

FROM POST-CONSUMPTION EXPERIENCE EVALUATION TO ONLINE GENERATED CONTENT AND INTENSIFICATION

Antón Martín, Carmen; Camarero Izquierdo, Carmen; Garrido Samaniego, María José

Universidad de Valladolid

RESUMEN

En el contexto de los museos, el presente trabajo analiza hasta qué punto la evaluación de la experiencia in situ (satisfacción y valor percibido) que realizan los visitantes refuerza sus comportamientos online a corto plazo (consultar y generar contenido online). Sobre la base de la teoría del equilibrio y de la teoría del nivel óptimo de estimulación, proponemos la existencia de un efecto de la evaluación de la experiencia que adoptará forma de U invertida sobre la intensificación y forma de U sobre la intención de generar contenido online después de la visita. Los resultados indican que la satisfacción fomenta la intención de consumir más contenido, mientras que la percepción de haber alcanzado el máximo valor lo limita (efecto U invertida). Por otro lado, si bien la satisfacción y la percepción de una visita rentable motivan a los visitantes a publicar comentarios, las malas experiencias en los museos no tienen ningún impacto en la generación de contenido online.

Palabras clave:

Experiencia del turista, museos, intensificación, generación de contenido online.

ABSTRACT

In the context of museums, this paper analyses to what extent visitor evaluation of the in situ experience (satisfaction and perceived value) drives their short-term online behaviours (visiting online content and generating content in online sites). On the basis of the balance theory and on the optimal stimulation level theory, it proposes that the evaluation of the experience has an inverted U-effect on visit intensification while a U-effect on the intention to generate content after the visit. Findings indicate that satisfaction fosters the intention to consume further content, while the perception of having gained the maximum value limits it (inverted U-effect). On the other hand, while satisfaction and the perception of a profitable visit motivate visitors to post online comments, poor experiences in museums have no impact on the generation of online content.

Keywords:

Tourist experience, museums, intensification, user generated content.

1. Introducción

Understanding how tourists' experiences impact on their behaviours is essential vis-à-vis evaluating the performance and success of a tourist service or destination, such that it has become a common topic in tourism literature. A large body of work is exploring which factors determine tourists' intentions to return to a destination in the future (Bigné, Sánchez & Sánchez, 2001; Chi & Qu, 2008; Yoon & Uysal, 2005; Yuksel, Yuksel & Bilim, 2009; Prebensen, Woo & Uysal, 2014). However, loyalty and revisiting imply long-term behaviours, which are difficult to predict on the basis of current post-consumption evaluation (Jang & Feng, 2007). As an alternative, short-term behaviours, which involve immediate actions, can be better anticipated by evaluating the current experience (Bigné, Mattila & Andreu, 2008). A positive evaluation of the tourist experience also stimulates short-term intentions, such as eWOM or searching for further information or activities, which may have a major impact on a destination's success. Tourism websites, blogs, and social networks allow tourists to share their experiences with many potential visitors. Public dissemination of other tourists' experiences (with comments and images) provides relevant and credible sources of information for many tourists, and can have a great influence on their decision process, even more than travel brochures, catalogues, or official sites (Parra-López, Bulchand-Gidumal, Gutierrez-Taño & Díaz-Armas, 2011; Xiang & Gretzel, 2010). Moreover, consuming further information about the destination keeps the tourist in touch with it, thus possibly increasing (or maintaining) the desire to return in the future.

In the current research, we analyse the influence of post-consumption evaluation of an experience on short-term behaviours in the context of museums. Museum websites (informational content, virtual visits, or online shops) and social networks are new spaces for visitor participation and interaction with museums. Thus, we ask to what extent visitor evaluation of the in situ experience drives their short-term online behaviours. After the visit, the visitor's evaluation of the experience is reflected in perceived value (Prebensen et al., 2014) and satisfaction (Assaker, Vinzi & O'Connor, 2011; Chi & Qu, 2008; Yoon & Uysal, 2005). When the evaluation is positive, tourists might be prepared to maintain their activity, intensifying the experience by consuming and creating online content, sharing their experiences and memories and by recommending the visit. Specifically, we propose that the effect of post-consumption evaluation (perceived value and satisfaction) on post-consumption short-term behaviour (intensification and online content generation) is not lineal. Based on the optimal stimulation level theory, we posit an inverted U-effect on visit intensification. When the experience is full and intense, visitors reach the optimal level of stimulation and the intention to further consume decreases. On the other hand, based on the balance theory, we propose that the evaluation of the experience has a U-effect on the intention to generate content after the visit: both the most positive and most negative experiences drive visitors to share them in order to achieve emotional equilibrium.

Overall, our research makes one major contribution. We demonstrate that post-purchase short-term behaviour in online sites is conditioned by the in-site experience, but that the effect is not always lineal. The outcomes of our results suggest that: (a) satisfaction with the visit has a positive effect on the intention to intensify the experience with further content, but that the perception of having received the maximum functional or emotional value reduces the intention to consume additional online content; and (b) the best and worst experiences in terms of satisfaction and the perception of functional value, that is, that the visit has been full and profitable, motivate the generation of online content, while the emotional value (which may be more intimate and personal) has no impact on participation in online content.

2. Post-experience evaluation: perceived value and satisfaction

The evaluation of the visitors' experience can be reflected in several indicators, with perceived value and satisfaction being the main aspects considered by literature on consumer behaviour.

Perceived value refers to the consumer's assessment of the ratio of perceived quality and perceived sacrifice with regard to a product/service (Zeithaml, 1988). Consumers' perceived value is considered essential with regard to understanding how they evaluate the consumption experience, since it reflects consumers' appraisal of the net worth of a product/service and thus affects overall satisfaction and behavioural intentions (Parasuraman & Grewal, 2000; Cronin, Brady & Hult, 2000). Although some authors indicate that perceived value can occur at different stages of the purchasing process (Sánchez, Callarisa, Rodríguez & Moliner, 2006), it has mainly been considered as a post-consumption evaluation.

Holbrook's (1999) classification of perceived value distinguishes between perceived utilitarian value, related to the functional aspects of the consumption experience, and perceived hedonic value, related to the emotional aspects of the experience (Babin, Darden & Griffin, 1994; Holbrook, 1999). Any consumption experience can generate both functional and emotional value (Jones, Reynolds & Arnold, 2006; Stoel, Wickliffe & Lee, 2004). The functional value is instrumental, cognitive and extrinsic, and is the consequence of the consumer's conscious and rational search for an outcome, while emotional value is intrinsic and reflects the affective perception of the consumer experience (Holbrook, 1999). In the case of a museum visit, the utilitarian and functional value would refer to aspects related to exploiting the visit, that is, visitors' perception that they have made good use of their time, and have had an enriching experience in terms of the route taken in the museum and the content visited. The museum's perceived emotional or hedonic value refers to the emotions and pleasure brought about by the visit and the feelings it has aroused.

Consumer satisfaction is defined as a cognitive and affective judgement which derives from the consumer's experience with the product or service (Oliver, 1997; Bigné, Andreu & Gnoth, 2005). Satisfaction emerges from comparing the experience with previous expectations. Put differently, satisfaction refers to the feelings generated by cognitive and emotional aspects of the goods and services, as well as an accumulated evaluation of various components and features. Moreover, satisfaction is one of the main antecedents of future consumer behaviour (loyalty, repurchase intentions, WOM, etc.) (Bigné et al., 2001; Chi & Qu, 2008; Kozak & Rimmington, 2000; Yoon & Uysal, 2005; Yuksel et al., 2009, amongst others). In the tourism domain, numerous studies have reported the positive effect of satisfaction on the intention to return to a destination (Chen & Chen, 2013; Chi & Qu, 2008; Severt, Wang, Chen & Breiter, 2007; Yoon & Uysal, 2005; Zabkar, Brencic & Dmitrovic, 2009), although some authors urge caution when establishing a direct relation between the two variables (Jang & Feng, 2007).

Although the literature has established a causal relationship between perceived value and satisfaction (Parasuraman & Grewal, 2000; Cronin et al., 2000; Sánchez et al., 2006; Bigné et al., 2008), the current work does not delve deeply into this relationship but rather considers the effect of the three evaluation aspects (perceived functional value, perceived emotional value, and satisfaction) on short term visitor behaviour.

3. The influence of experience evaluation on short-term visitor behaviour

In the area of tourism, numerous studies support the relationship between experience value and satisfaction, and tourists' behavioural intentions (Chen & Chen, 2010; 2013; Hosany & Witham, 2010; Oh, Fiore & Jeoung, 2007; Prebensen et al., 2014; Williams & Soutar, 2009; among others). Said future behaviour has often been measured as the intention to revisit the destination and to recommend the visit to others (Baker & Crompton, 2000; Oppermann, 2000). However, in the context of museums, revisiting does not reflect immediate behaviour. Many of the museum's visitors will not visit it again in the short term. Short-term behaviours are, basically, intensification and recommendation.

Intensification refers to visitor intention to extend the experience (Holbrook & Gardner, 1993, 1998) by searching for further information about the destination (the museum, the content, etc.) or by making the experience more tangible through purchasing souvenirs, gifts and photos (Bigné, Andreu & Gnoth, 2005; Dong & Siu, 2013; De Rojas & Camarero, 2006). It reflects the

interest and motivation which individuals maintain after the visit (De Rojas & Camarero, 2008). In the context of museums, visitors may seek to intensify the visit with subsequent action such as participating in other activities promoted by the museum, searching for further information in the website or following the museum's social networks.

Recommendation has become one of the most relevant outcomes of visitor experience. Tourists like to talk about what they have learnt and felt during their visit (Carballo, Araña, León & Moreno-Gil, 2015) and to evoke pleasant memories of their stay (Ali, Ryu & Hussain, 2016). Moreover, due to the expansion of social networks and travel websites, tourists can share their experiences and recommend a museum to thousands of people. Therefore, by actively participating in these sites, tourists and visitors generate content about the destinations (in our case, the museums) and contribute towards building a shared knowledge. Visitors can publish different content in websites specialized in tourism or travel (such as Tripadvisor), in blogs or in social networks. The impact of user-generated content is particularly important for the tourism and hospitality industry because it influences travellers' information searches (Dey & Sarma, 2009; Gretzel & Yoo, 2008), and travel planning behaviours (Ayeh, Au & Law, 2013; Fotis, Buhalis & Rossides, 2012). Moreover, user generated content becomes a relevant source of information for service providers (Presi, Saridakis & Hartmans, 2013): tourists' information is more credible, is widely disseminated, remains over time, in addition to which eWOM allows interaction between tourists.

These behaviours are, obviously, determined by the evaluation of the experience. In the following sub-sections, we explain the kind of relationship that may emerge between visitor experience and short-term behaviours.

3.1. Experience evaluation and intensification

As explained, one type of short-term tourist behaviour is visit intensification. The effect of the evaluation of the experience on visit intensification can be explained on the theoretical bases of the optimal stimulation level theory. According to this theory "the relationship between stimulation obtained from the environment or through internal means and a person's affective reaction to stimulation follows an inverted U-shaped function, with intermediate levels of stimulation perceived as the most satisfying" (Steenkamp & Baumgartner, 1992). An individual's optimum stimulation level has been related with exploratory consumer behaviour (curiosity, information seeking, variety-seeking behaviour, or innovative behaviour). Based on this theory, we maintain that the effect of visitor experience evaluation (in terms of functional value, emotional value, and satisfaction) on visit intensification follows an inverted U-shape. The evaluation of the experience (satisfaction, functional, and emotional value) has a positive effect on intensification, yet becomes negative when the visitor has reached a stimulation threshold.

Consumers' short-term behavioural intentions are expected to be consistent with their level of satisfaction (Bolton, 1998) as well as the functional and emotional value of their experience. Dong and Siu (2013) indicate that a more favourable service experience should lead to a greater tendency to intensify it. The positive experience will lead visitors to become consumers of other contents of the museum. Having experienced a profitable and pleasing visit may encourage visitors to intensify the experience by seeking further information about the museum on the webpage and social networks or by participating in other activities promoted by the museum. When the visit generates interest but there are other aspects to discover, the visitor will likely search for additional content on other sources. However, when visitors have exploited the visit, have engaged in the cultural and educational activities proposed by the museum, and so perceive that they have acquired the maximum degree of knowledge about the museum content, they will have reached the optimal level of stimulation and will not have any motivation to search for further information. At the other end of the scale, visitors who perceive that the visit has not proven in the least useful or valuable, that they have failed to gain anything at all out of the museum, and that the functional or emotional value has been low, will lose interest in the museum and will display no intention to intensify the visit. Therefore,

H1. Satisfaction with the visit (H1a), the functional value of the visit (H1b), and the emotional value of the visit (H1c) have an inverted U-effect on the intensification of the visit.

3.2. Experience evaluation and content generation

Several studies have analysed consumer motivation to generate online content. WOM literature points to product-involvement, consumer desire for social interaction, desire for economic incentives, altruism, and the potential to enhance their own self-worth, as the primary factors leading to eWOM behaviour (Dichter, 1966; Sundaram, Mitra & Webster, 1998; Hennig-Thurau, Gwinner, Walsh & Gremler, 2004).

The literature has also explored the antecedents of user generated content in the context of tourism (Parra-López et al., 2011; Wang & Fesenmaier, 2004; Yoo & Gretzel, 2011). These studies have focused on tourists' benefits and incentives, positively relating tourist intention to generate online content with functional, social, psychological, and hedonic benefits, as well as with altruism, trust, or personal skills. However, the intention to create online content is negatively related with the costs of use (effort, difficulty of use, and loss of privacy). Similarly, in the context of museums, it is expected that, after the visit, individuals may be willing to share their experiences with other potential visitors in social networks and other online communities.

Whatever the expected benefits and costs determining visitor intention to generate content, the main driver of this behaviour is the perceived experience. Consumer satisfaction as well as their emotions are determinant factors in user generated content (Zeelenberg & Pieters, 2004). In this sense, the effect of visitor evaluation of the experience on the intention to generate content can be explained on the basis of the balance theory. According to Hennig-Thurau et al. (2004), individuals try to restore equilibrium when it has become unbalanced because of a strong positive or negative consumption experience. One way to restore the equilibrium is WOM, that is, "expressing positive emotions and venting negative feelings" (Hennig-Thurau et al., 2004). In the context of visiting a museum, we propose that, after the visit, individuals are able to form their own view of the museum (positive or negative) and may be willing to share their learning or emotional experience with other potential visitors in social networks and other online communities.

As for the positive experience, when visitors perceive high functional or hedonic value in the visit and rate it as having been fully satisfactory, they will want to appreciate and recognize the museum's value and to help other visitors by sharing their positive feelings and expressing their emotions. A pleasant experience may therefore play a decisive role in their intention to share and recommend the trip to those around them (Chen & Tsai, 2007; Um, Chon & Ro, 2006).

On the other hand, a dissatisfying experience, or the perception of a lack of functional or hedonic value, will lead to negative feelings being vented through the publication of online comments. These seek to offset the discontent and dissonance associated with negative emotions and can serve to lessen the frustration, reduce anxiety and let off steam (Engel, Blackwell & Miniard, 1993; Hennig-Thurau et al., 2004). Negative WOM is frequently motivated by a desire to punish organizations that have not promoted a memorable experience to consumers through incompetent, inefficient, or irresponsible attitudes, behaviours, tactics strategies, or products (Hennig-Thurau et al., 2004). Several authors have concluded that negative WOM is driven by a desire for anxiety reduction, vengeance, as well as advice seeking (Sundaram, et al. 1998) and the wish to help other consumers (Zeelenberg & Pieters, 2004). Literature on tourism also show that tourists tend to post online reviews of negative experiences in social networks (Pantano & Di Pietro, 2013; Presi et al., 2013).

Therefore, in the case of museums, visitors may be willing to share their experiences and opinions in the museum's social networks and other online opinion communities both when they have experienced tremendous satisfaction, have perceived high emotional value and have exploited the visit as well as when they have not been satisfied and have failed to perceive any value in the museum. On the contrary, medium levels of satisfaction and perceived value will not represent an unbalanced emotion and will lead to more indifference and less intention to generate content. Therefore,

H2. Satisfaction with the visit (H2a), the functional value of the visit (H2b), and the emotional value of the visit (H2c) have a U effect on the intention to generate content after the visit.

4. Methodology

4.1. Sample and data collection

Data were collected through a survey conducted in five Spanish museums, amongst those most visited in Spain and specialising in different areas: the Reina Sofía National Museum Centre of Art in Madrid (MNCARS, a contemporary art museum with 84,000 m² of exhibition space), the Guggenheim Museum of Bilbao (a 24,000 m² contemporary art museum), the National Archaeological Museum of Madrid (MAN, a 23,000 m² archaeological museum), the Principe Felipe Science Museum in Valencia (MCPF, a 42,000 m² science museum), and the Granada Science Museum (a 70,000 m² science museum).

A questionnaire was designed to measure the variables in the model. The questionnaire was revised by the managers of two museums and some questions were adapted to the specificities of each museum. A pilot test was conducted to estimate the interview time and to improve the structure and layout of the questions.

In each museum, professional interviewers questioned 35 visitors randomly, on different days of the week and at different times of the day. Visitors were contacted in the hall at the end of the visit. Data were collected in July 2015.

A total of 175 valid questionnaires were collected. As for the days of the week, 13.7% of questionnaires were collected on Monday, 10.3% on Tuesday, 33.1% on Wednesday, 10.2% on Thursday, 22.3% on Saturday, and 10.3% on Sunday. The sample consisted of 48% men and 52% women. 79.4% were Spanish visitors and 18.9% foreign visitors.

4.2. Measurement of variables

Most of the measurement scales of the variables in this study were adapted from previous studies to the context of visiting a museum and others were created ad hoc. Moreover, the questions were revised by the directors of two museums.

An ad hoc scale was created to measure intensification on the basis of the previous works of De Rojas and Camarero (2008) and Bigné et al. (2008), with three items dealing with visitor intention to participate in future activities and search for information about the museum on the website and in social networks. The scale to measure visitor generation of content was also created ad hoc for this study, adapting items related to participation and content generation in social networks (Shin, Song & Biswas, 2014; Szymanski, 2001). Specifically, we used three items indicating the visitor's desire to share the experience through social networks or other travel websites.

Satisfaction was measured by a three-item Likert scale based on Oliver's (1980) scale and adapted to the case of museums by Camarero and Garrido (2011). In order to reflect emotional value, we measure pleasure and arousal (the most common dimensions of the Mehrabian and Russell-PAD model; Russell 1980) and playfulness (Wu & Holsapple, 2014). On the basis of the self-assessment manikin (Bradley & Lang, 1994), each dimension was measured with a differential semantic item and emoticons that illustrated the scale points. Finally, functional value was measured by a three-item Likert scale reflecting to what degree it was felt that the most had been made of the visit (Collin-Lachaud & Passebois, 2008).

As control variables, we introduced age, previous expectations and previous knowledge about the museum content. Age was measured as a numerical scale. Age distribution was 22.9% up to 25 years old, 14.2% from 26 to 35 years old; 20% from 36 to 45 years old; 16.6% from 46 to 55 years old; 9.2% from 56 to 65 years old; and 17.1% over 65 years old. Previous expectations and previous knowledge were measured as dichotomous variables (0=No, 1=Yes). The distribution of entertainment expectations was 57.5% yes and 42.5% no; the distribution of

learning expectations was 78.7% yes and 21.3% no; and the distribution of lack of knowledge was 4.6% yes and 95.4% no).

Table 1 shows the variables used in the study and the measurement indicators together with the corresponding descriptive statistics (mean and standard deviation). In order to validate the measurement scales, a CFA was performed. The goodness of fit index ($\chi^2(78)=189.24$ ($p=0.000$); GFI=0.879; CFI=0.890; RMSEA=0.09) and the loading factors confirm the reliability and convergent validity (Table 1). Table 2 shows the correlation matrix and the Fornell-Larcker criterion of discriminant validity.

TABLE 1
Descriptive statistics and CFA results

	Mean	S.D.	
Intensification ($\alpha=0.77$; CR=0.80; AVE=0.68)			
I would be happy to participate in future museum activities.	3.44	1.45	0.505
I intend to seek out more information about the museum on its web or social networks.	2.35	1.44	0.865
I intend to follow the museum on its social networks.	1.98	1.28	0.867
Generated content ($\alpha=0.73$; CR=0.74; AVE=0.67)			
I intend to talk about my experience in social networks or other websites (e.g. blogs)	2.02	1.36	0.657
I would make suggestions to the museum if asked to or if given the chance by them.	2.85	1.26	0.602
I would be willing to give my opinion of the museum on travel websites such as Tripadvisor	2.25	1.49	0.831
Emotional value ($\alpha=0.77$; CR=0.77; AVE=0.67)			
Pleasure	4.27	0.68	0.746
Arousal	4.29	0.69	0.821
Playfulness	4.09	0.83	0.617
Functional value ($\alpha=0.60$; CR=0.63; AVE=0.63)			
I have had time to see everything	3.08	1.24	0.592
I have made the most of the time during the visit	3.89	0.96	0.629
I have seen everything I wanted to	3.26	1.37	0.581
Satisfaction ($\alpha=0.76$; CR=0.87; AVE=0.70)			
It is one of the best cultural activities I have ever had	3.10	1.03	0.769
I have no regrets about having visited the museum	4.12	1.00	0.816
I feel satisfied with the decision to visit the museum	4.24	0.90	0.912

TABLE 2
Correlation matrix

	<i>Satisfaction</i>	<i>Emotional value</i>	<i>Functional value</i>	<i>Intensification</i>	<i>UGC</i>
<i>Satisfaction</i>	0.836				
<i>Emotional value</i>	0.305**	0.818			
<i>Functional value</i>	0.122	0.071	0.793		
<i>Intensification</i>	0.476**	0.165*	0.276**	0.824	
<i>UGC</i>	0.466**	0.231**	0.253**	0.686**	0.818

Significance levels* $p<0.05$; ** $p<0.01$

(*) The main diagonal shows the square root of the extracted variance for the reflective variables

5. Analysis and results

A hierarchical regression analysis was performed to test the proposed hypotheses. The measurement scales were reduced to a single factor in order to measure each variable. The analysis was carried out in three steps. Firstly, the control variables were introduced; secondly, the direct effects of satisfaction, emotional value and functional value; and thirdly, the quadratic effects of satisfaction, emotional value and functional value. Results are shown in Tables 3 and 4. The collinearity diagnosis indicates that multicollinearity is not a problem in the analysis and with regard to interpreting results.

TABLE 3.
Hierarchical regression analysis. (Dependent variable: Intensification)

	Dependent variable: Intensification			Collinearity diagnosis	
	Step 1	Step 2	Step 3	Tolerance	VIF
(Constant)	0.794***	0.610**	0.850***		
Age	-0.016***	-0.013***	-0.014***	.935	1.069
Lack of knowledge (0=No;1=Yes)	-0.253	0.096	-0.022	.781	1.280
Entertainment expectation (0=No;1=Yes)	-0.469**	-0.253†	-0.264†	.846	1.182
Learning expectation (0=No;1=Yes)	0.449*	0.370*	0.389*	.935	1.070
Satisfaction		0.411***	0.423***	.631	1.584
Functional value		0.167*	0.123 ⁺	.869	1.151
Emotional value		-0.004	-0.034	.749	1.334
Satisfaction ²			0.003	.573	1.744
Functional value ²			-0.115*	.871	1.148
Emotional value ²			-0.108*	.830	1.205
Adjusted R-squared	0.149	0.333	0.362		
F	7.993***	12.389***	10.059***		
Change in F (sign.)	7.993***	15.317***	3.313*		

Significance levels: † p< 0.10; * p<0.05; ** p<0.01; *** p<0.001

TABLE 4.
Hierarchical regression analysis. (Dependent variable: User Generated Content)

	Dependent variable: User Generated Content			Collinearity diagnosis	
	Step 1	Step 2	Step 3	Tolerance	VIF
(Constant)	0.774***	0.591**	0.487*		
Age	-0.013**	-0.011**	-0.010**	.935	1.069
Lack of knowledge (0=No;1=Yes)	-0.627†	-0.329	-0.595†	.781	1.280
Entertainment expectation (0=No;1=Yes)	-0.504**	-0.288*	-0.365*	.846	1.182
Learning expectation (0=No;1=Yes)	0.125	0.035	0.064	.935	1.070
Satisfaction		0.365***	0.447***	.631	1.584
Functional value		0.166*	0.142*	.869	1.151
Emotional value		0.086	0.111	.749	1.334
Satisfaction ²			0.138*	.573	1.744
Functional value ²			-0.033	.871	1.148
Emotional value ²			0.024	.830	1.205
Adjusted R-squared	0.113	0.290	0.297		
F	6.171***	10.435***	7.855***		
Change in F (sign.)	6.171***	14.079***	1.568		

Significance levels: † p< 0.10; * p<0.05; ** p<0.01; *** p<0.001

As shown in Table 3, satisfaction has a positive effect on intensification, although the inverted U-effect is not confirmed (H1a is rejected). The positive evaluation of the museum in terms of satisfaction does not diminish visitor intention to consume additional museum content. However, H1b and H1c are supported. Both functional and emotional values have an inverted U-effect on the intention to intensify the visit by consuming online content. Increased perceived functional and emotional value fosters intensification. Yet the perception of having undertaken a comprehensive visit to the museum and of having derived the full emotional value means that the maximum level admitted by the visitor has been reached, thus reducing the intention to

consume anything else. These effects are represented in Figures 1a and 1b. As for the control variables, older visitors display a greater intent to intensify the visit as do those who had no entertainment expectations and those who had learning expectations.

Table 4 shows the results for dependent variable generated content. In this case, satisfaction has a quadratic effect on the intention to participate in creating online content about the experience. Nevertheless, as can be observed in Figure 1c, the relationship between satisfaction and content generation is not U-shaped, but J-shaped. The most satisfied visitors are those most willing to share their experience, while for low and medium levels of satisfaction the intention to share the experience remains scant. Therefore, hypothesis H2a can be considered partially supported. The proposed U-effect of perceived value on the generation of content is not supported (H2b and H2c are rejected). The perceived functional value, that is, the perception of having enjoyed a comprehensive visit, has a positive effect on the intention to share it in online sites, whilst in contrast the perceived emotional value has no effect. As for the control variables, older people, those with previous knowledge and those who had no entertainment expectations exhibit greater intention to generate online content.

FIGURE 1
Estimated quadratic effects

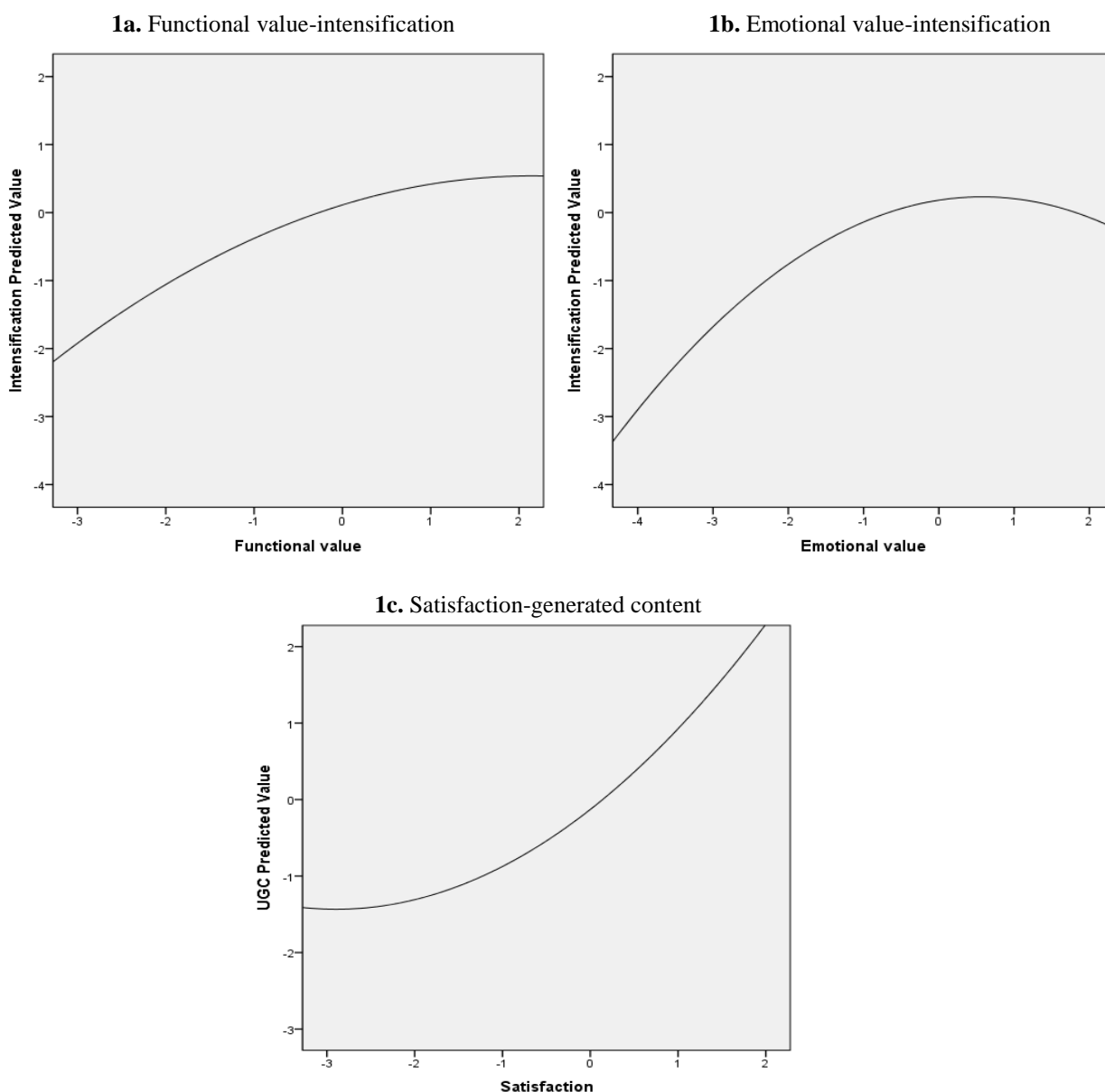


Table 5 summarises the results obtained in relation with each hypothesis.

TABLE 5
Results of the proposed hypotheses

Hypotheses	Proposed effect	Estimated effect	Result
H1a. Satisfaction → Intensification	<i>Inverted U-effect</i>	<i>Positive</i>	<i>Rejected</i>
H1b. Functional value → Intensification	<i>Inverted U-effect</i>	<i>Inverted U-effect</i>	<i>Accepted</i>
H1c. Emotional value → Intensification	<i>Inverted U-effect</i>	<i>Inverted U-effect</i>	<i>Accepted</i>
H2a. Satisfaction → UGC	<i>U-effect</i>	<i>J-effect</i>	<i>Partially accepted</i>
H2b. Functional value → UGC	<i>U-effect</i>	<i>Positive</i>	<i>Rejected</i>
H2c. Emotional value → UGC	<i>U-effect</i>	<i>Not significant</i>	<i>Rejected</i>

6. Discussion

In the current research, we draw on the optimal stimulus theory and the balance theory to explore the effect of evaluating in-site experience in museums and short-term behaviours in the online milieu. Results show that the intention to intensify the experience by consuming online content and the intention to share the experience and generate content depend on the in-site experience, although the effect is not lineal.

Satisfaction with the visit fosters the intention to intensify the experience by participating in other activities organised by the museum, to follow the museum on social networks and to search for further information, whilst the perception of having gained the maximum value from the visit limits the intention to consume additional online content. When visitors perceive full value, i.e., when they feel emotionally satiated and that they have been given everything they expected, they will not need to look for anything else. If satiated, the tourist will feel that the experience is complete and, therefore, that there is no continuity or further consumption. In contrast to previous works, which propose that the effect of perceived value on tourist behaviour is lineal and mediated by satisfaction (Prebensen et al., 2014; Williams & Soutar, 2009), our results demonstrate that the effect of perceived value on future consumption behaviours is not lineal, and that there is a decreasing effect when the perceived value is too high.

As regards the intention to generate online content, the best experiences in terms of satisfaction and the perception of functional value, that is, the perception of a profitable visit and having taken advantage of the time, motivate visitors to post comments on social networks or to rate the museum positively on opinion pages, while unsatisfactory experiences have no impact on participation in online content. Despite the literature that points to the high impact of negative experiences on negative eWOM (Sundaram, et al, 1998), even in the context of tourism (Pantano & Di Pietro, 2013; Presi et al., 2013), our results show that visitors to museums are not willing to share negative evaluations. This result may indicate that museum visitors are reluctant to reveal their opinions when these run contrary to the socially accepted opinion. In other words, individuals might prefer not to publish a bad evaluation about a top museum. In addition, visitors may not dare to disclose their opinions due to a lack of self-confidence or the perception of their own low level of expertise. Emotional value is also seen to have no impact on participation in online content. This finding indicates that museum visitors are more willing to share the side of the experience which proves easier to communicate (satisfaction and exploitation of the visit). However, the emotional value of the experience in museums seems to be perceived as a more intimate and personal aspect that does not deserve to be shared with other visitors or that is more difficult to express and convey in words or pictures.

Managerial implications

Considering the findings, we propose certain managerial implications and recommendations that might prove useful for museum curators and managers. Firstly, a museum visitor seeks to exploit the visit, see everything, make the most of the time spent there and ultimately experience positive emotions. When museums are able to provide these positive experiences, they are

forging long-term links with visitors. As a result, the latter will be willing to participate in future activities and to consume online content (websites or social networks). However, since this idea might drive managers to offer exceptional in situ experiences, a satiated tourist who has experienced a full and comprehensive physical visit, will have no intention to further consume online content. Therefore, managers should seek to strike a balance between the content consumed during the visit and the unique content available online (for instance, additional didactic material, online games, videos, movies, etc.). The in situ visit, although satisfactory, should encourage visitors to consume supplementary content.

Secondly, the perceived exploitation as well as satisfaction after the visit are the requirements for posting comments in social networks or rating the museum positively on opinion webpages. Since these comments, recommendations and eWOM are essential to attract new visitors (at least, for the first time), museum managers should, of course, design visits that offer tourists maximum satisfaction in terms of content visited and learning but should also provide visits that are adapted to the time available to tourists and to their expectations. These results can be extended to other cultural attractions. As is widely known, satisfied tourists and visitors draw other potential tourists through recommendations and WOM and determine a destination's reputation and image. In fact, leisure and cultural attractions are activities that particularly stimulate eWOM communication. However, the visits and tours designed should adapt to the tourists' capacity to absorb the visit and to their expectations of the activities provided at a destination and the time devoted to each. It is advisable to analyse visitors' comments in social networks, monitor these portals continuously, to find out visitors' opinions of the activities offered, considering that each online reader might be a potential visitor. Since museum visitors are not willing to share negative evaluations, maybe because they are afraid that their opinions reveal a lack of knowledge, museum managers should also make an effort to collect these opinions, for instance with anonymous questionnaires when the visit has finished. In this way, negative evaluations and unfulfilled expectations might serve as information for adapting the tours and for providing different content to different kinds of visitor.

Limitations and further research

Although these findings make a contribution to the literature, there are some limitations which require further examination and demand additional research. Firstly, measuring visitor intention to generate online content may be conditioned by their general predisposition towards using social networks to share online content. In addition to satisfaction and the experience value, future research should take into account other factors that affect eWOM, such as visitor motivation, self-efficacy in online communication (Parra-López et al., 2011; Wang & Fesenmaier, 2004; Yoo & Gretzel, 2011), and self-confidence in cultural matters.

Secondly, this study considers two dimensions of value, the functional and the emotional value. Further research could widen the study of the influence of value on short-term visitor behaviour with more specific dimensions of value in the context of museums. For instance, Prebensen et al (2017) or Williams and Soutar (2009), in the context of tourism, include up to five dimensions of value: quality, (money) functional, emotional, social and novel. Thirdly, although the study takes into account the visitor's age as well as the effects of a lack of knowledge and expectations, future research might include specific museum characteristics and other individual traits. The kind of collection, the length of the route, or visitor personality may affect the functional forms for the relationship between satisfaction and value, and behavioural intentions. Finally, measures of actual online behaviour, as opposed to behavioural intentions, might also enhance the validity of the study. Unfortunately, such data are often difficult and costly to gather.

References

Ali, F., Ryu, K., & Hussain, K. (2016). Influence of experiences on memories, satisfaction and behavioral intentions: A study of creative tourism. *Journal of Travel & Tourism Marketing*, 33(1), 85-100.

- Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism management*, 32(4), 890-901.
- Ayeh, J., Au, N. & Law, R. (2013). Predicting the intention to use consumer-generated media for travel planning, *Tourism Management*, 35, 132–143.
- Babin, B.J., Darden, W.R., & Griffin, M. (1994). Work and/or fun: measuring hedonic and utilitarian shopping value. *Journal of Consumer Research*, 20(4), 644–656.
- Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, 27(3), 785-804.
- Bigné, E., & Andreu, L. (2004). Modelo cognitivo-afectivo de la satisfacción en servicios de ocio y turismo. *Cuadernos de Economía y Dirección de Empresa*, 21, pp. 89-120.
- Bigné, J.E., Andreu, L., & Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, 26, 833–844.
- Bigné, E. J., Mattila, A. S., & Andreu, L. (2008). The impact of experiential consumption cognitions and emotions on behavioral intentions. *Journal of Services Marketing*, 22(4), 303-315.
- Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism management*, 22(6), 607-616.
- Bodet, G. (2008). Customer satisfaction and loyalty in service: Two concepts, four constructs, several relationships, *Journal of Retailing and Consumer Services*, 15(3), 156-162.
- Bolton, R. (1998). A Dynamic model of the duration of the consumer's relationship with a continuous service provider: The role of satisfaction. *Marketing Science*, 17 (1), 45-65.
- Bradley, M.M., & Lang, P.J. (1994). Measuring emotion: The self-assessment manikin and the semantic differential. *Journal of Behavior Therapy and Experimental Psychiatry*, 25(1), 49-59.
- Camarero, C., & Garrido, M.J (2011). Strengthening members' relationships through cultural activities in museums. *Journal of Leisure Research*, 43(4), 560-588.
- Carballo, M. M., Araña, J. E., León, C. J., & Moreno-Gil, S. (2015). Economic valuation of tourism destination image. *Tourism Economics*, 21(4), 741-759.
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35.
- Chen, C. F., & Chen, P. C. (2013). Another look at the heritage tourism experience. *Annals of Tourism Research*, 41, 236-240.
- Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions?. *Tourism Management*, 28(4), 1115-1122.
- Chi, C., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management*, 29, 624-636.
- Collin-Lachaud, I., & Passebois, J. (2008). Do Immersive Technologies Add Value to the Museumgoing Experience? An Exploratory Study Conducted at France's Paléosite. *International Journal of Arts Management*, 11(1), 60-71
- Cronin, J.J.; Brady, M.K., & Hult, G.T.M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retail*. 76(2), 193–218.
- De Rojas, C., & Camarero, C. (2006). Experience and satisfaction of visitors to museums and cultural exhibitions. *International Review on Public and Nonprofit Marketing*, 3(1), 49-65.

- De Rojas, C., & Camarero, C. (2008). Visitor's experience mood and satisfaction in a heritage context: evidence from an interpretation center, *Tourism Management*, 3(3), 525-527.
- Dey, B., & Sarma, M. (2010). Information usage among motive based segments of travelers to newly emerging tourist destination, *Tourism Management*, 31(3), 341-344.
- Dichter, E. (1966). How word-of-mouth advertising works. *Harvard Business Review*, 44(6), 147-160.
- Dong, P., & Siu, N. Y. M. (2013). Servicescape elements, customer predispositions and service experience: The case of theme park visitors. *Tourism Management*, 36, 541-551.
- Engel, J., Blackwell, R., & Miniard, P. (1993). *Consumer Behavior*, Fort Worth: Dryden Press.
- Fotis, J., Buhalis, D., & Rossides, N. (2012). Social media use and impact during the holiday travel planning process. Paper presented at the *19th international conference on information and communication technologies in travel and tourism (ENTER)*, Helsingborg, Sweden.
- Gretzel, U., & Yoo, K. H. (2008). Use and impact of online travel reviews. *Information and communication technologies in tourism 2008*, 35-46.
- Hennig-Thurau, T., Gwinner, K.P., Walsh, G., & Gremler, D.D. (2004), "Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?". *Journal of Interactive Marketing*, 18(1), 38-52
- Holbrook, M., & Gadner, M. (1993). An Approach to investigating the emotional determinants of consumption duration. Why do people consume what they consume for as long as they consume it? *Journal of Consumer Psychology*. 2(2), 123-142.
- Holbrook, M., & Gadner, M. (1998). How motivation moderates the effects of emotions on the duration of consumption. *Journal of Business Research*, 42(3), 241-252.
- Holbrook, M. B. (1999). Introduction to Consumer Value. En Holbrook, M. B. (ed.), *Consumer Value. A Framework for Analysis and Research*, 1-28. London: Routledge.
- Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research*, 49(3), 351-364.
- Jang, S., & Feng, R. (2007). Temporal destination revisit intention: The effects of novelty seeking and satisfaction. *Tourism Management*, 28(2), 580-590.
- Jones, M., Reynolds, K., & Arnold, M. (2006). Hedonic and utilitarian shopping value: Investigating differential effects on retail outcomes, *Journal of Business Research*, 59(9), 974-981.
- Kozak, M., & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of travel research*, 38(3), 260-269.
- Oh H, Fiore AM, & Jeoung M. 2007. Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46(2), 119-132.
- Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Oliver, R.L. (1997). *Satisfaction: A Behavioural Perspective on the Consumer*. New York: McGraw-Hill.
- Oppermann, M. (2000). Tourism destination loyalty. *Journal of travel research*, 39(1), 78-84.
- Pantano, E., & Di Pietro, L. (2013). From e-tourism to f-tourism emerging issues from negative tourist's online reviews. *Journal of Hospitality and Tourism*, 4(3), 221-227.
- Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: a research agenda. *Journal of the Academy of Marketing Science*, 28(1), 168-174.

- Parra-López, E., Bulchand-Gidumal, J.; Gutierrez-Taño, D., & Díaz-Armas, R. (2011). Intentions to use social media in organizing and taking vacation trips. *Computers in Human Behavior*, 27, 640-654.
- Prebensen, N. K., Woo, E., & Uysal, M. S. (2014). Experience value: antecedents and consequences. *Current Issues in Tourism*, 17(10), 910-928.
- Prebensen, N. K., & Xie, J. (2017). Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. *Tourism Management*, 60, 166-176.
- Presi, C., Saridakis, Ch., & Hartmans, S. (2013). User-generated content behavior of the dissatisfied service customer. *European Journal of Marketing*, 48 (9/10), 1600-1625.
- Russell, J.A. (1980). A circumplex model of affect. *Journal of Personality and Social Psychology*, 39(6), 1161-1178.
- Sánchez, J., Callarisa, L., Rodríguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism management*, 27(3), 394-409.
- Severt, D., Wang, Y., Chen, P. J., & Breiter, D. (2007). Examining the motivation, perceived performance, and behavioral intentions of convention attendees: Evidence from a regional conference. *Tourism Management*, 28(2), 399-408.
- Shin, D., Song, J. H., & Biswas, A. (2014). Electronic word-of-mouth (eWOM) generation in new media platforms: The role of regulatory focus and collective dissonance. *Marketing letters*, 25(2), 153-165.
- Steenkamp, J. B. E., & Baumgartner, H. (1992). The role of optimum stimulation level in exploratory consumer behavior. *Journal of consumer research*, 19(3), 434-448.
- Stoel, L., Wickliffe, V., & Lee, K. (2004). Attribute beliefs and spending as antecedents to shopping value. *Journal of Business Research*, 57(10), 1067-1073.
- Sundaram, D., Mitra, K., & Webster, C. (1998). Word-of-Mouth communications: A motivational analysis. *Advances in Consumer Research*, 25, 527-531.
- Szymanski, D. M. (2001). Modality and offering effects in sales presentations for a good versus a service. *Journal of the Academy of Marketing Science*, 29(2), 179-189.
- Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research*, 33(4), 1141-1158.
- Wang, Y., & Fessenmaier, D. (2004). Towards understanding member's general participation in and active contribution to an on line travel community. *Tourism Management*, 25(6), 709-722.
- Williams, P., & Soutar, G. N. (2009). Value, satisfaction and behavioral intentions in an adventure tourism context. *Annals of Tourism Research*, 36(3), 413-438.
- Wu, J., & Holsapple, C. (2014). Imaginal and emotional experiences in pleasure-oriented IT usage: A hedonic consumption perspective. *Information & Management*, 51(1), 80-92.
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Journal of Tourism Management*, 31(2), 179-188.
- Yoo, K-H., & Gretzel, U. (2011). Influence of personality on travel-related consumer generated media creation. *Computer in Human Behavior*, 27(2), 609-621.
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45-56.
- Yuksel, A., Yuksel, F., & Bilim, Y. (2009). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism Management*, 31(2), 274-284.

Žabkar, V., Brenčič, M. M., & Dmitrović, T. (2010). Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. *Tourism management*, 31(4), 537-546.

Zeelenberg, M., & Pieters, R. (2004). Beyond valence in customer dissatisfaction: A review and new findings on behavioral responses to regret and disappointment in failed services. *Journal of Business Research*, 57(4), 445-455.

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.