The impact of perceived museum innovativeness on behavioral intentions.
The case of the Fabergé Museum in St. Petersburg

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

RESEARCH MOTIVATION

- Cultural organizations compete with other entertainment and educational institutions for customers attention (von Lehn, 2006).
- Technologies (Leoni & Cristofaro, 2021):
  (1) enhance the role of museums as providers of experiences *(from the position of visitors)*
  (2) advance museum activities *(from the position of managers)*

Fabergé Museum in Saint Petersburg (The Art Newspaper Russia, 2021):
- **20th** in the list of **most-followed museums** in Russia: 156 563 followers (2021) => ***web visibility***
- Number of visitors in 2020: 728 779 (+6% comparing with 2019)

RESEARCH QUESTION

How does perceived museum innovativeness affect behavioral intentions (case of the private museum)?

Camarero *et al.* (2011): the influence of (public-***private***) funding on museums' innovation and performance.

Museums' innovation:
- organizational innovation
- technological innovation
- innovation in value creation

Museums' performance:
- economic (financial results and generation of funding)
- market (audience satisfaction)
- social (achieving a cultural mission)

1. ***Private museums*** show higher levels of organizational innovation and technological innovation than public museums **(confirmed).**
2. ***Private museums*** show higher levels of innovation in value creation than public museums **(rejected).**
3. Large cultural organizations show higher levels of economic, social and market performance than small cultural organizations **(rejected).**

Bertacchini *et al.* (2018): the effects of the ownership type on the performance of cultural institutions (governmental museums, autonomous museums, outsourced museums, *private museums*).

Dimensions of museums' performance:
- actual accessibility
- facilitation of experience
- **visibility outside the premises, with special emphasis on *web visibility***
- mindfulness of local context and connection with other local institutions, both cultural and touristic

Sub-dimensions of *web visibility*			
Online catalogue for visitors	Website	App	Online calendar of events
Online scientific catalogue for scholars	Social media		Virtual visit
Online library	Wi-Fi access		Access to single selected heritage pieces
Online ticket purchase	Newsletter		Teaching/gaming section in website

Private museums outperform public museums directly run by government entities when one considers performance in terms of *web visibility*.

Adopted technologies	% out of total *private* SMs	Adopted technologies	% out of total *private* SMs
Website	85%	Virtual reconstruction	30%
Social media	82.5%	Forum	25%
Digital positioning	75%	Online ticketing	25%
Online presence on non-proprietary channels	70%	Targeted newsletter	25%
Mobile website	60%	Virtual reality	17.5%
Post-visit monitoring	60%	Mobile apps	15%
Newsletter	47.5%	Online virtual tour	15%
Multi-language website	42.5%	Virtual catalogue	15%
Free print ticketing	32.5%	Augmented reality	12.5%
Proximity systems	32.5%	Other technologies	12.5%
Tablet	32.5%	Gamification	7.5%
		E-commerce	7.5%

Source:
Leoni & Cristofaro (2021)

Technologies adopted by the Fabergé Museum in St. Petersburg

Adopted technologies	% out of total *private* SMs
Website	85%
Social media	82.5%
Online presence on non-proprietary channels	70%
Mobile website	60%
Newsletter	47.5%

Adopted technologies	% out of total *private* SMs
Multi-language website	42.5%
Online ticketing	25%
Online virtual tour	15%
Virtual catalogue	15%
Other technologies (audio guides)	12.5%

LITERATURE REVIEW

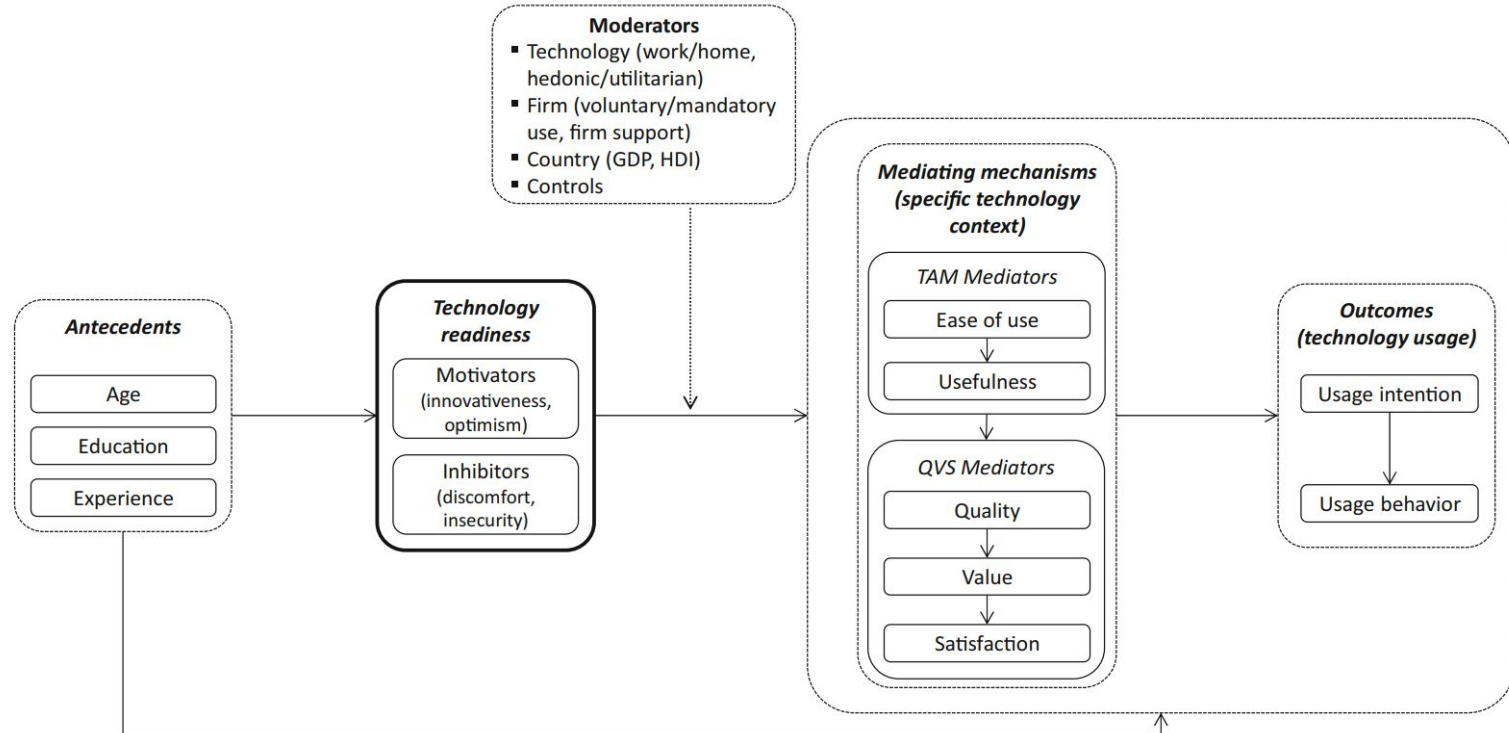| Author	Approach / constructs	Scale	Perspective	Level of abstraction	Context
Camarero *et al.* (2011)	(1) organizational innovation (2) technological innovation (3) innovation in value creation	-	organization	-	museum
Jin *et al.* (2015)	perceived image of restaurant innovativeness	Kunz *et al.* (2011)	consumer	brand	restaurant
Kim *et al.* (2016)	customer-centric innovativeness	Kunz *et al.* (2011)	consumer	firm	airline
Pappu & Quester (2016)	perceived innovativeness	Song & Xie (2000)	consumer	brand	electronics
Recuero Virto *et al.* (2017)	innovation	Tajeddini (2010)	organization	-	museum
Lee & Kim (2018)	(1) perceived product-related innovation capability (2) perceived service-related innovation capability (3) perceived experience-related innovation capability (4) perceived promotion-related innovative capability	Lin (2015)	consumer	-	food exposition
Nysveen *et al.* (2018)	perceived innovativeness	Kunz *et al.* (2011)	consumer	brand	hotel
Feng *et al.* (2021) ***meta-analysis**	service innovation innovation type (open versus closed) - moderator	-	-	-	service & manufacturing
Quach *et al.* (2021)	perceived innovativeness	Kunz *et al.* (2011)	consumer	firm	mobile services

LITERATURE REVIEW

Liu *et al.* (2019): technological innovation (meta-analysis)

Author	Theory	Constructs
Bauer (1960)	Perceived Risk	Perceived time-loss risk, Perceived performance risk, Perceived personal risk, Perceived financial risk, Perceived social risk
Fishbein & Ajzen (1975)	Theory of Reasoned Action	Attitude toward behavior, Subjective norm, Behavioral intention, Actual behavior
Rogers (1983)	Innovation Diffusion Theory	Ease of use, Personal innovativeness, Relative advantage, Compatibility
Ajzen (1985)	Theory of Planned Behavior	Attitude toward behavior, Subjective norm, Perceived behavioral control, Behavioral intention, Actual behavior
Delone & Mclean (1992)	Information Systems Success Model	System quality, Information quality, Information use, User satisfaction
Davis *et al.* (1989)	Technology Acceptance Model	Perceived usefulness, Perceived ease of use, Attitude toward using, Behavioral intention to use, Actual system use, External variables (Social influence, Facilitating conditions)
Venkatesh & Davis (2000)	Technology Acceptance Model 2	Perceived usefulness, Perceived ease of use, Subjective norm, Image
Venkatesh & Bala (2008)	Technology Acceptance Model 3	TAM & TAM2, Anchor (Computed self-efficacy, Perceptions of external control), Adjustment (Perceived enjoyment)
Venkatesh *et al.* (2003)	Unified Theory of Acceptance and Use of Technology	Performance expectancy, Effort expectancy, Attitude toward using technology, Social influence, Facilitating conditions, Self-efficacy, Anxiety behavioral intention to use the system, Use behavior
Venkatesh *et al.* (2012)	Unified Theory of Acceptance and Use of Technology 2	Hedonic motivation, Price value, Habit individual differences (age, gender, experience)

LITERATURE REVIEW

Blut & Wang (2020): technology readiness & technology usage (meta-analysis)

Theoretical framework. Traditional museums

Author	Context	Technology	Constructs of the TPB		
Pallud & Straub (2014)	Museum	*Website*	• Aesthetics • Content • Ease of use • Emotion • Made-for-the-medium • Promotion	Website evaluation	Attitudes Facilitating conditions Subjective norms	• Intentions to return to website • Intentions to go to museum

Author	Context	Technology	Antecedents	Constructs of the TPB	
Garcia-Madariaga *et al.* (2018)	Museum	*Website*	• Content • Ease of understanding • Emotion • Informational fit-to-task • Promotion • Visual appeal	Website quality	• E-loyalty • Trust • Perceived control

Theoretical framework. Traditional museums

Author	Context	Technology	Antecedents	Constructs of the extended TAM			
Zollo *et al.* (2021)	Museum	• Internet Communication Technologies (ICTs) • ***Social media***	Visitors' digital propensity	Perceived museum SMMs		Loyalty to the museum	Economic support
				Digital experience			
						Identification with the museum	

Author	Context	Technology	Constructs of the TAM		
Blasco-Lopez *et al.* (2019)	Museum	Facebook Fan Pages ***(online presence on non-proprietary channels)***	Museum-generated content	• Perceived information quality • Perceived customer service	Visit intention

Author	Context	Technology	Constructs of the extended TAM			
Kang & Gretzel (2012)	Museum	Podcast tour ***(other technologies)***	• Innovativeness • Internet familiarity	Podcasting affinity	Perceived impact on museum experience	Perceived impact on visitation behavior

Theoretical framework. Digital museums

Author	Context	Antecedents	Constructs of the TAM		
Hung *et al.* (2016)	Museum	• Media richness • Personal innovativeness • Computer self-efficacy	Perceived ease of use	Attitude toward using digital museums	Intention to use digital museums
		• Media richness • Personal innovativeness	Perceived usefulness		

Author	Context	Antecedents	Constructs of the TAM	
Wang (2018)	Museum	• Individual innovativeness • Self-efficacy	Perceived ease of use	Usage intention

Author	Context	Antecedents	Constructs of the TAM & ECM		
Wu *et al.* (2021)	Museum	Media richness	Perceived usefulness		Continuance intention
			Perceived ease of use	Satisfaction	
		Confirmation	Perceived playfulness		

Theoretical framework. Future steps

1. Focus on acceptance of **(1)** social media, **(2)** 3D tour, **(3)** audio guide.

2. Analysis of the constructs for proposed models (ex: **(1)** Ciftci *et al.* (2021): meta-analysis of the **Personal innovativeness** in the context of hospitality and tourism; **(2)** application of constructs in other contexts).

3. Formulating the hypotheses.

4. Building the models.

Thank you for your attention!