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A Study of the Impact of Museum Website Creativity on Customer Citizenship Behavior

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Abstract: Based on the stimulus - organism - response theory, this paper analyzes the influence mechanism of museum website creativity on customer citizenship behavior. Through the empirical analysis of 268 questionnaires, the results show that the three dimensions of website creativity, aesthetics, novelty and ease of use, all have significant positive effects on flow experience; Aesthetic, novelty and ease of use have significant positive effects on customer recommendation behavior and customer feedback behavior. Flow experience has significant positive influence on customer recommendation behavior and customer feedback behavior. Flow experience plays a mediating role in the influence of aesthetics, novelty and ease of use on customer recommendation behavior and customer feedback behavior.

Keywords: Website creativity; Flow experience; Customer citizenship behavior.

1. Introduction

With the change of information technology, museum website, as a new carrier of museum information dissemination, is an important means to improve the image of museums, and can also shorten the distance with people. In order to optimize the service, the museum website is constantly absorbing innovative technologies. While absorbing digital technology, museum websites also need to consider the needs and characteristics of their target groups. For Web users, when the design of a website exceeds their expectations, they feel trust and satisfaction. Creative websites have a positive impact on customer attitudes and behavior (Zeng et al [1].,2012).

The relationship between creativity and customer behavior has attracted much attention from scholars. For example, Lange et al. (2016) confirmed that creative window is an important driver of customer visit behavior [2]. Sılgan et al. (2022) empirically found that creative advertising has a positive impact on product purchase intention based on S-O-R theory [3]. In addition, studies of other scholars also show that website creativity has a positive impact on tourists' offline travel intention (Cai et al. [4], 2017). Although scholars have conducted extensive studies on the relationship between creativity and user behavior, there is still a lack of research on website creativity in the context of museums, and the research on the influence of museum website creativity on customer civic behavior needs to be supplemented.

Based on the S-O-R theoretical framework, this study takes the official website of domestic museums as the research object, takes the website creativity as the external stimulus, the online experience as the organic evaluation, and the customer citizenship behavior as the behavioral response under the stimulus, and explores the influence of the museum official website creativity on customer citizenship behavior. And the mediating role of flow experience in the influence of website creativity on customer citizenship behavior.

2. Theoretical Background

2.1. The S-O-R Theory

The stimulus-body-response theory explains the influence of consumer emotion on consumer behavior influenced by environmental factors. Stimulus refers to the factors that affect an individual's internal state; Organism is a cognitive and emotional state triggered by a stimulus, which is between the stimulus and the final response. Reaction refers to the final result of consumers, and consumer reaction may be approach behavior or avoidance behavior (Chang et al. [5], 2011). Approach behavior includes positive behaviors, such as exploration and stay, while avoidance behavior is the opposite negative behavior. In the Internet field, some atmosphere elements of the Internet affect the internal state of emotion and cognition, thus affecting consumers' approach or avoidance responses (Eroglu et al. [6], 2001). S-O-R theory is widely used. Previous literature shows that this theory has been used to explain customer citizenship behavior (Chiu et al .[7], 2019; Kim et al.[8], 2019; Liu et al.[9], 2021).

2.2. Website Creativity as Stimulus (S)

A stimulus is a characteristic of the environment that an individual feel. There are two types of stimuli. One is social psychological environmental stimulus, which is related to the context of product consumption. The other type is object stimulation, which is related to product characteristics and product performance (Arora [10], 1982). The creative characteristics of a website can be considered as an object stimulus because it contains many features related to products.

The definition of creativity involves two important aspects: novelty and appropriateness. The first element refers to the degree to which the product is different from the norm, and the second element refers to the degree to which the product is meaningful and appropriate for the audience (Yang and Smith [11], 2009; Zeng et al. [12], 2012). Zeng et al. (2012) formed the concept of website creativity on the basis of drawing on product creativity. Website creativity refers to the subjective evaluation of the novelty and appropriateness of the website, which can cause users' positive emotional reaction and arouse consumers' willingness to visit, stay, visit and evaluate the website [13].

In terms of the dimension division of website creativity, Zeng (2009) refined seven dimensions: aesthetic appeal, interactivity, novelty and flexibility, emotion, importance, commonness and simplicity, and personalization [14].

Aesthetic is an important potential source of website creativity; Interactivity has a positive impact on the website's attitude and satisfaction. Novelty is a key dimension of creativity; Emotion refers to the emotional impact of website creativity on users. Emotion includes two aspects: awakening and pleasure. Importance refers to the degree of importance and usefulness of a product to users; Commonality and simplicity mean that the site does not have to be complex, and the right amount of complexity can promote creativity; Personalization refers to customized services based on user preferences [15]. On this basis, some scholars have studied six aspects of website creativity: novelty, aesthetics, functionality, interactivity, usefulness and ease of use (Cai et al. [16], 2017). Among them, the three dimensions of emotion, interactivity and novelty are the most important factors in shaping user behavior Based on the research of the above scholars and the related research of museum website design, this study measures the creativity of museum website from three main aspects: aesthetic, novelty and ease of use.

2.3. Flow Experience as Organism (O)

The organism is the internal state produced by processing external stimuli, including cognitive and emotional states. This study regards the user's online experience as the cognitive part, and believes that website creativity will have an impact on the user's cognitive state.

Online flow experience refers to the cognitive state felt by website users during website navigation activities, and its research scope is wide, including sports, shopping, games and Internet use (Novak et al. [17], 2000). Webster et al. (1993) proposed four dimensions of flow experience state in network environment: first, the sense of control over computer interaction; Second, focus on the interaction; Third, the curiosity aroused during the interaction; Fourth, they are interested in interaction [18]. Skadberg and Kimmel (2004) found in their research that the element interweaving of websites is closely related to people's flow experience [19]. In order to understand the role of human-computer interaction, Hoffman and Novak (1996) introduced flow theory into the field of online behavior [20]. Subsequent studies have also found that flow experience in tourism websites is closely related to users' information acceptance, which can lead to changes in users' attitudes and behaviors (Skadberg et al. [21], 2004).

2.4. Customer Citizenship Behavior as Response (R)

The stimulus of external environment and the reaction of consumer's internal state ultimately affect consumer's behavior. The reaction part includes positive approach behavior and negative avoidance behavior. This study focuses on the analysis of positive consumer behavior and considers customer citizenship behavior as the reaction part of the model.

The concept of customer citizenship behavior comes from organizational citizenship behavior, which refers to behaviors outside the role of customers, that is, altruistic behaviors voluntarily taken by customers (Groth[22] 2005). The dimension division of customer citizenship behavior is becoming more and more perfect, and has now formed three - and four-dimensional forms. Yi and Gong (2013) of four dimensions: recommended, feedback, tolerance and help, among them, the recommendation is to relatives and friends recommend enterprise, feedback refers to the Suggestions for the enterprise to improve its service, tolerance refers to the service does not meet customer expectations when customer willingness to be patient, to help is to help other customers for the purpose of behavior [23]. Subsequent studies on customer citizenship behavior mostly follow Yi and Gong's classification dimension (Assiouras et al. [24], 2019). In general, customer citizenship behavior can be divided into favorable behaviors for enterprises and positive behaviors for other customers (Xie et al. [25], 2017). This study aims to help museum managers design website content more effectively. Therefore, this study will focus on exploring customers' favorable behaviors for museum website, so it uses the dimensions of recommendation behavior and feedback behavior to measure customers' civic behaviors.

At present, scholars have studied the influence of relationship quality, interaction between customers, value co-creation, enterprise and customer resources on customer citizenship behavior (Mitrega et al. [26], 2022). For example, some scholars found that customers' intention of civic behavior was affected by the quality of different types of interaction between customers (Kim and Choi [27], 2016). According to the research results of Xie et al. (2017), brand experience influences customers' civic behavior through brand relationship quality [28]. In addition, studies by other scholars show that value co-creation (Assiouras et al., 2019) and technical characteristics of stores (Gong et al. [29], 2022) have a positive impact on consumers' civic behavior.

3. Research Hypothesis

3.1. Website creativity and Customer Citizenship Behavior

A well-designed museum website can attract and influence the attitude of users, thereby further influencing the subsequent behavioral intention (Pallud and Straub [30], 2014). Grinstein (2018) investigated the relationship between aesthetics and prosocial behavior, and found that aesthetically pleasing combination evokes empathy, and the improvement of empathy stimulates prosocial behavior of users [31]. In addition, some scholars have found that resource uniqueness (Liu et al., 2020) has a positive impact on consumers' civic behavior. Slattery et al. (2019) found through investigation and research on website visitors that elements such as aesthetics and ease of use of websites promote prosocial behaviors of streaming website visitors [32]. Therefore, this study believes that website creativity has a positive impact on customers' civic behavior intention, and proposes the following hypotheses:

H1a: The aesthetic awareness of a website positively affects customer feedback behavior

H1b: Website novelty perception positively affects customer feedback behavior

H1c: Website usability perception positively affects customer feedback behavior

H1d: The aesthetic awareness of a website positively affects customer recommendation behavior

H1e: Website novelty perception positively affects customer recommendation behavior

H1f: The perceived ease of use of a website positively affects customer recommendation behavior

3.2. Website Creativity and Flow Experience

Creativity is an important source to increase the added value of consumer service experience (Zeng et al.[33], 2010).

Creative products can make them stand out, attract the attention of target customers (Heiser et al. [34], 2008), and arouse consumers' sense of pleasure (Choi et al. [35], 2020; Leong et al., [36] 2019). Some scholars have found empirically that the perceived novelty and ease of use of technology by customers in online environment initiate the flow experience state (Tokunaga [37], 2013; Hsu and Lu [38], 2004). Sılgan et al. (2022) take the aviation industry as the research background and find that creative advertising can positively affect flow experience through a survey of 178 respondents [39]. Studies by Zhou et al. [40] (2010) and Hsu et al. (2012) show that there is a significant positive relationship between service elements of a website and user flow experience. Therefore, the following hypotheses are proposed:

H2a: The aesthetic sensuality of a website positively affects the flow experience

H2b: The perceived novelty of a website positively affects the flow experience

H2c: The perceived ease of use of a website positively affects the flow experience

3.3. Flow Experience and Customer Citizenship Behavior

A large number of studies have shown that there is a significant positive relationship between customer experience quality and customer citizenship behavior (Kim and Choi [41], 2016; Xie et al. [42], 2017; Kim et al. [43], 2018). In line with this view, Kasa and Hassan (2016) empirically found that employees who experienced heart flu were likely to find their jobs enjoyable and intrinsically motivating, and this phenomenon encouraged employees to perform extra-role behaviors [44]. Therefore, this study believes that flow experience will have a positive predictive effect on customer civic behavior, and proposes the following hypotheses:

H3a: Flow experience positively affects customer feedback behavior

H3b: Flow experience positively affects customer recommendation behavior

3.4. Mediating the flow experience

Based on the correlation revealed by H2 and H3, the mediating effect of flow experience between website creativity and customer citizenship behavior has been supported. According to the S-O-R model, the internal state of the consumer, as the organism, is the intermediate link between the stimulus and the result response. Website creativity is one of the stimuli in the online environment, which will affect the internal psychological state of customers and ultimately affect their behavioral responses. Empirical studies also show that flow experience has a mediating effect between website quality and purchase intention (Hsu et al. [45], 2012; Ali [46], 2016). Based on the S-O-R framework, Sarıılgan et al. (2022) confirmed the mediating effect of flow experience between advertising creativity and consumer behavioral intention. Based on this, this study believes that consumers' creative perception of museum websites enhances consumers' flow experience, which in turn promotes the generation of customers' civic behavioral intention, and proposes the following hypotheses:

H4a: Flow experience plays a mediating role between the aesthetic sexiness knowledge of websites and customer recommendation behavior

H4b: Flow experience mediates the relationship between website novelty perception and customer recommendation behavior

H4c: Flow experience mediates the relationship between website ease of use perception and customer recommendation behavior

H4d: Flow experience mediates the relationship between website aesthetic awareness and customer feedback behavior

H4e: Flow experience mediates the relationship between website novelty perception and customer feedback behavior

H4f: Flow experience mediates the relationship between website ease of use perception and customer feedback behavior

To sum up,based on the S-O-R framework, website creativity is regarded as an environmental stimulus, streaming experience as an organism, and customer citizenship behavior as a response. The research model of this study is shown in Figure 1.

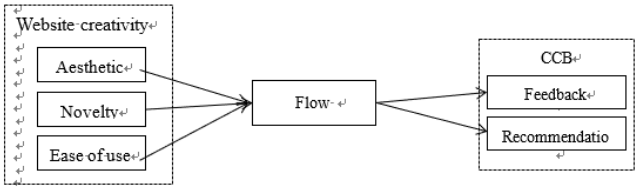

Figure 1. Theoretical model

4. Empirical Research

4.1. Variable measurement

The measurement scales of the variables involved in this study are all derived from existing mature scales and appropriately adjusted in combination with the research topic of this paper. Among them, the aesthetic measurement items mainly refer to the research of Pallud et al. which contains 3 items in total. The novelty measurement items mainly refer to the study of Lowe and Alpert [46], which contains 3 items in total. The measurement items of ease of use mainly refer to the research of Abou-Shouk and Khalifa [47], a total of 3 items; The measurement items of flow experience mainly refer to the research of Hoffman et al. and Li et al., including 3 items in total. The measurement items of customer citizenship behavior were adopted the scale developed by Yi and Gong, which included 6 items, including 3 items of customer recommendation behavior and 3 items of customer feedback behavior. All scales were measured on a 5-level Likert scale, where 1 means "strongly disagree" and 5 means "strongly agree".

4.2. Data collection

At present, the development of domestic museum website is more mature, with a certain degree of creativity, to meet the relevant research conditions. The official websites of the Palace Museum, Nanjing Museum, Shanxi History Museum and Liaoning Museum were selected as the study cases. In order to control customers' perception of website creativity, the questionnaire provides a connection to the museum's official website and requires users to select a website they have not visited before to avoid the interference of existing influences on the results. We distributed 300 questionnaires, and after removing the invalid questionnaires, 268 were valid, with an effective recovery rate of 89.3%, including 162 for the Palace Museum, 49 for the Nanjing Museum, 47 for the Shaanxi History Museum and 10 for the Liaoning Museum. According to the results of 268 questionnaires, in terms of

gender, male accounted for 42.9%, female accounted for 57.1%, female slightly more than male; The proportion of 18-25 years old and 25-30 years old was the largest, 50.4% and 31%, respectively. In terms of Internet age, 74.6% of the samples were older than 6 years. In terms of education level, the respondents were mainly college/ undergraduate and masters, of which 44.8% were college/ undergraduate and 44.6% were masters. In terms of monthly income, less than 2000 yuan accounts for 31%, followed by 6001-8000 yuan, accounting for 19%.

4.3. Reliability and validity tests

SPSS26.0 was used for reliability test, and the reliability of the scale is shown in Table 1. As can be seen from Table 1, the Cronbach'α coefficient of creativity dimension and civic behavior dimension scale is greater than 0.7, while the Cronbach'α coefficient of flow experience is greater than 0.8, which exceeds the recommended threshold of 0.7(Bagozzi and Yi 1988). To sum up, the reliability of the scale is good, with good internal consistency.

Table 1 Reliability and convergent validity tests

Variable		Item	Factor loading	Cronbach α	AVE	CR
Website creativity	Aesthetic	I find that the design of the museum website looks pleasant	0.779	0.793	0.564	0.795
		The layout of the museum website is fascinating	0.719			
		I find that the design of the museum website looks aesthetic	0.754			
	Novelty	The museum website is original	0.763	0.792	0.563	0.794
		The museum website is unique	0.764			
		The museum website is different	0.723			
	Ease of use	Learning to use the museum website was easy for me	0.730	0.811	0.599	0.817
		It's easy to become skilful using the museum website	0.860			
		The museum website is easy to use	0.725			
Customer citizenship behavior	Feedback	If I have a useful idea on how to improve service, I will let this museum service provider know	0.742	0.755	0.507	0.754
		I will comment on this when I get good service from this museum website	0.748			
		When I experience a problem, I will let this the museum website know about it	0.641			
	Recommendation	I will say positive things about the museum website to others	0.773	0.860	0.678	0.863
		I will recommend this museum website to others	0.827			
		I would encourage friends and relatives to visit the museum website	0.867			
Flow		When I browse the museum website, I focus on nothing else for a while	0.781	0.808	0.586	0.809
		Time seems to fly when browsing the museum's website	0.744			
		There is a sense of concentration when browsing the museum website	0.771			

AMOS26.0 was used for confirmatory factor analysis, and the fitting indexes showed that X2/df=1.227, GFI=0.942, AGFI=0.917, RMSEA=0.029, CFI=0.988, NFI=0.939, NNFI=0.985, IFI=0.988. According to the fitting index of the model, all the fitting indexes meet the requirements of the model fitting, indicating that the model fits well. In addition, the standardized load coefficients between the measured items and factors were all greater than 0.6 (Table 1). This indicates that the measurement model is acceptable and the corresponding relationship between the measurement items and the factors is correct.

As shown in Table 1, according to the results of confirmatory factor analysis, the combined reliability of each variable was all higher than 0.7, and the average variance extraction was all higher than 0.5, indicating that each variable had good aggregate validity and combined reliability. In addition, the square root of AVE of all variables is larger than the correlation coefficient between this variable and other variable, indicating that all variables have discriminant validity.

4.4. Hypothesis testing

(1) Direct effect analysis

To test the direct effect between variables, SPSS26.0 software was used for hierarchical regression analysis. As shown in Table 3, Model 1 (β=0.521, p < 0.001) was obtained after controlling demographic characteristics variables such as gender and age, taking customer recommendation behavior as the dependent variable, and then adding aesthetics, and hypothesis H1a was verified. If novelty is added in the second step, model 2 (β=0.531, p < 0.001) is obtained, and hypothesis H1b is verified. If ease of use is added in the second step, model 3 (β=0.443, p < 0.001) is obtained, and hypothesis H1c is verified. Similarly, after controlling for demographic characteristics such as gender and age, customer feedback behavior was taken as the dependent variable, and then aesthetic was added to obtain model 4 (β=0.442, p < 0.001), and hypothesis H1d was verified. If novelty is added in the second step, model 5 (β=0.459, p < 0.001) is obtained, and hypothesis H1e is verified. If ease of use is added in the second step, model 6 (β=0.436, p < 0.001) is obtained, and hypothesis H1f is verified.

Table 2. Inter-construct correlation

	1	2	3	4	5	6
Aesthetic	1					
Novelty	0.648***	1				
Ease of use	0.532***	0.476***	1			
Flow	0.485***	0.498***	0.428***	1		
Feedback	0.451***	0.466***	0.422***	0.498***	1	
Recommendation	0.550***	0.553***	0.471***	0.571***	0.641***	1
Square root of AVE	0.751	0.750	0.774	0.766	0.712	0.823

Notes: *** p＜0.001;** p＜0.01;* p＜0.05

Table 3. Regression analysis results 1

	Recommendation			Feedback		
	Model 1	Model 2	Model 3	Model 4	Model 5	Model 6
Gender	0.021	0.052	0.001	-0.033	-0.005	-0.048
Age	-0.122	-0.135	-0.101	-0.106	-0.115	-0.064
Age of net	-0.003	0.021	-0.021	-0.079	-0.059	-0.101
Education	-0.011	-0.044	0.007	-0.023	-0.052	-0.010
Monthly income	0.062	0.080	0.085	0.075	0.089	0.089
Aesthetic	0.521***			0.442***		
Novelty		0.531***			0.459***	
Ease of use			0.443***			0.436***
R^2	0.312	0.320	0.229	0.213	0.227	0.194
ΔR^2	0.245	0.253	0.162	0.176	0.190	0.157
F	19.720***	20.491***	12.915***	11.792***	12.770***	10.479***

Notes: *** p＜0.001;** p＜0.01;* p＜0.05

As shown in Table 4, after controlling demographic characteristics variables such as gender and age, customer recommendation behavior was taken as the dependent variable and flow experience was added to obtain model 10 (β=0.558, p < 0.001), and hypothesis H3a was verified. Then, with customer recommendation behavior as the dependent variable and flow experience added, model 11 (β=0.499, p < 0.001) was obtained, and hypothesis H3b was verified. Similarly, after controlling for demographic characteristics variables such as gender and age, flow experience was taken as the dependent variable, and then aesthetic was added to obtain model 7 (β=0.461, p < 0.001). Hypothesis H2a was verified. If novelty was added in the second step, model 5 (β=0.472, p < 0.001) was obtained, and H2b was verified. If ease of use is added in the second step, model 6 (β=0.398, p < 0.001) is obtained, and hypothesis H2c is verified.

(2) Mediation test

Hayes et al. developed the SPSS macro program to test the mediation effect, which has been widely recognized and used by the academic community. This study also adopted this macro procedure to test the mediating effect on the basis of repeated sampling 5000 times by Bootstrap method. The analysis results of mediation test in the SPSS macro program are shown in Table 3. In the influence path of aesthetics on customer recommendation behavior through flow experience, the 95% confidence interval is [0.145, 0.338], and this interval does not include 0. The hypothesis H4a is confirmed. In the influence path of novelty on customer recommendation behavior through flow experience, 95% confidence interval is [0.136, 0.312], and this interval does not include 0. Hypothesis H4b is confirmed. In the influence path of ease of use on customer recommendation behavior through flow experience, 95% confidence interval is [0.130, 0.277], and this interval does not include 0. Hypothesis H4c is confirmed. In the influence path of aesthetic quality on customer feedback behavior through flow experience, 95% confidence interval is [0.124, 0.338], and this interval does not include 0. Hypothesis H4d is confirmed. In the influence path of novelty on customer recommendation behavior through flow experience, 95% confidence interval is [0.115, 0.279], and this interval does not include 0. Hypothesis H4e is confirmed. In the influence path of ease of use on customer recommendation behavior through flow experience, 95% confidence interval is [0.098, 0.246], and this interval does not include 0. Hypothesis H4f is confirmed.

5. General Discussion and Managerial implications

This study takes official museum websites in China as a case study to explore the influence mechanism of museum website creativity on customer citizenship behavior. The results show that the perceived aesthetic, novelty and ease of use have significant positive effects on flow experience. Flow experience has significant influence on customer recommendation behavior and feedback behavior. The perceived aesthetic, novelty and ease of use of website creativity have significant positive effects on customer recommendation behavior and feedback behavior. Customers' perception of aesthetic, novelty and ease of use in the creative dimension of website positively affects their civic behavioral intention through flow experience.

The research conclusion has the following implications for museums: First, managers should pay attention to the aesthetic, novelty and ease of use of the website in the process of website development, so as to promote customers' positive recommendation behavior and the generation of problem feedback behavior. Secondly, museum websites need to actively embrace relevant digital technologies to improve users' online experience, so as to maximize online customers' voluntary extra-role behaviors that are conducive to the sustainable development of museums.

The theoretical contribution of this paper is to explore the role path between website creativity perception and customer citizenship behavior, and further enrich the research on the formation mechanism of customer citizenship behavior. However, the research also has some shortcomings. First, the number of surveys on museum websites is limited, and the number of websites may have a certain impact on the research conclusions. Second, only the influence of website creative elements on customer civic behavior is discussed. Future research can integrate other website elements into the theoretical framework of stimulus-body-response to explore.

Table 4. Regression analysis results 2

	Flow			Recommendation	Feedback
	Model 7	Model 8	Model 9	Model 10	Model 11
Gender	-0.052	-0.024	-0.070	0.036	-0.018
Age	-0.101	-0.111	-0.079	-0.141*	-0.116
Age of net	-0.066	-0.045	-0.082	0.051	-0.032
Education	0.540	0.025	0.070	-0.026	-0.037
Monthly income	-0.117	-0.102	-0.097	0.160*	0.160*
Aesthetic	0.461***				
Novelty		0.472***			
Ease of use			0.398***		
Flow				0.558***	0.499***
R^2	0.271	0.281	0.211	0.353	0.266
ΔR^2	0.191	0.200	0.131	0.286	0.229
F	16.196***	16.975***	11.631***	23.759***	15.804***

Notes: *** $p<0.001$;** $p<0.01$;* $p<0.05$

Table 5. Results of mediation test

Path	Effect	SE	LLCI	ULCI
Aesthetic→ Flow→ Recommendation	0.231	0.049	0.145	0.338
Novelty→ Flow→ Recommendation	0.215	0.045	0.136	0.312
Ease of use→ Flow→ Recommendation	0.120	0.038	0.130	0.277
Aesthetic→ Flow→ Feedback	0.207	0.047	0.124	0.307
Novelty→ Flow→ Feedback	0.191	0.042	0.115	0.279
Ease of use→ Flow→ Feedback	0.166	0.038	0.098	0.246

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