

## Predictors of museum visitor intentions and behavior: Can museum festivals increase the popularity of museums? (2016)

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### **Abstract**

Research results reveal that visiting museums is one of the least popular leisure activities. However, museums attract many visitors during festivals – there are people who visit museums exclusively during festivals (potential visitors of regular programs in museums), and those who come to museums both before and during festivals (visitors). This research was conducted during the festival Museums of Serbia, Ten Days from 10 to 10 (N = 2472). Following the theory of planned behavior (TPB) and previous results from the research into audiences for Museum Night, when it was found that visitors and potential visitors have different subjective norms, perceived control, and attitudes toward visiting museums, the first goal of this study was to examine whether those results replicate in the context of new museum festivals. The second goal was to examine the possibility of further differentiation of potential visitors – whether attitudes, subjective norms, and perceived control predict their intentions to visit museums after the festival. Results showed that visitors had more positive attitudes, subjective norms, and perceived control than potential visitors, while regular museum visitors (who visited museums at least ten times during the previous year) had the most positive ones. Additionally, attitudes and perceived control differentiate subcategories of potential visitors with and without the intention to visit museums after festivals. The results are discussed within the framework of TPB. In particular, the role that TPB variables have in explaining past behavior has been considered, with respect to identified predictors of the intentions to visit museums after festivals. The applicability of the TPB model for the purpose of museum audience development has been discussed, as well as further implications for the concept of potential museum audiences in a festival context.

[Link](#)