

# QUESTIONS > REASON

What social media platforms are you on?



Asked to uncover the Best social media platform for Elizabeth Reed Art

Which do you prefer:

- Watching a Short Informational Video, Reading Blogs
- Reading E-NewsLetters
- Scrolling Social Media



Asked to find motivation for being online and on social media

Do you make big purchases on your phone?



Asked to see if there is motivation to purchase when scrolling on social media

When in the market for artwork, where do you first consider buying art?



Asked to find a correlation between social media and looking for artwork

What information would you need on the website to influence you to purchase a piece of artwork from an artist's website?



Asked to find a motivation to buy art online and if emotional motives play a factor in a purchase

What qualities do you look for when in the market for new artwork



Asked so the artist knows what her target audience wants/looks for in a painting

What social media platforms are you on?  
(1: I want artwork that has a reputable name association – 5: I want to support my community)



Asked to unasked for pride or prestige motive? Does the audience want to feel like their purchase makes them look good by purchasing local artwork? cover the Best social media platform for Elizabeth Reed Art

How do you determine which art you want?



Asked to determine the motivation for an art piece purchase

Do you make big purchases on your phone?



Asked to see if there is motivation to purchase when scrolling on social media

What is the price you would be willing to pay for a 9x12 one-of-a-kind piece of art?



Asked for economic motives in the decision to purchase a painting

Do you read the story behind the artist and their work?



Asked to understand emulation or imitation and affection motives of the audience

Have you ever Googled "original artwork"?



Asked to determine if original artwork is useful for keywords