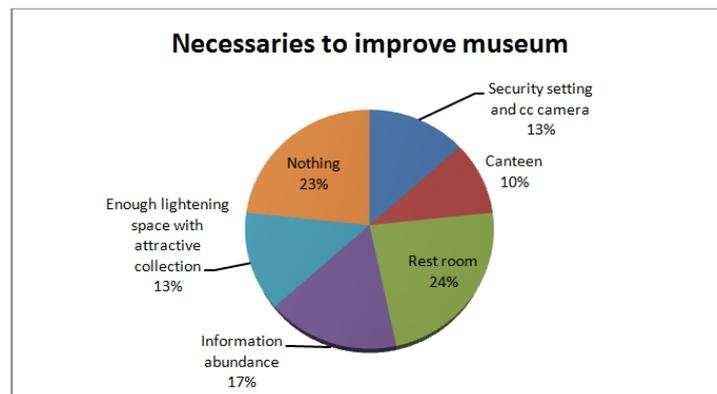


Figure no 8: chart of necessaries of improving the museum

It is shown in the Figure no 8: pie chart of necessaries of improving museum that, every option is chosen by the students. All the options are wanted to improve the facility of the museum. Here, 23.3% of the total population says that they want a restroom although there has a resting place with sofa-chair. The same percent did not want to say any comment in this regard. Many of them want that if the information about the displayed item and direction will be much rich, it would very helpful for them. Some of them talked about the CC TV camera and lightening space with an attractive collection. Only 10% chose canteen although there is a shop for foods.

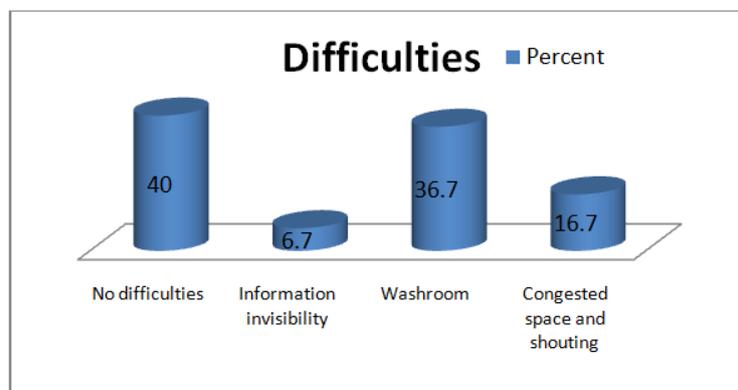


Figure no 9: line chart of difficulties

It is observed from the Figure no 9: line chart of difficulties that, not all option is chosen by the respondents. Here, 40% of the total population says that no difficulties, they didn't face any difficulties. About

36% chose washroom. But anyone did not say that the museum authority did not provide actual service. About 16% said that space is congested and there is shouting available in the room resting and another place. Among the respondents, only 6.7% said that the information about archeological items and other directions are not clearly visible.

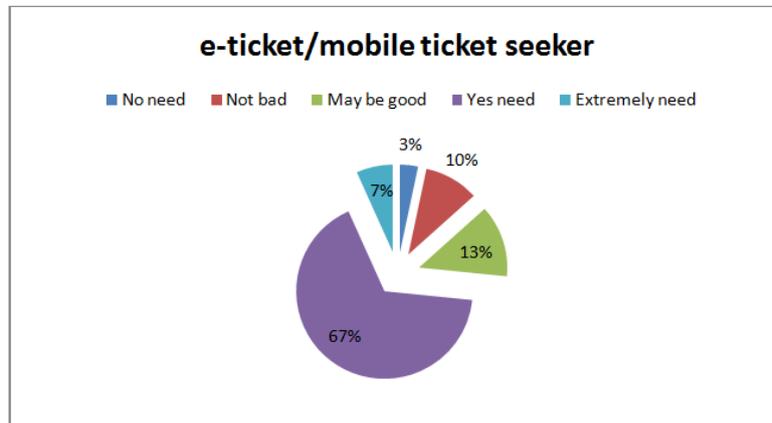


Figure no 10: pie chart of e-ticket or mobile ticket seeker

From Likert scale 7 in Figure no 10: pie chart of e-ticket or mobile ticket seeker, it is observed that every option is chosen by the visitors. Here, 66.7% of the total population says that, yes need, they became happy and interested in the e-ticket / mobile ticket facility. 6.7% chose the extremely need option who have access on the internet, have the capabilities and affordability and only 3.3% showed their avoidance of digital facility.

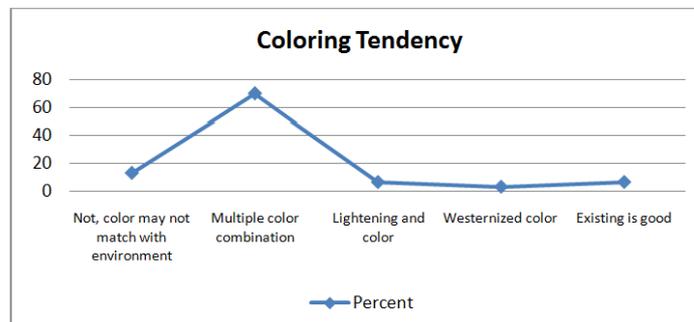


Figure no 11: line chart of coloring tendency

Figure no 11: line chart of coloring tendency shows that, every option is chosen by the respondents. Here, 70% of the total population says that they want multiple color combination in the interior side and background of the wall ambiance. 13.3% says it is correct that the color makes the ambiance beautiful. They say colors may always not match with the environment of the gallery. 6% says the existing color is good. Only 3.3% says they feel if the color may westernize as the western museum use. It is an important part of our objectives. Here it is observed that every option is chosen by the visitors.

Here in Figure no 12: line chart of museum promotion, 33% of the total population says that for the betterment and increasing audience government can take the promotional campaign. 26% of visitors said TV commercial may use for informing about the museum. 16.7% wants the Facebook fan page and internet-based e-marketing. Only 10% says newspaper and billboard can be used for marketing promotion. It is a matter of discouraging that 13.3% says there is no need for marketing promotion regarding the museum.

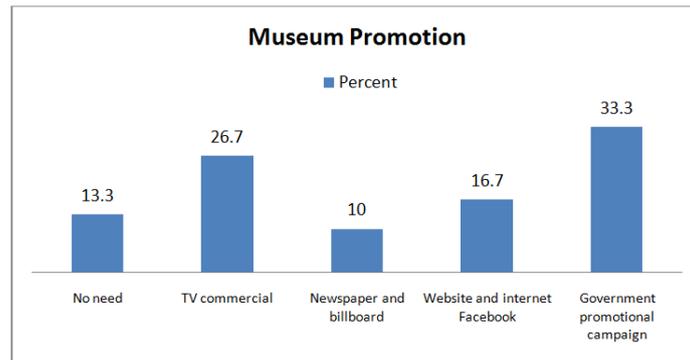


Figure no 12: line chart of museum promotion

Cross-tabulation (statistical analysis):

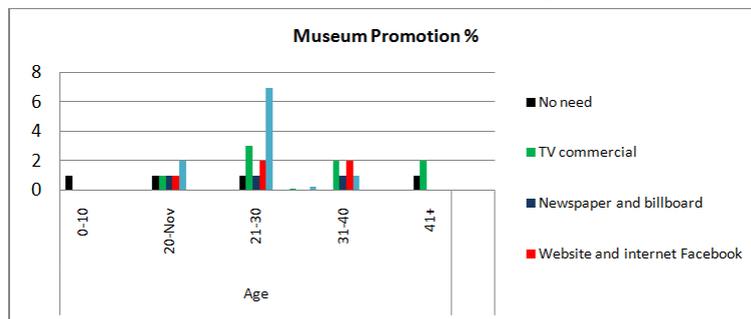


Figure no 13: a cross-tabulation of age and marketing promotion

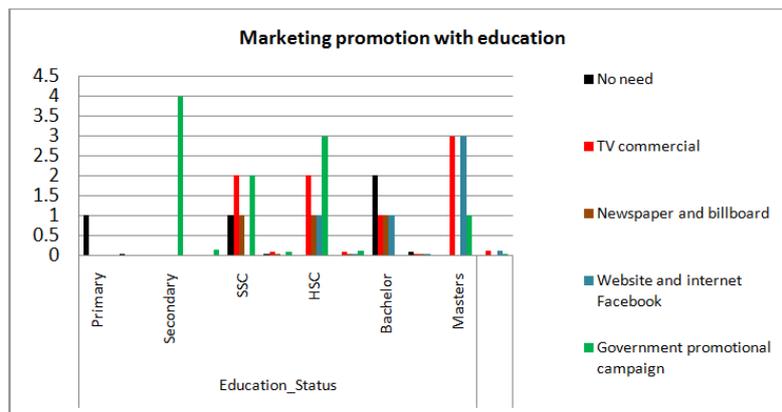


Figure no 14: a cross-tabulation of education and marketing promotion

V. Results

In the figures, the relation among cross tabulation, age, gender and education of visitors are summarized in a graphical manner. Different statistical formula and analyzing method are used to get these organized data and analysis delivers the value from survey data. The age range for data processing was 6-60years.

From the figure, scores are classified in a certain interval and the data measurement and analysis show that about 25% of visitors are below 21. 50% of the total population is in 21 to 30 marked where the range between maximum and minimum in the male is about 65% and for the female it is 35%.

The year range 21-30 old people may come to the museum to visit very frequently among them the male are highest in number. Most of the visitors want washroom better facility than available, restroom, canteen and more information that can be more visible. To avoid the waiting problem in line under the sun, most of them want online or mobile ticket facility. Although some of them did not accept the marketing promotion, many of them shared that media coverage TV commercial, newspaper advertisement, billboard, Facebook fan page, attractive website, online marketing, mobile message, seminar, government promotional campaign, textbook syllabus, word of mouth can inform the actual and potential visitors by enriching their knowledge.

VI. Recommendations

The problems that have been discovered that can be solved whether the authority takes necessary initiatives in this regard.

- (a) For ticket getting problem the authority may launch e-ticket or mobile ticket facility.
- (b) The information about direction and description about gallery items should be more precise, visible, informative and eye-catching.
- (c) Increasing proper security there may have the permission of taking photographs for increasing word of mouth.
- (d) Space may be enlarged and the shouting may remove by informing and showing a symbol of silence.
- (e) If it is necessary the authority can conduct research for multiple coloring of interior ambiance.
- (f) There may have a good and fresh restroom, a canteen.
- (g) They should increase the washroom facility and shopping center facility.
- (h) Although the authority is digitalizing the museum, they should use more advanced technology.
- (i) For the promotion of museum the authority can urgently open a Facebook fan page, can well design the website.
- (j) The authority of the museum can promote the museum game for the game loving people for marketing promotion.
- (k) For the marketing of museum, the authority can inform the potential and actual visitors by providing advertising in print media and electronic media, they can promote e-advertising and can provide actual and other extra services for making partner by building a relationship.
- (l) The authority may have good liaison with the government for their cordial help in this sector and have also liaison with Porjoton Corporation for promoting the museum.
- (m) Finally, the government should have the concern and passion for improving the museum service sector and should reduce bureaucratic complex and red-tapism only for the development of the patriotically and historically sound knowledge citizens.

VII. Conclusions

The results of the survey presented in this report document the Bangladesh National Museum's problem and prospects. These data, therefore, provide an opportunity to examine the museum and its visitors' improvements. The identification of these esthetic problems is critical because visitor knowledge is very low; the museum's administration also has a little museum knowledge marketing and archeologists have no knowledge or panic in museum marketing. Since the era of information and communication technology, no service can be provided to a large extent without marketing, especially in the historical and aesthetic value segment of the museum. If museum marketing knowledge can be established in Bangladesh, our country will be benefited more, as, there are a lot of museums in the country. It will help to enrich visitor knowledge and attract domestic and international visitors. The museum could be one of the most popular tourist spots and can boost the country's economy.

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