Engaging museumgoers through Instagram: A multigroup analysis of two superstar Spanish museums

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Abstract

Most research on social media operative tasks have examined customers' purchase intentions, whereas the effects on intentions to visit have remained almost unresearched. This study focuses on examining the effects of source credibility, liking images, usefulness, satisfaction and perceived enjoyment on intention to visit. Besides, it analyses the impacts of different relationships such as source credibility on brand attitude, liking of images on brand attitude, usefulness on satisfaction, ease of use on brand attitude, ease of use on usefulness, user experience on satisfaction, perceived enjoyment on satisfaction, and novelty of content on perceived enjoyment. The model is tested using two samples of 310 and 319 users of Prado and Reina Sofia Museums Instagram accounts respectively. Findings add knowledge by providing of a remarkable framework for advanced research concerning the effects of Instagram on visit intentions.

Keywords: *museum; Instagram; visit intention*

Track: Tourism Marketing