Importance of Art Museum and its Influence on Behavioral Intention of Visitors

Ajayi, Joseph Babatunde
Department of Design and Fine Arts
Bamidele Olumilua University of Education, Science and Technology
Ikere-Ekiti, Ekiti State, Nigeria.
E-mail: ajayi.joseph@bouesti.edu.ng

ABSTRACT

This study aimed to investigate the importance of art museum and its influence on behavioural intention of visitors. Well-structured questionnaire directed at two hundred visitors who were willing to participate in the study was used to gather data for analysis. Data was analyzed descriptively through tables, charts and inferentially through Chi Square and Pearson correlation. Results revealed that "I gained new knowledge from my experience visiting art museum" had the highest mean value (4.21) of perception about art museums. Also, the visitors were willing to visit more art museums and they were satisfied with the art museum visited. Furthermore, hypothesis revealed that there is a significant relationship between satisfaction of the visitors and their behavioural intention towards art museums. Therefore, art museums should be promoted more since they serve as educative and entertaining means of promoting knowledge or art exhibits and local culture of the populace.

Keywords: Art, Museum, Perception, Visitors, Satisfaction

1. INTRODUCTION

The planned, sequential, and intentional delivery of education within the confines of a school only is no longer the practice. Learning takes place in many various settings and informal situations, including the home, the street, and museums, among others. Over the years, schools have realized the importance of expanding learning opportunities, including extracurricular activities like filed trips and visits. As a result, the entire environment is now viewed as a learning resource, and art museums are part of this large environment and it is unquestionably one of the most significant educational institutions in society (Al-Radaideh, 2012).

These days, art is a rich, colourful tapestry that reflects a region's lively culture. It spans centuries and includes clay, woodwork, textiles, printing, scroll painting, architecture, and sculpture. Something like art has the power to liberate people's mind (Dilshad, 2013). Art is a social reality that enters into social memory, allowing for the development of historical-dynamic relationship with its intended audience (Polyudova, 2021).

Many people have sought to engage in dialogue with the world since the beginning of time, and they have found that the creative process is an effective way to generate and spread fresh knowledge and ideas. Graffiti, the design of public monuments, music festivals, theatrical performances, and other forms of art are becoming commonplace on metropolitan public highways (Gustavo, 2018). The expressive language of art has the capacity to challenge norms, beliefs, concepts and preferences. It necessitates thoughts. In front of it, for instance, are numerous conceptions of beauty and ugliness, and for them we can consider the principles that guide our lives and shape our identities and possessions (Johann, 2015). Since a society cannot become artistically developed unless there is also a high level of public understanding of the artistic production, art in education aims to promote the growth of individuals who are aware of, appreciative of, and able to make decisions about works of art. Art thus plays a crucial role in the cultural development of any society (Barbosa, 2012).

According to Fróis (2011), there are changes taking place at museums today that have an impact on visitors' access to and awareness of the artwork on display. Maybe it's a method to connect with previously 'unreachable' audiences who, up until that point, had never experienced art or the conditions of going to these places. These days, viewing art collections from some of the finest museums in the world is easier because to virtual resources like the internet. According to this hypothesis, these changes enable individuals to gain a deeper grasp of the significance of these locations in the modern world. Additionally, some studies viewed art museum as authentic encyclopedias of artistic history, for instance, theorist Lara (2013) highlights that artistic displays are instances of 'manifestations of museums before their audience (Gustavo, 2018).

Various researchers have carried out studies on issues pertaining to art museum such as; The Contribution of Art Museums to Art Education (Al-Radaideh, 2012), Contemporary Art Museum (Dilshad, 2013), Art, school and museum: the analysis of an experience in art education at the university Museum of Art (Gustavo, 2018), Art Museums in Modern Society (Polyudova, 2021) and others but there is dearth of information on experience attached to art museum, therefore, this study aims to find out the importance of art museums and its influence on behavioural intention of visitors. Basically, the study examined the perception of the respondent about art museums and Behavioural intention towards art museum.

Hypotheses
The following two research hypotheses were formulated and tested at 0.05 level of significance
1. There is no significant relationship between socio-demographic characteristics and satisfaction
2. There is no significant relationship between satisfaction of the respondents and behavioural intentions towards art museums.

2. METHODOLOGY

This research was carried out at the National Art Museum located in Lagos State. The methodology employed for data collection in this study encompassed the utilisation of meticulously crafted questionnaires. Experts ensured the validity of the instrument. The reliability of the instrument was done and the Cronbach's Alpha method was used to test the reliability, and the coefficient obtained was 0.82, which indicates that the instrument is reliable for collecting data for the study.

The questionnaires were administered to a cohort of two hundred site visitors, selected based on their expressed interest in taking part in the study. The design of the questionnaire was tailored to encompass not only the socio-demographic attributes of the visitors but also their perceptions, levels of satisfaction, and behavioural inclinations concerning art museums in Nigeria. Descriptive statistics such as percentage, mean and standard deviation were used to analysed data in the study. Inferential statistics such as correlation, and Chi-Square were used to test the hypotheses.

3. RESULTS

Table 1 reveals the socio-demographic characteristics of the respondents. Highest percentage of the respondents were females (53.5%) while 46.5% were males. Also, highest percentage of the respondents were in the age group 18-25 years (50%). All the respondents had tertiary education (100%). Furthermore, highest percentage of the respondents were singles (86.5%), Christians (92%), self-employed (38%) with monthly income of less than 50,000 (62.5%). All the respondents were Nigerians (100%).

Table 1: Socio-demographic characteristics of the respondents

Variables	Frequency (N=200)	Percentage (%)
Gender		
Male	93	46.5
Female	107	53.5
Age		
Less than 18 years	5	2.5
18-25 years	100	50.0
26-35 years	95	47.5
Level of education		
Tertiary education	200	100
Marital status		
Single	173	86.5
Married	27	13.5
Religion		
Christianity	184	92.0
Muslim	16	8.0
Occupation		
Student	62	31.0
Self employed	76	38.0
Private sector	40	20.0
Civil servant	16	8.0
Unemployed	6	3.0
Monthly income		
Less than 50,000	125	62.5
50,000-99,000	32	16.0
100,000-149,000	21	10.5
Above 150,000	22	11.0
Above 150,000		
Nationality		
Nigerian	200	100

Table 2 reveals the perception of the respondent about art museums. Their mean score ranged from 2.02 from 4.21. "I gained new knowledge from my experience visiting art museum" had the highest mean score of 4.21 while "Visiting art museum is frustrating" had the lowest mean score of 2.02. These results revealed that participants have positive perceptions of art museums, finding them enjoyable, educational, and inspiring.

Table 2: Perception about art museums

	SA	A	N.	D	SD	Mean	St. Dev
Art museum is a captivating place to visit	77 (38.5%)	108 (54%)	0(0%)	0 (0%)	15 (7.5%)	4.16	1.020
Visiting art museum is usually enjoyable	52 (26%)	133 (66.5%)	10 (5%)	0 (0%)	5 (2.5%)	4.14	0.721
Visiting art museum is confusing	0 (0%)	16 (8%)	51 (25.5%)	106 (53%)	27 (13.5%)	2.28	0.797
Visiting art museum is frustrating	0 (0%)	10 (5%)	47 (23.5%)	80 (40%)	63 (31.5%)	2.02	0.868
Visiting art museum is fun	30 (15%)	145 (72.5%)	15 (7.5%)	0 (0%)	10 (5%)	3.93	0.820
I gained new knowledge from my experience visiting art museum	67 (33.5%)	113 (56.5%)	15 (7.5%)	5 (2.5%)	0 (0%)	4.21	0.684
I learnt more about fine artists and the pieces through art exhibits	51(25.5%)	119 (59.5%)	20 (10%)	5 (2.5%)	5 (2.5%)	4.03	0.826
My experience in the art museum encouraged me to seek more information about the artists/pieces	36(18%)	116 (58%)	33 (16.5%)	10 (5%)	5 (2.5%)	3.84	0.865
I want to learn more about fine arts as a result of my visit to art museum	37(18.5%)	100 (50%)	48 (24%)	15 (7.5%)	0 (0%)	3.80	0.828

Art museum offers enough information about the artist/pieces of the collection	42 (21%)	128 (64%)	15 (7.5%)	5 (2.5%)	10 (5%)	3.94	0.914

Table 3 reveals the behavioural intentions of the respondents towards art museum. The mean score ranged from 4.72 to 4.05. "I would like to visit more art museums" had the highest mean value of 4.05 while "I am willing to pay more to see more art exhibits in museums" had the lowest mean value of 3.72. These results show that participants not only have a personal interest in engaging with art museums but also exhibit a desire to share their positive experiences and contribute to the expansion of cultural opportunities within their communities. Overall, the results reflect a strong endorsement of art museums and a willingness to actively support and promote their existence and growth.

Table 3: Behavioural intention towards art museum

	SA	A	N	D	SD	Mean	St. Dev
I would like to visit more art museums	51 (25.5%)	123 (61.5%)	16 (8%)	5 (2.5%)	5 (2.5%)	4.05	0.813
I am willing to pay more to see more art exhibits in museums	20 (10%)	123 (61.5%)	42 (21%)	10 (5%)	5 (2.5%)	3.72	0.811
I am willing to recommend art museums to friends	42 (21%)	112 (56%)	36 (18%)	0 (0%)	10 (5%)	3.88	0.911
I am willing to encourage the creation of more art museums	46 (23%)	117 (58.5%)	27(13.5%)	0(0%)	10 (5%)	3.95	0.903

Figure 1 reveals the satisfaction of the respondents with the art museum. Majority of the respondents were moderately satisfied with the museum (45.5%), 13.5% were highly satisfied, 23% were neutral, 10.5% were dissatisfied while 7.5% were highly dissatisfied.
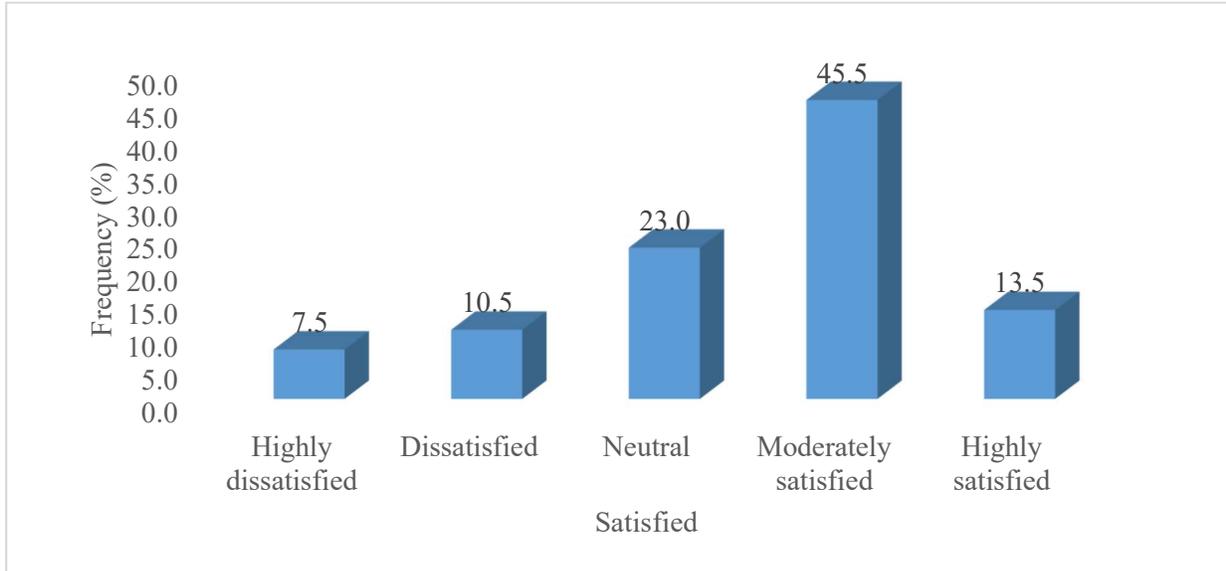
Figure 1: Satisfaction with art museum

Table 4 presents an analysis of the correlation between the socio-demographic characteristics of the participants and their levels of satisfaction with the art museum experience. The results indicate notable associations between satisfaction and various socio-demographic factors, including gender (P=0.000), marital status (P=0.006), religion (P=0.000), occupation (P=0.000), and income (P=0.000). However, age was not significant (P=0.336).

Table 4: Relationship between socio-demographic characteristics and satisfaction

Variables	Chi-Square value (χ^2)	Sig. value	Decision
Gender	25.141	0.000	Significant
Age	9.074	0.336	Not Significant
Marital status	14.489	0.006	Significant
Religion	66.143	0.000	Significant
Occupation	107.224	0.000	Significant
Income	62.528	0.000	Significant

$P<0.05$

The result in Table 5 reveals that there is a significant relationship between satisfaction of the respondents and behavioural intentions towards art museums (P=000).

Table 5: Relationship between satisfaction of the respondents and behavioural intentions towards art museums.

Variables	Correlation value (r)	Sig. value	Decision
I would like to visit more art museums	0.518**	0.000	Significant
I am willing to pay more to see more art exhibits in museums	0.403**	0.000	Significant
I am willing to recommend art museums to friends	0.503**	0.000	Significant
I am willing to encourage the creation of more art museums	0.599**	0.000	Significant

**$P<0.01$

4. DISCUSSION

The visitors opined that they have gained new knowledge due to their visit to art museum while claiming that the art museum is a captivating and enjoyable place to visit. This indicates that art museums are already being regarded as attraction sites capable of engaging visitors to patronize as supported by Stylianou-Lambert (2011) who stated that museums are core attractions to people who travel or take tours. The visitors also opined that art museums offer information about pieces of collection up for display and this has instigated them to learn more about the museums and art generally. This indicates that art museums are making effort to educate the populace about art and artists and this is capable of improving visitors' knowledge while creating a worthy experience for them. This is in line with study by Falk and Dierking (2000) who revealed that museums are destinations that educate visitors personally while also providing experience for the visitors.

The study further revealed that the visitors were willing to visit more art museums due to their enjoyable experience at the art museums they have visited in the past. They also indicated that they were willing to pay more to see more art exhibits in the museums while supporting the creation of more art museums. They further opined that they were willing to recommend art museums to their friends. All these reveal a positive behavioural intention of the visitors towards art museums and is an indicator that these visitors enjoyed art museums previously visited as supported by Siu *et al.* (2013) that visitors who have a positive perception about their experience at a museum would develop willingness to revisit. Furthermore, the visitors opined that they were satisfied with the art museum indicating that the collections on display intrigued them and they enjoyed all services offered at the museum and this finding is in line with Han and Hyun (2015) who stated that satisfaction is a visitor's assessment of the total product or service consumed at destinations which adds to their experience.

Results further revealed that there is a significant relationship between satisfaction of visitors and their behavioural intention towards art museums as supported by Chen and Chen (2010) that satisfaction of visitors significantly influences their future intentions towards destinations which could include their willingness to pay for the museum, willingness to revisit or recommend to people as well as their retention at the destinations visited.

5. CONCLUSION

This study aimed to investigate the importance of art museum and its influence on behavioural intention of visitors. The study concludes that art museums are great destinations of fun for visitors as they allow visitors learn about artworks and artists. Art museums are also captivating and enjoyable places to visit which intrigues guests and spur them to learn more about art works on display. This study also concludes that visitors are satisfied with art museums and have positive behavioural intention towards these art museums.

It is therefore pertinent to note through this study that art museums displaying images of cultural or historical value can thus serve as medium to preserve local culture through education while posing as places of attractions to their audience. It is recommended that government should ensure that art museums continue to thrive as dynamic cultural institutions that provide enriching experiences for visitors while promoting artistic expression and cultural understanding within society.

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