



Scientific and Educational Group
"Innovation in Culture and the Arts"

Research seminar

26.09.2022

The Impact of Perceived Value on Revisit Intention in Private Museum Settings

Aleksandra A. Zaplatina, aazaplatina_1@edu.hse.ru



RESEARCH MOTIVATION

- Cultural organizations compete with other entertainment and educational institutions for customers attention (Camarero *et al.*, 2011; Lehn, 2006).
- Overall attendance of the world's 100 most visited art museums dropped by **77%** and **69%** in 2020 and 2021, respectively (The Art Newspaper, 2021 & 2022).

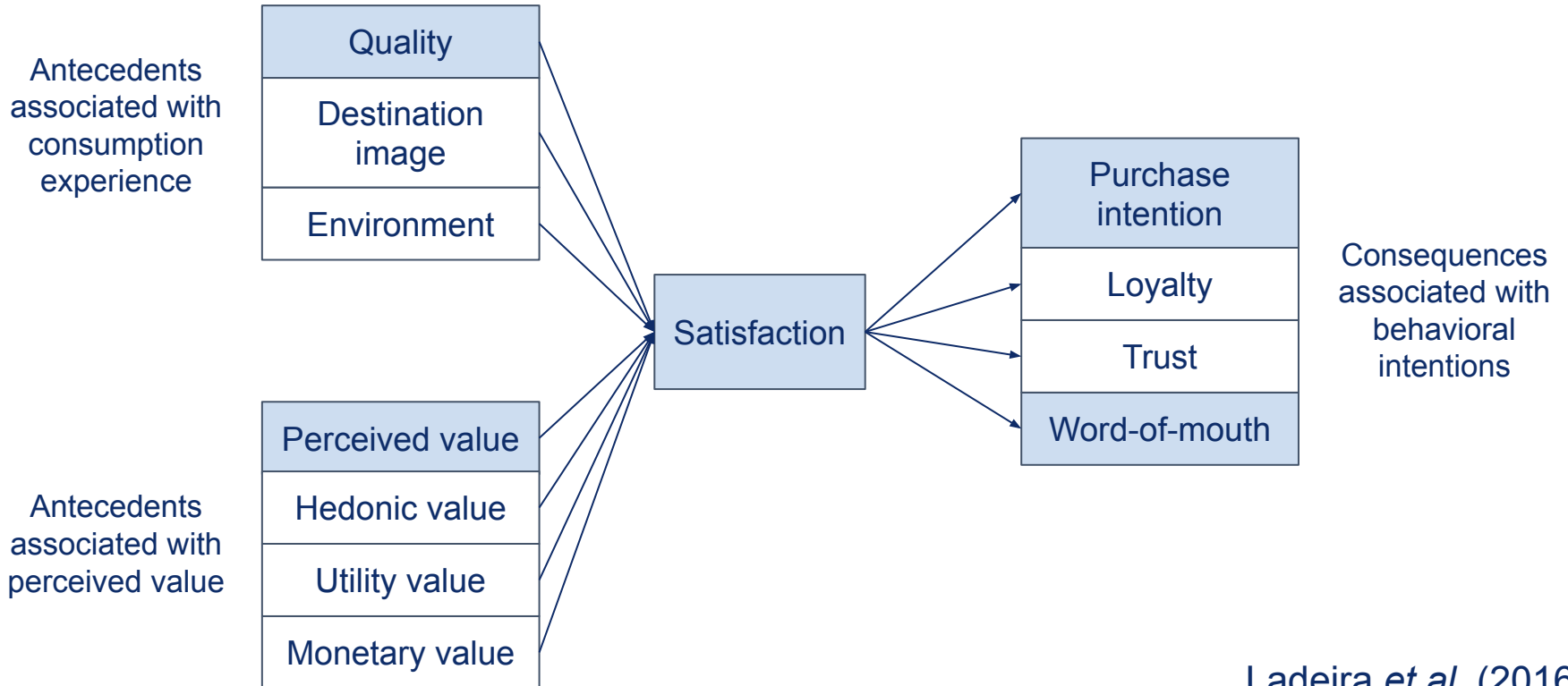
Fabergé Museum in Saint Petersburg (The Art Newspaper, 2021 & 2022):

- *Number of visitors in 2020: 728 779 (+6% comparing with 2019)*
- *Number of visitors in 2021: 420 000 (-42% comparing with 2020)*
- **21st** and **67th** on the list of the world's most visited art museums in 2020 and 2021, respectively

RESEARCH QUESTION

Does the perceived value positively influence behavioral intentions of museum visitors?

THEORETICAL FRAMEWORK





THEORETICAL FRAMEWORK: BEHAVIORAL INTENTIONS

<i>Dimensions</i>	<i>Authors</i>	<i>Context</i>
Revisit intention/ Repeat patronage	Damanik & Yusuf (2021)	Cultural tourism
	Nowacki & Kruczek (2020), Piancatelli <i>et al.</i> (2020), Han & Hyun (2017), Kang <i>et al.</i> (2017), Palau-Saumell <i>et al.</i> (2016), Wu & Li (2015), Brida <i>et al.</i> (2012)	Museum
	Kuo <i>et al.</i> (2018)	
Positive word-of-mouth	Nowacki & Kruczek (2020), Piancatelli <i>et al.</i> (2020), Kuo <i>et al.</i> (2018), Han & Hyun (2017), Palau-Saumell <i>et al.</i> (2016), Wu & Li (2015), Brida <i>et al.</i> (2012)	



THEORETICAL FRAMEWORK: **PERCEIVED VALUE**

One-dimensional approach:

Zeithaml (1988): visitors' assessment of the benefit of a product or service based on perceptions of what is received and what is given.

Multi-dimensional approach:

<i>Authors</i>	<i>Dimensions</i>
Mattsson (1991)	Emotional value, Practical value, Logical value
Sheth <i>et al.</i> (1991)	Functional value, Social value, Emotional value, Epistemic value, Conditional value
Babin <i>et al.</i> (1994)	Hedonic value, Utilitarian value
Holbrook (1999)	Efficiency, Excellence, Status, Esteem, Play, Aesthetics, Ethics, Spirituality



PERCEIVED VALUE: ONE-DIMENSIONAL APPROACH

<i>Authors</i>	<i>Constructs</i>	<i>Context</i>
Siu <i>et al.</i> (2013)	Perceived relationship investment Knowledge value Relational value	Museum
Palau-Saumell <i>et al.</i> (2016)	Perceived value	Cultural tourism
Hyun <i>et al.</i> (2018)	Hedonic value Utilitarian value	Museum
Santini <i>et al.</i> (2018)	Hedonic value Utilitarian value	Cultural tourism
Recuero Virto <i>et al.</i> (2019)	Perceived relationship investment	Museum
Orgaz-Agüera & Moral-Cuadra (2020)	Perceived value	Cultural tourism
Damanik & Yusuf (2021)	Perceived value	Cultural tourism



PERCEIVED VALUE: MULTI-DIMENSIONAL APPROACH

<i>Authors</i>	<i>Dimensions</i>	<i>Context</i>
Prebensen & Rosengren (2016)	Functional value Value for money Emotional value Social value Novelty value	Air travel, hotels, restaurants, museums
Frías-Jamilena <i>et al.</i> (2018)	Functional value Affective value	Tourism (destination)
Blasco López <i>et al.</i> (2019)	Knowledge value Relational value Perceived relationship investment	Cultural tourism



THEORETICAL FRAMEWORK: **QUALITY**

One-dimensional approach:

Taylor and Baker (1994): consumers' general impression regarding the relative inferiority/superiority of a service provided by an institution.

Multi-dimensional approach:

<i>Authors</i>	<i>Dimensions</i>
Grönroos (1984)	Functional quality, Technical quality
Parasuraman <i>et al.</i> (1988)	SERVQUAL: Tangibles, Reliability, Responsibility, Assurance, Empathy
Pine & Gilmore (1999)	Aesthetics, Entertainment, Escapism, Education
Brady & Cronin (2001)	Interaction quality, Physical environment quality, Outcome quality



QUALITY: ONE-DIMENSIONAL APPROACH

Authors	Constructs	Context
Palau-Saumell <i>et al.</i> (2016)	Visitors' interactions with employees Crowding	Cultural tourism
Forgas-Coll <i>et al.</i> (2017)	Service quality	Museum
Han & Hyun (2017)	Quality	Museum
Daskalaki <i>et al.</i> (2020)	Tangibles Reliability Responsiveness Assurance Empathy	Museum
Piancatelli <i>et al.</i> (2020)	Perceived quality	Museum



QUALITY: MULTI-DIMENSIONAL APPROACH

<i>Authors</i>	<i>Dimensions</i>	<i>Context</i>
Wu & Li (2015)	Interaction quality Physical environment quality Outcome quality Access quality	Museum
Blasco López <i>et al.</i> (2019)	Hedonic value Anthropogenic service value	Cultural tourism
Vesci <i>et al.</i> (2021)	Aesthetics Entertainment Escapism Education	Museum



HYPOTHESES DEVELOPMENT

H1: Positive word-of-mouth positively affects revisit intention.

H2a: Satisfaction positively affects positive word-of-mouth.

H2b: Satisfaction positively affects revisit intention.

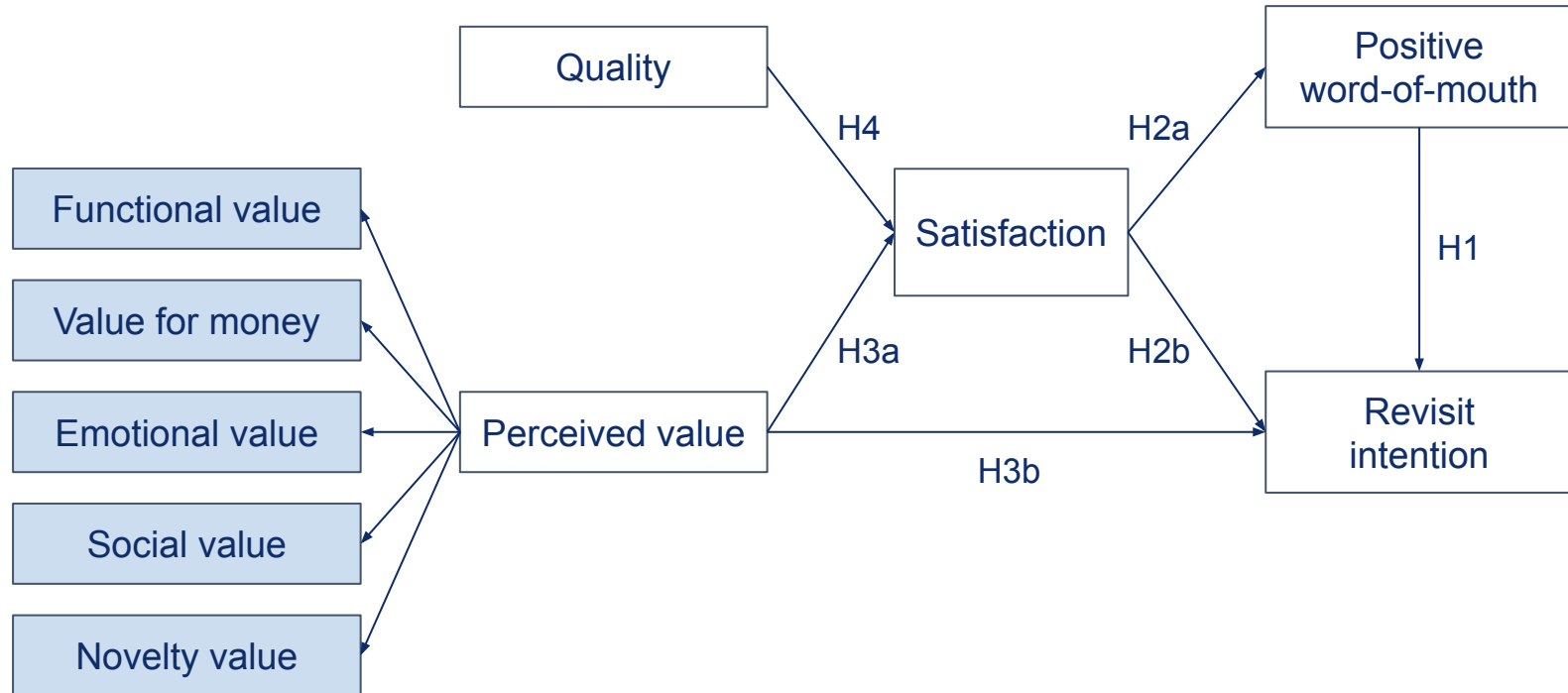
H3a: Perceived value positively affects satisfaction.

H3b: Perceived value positively affects revisit intention.

H4: Quality positively affects satisfaction.



RESEARCH FRAMEWORK



Source: Own elaboration



METHODOLOGY

- **Research site:** Fabergé Museum in Saint Petersburg
- **Study participants:** visitors of the Fabergé Museum in Saint Petersburg
- **Data collection:** semi-structured questionnaire; items measuring the constructs and their dimensions & basic demographic and socioeconomic data
- **Measurement of the variables:** 7-point Likert scale (Taherdoost, 2019)
- **Statistical analysis:** Confirmatory Factor Analysis (CFA), Structural Equation Modelling (SEM)



QUESTIONNAIRE DESIGN

<i>Construct / Dimension</i>	<i>Items</i>	<i>Assessment scale type</i>	<i>Source</i>
Positive word-of-mouth	<ul style="list-style-type: none">I will describe this museum experience to my friends and relatives.I will recommend this museum if anyone asks for advice.Based on this museum experience, I will encourage friends and acquaintances to visit museums.	7-point Likert scale 1 = strongly disagree 7 = strongly agree	Kuo <i>et al.</i> (2018) <i>original work</i>
Revisit intention	<ul style="list-style-type: none">I have strong intentions to visit this museum again.I consider this museum as my first choice compared to other museums.This experience increased my interest in visiting museums in the future.	7-point Likert scale 1 = strongly disagree 7 = strongly agree	Kuo <i>et al.</i> (2018) <i>original work</i>
Satisfaction	<ul style="list-style-type: none">Overall, I am satisfied with my experience at this museum.My decision to visit this museum was a wise one.Overall, compared to other museums, I am satisfied with this museum.	7-point Likert scale 1 = extremely disagree 7 = extremely agree	Han & Hyun (2017) <i>originally</i> : Oliver (1980), Taylor & Baker (1994)



QUESTIONNAIRE DESIGN

<i>Construct / Dimension</i>	<i>Items</i>	<i>Assessment scale type</i>	<i>Source</i>
Perceived value	<p><i>Functional value</i></p> <ul style="list-style-type: none">• This museum experience has a consistent level of quality.• This museum experience is well formed.• This museum experience has an acceptable standard of quality.• This museum experience is well organized. <p><i>Value for money</i></p> <ul style="list-style-type: none">• The price paid for this museum experience is reasonable.• The prices for museum experience are acceptable.• This museum experience represents "value" for money.• This museum experience is correctly priced. <p><i>Emotional value</i></p> <ul style="list-style-type: none">• This museum experience gives me a feeling of wellbeing.• This museum experience is exciting.• This museum experience is stimulating.• This museum experience makes me happy.	<p>7-point Likert scale 1 = do not agree 7 = agree completely</p>	<p>Prebensen & Rosengren (2016) <i>originally:</i> Williams & Soutar (2009)</p>



QUESTIONNAIRE DESIGN

<i>Construct / Dimension</i>	<i>Items</i>	<i>Assessment scale type</i>	<i>Source</i>
Perceived value	<p><i>Social value</i></p> <ul style="list-style-type: none">• This museum experience helps me to meet like-minded people.• Participating in this museum experience enables me to create a good impression.• Participating in this museum experience enables me to impress other people.• Participating in this museum experience makes me feel more socially accepted. <p><i>Novelty value</i></p> <ul style="list-style-type: none">• This museum experience satisfies my curiosity.• This museum experience provides authentic/genuine experiences.• This museum experience is educational.• This museum experience is unique.	<p>7-point Likert scale</p> <p>1 = do not agree 7 = agree completely</p>	<p>Prebensen & Rosengren (2016) <i>originally:</i> Williams & Soutar (2009)</p>



QUESTIONNAIRE DESIGN

<i>Construct / Dimension</i>	<i>Items</i>	<i>Assessment scale type</i>	<i>Source</i>
Quality	<ul style="list-style-type: none">• Employees of the museum have provided me with good service.• The exhibits are well explained to the visitor.• The visitor receives enough information to enjoy a visit.• The museum provides good services.• I believe that the proposed signaling of the exhibitions is well arranged for the visitor.• The museum knows how to use the facilities to make a visit more interesting.	5-point Likert scale 1 = strongly disagree 5 = strongly agree	Forgas-Coll <i>et al.</i> (2017) <i>originally</i> : Martín-Ruiz <i>et al.</i> (2010)



Scientific and Educational Group
"Innovation in Culture and the Arts"

Research seminar

26.09.2022

Thank you for your attention