

Factors Affecting Art Museum Visitors' Behavior: A Study on Key Factors Maximizing Satisfaction, Post-Purchase Intentions and Commitment of Visitors of Art Museums in Thailand

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This study examined the relationship amongst quality, image congruence, affective encounters, commitment and satisfaction. The study was carried out with the help of a survey that was conducted at art museums in a metropolitan city of Thailand. Construct validity and reliability for the survey measures was conducted and found to be satisfactory. A total of eight proposed hypotheses were supported among the nine proposed direct relationships. The moderating impact of involvement on the links among commitment, quality, behavioral goals and satisfaction was also supported by the outcome of the model evaluation for invariance. It was also found that when the involvement level of the individuals visiting a museum is high then there would be greater strength between the relationships of these variables.

Key words: *Art museum, behavioral goals, image congruence, satisfaction, visitors, quality, commitment.*

Introduction

Most of the museums that contain art galleries possess a significant challenge in the course of recent decades as it is a very diversified marketplace for holidaymakers and art museums need to generate new practices to increase the quantity of visitors (Cherdchookitkul, Jirawatmongkol, Pavapanunkul, & Mahittichatkul, 2016; Falk & Dierking, 2018). There is a strong pressure on museums and art galleries to maintain a sustained number of visitors and further, upgrade visit recurrence to show their role in bringing visitors to urban areas, and produce imperative income (Wu & Li, 2015; Benjawan, Thoongsuwan, & Pavapanunkul, 2018). Due to this context, museums have introduced activities that in the recent period have progressively created different showcase activities that could engage local people and tourists (Han & Woods, 2014). Diverse attempts have been made by museum experts to build ties with nearby communities, extend to a broader audience, and adequately compete with different sorts of recreation activities (Pietro, Mugion, Mattia, & Renzi, 2015). Without a doubt, much more attention has been dedicated to these projects by art museums in an attempt to attract vacationers by boosting their dedication to art museums and improving the reliability of the experience (Dwivedi, 2015). In light of this, reasonable deductions can be made as to what offerings are expected by the art museum visitors and what makes them satisfied with their experiences at the museum. This type of investigation will be important for each art museum specialist as it will identify what elements encourage visitors to return to the museum and recommend to others that they visit the museum.

Specialists in assorted fields have utilized a range of points of view to understand the basic factors that upgrade client positive impressions for any organisation and sustain support over time (Falk & Dierking, 2018; Mason, Robinson, Coffield, Robinson, & Coffield, 2017). Additionally an affective or cognitive model is to some degree restricted in its capacity to adequately represent social expectations and post-purchase practices as indicated by different research and literature reviews conducted on consumer behavior (Chiappa, Andreu, & Gallarza, 2014; Soner, Gul, & Yildirim, 2016). It is believed to be critical to explain clearly the behavioral intention framework especially for the items with immaterial qualities; help can be elicited by considering jointly the affective, cognitive and conative processes (Han & Hyun, 2017b). It is essential subsequently to incorporate subjective variables (for example quality and image congruence), affective variables (such as satisfaction and affective reactions), and conative variables (for example responsibility) when displaying clients' expectation arrangement. The important variables which are the driving force, have been asserted by prior researchers and include quality (Wu & Li, 2015), image congruence (Han & Hyun, 2017b), satisfaction (Chiappa et al., 2014), affective experiences (Matthews, Son, & Watchravesringkan, 2014) and commitment (TaghiPourian & Bakhsh, 2015).

Despite the fact that emphasis has been put on their criticality, potential interrelationships in the formation of art museum visitors' behavioral intent for quality, image congruence,

satisfaction, affective experiences and commitment has been empirically investigated by researchers although in limited context. To the best of our knowledge, limited focus has been given to such multifaceted connections in producing aims in a solitary theoretical system in the context of an art museum. Likewise, in spite of its significance, research studies have overlooked to some degree the moderating role of contribution on satisfaction, commitment and expectation generating procedures. Past research has demonstrated that a crucial role is played by contribution in intent formation of the consumer, especially for the museum item (Taheri, Jafari, & O’Gorman, 2014). An essential inquiry faced by museum specialists is how to improve contribution of museum visitors. To fill this gap, this study tested a hypothetical model explaining the art museum visitors’ behavioral intent formation, taking into consideration the role of quality, image congruence (ideal social and social), satisfaction, affective experiences and commitment. In this study, an attempt has also been made to distinguish within the hypothetical system the moderating role of contribution to find the overall criticality of study factors in deciding expectations and to test the interceding effect of research factors.

In general, the main focus of this study was to investigate the connections between quality, image congruence (ideal social and social), satisfaction, affective experiences, commitment and contribution in art museum visitors’ behavioral intent formation. A better comprehension of such affiliations can give experts' knowledge into clients' expectation development for repurchasing and prescribing a museum item, in this way helping them modify their administration and marketing procedures to meet client needs and wants. The conceptual background and the hypotheses formed on its basis are discussed in the next section. After that an introduction has been made of research methodology that includes study variables measures, the procedure of data collection and the demographic profile of the sample used. This is followed by statistical results which are acquired by running the quantitative analysis and then the results are discussed for their implications along with the limitations of the research and some potential bearings for future examinations.

Literature Review and Hypotheses

Visitors of the Art museums

Traditionally, a museum is viewed as a fundamental feature of destination inheritance for both travelers and the public (Subair, & Oriogu, 2016; Mason et al., 2017) and as a significant part of social attractions (Shaffer, 2016). Accordingly, for many years, the relationship among the travel industry and historical centers has become an essential research topic. Museums are regularly a big attraction for explorers of numerous travel destinations, working as a financial improvement method for destinations (Mason et al., 2017; Shaffer, 2016). For urban territories, museums or museums that have art galleries can become a significant source of tourist activity albeit with a moderately low percentage of travel

industry market and a low financial profile (Golding, 2016). Researchers have endeavored to gauge experiences of visitors at a museum, their loyalty for the particular museum and its link to the community of the destination and all this has led to the perception that art museums can be a powerful marketing instrument for the travel industry of a city/urban area (Falk & Dierking, 2018)). People visiting art museums will in general have a more advanced education level and family income level than the individuals who visit amusement parks, carnivals, events, neighborhood fairs, and local festivals, as suggested by Booth, O'Connor, Franklin and Papastergiadis, (2017). Also, in contrast with people who visit some other type of museum, people who visit art museums, in general have a better background of education and higher income level and are bound to be students or professionals (Jensen, Lindberg, & Østergaard, 2015; Radder & Han, 2015; Wu & Li, 2015).

Image congruence

The idea of image congruence as suggested by various researchers in a number of fields ought to be coordinated into a system/model clarifying post-purchase expectation of customers or their conduct (for example, Haj-Salem, Chebat, Michon, and Oliveira (2016) and Kaihatu and Spence (2016)). Image congruence is affirmed by these researchers to be a significant factor impacting psychological, emotional, and assessment processes and behavioral intent for post-purchase behavior. The importance of image congruence in appreciating consumer behavior has been accounted for in many hospitality and travel industry settings, for example, lodgings (Lee & Lee, 2015), cafés (H. Zhang, Fu, Cai, & Lu, 2014), clubs (Sriprasert, Chainin, & Rahman, 2014) and studies of destination visitors (Cerquetti, 2014). The social or ideal social self-concept of a selected customer should have been tailored by the nature of the product (Claiborne & Sirgy, 2015) because this matching procedure can be taken as an effective approach for the induction of the positive evaluation of the performance of the product. This type of research obtains appreciative affective encounters, and activate positive behavior of post-purchasing for a destination (Haj-Salem et al., 2016; Kaihatu & Spence, 2016; Kumar, 2016).

It has been indicated by Claiborne and Sirgy (2015) that there are four vital components of self-image: these are social, ideal social, actual and ideal. The feelings of an individual regarding how others see him/her are referred to as social self-image, and the feelings of an individual with regard to how they want others to see him/her is referred to as ideal self-image (M. Joseph Sirgy, 2015). Furthermore, the feeling of an individual that s/he has about himself/herself is referred to as actual self-image and the feeling of an individual about an ideal picture in which he would like to see himself/herself is referred to as ideal self-image (M. Joseph Sirgy, 2015).

A very important and significant term for both social psychology and consumer behavior as defined by these four variations, self-image is what one's self-concept comprises of. Of these four self-images, ideal and social self-image are significant in the case of services and products which have highly noticeable traits (M. J. Sirgy, 2015). Claiborne & Sirgy, (2015) and M. Joseph Sirgy (2015) in accordance with this evidence affirmed that dissimilar to other self-concepts, social and ideal social self-concept can be viewed as fundamental for a very noticeable service or product because these two have a significant dependence on imagery. Both the travel and hospitality industry have noticeable traits and the experiences of travellers are presumably shared with other consumers (M. Joseph Sirgy, Johar, & Claiborne, 2015). There is no doubt that products contained in a museum have highly noticeable qualities in their nature. Therefore in the context of analysing behaviour in a museum, it is suitable to use social image congruence including social self-image and ideal social image congruence consisting of ideal social self-image. Sirgy (2015) characterized this social image congruence as "an equality between social self-image and product image" and conceptualized the ideal social image congruence as "an equality between ideal social self-image and product image".

The concept of matching is indicated by image congruence (Sirgy, 2015). A service or product is preferred by consumers that possess an image which matches to their self-image and consumers often assess such service or product performance traits in a more positive way (Haj-Salem et al., 2016; Han & Hyun, 2015). It can also be said that when high social image congruence is felt by consumers, there are more chances that they consider that high quality is present in the product and its characteristics which has a complete apprehension that in comparison to other products, the chosen product is superior (Haj-Salem et al., 2016; Han & Hyun, 2015).

Quality

Marketing and customer behavior have an imperative concept known as quality (Forgas-Coll, Palau-Saumell, Matute, & Tárrega, 2017). The key variables that have been accepted for some time as adding to building positive goals and reliability for an organization are the quality of an item/service alongside with customersatisfaction (Cong, 2016; Han & Hyun, 2015). As per Han and Hyun (2015), quality alludes to general impressions of the patrons with respect to the relative brilliance/prevalence of an item/service and its exhibitions over contending items/services and their execution. As suggested in this definition, the idea of quality incorporates people's observation/insight (Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed, 2015). In much of the research conducted in the areas of marketing, travel industry and consumer behavior, the expression "quality" is therefore frequently conversely utilized with "perceived quality". Moreover, quality in the present research demonstrates general impressions/perceptions of the visitors of relative perfection in a product (a museum) and the execution of its attributes when contrasted with other museums. If the perceived quality of

the experiences of the consumer at a museum is high then the consumers will be more willing to revisit the museum (Jin, Lee, & Lee, 2015; Cantalops & Salvi, 2014).

Affective Experiences

A growing research emphasis in the course of recent decades has been the crucial job of affect in clarifying consumer behavior (Dwivedi, 2015). Much effort has been exerted to comprehend the multifaceted job of effect in different fields including advertising, customer conduct, and accommodation/the travel industry (Choi, Ok, & Hyun, 2017; Goetz et al., 2014; Noser, Zeigler-Hill, & Besser, 2014). Customer satisfaction and post-purchase behavior research have been frequently stressed by the significance of the term, affect (Kandampully, Zhang, & Bilgihan, 2015; Lim, 2014). Oliver (1997) portrayed affect as one's inspirational frame of mind toward an item/service and the performance of its qualities and the emotional satisfaction reaction to the exhibitions. As per Matthews et al. (2014), in spite of its more prominent extension, this affect is exchangeable with the concept of 'feeling'. The affect-centered view which demonstrates that consumers' affective encounters are central in clarifying their post-purchase behavior, has quickly replaced the cognition-centered ideal of a fulfilment/expectation-generation method (Hyun, Han, & Kim, 2016).

Satisfaction

A significant driver of various post-purchase expectations/practices for an organization, for quite some time has been consumer satisfaction (Singh & Sirdeshmukh, 2017; Jermisittiparsert, Siam, Issa, Ahmed, & Pahi, 2019). In prior research, a positive impact of consumer loyalty has been accounted for by repurchase goal, repeat patronage, word-of-mouth, ability to pay or pay more, and maintenance (for example, Han and Hyun (2015), Radder and Han, (2015) and Wu & Li (2015)). Benefactors' aims and practices profoundly depend on the satisfaction assessment of their general encounters with item/service characteristics (Singh & Sirdeshmukh, 2017). As indicated by Saleem et al. (2015), consumer satisfaction is " an overall evaluation of performance based on all prior experiences with a firm ". This fulfilment accordingly does not have quite the same affect as principles whose core idea includes satisfaction in emotional reactions (Chiappa et al., 2014; Pietro et al., 2015). However, satisfaction can be classified as full of feeling process as it's one of the fundamental viewpoints in the assessment of such emotional reactions (Han & Hyun, 2015). Han and Hyun (2015) depicted satisfaction as an explorers' appraisal of the general item or service utilization encounter/s which essentially contains affective or emotional encounters. In a similar vein, satisfaction in this research alludes to guests' assessment of their aggregate/general encounters including emotional encounters at a museum.

Commitment

Duty alludes to a state where "an exchange partner believing that an ongoing relationship with another is so important as to warrant maximum efforts at maintaining it" (Kandampully et al., 2015). The key part of commitment is to keep an esteemed connection with the trade accomplice (Kandampully et al., 2015). A relationship with a high level of commitment is probably going to prompt upkeep in that the committed party regularly accepts that keeping the present relationship is commendable (Lai, 2015). Commitment is accepted as a result of both monetary concern with respect to the trade relationship and of beneficial relationship cooperation (H. Zhang et al., 2014). As indicated by So, King, Sparks and Wang (2016), such commitment is a mental power that relates shoppers to the association where they purchase. Commitment is a statement of a guests' eagerness/wish to participate in the association with a museum and the building of commitment at high level is a basic procedure in setting up and maintaining long term relations between travellers and the museum industry (Adams, 2017; Barron & Leask, 2017; Han & Hwang, 2015). Appropriately, building up a committed association with visitors is one of the major objectives of museum operation.

Behavioral Intentions

People's post-buy practices are exceptionally connected with expectations for such practices, and in this manner behavioral aims are seen as a noteworthy marker of genuine customer practices (Goetz et al., 2014; Saleem et al., 2015). Han and Woods (2014) characterized behavioral aims as buyers' expressed probability to direct a specific conduct. Wu, Cheng, & Ai, (2018) depicted social expectations as being identified with how likely clients are to repurchase the item/service and how likely clients are to prescribe it to other people. These dimensions of intention are additionally regularly respected to be primary parts of surveying client faithfulness (Lai, 2015). Given this, behavioral goals in this research allude to visitors' asserted probability to return to a specific museum of art and encourage family members, companions, and others to visit the same. As indicated by Barnes, Mattsson, and Sørensen (2014), guests who have satisfactory encounters at a museum plan to visit the museum over and over again and say positive things regarding it to other people. Boosting these positive social aims is in this manner a significant essential for successful operation of the museum.

Impact of image congruence

The various settings in previous research have shown that incorporating image congruence into the client's decision-making structure highlights the specific job of this variable, whose nature is intellectual, in offering a sound comprehension of the devotion/ intention-generation process (Garibay, Yalowitz, & Editors, 2015; Leask, 2016; Noser et al., 2014). Image congruence is often related to quality and affect in literature as observed in previous studies. Specifically, Sirgy (2015) found that image congruence impacts satisfaction assessment and

attitudinal reliability for a brand of hotel. A principle part of attitudinal dependability involves quality, behavioral expectations, and affective encounters, and image congruence was used as the comparative element between brand image of hotel and visitors' social self-image/ideal social self-image as shown in his studies. Sharpley and Stone (2014) demonstrated that shoppers' quality appraisal of an item/brand is a positive and noteworthy function of the greatness of congruence between the item/brand image and customer self-image. As per them, clients who see the item/brand image to be compatible with their self-image are probably going to have a generally positive impression with regards to the nature of the item and its performance and are frequently inspired to buy it. This observational evidence backs the idea that quality is a component of image congruence.

The significant role of image congruence as supported by another research stream lies on research based on emotions identified in consumer behavior and marketing. Dependent on purchasers' intellectual assessment of the item's performance and the appeal of its qualities these emotions are most likely formed by level of affect for an item/service (Pietro et al., 2015). That is, psychological appraisal of an item/service animates affective assessment of it (Jensen et al., 2015). As indicated by Barnes, Mattsson, and Sørensen (2014), people's intellectual evaluation procedure invigorates affective reactions and such subjective and emotional procedures decide the degree of fulfilment. In a reliable style, in a lodging setting, Jani and Han (2014) identified that insight applied a huge effect on influence, and the two factors are key drivers of visitor fulfilment. These examinations add to the significant research stream on the intellectual determinant of affect and recommend that cognizance is of most extreme significance in evoking influence and fulfilment in clients' formation of post-purchase aims. Through perception of the psychological idea of image congruence, it is conceivable to expect a positive connection between image congruence and affective encounters.

Relationship between quality and satisfaction

A positive motivation for clients to buy a product more than one time and prescribe it to other people is provided by both quality and satisfaction encounters as agreed by the relevant researchers (Bansal & Taylor, 2015; Chiappa et al., 2014; Wu et al., 2018; Wu & Li, 2015). Forgas-Coll et al. (2017) recognized the huge relationship between quality and satisfaction, by exhibiting that supporters' behavioral goals are extensively affected by this quality and satisfaction relationship. In the context of a restaurant, Bansal and Taylor (2015) additionally checked the positive relationship between quality characteristics (food, administration, and physical conditions) and satisfaction assessment in the development of burger joints' behavioral goals. Increased satisfaction is led by highly discerned quality, intensifying ideal goals for an organisation (Han and Hyun, 2015). The belief that consumer loyalty is a huge capacity of quality is backed by this evidence.

Relationship between affective experiences and satisfaction

As an element of affective encounters, it has been important to understand satisfaction and it has been repeatedly featured in marketing, consumer behavior and travel industry literature (Claiborne & Sirgy, 2015; Law, Buhalis, & Cobanoglu, 2014; Le, Polonsky, & Arambewela, 2015). In the travel industry, satisfaction of the travellers is influenced directly by their affective reactions alongside cognition, as identified by Loureiro & Ferreira, (2018). Determination of satisfaction through criticality of emotional encounters is empirically shown by TaghiPourian and Bakhsh (2015). Adding to the pivotal research stream on affective determinant of fulfilment, all of these researchers recommend that clients' affective encounters are as significant as perception in deciding satisfaction in the arrangement of clients' post-behavioral goals. Customers holding good affect for a specific item/service will in general be increasingly fulfilled; and their positive expectations for the item/service frequently achieves the most elevated level when their positive emotional encounters are high (Golding, 2016; Mason et al., 2017; Matthews et al., 2014).

Relationships among satisfaction, commitment, and behavioral intentions

Fundamental determinants of behavioral aims over time are commitment and satisfaction (Cevdet Altunel & Erkurt, 2015; Su, Swanson, Chinchachokchai, Hsu, & Chen, 2016). Jin et al., (2015) distinguished that clients' satisfaction level essentially builds their behavioral goals in the setting of chain restaurants. A significant predecessor of commitment accepted additionally is satisfaction as mentioned above (Su et al., 2016). With the use of item/service, there is a strong degree of commitment for an item/service that is derived from a high degree of satisfaction with that item/service, as indicated by (Bansal & Taylor, 2015). Lai (2015) exhibited that fulfilment and duty are emphatically related; and this relationship altogether expands the degree of client loyalty in the setting of hospitality. At the point when clients evaluate their different encounters with an item/service, and where consequently their degree of satisfaction is high, their commitment level and preparation to repurchase the item/service increments influences future decisions (Bansal & Taylor, 2015; Han & Hyun, 2015; Lai, 2015). In a like manner, improving consumer satisfaction is dependent on their absolute evaluation of utilization encounters and this is the essential basic condition for elevated commitment, return business, and customer devotion (Choi et al., 2017; Han & Hyun, 2015; Hyun & Park, 2016; Lai, 2015; Z. Zhang, Ye, Song, & Liu, 2015).

Involvement and its impact

While there is variation in the definition of involvement, the general accord is that it alludes to the level of flow, fixation, commitment, and intrigue instilled by a specific encounter or

action (Dwivedi, 2015). In such a manner, the term involvement is regularly on the other hand used with flow, immersion, and absorption in the current literature. Flow is described as a state where people carry on with a feeling of profound contribution, fixation, and absolute commitment in examples given by (Bilgihan, Nusair, Okumus, & Cobanoglu, 2015). As indicated by Lu, Chi and Liu (2015), it is very regular that people are focused on the action itself and their mindfulness is incredibly limited to such action when their involvement level is high. So also, Shaffer (2016) demonstrated that people whose involvement state is high are probably going to be entirely retained/absorbed in a specific action. Involvement has been generally utilized as a significant idea in an assortment of exercises/encounters, for example, online use of services, recreation/sports, shopping, item use in hospitality, and museums since people's encounters improved when they feel included (for example Bilgihan et al., 2015; Taheri et al., 2014).

The degree of involvement of patrons in an item/service impacts their aim formations and behavior of purchase in a consumption circumstance (Han & Hwang, 2015). The idea of involvement has been likewise extensively utilized as a moderator ever since involvement was first acquainted with marketing and consumer behavior (Lu et al., 2015). Clients' intention has been identified by researchers as generation process which is under the effect of low/high involvement situation and shows that involvement has a moderating role (Wu et al., 2018). As indicated by Choi et al. (2017), the connection between clients' observations/perceptions and behavioral expectations winds up more grounded under the high involvement condition than the low involvement circumstance. The casual relationships among loyalty, satisfaction and repurchase goal are significantly moderated by the degree of involvement of customer as empirically recognized by Le et al. (2015). The patrons who feel a lower degree of involvement showed a weaker impact on the connections among loyalty, satisfaction and behavioral goal as compared to those patrons who feel a higher degree of involvement for an item and reliability in a hospitality setting (Oliver, 2014). Clients' expectation formation is probably going to be ideal if the degree of item involvement is high, and factors inside the generation of intention structure are all the more strongly related as stated by researchers in these studies. It is likewise broadly realized that museum encounters and assessment of individuals about these encounters are probably going to be optimized when the museum provides a domain through which visitors can be immersed in the experience (Taheri et al., 2014).

Hypotheses

Keeping in mind the significance of quality, affective encounters, image congruence, commitment and satisfaction and the possible relationships that may exist among these factors which are drawn through a literature review discussed thoroughly above, we are able to formulate a total of 10 hypotheses. Nine out of these ten hypotheses are regarding the

connection between intentions predictions (H1–H9) and the last one (H10a–e) is about the moderating role of involvement.

H1: Quality has positive correlation with social image congruence.

H2: Quality has positive correlation with ideal social image congruence.

H3: Affective experiences have positive correlation with social image congruence.

H4: Affective experiences have positive correlation with ideal social image congruence.

H5: Satisfaction has positive correlation with quality.

H6: Satisfaction has positive correlation with affective experiences.

H7: Commitment has positive correlation with satisfaction.

H8: Behavioral goals have positive correlation with satisfaction.

H9: Behavioral goals have positive correlation with commitment.

H10a: The relationship between satisfaction and quality is significantly moderated by involvement.

H10b: The relationship between satisfaction and affective experiences is significantly moderated by involvement.

H10c: The relationship between satisfaction and commitment is significantly moderated by involvement.

H10d: The relationship between satisfaction and behavioral goal is significantly moderated by involvement.

H10e: The relationship between behavioral goal and commitment is significantly moderated by involvement.

Methods

Tools

The survey questionnaires used in this study have been adopted from previous research. A seven point Likert scale ranging from “Extremely disagree” (1) to “Extremely agree” (7) was used to obtain the responses. To measure every variable, multiple items were utilized. Specially Sirgy et al. (1997) has been used to employ four items to assess social and ideal social image congruence. Taylor and Baker (1994) have been referenced for the three items that assessed quality. The level of affective encounters was assessed by four measurement which were adopted from Dirsehan (2012) and Oliver (1997).

Oliver (1980) and Taylor and Baker (1994) were used to adopt three items that assessed satisfaction. The level of commitment was evaluated with three items which were borrowed from Morgan and Hunt (1994) and Oliver (1997). Three items were adopted from Koufaris (2002) and Webster, Trevino and Ryan (1993) to measure involvement. Ajzen (1991) and Zeithaml, Berry and Parasuraman (1996) employed for the evaluation of behavioral goals with the help of four items. The survey questionnaire also had socio-demographic measures.

Procedures

In the metropolitan city of Thailand, the visitor survey was carried out at four different museums. These museums are popular among the common people and considered major art museums. The surveyed museums contained a suitable degree of physical atmosphere, a sufficient degree of image/reputation and possess a comparatively larger number of rest areas in comparison to other museums or art galleries (Mason et al., 2017). There is also similarity in the services and the attributes of the selected museums. Additionally, a greater amount of visitors and more exhibitions of paintings and related artwork is displayed at the selected museums in comparison to other museums or art galleries (Mason et al., 2017). Students who were well-trained and completing majors in tourism and hospitality administered the survey. The questionnaire was completed with the consent of the participant after the purpose of the study was explained to them. A total of 450 questionnaires were distributed out of which 355 were returned. Of 355, 345 questionnaires were used for the study after unusable questionnaire were deleted and the usable response rate was 76.7% and the final sample size for this study was 345.

Participants

Most of the respondents were female (51.6%) and the mean age of respondents was 30.1 years. The annual income the majority of the respondents had was under \$24,999 (23.3%) and most of the respondents were highly educated. For the last three years, the average number for the frequency with which the respondents visited the museums was 5.6 times.

Table 1: Demographics

Gender		
	Male	48.4%
	Female	51.6%
Age		
	Range	18 to 76 years
	Mean age	30.1 years
Annual income		
	Under \$24,999	23.3%
	Between \$40,000 and \$54,999	17.9%
	Between \$25,000 and \$39,999	16.1%
	Between \$55,000 and \$69,999	15.8%
	Above \$100,000	11.5%
	Between \$70,000 and \$84,999	8.8%
	Between \$85,000 and \$99,999	6.7%

Education		
	High school diploma	8.5%
	2-year college/college graduate	7.9%
	University degree	69.7%
	Graduate degree	14.0%

Results

Reliability and validity assessment

The AMOS v. 20 was used to carry out the analysis. With the help of AMOS, a confirmatory factor analysis was carried to develop the measurement model by taking maximum likelihood method of estimation. The data ($\chi^2 = 483.952$, $df = 221$, $p < .001$, $\chi^2/df = 2.190$, $RMSEA = .059$, $CFI = .961$, $IFI = .961$, $TLI = .951$) appropriately fitted with the developed measurement model. Along with that to assess the survey items for each variable as coherent internally, a composite reliability was also calculated. For all the variables, the value of composite reliability is greater than the standard value of 0.600 as evident from the calculations (see Table 2).

Table 2: Correlations, reliability, AVE, mean and SD

Variables	SIC	ISIC	Quality	AE	Satis.	Com.	Invol.	BG
SIC	1.000							
ISIC	0.774 ^a	1.000						
	(0.600) ^b							
Quality	0.578	0.594	1.000					
	(0.334)	(0.352)						
AE	0.386	0.406	0.435	1.000				
	(0.150)	(0.165)	(0.190)					
Satis	0.583	0.533	0.541	0.405	1.000			
	(0.340)	(0.284)	(0.292)	(0.164)				
Com.	0.504	0.475	0.526	0.427	0.685	1.000		
	(0.254)	(0.226)	(0.277)	(0.182)	(0.470)			
Invol.	0.204	0.206	0.275	0.254	0.216	0.233	1.000	
	(0.042)	(0.042)	(0.076)	(0.064)	(0.047)	(0.054)		
BG	0.446	0.458	0.453	0.483	0.548	0.654	0.137	1.000
	(0.200)	(0.209)	(0.205)	(0.233)	(0.300)	(0.428)	(0.019)	
AVE	0.795	0.824	0.862	0.617	0.789	0.774	0.753	0.572
CR	0.887	0.900	0.953	0.862	0.928	0.931	0.877	0.846
Mean	4.326	4.262	4.426	4.904	4.366	4.893	4.082	4.778

(SD)	(1.131)	(1.197)	(1.165)	(1.006)	(1.178)	(1.108)	(1.128)	(0.986)
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Notes: SIC: social image congruence; ISIC: ideal social image congruence; Qual.: quality; AE: affective experiences; Satis.: satisfaction; Com.: commitment; Invol.: involvement; BG: behavioral goals; CR: composite reliability; AVE: average variance extracted. Goodness-of-fit statistics: $\chi^2 = 483.952$, $df = 221$, $p < .001$, $\chi^2/df = 2.190$, RMSEA = .059, CFI = .961, IFI = .961, TLI = .951. All standardized loadings were significant ($p < .01$). ^aCorrelations, ^bSquared correlations.

The corresponding latent factors for the standardized loadings for all the survey items were significant statistically and positive ($p < 0.01$). We also evaluated construct validity and calculated average variance extracted (AVE) values. As per the calculations, the values of AVE for the variables studied here were higher than the threshold of 0.500 as recommended by Fornell and Larcker (1981) and on their respective latent construct, all the survey items were loaded significantly within their construct ($p < 0.01$). Convergent validity was also supported by these results. By comparing the AVE values and the between-construct squared correlations, discriminant validity was also evaluated. Discriminant validity was also sufficiently supported as between construct squared correlations were less than the AVE values. In general, model fit, composite reliability and construct validity was shown to be satisfactory after the evaluation of the measurement.

Hypothesis testing

With the help of maximum likelihood method of estimation, a structural model was developed. Satisfactory fit was included in the structure model ($\chi^2 = 511.112$, $df = 176$, $p < 0.001$, $\chi^2/df = 2.904$, RMSEA = 0.074, CFI = 0.944, IFI = 0.945, TLI = 0.933). The presented theoretical framework for the hypothesized relationships was also evaluated. The detail information about the evaluation of structural model is given in Table 3 and Figure 1. Hypotheses 1 and 2 postulated that quality has a positive correlation with social and ideal social image congruence. As suggested, the relationship of quality with social (H1: $\beta = 0.257$, $p < 0.01$) and ideal social image congruence (H2: $\beta = 0.429$, $p < 0.01$) were found to be significantly positive. Thus, they supported hypotheses 1 and 2. 44.3% variance in quality was explained by the two factors of image congruence. Hypotheses 3 and 4 posited that affective experiences have a significant correlation with social and ideal social image congruence. As anticipated, a positively significant path existed between ideal social image congruence and affective experiences (H4: $\beta = 0.446$, $p < 0.01$). However, the relationship between affective experiences and social image congruence was not found to be significant (H3: $\beta = 0.020$, $p > 0.05$). Therefore, while hypothesis 4 was supported, hypothesis 3 was not supported by the results. 21.5% variance in affective experiences was explained by its predictors.

Table 3: Hypotheses testing, coefficient, t-value, total impact, indirect impact, and R2.

	Independent Variable		Dependent Variable	Standardized estimation	t-value
H1	Social image congruence	→	Quality	0.257	1.997**
H2	Ideal social image congruence	→	Quality	0.429	3.341**
H3	Social image congruence	→	Affective encounters	0.020	0.131
H4	Ideal social image congruence	→	Affective encounters	0.446	2.830**
H5	Quality	→	Satisfaction	0.523	9.332**
H6	Affective encounters	→	Satisfaction	0.191	3.407**
H7	Satisfaction	→	Commitment	0.762	14.656**
H8	Satisfaction	→	Behavioral goals	0.168	2.121**
H9	Commitment	→	Behavioral goals	0.598	7.160**
	Total impact on intentions:		Indirect impact	Total Variance explained (R²):	
	$\beta_{Com.} = 0.598$		$\beta_{Satis.-Com.-BG} = 0.456^{**}$	R ² for BG = .538	
	$\beta_{Satis.} = 0.623$		$\beta_{Qual.-Satis.-Com.-BG} = 0.326^{**}$	R ² for Com. = .581	
	$\beta_{Quality.} = 0.326$		$\beta_{AE-Satis.-Com.-BG} = 0.119^{**}$	R ² for Satis. = .372	
	$\beta_{AE.} = 0.119$		$\beta_{SIC-Qual. \text{ and } AE-Satis.-Com.-BG} = 0.086$	R ² for Qual. = .443	
	$\beta_{SIC} = 0.086$		$\beta_{ISIC-Qual. \text{ and } AE-Satis.-Com.-BG} = 0.193^*$	R ² for AE = .215	
	$\beta_{ISIC} = 0.193$		$\beta_{Qual.-Satis.-Com.} = 0.399^{**}$	*p < .05, **p < .01	
			$\beta_{AE-Satis.-Com.} = 0.146^{**}$		
Goodness-of-fit statistics:			$\beta_{SIC-Qual. \text{ and } AE-Satis.-Com.} = 0.106^*$		
$\chi^2 = 511.112, df = 176,$			$\beta_{ISIC-Qual. \text{ and } AE-Satis.-Com.} = 0.236^{**}$		
p < 0.001, $\chi^2/df = 2.904,$ RMSEA			$\beta_{SIC-Qual. \text{ and } AE-Satis.} = 0.139^*$		
= .074, CFI = .944, IFI = .945, TLI			$\beta_{ISIC-Qual. \text{ and } AE-Satis.} = 0.310^{**}$		
TLI = .933					

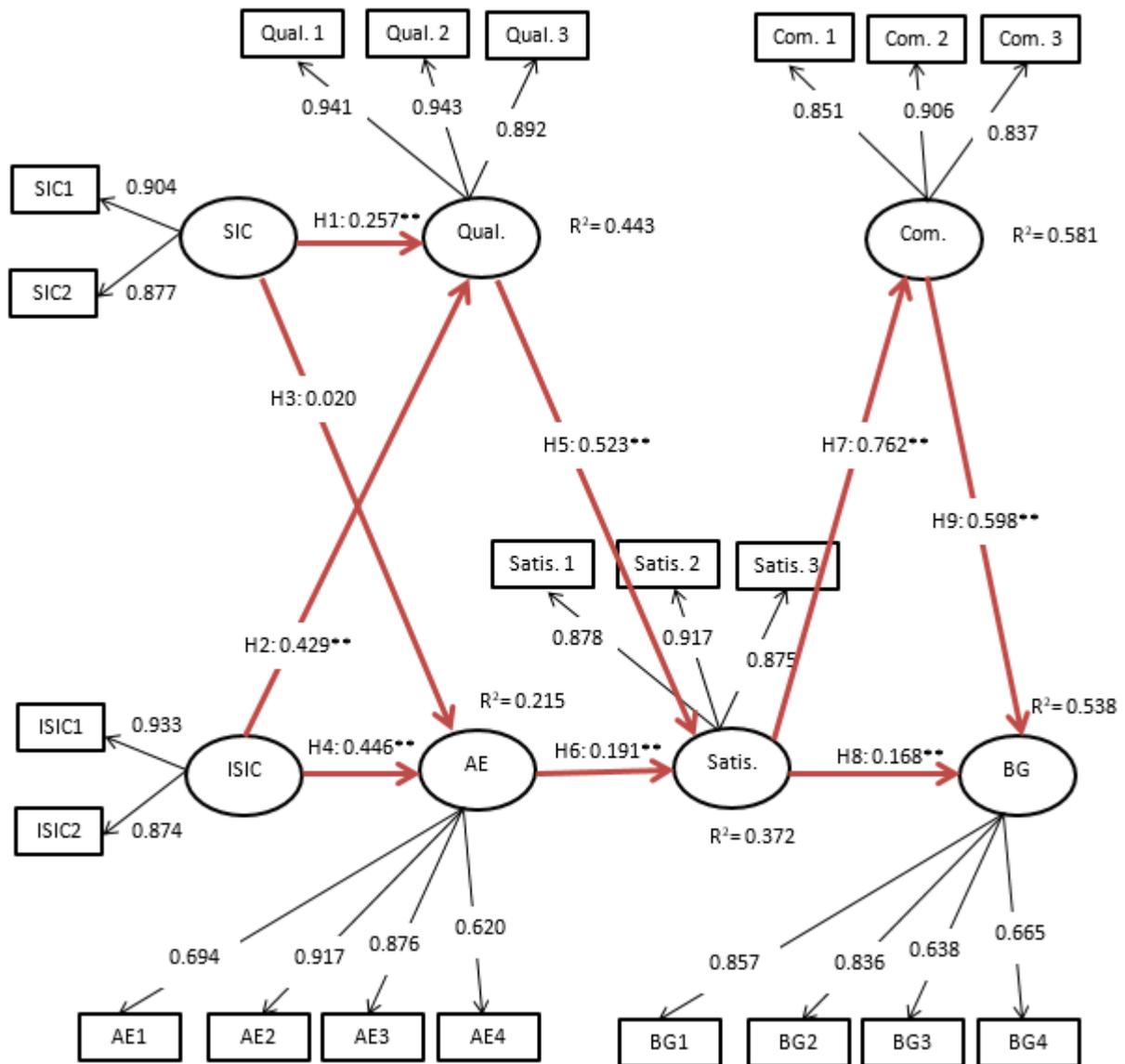
Note: SIC: social image congruence; ISIC: ideal social image congruence; Qual.: quality; AE: affective encounters; Satis.: satisfaction; Com.: commitment; Invol.: involvement; BG: behavioral goals.

The evaluation of the formulated relationship of satisfaction with quality and affective experiences was also carried out. A significant effect on satisfaction was present with both quality (H5: $\beta = 0.523, p < 0.01$) and affective experiences (H6: $\beta = 0.191, p < 0.01$) as presented by the structural model results. Thus, the results support hypotheses 5 and 6. 37.2%

variance in satisfaction was explained by the both quality and affective experiences and their predecessors. A positive relationship among behavioral goals, commitment and satisfaction was presented in hypotheses 7, 8, and 9. As indicated, all three relationships were significantly correlated with each other in a positive relationship (H7: $\beta = 0.762$, $p < 0.01$), (H8: $\beta = .0168$, $p < 0.01$) and (H9: $\beta = 0.598$, $p < 0.01$). Therefore, these results supported hypotheses 7, 8 and 9. The drivers of commitment explained 58.1% of variance in commitment. A total variance of about 53.8% was calculated for behavioral goals by the research factors present in the developed theoretical framework.

Assessment of the total and direct effect of the study variables was also conducted. As can be seen in Table 3, behavioral goals were significantly effected indirectly by quality ($\beta = 0.326$, $p < 0.01$), satisfaction ($\beta = 0.456$, $p < 0.01$), ideal social image congruence ($\beta = 0.193$, $p < 0.05$) and affective experiences ($\beta = 0.119$, $p < 0.01$). Moreover, commitment was significantly effected indirectly by social image congruence ($\beta = 0.106$, $p < 0.05$), ideal social image congruence ($\beta = 0.236$, $p < 0.01$), affective experiences ($\beta = 0.146$, $p < 0.01$) and quality ($\beta = 0.399$, $p < 0.01$). In addition to that satisfaction was significantly effected directly by both social ($\beta = 0.139$, $p < 0.05$) and ideal social image congruence ($\beta = 0.310$, $p < 0.01$). in the light of the results computed, it can be said that satisfaction, commitment, affective encounters and quality have acted as significant mediators which were proposed for the framework of research. Table 3 also shows the total effect that the highest total effect of satisfaction is on behavioral goals ($\beta = 0.623$, $p < 0.01$), which is very closely followed by commitment ($\beta = 0.598$, $p < 0.01$).

Figure 1. Estimation of structural model (n = 345).



Notes: SIC: social image congruence; ISIC: ideal social image congruence; Qual.: quality; AE: affective encounters; Satis.: satisfaction; Com.: commitment; BG: behavioral goals. Goodness-of-fit statistics: $\chi^2 = 511.112$, $df = 176$, $p < 0.001$, $\chi^2/df = 2.904$, RMSEA = 0.074, CFI = 0.944, IFI = 0.945, TLI = 0.933. * $p < 0.05$, ** $p < 0.01$.

Invariance model assessment

A test to measure the invariance was also conducted. Survey responses were split into two responses i.e. low ($n = 110$) and high ($n = 235$) based on the involvement with means of K-means cluster analysis. At first, a model of non-restricted type was developed. Satisfactory fit was included in the structure model ($\chi^2 = 719.356$, $df = 330$, $p < 0.001$, $\chi^2/df = 2.180$, RMSEA = 0.059, CFI = 0.937, IFI = 0.938, TLI = 0.920) as shown in Table 4. In the next step, invariance model of a full-metric type was developed. Satisfactory fit was included in

for this as well ($\chi^2 = 754.712$, $df = 344$, $p < 0.001$, $\chi^2/df = 2.194$, $RMSEA = 0.059$, $CFI = 0.933$, $IFI = 0.934$, $TLI = 0.919$). Chi square difference test was used to compare the two models. It was evident from the results that there is no significant difference between the two models ($\Delta\chi^2 (14) = 35.356$, $p > 0.001$). Therefore, full-metric variance was supported.

A structural invariance test was also carried out afterwards. In the full-metric invariance model, a baseline model was rooted in which loadings of all the factors were limited to be equal was developed by incorporating the hypothesized relationships between the variables. The baseline model as shown in Table 4 and Figure 2, was established to possess a fit that is acceptable to the data ($\chi^2 = 870.180$, $df = 366$, $p < 0.001$, $\chi^2/df = 2.378$, $RMSEA = 0.063$, $CFI = 0.918$, $IFI = 0.919$, $TLI = 0.906$). Subsequently, a comparison of this model was carried out with a nested model series in which a specific link is to be set as equivalent between the two groups of involvement i.e. high and low. It was revealed from the results of the chi-square test that the relationship of satisfaction and quality had a significant difference between the two groups ($\Delta\chi^2 [1] = 4.023$, $p < 0.05$); the relationship of satisfaction and commitment had a significant inequality between the two groups ($\Delta\chi^2 [1] = 4.510$, $p < 0.05$) and the relationship of commitment and behavioral goal had a significant difference across the two groups ($\Delta\chi^2 [1] = 4.309$, $p < 0.05$).

Table 4: Invariance model assessment and chi-square different test.

Measurement invariance						
Models	χ^2	df		$\Delta\chi^2$		Full-metric invariance
Non-restricted model	719.356	330	$\Delta\chi^2 (14) = 35.356$, $p > 0.001$ (insignificant)			Supported
Full-metric Invariance	754.712	344				
Structural invariance						
	High involvement group (n = 235)		Low involvement group (n = 110)			
Linkages	β	t-value	β	t-value	Baseline model (estimated freely)	Nested model (restricted to be equivalent)
Qual. → Satis.	0.583	8.917**	0.428	4.344**	$\chi^2 (366) = 870.180$	$\chi^2 (367) = 874.203^a$

AE→Satis	0.200	3.101**	0.197	1.932	$\chi^2 (366) = 870.180$	$\chi^2 (367) = 870.208^b$
Satis.→Com.	0.788	13.316**	0.717	8.518**	$\chi^2 (366) = 870.180$	$\chi^2 (367) = 874.690^c$
Satis.→BG	0.238	2.318*	0.072	0.571	$\chi^2 (366) = 870.180$	$\chi^2 (367) = 871.574$
Com.→BG	0.712	5.391**	0.518	4.898**	$\chi^2 (366) = 870.180$	$\chi^1 (367) = 874.489^e$

Chi-square difference test:
a $\Delta\chi^2 (1) = 4.023, p < 0.05$
(H10a: Supported)

b $\Delta\chi^2 (1) = 0.028, p > 0.05$
(H10b: Not supported)

c $\Delta\chi^2 (1) = 4.510, p < 0.05$
(H10c: Supported)

d $\Delta\chi^2 (1) = 1.394, p > 0.05$
(H10d: Not supported)

e $\Delta\chi^2 (1) = 4.309, p < 0.05$
(H10e: Supported)

* $p < 0.05$, ** $p < 0.01$

Goodness-of-fit statistics (non-restricted model):
 $\chi^2 = 719.356, df = 330, p < 0.001, \chi^2/df = 2.180,$
RMSEA = 0.059, CFI = 0.937, IFI = .938,
TLI = 0.920

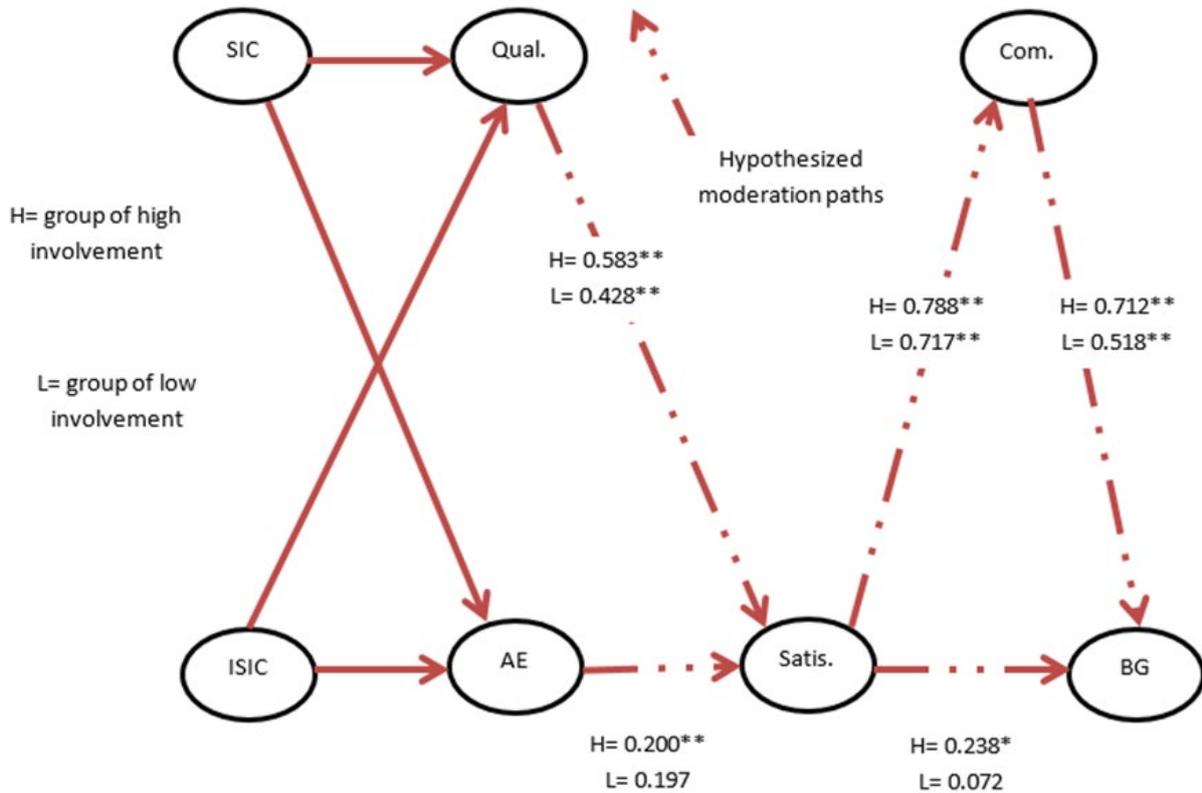
Goodness-of-fit statistics (full-metric invariance model):
 $\chi^2 = 754.712, df = 344, p < 0.001,$
 $\chi^2/df = 2.194, RMSEA = 0.059, CFI = 0.933,$
IFI = 0.934, TLI = 0.919

Goodness-of-fit statistics (baseline model):
 $\chi^2 = 870.180, df = 366, p < 0.001,$
 $\chi^2/df = 2.378, RMSEA = 0.063, CFI = 0.918,$
IFI = 0.919, TLI = 0.906

Note: SIC: social image congruence; ISIC: ideal social image congruence; Qual.: quality; AE: affective encounters; Satis.: satisfaction; Com.: commitment; Invol.: involvement; BG: behavioral goals.

The hypotheses 10a, 10c, and 10e are therefore supported by these results. However, as the relationships of satisfaction and affective experiences ($\Delta\chi^2 [1] = 0.028, p > 0.05$) and satisfaction and behavioral goals ($\Delta\chi^2 [1] = 1.394, p > 0.05$) did not possess any significant difference between two groups of involvement therefore results did not support the hypotheses 10b and 10d.

Figure 2. Estimation of invariance model



Notes: IC: image congruence; Qual.: quality; AE: affective encounters; Satis. Satisfaction; Com.: commitment; BG: behavioral goals. Goodness-of-fit statistics for the baseline model: $\chi^2 = 870.180$, $df = 366$, $p < 0.001$, $\chi^2/df = 2.378$, $RMSEA = 0.063$, $CFI = 0.918$, $IFI = 0.919$, $TLI = 0.906$. * $p < 0.05$, ** $p < 0.01$.

Two identical structural models were evaluated (models for high [$n = 235$] and low [$n = 110$] involvement groups).

Additionally, for the group of high involvement, the degree of the strength of the relationships starting from quality till satisfaction, from satisfaction moving onto commitment and from commitment going towards behavioral goals was stronger significantly as compared to the group of low involvement. Particularly, the relationship of satisfaction-quality was stronger for the high involvement group (high group: $\beta_{Qual. \rightarrow Satis.} = 0.583$, $p < 0.01$ vs. low group: $\beta_{Qual. \rightarrow Satis.} = 0.428$, $p < 0.01$), the relationship of commitment-satisfaction was significantly stronger for the high involvement group (high group: $\beta_{Satis. \rightarrow Com.} = 0.788$, $p < 0.01$ vs. low group: $\beta_{Satis. \rightarrow Com.} = 0.717$, $p < 0.01$) and the relationship of goal-commitment was significantly stronger for the high involvement group (high group: $\beta_{Com. \rightarrow BG} = 0.712$, $p < 0.01$ vs. low group: $\beta_{Com. \rightarrow BG} = 0.518$, $p < 0.01$).

Discussion and implications

Regardless of its significance for prominent items, for example, the item for art museum, the idea of image congruence has gotten sparse consideration in the extensive literature of museum. Empirical evidence has been offered by the present research that the unequivocal part of social and ideal social image congruence in building up a formation of intent is sure for museums of art.

The findings of this study demonstrate that a high degree of congruence among social and ideal social self-images and item image inspires visitors of museum a certain affective encounters, that expands a great appraisal of quality, and actuates an ideal assessment about their general involvement with the items of art museum. Such high degree of congruence likewise adds to increased commitment and intentions to return to the museum, in an indirect way through quality/affect and fulfillment. In its entirety, the findings of this study are consistent with the outcomes of current research in consumer behavior and marketing, which used the idea of self-idea/image congruence and distinguished its effect on the formation of consumer's goal and behavior after purchasing. This study is among the handful of quantitative research that showed the immediate relationship between image congruence-quality/affect. Moreover, this investigation was the first to interrogate the impact of image congruence on the visitors of museums and the formation of their post-purchase aim. Theoretically, utmost importance can be given to the findings of this study. Basically, in initial stage, a clear personality to the item of the museum should be pervaded by the museum practitioners. A custom-made personality of the item should be developed for the social/ideal social self-idea of the targeted clients. Museum practitioners ought to distinguish social/ideal social self-idea of these potential clients and make up a museum item personality through advertisement to coordinate social/ideal social self-idea of their clients. This procedure of image matching can be a viable marketing device for expanding visitors' quality evaluation, emotional encounters, commitment, satisfaction assessment and goals to be a loyal visitor for the art museum/ gallery.

In accordance with Oliver (2014), there are three successive phases of generation of intention (for example cognitive procedure including image/image congruence and quality, emotional/affective and satisfactory encounters comprising of procedure of affective, and conative procedure containing aims and commitments) and the outcomes of this study uncovered that these phases are indispensable in clarifying behaviors of visitors after purchasing when they visit the museum. Moving above and beyond, this study effectively developed Oliver's (2014) hypothetical establishment by investigating the interrelationships between factors inside affective, conative, and cognitive procedures, which had seldom been completed in the previous literature. The empirical discoveries of the current research give solid evidence to the hypothesis that factors inside cognition, develops inside affect, and factors inside conation are essentially related to each other. That is, that image congruence – quality affiliation (intellectual procedure) impacts the affective encounters – fulfillment

relationship (emotional procedure) which impacts the dedication and expectation affiliation (conative procedure).

It could be indicated from the outcome of this study that satisfaction of museum visitors is a noticeable factor whose relative criticality in deciding behavioral goals is more grounded than other factors in the proposed structure of this study. From a hypothetical point of view, it is by all accounts fundamental for researchers studying museums to effectively include satisfaction as a key idea when building up a powerful hypothetical system explaining behavior of visitors after purchasing and their formation of further intention at a museum. Basically, as exhibited in the present study, expanding social and ideal social image congruence, affective encounters and quality will be a significant method to the incremental satisfaction of museum visitors. In any case, perceiving that these factors' liability of the total variance in case of satisfaction was to some degree low in case of this study (37.2%), administrators of museums ought to likewise look for different intentions to amplify satisfactory encounters of the museum visitors. As indicated by the studies that have been extensively carried out in context of museum (Barnes et al., 2014; Han & Hyun, 2017b, 2017a; Mason et al., 2017), encounters which demonstrate novelty, learning/instruction, are tactile, and include diversion/unwinding tactics are vital in improving clients' general degree of fulfilment during their visit to the museum. For administrators of art museums, offering these types of encounters to visitors alongside affective and quality traditional experiences would result in a noteworthy increment in visitor satisfaction.

Hypothetically, the fundamental system underpinning the complex connections between satisfaction, affective encounters, quality and commitment in framing behavioral goals for items of art museum needs regular analysis. This study investigated the mechanism of moderation for involvement affecting the satisfaction, quality, commitment, and goal affiliations. The intricate hypothetical system demonstrated that at the comparable degree of quality evaluation, strong satisfaction is shown by visitors and higher commitment is also built, and if the degree of their involvement is also high, they can build stronger goals for future museum visits. From an empirical viewpoint, when the moderating role of involvement is perceived, the administrators of museum should make all efforts to offer high association encounters to their clients. As seen from the outcome of this study, when visitors are seriously assimilated and profoundly engaged in the displays of craftsmanship at the museum, they will be bound to see that museums possess excellent quality, and will be happy with their encounters at the museum, be profoundly dedicated to the museum, and have solid expectations to return to the museum and say positive things regarding it. Also, those visitors that have high encounters of involvement should be sought by the museum practitioners while visiting their gallery through a short client survey. These clients should be focused with exceptional projects or impetuses. In doing such, for these guest,' certain social expectation development would be additionally fortified.

Quality, commitment, satisfaction and affective encounters are indicated by the outcome of the indirect effect evaluation which showed that these can assume a significant role of mediation in the proposed hypothetical structure. These discoveries suggest that boosting the degree of quality, commitment, satisfaction and affective encounters is a basic advancement in the generation procedure of intention in that these factors augment the impact of its forerunners on behavioral goals. Empirical proof from different studies in the context of art museums to demonstrate the mediating role of these factors has not been common. Therefore, it can be said that the present study in this way incorporates hypothetical ramifications. Caution should be exercised by researchers when dealing with the mediating role of these factors when building a solid hypothetical system clarifying the generation procedure of intention for visitors of museum and their behavior. Since this study found relationships of quality, commitment, satisfaction and affective encounters are essential to guarantee the most efficacious utilization of and boost the desired behavioral goals in visitors of the museum, practical significance can be given to the results of this study.

It is also important to note the few restrictions of the present study. Firstly, the sample for this study was taken from the art museum industry, therefore caution should be exercised in generalizing these outcomes to other travel or leisure industries. In case of further expanding our exploration model or further testing it for the sake of future results on different kinds of travel industry/recreation/occasional activities, care is required. Secondly, in this investigation, statistic attributes of the review respondents were not equally founded on their level of education. Statistics showed that the amajority of the respondents have passed university (69.7%) and are holders of a graduate degree (14.0%). It is commonly realized that there is more tendency for the education level of visitors of art museums to be higher when compared with the education level of visitors of amusement parks, community celebrations or local festivities, etc. (Falk & Dierking, 2018)). All things considered, future research needs to incorporate a more noteworthy number of respondents with differing backgrounds of education to utilize information that is all the more equally distributed in terms of level of education. Finally, the present study was conducted at five different art museums that were located in a single metropolitan city of Thailand. The fact that there are better facilities present at these art museums or galleries as compared to others in the city and that they also have good comparative reputations, confines our ability to generalize about the outcome of the present research. It is thus suggested that future research incorporate a higher number of museums in various geographical zones in future studies.

Conclusion

There is a limitation in our insight regarding the behavior of visitors of art museum after purchasing. Moreover, in the travel industry literature on art museums, there is no adequate

evidence in writing about the role of quality, image congruence, commitment, involvement and affective encounters. The findings of this research assist travel industry practitioners and researchers in fathoming the behavior of art museum visitors after purchasing with generation procedure for intention. In the context of museums, this study has three significant implications, which are a significant element of the travel industry. To begin with, the discoveries of this research reported the significance of image congruence with respect to clients' expectation development for visitors of museums. Secondly, the examination consolidated into one solid reasonable model the developing procedures of conative, affective and cognition for the theories of decision-making and image –congruity. Thirdly, the hypothetical system of visitors of museum in terms of intent development was formulated by showcasing the effect of involvement due to its moderation.

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