

**PUBLIC PERCEPTION OF MUSEUM IN
VADODARA CITY**

Ph.D. Thesis

Sujata Niyogi

September 2013

PUBLIC PERCEPTION OF MUSEUM IN VADODARA CITY

**A Thesis submitted to
The Maharaja Sayajirao University of Baroda
As partial fulfillment for the degree of
Doctor of Philosophy
in Museology**



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Ph.D Examination Certificate

This is to certify that the content of this thesis is the original work of the candidate and have at no time been submitted for any other degree or diploma.

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INTRODUCTION

Perception of people about any institution, subject, place, person etc. is commonly treated as an indicator of their awareness, attitudes, experiences, expectations and behaviour pattern. The concept of perception is largely used in the fields of psychology and marketing to interpret and analyze the different mental processes that people undergo to form impressions of people, product and organization etc. It is one of the oldest and most fundamental disciplines within psychology, dating back to the times of the ancient Greeks. The main aim of perception studies is to understand how stimuli from the world interact with our sensory systems, forming visual, auditory, tactile, olfactory, and gustatory representations of the world. In psychology, perception is influenced by a variety of factors, such as the intensity and physical dimensions of the stimulus in which the activities of the sense organs get affected by preceding stimulation, a person's past experience and attention factors such as readiness of the person to respond to a stimulus, motivation and emotional state of the person. Stimulus elements vary in visual organization to form perceived patterns according to their nearness to each other, their similarity, the tendency of the person to perceive complete figures, and the ability of the person to distinguish important figures from background. Through selective attention, a person focuses on a limited number of stimuli, and ignores those that he considers less important. The various research works in psychology and psychophysics about perception is directed at discovering the relation between environmental events and personal experiences. Though an understanding of perception is critical for all areas within Psychology,

the modern study of perception is highly integrative, combining cognitive, behavioural, computational, developmental, and neuro-scientific approaches.

In marketing, perception is concerned with understanding how the consumer views a product or service. The five senses of a person help him in this process. The marketers use various props to stimulate consumers, i.e. through the use of colours, sound, touch, taste, or smell, to make or buy their product. Here the components of perception include the perceiver, target of perception, and the situation. The factors that influence the perceiver are organization and interpretation of information based on past experiences and knowledge, needs, values, and desires of a perceiver at the time of perception, emotions of the perceiver. Marketers use stimuli to grab customers' attention and most often these efforts are clearly visible and are known to the customer. They often use intriguing headlines or attractive commercials to attract attention to their advertisements of the target audience. This information processing happens in a series of activities by which stimuli are perceived, transformed into information, and stored. Thus, exposure, attention and interpretation mainly constitute perception.

In the present world we live in a highly complex society dominated by information technology. Now-a-days, new media has opened up wide scopes and opportunities for education, entertainment and information retrieval. Thus, museums need to find ways to create their own niche and to remain in public priority in competition with other user friendly and highly accessible media. For this museums need to be more public oriented and focus on their respective target groups/visitors.

Thus, public need to be considered as one of the most important forces, which have a direct impact on museums in terms of consumption and patronage. Public perception about museum need to be studied using appropriate methodology for understanding and predicting their impressions, thought process and beliefs. A person's perception of museum is often influenced by his past impressions, the contrast effect, his personal needs, ego-enhancing biases and illusions of control, in which people reinterpret events so as to put themselves in favourable light, false consensus biases, whereby individuals regard their own attitudes and behaviours as normal and customary and their own belief.

Museum staff often face a constructive dilemma as they design their public spaces because the exhibits should facilitate learning as well as cater to the need of a diverse visiting public who have their own personal choices of where to attend, what to do and how to interpret the exhibits. To be effective, exhibits need to be highly intrinsically motivating at every step of interaction in order to sustain involvement of audience who view their visit primarily as a leisure activity. To meet these challenges it is vital to support the design process with a strong programme of public perception research and evaluation.

Some surveys have been undertaken on museum visitors to study their behaviour pattern and perception. Dr. B. Venugopal did an evaluation study on 'Families Visiting National Museum of Natural History', during May 1986, on 626 visitors in 145 family groups. The findings of this study revealed that family groups generally prefer to visit museum during holidays or weekends. Their rate of frequency of occurrence is at peaks

during fore and afternoon sessions. Majority of these family groups were children and adults. Prof. Asif A. Naqvi and Dr. Venugopal did ‘An Evaluation Study of the First Floor Gallery of the National Museum of Natural History, New Delhi’ on fifty family groups during a period of six months. The study suggested that a multisensory approach is important in attracting the visitors to any exhibit and hold their attention. If more senses are employed, effectiveness of exhibits can be enhanced. The most important factor that influences visitor experience in museums is orientation. Dr. Sunjay Jain’s article published on ‘Public Perception of Museum in India’ discusses different perceptions of people about museum in our country. According to the author museum is still perceived as a place for keeping old, historical, rare extinct, strange, odd, unusual things with numerous examples. These examples illustrate how educated people perceive museums in India. He suggests that if we want our public to perceive museum as a place for learning we need to make strategies to make our museum consumer-centric. Science museums like National Museum of Natural History, New Delhi also conduct surveys on museum visitors to collect information for their own purpose but they do not publish their findings.

All the above studies on visitors done in India are primarily evaluation studies, done at a small scale. Their studies have limited and museum specific scope. The above studies inspired the researcher to study Public perception of museums in Vadodara city at a larger scale with broader scope. It is the first detailed survey of perception of public in India.

The study of ‘Public perception of museums in Vadodara city’ will facilitate the museum authorities to meet their missions of becoming

institutions of relevance to our public in an increasingly complex world. They will be able to connect to different information and ideas to evaluate the present scenario and serve the people better more effectively in future. The interpretation and outcome of the research data will aid the museum in rightly managing the public perception by taking corrective actions, designing appropriate marketing mix i.e. product, price, policies and promotion.

Objectives and Goals

An important part of a research project is setting some clear and achievable objectives. The research proposal should clearly state the objectives of the research work. Since it is not possible to discover everything, the researcher should clearly state the precise limit of the research area. Therefore, it is necessary to delimit the topic.

The researcher critically evaluated the objectives of the research with the help of a tool called SMARTER which meets the following criteria:

- Specific: The research objectives are specific to the research statement and focus towards the same.
- Measurable: The objectives lead the researcher to achieve progress and can declare success.
- Advantageous: The research work is such that it is of benefit to the museums, researchers and society.
- Realistic: The objectives are made realistic to get honest response from the target group.

- Time limited: Setting of deadlines for the completion of the research work.
- Evidence based: The research work is based on proper evidence, which can be demonstrated.

In India, Gujarat is one of the states having largest numbers of museums and galleries. These museums impart education and entertainment amongst the masses in an informal way and contribute in a big way for knowledge enlightenment and educational promotion. Such perennial source of delight and mental stimulation are the museums located in Vadodara. Public Perception of Museum in Vadodara city will give a clear and transparent idea about the various aspects of museum and its effect on the general public so that museum will be able to sort out the issues of marketing strategies and the different ways of improving its links with schools, visiting groups and others. It will facilitate the museum authorities to meet their missions of increasing knowledge, stimulating lifelong learning and becoming institutions of relevance to our public in an increasingly complex world.

Once the researcher was clear of the research objectives, definite research plan was developed. The areas of her research work included a detailed study of demographic profile of the respondent, their general perception of museum, behaviour, preferences and interests of people, their attitude, expectations, opinions and the impact of museum on people to meet the above defined objectives and goals.

Type of Research

Research design is the framework or blueprint for conducting the marketing research project. Research design provides the glue that holds the research project together. A design is used to structure the research, to show how all of the major parts of the research project – the samples or groups, measures, treatments or programs, and methods of assignment, work together to address the central questions.

The components of a research design are:

- Information needed
- Data collection methods
- Measurement and scaling procedures
- Sampling process and sample size
- Data analysis procedures

The study is primarily a descriptive study which describes what is going on and what exists. Public opinion polls that seek only to describe the proportion of people who hold various opinions are primarily descriptive in nature. The main objective here is to describe something. For example, if we intend to know what percentage of people would like to go for a special exhibition on “Ganesh Chaturthi” in a museum we will be doing a descriptive study.

Methods generally used in descriptive research:

- Surveys (Primary Data)
- Panels

➤ Scanner data (Secondary Data)

The research work is mainly based on survey method so as to know and understand the public perception of museum in Vadodara city. A questionnaire was prepared so that people's perception could be described by observing each of the variables, we were trying to relate as well as study their relationship with the museum. This social research is based mainly on survey of a definite number of people of particular areas at a particular time span. After collection of the data through survey analysis, interpretation of the same was done. In some cases researcher was in touch with the respondents to help them clarify their doubts while answering the questionnaire.

Research Methodology

1. Survey:

The survey is done on a definite number of people of Vadodara. The questionnaire was distributed to a sample of 3000 people, of whom only 1503 responded after repeated follow up. Usually, the population of Vadodara city is too large for the researcher to attempt to survey all of its members. Thus, the researcher has taken a sample of 3000 people at random. The researcher had gone to the respondent's home or office and had given the questionnaire. After certain time the researcher returned to pick it up by prior contact over phone so that the respondents could work in private at their own convenience. Moreover, the respondents could ask questions about questionnaire and clarify, what they were being asked to do. Generally this encourages public response and thereby results in increase in the

percentage of people filling up the questionnaire. In addition to above, the questionnaire was given to some of the organisations, institutions of Vadodara to get the response of parents of the students on the topic selected for research.

The sample reflects the characteristics of the people of different areas of Vadodara. It was distributed to residents of mainly – Subhanpura, Gotri, Nizampura, Sama, Fatehgunj, Channi, Karelighat and some other areas of Vadodara city. The researcher had selected the cluster random sampling method of sampling since it was the best way to sample a population of Vadodara City which was so diverse and spread across a wide geographic region. By this method one could cover a lot of the ground geographically to get to each unit to be sampled.

Steps followed in this sampling method:

The steps followed in this sampling method are:

- Randomly sampling the clusters
- Dividing Baroda population into separate clusters according to demographic variables

Survey is done single handedly. Census is possible when a team of several members are involved. For this survey, sampling method was preferred over census method due to the following advantages:

- a) Lower cost: A sample survey cut down the cost of research considerably as a portion of the population was only studied.
- b) Time Saving: Collection and processing of the data had become easier as the volume of work was reduced.

c) Easy Organization: Since the volume of the work was less, adequate and well-planned arrangement was done for collecting more reliable and accurate information.

Limitations of the sample survey

Although survey was carried out using sampling method which has many merits, it has at the same time few limitations, which are as below:

a) Limited Information - Since a portion of the population was studied in sample survey, it provided information in a limited way.

b) Sampling Error - Due to generalization based on a portion of the population the result might suffer from sample error.

Cluster Random sampling method

The researcher in her survey has selected Cluster Random Sampling Method for collecting information.

Cluster Random sampling method:

A group of item with high internal (within the cluster) homogeneity and also with high external (between clusters) heterogeneity is termed as “Cluster”. The Group or Cluster exists amongst “Object” and “Variables” due to inherent and natural relationships and similarity. Cluster Analysis identifies these groups. Cluster Random Sampling is the process of identifying natural homogenous group existing in data, so that the similarity within and the difference among group may be used for understanding the basic character of data (Sharma.2002).

The researcher had selected the above method of sampling since it was the best way to sample a population of Baroda City which was so diverse and spread across a wide geographic region. By this method one could cover a lot of the ground geographically to get to each unit to be sampled.

As explained above, this method was more efficient than other methods when sampling across a geographically dispersed area.

2. Tools:

i) **Questionnaire:** The questionnaire prepared for survey included 73 questions as is provided in **Appendix - Questionnaire**. The researcher included both close-ended questions and open-ended questions in the questionnaire like dichotomous, multiple choice, semantic differential, rating scale, completely unstructured because closed-ended questions pre-specify all the possible answers, and respondents make a choice among them. They provide options that are easier to interpret and tabulate. Open-ended questions allow respondents to answer in their own words. These questions often reveal more as they do not constraint the respondent's answers. These questions are especially useful in the exploratory stage of research, where the researcher is looking for insight into how people think rather than measuring how many people think a certain way.

The quality of the questionnaire has immense effect on the quality of research. Thus, the researcher has taken utmost care in ensuring that the questionnaire is complete in all respects to meet the requirements of the research problem.

- a) Clarity of the question: The questions were such that the meaning of each question was clearly conveyed to the respondents.
- b) Concise: The number of questions were kept as less as possible to minimize the time, effort and cost of survey.
- c) Simplicity: The questions were well thought out and planned so as to make them simple to address, to understand, to respond.
- d) Understand ability: The questionnaire required the respondents to be literate, Even if the respondent can read to some degree; the questionnaire was such that the questions might not be difficult for them to understand at the first place.
- e) Logical: The questions were arranged in a logical and systematic manner for better understanding and effective communication level between the researcher and respondents.
- f) Precision: The unit of enumeration was defined precisely to ensure accuracy and completeness in the information.
- g) Cross check: Some questions were included with a view to cross check the answers or views of the respondents.
- h) Confidentiality: The respondents were given full assurance of confidentiality of the information given by the researcher.

- i) Consent: Before providing the respondents with the questionnaire their consent was taken.
- j) Object: The object of enquiry was made clear to the respondents at the very outset.
- k) Objectivity: The questionnaire provided straightforward direction for the respondents, so that they did not find any difficulty in answering the questions.

The questionnaire consisted of both short close-ended questions and open- ended questions.

Close ended questions are generally of the following types:

- Dichotomous – A question with two possible answers.
- Multiple choice – A question with three or more possible answers
- Importance scale – A scale that rates the importance of some attribute
- Rating scale – A scale that rates some attribute from ‘ poor’ to ‘excellent’

Open ended questions are of the following types:

- Completely unstructured – A question that respondents can answer in an almost unlimited number of ways

- Word association – Words are presented, one at a time, and respondents mention the first word that comes to mind
- Sentence comparison – An incomplete sentence is presented and respondents complete the sentence

The questionnaire was pretested with a sample of 10 respondents before it was used. The lead questions were attempted to create interest. Difficult or personal questions were asked towards the end of the questionnaire so that respondents did not become defensive early. The questions flew in a logical manner.

ii) **Computer** – Internet surfing was done to study already collected data relevant to research topic. Microsoft Office Excel 2007 was used to analyse the data, prepare graphs and tables which helped in interpreting the data more accurately.

3. Literature study:

Consultation of published reference books, journals and other literary references were done for the purpose of studying published data already collected and available, which included data collected by any other organization or person relevant to the research work on hand.

Referencing System:

The Author/Date or Harvard Referencing System is followed in this thesis because it is simple, tidy and more flexible.

Chapters:

This study is organised in four chapters.

1. Theory of Perception and its Application in Museums
2. Demographic Profile of Respondents and their General Perception of Museum and Related Issues
3. Museum Visiting Pattern, Preferences and Interests: Analysis and Interpretation
4. Expectations, Opinions and their Rating of Museum: Analysis and Interpretation

The first chapter comprises of the theory of perception and its relevance in the field of museum. As perception of people is widely studied by psychologists and marketing professionals, the first chapter discusses the meaning of perception in psychology and marketing, the scientific accounts and theories of perception, principles and categories of perception and a brief account of the level of complexity in it. It also discusses the factors affecting the perception of people and importance of study of perception in psychology and marketing, the role of consumer perception and the various methods to gather consumer perception in marketing. It relates these to the importance of study of perception in museums.

The second chapter describes the demographic profile of the respondents which gives details about the respondent's gender, age, languages they know, their educational qualification, occupation, marital status, their annual family income and number of earning members in their family. It also presents the analysis and interpretation of the general perception of people about museums which include their view on how museum as an

institution serve individuals and the society, what comes to their mind when they think of museums, what our society would miss if museums didn't exist. It also deals with some other related issues like the trust of people on the information presented by museums, their preference of museum, library and media and the reasons behind their views. Some of the responses of the people are given as they were told during the survey without doing any corrections.

The third chapter deals with the analysis and interpretation of the respondent's museum visiting pattern, their attitude towards museum, their interests and preferences for various museum programmes and activities and the importance of museums in their life. The chapter discusses issues like how often they visit museum annually, when they have visited a museum last time, have they seen with whom they generally visit, number of people normally in their group, how much time they spend in a museum, generally the factors which make them visit a museum and what prevents them from visiting the same. It also presents topics like when do the people visit a museum, the sources where they look for information about museums, do they use internet or museum website in preparing for their visit, their rating of the museum's website, what are things they look for in a museum website, the list of things they would like to have for gaining knowledge about museums. The chapter also discusses that normally who decides in their family to go to a museum and who are the people to influence this decision, do they visit museums on request of their children, their leisure hour activities and the ones they would like to do in a museum during their visit, are they interested in viewing programs on current topics and the specific areas for the same. This chapter also deals with the list of things that can

encourage these people to visit museum again, the things in Vadodara they take pride in and the importance of Vadodara museums in their lives.

The fourth chapter studies the general expectations of the respondents from the museum, the nature of exhibits they would like to see in galleries, their opinion regarding the various programmes which the museums should include in the interests of people, the things they would like to do in a museum. The chapter also presents the expectations of visitors regarding the presentation of information by museums, the languages they expect for the labels. Some other issues of discussion are their expectations from the staffs of museum, whether they have approached any staff during their visit and their view on special provision for women in museums. The chapter presents the rating of people regarding the quality of amenities provided by museums to visitors, experience of museum exhibitions in terms of visibility, the labelling of exhibits, the quality of service of the administrative staff of museum, the quality of service of the educative staff, their satisfaction level after their museum visit. It also discusses their view on general ambience, staff, display, museum programmes, information provided by museum, amenities, admission fee and the factors that made their museum visit memorable and even those that didn't appeal to them during their visit.

The studies discussed in these four chapters show that there are more male visitors than female and are between the age group of 30 to 49 years. Majority of them are well educated and have mostly single earning members in their family. Most of the people are service holders and belong to middle class families who generally consider museums to be a

place to collect, store, care and display objects to impart knowledge to society.

30 % of the people surveyed visit museum only once annually. Many visit as a tourist to some other place but not the same museum again at least not within 12 months. Generally they visit museum to satisfy their knowledge related needs or due to popularity of exhibits. Very few people visit museums in a group of two, mostly they visit with their family members. Most of them cited lack of time as the main reason for not visiting a museum. Some are not interested or are not aware of the events of museum which prevent them from visiting. The personal factors affecting their visit are unsuitable timings and location of museums.

People expect museums to maintain a well-designed website for getting information on various events, exhibits along with their images. They also expect museums to arrange for online booking of tickets. They also expect to have events based on school curriculum, more interactive programmes, trained guides, museum tours, bilingual or trilingual labels, resting places, toilets and paid cafeteria.

Majority of them are proud to have museums in their city and they rated the various aspects of the museum to be good.

Chapter – I

THEORY OF PERCEPTION AND ITS APPLICATION IN MUSEUMS

The word “perception” comes from the Latin word “percepio” means receiving. In education psychology “percept” is the mental content of a person in a particular case or situation. A percept is our consciousness of a particular object or our interpretation of a particular sensory stimulation. Perception is the interpretation of the sensory experience in such situation. Perception is the interpretation of sensory stimuli, and interpretation is the process of associating the stimulus with past experiences that make it meaningful. As a rule the greater the number of associations we make with past experience, the more meaningful becomes the perception. The more associations the observer makes, the greater is the significance of these associations that form a part of the perception. Different members of a class though having same experiences can derive different meanings from the same situation.

Meaning of Perception in Psychology

Perception is one of the oldest fields within scientific psychology and refers to the process of acquiring, interpreting, selecting, and organizing sensory information. Many cognitive psychologists hold that, as we move about in the world, we create a model of how the world works. That is, we sense the objective world, but our sensations map percept, and these percepts are provisional, in the same sense that scientific hypotheses are provisional. As we acquire new information, our percept shifts.

The philosophy of perception concerns how mental processes and symbols depend on the internal and external world to the perceiver. Our perception of the external world begins with the senses, which leads us to generate concepts representing the world around us, within a mental framework relating new concepts to pre-existing ones. To develop an understanding of perception some definitions given by scholars are discussed here.

Lindsay and Norman (1977: 161) define perception as “the process by which organisms interpret and organize sensation to produce a meaningful experience of the world.” Here, sensation refers to the immediate, relatively unprocessed result of stimulation of sensory receptors in the eyes, ears and nose, tongue, or skin, whereas perception describes one's ultimate experience of the world and typically involves further processing of sensory input. In practice, sensation and perception are virtually impossible to separate, because they are part of one continuous process.

According to William James (2008: 279), “Perception is the consciousness of particular things presented to senses.” Our senses are described as the gateways of knowledge or windows of the mind or soul. The essential quality of a sense organ is that it must have the property of responding to certain stimuli outside itself. A sensation is a response aroused in us by stimuli. Perception is sensation in addition to meaning. We sense qualities and we perceive objects. Sensation is merely a part of perception.

Muralidhar Dash (1988: 344) defines perception as “The process of interpretation of stimuli proceeding from the environment and acting upon the individual.” It is through this process of perception individuals are able to maintain contact with environment.

According to Robert S. Ellis (1975: 164), “Perception is the interpretation of sensory stimuli and interpretation is the process associating the stimulus with past experiences that makes it meaningful.”

From the above definitions we observe that all of them have certain things in common. All the definitions describe perception as the process or phenomenon by which a person perceives any object and interprets it. This involves our five sense organs and the brain, which help in interpreting and organizing the whole process. Thus, all the definitions commonly define “Perception” as the process in which an individual receives information through the sense organs. The incoming stimuli interact with the stored information in brain (memory) to give rise to perception. It is the process by which an individual interprets various stimuli received and forms a picture of the world. The stimuli are received through the sense organs namely eyes, ears, nose, mouth and skin and are organized by brain. It is then stored as information. While doing so the individual’s brain colours and tags the information using its own logic and previous memory and experience, if any.

Perception is thus based on assumptions about the construction of reality. Each individual is believed to develop a restricted set of perceptions through his/her unique dealings with the environment to handle the unlimited variety of possible sensory images which s/he receives. So,

perception is a learned act of constructing reality to fit one's assumptions about it. The reality of the world and everything that surrounds is merely the perception of the individual. Therefore, there is a possibility that different individuals perceive different realities of a single event or object.

Scientific Accounts and Theories of Perception

The science of perception is concerned with how events are observed and interpreted. There are various theories of perception which suggest dreams, imaginings and perceptions of similar things are accompanied by activity in some areas of brain. The 'realist' theories of perception can be divided into two types of realisms: direct realism and indirect realism.

Direct realism: According to Thomas Reid, a Scottish philosopher and one of the founders of the “common sense” school of philosophy (<http://plato.stanford.edu/entries/reid/>) sensation is composed of a set of data transfers which are in some ways transparent. There is a direct connection between perception and the world. This idea is called direct realism and has become popular in recent years. It holds that the representation of an object is located next to, or is even part of, the actual physical object. It proposes some as yet unknown direct connection between external representations and the mind.

Indirect Realism: The succession of data transfers that are involved in perception suggests that somewhere in the brain there is a final set of events, in which data about the perceiving subject is available, which is the substrate of the percept. It proposes some form of brain activity where some part of the brain would be able to perceive signals provided

by some other (or the same) part of the brain. This concept is known as indirect realism . In indirect realism it is held that we can only be aware of external objects by being aware of representations of objects. Indirect realism provides an account of issues such as: dreams, imaginings, hallucinations, illusions, the resolution of binocular rivalry, the resolution of multi-stable perception, the modelling of motion that allows us to watch TV, the sensations that result from direct brain stimulation, the update of the mental image by sensation of the eyes and the referral of events backwards in time.

Apart from the realist theories of perception there are also anti-realist theories. There are two varieties of anti-realism: Idealism and Scepticism. Idealism holds that reality is limited to mental qualities. Scepticism challenges our ability to gain knowledge of any reality external to our mind.

A third theory of perception attempts to find a middle path between realist and anti-realist theories, called enactivism. The theory proposes that reality arises as a result of the dynamic interplay between an organism's sensory motor capabilities and its environment. Instead of seeing perception as a passive process determined entirely by the features of an independently existing world, organism and environment are structurally coupled and codetermining. The theory was first formalized by Francisco Varela, Evan Thompson, and Eleanor Rosch in their book *The Embodied Mind: Cognitive Science and Human Experience* published in 1991.

Categories of Perception

Perception is categorized as internal or external.

(http://en.wikipedia.org/wiki/Philosophy_of_perception)

- **Internal perception** (proprioception) tells us what's going on in our bodies. We can sense where our limbs are, whether we're sitting or standing; we can also sense whether we are hungry, or tired, and so forth.
- **External or Sensory perception** (exteroception), tells us about the world outside our bodies. Using our senses of sight, hearing, touch, smell, and taste, we discover colors, sounds, textures, etc. of the world at large.

The philosophy of perception is mainly concerned with exteroception. When philosophers use the word *perception* they usually mean exteroception, and the word is used in that sense everywhere.

Level of complexity in perception

Perception has three levels of complexity:

- Detection
- Recognition and
- Discrimination

Detection refers to whether people can sense that they are being stimulated by some form of energy. For example, a light may be so dim

they can barely detect its presence. Recognition means being able to identify as well as detect a particular pattern of stimulation. Discrimination means being able to perceive one pattern of stimulation as different from another. For example, a person may hear slight differences between two similar musical tones.

The field of study that deals with levels of perception is called psychophysics. Experimental psychologists investigate the relationships between the physical properties of stimulus patterns and the perceived effects of the stimuli. For example, they may study the relationship between sound frequency and the perceived pitch of sound.

Principles of Perception

There are various principles of perception such as:

- Principle of closure - One of the most important principles of Perception is the principle of closure. It tells us that we have the general tendency to perceive things as complete and unified. We tend to "fill in" parts that are missing, or parts that conform to an overall impression of an object.

- Principle of constancy - It states that despite changes that occur in stimulation, we have a strong tendency to perceive objects as constant in size, shape, colour, and other qualities. For example, an orange will be perceived with its characteristic colour under different kinds of light. The opposite of the principle of constancy is also important. Sometimes an object or pattern of stimulation will remain constant, but the perceived effect will vary.

➤ **Perceptual context** - This principle relates to perceptual context which suggests that perception of an object or event depends in part on the context (surrounding conditions). Background intensity and colour may affect the colour and intensity of elements upon it. To most people, grey surrounded by black appears brighter and somewhat larger. This effect is called visual induction. For example, In case of labeling in museums, white fonts with black background will appear brighter to some people and have more intensity of element than any other combinations.

Factors Affecting Perception

Various factors influence what and how we perceive any object. Our perceptions are influenced by the way our bodies are structured to receive and process stimuli from the environment. Our perceptions also reflect our emotions, needs, expectations, and learning. A new idea or object acquires a meaning as it is linked with anything familiar. The more associations the observer makes using his sensory system, the more significant these associations become and the brain is able to better interpret the meaning that forms a part of the perception. Thus, the factors that influence perception are:

Receptors: Each sensory system, such as vision, hearing, or touch, has its own specialized body parts. These parts are called receptors, and they change energies from the environment into nervous impulses. The human eye, for example, has two major kinds of receptors in the retina (the light-sensitive part of the eye). These receptors are called rods and cones. The rods respond to the intensity of light, but not to different frequencies of

light (different colours). The cones do respond to different frequencies of light, and are called colour receptors. The rods allow us to see in dim light, and the cones enable us to see colours and sharp detail in bright light. Thus, the particular ways that receptors are structured and functions help determine the perceptual effects related to them.

The brain: Certain physical and functional features of the brain also determine some aspects of perception. The part of the brain that serves vision has different kinds of cells that respond only under certain conditions of stimulation. Some of these cells respond only when a light goes off. Others respond when a light comes on, but they stop responding if the light stays on. Such cells also are arranged in special ways in the brain, and this fact is related to how we perceive. For example, some cells are arranged in columns or in clusters. Such arrangements are related to how we perceive edges and forms. Experiments suggest that some cells in the brain allow us to perceive movement. Thus, the structure of the brain is an important element in perception.

Learning, emotion, and motivation: It is a general belief among people that early experience, learning, emotion, and motivation are important in defining what and how we perceive. Part of this accumulating evidence comes from experiments that compare how people in different cultures perceive things. The perception of such things as form, colour, pain, and touch may differ from culture to culture, depending on habits and customs, and training of children.

In learning to perceive words and sentences, we learn not to perceive each

letter and word separately. Instead, we become able to scan the overall pattern and "fill in" the remainder. A poor reader is more likely to see the duplicate word in each phrase than a good reader.

Some illusions are related to learning and past experience. An illusion is not a false perception, as many people believe, but one that is inconsistent with another perception. Since perception does not literally reveal the environment, no sensory system is closer to some absolute truth than any other. We tend to check visual illusions against touch, but touch can involve illusory effects too.

Emotions and motivation can have an important effect on perception. Sometimes a severe emotional disturbance can prevent perception completely, as when emotional shock causes individuals to lose their hearing temporarily. We are more likely to perceive those aspects of our environment that are related to our motives. For example, motivation can affect the perceived characteristics of objects. To hungry people, food may appear larger or more colourful than usual.

In the cultural context, perception is concerned with the effects of social and cultural factors on an individual's cognitive structuring of his or her physical or social environment. In cultural psychology, efforts have been made to demonstrate that perceptual phenomenon embedded in a cultural context do not require for their explanation, a set of principles distinct from those used in general perceptual theory.

Importance of Study of Perception in Psychology

Perception is the study of mental processes and behaviours. The human behaviour is affected by genetics, perceived behavioural controls, attitude and societal norms. The Gestalt psychologists have studied extensively the ways in which people organize and select from the vast array of stimuli that are presented to them, concentrating particularly on visual stimuli. There is no such thing as a fact; all that exists is a perception. Even a fact would be irrelevant in one's life if one did not perceive it as such. How we perceive a situation determines a different reaction and each reaction creates a different outcome. A perception can ruin our lives, and allow opportunities to pass by. Another can take us to incredible new possibilities.

Role of Consumer Perception

Basic concepts or theories of perception have been used by marketers also. Some of the theories to define perception in marketing are discussed below. Although basic theory of marketing is universal, but marketing practice varies from country to country. For marketing to operate properly buyers and sellers need to find and satisfy each other. Thus, anticipation of demand through consumer research is required by any company on a regular basis to develop and introduce offerings desired by consumers. The “new” concept of marketing which started evolving in 1960 shifted the focus of marketing from the product to the customer. “Information” is the primary raw material the marketer works with to influence the customers. Therefore, an understanding of the perception process is an essential guide to marketing strategy.

According to Lindquist and Sirgy (2003: 219) “Perception is the way in which an individual gathers processes and interprets information from the environment.” In this definition consumer perception is formed in three stages. The first stage refers to receiving information through sensory modalities, which effects the five senses of the consumer on the way in which products are perceived. In second stage, consumers process information within and as part of the context in which it is presented. In third, consumer interpretations of perceptions add an abstract dimension to the study of perception. Interpretation involves such intangibles, as brand image, risk, and attribution in the way consumers perceive products.

Mooij (2004: 195) defines perception as “The knowledge of the surrounding world. Perception of what a picture depicts depends on both the picture and the perceiver. Failures to recognize a picture and its meaning are related to unfamiliarity with the picture itself and the context.” In this context perception is the study of what is being perceived by people. If people see or recognize a color or a picture, they may like or dislike what they see.

According to Leon G. Schiffman and Leslie Lazar Kanuk (2007: 152) perception is “the process, by which an individual selects, organizes and interprets stimuli into a meaningful and coherent picture of the world.” Perception describes how we see the world around us. How each person recognizes, selects, organizes and interprets these stimuli, is a highly individual process based on each person’s own needs values and expectations. In marketing the stimuli includes brand names, advertisements, colours, sounds and packages etc.

Bovee and Thill (1995: 97) define perception as “the process of being exposed to a stimulus, paying attention to some degree, and then interpreting the received message.”

According to Ramanuj Majumdar (2010: 26) perception can be related to different concepts like taste, smell and touch. People have a sensation when they try a product, this perception depends on the experiences that people have had with the products and also of any prior knowledge about a product that they may have gained from others. In essence, perception consists of those activities by which an individual acquires and assigns meaning to stimuli. Perception begins with stimulus exposure. This occurs when a stimulus comes within range of one of the individual's primary sensory receptors. People are exposed to only a small fraction of the available stimuli and this is usually the result of self-selection. Attention occurs when the stimulus activities of one or more of the sensory receptors and the resulting sensations go to the brain for processing. Because of the amount of stimulus they are exposed to, people selectively attend those stimuli that physically attract or personally interest them.

Stimulus factors are physical characteristics of the stimulus itself, such as contrast, size, intensity, colour, movement, position, isolation and format and information quantity. A stimulus is any unit of input to a sensory receptor. These in marketing include brand names, advertisements, colours, sounds, packages etc.

Individual factors are the characteristics of the individual, such as interest and needs. Both these factors are moderated by the situation in which

they occur. Program involvement and the degree of interest the consumer has in any product about which the advertisement is published, is a situational factor of particular interest to the consumer. Non-focused attention occurs when a person takes in information with deliberate effect.

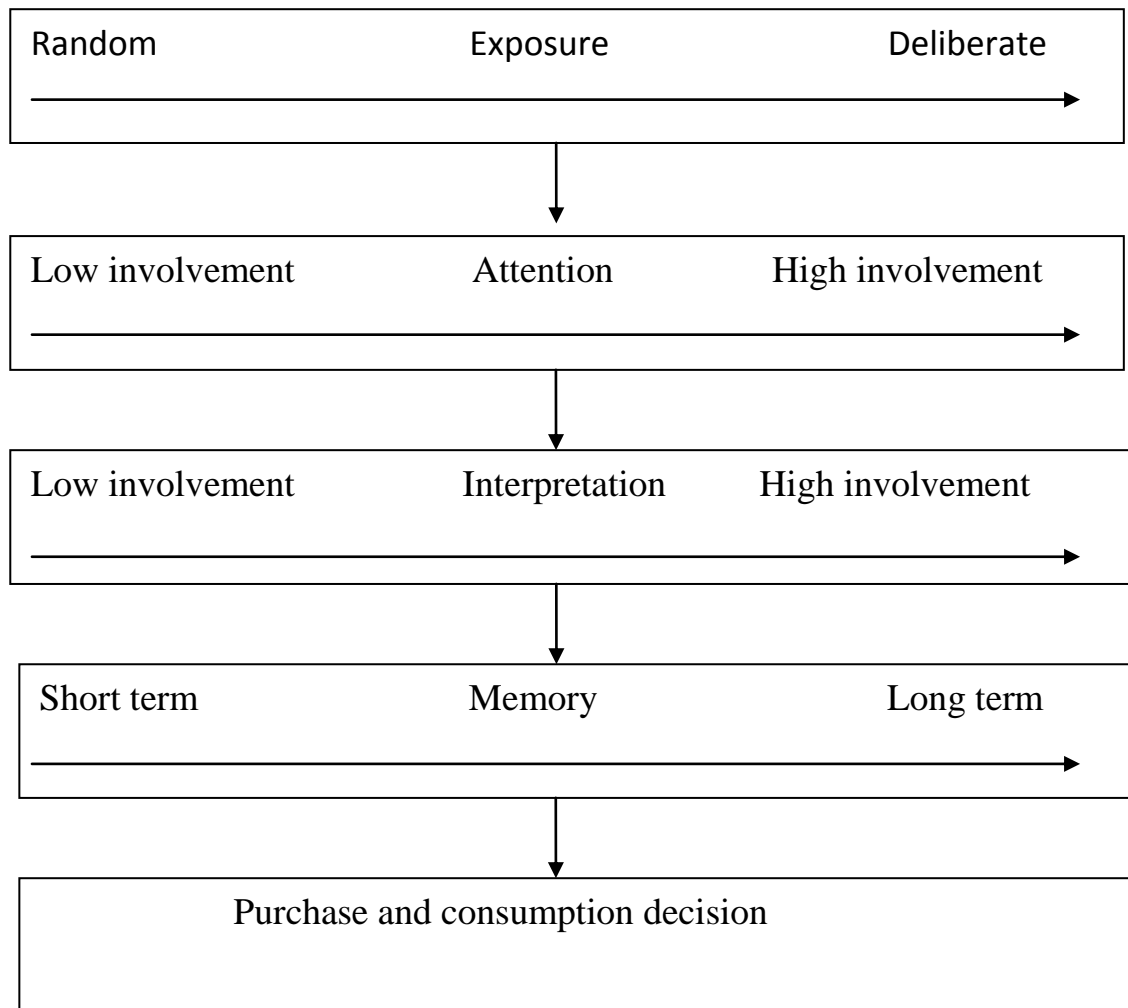


Figure 1 – Linear Flow from Exposure to Memory
(The above figure suggests a linear flow from Exposure to Memory)

A useful information-processing model is depicted in Figure 1. This model suggests four major steps or stages: exposure of consumers from random to deliberate; low involvement of their attention to high involvement; interpretation by consumers ranging from low to high involvement; and short term memory to long term memory of consumers

which affect their purchase and consumption decision. The first three factors named above contribute to perception.

A) Exposure

It occurs when a stimulus such as banner advertisement, a brand name or a package comes within a range of person's sensory receptor nerves. Exposure can range from random to deliberate.

B) Attention

It occurs when a stimulus is seen (the receptor nerves pass the sensations on to the brain for processing). It can range from low involvement to high involvement.

C) Interpretation

It is the assignment of meaning to the received sensations. Interpretation is the assignment of a meaning to stimuli that have been attended to. It is a function of individual as well as stimulus and situation characteristics. Cognitive interpretation appears to involve a process whereby new stimuli are placed into existing categories of meaning. Effective interpretation is the emotional or response triggered by the stimulus. Interpretation ranges from low involvement to high involvement.

D) Memory

It is the short-term use of the meaning for immediate decision making of the longer-term retention of the meaning. It can range from short term to long term.

E) Purchase and consumption decision

A purchasing process involves strong purchase intentions. It involves a series of selection of brands and services, their purchase, outcomes of these products. The outcome can lead to satisfaction, thereby, developing belief about the brand. Confirmation of consumption happens if the expectations of performance are met.

Other outcomes are dissatisfaction and post-sale doubt which can generate a desire for additional information and problem recognition. If the consumers are dissatisfied they are likely to exhibit less favourable post purchase attitudes, lower or non-existent purchase intentions, brand switching, complaining behaviour, and negative word-of-mouth.

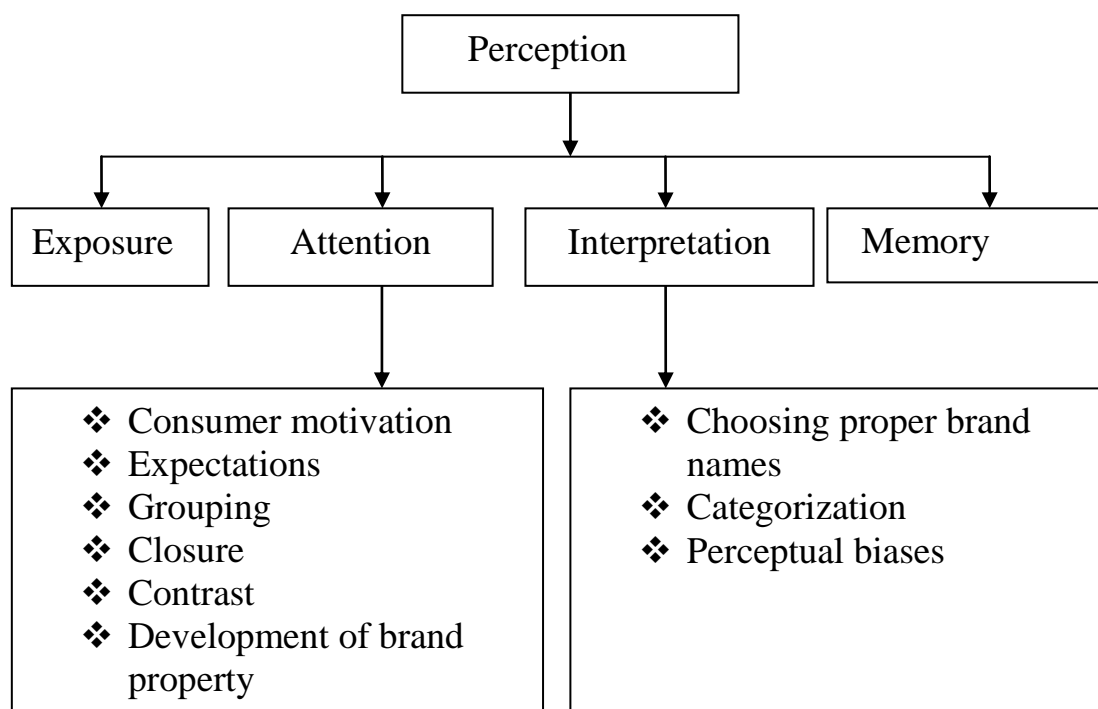


Figure 2 – Factors impacting Perception

(Adapted from Consumer Behaviour by Leon G. Schiffman and Leslie Lazar Kanauk)

As is shown in Figure 2, perception of consumer is affected by exposure, attention, interpretation and memory which are explained below.

1) Exposure

It only requires presence of a stimulus within an individual's relevant environment; we are exposed to only an extremely small fraction of them. It must physically reach the consumers/ common public. As represented in the Figure 3, stimuli affect perception of people of an object.

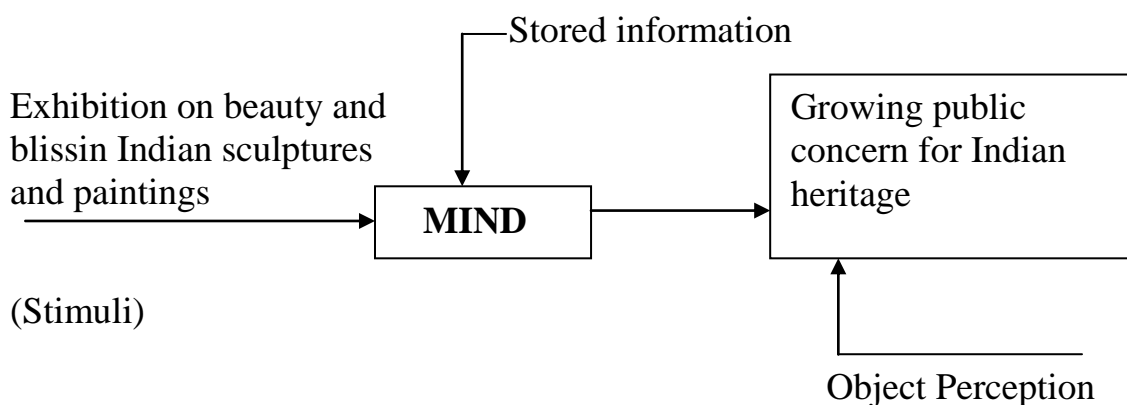


Figure 3 – Effect of Stimuli on Perception
(Adapted from *Conceptual Issues in Consumer behaviour* by S. Ramesh Kumar)

2) Attention

It occurs when one or more stimuli activate one or more sensory nerves and the resulting sensations reach the brain for further processing. The attention of consumer is influenced by external environment, their own expectations their needs which motivates them motives, association of an

object with an image or symbol and learning based on earlier experiences.

a) Consumer motivation: Consumers tend to perceive those things that are topmost in their need and want list. For example, a person who is contemplating to buy a computer is more likely to notice ads of computers and ignore other ads irrelevant to his needs. It is the particular interesting theme or object which stimulates the selection of a person.

b) Expectation: Consumers often perceive products and product attributes according to their expectations. In many instances stimuli that are in sharp contrast to expectations attract more attention than those that meet our expectations. Perception is thus the outcome of interaction of physical stimuli from external environment and an individual's expectations, motives and learning based on earlier experiences.

c) Grouping: It is not only important to attract attention of the public through advertisements, it is even important to ensure that association with people/public is created by grouping stimuli in such a way that public associations are developed when public associate sets of stimuli. Grouping is extensively used to shape the perception of brands. For example, "Titan Fast Track" is associated with a can of soft drink implying a trendy, young and westernized life style. Individuals have an inherent tendency to grouping a variety of information or items close to each other in time or space and form a unified picture. The tendency to group stimuli results advertisers to associate products, symbols and imagery close to the product.

d) Closure: The concept of closure is associated with incomplete stimulus. Individuals express the need for closure by organizing their perception to form a complete picture. When an individual is exposed to an incomplete stimulus, there is a built up of tension which motivates him/her to complete the picture. If a portion of a circle is left incomplete it is mostly perceived as a complete circle and not an arc. Closure leads to a very interesting application in marketing. For example, the audio track of a TV commercial can be used in FM to create an incomplete perception of the TV commercial, which the consumer will complete by recalling the visuals associated with the jingle.

e) Contrast: Contrast between the objects can also be used to attract attention. Advertisement of a museum can be placed in proximity to a magazine article in such a way that people get into such advertisements immediately after reading the article.

3) Perceptual Interpretation

It is unique to an individual as adding meaning to what he has sensed based on the individual's experience. For example, Sunlight Dish Washing liquid producing co. found to its shock that a cross section of consumers were using the product as tea-additive as the packaging had a photograph of lime in it.

a) Choosing proper brands:

Museum personnel should be careful while choosing brand names for their exhibitions or exhibits to provide an idea of the offering.

b) Categorization:

It is an extended concept associated with the interpretation of stimuli. People tend to associate a stimulus with a group of stimulus they are familiar with. For example, people generally associate museums with dead, old, discarded things. Museum personnel should be careful while designing their exhibition advertisement and branding to avoid categorization in the minds of the common man. Perception matters, as categorization is the process of understanding something by relating to prior knowledge.

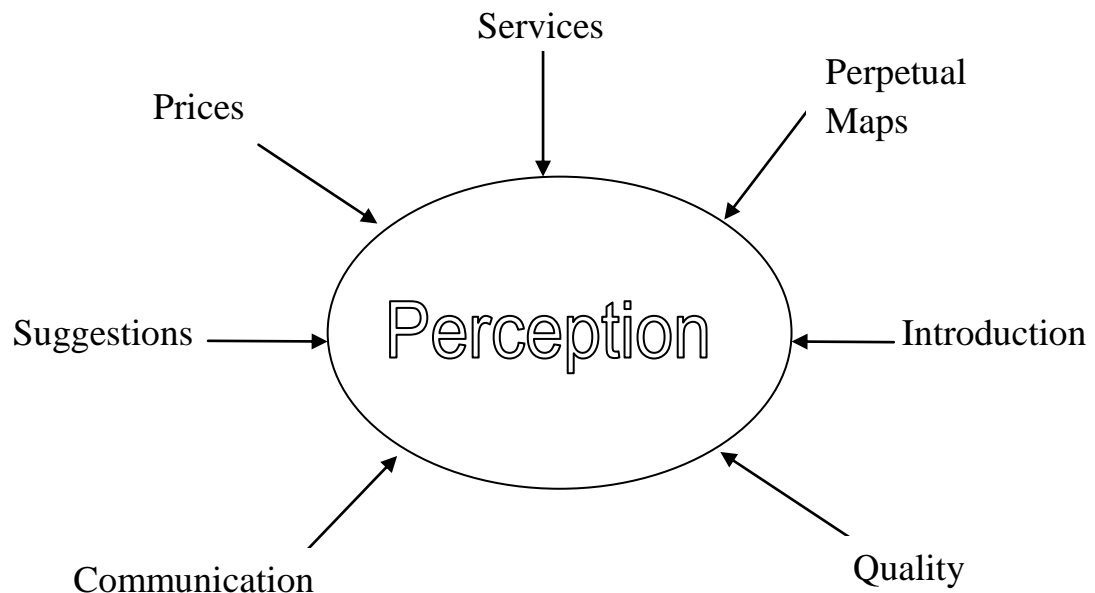


Figure 4 – Elements of Perception

(Adapted from Consumer Behaviour by Leon G. Schiffman and Leslie Lazar Kanauk)

Importance of Study of Consumer Perception

Marketing is the human activity directed at satisfying wants and needs through human exchange processes. It is the process by which companies create customer interest in their products. Marketing is used to identify the customer, to keep the customer, and to satisfy the customer.

Marketers often use intriguing headlines or attractive commercials to attract attention to their advertisements of the target audience. This information processing happens in a series of activities by which stimuli are perceived, transformed into information, and stored. Thus, exposure, attention and interpretation mainly constitute perception.

In marketing, perception is concerned with understanding how the consumer views a product or service. The five senses of a person help him in this process. The marketer uses various props to stimulate the consumer, that is, through the use of colours, sound, touch, taste, or smell to observe the product. The marketer must distinguish his message from the competitor's message. Marketers thus use stimuli to grab customer's attention and most often these efforts are clearly visible and are known to the customer. Of all the stimuli a consumer comes into contact with, he pays attention to only a few and interprets the messages that he remembers.

This is called the process of perception and has the three steps:

- 1) Exposure
- 2) Attention
- 3) Interpretation

How well the consumer pays attention will depend on the stimulus and also the consumer's interest and need for that product.

The consumer interprets the information in two ways:

- The literal meaning or the semantic meaning and

- The psychological meaning

Hence, we are guided by our learning as well as the semantic meaning of a word. A consumer also interprets the symbols and other physical features of the product on the basis of his experience and cultural beliefs. This is called semiotics.

Marketers make use of perception to formulate marketing strategies. The marketers use a perceptual map, wherein they find out the attributes or the characteristics that the consumer associates with the product and they create the product accordingly. Thus, development of a brand, packaging, pricing and promoting of a product, etc., has to be made keeping the consumer's perception in mind. The ability to develop a new product is critical to a company's sales, future growth and long-term survival. There is no universally accepted definition of "product innovation" or "new product". Ideas and product attributes can also be regarded as innovations. Innovations bring about changes in consumer's consumption patterns. Some innovations influence how, when, where, why or whether public acquire products.

An innovation is an idea, practice or product perceived to be new by the relevant individual or group. The adoption of an innovation by an individual or a group of consumers effects the decision of buying a new product. Adoption process is a term used to describe extended decision making by consumers when a new product, service, or idea is involved. Extended decision making occurs when the consumer is highly involved in the purchase. High purchase involvement is likely for discontinuous

innovations such as the decision to purchase an electric car. However, most continuous innovations trigger limited decision making. As consumers we don't put much effort before deciding to purchase soap or a T-shirt. The adoption of an innovation is a reasonably involving decision for those who are among the first to buy the product. The various stages of adoption process and extended decision making are depicted in Figure 5.

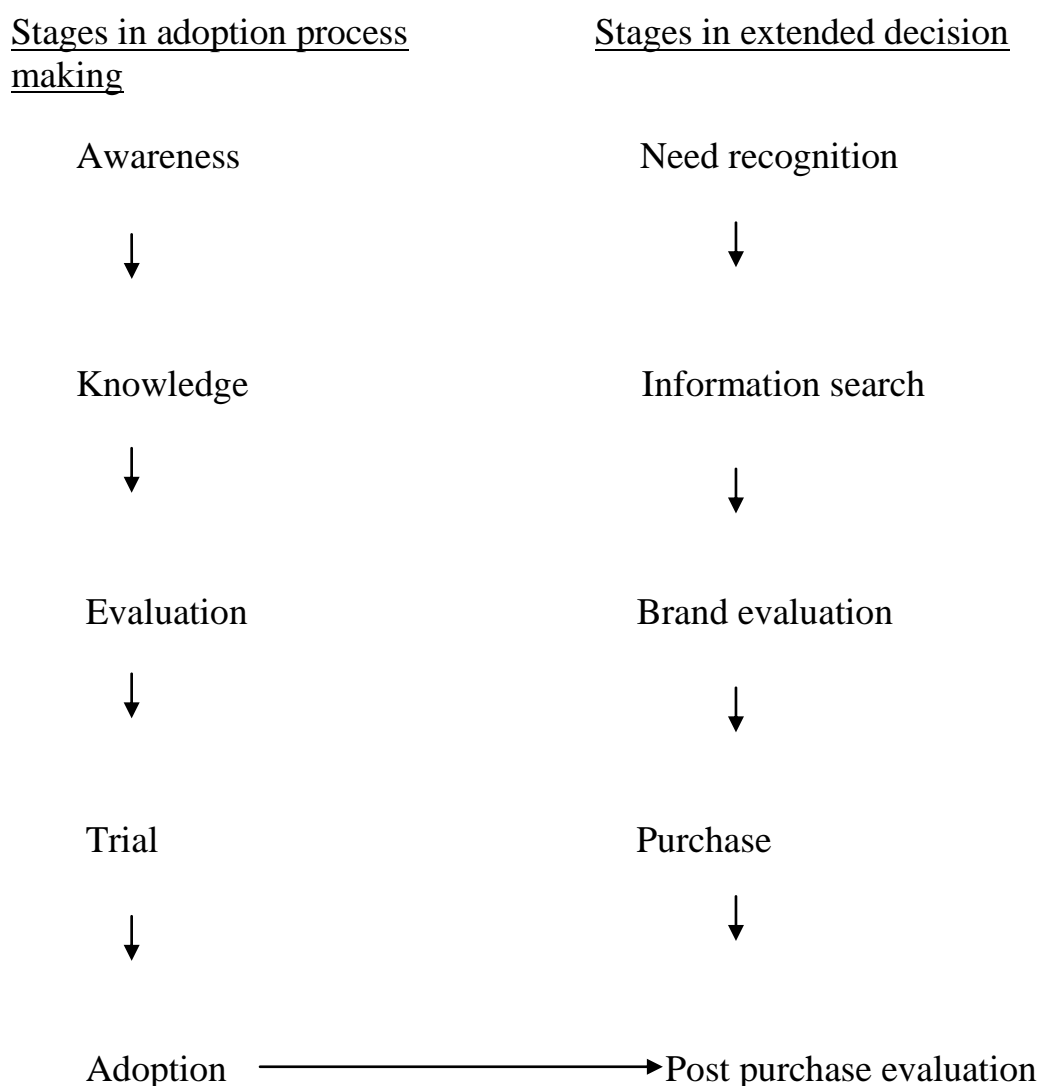


Figure 5 – Adoption process & Extended Decision Making
 (Adoption process and extended decision making by Satish K Batra, S H H Kazmi, 2003: 335)

The above stages of the adoption process are being used by many marketers (Del I Hawkins, Roger J Best, Kenneth A Coney, 1983: 249; David L Loudon & Albert J. Della Bitta, 2002: 272)

A) Awareness

The adoption process shows that the consumer first becomes aware of a product and starts to recognize it. At this stage the potential adopter finds out about the existence of a product but has very little information and no well informed attitudes about it.

B) Knowledge

Then to gain more knowledge about the product s/he tries to acquire more information about the product.

C) Evaluation

Then he tries to evaluate the product and develops favourable or unfavourable predispositions towards it. The adoption process terminates if attitude of the consumer is not favourable towards the product. If the consumer becomes convinced that the product should be adopted then he tries to gather additional information about the product to reach a decision.

D) Trial

Next trial of the product is done before making a purchase decision. Trial may take place cognitively, where an individual uses the product in a hypothetical situation, or it may be used in limited or total way, depending on the innovation's nature. But trial method cannot be done in some cases like the various services. Certain types of products or services

are difficult, or even impossible, to try on a sufficient basis such as eye surgery, expensive goods or an exhibition of museum.

E) Post purchase evaluation

Finally, the consumer does post purchase evaluation to decide whether to adopt the product or not. At this stage the consumer decides whether to use the product or not. The outcome of this whole process can be either adoption or rejection of a product by the consumer. Continued purchase or use of the item fulfils the adoption process.

Perception “is the act of discerning, realizing, and becoming aware of through the senses”. Thus, customer’s perception is what counts. This can be explained in Table-1 categorizing perception into (4) quadrants.

Table I.1 Category of Perception

How a company views itself?	How the customer views the company?
The “real view” of the company.	How a company thinks the customer views the company?

By 1990s, strategic concept of marketing developed which shifted the focus of marketing from customer or the product to the customer in the context of the broader external environment. Now knowing customers is not enough. To succeed, marketers must know the customer in context of government policy and regulation, economic, social and political forces that shape the evolution of markets. The art of marketing is the ability to

differentiate products and services in a way that attracts and retains customers. In order to do this well, “having a handle on” how the customer thinks and feels is essential. There is no substitute for gauging how customers think and feel than by assessing customer perception through intelligently designed and unbiased initiatives. Assessing customer perception is useless unless the information leads to actionable feedback.

Methods to Gather Consumer Perception

Information about consumer perception can be gathered through the following methods:

- 1) Surveys
- 2) Face to face interviews

Importance of Study of Perception in Museums

Marketing is very important to non profit organizations, and museums, being non profit making organization, need to consider different market segments when designing and implementing their strategic and marketing plans. They are faced with complex and heterogeneous markets or a multitude of consumer segments. Marketing has traditionally been linked to concepts of profitability and providing a competitive edge, however with non profit organizations, marketing needs to focus on customer service. To achieve the best customer service, the organization needs to know what the customer wants.

In marketing the consumer's are asked to rate a particular set of brands on given attributes or benefits or they may be asked to judge, by pairs,

how similar or dissimilar the brands are. Various techniques are used for such perceptual mapping like Factor analysis, Multidimensional technique or Profit charts etc.

The study of perception of the people will give an insight into the motivation – based values, individualistic values, socially oriented values, education and knowledge of the public which will help the museum organization to target their desired segments or groups. The museums can design their exhibitions and galleries with quite different exhibits that will appeal different target groups.

Chapter – II

DEMOGRAPHIC PROFILE OF RESPONDENTS AND THEIR GENERAL PERCEPTION OF MUSEUM AND RELATED ISSUES

This chapter presents the demographic profile of the respondents which includes their gender, age, marital status, number of members in the family, educational qualification, languages known, occupation, earning members and family income (annually). It also deals with the analysis and interpretation of the general perception of people about museum and how do they think the museums serve our society. The data also reveals their view on the value of museums to individuals and to our society as a whole, whether they trust the information presented by museum and what gives them confidence in the information provided by museums.

The study presented in this chapter is based on both close ended and open ended questions. The open ended questions include issues such as value of museums, authenticity of information provided by museum, media and library and also the reasons for their viewpoint on aspects like ‘If museums did not exist, what our society would miss? Which one they trust more regarding authenticity of information - museums or media? Why? Which one would they prefer for learning - museums or library? Why?’ The data analysis and interpretation is done taking into account all these viewpoints presented by the respondents and comparing them with their demographic profiles.

Demographic profile of the Respondents:

1. **Gender** – 929 out of 1503 (61.81%) in our sample were male and 574 (38.19%) were female.

Table II.1- Respondents Gender

Respondents	Male Respondents	Female Respondents
Total	929	574
In %	61.81	38.19

2. **Age** – 1.6% were under18, 6.52% were 18-29 years old, 46.51% were 30 to 39 years old, 42.58% were 40 to 49 years old, 2.4% were 50 to 59 years old and 0.4% were above 60.

Table II.2 – Respondents Age

Respondents	Age					
Age Groups	< 18	18-29	30-39	40-49	50-59	> 60
Total	24	98	699	640	36	6
In %	1.60	6.52	46.51	42.58	2.40	0.40

3. **Marital Status** – 8.18% were single, 91.82% were married.

Table II.3 – Respondents Marital Status

Respondents	Marital Status	
Category	Single	Married
Total	123	1380
In %	8.18	91.82

4. **Number of members in the family** – 13.57% had family members of two, 34.13% had three member families and 52.3% had a family of four or more.

Table II.4 – Respondents Family Members

Respondents	No. of Members in Family		
Groups	Two	Three	Four or More
Total	204	513	786
In %	13.57	34.13	52.30

5. **Educational Qualification** – 4.19% of the respondents had attended high school, 48.77% completed their graduation and 47.04% of them were post-graduates.

Table II.5 – Respondents Educational Qualification

Respondents	Educational Qualification		
Groups	High School	Graduate	Post Graduate
Total	63	733	707
In %	4.19	48.77	47.04

6. **Languages Known** – 2.33% had the knowledge of one language, 13.37% had of two languages, 62.28% had of three languages and 22.02% had of four or more languages.

Table II.6 – Languages Known by Respondents

Respondents	Languages known			
Category	One	Two	Three	4 or more
Total	35	201	936	331
In %	2.33	13.37	62.28	22.02

7. **Occupation** – 5.12% of those surveyed were Students, 55.16% were Service Holders, 17.23% were Business persons, 22.09% were House makers and balance remaining 0.4% were Retired persons.

Table II.7 – Respondent’s Occupation

Respondents	Occupation				
Category	Student	Service	Business	House making	Retired
Total	77	829	259	332	6
In %	5.12	55.16	17.23	22.09	0.40

8. **Earning Members** – 65.8% were having single earning member in the family, 30.01% had double earning members, 3.99% had three earning members and 0.2.% were having four or more earning members.

Table II.8 – Respondent’s Family Earning Members

Respondents	Earning Members			
Groups	One	Two	Three	Four or more
Total	989	451	60	3
In %	65.80	30.01	3.99	0.20

9. **Family Income (annually)** – 23.35% had an income of less than Rs 5.0 Lakhs, 50.10% had an income of Rs 5 -10 Lakhs, 22.36% had an income of Rs 10-20 Lakhs and 4.19% had an income above Rs 20 Lakhs.

Table II.9 - Respondent's Family Income

Respondents	Family Income			
Groups	< 5 Lacs	5-10 Lacs	10-20 Lacs	> 20 Lacs
Total	351	753	336	63
In %	23.35	50.10	22.36	4.19

Q1. What do you think a museum is?

Some of the responses are quoted as they have been delivered by the respondents. The responses are presented **as written by them, without making any corrections.**

a) Museum is a place to know about our past.

“Museum is any authorised place that relates with things of past. eg pictures, statues, etc.”

“A visiting place by which we can know our pasts & discover unknown facts.”

“Museum is a place where antique pieces depicting past history is reflected.”

“It is a learning resource about the past, rare and valuable things.”

“To show the past style, status, culture and available technology/ knowhow of different phases of a culture.”

“Museum means a place we get to know the history past.”

“Museum is the place to know about the past.”

“Where we can see past history, data's, preserve past records.”

“Museum is a place where we can get evidence of history of any place & we can overcome our doubt.”

“Museum is a place where the past things or any information about past is preserved.”

b) Museum is a place having valuable collection of past civilization.

“A place where the valuable collection of things related a peculiar era or civilization are preserved and exhibited.”

“It is a place which displays objects of historical, scientific and cultural interest of different civilizations.”

“Collection of Articles, related to History, War, Culture & Civilization.”

c) Museum is a place where collection of ancient valuable things/ old items/ historical things/ artefacts are available.

“A place where historical things are available.”

“Museum is a collaction of ancient things/ old items & History & source of inspiration & pride.”

“A building of cultural/historic/scientific value instituted for study, exhibition of articles, etc.”

“An institute which possess the cultural/ historical/ scientific artifacts for study.”

“Collection of ancient items”

“A building where several historical, scientific, artistic things are displayed for general public to view.”

“Museum is the collection of things of past time, different places. It is the collection of things used by different people. Museum shows the customs of different people of different countries.”

“A place where antique articles are displayed which tells us about the lifestyle even 100 years before.”

“Museum is a collection& display of Special/ Rare articles.”

“Museum is an institution that cares for a collection of artefacts, scientific, artistic, cultural & historical object.”

“Collection of various things, materials of past, present, rare objects, common objects, special objects”.

“It is a collection of artefacts from history, science and manmade culture at one place.”

“Good of Home of Heritage things.”

“Museum is a collection of all kinds of old or unique things. All ancient things which we cannot see normally anywhere.”

“Place where historical or artistic objects are kept to display.”

“Museum is a collection of valuable and ancient things and sculptures.”

“Collections of paints & pictures at one place.”

“Museum is a collection of antique things, a knowledge centre for historical events and our past.”

“Museum is the collection of things of past time, different places. It is the collection of things used by different people. Museum shows the customs of different people of different countries.”

“Collection of rare things related to civilization, science, technology etc.”

d) It is a place where beautiful and valuable works of art, science and history are stored and kept for display.

“A building in which objects of interests are stored & displayed.”

“Place for valuable objects are kept & shown to the public.”

“A museum tells about the history of a country. It is a place where beautiful and valuable works of Art are kept.”

“A building where objects which have historical, scientific or artistic value are kept and shown to the public.”

“A place that houses antiques and other items which are worth preserving and showcasing.”

“A building in which objects of interest are kept and shown to public (e.g. painting, sculptures)”

“A museum is place where rare things are collected and preserved for future generation. Articles and objects of art and technology are kept in one place for general public by an organisation or government.”

“Museum is building where works of art, scientific specimens and other objects of permanent value are kept and displayed.”

“A Museum is repository of artefacts rare collections displayed for public viewing.

Museum is an institution where various objects of scientific, artistic, cultural, historical importance are preserved and made available for public viewing.”

“A place where collection of things of artistic, scientific or historic interest are set up for display.”

“A place that houses antiques and other items which are worth preserving and showcasing.”

“A museum is a place where things, objects, which show antiquity, in fields of arts or science etc are exhibited.”

“Museum is a place where various things are displayed things are displayed with the information related exhibits like sculptures, paintings, cloths, utensils, animal & bird habitat etc. are displayed.”

“A museum is a store house of things of historical importance”.

“A place where articles or other subject matters are scientifically preserved and exhibited.”

e) Museum is a place for preservation of culture.

“Knowing about our culture”.

“Place to preserve culture.”

“A place wherein the earlier culture/ things used are preserved.”

“Museum favour education over conservation or vice versa.”

f) It is a place to gain knowledge.

“Museum is a place of getting knowledge, of discovering unknown facts throught the univers”

“It’s a place from where we get bundle of knowledge.”

“Knowledge.”

“Museum is a bags of knowledge from which one can borrow ideas for life.”

“Museum is a place where historical things are kept for educational value where mostly historians or students come for information and education.”

“It is like an encyclopaedia. It tells about things we don't know, about the history of a country etc. Museum displays help us to understand our country's culture, it is a place where beautiful or valuable works of art are kept. It is an exciting place where we can see things & see how they are made of, how they work etc.”

“A museum is place for sharing information regarding past, present & new development for future.”

“Knowledge city bank.”

“Museum is a set of various old items which represent the other era's lifestyle. Also it's learning resource for children.”

“Museum is a place where one can obtain knowledge of our past History, culture learning resources and also excitement to see unique things.”

“Place where things or heritage items kept for the knowledge of the future generation.”

“Museum is that place which gives lack of real information about our ancient time.”

“Museum is a place and a medium through which we can see and can know about historical things.”

“A learning resource which enriches our knowledge.”

g) Museum is place where we can enjoy with our family.

“According to me “Museum” is place where our history has been saved. And it is a place where we can enjoy & spend time and get related with our family after stressful working days.”

“Museum is a place to enjoy with family.”

“A great place to visit.”

“It might be a place that you go to socialize with friend, hear a lecture, or visit for entertainment.”

h) Museum is a place which shows our identity.

“Place which shows us who we are and how we were”

“Museum is a place from where one can get glimpses of the times, when we were not there.”

“Museum is something that shows our heritage with clear images.”

i) Museum is a tourist place.

“A place of tourist interest where national heritage is preserved.”

“It is a place from where we propagate culture, learning resources and promotes tourism.”

j) Museum is a unique place having unique collection.

“Museum is unique item’s collection.”

“Museum is a place in which I can see the rare or unique objects.”

“A treasure of unique and antique things.”

“Permanent exhibition of antique and unique things.”

k) Museum connects past with present to build a better future.

“Evidences of past & discovery of new things.”

“Museum is a collection of valuable articles that correlates past with the present happenings or activities.”

“Collection and display of exhibits related to past, present and models of future with information.”

“I think museum is collection & storegee, maintenance of historic & prehistoric elements, kept for future memories.”

l) Museum is a place for collection & display of objects having everlasting value.

“A museum is an institution devoted to the procurement, care, study and display of objects of lasting interest or value.”

“A museum is an institution that cares for a collection of artefacts and other objects of scientific, artistic, cultural or historical importance and having everlasting value which are available for public viewing.”

m) Museum is a place of collection of unique items of past which are not found elsewhere.

“A museum is a cabin where things which are not available in the market are allowed to be observed.”

“A museum is an institution that cares for a collection of artifacts and other objects of scientific, cultural or historical importance and makes them available for public viewing thru’ exhibits that may be permanent or temporary.”

n) Museum gives authentic identity of our culture, traditions, languages spoken etc.

“Good presentation of history events. The original information and educative, authentic statics.”

o) Museum relates between stages of human life and the world.

“Museum is a relationship between life, community, the nation and the world through the interpretation of objects, experience & environment.”

p) Museum is the place where we can get imaginary ideas with evidence.

“It is a place where objects/ evidences from past era are preserved for present & future references.”

“Museum is place where unknown things which you had only heard some you or see with your own eyes.”

“Museum tells about the history of a country, it’s a place where beautiful &valuable works of art are kept, help us to understand our country’s culture, it’s like an encyclopaedia, it tells about things which we do not know.”

“Access to evidence of past and nature from various places of world.”

q) It is a place to relive history.

“It is a place where one can trace back their roots, culture and the era its predecessors lived, shared and experienced. Museum is beyond storing antique pieces and a place to relive history.”

“A wow feeling about one ancestors.”

“Past historical which is informed to the generation next to come.”

“Joint chain of past & present.”

“When i think of a museum I realize that i remember old days of the kings.”

r) Museum is a boring place.

“Museum is a collection of old, historical things some are interesting and some are Boring.”

“Nothing as i do not like to visit museum.”

s) It is a place of national importance.

“Museum is a source of civic pride, it propagates our past.”

“It is a place where you have the access to past & nature, a learning resource and is a place of civic pride.”

t) It a place having unique collection.

“Museum is a collection of unique things or life that are difficult to make (manufacture) or has survived inspite of different phases of extinction. Such things or life are not found anywhere except museum.”

“Chance to see rare and informative things.”

u) Museum is a national treasure.

“It’s one kind of property of a country.”

The analysis of the responses given by the respondents according to their gender is as follows.

Table II.10 – Gender Wise Responses

Question No. #1 (Out of 1503)	Group	No. of respondents	Male Respondents	Female Respondents
Know your past	A	195	123	72
Collection of things of past civilization	B	76	43	33
Collection of ancient and valuable things	C	229	120	109
Storage and display of artefacts	D	393	282	111
Preservation of culture	E	108	60	48
Gain Knowledge or source of information	F	238	154	84
Place to enjoy with our family	G	9		9
Place to show our identity	H	12	9	3
Blank	I	111	45	66
Tourist place	J	9	9	
Unique place having unique collection	K	24	6	18
Place which connects past with present	L	15	12	3
Institution for the procurement, care, study and display of objects of lasting interest or value	M	21	15	6
Cabin where things which are not available in the market are allowed to be observed	N	6	3	3
Authentic identity of our culture, traditions, languages spoken etc.	O	6		6
Relationship between life, community, the nation and the world thru' the interpretation of objects, experience	P	3	3	
Place to get the imaginary idea with an evidence	Q	18	15	3
Place where one can trace back their roots, culture and the era its predecessors lived, shared and experienced	R	18	18	
Collection of old, historical things some interesting some boring	S	3	3	
Source of civic pride, it propagates our past	T	3	3	

Question No. #1 (Out of 1503)	Group	No. of respondents	Male Respondents	Female Respondents
Collection of unique	U	3	3	
Property of a country	V	3	3	
Total		1503	929	574
in %			61.81	38.19

The responses of the people grouped according to their age groups are as follows.

Table II.11- Age Wise Responses

Question No. #1 (Out of 1503)	Gro up	No. of respon dents	Age					
			< 18	18 - 29	30 - 39	40 - 49	50 - 59	> 60
Know your past	A	195	9	15	81	90		
Collection of things of past civilization	B	75		3	33	36		3
Collection of ancient valuable things	C	231	6	12	102	108	3	
Preservation of culture	E	399	6	39	189	147	18	
Gain Knowledge or source of information	F	108		9	54	45		
Place to enjoy with our family	G	240		15	114	102	9	
Blank	I	9	3	3		3		
Tourist place	J	12			6	6		
Unique place having unique collection	K	111		9	69	33		
Place which connects past with present	L	9				9		
Institution for the procurement, care, study , display of objects of lasting interest or value	M	24			18	6		
Authentic identity	O	15			6	9		
Relationship between life , community, the nation and the world	P	21			6	15		
Place to get the imaginary idea with an evidence	Q	6			6			
Place where one can trace back their roots, culture	R	6				3		3

Question No. #1 (Out of 1503)	Group	No. of respondents	Age					
			< 18	18 - 29	30 - 39	40 - 49	50 - 59	> 60
Museum is a collection of old, historical things some are interesting and some are boring	S	4		1			3	
Source of civic pride	T	4		1		3		
Collection of unique things or life that are difficult to make, has survived in spite of different phases of extinction.	U	4		1	3			
Property of a country	V	3			3			
Total		1503	24	108	699	630	36	6
in %			1.60	7.19	46.51	41.92	2.40	0.40

The responses of the people according to their marital status are as follows.

Table II.12 - Marital Status Wise Responses

Question No. #1 (Out of 1503)	Group	No. of respondents	Marital Status	
			Single	Married
Know your past	A	195	18	177
Collection of things of past civilization	B	75	3	72
Collection of ancient and valuable things	C	231	12	219
Storage and display of artefacts	D	399	45	354
Preservation of culture	E	110	3	107
Gain Knowledge or source of information	F	240	30	210
Place to enjoy with our family	G	9	6	3
Place to show our identity	H	12		12
Blank	I	111		111
Tourist place	J	9		9
Unique place having unique collection	K	24	6	18
Place which connects past with present	L	15		15

Question No. #1 (Out of 1503)	Group	No. of respondents	Marital Status	
			Single	Married
Institution for the procurement, care, study and display of objects of lasting interest or value	M	21		21
Authentic identity of our culture, traditions, languages spoken etc.	O	6		6
Relationship between life , community, the nation and the world through the interpretation of objects, experience & environment	P	3		3
Place to get the imaginary idea with an evidence	Q	18		18
Place where one can trace back their roots, culture and the era its predecessors lived, shared and experienced	R	6		6
Collection of old, historical things some interesting some boring	S	3		3
Source of civic pride	T	3		3
Collection of unique things	U	3		3
Property of a country	V	3		3
Total		1503	123	1380
in %			8.18	91.82

The responses of the people according to the number of members in their family are as follows.

Table II.13 – Family Members Wise Responses

Question No. #1 (Out of 1503)	Group	No. of respondents	No. of members In Family		
			Two	Three	Four or More
Know your past	A	195	33	61	101
Collection of things of past civilization	B	75	9	21	45
Collection of ancient and valuable things	C	231	54	75	102
Storage and display of artefacts	D	399	45	147	207
Preservation of culture	E	110	12	23	75
Gain Knowledge /source of information	F	240	30	90	120
Place to show our identity	H	12	6		6
Blank	I	111	6	36	69
Tourist place	J	9		3	6
Unique place having unique collection	K	24	6	9	9

Question No. #1 (Out of 1503)	Group	No. of respond ents	No. of members In Family		
			Two	Three	Four or More
Place which connects past with present	L	15		9	6
Institution for the procurement, care, study and display of objects of lasting interest or value	M	21		6	15
Relationship between life , community, the nation and the world through the interpretation of objects, experience & environment	P	3		3	
Place to get the imaginary idea with an evidence	Q	18		9	9
Place where one can trace back their roots, culture and the era its predecessors lived, shared and experienced	R	6			6
Collection of old, historical things some interesting some boring	S	3		3	
Source of civic pride	T	3		3	
Collection of unique things, life difficult to make (manufacture) or has survived in spite of different phases of extinction	U	3		3	
Property of a country	V	3			3
Total		1503	204	513	786
in %			13.57	34.13	52.30

The responses of the people according to their educational qualification are as follows.

Table II.14 – Educational Qualification Wise Responses

Question No. #1 (Out of 1503)	Group	No. of respond ents	Education Qualification		
			High School	Graduate	Post Graduate
Know your past	A	195	12	81	102
Collection of things of past civilization	B	75		33	42
Collection of ancient and valuable things	C	231	6	135	90
Storage and display of artefacts	D	399	12	195	192
Preservation of culture	E	108	3	57	48
Gain Knowledge or source of information	F	240	15	120	105
Place to enjoy with our family	G	9	9		

Question No. #1 (Out of 1503)	Group	No. of respond ents	Education Qualification		
			High School	Graduate	Post Graduate
Place to show our identity	H	12		6	6
Blank	I	111	6	48	57
Tourist place	J	9		6	3
Unique place having unique collection	K	24		12	12
Place which connects past with present	L	15		9	6
A museum is an institution devoted to the procurement, care, study and display of objects of lasting interest or value	M	21		15	6
Cabin where things not available in the market are allowed to be observed	N	6			6
Authentic identity of our culture, traditions, languages spoken etc.	O	6		3	3
Relationship between life , community, the nation and the world through the interpretation of objects, experience & environment	P	3			3
Place to get the imaginary idea with an evidence	Q	18		9	9
Place where one can trace back their roots, culture, era its predecessors lived, shared and experienced	R	6			6
Collection of old, historical things some interesting some boring	S	4	1		3
Source of civic pride	T	4	1	3	
Collection of unique things or life difficult to make or has survived in spite of different phases of extinction.	U	4	1	3	
Property of a country	V	3		3	
Total		1503	66	738	699
in %			4.39	49.10	46.51

The responses of the people according to their languages known are as follows.

Table II.15 – Language Wise Responses

Question No. #1 (Out of 1503)	Group	No. of respon dents	Languages known			
			One	Two	Three	4 or more
Know your past	A	195		30	117	48
Collection of things of past civilization	B	75		15	51	9

Question No. #1 (Out of 1503)	Group	No. of respon dents	Languages known			
			One	Two	Three	4 or more
Collection of ancient and valuable things	C	231	15	30	150	36
Storage and display of artefacts	D	399	9	45	231	114
Preservation of culture	E	108	3	15	63	27
Gain Knowledge or source of information	F	240	6	30	162	42
Place to enjoy with our family	G	9			9	
Place to show our identity	H	12			12	
Blank	I	111	3	15	66	27
Unique place having unique collection	K	9		3	6	
Place which connects past with present	L	15		3	9	3
Institution for the procurement, care, study and display of objects of lasting interest or value	M	21	3	3	3	12
Cabin where things which are not available in the market are allowed to be observed	N	6	6			
Authentic identity of our culture, traditions, languages spoken etc.	O	6			3	3
Relationship between life, community, the nation and the world through the interpretation of objects, experience & environment	P	3		3		
Place to get the imaginary idea with an evidence	Q	18		3	15	
Place where one can trace back their roots, culture and the era its predecessors lived, shared and experienced	R	6			3	3
Collection of old, historical things some interesting some boring	S	4	1		3	
Source of civic pride	T	4	1		3	
Museum is a collection of unique things or life that are difficult to make(manufacture) or has survived inspite of different phases of extinction. Such things or life are not found anywhere except museum	U	4	1		3	
Property of a country	V	3			3	
Total		1503	48	201	921	333
in %			3.19	13.37	61.28	22.16

The responses of the people according to their occupation are as follows.

Table II.16 – Occupation Wise Responses

Question No. #1 (Out of 1503)	Group	No. of respond ents	Occupation				
			Student	Service	Business	House making	Retire d
Know your past	A	195	18	102	42	33	
Collection of things of past civilization	B	75		36	15	24	
Collection of ancient and valuable things	C	231	6	159	21	45	
Storage and display of artefacts	D	399	9	228	60	102	
Preservation of culture	E	108		60	27	21	
Gain Knowledge or source of information	F	240	9	144	42	39	6
Place to enjoy with family	G	9	3	6			
Place to show our identity	H	12		12			
Blank	I	111		60	18	33	
Tourist place	J	9		3	3	3	
Unique place having unique collection	K	24		18	3	3	
Place which connects past with present	L	15		9	6		
Institution for the procurement, care, study and display of objects	M	21		12	6	3	
Cabin where things not available in the market allowed for observation	N	6	3	3			
Authentic identity of our culture	O	6		3		3	
Relationship between life, community, the nation and the world	P	3		3			
Is the place where we can get the imaginary idea with an evidence	Q	18		12		6	
Place where one can trace back their roots, culture	R	6		3	3		
Collection of old, historical things some are interesting and some are boring	S	3		3			

Question No. #1 (Out of 1503)	Group	No. of respond ents	Occupation				
			Student	Service	Business	House making	Retire d
Collection of unique things	U	4	1		3		
Property of a country	V	4	1		3		
Total		1503	51	293	252	315	6
in %			3.39	19.49	16.77	20.96	0.40

The responses of the people according to their earning members are as follows.

Table II.17 – Earning Member Wise Responses

Question No. #1 (Out of 1503)	Group	No. of resp.	Earning Members			
			One	Two	Three	>Four
Know your past	A	195	129	60	6	
Collection of things of past civilization	B	75	54	21		
Collection of ancient and valuable things	C	231	180	48	3	
Storage and display of artefacts	D	399	276	114	6	3
Preservation of culture	E	108	57	48	3	
Gain Knowledge or source of information	F	240	129	81	30	
Place to enjoy with our family	G	9	6	3		
Place to show our identity	H	12	6		6	
Blank	I	111	84	24	3	
Tourist place	J	9	6	3		
Unique place having unique collection	K	24	12	12		
Place which connects past with present	L	15	9	6		
Institution for the procurement, care, study and display of objects of lasting interest or value	M	21	6	12	3	
Cabin where Things not available in the market allowed for obsvs.	N	6		6		
Authentic identity of our culture, traditions, languages spoken etc.	O	6	3	3		
Relationship between life , community, the nation and the world through the interpretation of objects, experience & environment	P	3		3		
Place to get the imaginary idea with an evidence	Q	18	18			
Place where one can trace back their roots, culture and the era its predecessors lived, shared and exp.	R	6	6			

Question No. #1 (Out of 1503)	Group	No. of resp.	Earning Members			
			One	Two	Three	>Four
Source of civic pride	T	3	3			
Collection of unique things or life that are difficult to make (manufacture) or has survived inspite of different phases of extinction.	U	3	3			
Property of a country	V	3		3		
Total		1503	989	451	60	3
in %			65.80	30.01	3.99	0.20

Responses of the people according to their family income are as follows.

Table II.18 – Family Income Wise Responses

Question No. #1 (Out of 1503)	Group	No. of resp.	Family Income			
			< 5 Lacs	5-10 Lacs	10-20 Lacs	> 20 Lacs
Know your past	A	195	48	84	48	15
Collection of things of past civilization	B	75	21	39	9	6
Collection of ancient and valuable things	C	231	42	123	54	12
Storage and display of artefacts	D	399	75	201	114	9
Preservation of culture	E	108	15	57	30	6
Gain Knowledge or source of information	F	240	87	108	36	9
Place to enjoy with our family	G	9	3		6	
Place to show our identity	H	12		12		
Blank	I	111	30	54	24	3
Tourist place	J	9	9			
Unique place having unique collection	K	24	12	9	3	
Place which connects past with present	L	15	3	12		
Cabin where Things not available in the market allowed for obvs.	N	21		21		
Authentic identity of our culture, traditions, languages spoken etc.	O	6		6		
Relationship between life , community, the nation and the world through the interpretation of objects, experience & environment	P	6		3	3	

Question No. #1 (Out of 1503)	Group	No. of resp.	Family Income			
			< 5 Lacs	5-10 Lacs	10-20 Lacs	> 20 Lacs
Place to get the imaginary idea with an evidence	Q	3		3		
Collection of old, historical things some interesting and some boring	S	6		3		3
Source of civic pride	T	4	1	3		
Collection of unique things or life that are difficult to make or has survived inspite of phases of extinction.	U	4	1		3	
Property of a country	V	4	1		3	
Total		1503	354	747	339	63
in %			23.55	49.70	22.55	4.19

Based on analysis and interpretation of the above data, it is found that majority of people consider museum to be a storehouse of rare and valuable collections of our past civilisation, art, science which are systematically preserved and displayed for public viewing. These collections are a source of immense knowledge which gives us an opportunity to relate to our past with the present. Museum is an educational place which showcases past style, status, culture and available technology/knowhow of different phases of a culture.

Even few respondents consider museum to be a source of enjoyment/recreation in addition to its educational values. All of these 9 respondents are female, 6 of them are single. 3 male respondents who are all service persons find some of the museum exhibits to be boring amongst other collections. 6 female respondents think that museums give authentic identity of our culture. 3 male business persons consider museum to be a national property.

The respondents in the age group above 60 think that we can trace back our roots and know about past civilisation from museum. People between the age group 18 to 29 feel that it is mainly a source of knowledge. Most of the people having four member families and three member families think that museum is a place for storage and display of artefacts. They are either graduates or post-graduates and having knowledge of three or more languages. Only 3 persons having four earning members in their family also feel the same. Majority of people having educational qualification up to high school feel that museums are source of knowledge for us. None of the respondents in the income group 5 to 10 lakhs and above 20 lakhs find the museums to be a place to enjoy with their family.

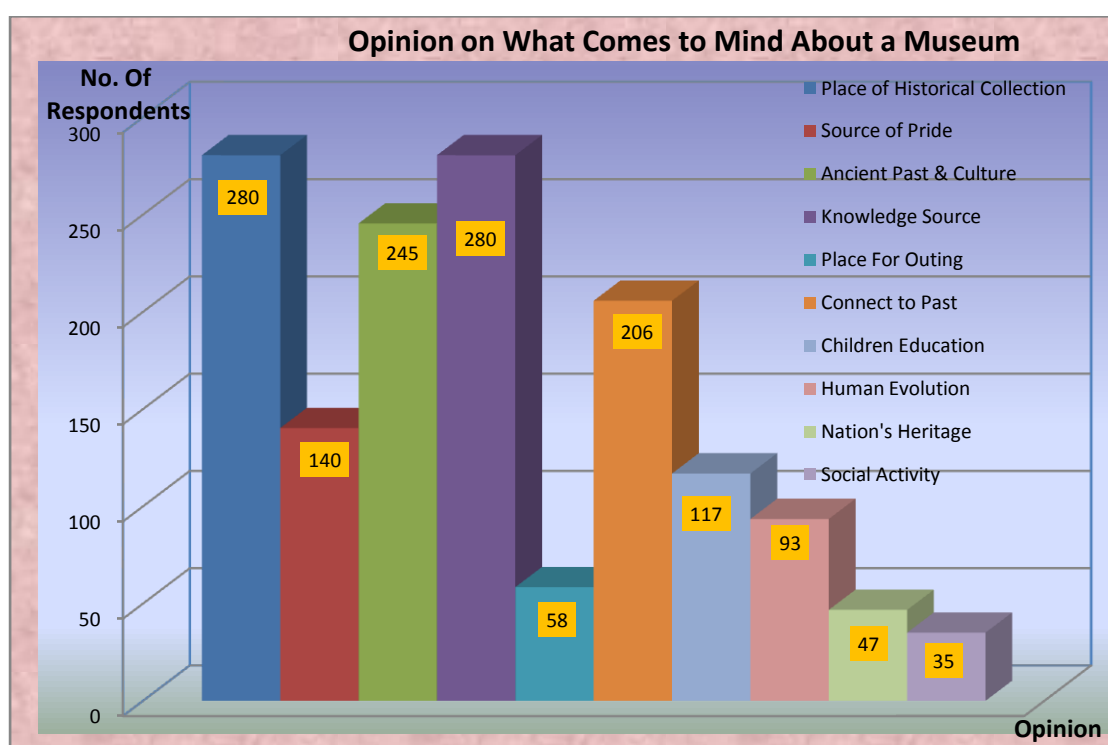
Q2.What comes to your mind when you think of a museum?

- Place of Historical Collection - 280
- Source of Pride - 140
- Ancient Past & Culture - 245
- Knowledge Source - 280
- Place for Outing - 58
- Connect to Past - 206
- Children Education - 117
- Human Evolution - 93
- Nation's Heritage - 47
- Social Activity - 35

Table II.19 – What Do You Think of a Museum?

	Place of Historical Collection	Source of Pride	Ancient Past & Culture	Knowledge Source	Place For Outing	Connect to Past	Child Educa	Huma n Evol	Nation Herit	Social Act
Total	280	140	245	280	58	206	117	93	47	35
In %	18.6	9.3	16.3	18.6	3.8	13.7	7.7	6.1	3.1	2.3

Chart II.1



The above data shows that majority of the people (18.66%) when think of a museum; consider it to be a source of knowledge or a place of historical collection. Many (16.33%) think of it as a place which showcases things related to ancient past, culture and (13.73%) that it connects us to our past. Very few (3.86%) think of it as a place for outing or a place for social activity (2.33%). 9.33% think that it is as a source of pride and 7.8% of the respondents feel that it is a major source of knowledge and information for their children which helps them to relate to their past.

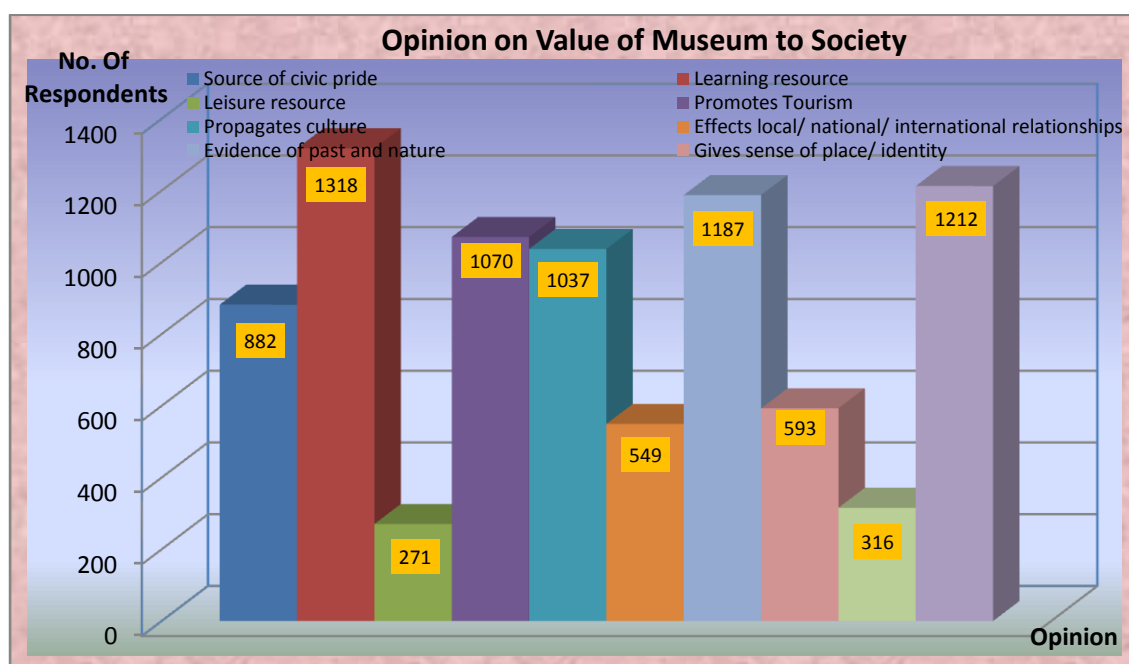
Q3. What do you think is the value of museums to society?

- a) Is a source of civic pride - 882
- b) Learning resource - 1318
- c) Leisure resource - 271
- d) Promotes Tourism - 1070
- e) Propagates culture - 1037
- f) Effects local/ national/ international relationships - 549
- g) Access to evidence of past and nature - 1187
- h) Aids in giving sense of place/ identity - 593
- i) Place for socialising - 316
- j) Preserves culture - 1212

Table II.20 – Value of Museum to Society

	Source of civic pride	Learning resource	Leisure resource	Prom. Tourism	Prop. culture	Local/ national/ international relationships	Evidence of past/ nature	Gives sense of place/ identity	Place for socialising	Preserve culture
Total	882	1318	271	1070	1037	549	1187	593	316	1212
In %	10.45	15.62	3.21	12.69	12.29	6.51	14.08	7.03	3.74	14.37

Chart II.2



The data reveals what people think of the value of museums to our society. The analysis of the above shows that maximum number of people (87.86%) think that it is a major learning resource for the society. 80.8% feel that museums are of value for the society as they preserve our culture and 79.13% think that museums give us access to view evidences of our past and nature. 71.33% consider it to be an institution that promotes tourism and 69.13% think that it propagates our culture throughout the world. Only 18.06 % consider it as a leisure resource and 21.06% feel that it is a place for socialising.

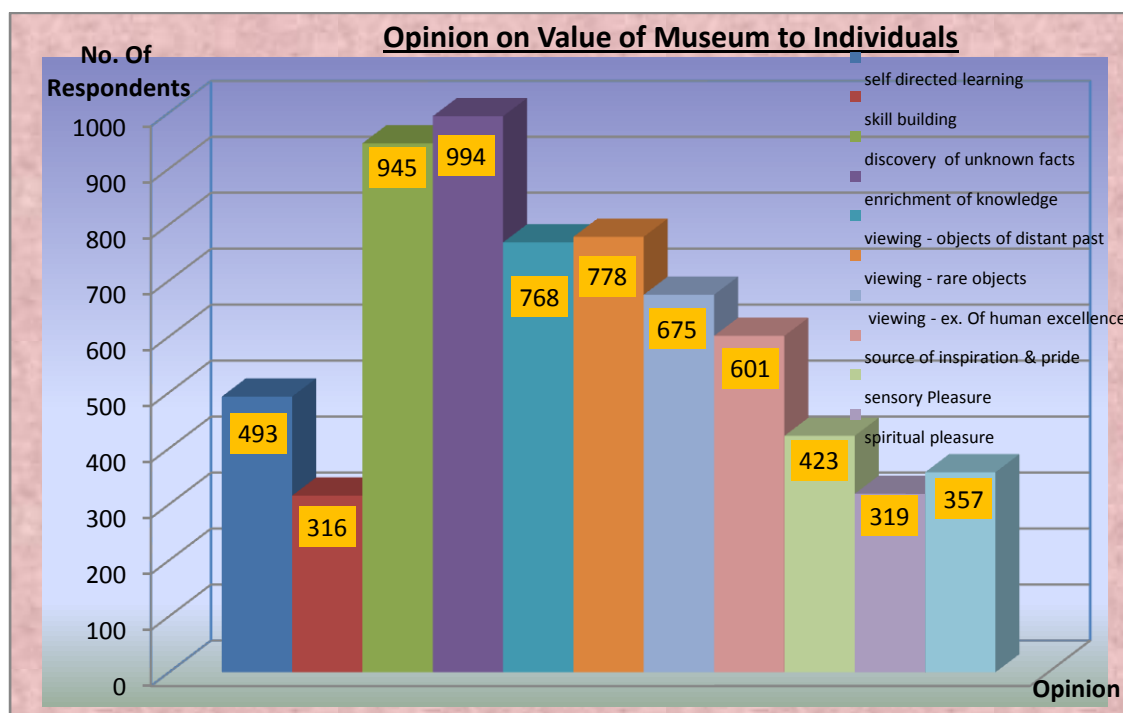
Q5. What is the value of museums to individuals?

- Self-directed learning in a free choice setting - 493
- Skill building - 316
- Discovery of unknown facts - 945
- Enrichment of knowledge - 994
- Excitement of viewing :
 - ❖ Objects from distant past - 768
 - ❖ Rare and unusual objects - 778
 - ❖ Examples of human excellence - 675
- Source of inspiration and pride - 601
- Pleasure
 - ❖ Sensory pleasure - 423
 - ❖ Spiritual pleasure - 319
- Joy/fun -357

Table II.21 – Value of Museums to Individuals

	Self directed learning	skill bldg	discover unknown facts	enrichment of knowledge	view distant past obj.	view rare object	View human excel.	inspiration & pride	sensor y Pleasure	spiritual pleasure	Joy/ fun
Total	493	316	945	994	768	778	675	601	423	319	357
In %	7.39	4.73	14.17	14.90	11.52	11.67	10.12	9.02	6.34	4.78	5.36

Chart - II.3



The data analysis and interpretation shows the value of museums to individuals. 66.26% of people think that it is an institution to enrich our knowledge. 63% feel that it a place to discover unknown facts. 51.8% feel that in museums individuals can see rare and unusual objects and for 51.2% it is a place to experience the excitement to view objects from distant past. For 23.8% people museums are a place to enjoy and have fun.

Q6. If museums did not exist, what would our society miss?

- a) Good opportunity of practical knowledge - 135

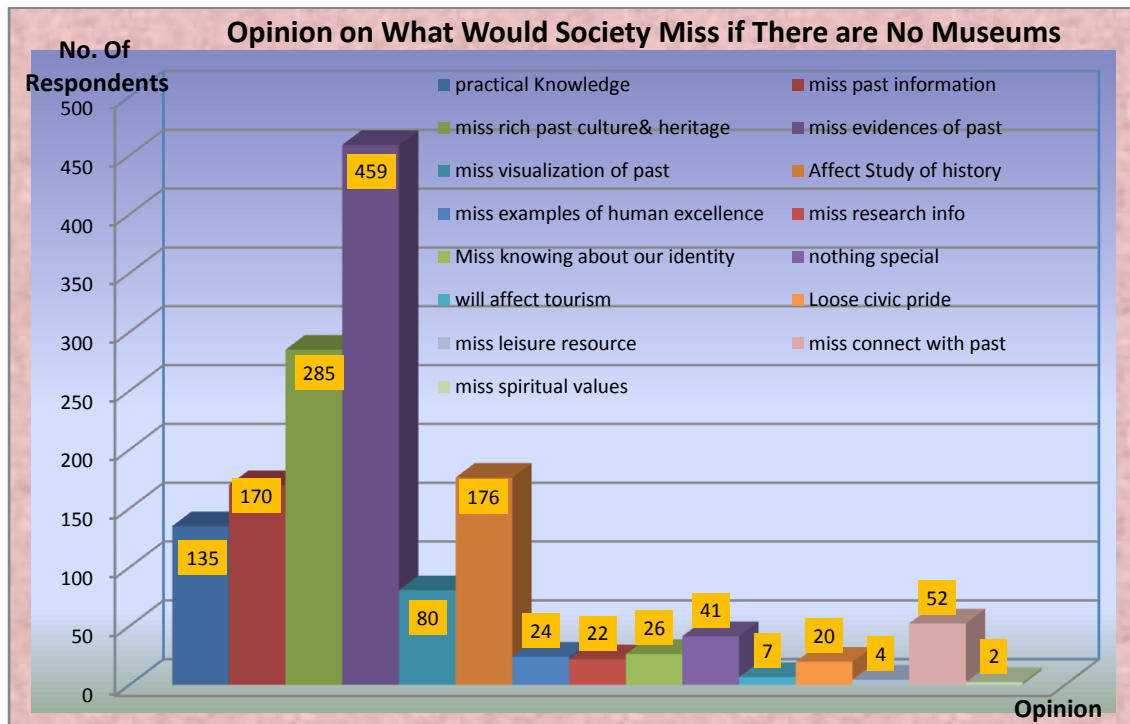
- b) Miss past information - 170
- c) Children would miss rich past culture & heritage - 285
- d) Society would miss the evidences, proves, human excellence, unknown & unusual facts - 459
- e) Could not visualize our past in virtual shape, gain practical knowledge - 80
- f) Study of history, archaeology, arts, civilization & societal development - 176
- g) Would miss the examples of human excellence which increase pride of a nation - 24
- h) Would miss some important information regarding research - 22
- i) Knowing about our identity, origin and values - 26
- j) Nothing special - 41
- k) Tourist attraction, will affect tourism - 7
- l) Source of civic pride - 20
- m) Leisure resource - 4
- n) Connection between our past, present and future - 52
- o) Spiritual values and knowledge - 2

Table II.22 – Opinion on what society will miss if there are no Museums

	practical Knowledge	miss past info	miss rich past culture & heritage	miss evidences of past	miss visualization of past	Affect Study of history	miss examples of human excellence	miss research info
Total	135	170	285	459	80	176	24	22

	Miss knowing about our identity	nothing special	will affect tourism	Loose civic pride	miss leisure resource	miss connect with past	miss spiritual values	
Total	26	41	7	20	4	52	2	

Chart - II.4



The data shows that maximum number of people (30.6%) feel that if museums did not exist then our society would miss the evidences, proves of human excellence, the unknown and unusual facts of the past. Many respondents (19%) think that our children would not be able to know about our rich culture and heritage. According to 11.73% respondents, it provides a good opportunity to study various subjects like history, archaeology, arts, civilization and societal development under the same roof. Only 0.46% feels that if museums did not exist, tourism of the country will get affected.

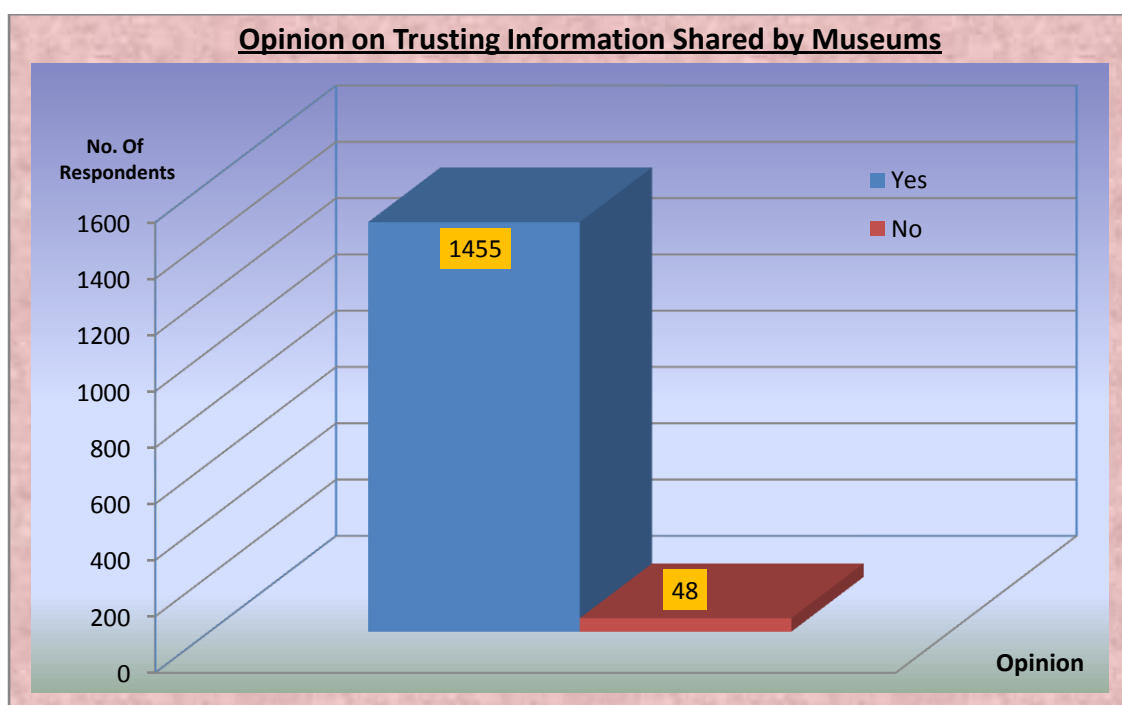
Q7. Do you trust the information presented by museum?

- a) Yes -1455
- b) No - 48

Table - II.23 - Trusting information shared by Museum

	Yes	No
Total	1455	48
In %	96.81	3.19

Chart – II.5



Except a few people, most of the respondents trust the information presented by museums. 48 out of 1503 people who do not trust the information presented by museums have certain other reasons for their viewpoint which are discussed below.

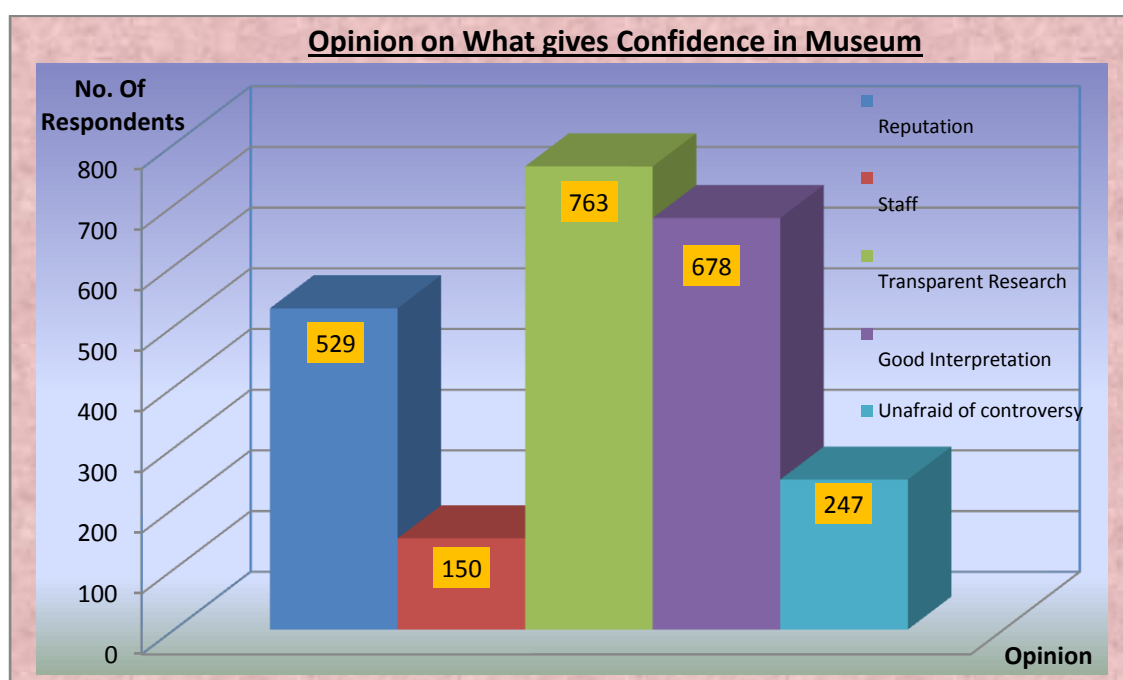
Q8. If ‘Yes’, what gives you confidence in the museum?

- a) Reputation - 529
- b) Staff - 150
- c) Transparent research - 763
- d) Good interpretation - 678
- e) Unafraid of controversy - 247

Table II.24 – What gives you confidence in Museum

	Reputation	Staff	Transparent Research	Good Interpretation	Unafraid of controversy
Total	529	150	763	678	247
In %	22.36	6.35	32.23	28.63	10.44

Chart - II.6



The data shows that maximum number of people (50.86%) believe that the information provided by museums is trustworthy as it is based on transparent research. 45.2% feel that good interpretation of the exhibits displayed by the museums give them confidence to trust the information presented by them. 35.26% think that museums have a reputation of giving authentic information to society. 16.46% feel that the organization presents unbiased information and is unafraid of any controversy.

Q9. If 'No', state the reasons.

a) Not authentic - 4

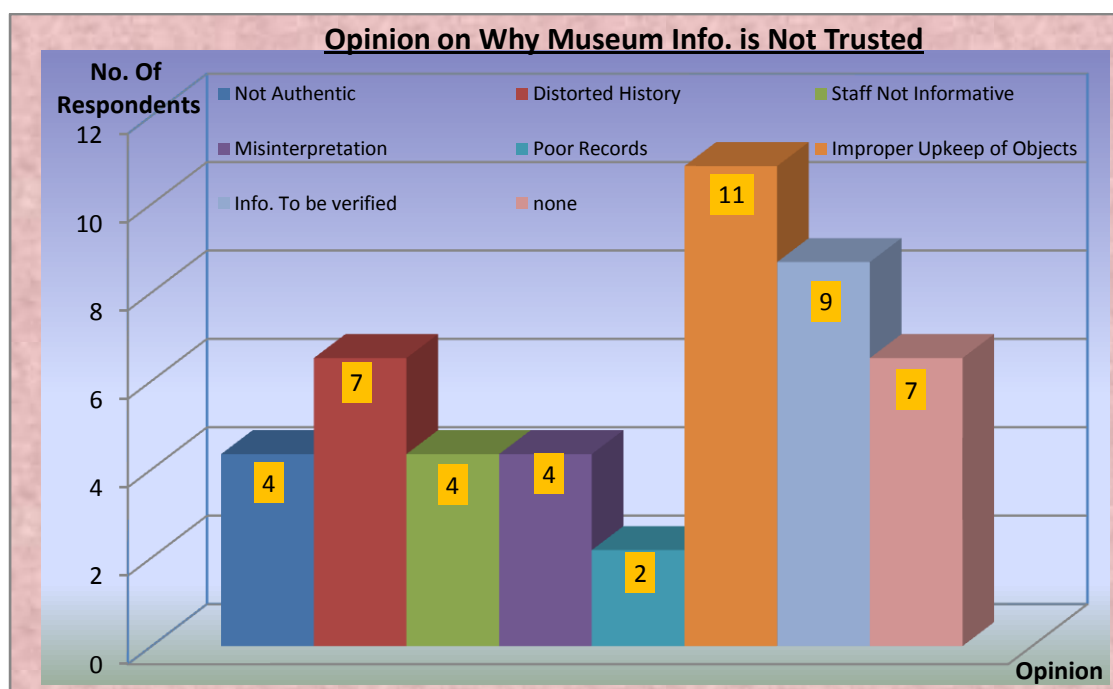
e) Poor records - 2

- b) Distorted history - 7
c) Staff not informative - 4
d) Misinterpretation of history - 4
f) Improper upkeep of objects - 11
g) Info. needs to be verified - 9
h) None - 7

Table II.25 – Reasons for no trust in Museums info.

	Not Authentic	Distorted History	Staff Not Informative	Mis - interpretation	Poor Records	Improper Upkeep of Objects	Info. To be verified	None
Total	4	7	4	4	2	11	9	7
In %	9.09	13.64	9.09	9.09	4.55	22.73	18.18	13.64

Chart - II.7



The data analysis reveals that the people who do not trust the information provided by museums think that improper maintenance of the exhibits and museum objects lead people to distrust the information provided by them. 9 out of 1500 people think that information needs to be verified rather than believing blindly as sometimes the information provided is due to misinterpretation of some data or distorted history. 7 people have

no reason to provide in particular for their opinion on museum's information.

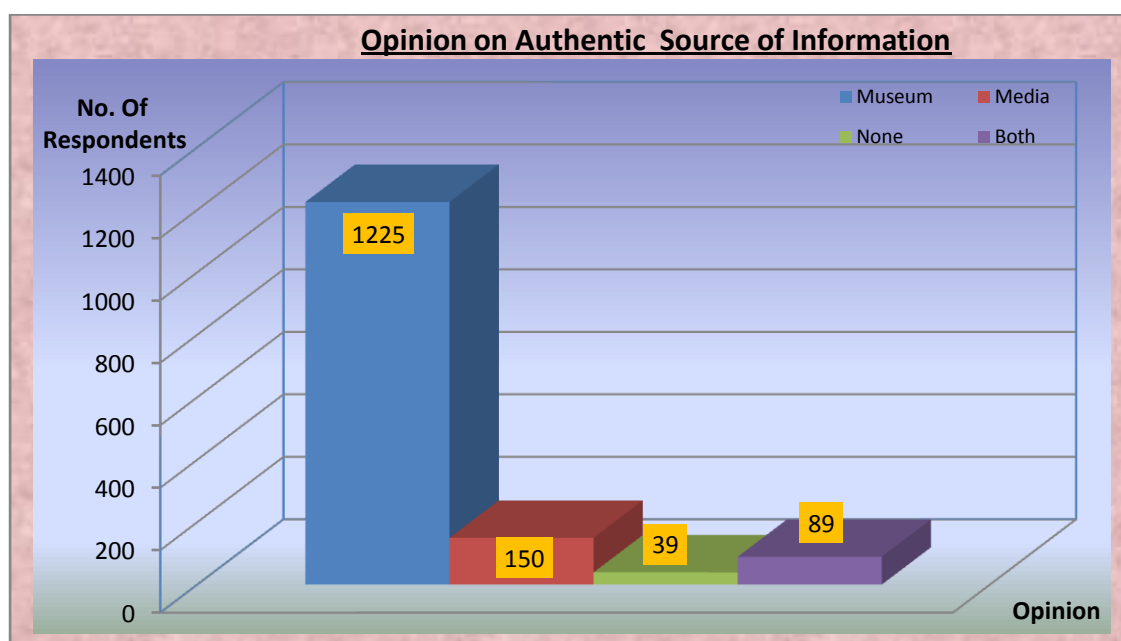
Q10. Which one do you trust more in terms of authenticity of information – Museums or Media? Why?

- a) Museum - 1225 c) None - 39
b) Media - 150 d) Both - 89

Table II.26 – Authentic Source of Info. - Museums or Media

	Museum	Media	None	Both
Total	1225	150	39	89
In %	81.50	9.97	2.60	5.92

Chart - II.8



81.66% trust museums more than media in terms of authentic information as they feel 'Seeing is believing', 'Media gives different opinion of different individual', 'It is not created story by someone', 'They are unbiased, non-profit organisation, media is big business today', 'Do not provide untrue information', 'Provides correct information',

‘Live evidences speaks facts of past’, ‘Having information evidences which can be seen anytime and can be linked with other source of information’, ‘They are considered as one of the most reliable sources of information in our society since ages, when media was not even well established.’, ‘Data represented is true & fact with examples’, ‘Information is based on research and development work’, ‘Shows evidences of past but media only tells about history, so former is more reliable.’, ‘Good research work by museums and their committee does good interpretation’, ‘Does not need publicity like media’, ‘Provides reliable facts but media makes a hype of nothing and misinterpret things’, ‘Media sometimes misinterpret things’, ‘No manipulation, no personal perception’, ‘Gives latest information, is a combination of useful and harmful to human life. But museum does not harm the society instead gives lot of information about prehistoric life’, ‘Media is comparatively more biased and with less research’, ‘Not only preserve the fossils but also provide facts about the same’, ‘Media can produce any insane information for their profit’, ‘Media is always under political pressure’, ‘Museum facts are with proof, media shows too much of everything’, ‘Results are proven’, ‘museum shows what it is, no business’, ‘Source of observation learning’, ‘proves that some things really existed’, ‘Information from experts in their fields’, ‘information does not change like media’, ‘Past recordings inscribed in stones or coins’, ‘People are more receptive towards museum’, ‘Media-facts/ authenticity are distorted’, ‘Media is manipulative and works for TRPs.’

150 out of 1500 would prefer media over museums for getting authentic information as they think ‘Gives information about both past and present’, ‘Direct evidence’, ‘Always in touch with present and future’,

‘Recent development with proofs’, ‘Media is for most recent information, museum for previous/ old/ past evidence, does not keep on adding the recent things. Once set is set’, ‘gives detailed, updated information’, ‘We can get information at home itself’, ‘Fastest way to get information’, ‘No trust on ASI’, ‘Easy accessibility of information.’ People who believe that both the organizations are equally authentic have told ‘Both have their own way of collecting information.’ People who think that none of these provides authentic information said ‘All are having assumptions’, ‘One should not trust anybody but develop a habit to analyse things in factual prospection.

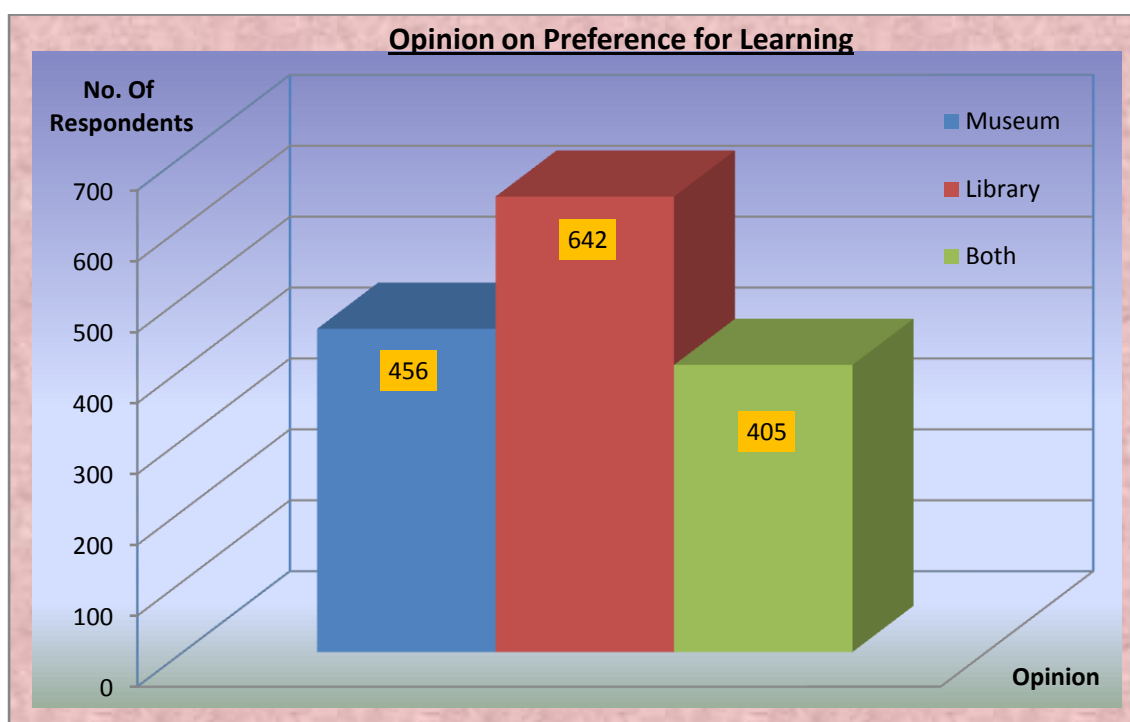
Q11. Which one would you prefer for learning-- Museums or Library?

- a) Museum -1225
- b) Library -150
- c) None - 39
- d) Both - 89

Table II.27- Preference – Museum or Library

	Museum	Library	Both
Total	456	642	405
In %	30.32	42.74	26.94

Chart - II.9



The above data shows that most respondents prefer to learn using library (42.8%) as they feel that in many cases museums do not provide specialised information. Some of their quotes are ‘library gives in depth information on concerned topic with a wide review’, ‘gives more books than museums’, ‘learn about museums and history from books’, ‘in library there is no limitations to learn’, ‘contains all related books related to the items available with museums’, ‘books has references which museum do not have’, ‘we can confirm the things by viewing multiple literature search’, ‘it is more elaborate in information’, ‘museum is a tourist spot and gradually their sights fade away’, ‘provide detailed knowledge in a more organized way, museum has time constraint problem’, ‘museum is only collection but library is collection of book of all prehistoric & current inventions’, ‘huge source of knowledge’, ‘much more organised, informative & reachable’, ‘don't know but love library’,

‘provide detailed historical background of artefacts’, ‘provide more information than museum’, ‘museums have limited capacity’, ‘detailed information, can be read anytime’, ‘see objects of different times and different faculties’, ‘like to read books’, ‘free of cost, long opening hours, accessible’, ‘in museum we see only special things, library you will learn and read everything’, ‘cover more areas’, ‘more silent and equipped with books’, ‘museum in our city is not that advanced’,.

The above data also reveals that 30.4% of people who prefer museums for learning think that ‘In short time we can know more about the past’, ‘like to observe than read’, ‘gives sensory authenticity as seen live, gives/acts as great source of information’, ‘can learn by seeing live examples’, ‘can see the physical display of things or information which can impart long lasting impression’, ‘actual exhibition of objects’, ‘easy way of learning’, ‘it maintains vast data’, ‘visual display always help to remember for long’, observation learning’, ‘provides learning by direct exposure to various items’, ‘gives clear image of history’, ‘gives clear image of history’, ‘gives idea of reality’, ‘advantage of display, library has only material’, ‘there is a guide to explain things unlike library’, ‘In short span we can get reflection of the past’, ‘museums are more interesting than library’, ‘we can see and feel’, ‘easy to understand due to display’.

This chapter discusses the demographic profile of the respondents, their general perception of museums and related issues. The interpretation of the above data shows that there are more male respondents than female. They are mostly in the age group of 30 to 49 years. Majority of these people are married and have four or more members in their family. More

than 48% have a graduate degree and more than 47% possess a post graduate degree. This shows that the respondents are mostly well-educated. Most of the people have knowledge of at least three languages and some have knowledge of even four. More than 55% are service holders, 22.09% are housewives and more than 17% are business persons. Rest negligible percentage is retired persons. Most of the persons (65.8%) have single earning member in their family. Some (30.01%) have two earning members and the rest has three or more earning members. Half of the respondents have a family income between 5-10 lakhs.

The data also reveals that people feel museums are institutions devoted to the procurement, care and display of rare and valuable collections of our past civilisation and culture. Majority of the respondents think that it is a storehouse of immense knowledge which not only helps to connect our past with present but also procures, care, studies and displays our culture and heritage which is of lasting interest and value. It provides us known and unknown information with evidences from past, proves of human excellence through which we can trace back our roots. It is of utmost importance that we preserve these evidences in museums as they aid our children to visualise their past and gain knowledge about their identity, origin and values.

Out of 1503, only 9 people feel that it is a place to enjoy with our family. 3 persons said that sometimes the exhibits are interesting but sometimes they are boring. Museums should take the views of these persons into consideration and organise such interactive, unique events which will be of interest for the visitors and they can have fun and

enjoyment during their visit rather than attending to monotonous activities.

Some persons think that it a source of revenue generation for the government as it is place of tourist attraction which propagates our culture and heritage. Only three persons think that it is a source of civic pride where we can access our past culture. Museums should plan and organise programmes which will boost up its national importance and majority of people start considering it to a place of civic pride along with learning resource. Till now museums have somehow failed to make its identity in the minds of common people as a national property of our country.

A very few persons even feel that is has collection of such unique things that are difficult to manufacture and are not found anywhere else other than the museums. These things are more special as they have survived the different phases of extinction.

People were asked what comes to their mind when they think of a museum. Majority of the people said that it is a place of historical collection which provides us immense knowledge. It helps us to connect to our past, ancient civilization and culture. Excerpts from the responses of some people are given as was said by them.

“Museum means a biography of humanities, civilization, rulers of past & all that things of past, present & futeres (sic)”. “I think, I imagine myself in the past days”, “An ancient building with collection of old monuments /ornaments/objects”, When I think of museum it reveals the history of the

past how people were living what was their attire, what things they were using, “Royal collections, currency, communication devices all are collected and preserved in well manner.”, “An old but beautiful building.”, “A place which will increase our knowledge.”

Some even told that we get to see “The old realities which you have not seen. Seeing things which you have only read. Knowing your culture. Knowing the past.” Only a few consider it as a place where they can spend time in their leisure hours with their children. “Taking kids, there, whale skeleton & mummy”, “A live picture of various subjects.” “Museum educates children to think over for future (sic).” “Taking kids, there, whale skeleton & mummy.”

Only 47 people out of 1503 think it to be a national heritage and 140 feel that it is a source of civic pride. “A place of tourist interest where national heritage is preserved.” (sic) “It is nothing but a source of civic pride.” “It gives sense of place or identity.”

Some consider it as unique place to connect to our past. “A unique experience rather thrilling experience of what God can create in terms (sic.of) natural habitats(ie animals, birds, etc.) and designs, structure, paintings, etc made by handwork. An experience of creation and love and an (sic.a) belief or vision of what we can create as a representative of God”, “A calm and divine place where history comes alive.” “The old realities which you have not seen. Seeing things which you have only read.”

Some people think of museum as a lonely boring place. “A lonely, big place”, “OLD DILAPTED GOVT.BUILDING”, “Boring”.

When people were asked about the value of museums to society maximum number of people thought that it is a learning resource which showcases objects of past with evidence and promotes tourism. Only 316 out of 1503 feel that it is a place of socialising. Very few consider it as a leisure resource. Museums must organise such programmes so that people can visit museum with their guests and relatives at their leisure hours and can socialise as well as have fun. As individuals, people think that museum is an institution to discover unknown facts by viewing objects of distant past and gain knowledge.

People think that if museums didn't exist, then society will miss evidences of past and proves of human excellence. Our children would miss rich culture and heritage. Only 20 out of 1503 think that we will lose a major source of civic pride.

Except a few, most of the respondents think that the information presented by museum is trustworthy because it is mainly based on transparent research by the staff which is unbiased. Majority would prefer museum over media for getting any authentic information but for updated information on present happenings they would prefer media. This shows the trust and respect of people in the research work and information presented by museums.

For acquiring detailed, specialised knowledge about a subject, maximum number of people would prefer to go to a library. Some (27%) would like

to seek the help of both the institutions for the same as they think ‘museums give practical knowledge, while in library we get detailed knowledge/information while reading’, ‘both are helpful for learning’, ‘as both are of different footings for learning’, ‘both have their own importance’, ‘one is huge source of information other the same with different modes’, ‘books provide us information, museum preserves remains of the same’, ‘library is related to different fields, museum related to specific topic’, ‘from library we get information about museums, from museum we get actual interpretation of facts’, ‘library gives detailed knowledge & museum gives actual data.’

Chapter – III

MUSEUM VISITING PATTERN, PREFERENCES AND INTERESTS: ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of respondent's museum visiting pattern, their preferences and interests. The chapter includes 25 questions, 19 questions on museum visiting pattern of people and 6 questions on preferences and interests of people.

The data collected on visiting pattern of people reveals how often the respondents visit museum annually, have they visited any museums abroad, usually with whom do they visit a museum, the number of members in their group, how much time they spend in a museum, generally what makes them visit a museum or what prevents them from visiting, where do they look for information about museums, do they use internet for seeking information about museums, which all information about museums they would like to have in the museum website, which things they would prefer to have in a museum for gaining knowledge, normally in their family who decide to visit a museum, which things influence their decision to visit a museum, do they visit museum on request of their children, the activities they would prefer to do in a museum.

The survey on the preferences and interests of people deals with respondent's leisure hour activities during weekdays, weekends, vacations or long holidays, their preferences in seeing exhibitions on past or current topics, whether they would like to visit museum again or not, which things would encourage them to visit museum again, the things in

Baroda which induce a sense of civic pride in them, how important it is for them that their city is having museums.

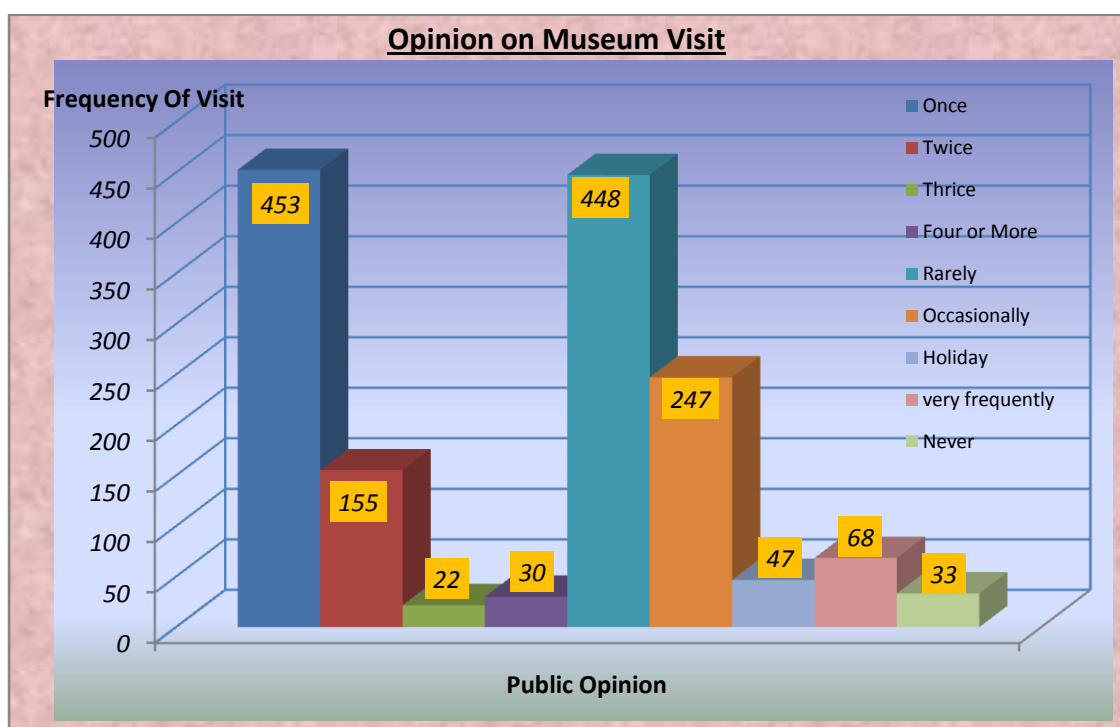
Q1. How often you visit museums (annually)?

- Once = 453
- Twice = 155
- Thrice = 22
- Four or More = 30
- Rarely = 448
- Occasionally = 247
- Holiday = 47
- Very frequently = 68
- Never = 33

Table III.1 - Visit to Museum Annually

	Once	Twice	Thrice	Four or More	Rarely	Occasionally	Holiday	Very frequently	Never
Total	453	155	22	30	448	247	47	68	33
In %	30.1	10.3	1.4	2.0	29.8	16.4	3.1	4.6	2.2

Chart - III.1



The above data reveals that out of 1503 people, 453 respondents visit museum only once annually. 448 rarely visit museum and 247 visits occasionally. This reveals the level of popularity of museums.

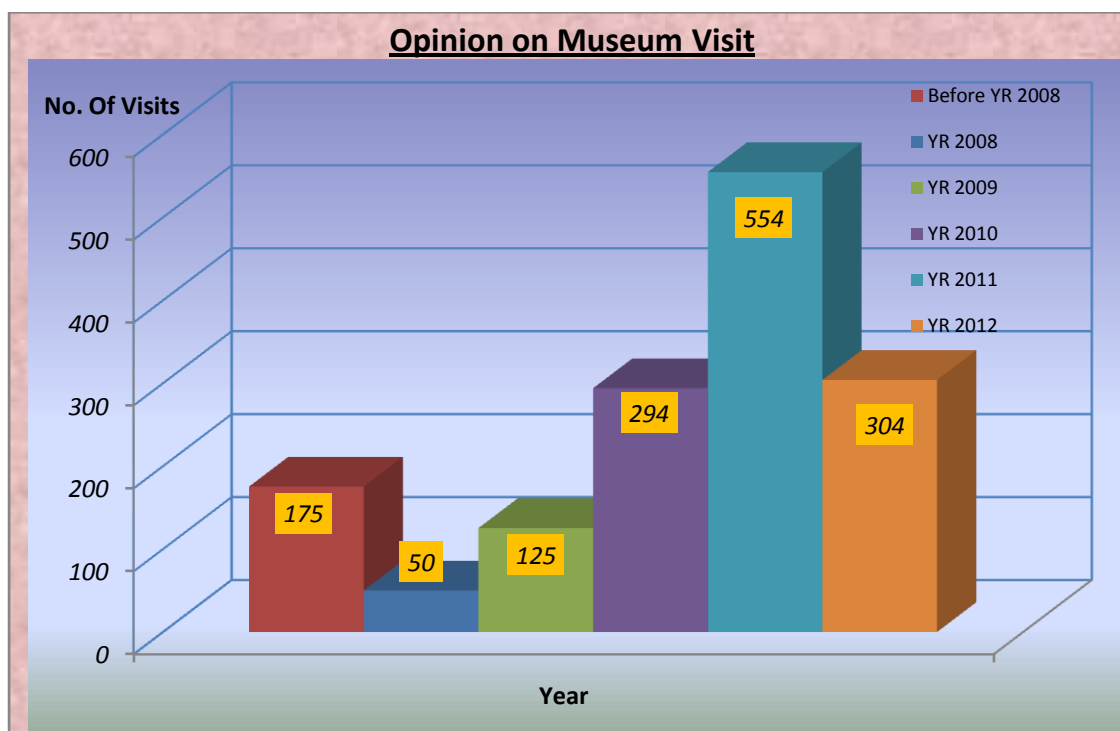
Q2. When did you visit a museum last time?

- Before Year 2008 = 175
- Year 2008 = 50
- Year 2009 = 125
- Year 2010 = 294
- Year 2011 = 554
- Year 2012 = 304

Table III.2 – Last visit to Museum

	Before YR 2008	YR 2008	YR 2009	YR 2010	YR 2011	YR 2012
Total	175	50	125	294	554	304
In %	11.67	3.33	8.33	19.56	36.89	20.22

Chart - III.2



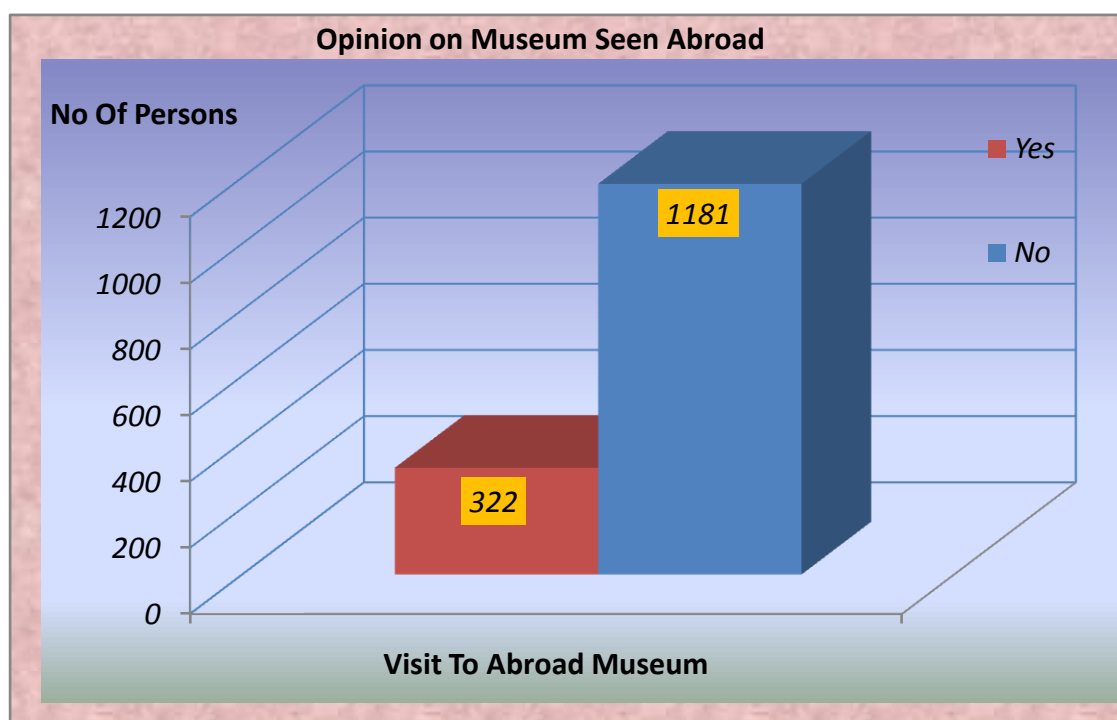
Q3. Museums seen abroad

- Yes = 322
- No = 1181

Table III.3 – Museum Seen Abroad

	Yes	No
Total	322	1181
In %	21.44	78.56

Chart - III.3



322 respondents have visited museums in abroad. They have seen museums in China, Dubai, Pakistan, Taiwan, Canada, Russia, art gallery in Budapest, Hungary, Europe, Madam Tussads in Netherland, palace of Rome, Dolphin museum at Japan, Seoul, museums in Kuwait, Virginia, U.S., Mercedes Benz Museum, Mecca museum, Mecca, Muscat Museum,

museum in Nepal, museums in Austria, Italy, Germany, France, Spain, Korea, National Science museum, Milan, Srilanka, St. Petersburg, Munich, Dresden, London, British museum, U.K., Paris , Rome , Milan, Vasa Museum, Stockholm, Amsterdam, Berlin, New York, Washington, Singapore, Chicago, Frankfurt, Saadiyat museum, Vatican museum, Rome, Don Bradman, C. Adelaide, Dubai museum, France, Nairobi, Singapore, Fiji, Thailand.

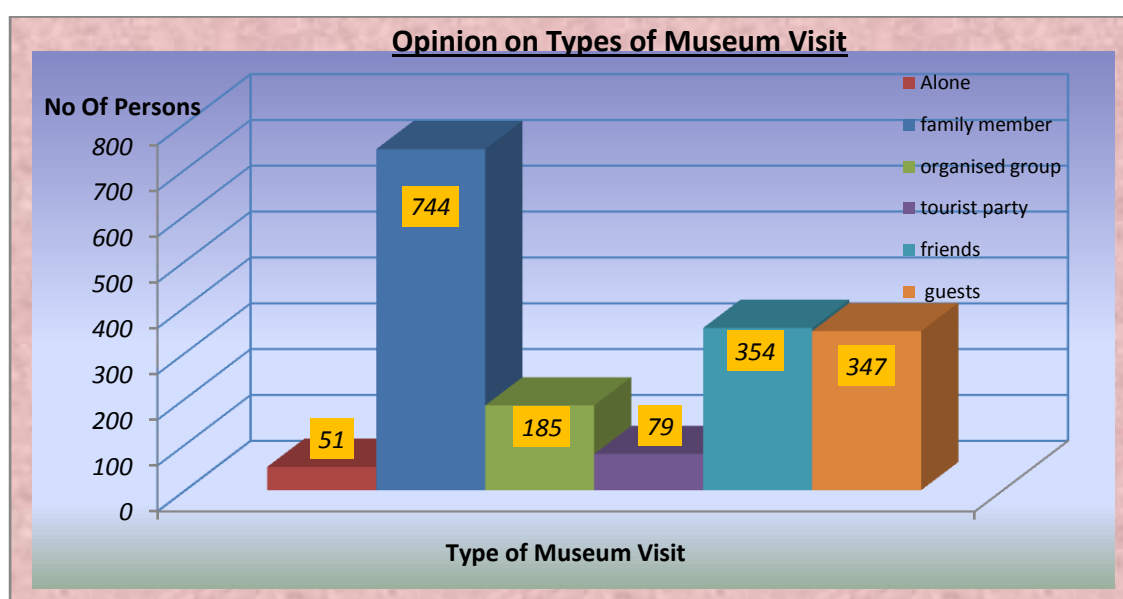
Q4. With whom do you visit a museum?

- Alone = 51
- Family member = 744
- Organized group = 185
- Tourist party = 79
- Friends = 354
- Guests = 347

Table III.4 - With Whom You visit Museum

	Alone	Family member	Organised group	Tourist party	Friends	Guests
Total	51	744	185	79	354	347
In %	2.90	42.27	10.51	4.49	20.11	19.72

Chart - III.4



The above data shows that people tend to visit museum mostly (49.5%) with their family members. Many (46.6%) visit with their guests and friends. Only 51 out of 1503 (3.4%) visit alone. This shows the social value of museums.

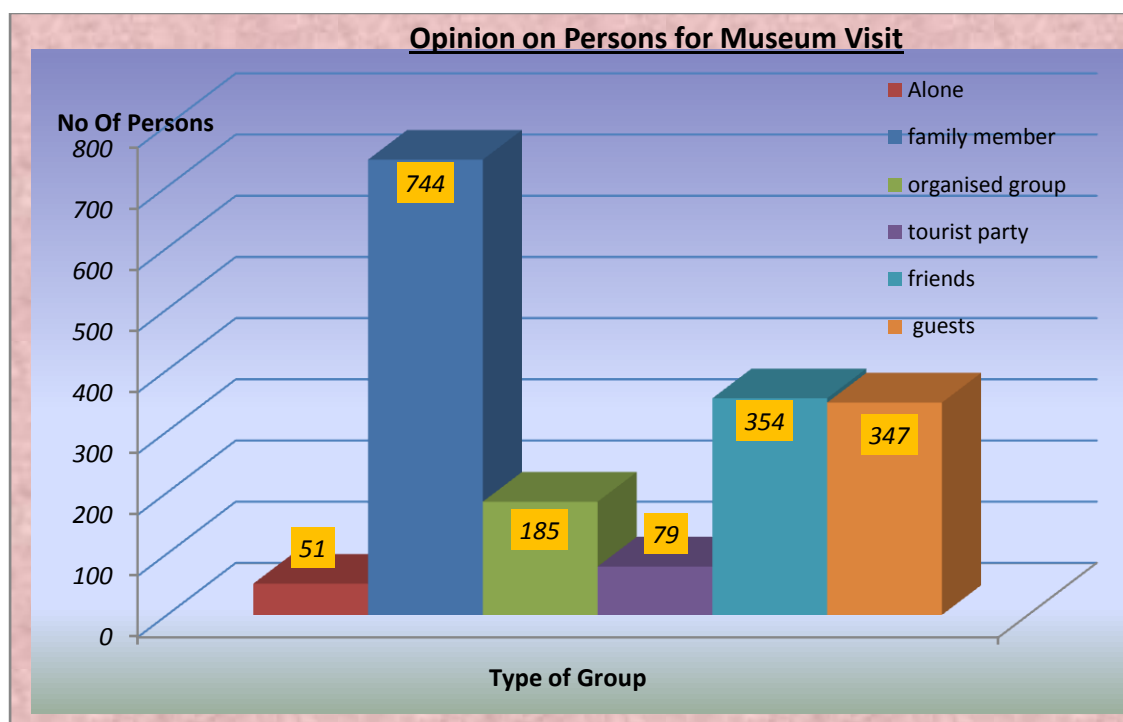
Q5. Numbers of people normally in your group.

- Two = 89
- Three = 272
- Four = 513
- Five = 274
- Six = 160
- More than Six = 195

Table III.5 – Number of people in group for Museum Visit

	Two	Three	Four	Five	Six	More than Six
Total	51	744	185	79	354	347
In %	2.90	42.27	10.51	4.49	20.11	19.72

Chart - III.5



Mostly (34.13%) people tend to visit museum in a group of four with their family members, friends or guests. Respondents visit museum in a group of two the least (5.9%).

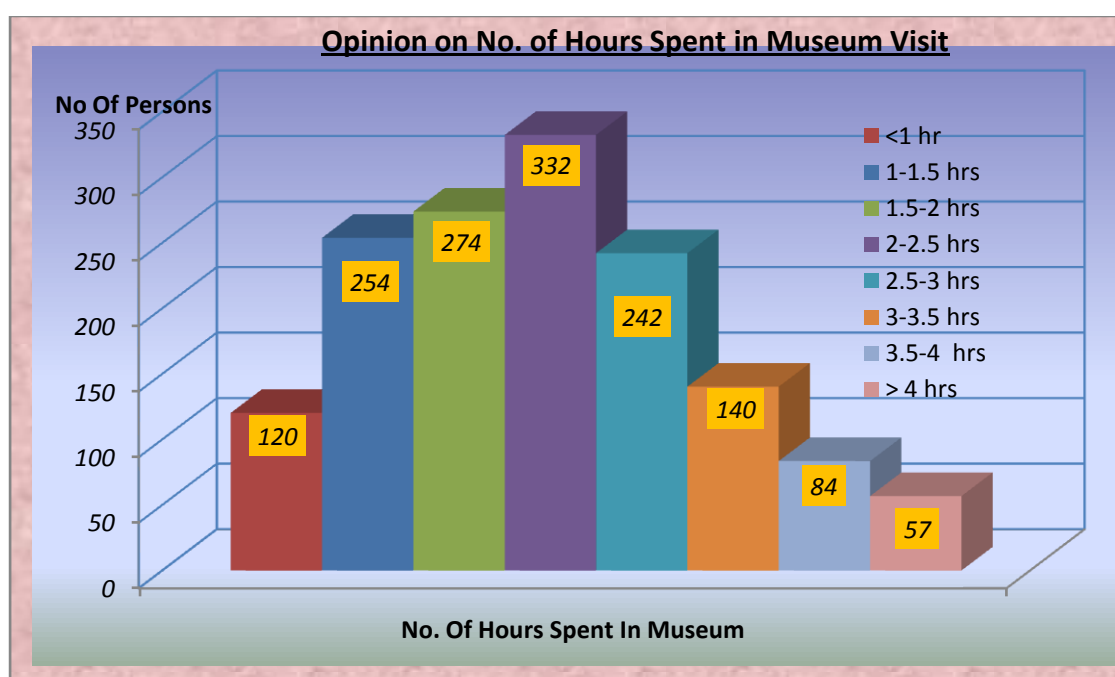
Q6. Normally how much time do you spend in museum?

- <1 hr = 120
- 1-1.5 hrs = 254
- 1.5-2 hrs = 274
- 2-2.5 hrs = 332
- 2.5-3 hrs = 242
- 3-3.5 hrs = 140
- 3.5-4 hrs = 84
- > 4 hrs = 57

Table III.6 –Time spent in Museum

	<1 hr	1-1.5 hrs	1.5-2 hrs	2-2.5 hrs	2.5-3 hrs	3-3.5 hrs	4hrs
Total	120	254	274	332	242	140	57
In %	8.00	16.89	18.22	22.11	16.11	9.33	3.78

Chart - III.6



The data shows that 22% people spend two to two and half hours in museum. 16.8% respondents spend one to one and half hours and 18.2 % respondents spend below two hours in museum.

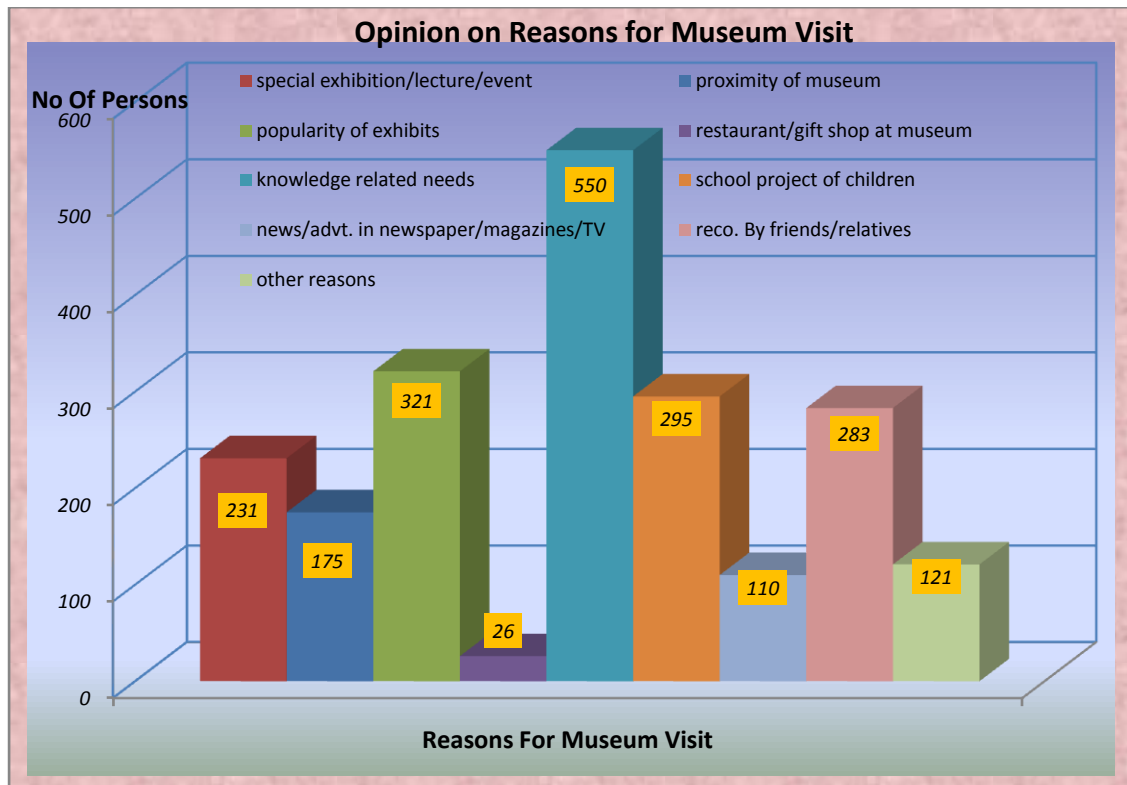
Q7. Generally what makes you visit a museum?

- special exhibition/lecture/event = 231
- proximity of museum = 175
- popularity of exhibits = 321
- restaurant/gift shop at museum = 26
- knowledge related needs = 550
- school project of children = 295
- news/advt. in newspaper/magazines/TV = 110
- recommendation by friends/relatives = 283
- other reasons = 121

Table III.7 – Reasons for Museum visit

	Spl. exhi/ lecture/ event	proximity	Pop. exhibit	Rest./gift shop	knowle dge	school project	news/ne wspaper/ magazine /TV	reco. By friends/ relatives	other reasons
Total	231	175	321	26	550	295	110	283	121
In %	15.37	11.64	21.36	1.73	36.59	19.63	7.32	18.83	8.05

Chart - III.7



The main reason given by respondents (36.5%) to visit a museum is knowledge related needs. 21.3% visit museum due to the popularity of exhibits. 19.6% persons go to museum along with their children when there is a need for their school project.

Q8. What prevents you from visiting a museum?

Personal factors

- lack of time = 773
- lack of interest = 90
- lack of awareness = 155
- past experience = 54
- other factors = 2

Museum related factors

- dull & boring place = 83
- timings = 381
- fees = 77
- location of museum = 283
- others = 96

Table III.8.1- Personal reasons preventing Museum visit

	lack of time	lack of interest	lack of awareness	past experience	other factors	lack of time
Total	773	90	155	54	29	773
In %	51.43	5.99	10.31	3.59	1.93	51.43

Chart - III.8.1

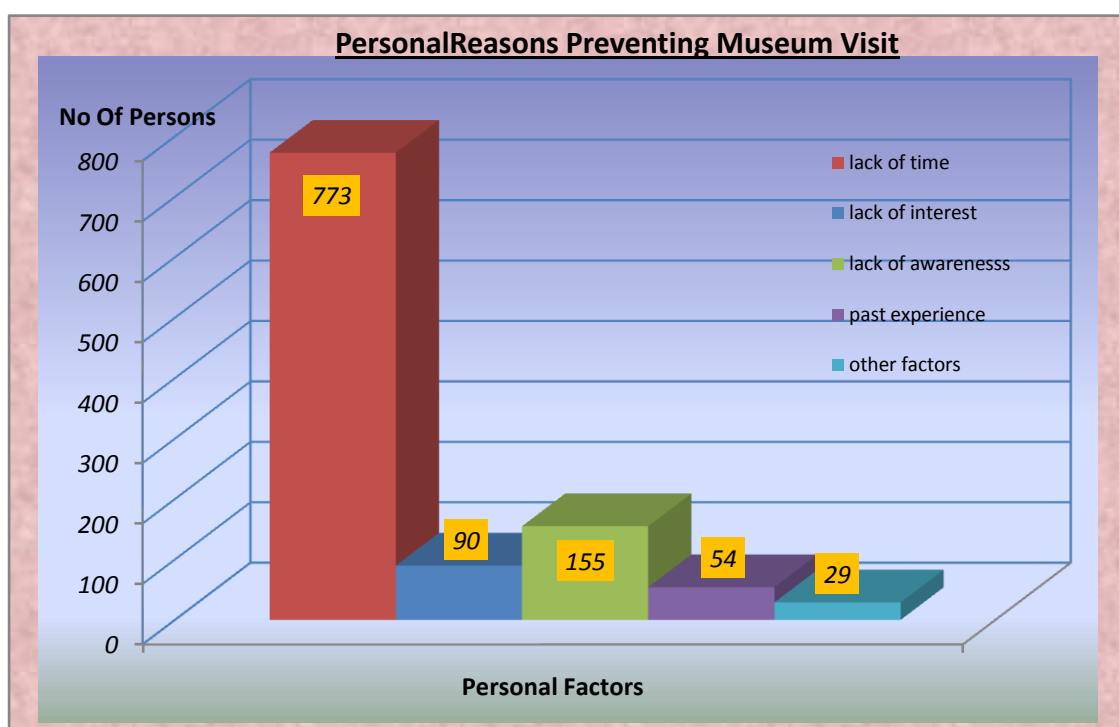
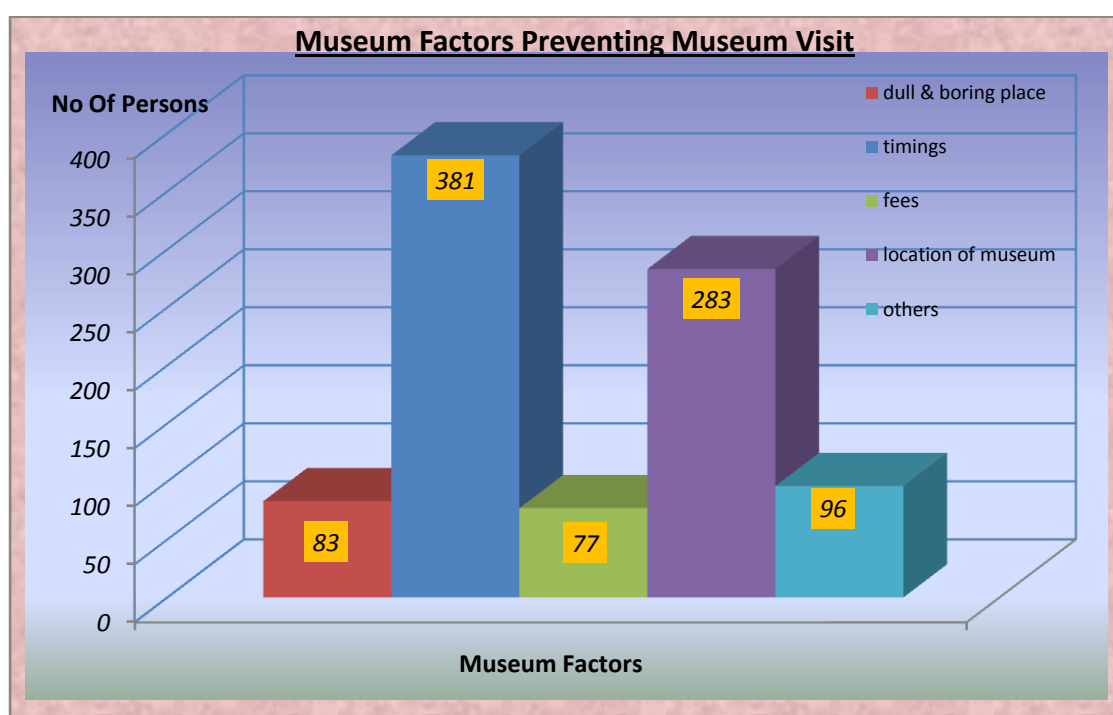


Table III.8.2 - Museum factors preventing visit

	dull & boring place	timings	fees	location of museum	others	dull & boring place
Total	83	381	77	283	96	83
In %	5.52	25.35	5.12	18.83	6.39	5.52

Chart - III.8.2



The above data reveals that the major reason for not visiting museums and galleries by people is the 'lack of time'. 51.4% respondents have cited lack of time as the main reason for not visiting a museum. 21.3% feel that the museum timings prevent them from visiting a museum.

Q9. Normally when do you visit a museum?

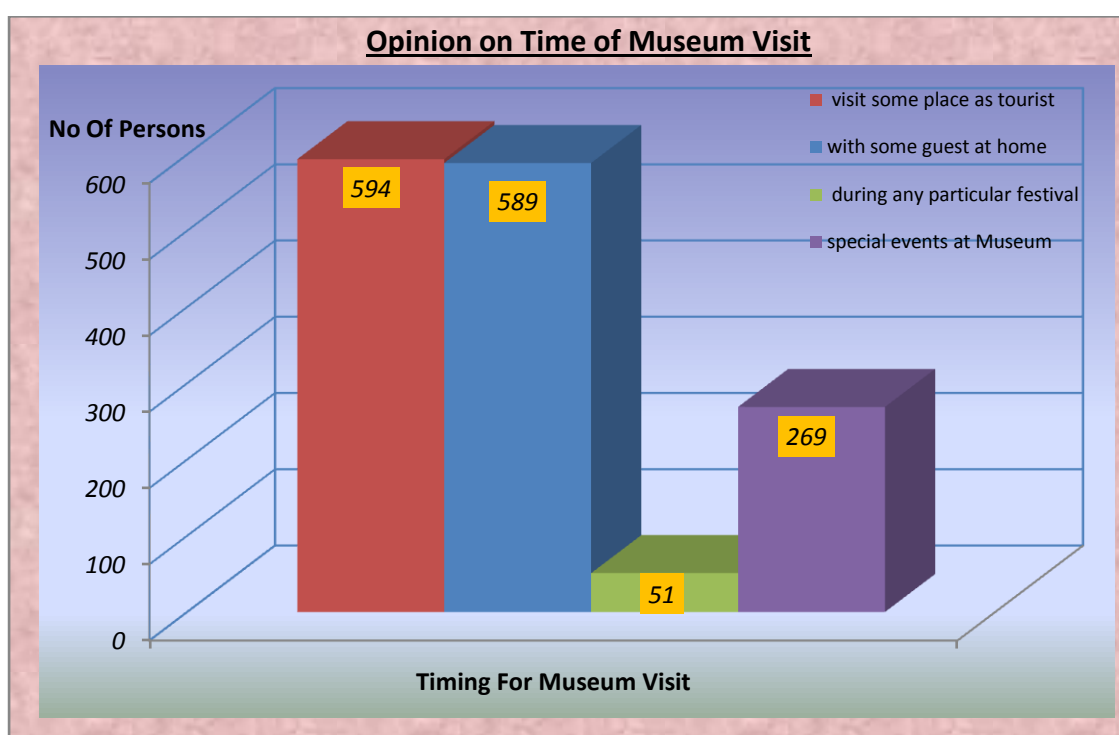
- visit some place as tourist = 594
- with some guest at home = 589
- during any particular festival = 51

- special events at Museum = 269

Table III.9 – When do you visit Museums

	visit some place as tourist	with some guest at home	during any particular festival	special events at Museum
Total	594	589	51	269
In %	39.52	39.19	3.39	17.90

Chart - III.9



From the analysis of the data we find that mostly (78.7%) people visit museum as a tourist or when there are guests at their place and least (3.39%) during any festival. Museums should organise special exhibitions during related to the festivals and have awareness campaigns to make people of their special events.

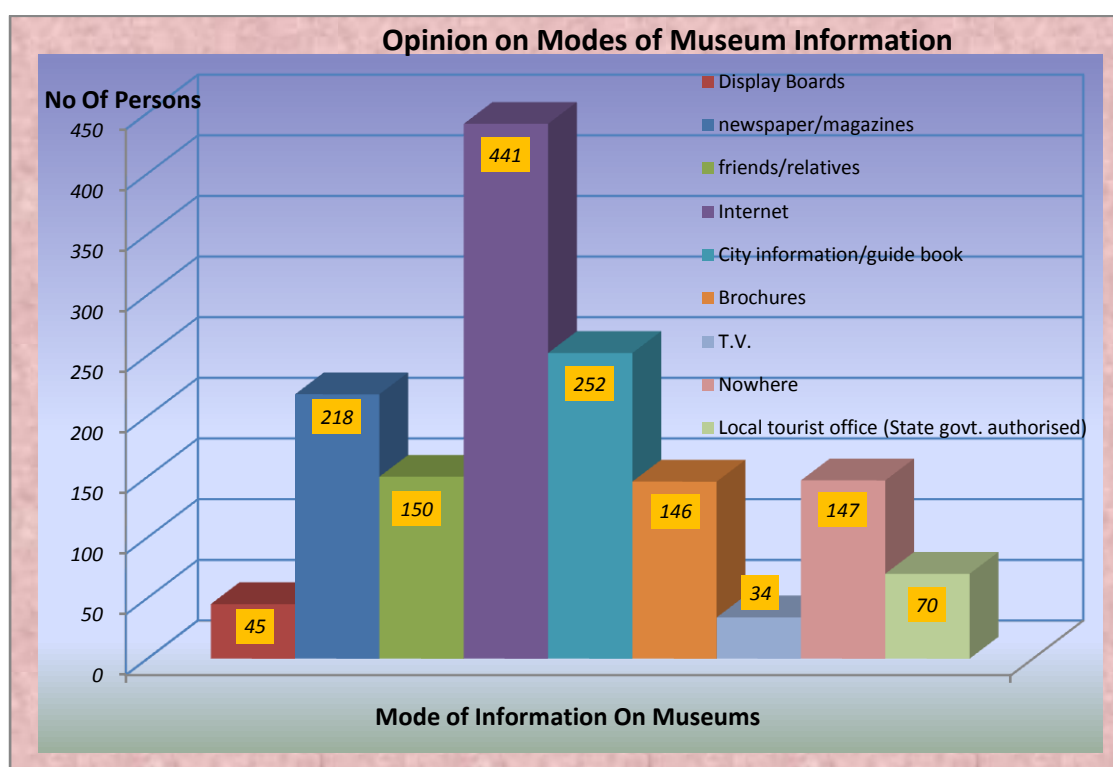
Q10. Where do you look for information about Museum?

- Display Boards = 45
- newspaper/magazines = 218
- friends/relatives = 150
- Internet = 441
- City information/guide book = 252
- Brochures = 146
- T.V. = 34
- Nowhere = 147
- Local tourist office (State govt. authorised) = 70

Table III.10 – Source of Museum Info.

	Display Boards	Newspaper /mag.	friends/ relatives	Internet	City Info.	Brochu res	T.V.	Nowhere	Tourist office
Total	45	218	150	441	252	146	34	147	70
In %	2.99	14.50	9.98	29.34	16.77	9.71	2.26	9.78	4.66

Chart - III.10



Majority of the respondents (29.34%) have used internet to get information on museums. 916.7% have used city information books/ guide books and 14.5% have used newspapers or magazines for getting information about museums. 9.7% have not tried to seek information about museums anywhere as there visit was not planned.

Q 11, 12, 13. Did you use internet in preparing your visit to the museum?

Table III.11- Use of Internet for Museum visit

	Yes	No
Total	554	949
In %	36.89	63.11

Chart - III.11

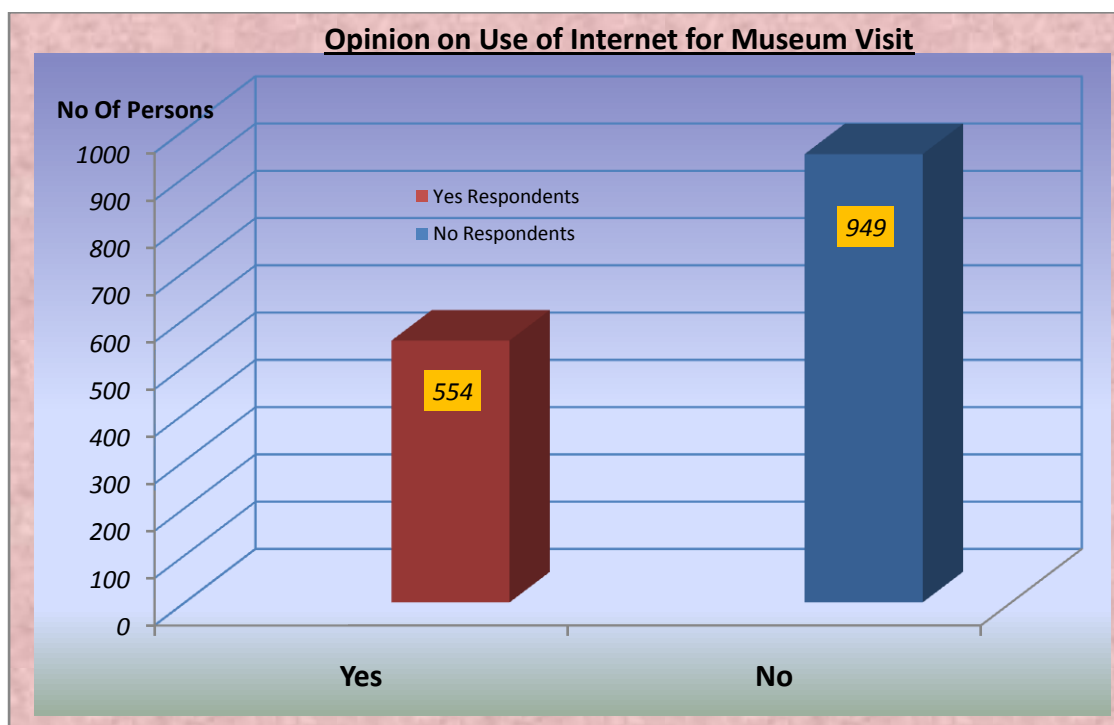


Table III.12 – Rate Museum Website

Design					Navigability				
1	2	3	4	5	1	2	3	4	5
18	139	272	187	25	7	157	274	152	23

Info. For public					Other Information				
1	2	3	4	5	1	2	3	4	5
8	87	271	222	45	10	134	274	145	55

Chart - III.12.1

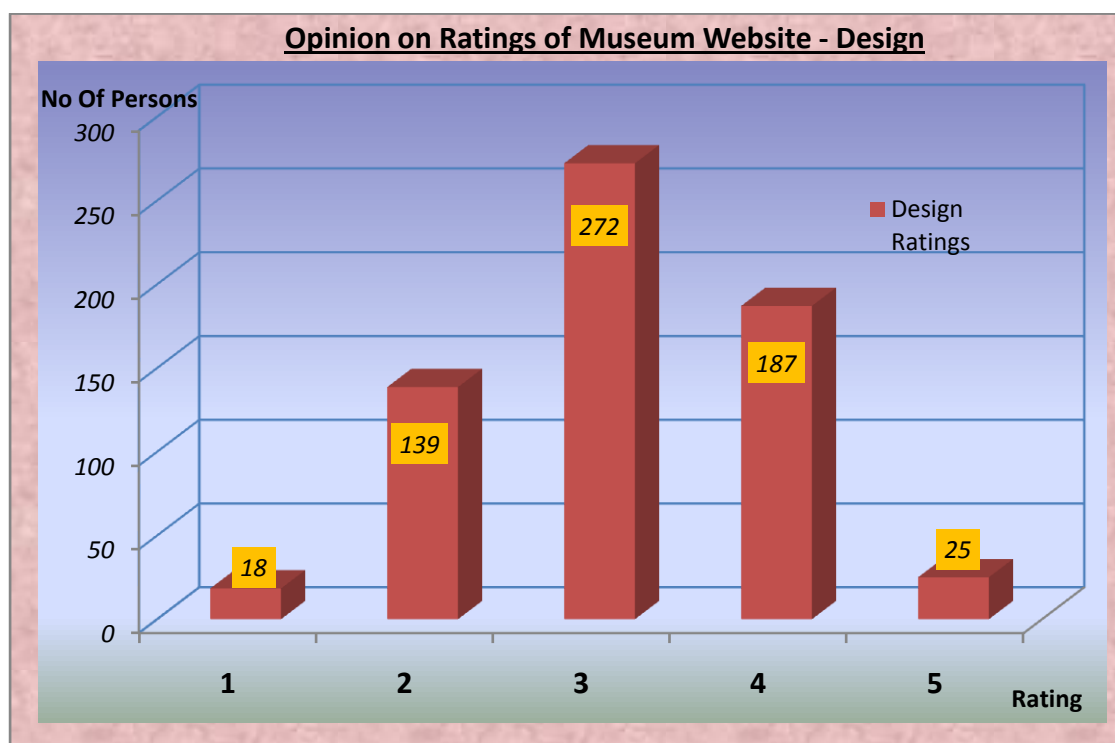


Chart - III.12.2

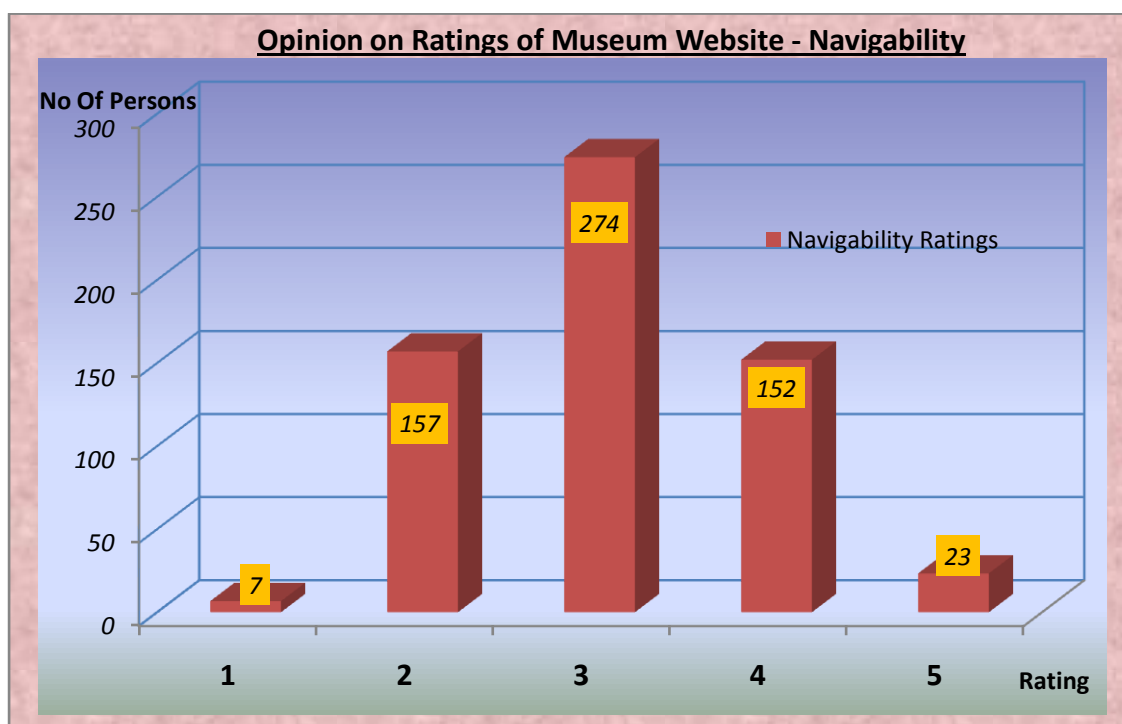


Chart - III.12.3

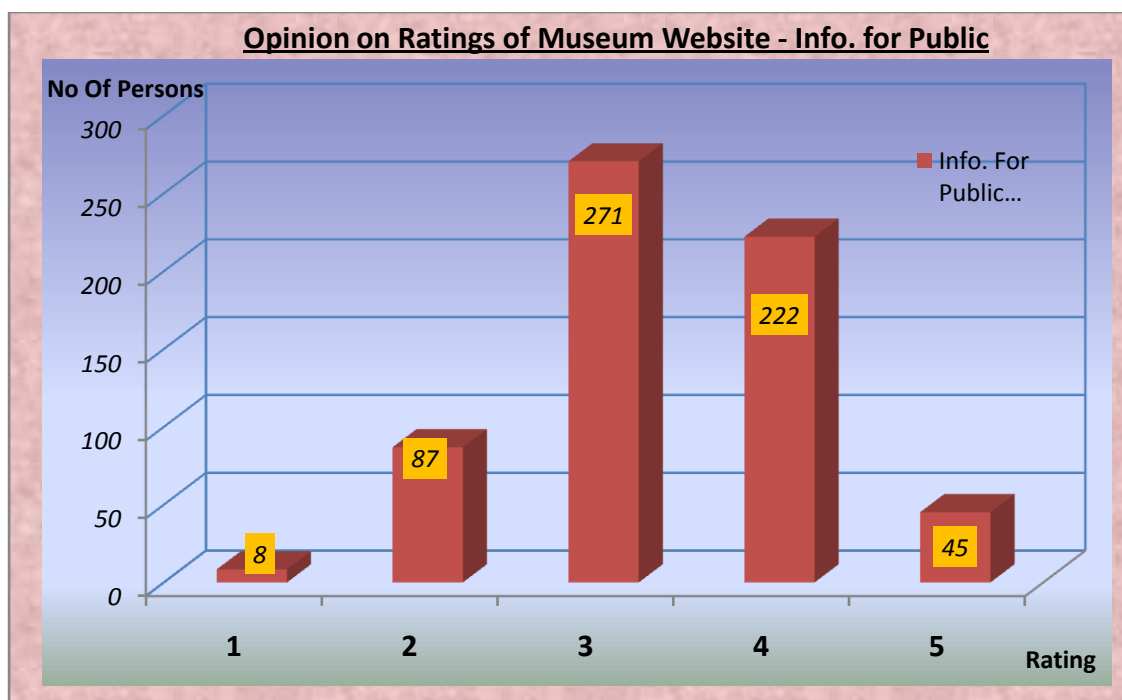


Chart - III.12.4

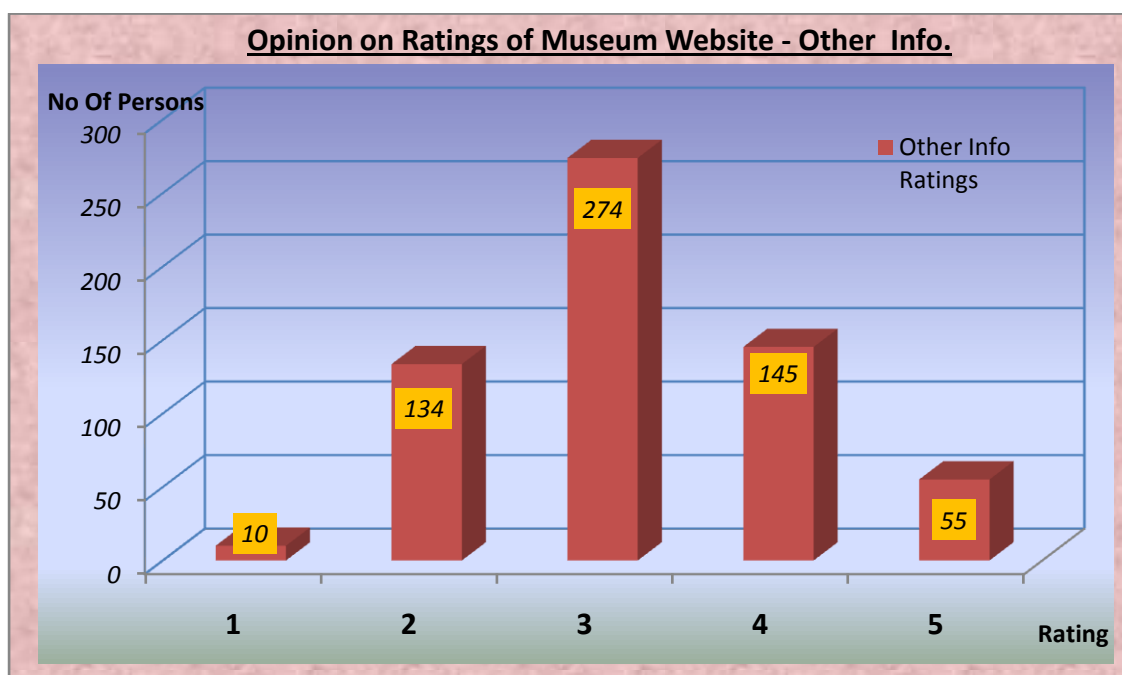
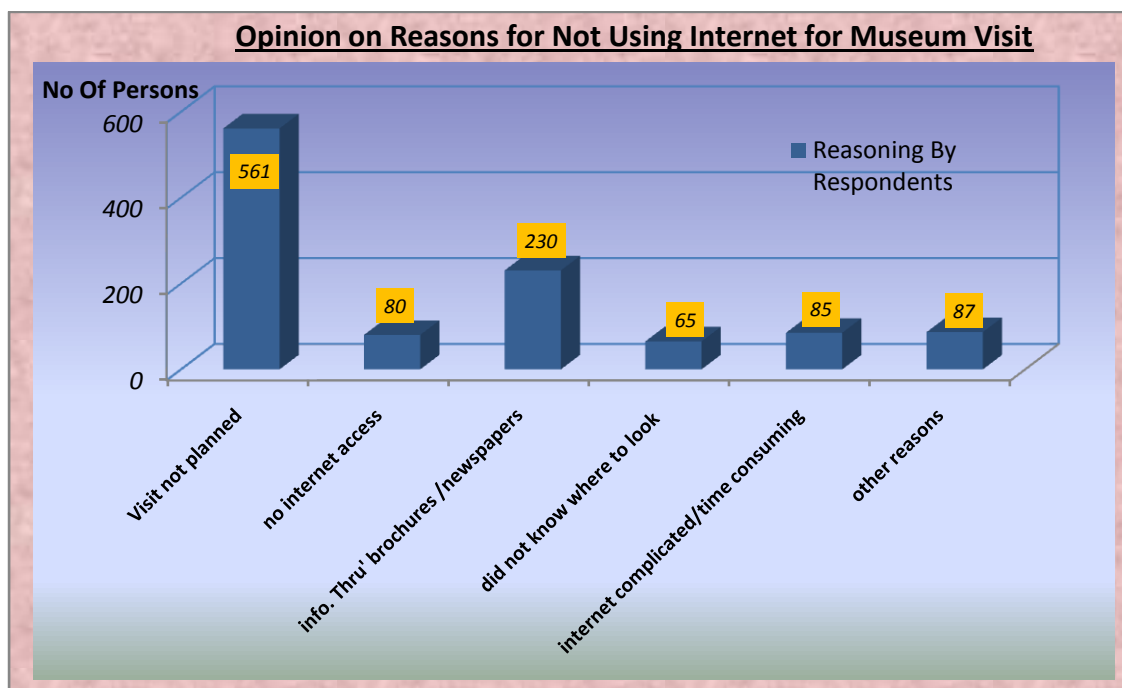


Table III.13 – Reasons for not using Museum Website

Visit not planned	no internet access	info. Thru' brochures /newspapers	did not know where to look	internet complicated/time consuming	other reasons
561	80	230	65	85	87

Chart - III.13



63.1% people have not used internet before their museum visit as majority (37.32%) of them said that there visit wasn't planned. 4.3% didn't know where to look for the website for museums. 36.85% have used internet before their museum visit and their rating of the museum website in terms of design, navigability, information for public and other information is good.

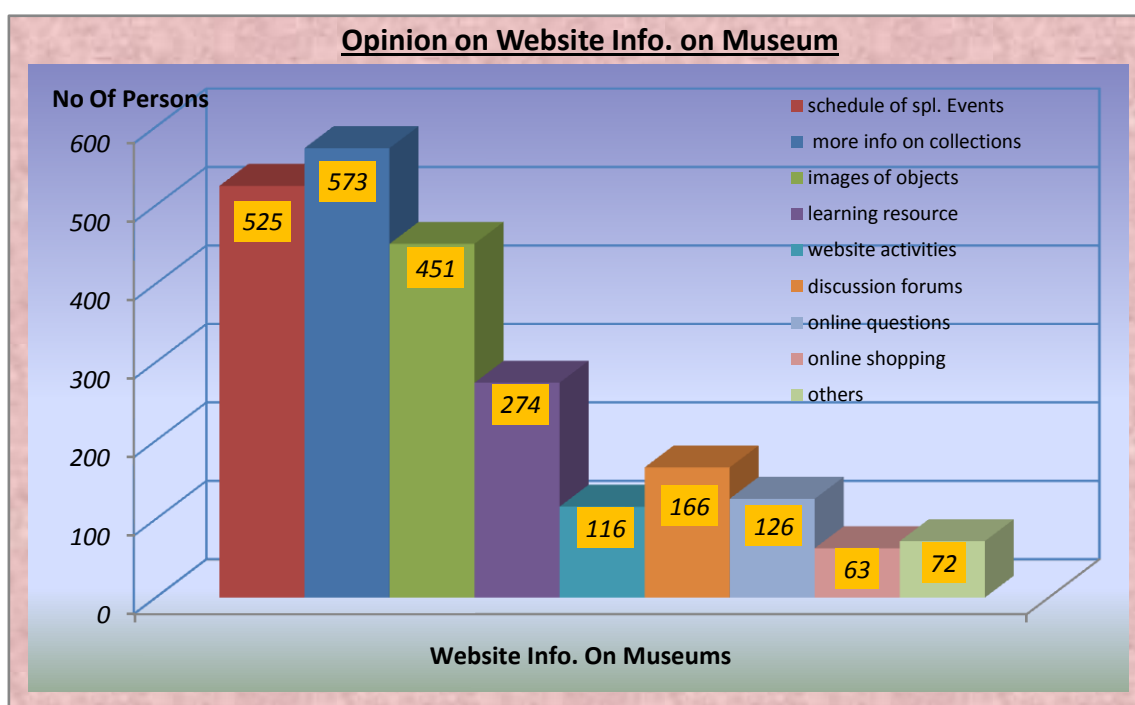
Q14. What will you be looking for in the website before museum visit?

- schedule of special events = 525
- more information on collections = 573
- images of objects = 451
- learning resource = 274
- website activities = 116
- discussion forums = 166
- online questions = 126
- online shopping = 63
- others = 72

Table III.14 – Info. In Museum Website

	spl. Events	info on collectio ns	images objects	learning	website	discussi on forum	online question	online shopping	others
Total	525	573	451	274	116	166	126	63	72
In %	34.93	38.12	30.01	18.23	7.72	11.04	8.38	4.19	4.79

Chart - III.14



Maximum number of people (38.12%) would like to look for information about various exhibits and artefacts on the museum website. 34.93% people wish to have information about schedule of special events in museum. 30% people want to view images of exhibits on display. Only a few people (4.1%) would like to use museum website for online shopping for fabricated materials, models, photos etc.

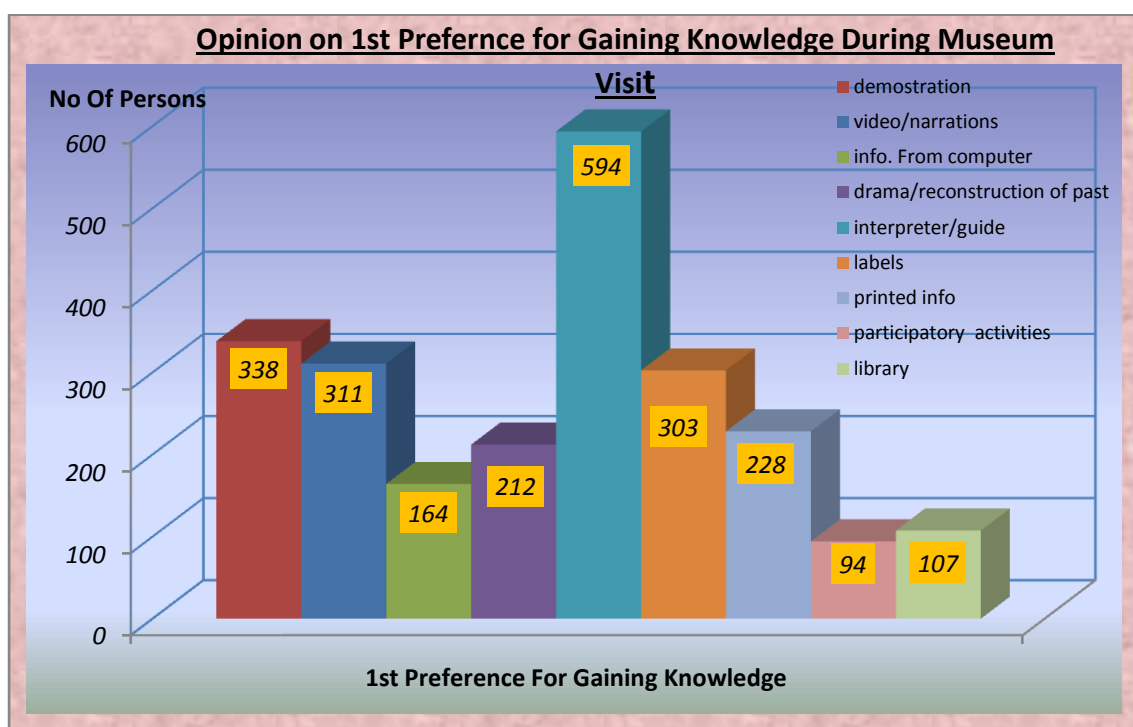
Q15. Which of the following would you like to have for gaining knowledge when in a museum?

Table III.15 - Source of knowledge in Museum

Ratings	demo	video/ narrations	info. From computer	drama/reco nstruction of past	interpret er/guide	label	printed info	participa tory activities	library
1	338	311	164	212	594	303	228	94	107
2	235	275	105	227	251	468	408	103	127
3	407	299	147	235	230	169	317	144	223

Ratings	demo	video/ narrations	info. From computer	drama/reco nstruction of past	interpret er/guide	label	printed info	participa tory activities	library
4	181	293	219	151	165	156	151	139	163
5	154	143	223	155	68	143	154	135	119
6	66	69	177	178	83	92	94	170	147
7	42	63	164	133	47	99	88	202	147
8	48	30	173	110	27	51	48	287	163
9	30	21	131	102	38	22	14	229	306

Chart - III.15



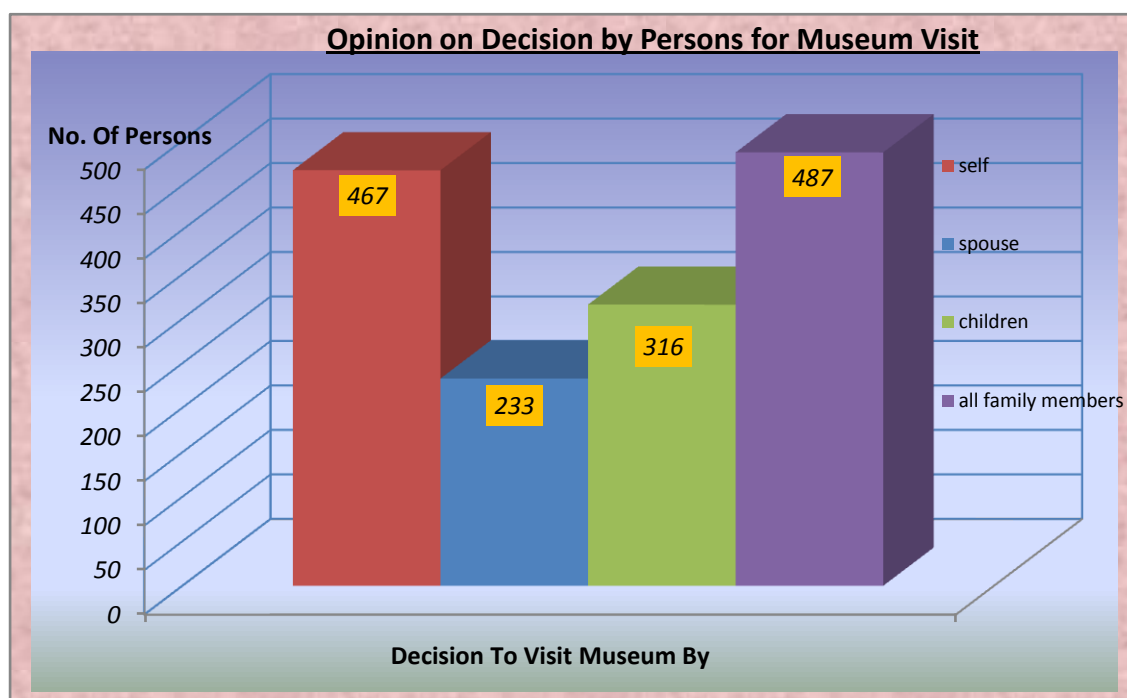
Q16. Normally in your family who decides to visit a museum?

- Self = 467
- Spouse = 233
- Children = 316
- All family members = 487

Table III.16 - Decision for Museum Visit

	self	spouse	children	all family members
Total	467	233	316	487
In %	31.07	15.50	21.02	32.40

Chart - III.16



Generally, the respondents themselves (31%) or their family members (32.4%) decide whether to go for a museum visit or not. Majority of the respondents (21%) told that they visit museum on request of their children. Thus, museums should organise more programs which will encourage the children to visit museums again and again.

Q17. Who do you think can influence your decision to visit a museum?

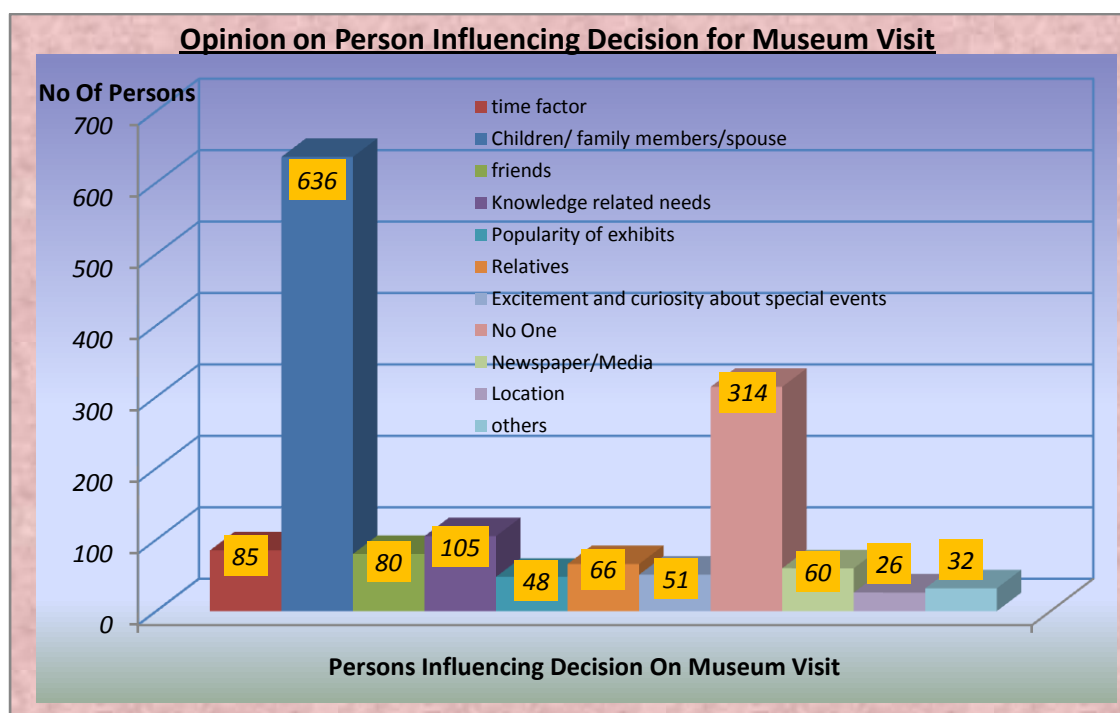
- Time factor = 85
- Children/ family members/spouse = 636
- Friends = 80

- Knowledge related needs =105
- Popularity of exhibits = 48
- Relatives = 66
- Excitement and curiosity about spl. events = 51
- No One = 314
- Newspaper/Media = 60
- Location = 26
- Others = 32

Table III.17 – Influence Decision for Museum visit

	time factor	Children / family /spouse	friends	Knowledge	Popularity of exhibit	Relative	Excitement curiosity	No One	Newspaper/Media	Location	others
Total	45	218	150	441	252	146	34	147	70	26	32
In %	2.99	14.50	9.98	29.34	16.77	9.71	2.26	9.78	4.66	1.73	2.13

Chart - III.17



The data shows that majority (42.32%) of the respondent's decision to visit a museum is influenced by their 'Children/ family members/spouse'. 20.9% people told that no one or nothing can influence their decision to visit a museum.

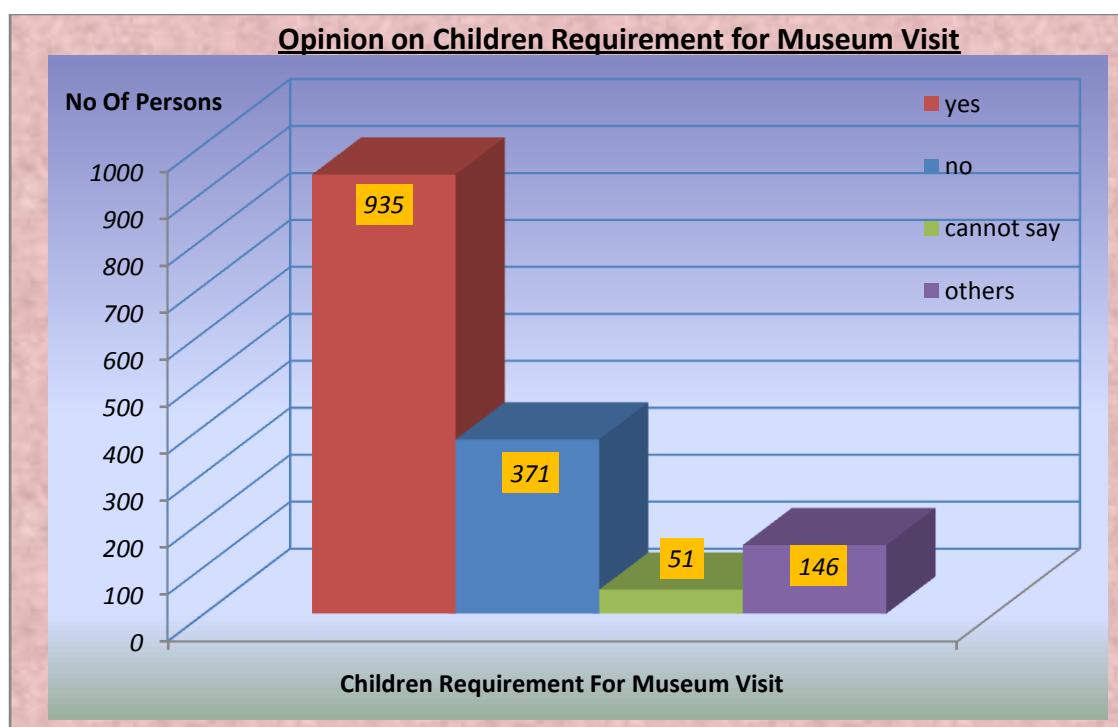
Q18. Did you ever visit a museum on request of a child?

- Yes = 935
- No = 371
- Cannot say = 51
- Others = 146

Table III.18 – Museum visit on request of children

	yes	no	cannot say	others
Total	935	371	51	146
In %	62.21	24.68	3.39	9.71

Chart - III.18



Majority of the respondents (62.2%) have told that they visit museum on request of their children. 24.68% have told that they have not visited museum on request of their children as they are not having children or their children is too young to request for a museum visit.

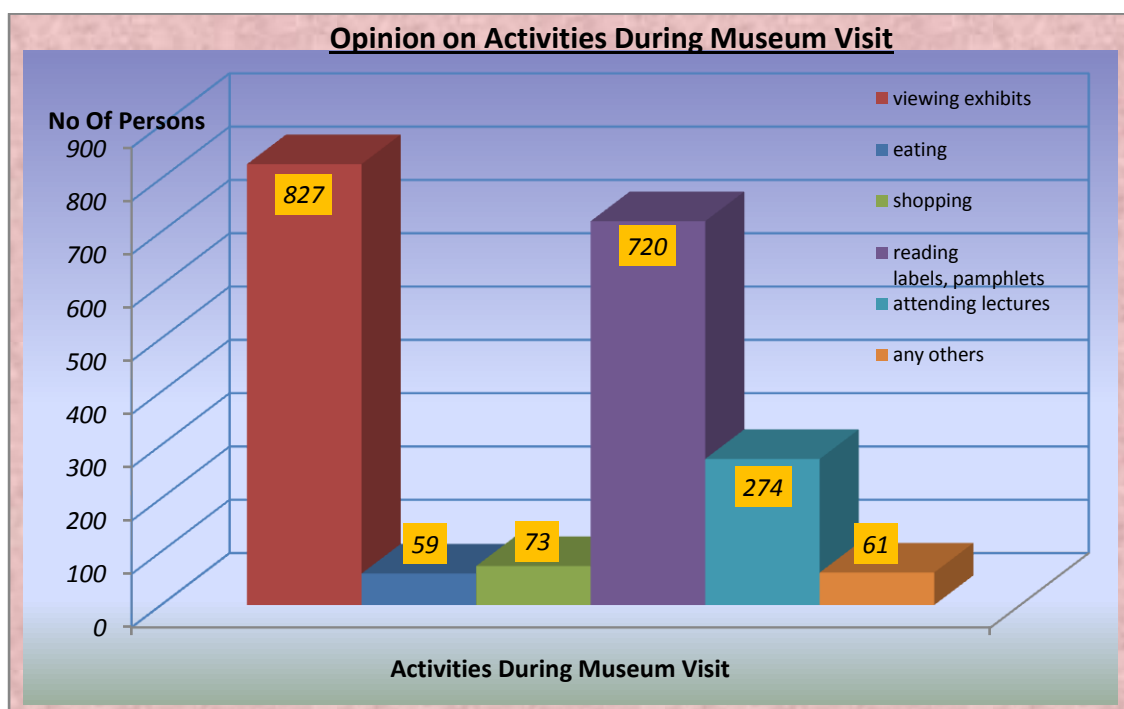
Q19. Which activities would you like to do in a museum?

- viewing exhibits = 827
- eating = 59
- shopping = 73
- reading labels, pamphlets = 720
- attending lectures = 274
- any others = 61

Table III.19 – Activities in Museum

	viewing exhibits	eating	shopping	labels, pamphlets	attending lectures	any others
Total	827	59	73	720	274	61
In %	55.02	3.93	4.86	47.90	18.23	4.06

Chart - III.19



The above data shows that 55% of the respondents would like to view exhibits in a museum and 47.9% of the people would like to visit museums to read labels, pamphlets. 18.23% of the respondents would prefer to attend lectures during their museum visit.

Q20. What do you like to do in your leisure hours?

During Weekdays:

The respondents were given options so that they can give their preference (in 5- point scale) as to what they would like to do in their leisure hours in weekdays. On the basis of the response they gave, the respondents would like to spend their leisure hours in the following manners.

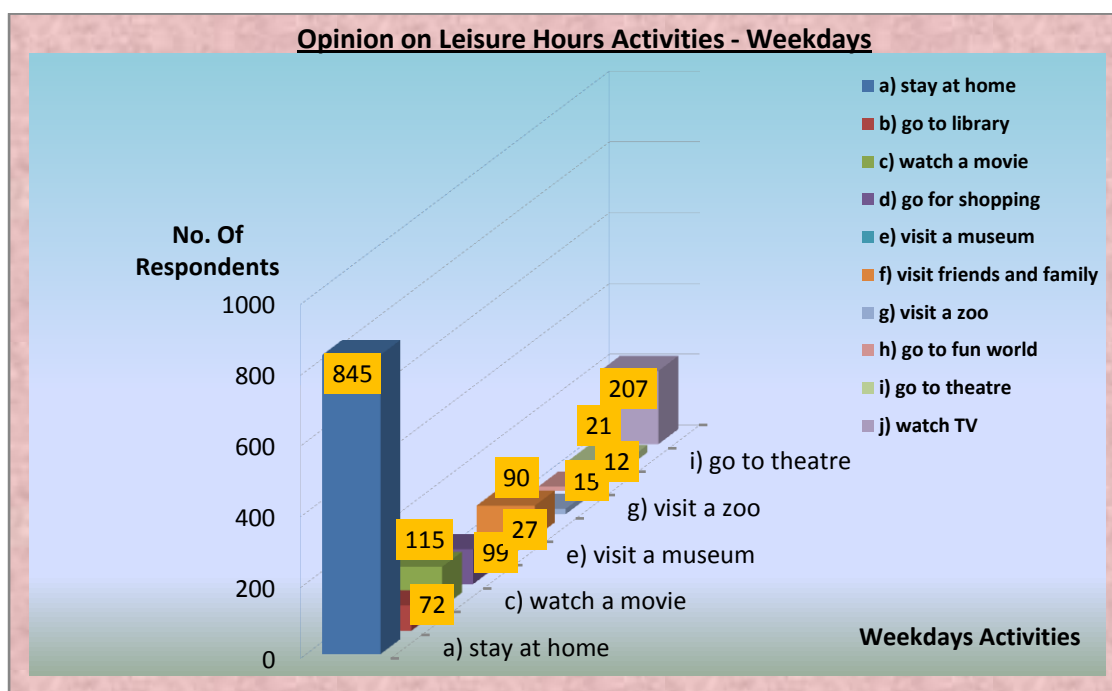
Table III.20.1- Leisure hour spend

WEEKDAYS -	1st PREFERENCE	2nd PREFERENCE	3rd PREFERENCE	4th PREFERENCE	5th PREFERENCE
a) stay at home	845	105	60	96	45
b) go to library	72	114	87	78	113
c) watch a movie	115	191	205	197	218
d) go for shopping	99	233	254	197	168
e) visit a museum	27	67	100	156	135
f) visit friends and family	90	264	248	256	173
g) visit a zoo	15	51	101	90	90
h) go to fun world	12	38	115	78	218
i) go to theatre	21	35	79	127	195
j) watch TV	207	405	254	228	150

a) On Weekdays (first preference of respondents)

- ❖ stay at home – 845 respondents
- ❖ go to library – 72 respondents
- ❖ watch a movie – 115 respondents
- ❖ go for shopping – 99 respondents
- ❖ visit a museum – 27 respondents
- ❖ visit friends and family – 90 respondents
- ❖ visit a zoo – 15 respondents
- ❖ go to fun world – 21 respondents
- ❖ go to theatre – 12 respondents
- ❖ watch TV – 207 respondents

Chart - III.20.1



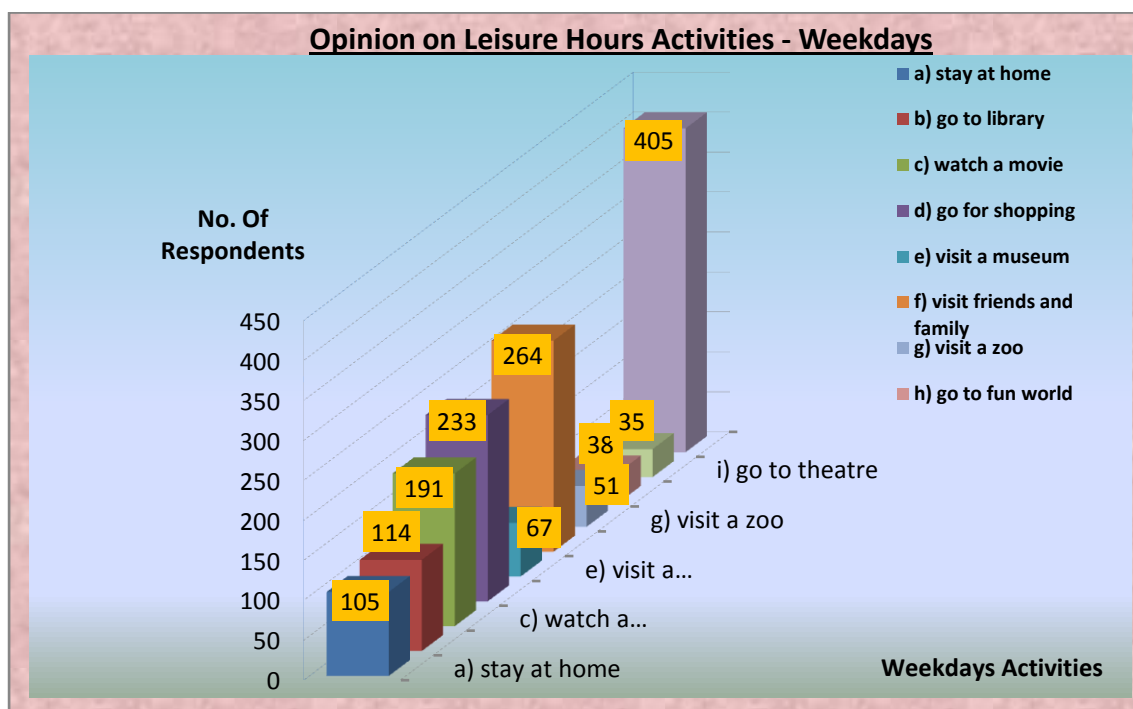
From the above data we can see that maximum number of respondents would like to stay at home on weekdays. Only 9 persons would like to go to a museum on weekdays. People would prefer to watch TV, watch a movie, go for shopping, visit friends and family and go to library rather than going to a museum in their leisure hours. Out of 1503 people, only 27 respondents would like to visit a museum on weekdays.

b) On Weekdays (second preference of respondents)

- ❖ stay at home – 105 respondents
- ❖ go to library – 114 respondents
- ❖ watch a movie – 191 respondents
- ❖ go for shopping – 233 respondents
- ❖ visit a museum – 67 respondents
- ❖ visit friends and family – 264 respondents
- ❖ visit a zoo – 51 respondents

- ❖ go to fun world – 38 respondents
- ❖ go to theatre – 35 respondents
- ❖ watch TV – 405 respondents

Chart - III.20.2



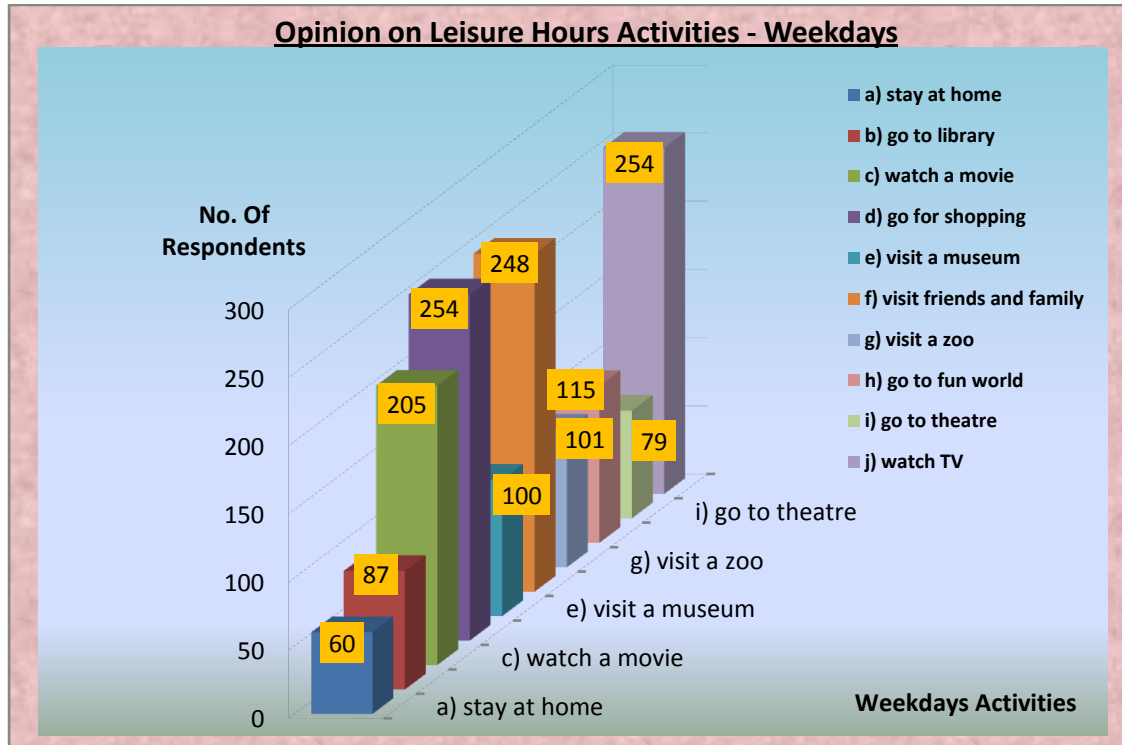
The above data shows that people consider museum to be in 7th position in their second preference list on weekdays.

c) On Weekdays (third preference of respondents)

- ❖ stay at home – 60 respondents
- ❖ go to library – 87 respondents
- ❖ watch a movie – 205 respondents
- ❖ go for shopping – 254 respondents
- ❖ visit a museum – 100 respondents
- ❖ visit friends and family – 248 respondents
- ❖ visit a zoo – 101 respondents
- ❖ go to fun world – 115 respondents

- ❖ go to theatre –79 respondents
- ❖ watch TV –254 respondents

Chart - III.20.3



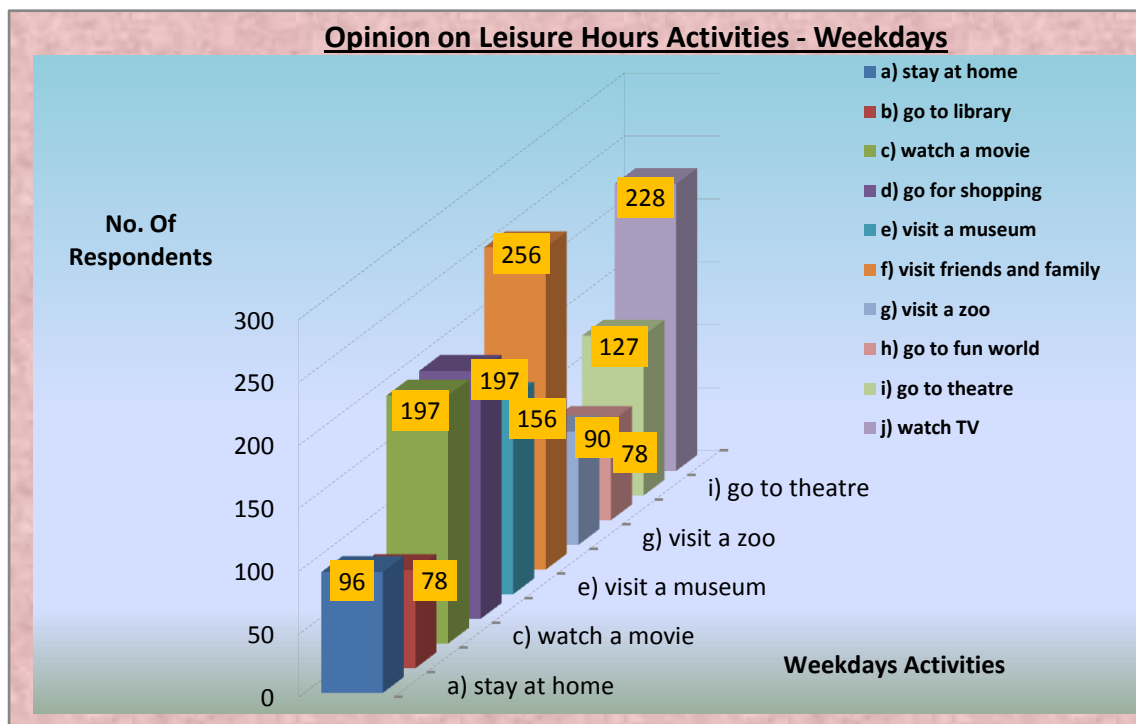
The above data shows that museum is in 6th position when we consider their third preference on weekday.

d) On Weekdays (fourth preference of respondents)

- ❖ stay at home – 96 respondents
- ❖ go to library – 78 respondents
- ❖ watch a movie – 197 respondents
- ❖ go for shopping – 197 respondents
- ❖ visit a museum – 156 respondents
- ❖ visit friends and family –256 respondents
- ❖ visit a zoo – 90 respondents
- ❖ go to fun world – 78 respondents

- ❖ go to theatre – 127 respondents
- ❖ watch TV –228 respondents

Chart - III.20.4



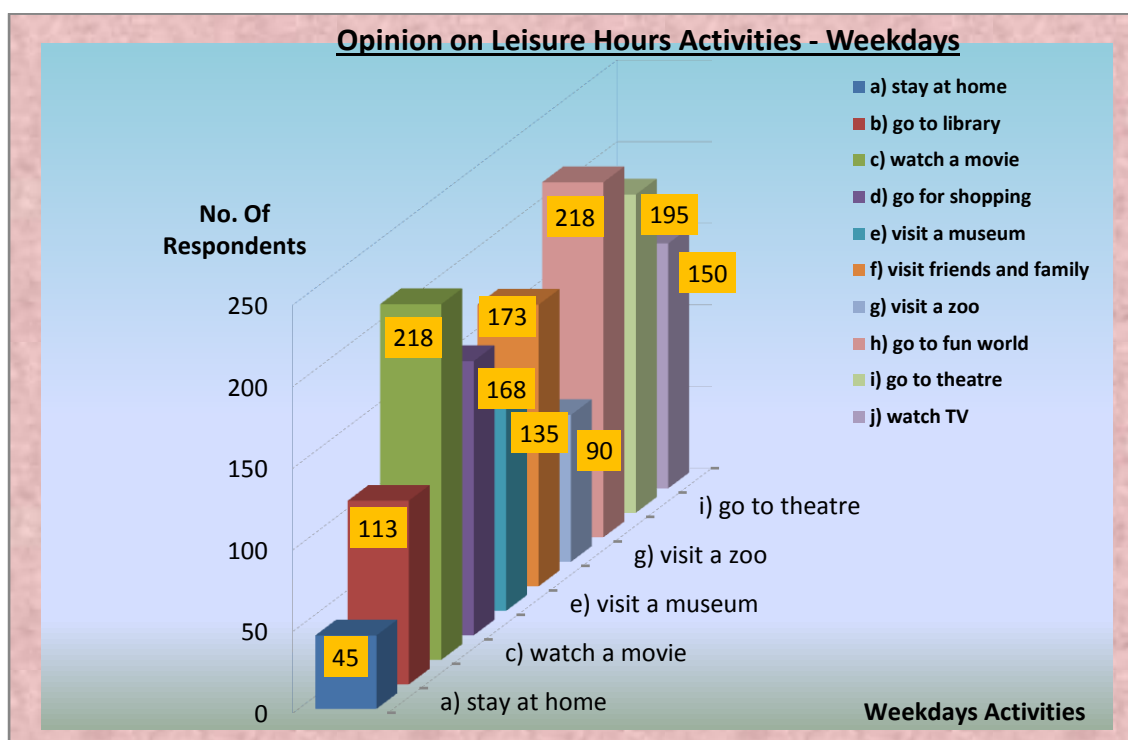
The above data shows that museum is in 5th position when we consider their fourth preference on weekdays.

e) On Weekdays (fifth or last preference of respondents)

- ❖ stay at home – 45 respondents
- ❖ go to library – 113 respondents
- ❖ watch a movie – 218 respondents
- ❖ go for shopping – 168 respondents
- ❖ visit a museum – 135 respondents
- ❖ visit friends and family – 173 respondents
- ❖ visit a zoo – 90 respondents
- ❖ go to fun world –218 respondents
- ❖ go to theatre – 195 respondents

❖ watch TV – 150 respondents

Chart - III.20.5



The above data shows that people consider museum to be in 7th position in their second preference list on weekdays.

During Weekends/Holidays:

The respondents were given options so that they can give their preference (in 5- point scale) as to what they would like to do in their leisure hours in weekends/holidays. On the basis of the response they gave, the respondents would like to spend their leisure hours in the following manners.

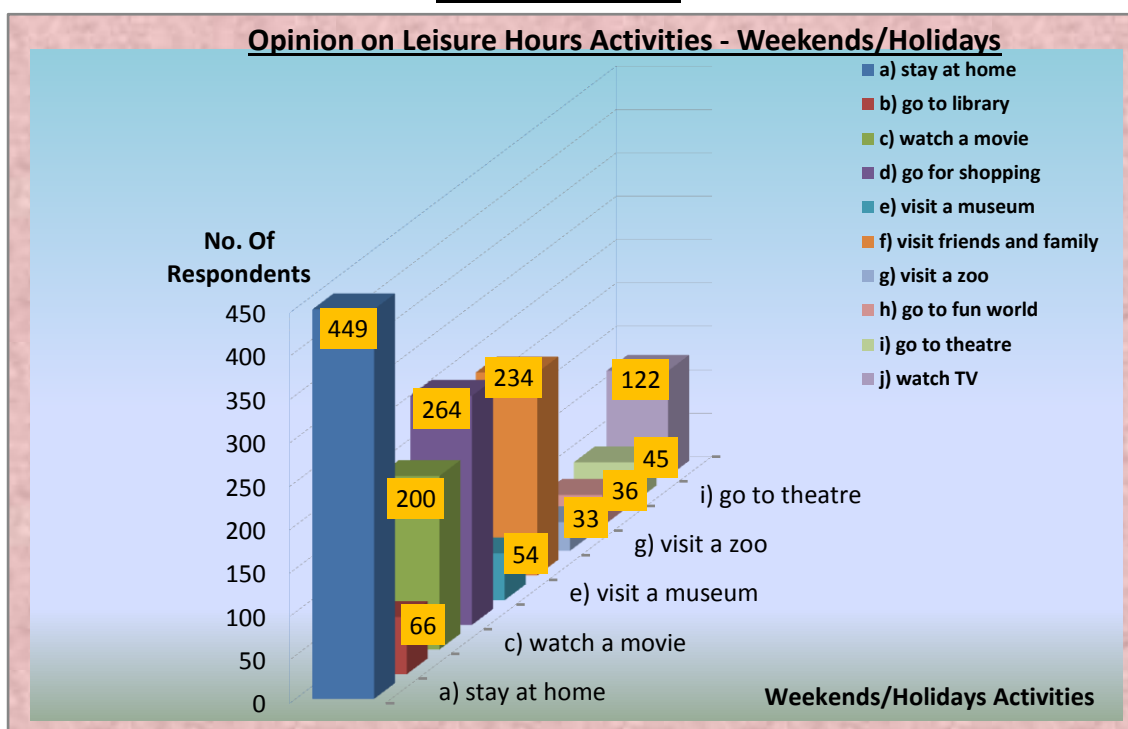
Table - III.20.2

WEEKENDS/HOLIDAYS -	1st PREFERENCE	2nd PREFERENCE	3rd PREFERENCE	4th PREFERENCE	5th PREFERENCE
a) stay at home	449	139	101	124	67
b) go to library	66	57	73	86	130
c) watch a movie	200	233	139	189	192
d) go for shopping	264	299	221	151	164
e) visit a museum	54	120	122	158	178
f) visit friends and family	234	284	208	194	109
g) visit a zoo	33	66	248	119	116
h) go to fun world	36	60	132	135	150
i) go to theatre	45	63	96	146	185
j) watch TV	122	183	165	200	212

a) On Weekends/Holidays (first preference of respondents)

- ❖ stay at home – 449 respondents
- ❖ go to library – 66 respondents
- ❖ watch a movie – 200 respondents
- ❖ go for shopping – 264 respondents
- ❖ visit a museum – 54 respondents
- ❖ visit friends and family – 234 respondents
- ❖ visit a zoo – 33 respondents
- ❖ go to fun world – 36 respondents
- ❖ go to theatre – 45 respondents
- ❖ watch TV – 122 respondents

Chart - III.20.6



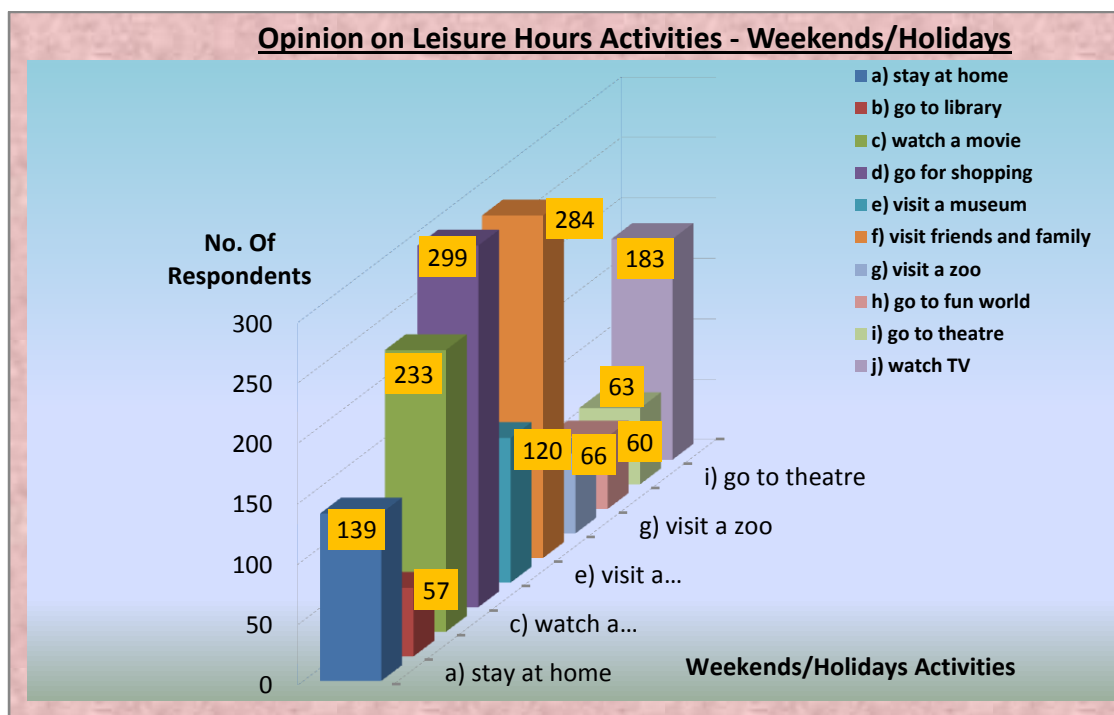
From the above data we find that maximum number of people would like to stay at home at weekend or holidays. Many of them would want to go for shopping, visit family and friends, watch a movie rather than going to a museum on holidays. Visit a museum is in 7th number in their preference list which comes even after going for shopping and watching TV. Out of 1503 people, only 54 respondents would like to visit a museum on weekends or holidays.

b) On Weekends/Holidays (second preference of respondents)

- ❖ stay at home – 139 respondents
- ❖ go to library – 57 respondents
- ❖ watch a movie – 233 respondents
- ❖ go for shopping – 299 respondents
- ❖ visit a museum – 120 respondents
- ❖ visit friends and family – 284 respondents

- ❖ visit a zoo – 66 respondents
- ❖ go to fun world –60 respondents
- ❖ go to theatre – 63 respondents
- ❖ watch TV – 183 respondents

Chart - III.20.7



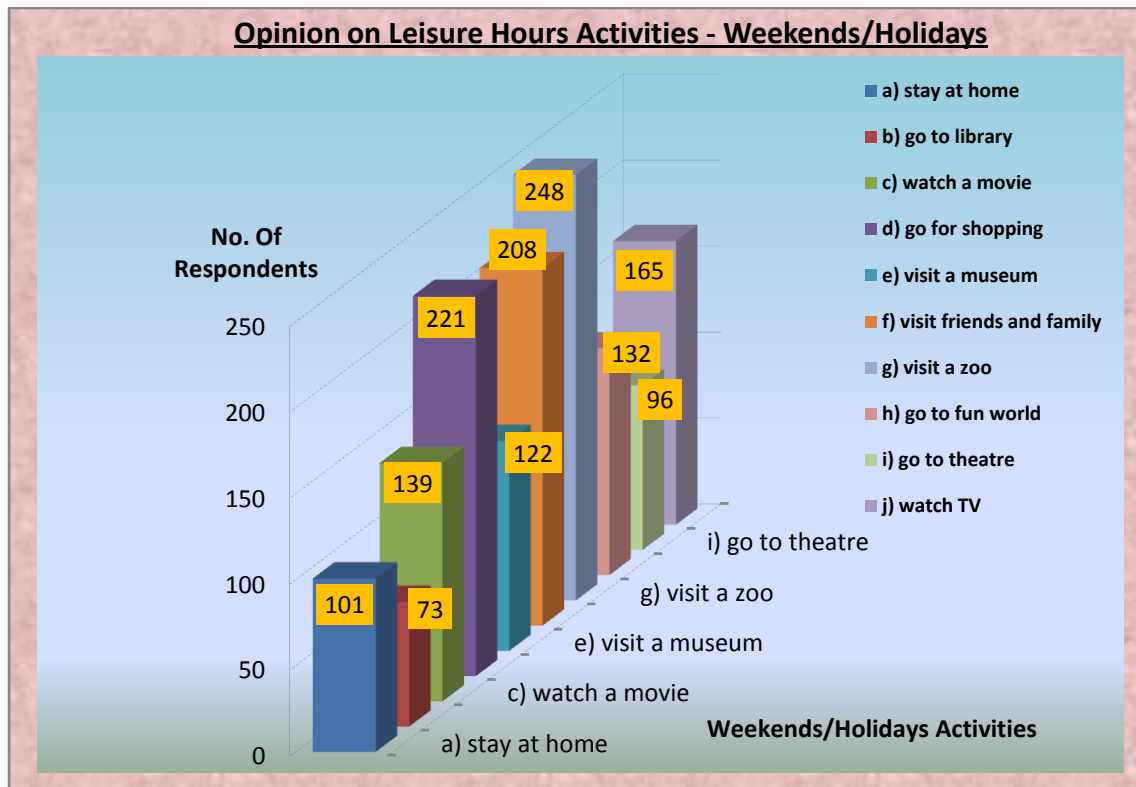
The above data shows that people consider museum to be in 7th position in their second preference list on weekends/holidays.

c) On Weekends/Holidays (third preference of respondents)

- ❖ stay at home – 101 respondents
- ❖ go to library – 73 respondents
- ❖ watch a movie – 139 respondents
- ❖ go for shopping – 221 respondents
- ❖ visit a museum – 122 respondents
- ❖ visit friends and family –208 respondents
- ❖ visit a zoo – 248 respondents

- ❖ go to fun world – 132 respondents
- ❖ go to theatre – 96 respondents
- ❖ watch TV – 165 respondents

Chart - III.20.8



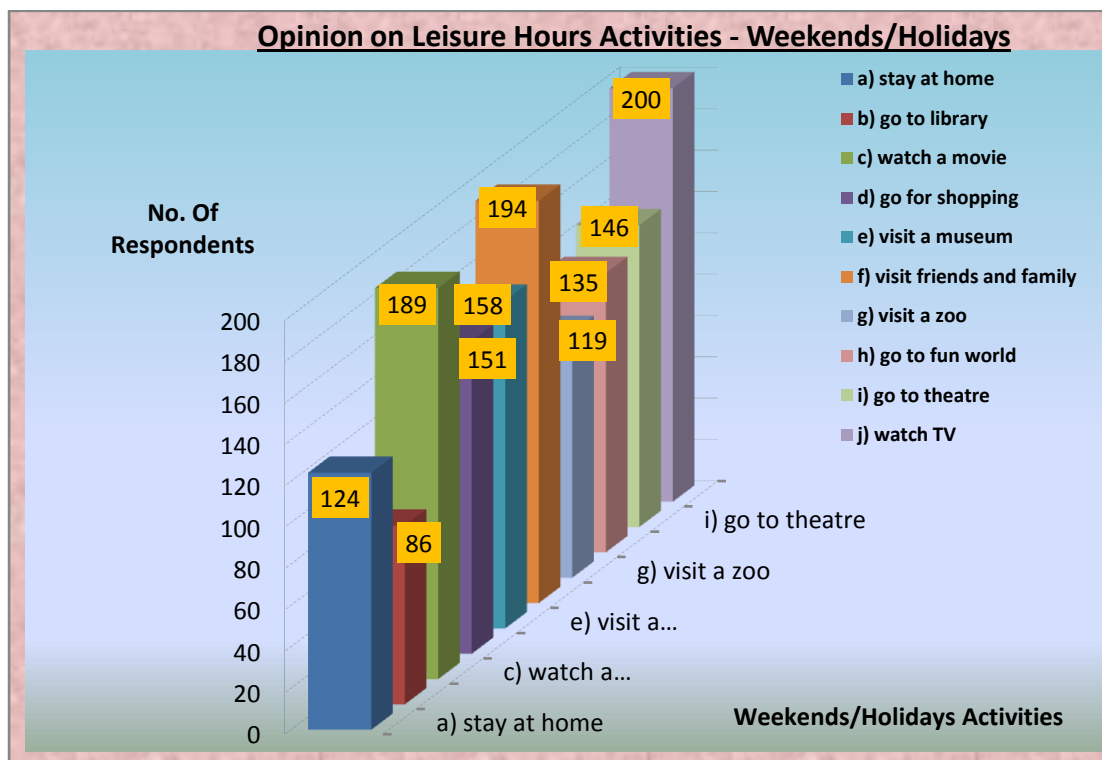
The above data shows that museum is in 7th position when we consider their third preference on weekends/holidays.

d) On Weekends/Holidays (fourth preference of respondents)

- ❖ stay at home – 124 respondents
- ❖ go to library – 86 respondents
- ❖ watch a movie – 189 respondents
- ❖ go for shopping – 151 respondents
- ❖ visit a museum – 158 respondents
- ❖ visit friends and family – 194 respondents

- ❖ visit a zoo – 119 respondents
- ❖ go to fun world – 135 respondents
- ❖ go to theatre – 146 respondents
- ❖ watch TV – 200 respondents

Chart - III.20.9



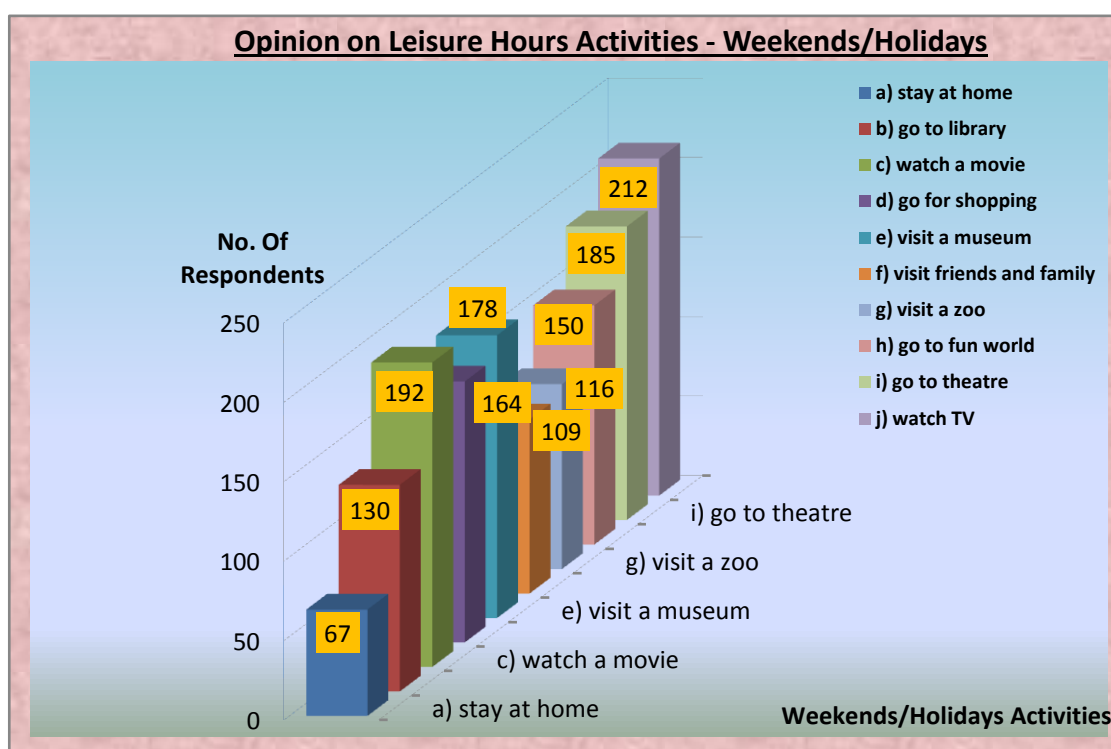
The above data shows that museum is in 4th position when we consider their third preference on weekends/holidays. The timings of the museum are a major factor when we see that people prefer to go to a museum on weekends or holidays rather than weekdays.

e) On Weekends/Holidays (fifth or last preference of respondents)

- ❖ stay at home – 67 respondents
- ❖ go to library – 130 respondents
- ❖ watch a movie – 192 respondents
- ❖ go for shopping – 164 respondents

- ❖ visit a museum – 178 respondents
- ❖ visit friends and family – 109 respondents
- ❖ visit a zoo – 116 respondents
- ❖ go to fun world – 150 respondents
- ❖ go to theatre – 185 respondents
- ❖ watch TV – 212 respondents

Chart - III.20.10



The above data shows that museum is in 4th position when we consider their third preference on weekends/holidays.

During Vacations/Long Holidays

The respondents were given options so that they can give their preference (in 5- point scale) as to what they would like to do in their leisure hours in Vacations/Long Holidays. On the basis of the response they gave, the

respondents would like to spend their leisure hours in the following manners.

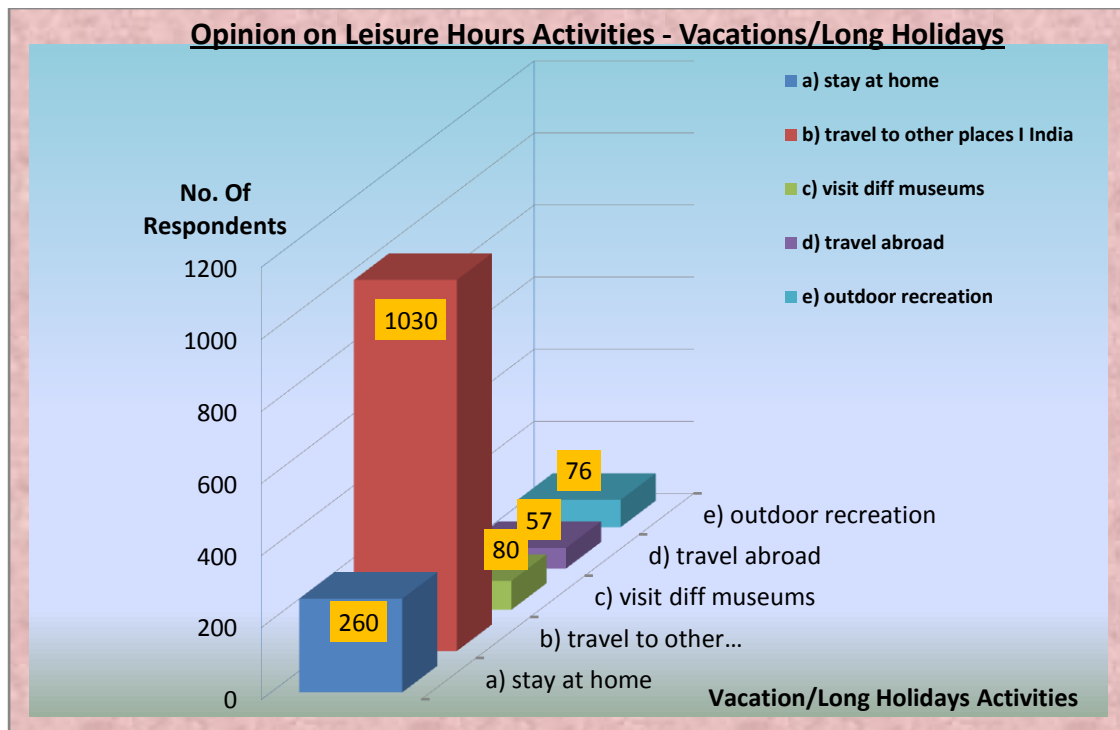
Table - III.20.3

VACATIONS/LONG HOLIDAYS -	1st PREFERENCE	2nd PREFERENCE	3rd PREFERENCE	4th PREFERENCE	5th PREFERENCE
a) stay at home	260	248	282	372	344
b) travel to other places In India	1030	309	108	54	53
c) visit diff museums	80	357	482	465	394
d) travel abroad	57	231	239	288	550
e) outdoor recreation	76	358	392	324	162

a) Vacations/Long holidays (first preference of respondents)

- ❖ stay at home – 260
- ❖ travel to other places in India – 1030
- ❖ visit different museums – 80
- ❖ travel abroad –57
- ❖ outdoor recreation – 76

Chart - III.20.11

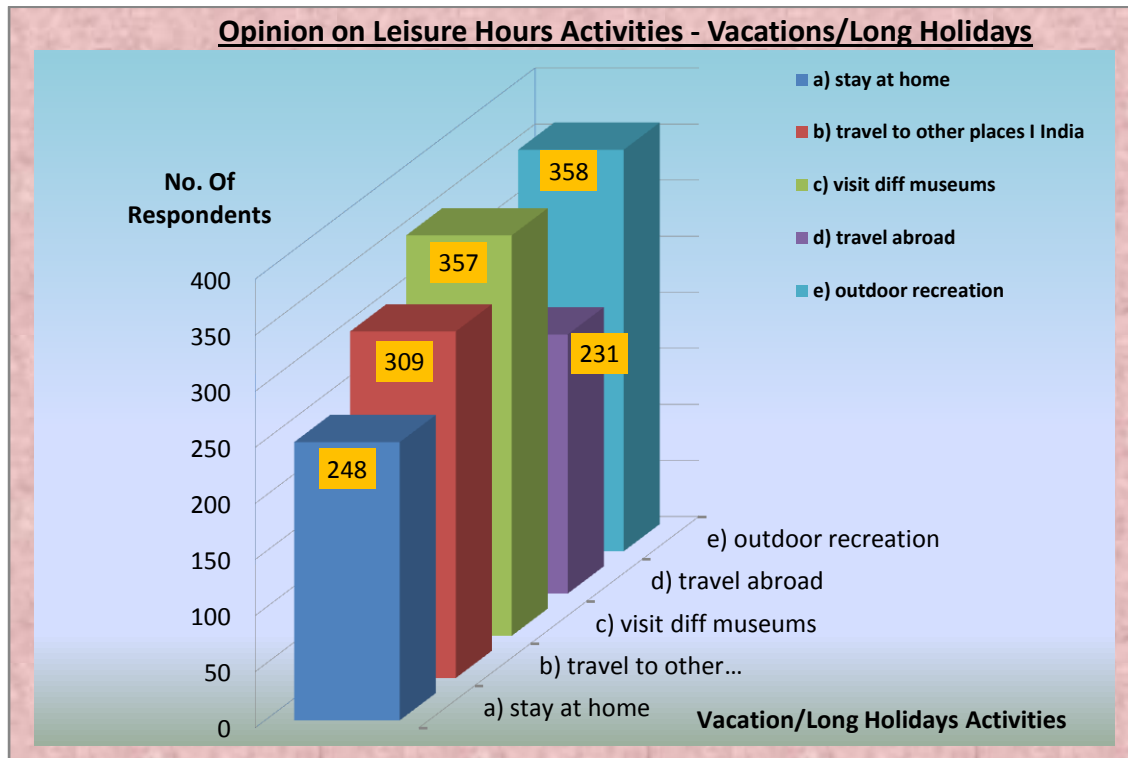


This data shows that when people go for vacations or long holidays, maximum of them would like to travel to other places in India. They would prefer to go for outdoor recreation rather than visiting different museums. Out of 1503 people only 80 would like to visit a museum during long holidays or vacation.

b) Vacations/Long holidays (second preference of respondents)

- ❖ stay at home – 248 respondents
- ❖ travel to other places in India – 309 respondents
- ❖ visit different museums – 357 respondents
- ❖ travel abroad – 231 respondents
- ❖ outdoor recreation – 358 respondents

Chart - III.20.12

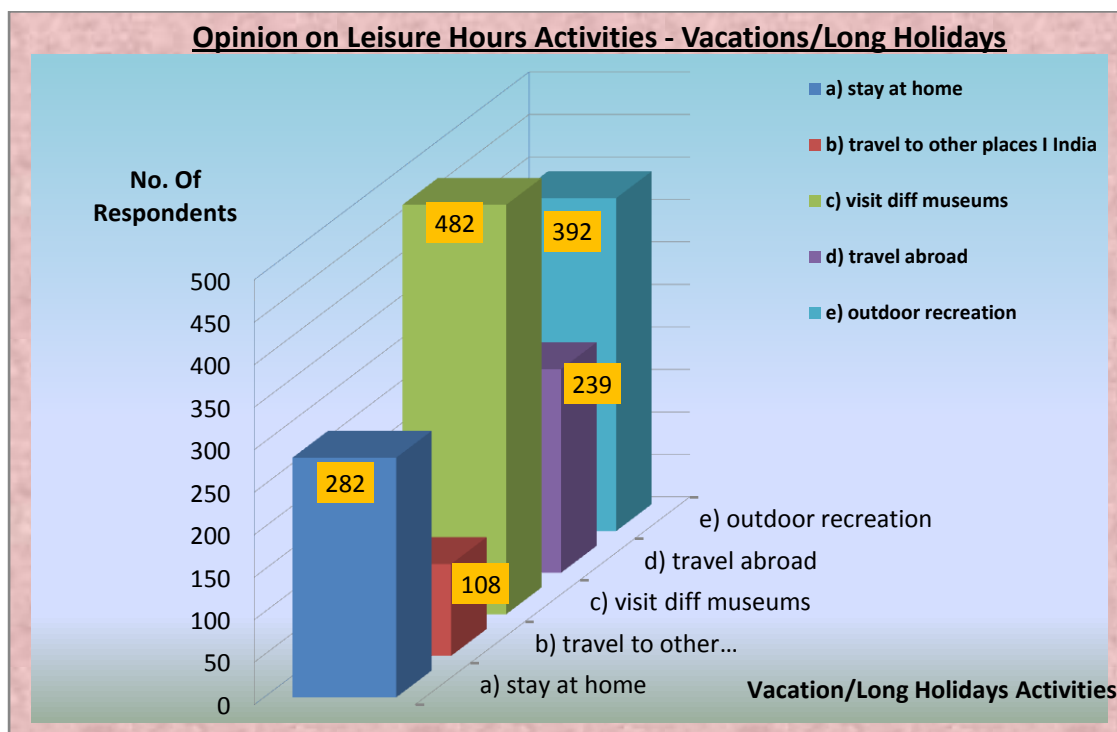


The above data shows that people consider museum to be in 2nd position in their second preference list on vacations/long holidays.

c) Vacations/Long holidays (third preference of respondents)

- ❖ stay at home – 282 respondents
- ❖ travel to other places in India – 108 respondents
- ❖ visit different museums – 482 respondents
- ❖ travel abroad – 239 respondents
- ❖ outdoor recreation – 392 respondents

Chart - III.20.13

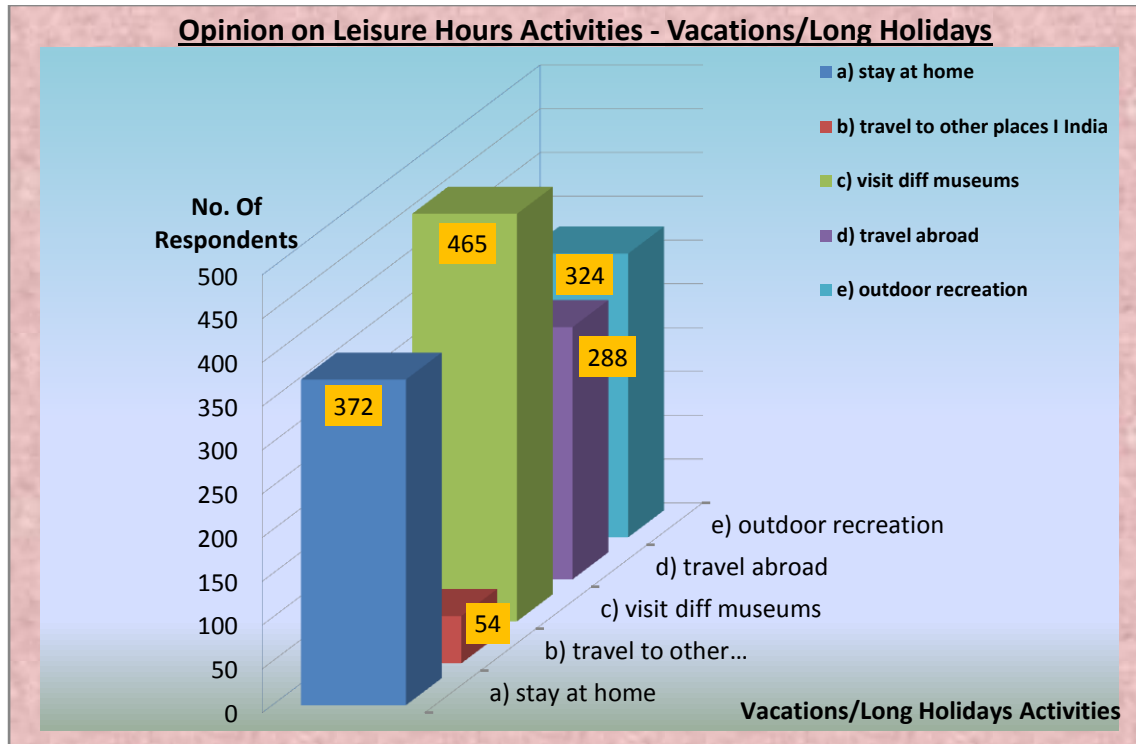


The above data shows that museum is in 1st position when we consider their third preference on vacations/holidays. This shows that people like to visit museum as a tourist, when they are visiting a new place in India or abroad rather than visiting the same museum.

d) Vacations/Long holidays (fourth preference of respondents

- ❖ stay at home – 372 respondents
- ❖ travel to other places in India – 54 respondents
- ❖ visit different museums – 465 respondents
- ❖ travel abroad – 288 respondents
- ❖ outdoor recreation – 324 respondents

Chart - III.20.14

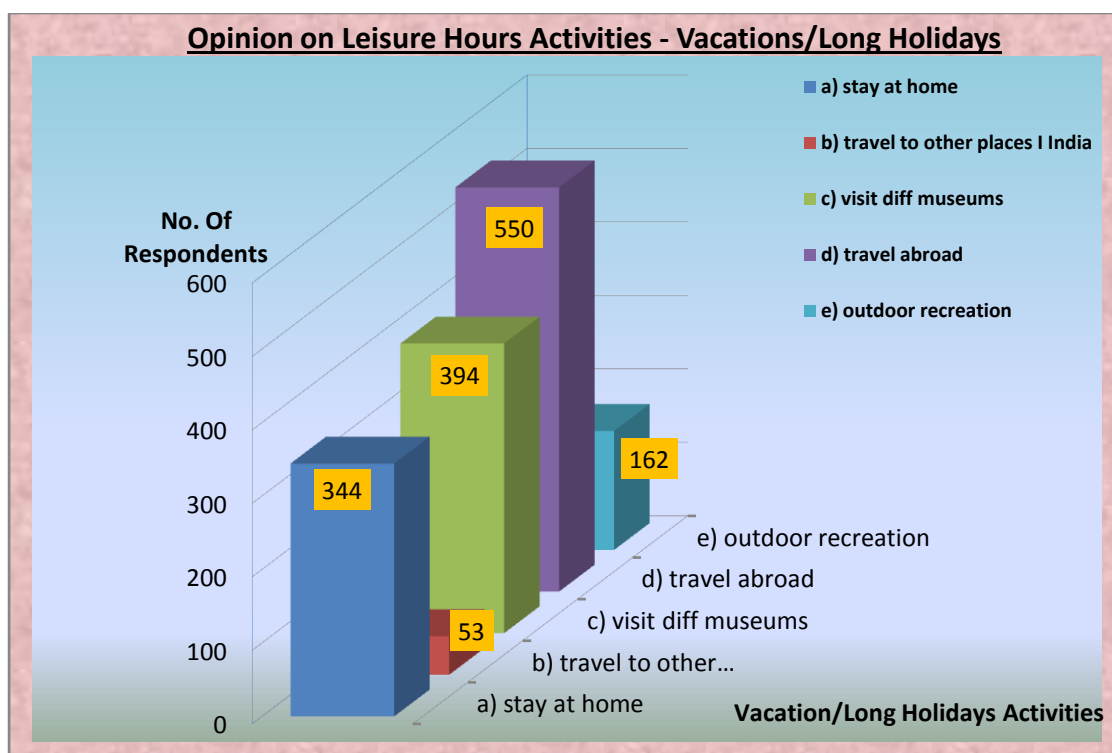


The above data shows that museum is in 1st position when we consider their fourth preference on vacations/holidays.

e) Vacations/Long holidays (fifth or last preference of respondents)

- ❖ stay at home – 344 respondents
- ❖ travel to other places in India –53 respondents
- ❖ visit different museums – 394 respondents
- ❖ travel abroad –550 respondents
- ❖ outdoor recreation – 162 respondents

Chart - III.20.15



The above data shows that museum is in 2nd position when we consider their fifth preference on vacations/holidays.

The analysis of data shows that popularity of museum is poor amongst people. They prefer to go to museums during their vacations or long holidays in a new place either in India or abroad as a tourist. They do not like to visit a particular museum again and again even in their leisure hours as they feel that it is boring and dull to see same exhibits and galleries repeatedly. There should be change in exhibits, their display pattern etc. to motivate people to visit a museum again and again. Museums should think of innovative ways to present their artefacts to attract more visitors and make it a place for enjoyment, fun, interest along with learning

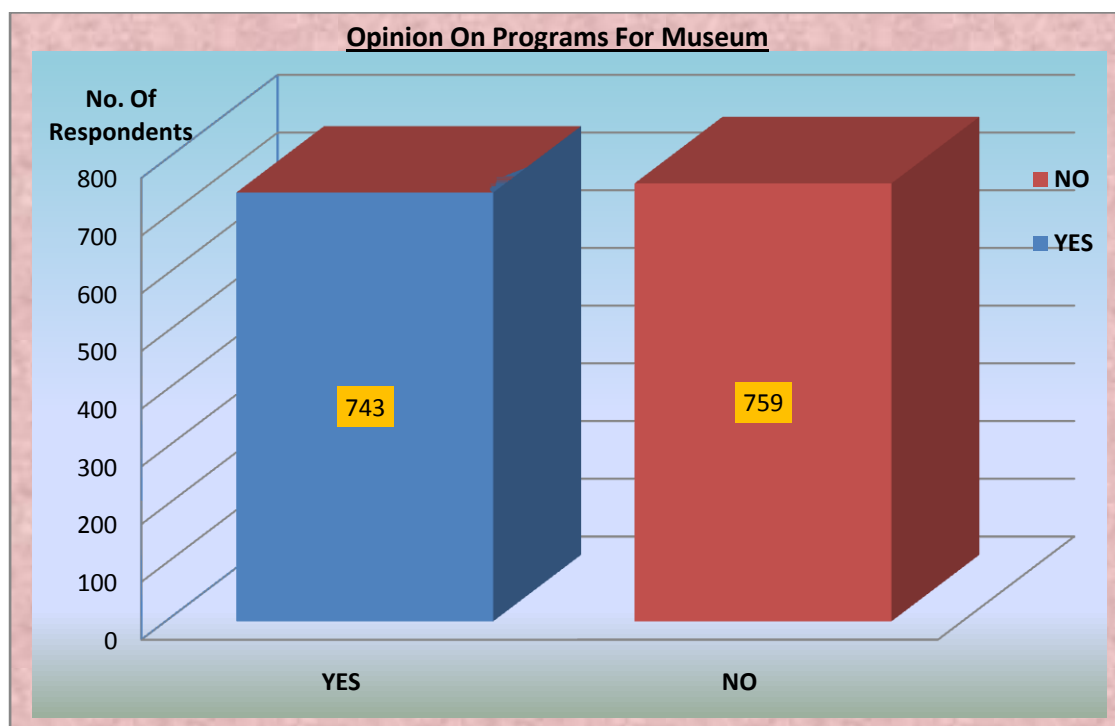
Q21. Would you like to see exhibitions or attend programmes on current topics? If yes, please specify.

743 of the total number of respondents want to see exhibitions on current topic and 759 are not interested in seeing exhibitions on current topic.

Table - III.21.1- Opinion on programs for Museum

	YES	NO
Total	743	760
In %	49.43	50.57

Chart - III.21.1



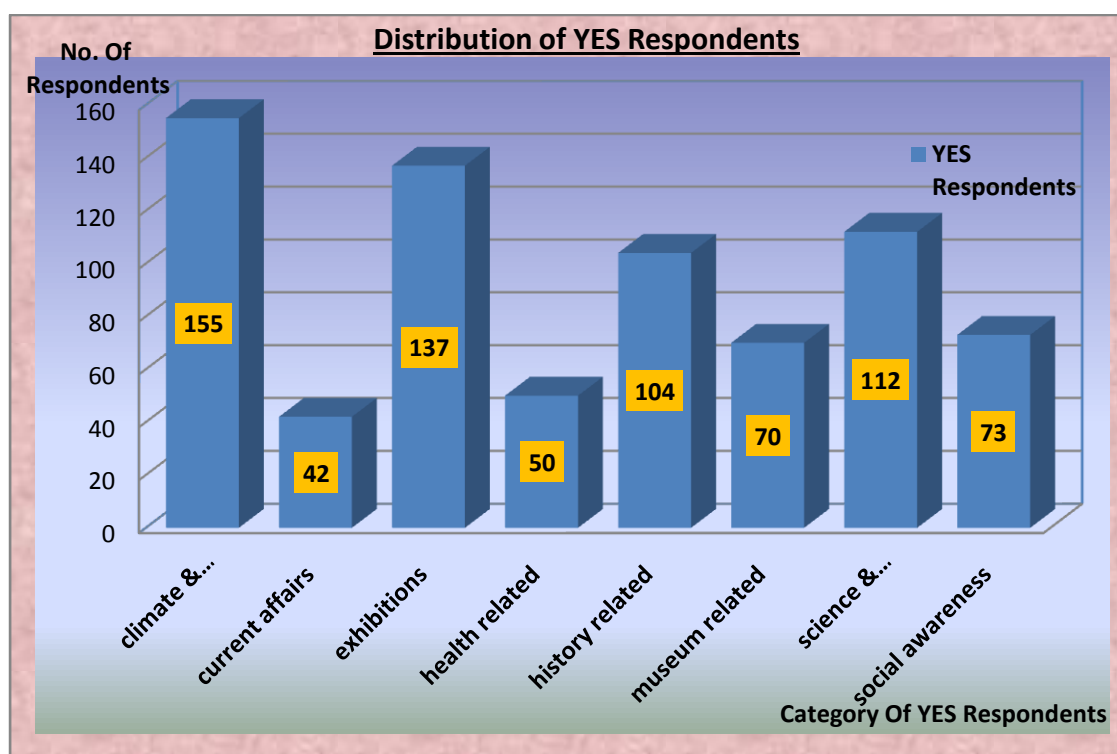
The current topics on which people would like to see exhibitions are current affairs, special events, exhibitions on climate and environment, history, health, museum, science and technology, social awareness. Most of the people i.e. 155 respondents wish to see exhibitions on climate and environment especially on global warming and alternate methods to save

environment, least people i.e. 42 on current affairs, 137 on special events, 50 on health related issues, 104 on history, 70 on museum related exhibitions, 112 on science and technology and 73 on social awareness.

Table - III.21.2 – Yes Respondents Museum Programs on Current Topics

Break Up of YES Respondents:	
climate & environment related	155
current affairs	42
exhibitions	137
health related	50
history related	104
museum related	70
science & technology related	112
social awareness	73
Total	743

Chart - III.21.2



The people who are not interested in viewing exhibitions on current topic feel that to get information on current affairs, TV is handier. Some cited

lack of time, lack of interest as the reasons of their not wanting to see exhibitions. Only a few respondents told that they would prefer to visit museum to look only at past so as to know about current topics, but exhibitions would consume too much time. Some even feel museum is not a right place to get information on current topics rather they would like to use other resources for the same.

From the above responses, we can see that people still consider museum to be a place to know about past, viewing exhibits and artefacts related to past. They prefer to surf internet, watch T.V., read books or go to a library to know about current topics. Museums should consider presenting themselves as a place where people can view exhibits to learn about current topics and to know about future.

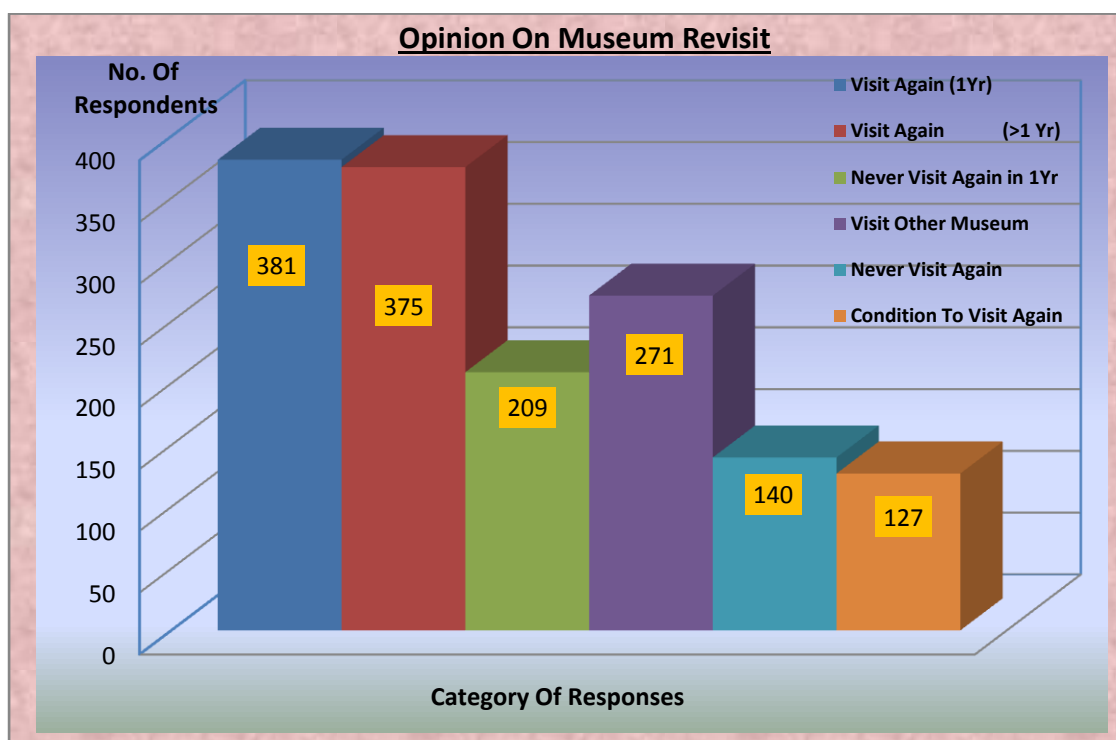
Q22. “Thinking about your most recent visit to a museum or gallery, which of the following statements applies to you?”

Most of the respondents told that they would like to visit a museum /gallery again in the next 12 months (381 persons). Many people i.e. 375 would like to visit that museum gallery again but they didn’t specify the time period, 209 told that they would never go back to that museum, but might visit another museum. 271 said that they would never go back to that museum /gallery again, at least not within the next 12 months.

Table - III.22 - Opinion on Museum Revisit

	Visit Again (1Yr)	Visit Again (>1 Yr)	Never Visit Again in 1Yr	Visit Other Museum	Never Visit Again	Condition To Visit Again
Total	381	375	209	271	140	127
In %	25.35	24.95	13.91	18.03	9.31	8.45

Chart - III.22



The above data shows that out of 1503 people, 140 would not like to visit a museum again for a long time. We require making changes in the exhibits, exhibitions, programmes, galleries to motivate these people to visit museum and inspire them to visit again and again.

The respondents were given an incomplete sentence “would visit again if.....” and they completed the sentence. 127 people told that they would visit the museum or gallery again “if there is company”, “if situation permits”, “new additions are done”, “get chance to visit again”, “when there are special events”, “if time permits”, “go to that place again”, “find time from routine work”, “could go abroad again”, “if I get company of friends”, “if there are any changes in collection”, “if some guests come to home”, “if I visit new places”, “if child requests”,

“interest created & time permits”, “something new is displayed”, “if there is change in attitude of staff”, “if guest interested for it” (sic).

Museums need to think of ways to cater to the expectations of the above respondents to make them feel encouraged to visit a museum again.

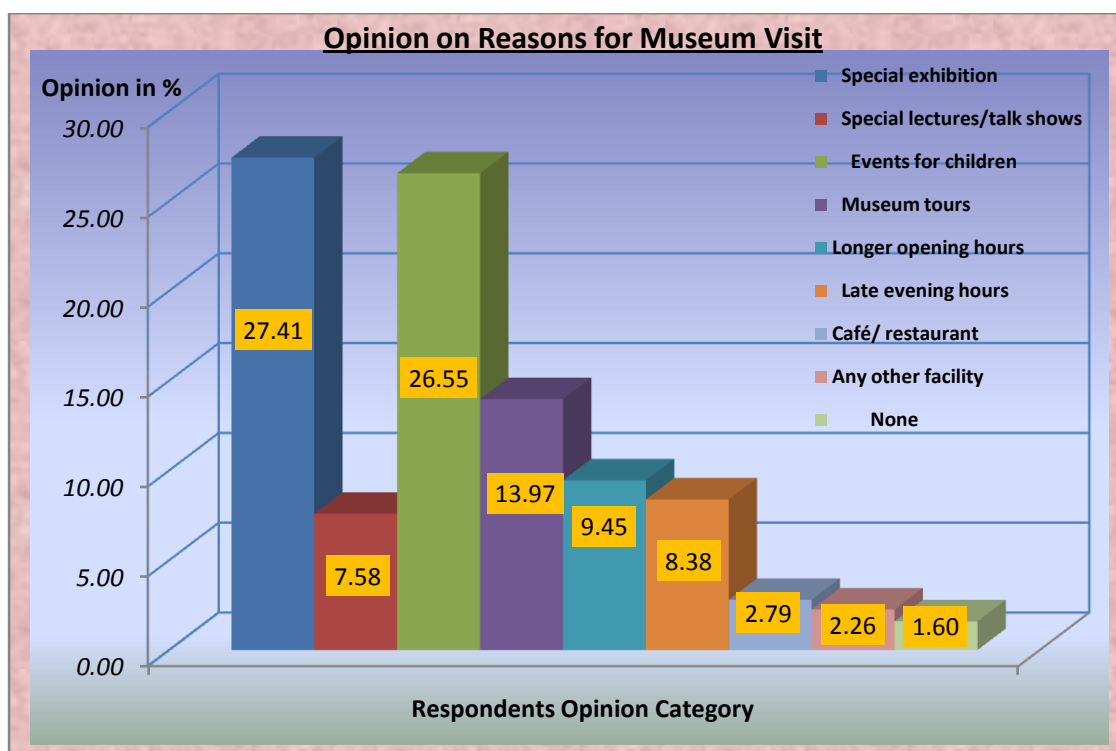
Q23. “In general what do you think can encourage you to visit a museum again?”

411 respondents would feel encouraged to visit a museum again, if there are ‘Special exhibitions’. 114 would visit museum again, if there are ‘Special lectures/talk shows’, 399 if there are ‘Events’ for children, 210 if there are ‘Museum tours’, 142 if there are ‘Longer opening hours’, 126 if there are ‘Late evening hours’, 42 if there are ‘Cafe or restaurant’, 34 if there are ‘Any other facility’, 24 said that ‘Nothing’ can encourage them to visit museum again. The other facilities which people wish to have include entertainment programmes, film/video about exhibits, place to sit & take rest, English labels, brochures, something new in display, antiques collection.

Table - III.23 – Opinion on Reasons for Museum Visit

	Special exh.	Special lectures/ talk shows	Events for children	Museum tours	Longer open hours	Late evening hours	Café/res taurant	Any other facility	None
Total	412	114	399	210	142	126	42	34	24
In %	27.41	7.58	26.55	13.97	9.45	8.38	2.79	2.26	1.60

Chart - III.23



From the above data we can interpret that most of the people would like to have special exhibitions (27.41%) and events for children (26.55%) as a motivating factor to visit a museum again. 13.97% would prefer to go for museum tours, 9.45% would like to have longer opening hours and 8.38% would prefer late evening hours for museum visit.

Q24. “What are the things in Baroda you take pride in?”

Two eighty five respondents said they took pride in having a ‘Museum’ in their city, 255 people took pride in the different ‘Palaces’, 45 persons were proud to have ‘Temples’ in Baroda, 32 people found the ‘Law and order’ of the city to be good, 32 people felt proud to have ‘Nyaymandir’, 70 persons felt the city was very ‘Safe’ for them to live in, 259 persons took pride in the ‘Culture/heritage’ of the city, 164 respondents told that they were proud to have ‘Maharaja Sayajirao University’ in Baroda, 29

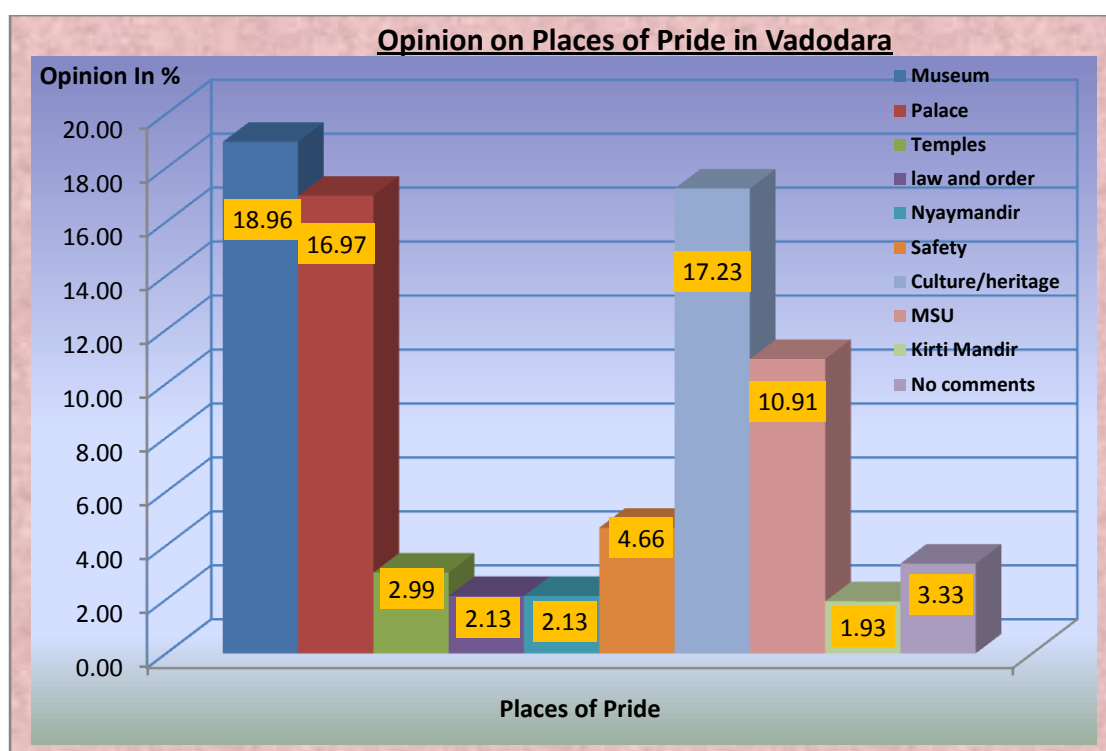
persons took pride in having ‘Kirti Mandir’, 50 respondents preferred ‘Not to comment’ on this topic .

Two eighty two persons felt some ‘Others’ things in Baroda were worth to feel proud of. These included a list a things like no alcohol, homogenous society, Kamathi baug, polo ground, Ajwa lake, clean streets, planetarium, zoo, greenery, peace, industrial growth, old historic building, navratri, art gallery, modern amenities, sculptures, relatives, inox, uttarayan, garba, education system, festival celebrations, place of tourist attraction, bridges, marathon, rally, complete city, old architecture, cosmopolitan outlook of people, education system, festival celebrations, food, fun, malls, tourist places, progressive environment, toy train, gardens, schools, infrastructure, parks, Ajwa dam, airport, railway station, ambience, Aurobindo society, Pavagarh, libraries, Ravivarma paintings, low pollution, cricket stadium, cleanliness, idol of Shiva in Sursagar, helpful friendly people, electricity availability, musical garden in Ajwa, SSG hospital, old, historic educational institutions, historical monuments, industrial development, fresh environment, civic body, banyan trees, healthcare facilities, fun world, ancient buildings, water park, roads, theatres & restaurants, Panchmahal, Ajwa - Nimeta (sic).

Table - III.24 – Opinion on Places of pride in Baroda

	Museum	Palace	Temple	law and order	Nyaymandir	Safety	Culture /heritage	MSU	Kirti Mandir	No comment	Other
Total	285	255	45	32	32	70	259	164	29	50	282
In %	18.96	16.97	2.99	2.13	2.13	4.66	17.23	10.91	1.93	3.33	18.76

Chart - III.24



Out of 1503 respondents, 284 people (18.96%) find museums in Baroda to be a matter of pride for them. 17.23% of the respondents feel proud to have rich culture and heritage of this city, 16.97% people are proud to have different palaces in their city. 10.91% are proud that their city has Maharaja Sayajirao University (MSU).

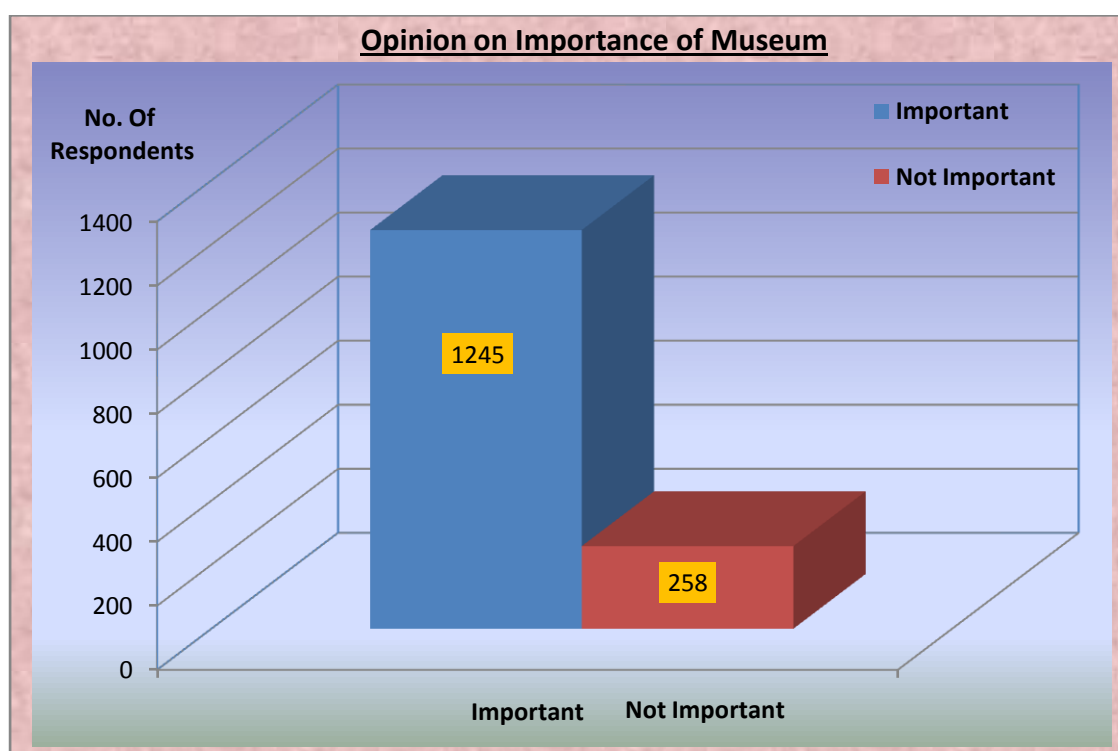
Q25. How important do you think it is that your Baroda city has museum/museums?

Out of 1503 people, 1245 respondents thought that it is very important and a matter of pride that the Baroda city is having museums. 258 people felt that museums are not important. The data reveals that most of the people leaving a few consider museum to be an important part of their life and city. They feel a sense of civic pride that their city is having museums which showcase their culture and heritage in a unique manner.

Table III.25 – Opinion on Importance of Museum

	Important	Not Important
Total	1245	258
In %	82.83	17.17

Chart - III.25



The data reveals that 82.83% respondents feel that is important for them that Baroda city is having museums.17.16% feel that the museums are not important for them or their city.

This chapter analyses the museum visiting pattern of the respondents which shows that more than 30% visit museum only once annually and more than 29% visit museums rarely. 2.2% persons said that they never visit a museum as they are not interested in going to a museum. Most of the people have visited museums in 2011 and 11.67% have visited

museums before 2008. Some even visited museums ten to twelve years before. 322 out of 1503 persons have even visited museums abroad.

They usually visit museums with their family members. Many visit with their friends and guests which shows that it is a place for socialising and get together. Most of the persons visit museums in a group of four. Very few people visit museums in a group of two. Most of the people usually spend 1 to 3 hours in a museum. Generally people visit a museum for knowledge related needs. Many visit museums due to popularity of exhibits and some others for school project for children. Thus, museums should organise events for school children and can have awareness campaigns for unique and interesting exhibits.

More than 51% persons do not visit museums due to lack of time. 10.31% people cited lack of awareness as the reason which prevents them from visiting museums. Some people told other reasons for their disinterest in museums such as poor state of maintenance and to get visual pleasure better alternatives are available. These museums related factors were affecting the frequency of their visits to museum. The personal factors which prevent them from visiting museums are mainly the timings of museum which is not suitable especially for the working class. The timings of museums are such that they can visit museums on weekends or holidays. Another major factor is the location of museums where they do not have any transport facility.

Most of the people visit museums as a tourist when they visit a new place or with some guests at home. Some visit museums when there are special events in museums. More than 29% people look for information about museums in museum website. Some persons look into city information or

guide books and in newspapers and magazines. 272 persons rated the website design, navigability, information provide and other information given to be good. The people who didn't use internet cited unplanned visit as the main reason for the non-usage of internet. Some told that they got the required information from newspapers and brochures. 65 persons told that they did not know where to look for. This shows the necessity of awareness campaigns by museum staffs. Majority of the people want to have schedule of special events, more information on collections along with their photographs on the museum website which can increase their curiosity and interest to visit.

The respondents who have not used internet in preparing their visit to museum said that museum sites do not provide online facility to book for museum tours in their website. One of the respondents said that "the excitement of discovering museum gets reduced on surfing internet." One respondent is of the view that "why to surf internet for such a boring thing and waste time?" Other person told that "we should look for Internet after coming from the museum to get more information on a particular topic.

Most of the people want to have interpreter or an experienced knowledgeable guide as their first preference for getting information about exhibits during their museum visit. Some wish to have demonstration and video narrations as their first preference for gaining knowledge.

Normally family and children are major factors to influence people's decision to visit a museum. Request by family, children especially for

their school projects motivate them to visit a museum. Some even told that their knowledge related needs can influence them to visit a museum. Majority of the respondents said that they have visited museums on request of their children. Thus, museums should organise programmes to influence and motivate children to visit museums again and again.

Most of the people would like to view exhibits, read labels, pamphlets in a museum. Some would like to attend lectures on their topic of interest. On weekdays most of the people like to stay at home after their busy schedule at work. On weekends and holidays also their first preference is to take rest at home or to go for shopping or a movie. On long holidays or vacations their first preference is to travel to other places in India or stay at home. Visiting museums comes in 6th or 7th preference on weekdays and weekends. On vacations it is the 3rd preference of people as they want to know about the culture of a new place rather than visiting same museum again and again.

More than 50% would like to see exhibitions would like to see exhibitions on current topics related to environment safety and science and technology. More than 49% would not like to see any events on current topics as they feel museums are not suitable places to know about current happenings rather they would prefer to use internet, get information from T.V., read books and go to a library for the same. Many people wanted to visit same museums within one year or in near future but their expectations were to see some new exhibits in their next visit. Some told that they would prefer to visit another museum rather than seeing the same exhibits. Some feel that museums should keep on adding new exhibits at regular intervals of time to motivate people to visit

museum as people do not find it interesting to visit same exhibits, galleries of a museum again and again. They prefer to visit some other museum but not the same one, at least not within one year. Thus, museums should keep on adding to their displays new exhibits to maintain the curiosity of people.

Majority of people still now consider museums to be a source of immense knowledge and feel proud that their city is having more than one museum but wish to have some more as these museums help to know the culture and historical background of this place and other countries. People told that it is good to have museums in their city as they are places of tourist attraction and sources of incoming foreign currency in their country. People feel that Baroda is a historic city with glorious past and modern present. People of Baroda are proud to have museums as they are interested in arts, education, style and culture. Some feel that museums should keep on adding new exhibits at regular intervals of time to motivate people to visit as people do not find it interesting to visit same exhibits, galleries of a museum again and again. They prefer to visit some other museum but not the same one, at least not within one year.

Chapter – IV

EXPECTATIONS, OPINIONS AND THEIR RATING OF MUSEUM: ANALYSIS AND INTERPRETATION

This chapter includes the expectations, opinions of the respondents about various aspects of the museum and their rating of museum they have visited. The ratings are done in 5- point scale where 1 is considered as poor and 5 to be excellent. The chapter has 28 questions, 11 questions for the expectations and opinions of respondents, 17 questions for rating the various aspects of the museum they have visited.

The areas which deal with the expectations of people are their general expectations when they visit a museum other than the exhibits, the nature (past, present or future) of museum exhibits they would propose for display, the programs which museums should include in the interests of public, what would they like to do in a museum, how do they expect a museum to provide information to visitors, which language or languages do they expect for the labelling of exhibits, have they approached the museum staff for any help during their visit to museum, their expectations from the staff of a museum, should museums have any special provision for women, how interested people would be in receiving e-mail notices of events, exhibitions and programmes from the museum.

The aspects which are included for rating of a museum deals with the changes in the presentation of exhibits which people would like to see in the museum they have visited, rating the quality of amenities provided to visitors by museums, the programmes that can attract school children to

museums, the changes that are required in visitor services by museum, the difficulties they have faced in viewing the exhibits, the factors which affected the visibility of the exhibits, rating their experience of museum exhibitions in terms of visibility, rating the labelling of various exhibits in the museum, rating the quality of service of the administrative staff (security personnel, gallery attendant, receptionist) of the museum, rating the quality of service of the educative staff (Guides, Guest lecturers, Interpreters, Education officer etc.) of the museum, was there any admission fee in the museum they have visited, should museums charge any admission fee, rating of the museum after their visit, the aspects of the museum which appealed to them the most, the things which made their museum visit memorable, any experience of discrimination based on caste, gender, race, caste, religion they faced during their museum visit, rating their comfort level in the museum they have visited and the aspects of the museum which did not appeal to them.

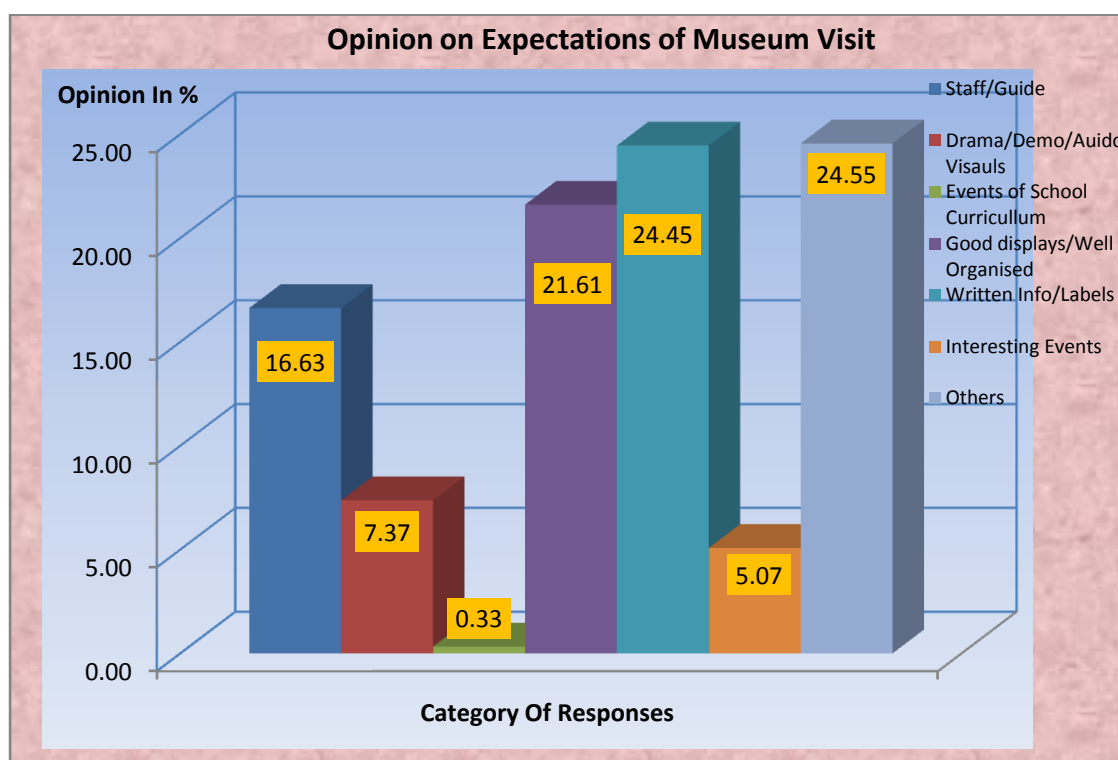
**Q1.What is your general expectation when you visit a museum?
(Other than exhibits)**

- Staff / Guide - 250
- Drama / Demonstrations /Audio Visuals - 111
- Events of School Curriculum - 5
- Good Displays / Well Organised - 325
- Written Information / Labels - 368
- Interesting Events - 76
- Others - 369

Table No. IV.1- Opinion on Expectations of Museum Visit

	Staff/ Guide	Drama/ Demo/AV	Events of School Curriculum	Good displays/ Well Organised	Written Info/ Labels	Interesting Events	Others
Nos.	250	111	5	325	368	76	369
In %	16.63	7.37	0.33	21.61	24.45	5.07	24.55

Chart No. - IV.1



The above data shows that 24.45% of the respondents expect to get written information and labels about exhibits during their museum visit. 21.61% of people expect that the museums would display good exhibits in a well organized manner to attract people to their galleries. 16.63% of people expect that the museum will provide an experienced, trained and knowledgeable guide to facilitate the visitors in understanding the exhibits and related information better. 0.33% of the respondents told that events related to the school curriculum of their children should be

organized by museums. 7.37% would expect the museums to organize drama, audio-visual programmes, live demonstrations related to their exhibits or galleries. 5.07% want to see interesting events in the museum.

24.55% of people have some other expectations which include well maintained galleries, programmes on current events, programmes on environment, cleanliness in museums, use of high technology in galleries, late evening hours, flexible timings, ways to skip less interesting topics, short film, models, proper lighting, reading panels, open place, good service, historical information on lifestyle of old ages, proper ventilation in galleries, accessibility to what they want, see something unique and educational which is not available on websites, good management, resting place, to know something new, to experience fun, joy, entertainment in museum, less fees, spacious galleries, cordial staff, transport facility, food service, drinking water, toilet facility, self explanatory labels, talk shows, silence, no rush, peaceful atmosphere, better infotainment facilities, peaceful and friendly atmosphere, museums should allow photography, more elegant, subdued display in galleries, AC hall, safety of people, parking should be there in the museums.

A few persons told that people experience an air of neglect and disinterest, poor mannered visitors, overcrowded galleries generally in museums of India. One person said that it was a matter of concern for him that how would he keep his mouth close and his mobile close during the museum visit.

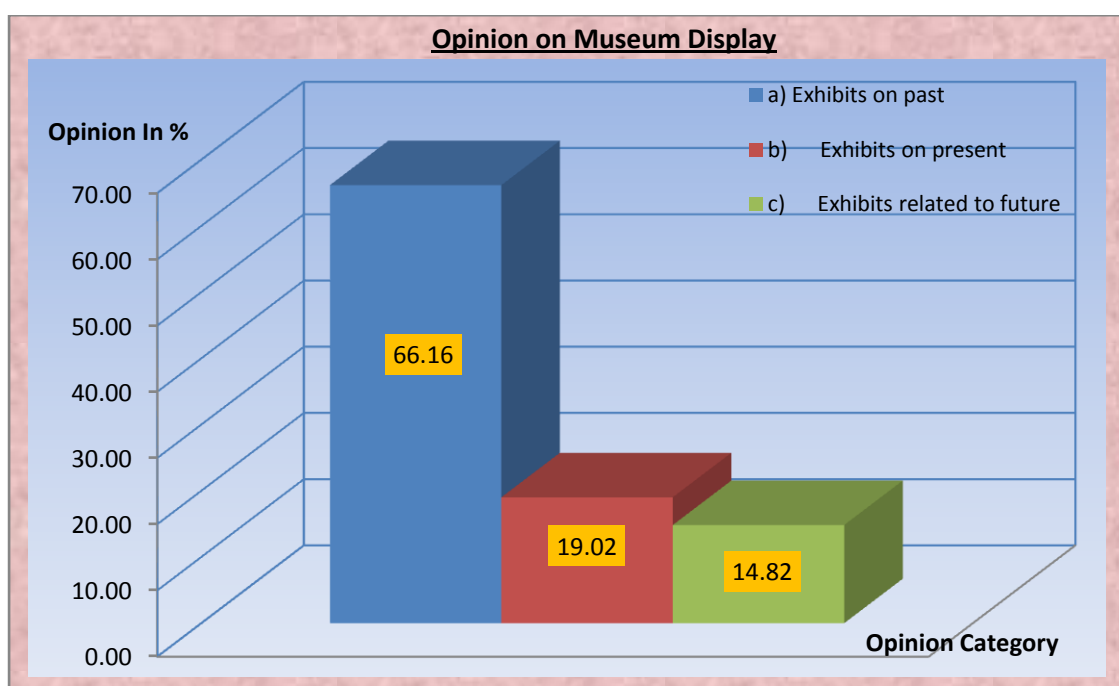
Q2. In a museum exhibits of which nature would you propose for display?

- Exhibits on past - 994
- Exhibits on present -286
- Exhibits related to future - 223

Table No. IV.2 – Opinion on Museum Display

	Exhibits on past	Exhibits on present	Exhibits related to future
Total	994	286	223
In %	66.16	19.02	14.82

Chart No.- IV. 2



The above data reveals that maximum number of people (66.16%) would like to see exhibits on past during their museum visit. Only 19.02% people would like to watch exhibits on present topics and 14.82% people would like to watch exhibits related to future events. This shows that people consider museums to be a place which displays things related to

our past culture and civilization rather than a place to showcase things related to present and future topics.

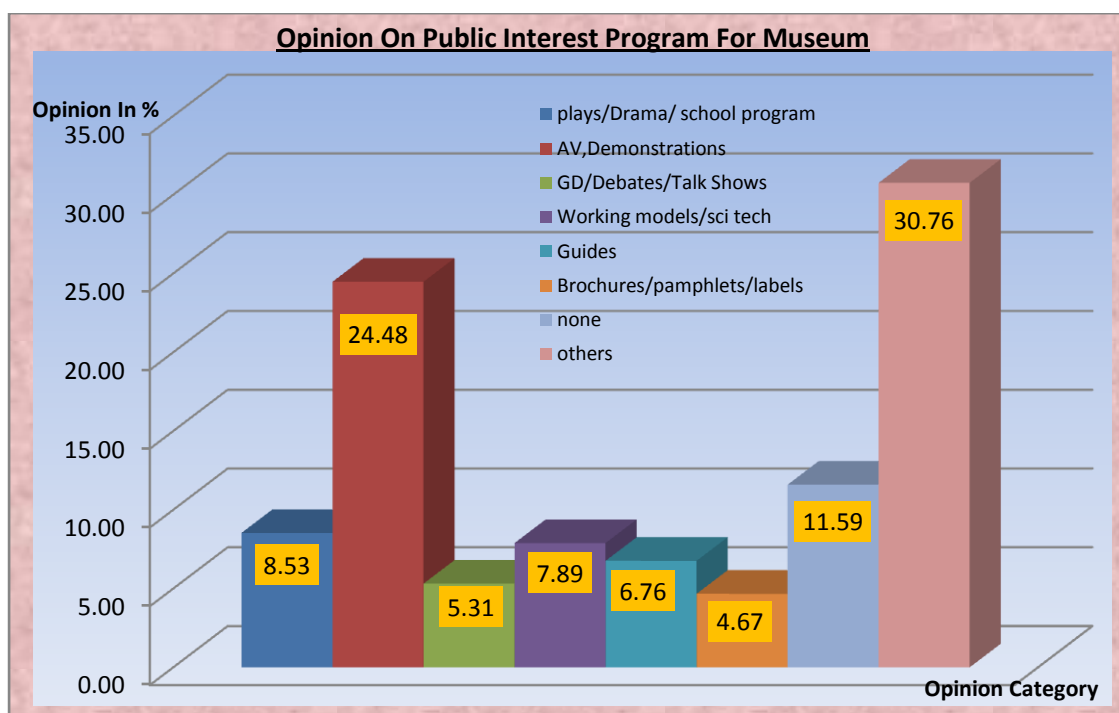
Q3. What programs do you think the museums should include in the interests of public?

- Plays/drama/ school program - 128
- Audiovisuals, demonstrations - 368
- Group discussion / debates/ talk shows - 80
- Working models/science technology - 119
- Guides - 102
- Brochures/ pamphlets/ labels - 70
- None - 174
- Others - 462

Table No.IV.3 – Opinion on Public Interest for Museum

	Plays/ Drama/ School program	AV, Demonstrations	GD/ Debates/ Talk Shows	Working models/ Sci tech	Guides	Brochures/ Pamphlets/ Labels	None	Others
Total	128	368	80	119	102	70	174	462
In %	8.53	24.48	5.31	7.89	6.76	4.67	11.59	30.76

Chart No. - IV.3



The data analysis shows that 24.48 % people want audio-visuals and demonstrations to be included in museum programs in the interests of the public. 8.53% of people expect museums to organise various plays, drama and events related to school curriculum so that school children along with adults can benefit from these programs. 7.89% people wish to see working models and programmes based on science and technology. 11.59% of the respondents have not answered this question.

30.76% people want museums to include some other programs in the interests of public such as street plays, program on safety rules, general education programmes, events on heritage, special events on environment and global warming, program on major changes happening around the world, technology based events, light, sound show about history, past present comparison, summer camps, agriculture environment science, games, small description about museum, sale of fabricated materials,

quiz, treasure hunt, evening shows/programmes, creative presentations, seminars, awareness program on holiday, 3D film show, program for tourist, current, future issues, craft making, announcement of future activities, interactive program, cartoons, narrations, special events for special days, guided tours, special exhibits on different topics, library facility, cultural programs, computerised display, programs on safety, environment, health, behaviour, discipline, save mother earth, school trips, small movies on history, local heritage presentation, videos regarding museums, light music, proper lighting, refreshment centre, primary facilities, seminars, temporary exhibits taken from other museums, art work should be displayed, free visit yearly for public, publicity about the contents available in museum, constant improvement in display of exhibits, programs on general awareness and revolutions of world, different competitions, children activities, events on imagination of people of past, their great efforts and struggles, display of defence items, festivals related programs and information about other museums.

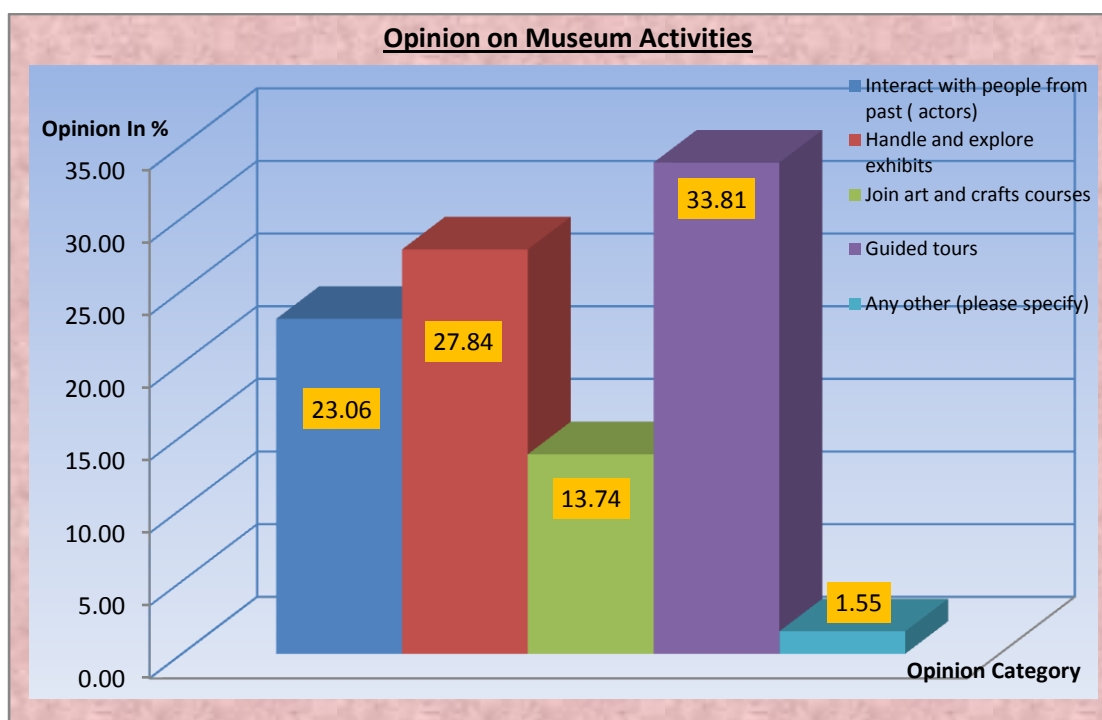
Q4. What would you like to do in a museum?

- Interact with people from past (actors) - 579
- Handle and explore exhibits - 699
- Join art and crafts courses - 345
- Guided tours - 849
- Any other (please specify) - 39

Table No. IV.4 - Opinion on Museum Activities

	Interact with people from past (actors)	Handle and explore exhibits	Join art and crafts courses	Guided tours	Any other (please specify)
Total	579	699	345	849	39
In %	23.06	27.84	13.74	33.81	1.55

Chart No. - IV.4



The analysis of the data shows that 33.81% of people expect that museums would organize guided tours for the visitors. 27.84% people want to handle and explore exhibits during their museum visit. 23.06% interact with people of past who would be acting like the people of past civilization, 13.74% wish to join art and craft courses conducted by museums, 1.55% of people want any other activities which will encourage them to visit museums often.

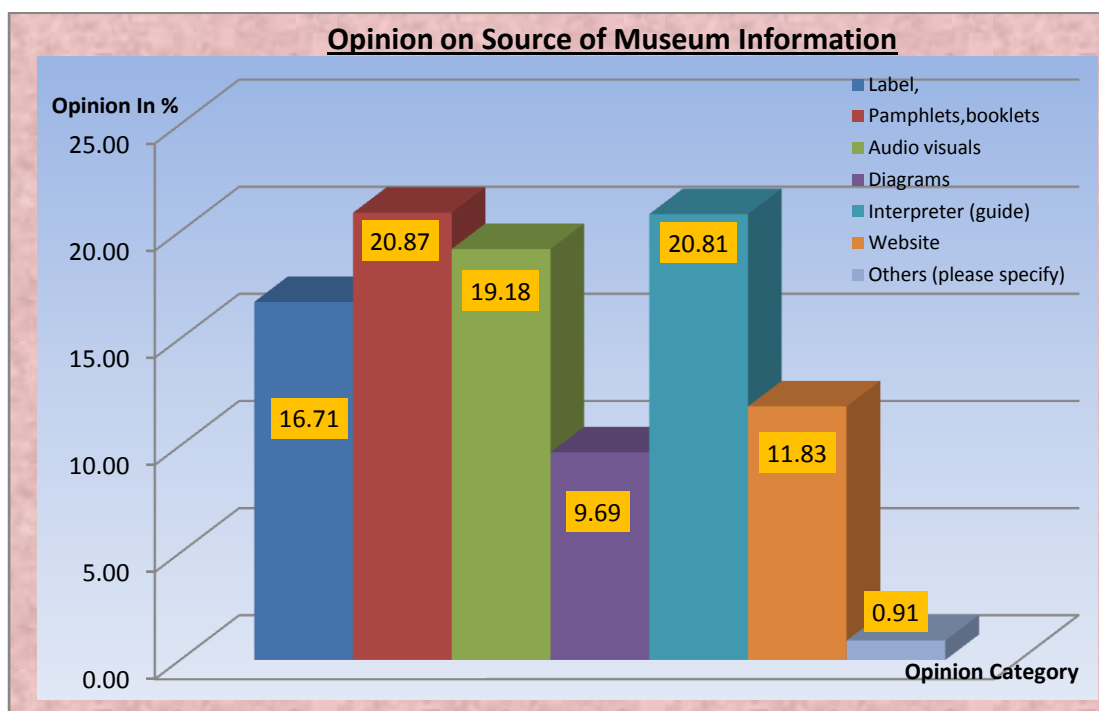
Q5. How do you expect a museum to provide information to visitors?

- Label - 771
- Pamphlets, booklets - 963
- Audio visuals - 885
- Diagrams - 447
- Interpreter (guide) - 960
- Website - 546
- Others (please specify) - 42

Table No. IV.5 – Opinion on source of Museum Info.

	Label	Pamphlets, booklets	Audio visuals	Diagrams	Interpreter (guide)	Website	Others (please specify)
Total	771	963	885	447	960	546	42
In %	16.71	20.87	19.18	9.69	20.81	11.83	0.91

Chart No. - IV.5



The above graph shows that 20.8% of people mainly expect museums to provide information by pamphlets, booklets and a knowledgeable

interpreter during their visit. 19.18% want audio-visuals to get more information on exhibits, 16.71% written labels to provide information to visitors, 11.83% wish to have separate website for museums where people can get information about museums. 9.69% people like to have diagrams or pictures by museums to provide information to visitors, 0.91% think that museums can give information through handouts, short videos and conducting talks and seminars.

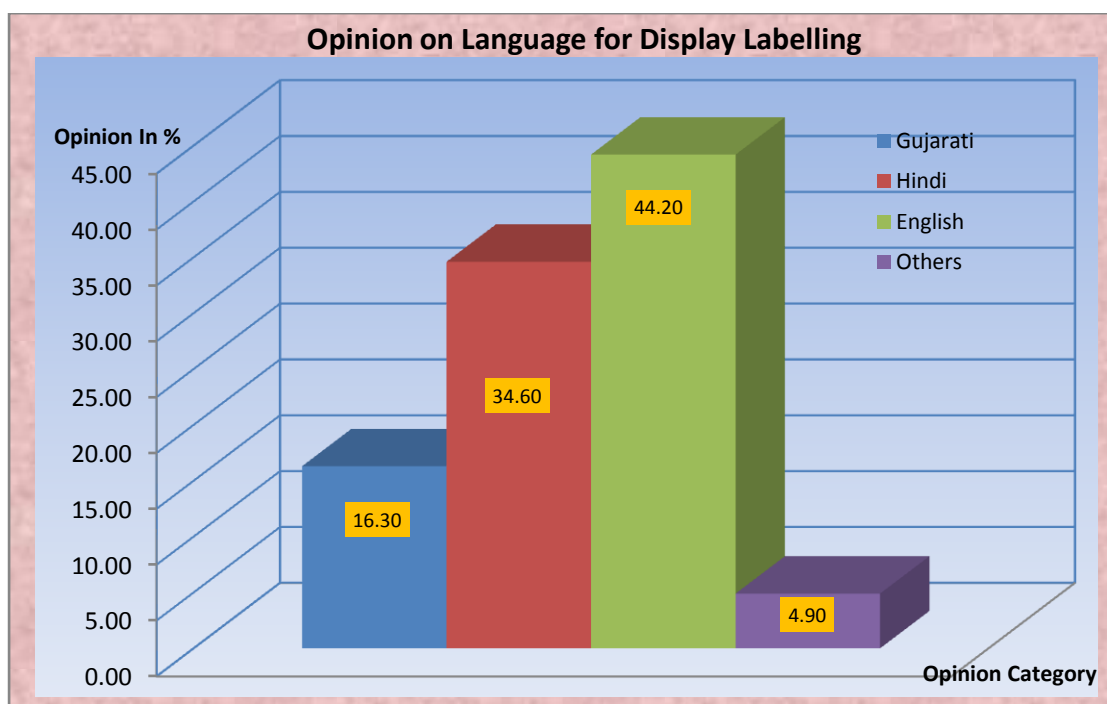
Q6. Which language/languages would you expect for the labelling of exhibits?

- Gujarati - 479
- Hindi - 1017
- English - 1299
- Others - 144

Table No. IV.6 – Opinion on language of display label

	Gujarati	Hindi	English	Others
Total	479	1017	1299	144
In %	16.3	34.6	44.2	4.9

Chart No. - IV.6



Maximum number of people i.e. 44.2% wants labels to be displayed in English, 34.6% want labels in Hindi and 16.3% expect labels in Gujarati. 4.9% expect museum labels in regional languages of the concerned place.

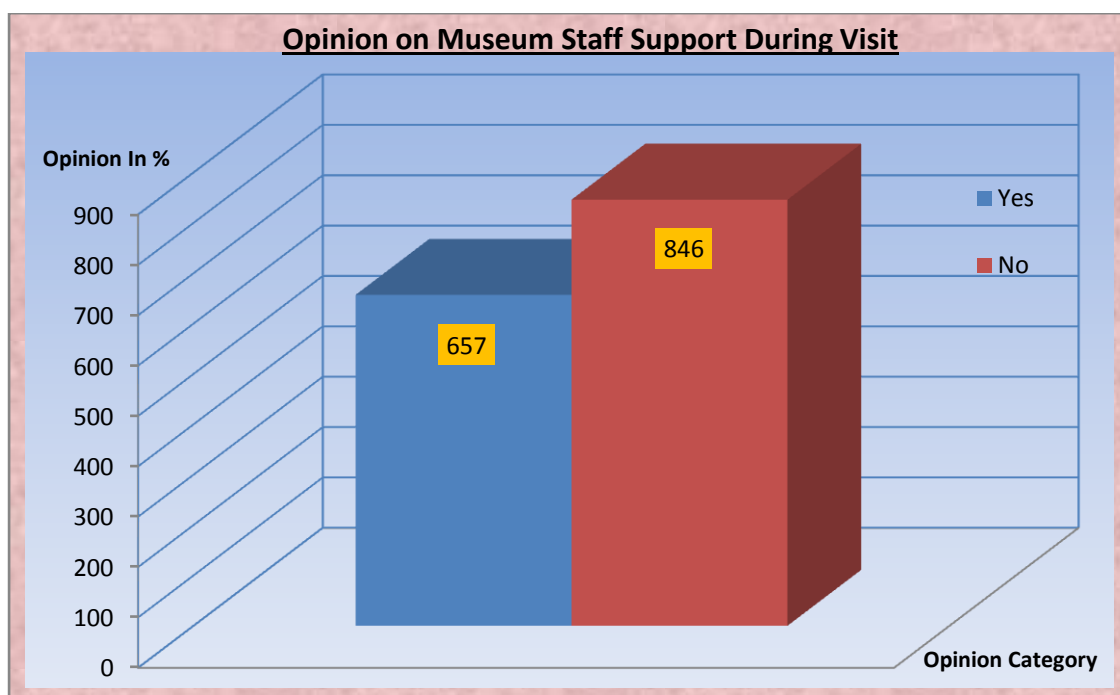
Q7. Did you approach the museum staff for any help during your visit to museum?

- Yes - 657
- No - 846

Table No. IV.7 – Opinion on Museum Staff Support during visit

	Yes	No
Total	657	846
In %	43.71	56.28

Chart No. - IV.7



The data shows that 846 people have not approached any museum staff during their museum visit and 657 people approached museum staff during their visit. The people who didn't approach the museum staff told that they didn't find any person to guide them during their visit or they didn't require their help.

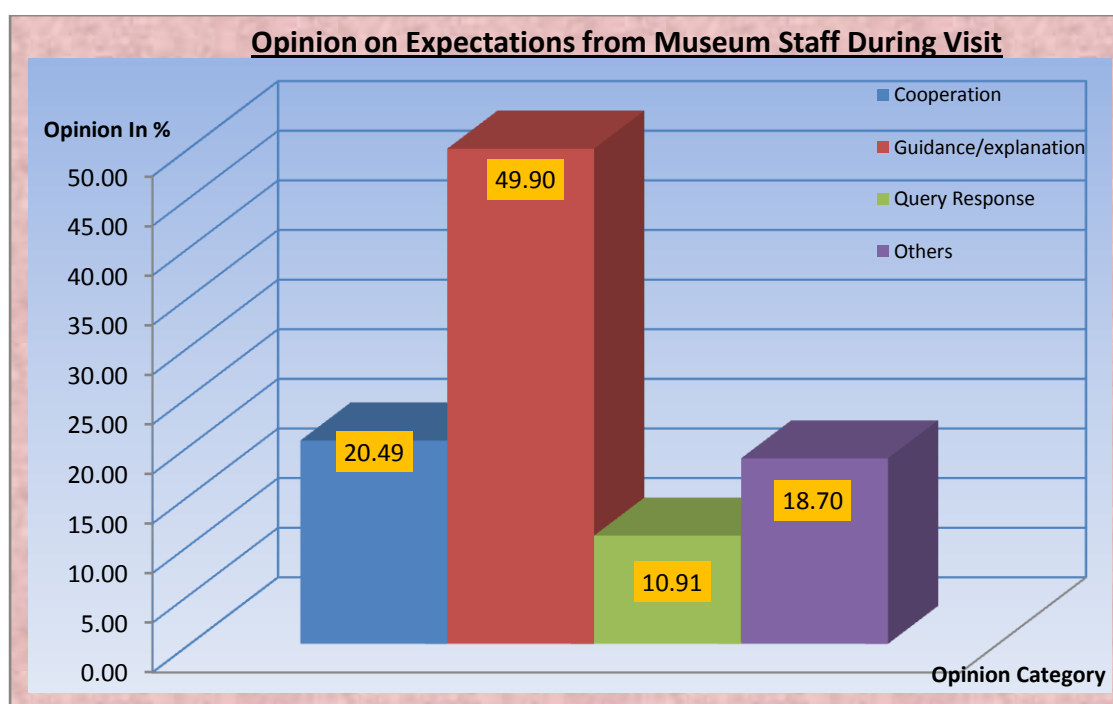
Q8.What is your expectation from the staff of a museum?

- Cooperation – 308
- Guidance/explanation - 750
- Query Response - 164
- Others - 281

Table No. IV.8 – Opinion on expectation from Museum Staff

	Cooperation	Guidance/ explanation	Query Response	Others
Total	308	750	164	281
In %	20.49	49.9	10.91	18.7

Chart No. - IV.8



Maximum people (49.9%) expect that museum staff would guide them and would explain the information and exhibits displayed in the museum. 20.49% expect that the staff would show complete cooperation with the museum visitors whenever required. 10.91% want that the museum staff should respond to their queries. 18.7% of people expect that museum should provide neat and clean environment, drinking water, peaceful atmosphere, polite, humble, courteous staff, well communicative, disciplined, well mannered, having good behaviour, helpful, knowledgeable, staff should have idea about all the sections, paid refreshment, museum should provide guide, staff should interact with tourists, should be able to manage crowd, explain people who cannot read, approachable, responsive, ask for feedback from visitors, demonstrate artefacts, should be cordial but strict, museum should provide booklets, pamphlets/brochures, handouts to visitors, better

management by museum. A few people said that they have nothing to expect from the museum staff.

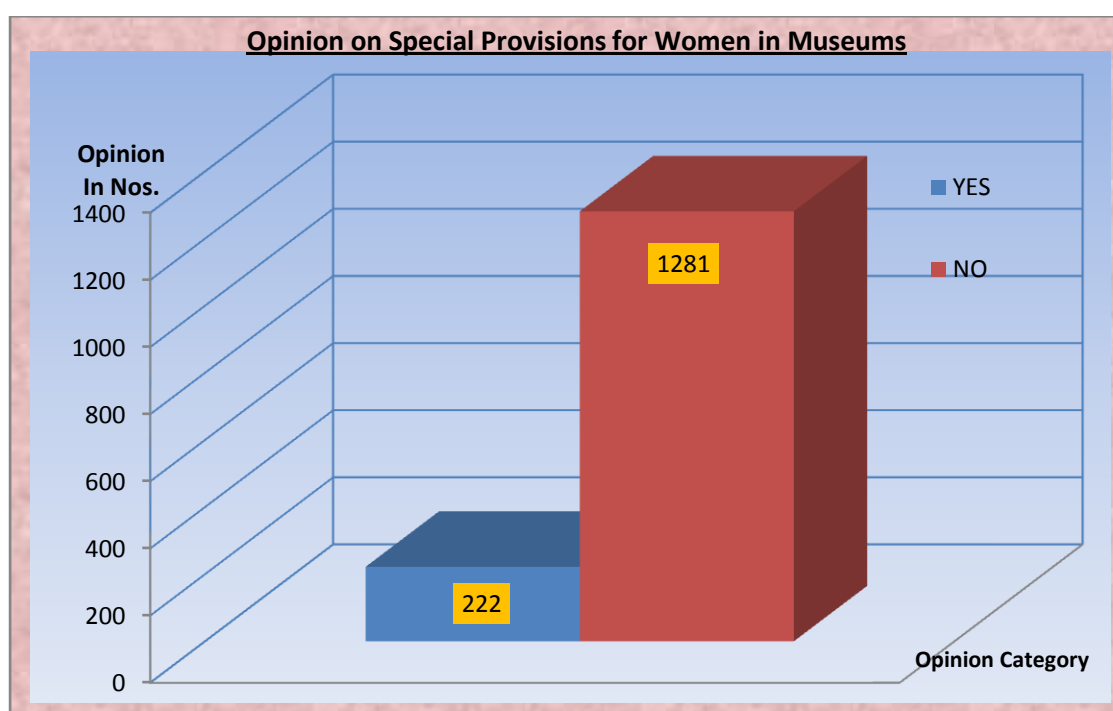
Q9. Do you think a museum should have special provision for women? Yes/ No. If yes, please specify.

- Yes - 222
- No - 1281

Table No. IV.9 – Opinion on Spl. Provisions for Women in Museum

	Yes	No
Total	222	1281
In %	14.77	85.22

Chart No. - IV.9



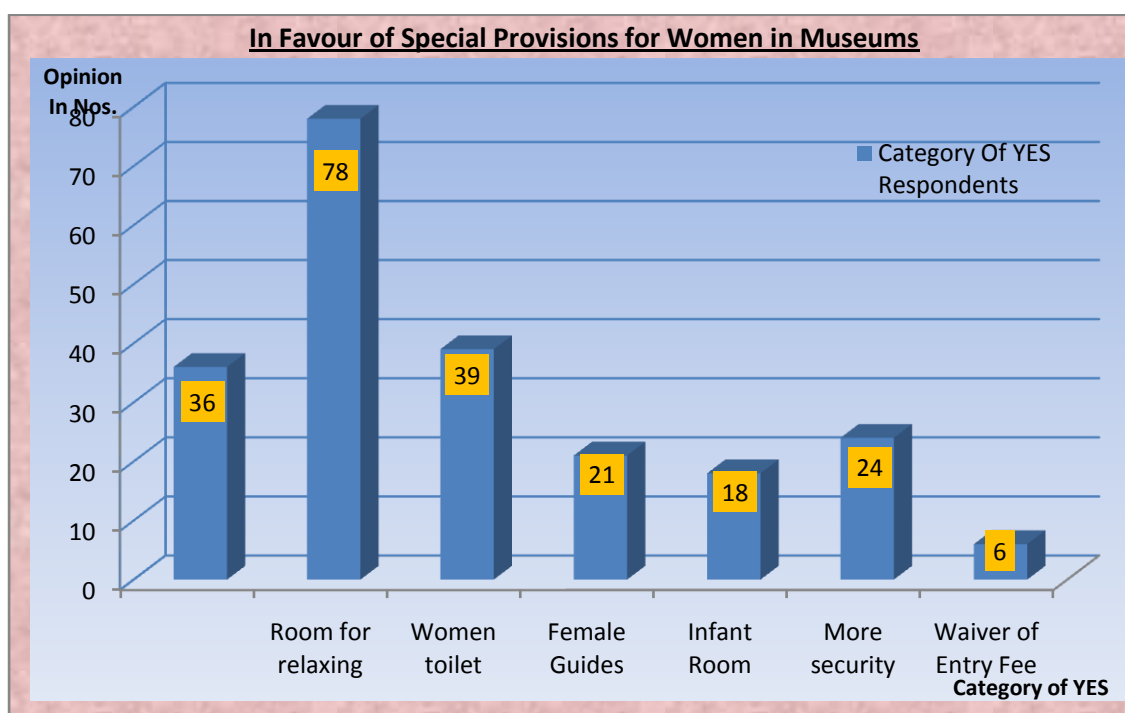
The above data shows that 14.77% of people would like to have special provisions for women in museums whereas 85.22% of people don't want any special privilege for women as they think that it is not necessary, why discriminate women to men in 2012, they should be given equal

status, women are as equal as men, all should be treated equally without any discrimination on the basis of gender.

Table IV.10 – In Favour of Spl. Provision for women

YES	
Separate Fee & Entry gates	36
Room for relaxing	78
Women toilet	39
Female Guides	21
Infant Room	18
More security	24
Waiver of Entry Fee	6

Chart- IV.10



The above data shows that people who would like to have special provision for women in museums mainly want a separate relaxing place for women i.e. 78 out of 222 respondents wish to have proper relaxing place, 39 want separate women toilets, 36 persons expect that there

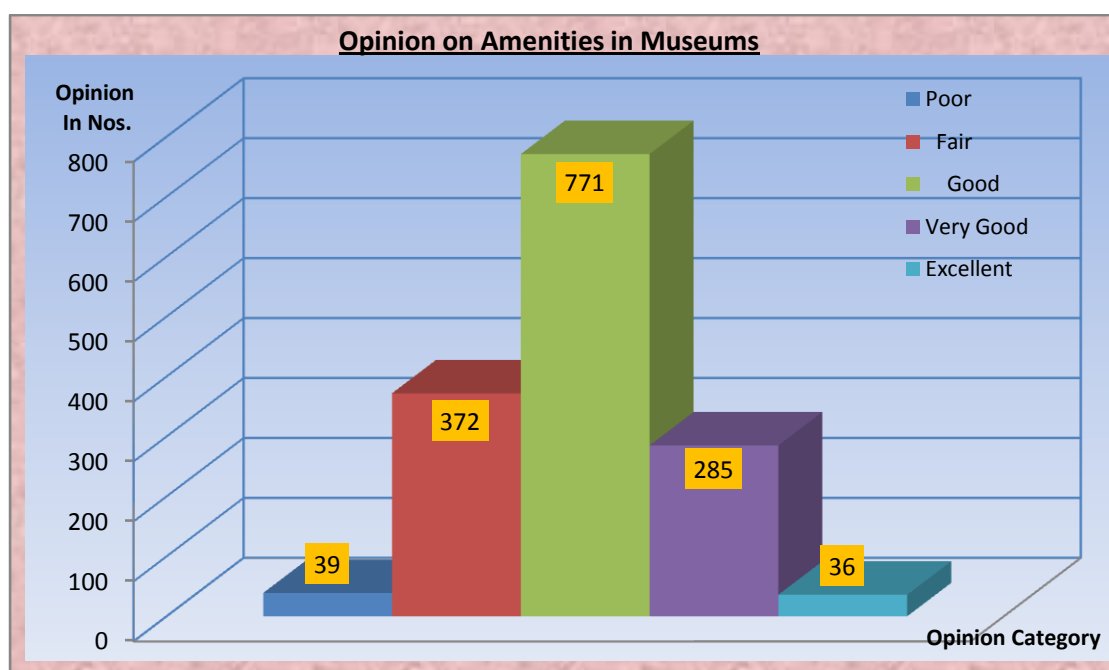
should be separate fee and entry gates for women in museums, 24 people think that there should be more security for women, 21 people wish to have female guides, 18 persons think that there should be separate infant room for the women who have small children and 6 people think that museum that there should not be any entry fee for women in museums.

Q10. Rate the quality of amenities provided to visitors by museums?

Table IV.11 – Opinion on Amenities in Museum

	Poor	Fair	Good	Very Good	Excellent
Total	39	372	771	285	36
In %	2.59	24.75	51.29	18.96	2.39

Chart No. - IV.11



The data analysis shows that 51.29% of people feel that the amenities provided by the museums in Baroda are good, 24.75% of people think that the amenities are fair, 18.96% feel the facilities in museums for

visitors are very good, 2.59% find it to be poor and only 2.39% of the respondents feel that the amenities are excellent.

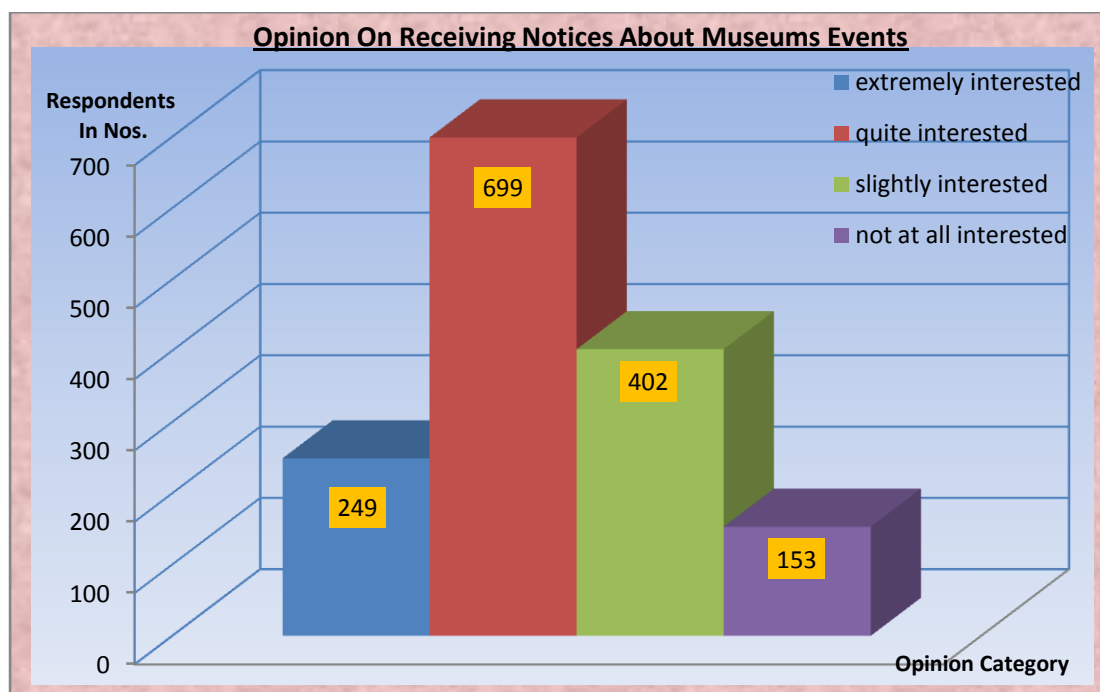
Q11. How interested you would be in receiving e-mail notices of events, exhibitions and programmes from the museum?

This question was answered by the respondents in 4-point scale ranging from extremely interested to not at all interested. Their responses are as below:

Table IV.12- Opinion on receipt of notices abt Museum Events

	extremely interested	quite interested	slightly interested	not at all interested
Total	249	699	402	153
In %	16.56	46.5	26.74	10.17

Chart No. - IV.12



The above data reveals that 46.5% of people are quite interested in receiving e-mail notices of events, exhibitions and programmes from the museum, 26.74% of people are slightly interested, 16.56% persons are

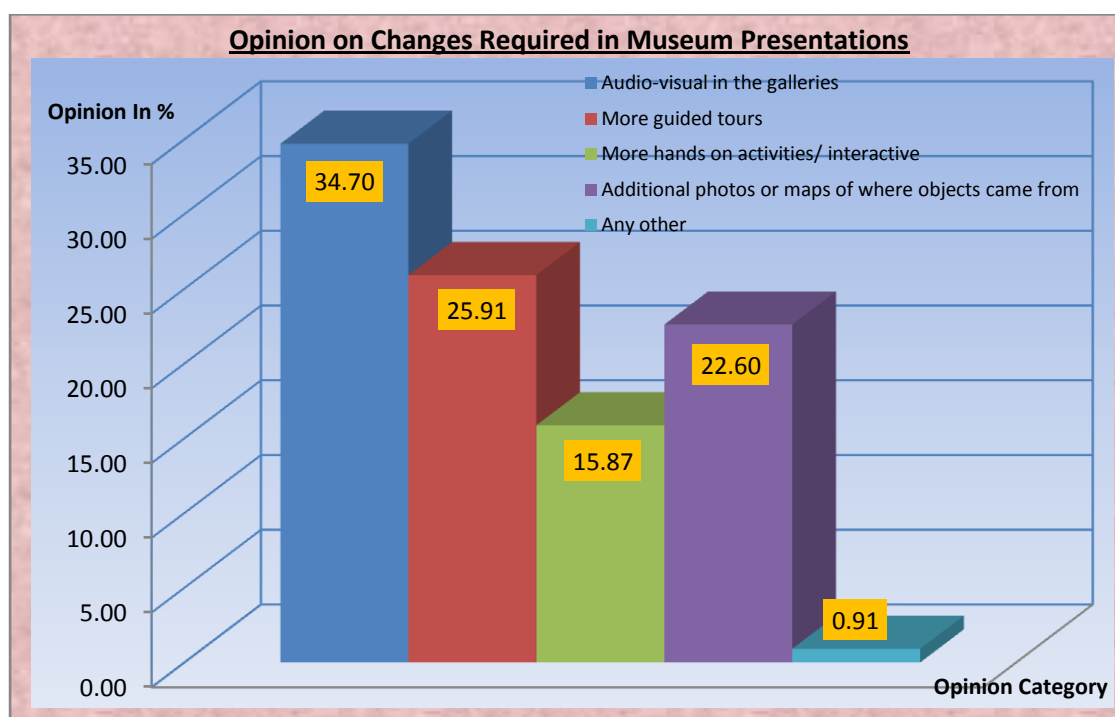
extremely interested whereas 10.17% of people are not at all interested in getting email notices as they are not regular museum goers and are not interested in knowing about the events of museums.

Q12. What changes in the presentation of exhibits would you like to see in the museum you visited?

Table IV.13- Opinion on changes reqd in Museum presentation

	Audio-visual in the galleries	More guided tours	More hands on activities/ interactive	Additional photos or maps of where objects came from	Any other
Total	912	681	417	594	24
In %	34.70	25.91	15.87	22.60	0.91

Chart No. - IV.13



The data shows that maximum number of people (34.7%) would like to see audio- visuals along with the exhibits of the museum during their visit. 25.91% want museums to organize more guided tours and 22.6%

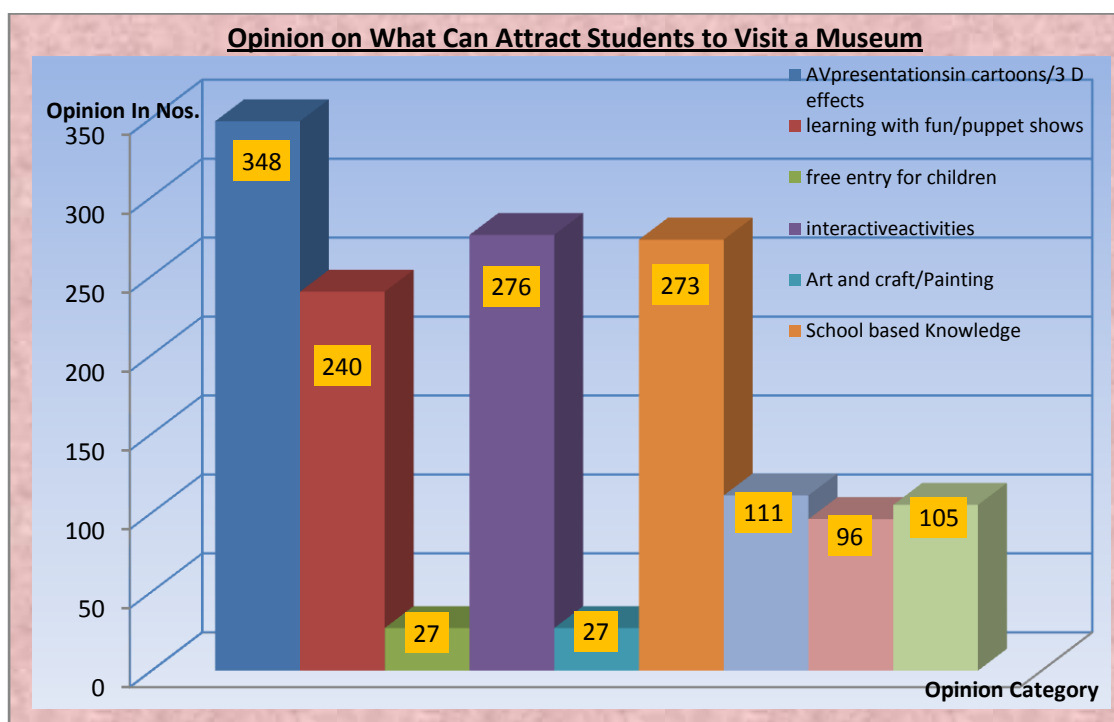
think that museums should provide additional photos and maps along with the exhibits to show the origin of exhibits. 15.81% want more hands on activity during their visit to have fun along with learning. 0.91% of people want new addition of exhibits at regular intervals.

Q13. What do you think can attract school children to museums?

Table IV.14 - Opinion on student attraction to Visit to Museum

	AV/ 3 D effects	learning with fun/pupp et shows	free entry for children	Interactive activities	Art and craft/ Painting	School based Knowledge	Artefact /exhibits	Aware ness campa igns	Drama/ talk show
Total	348	240	27	276	27	273	111	96	105
In %	23.15	15.97	1.80	18.36	1.80	18.16	7.39	6.39	6.99

Chart No. - IV.14



The data shows that 23.15% of people think that audio-visual programmes using cartoons, 3D effects in videos and events can attract school children towards museum programmes, 18.36% feel that inclusion

of more interactive programmes can be of interest for children, 18.16% want that the museums should include programmes based on school curriculum to attract more school students, 15.97% respondents expect to have learning with fun in museums for which the museums should organize puppet shows and other interesting events which the visitors can enjoy.

According to 7.39% people, museums should keep including interesting artefacts and exhibits in their galleries for display to encourage people to visit museums. 6.39% think that awareness campaigns about museum programmes can attract more school children, 6.99% feel that dramas and talk shows on various topics can lure school children to museums.

A few persons feel that free entry for school children and organizing programmes based on art and crafts, paintings can be of interest to children.

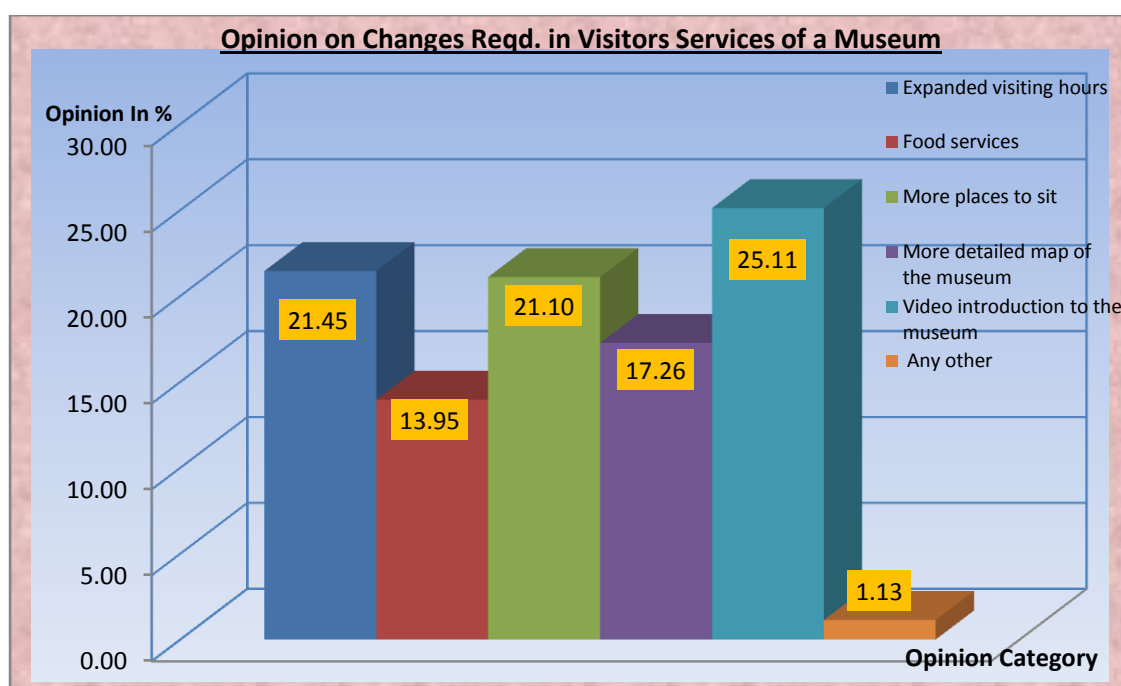
Q14. What changes are required to visitor services by the museum?

The respondents were asked about their expectations about the changes required in visitor services by the museums. Options were given regarding extended visiting hours, the food services and resting places provided by the museums, a summary or map of the galleries of the museum, a video introduction of the important exhibits of the various galleries or any other visitor services expected by the people of Baroda.

Table IV.15 – Opinion on changes reqd. In services to Museum visitors

	Expanded visiting hours	Food services	More places to sit	More detailed map of the museum	Video introduction to the museum	Any other
Total	738	480	726	594	864	39
In %	21.45	13.95	21.10	17.26	25.11	1.13

Chart No. - IV.15



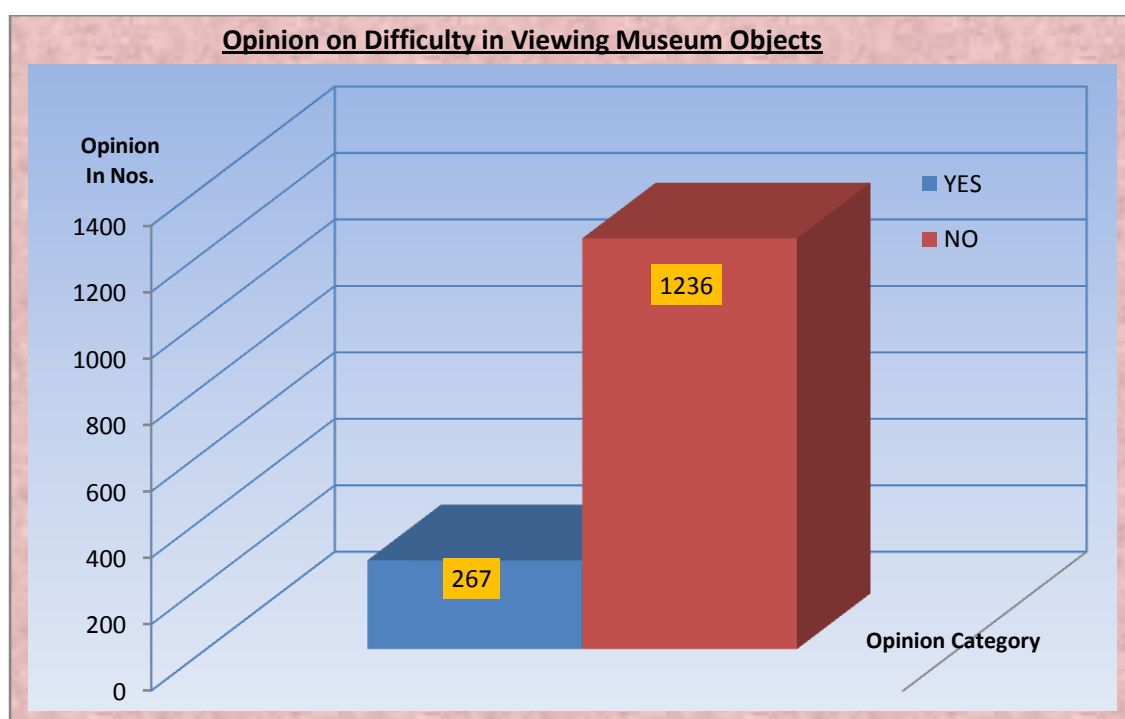
The above data reveals that 25.11% of the people think museums should have audio-visual presentations of a brief description of museum and its exhibits, 21.45% think that extended visiting hours should be considered by the museum to aid visitors to visit museum at their suitable time, 21.1% want more resting and sitting places in the museum, 17.26% wish to have a more detailed map of the museum and 13.96% want paid food services in museums premises for visitors. 1.13% people want some other services like washroom facilities, clean environment and booklet of all exhibits.

Q15. Did you face any difficulty in viewing the exhibits?

Table IV.16 – Opinion on difficulty in viewing Museum objects

	YES	NO
Total	267	1236
In %	17.8	82.2

Chart No. - IV.16



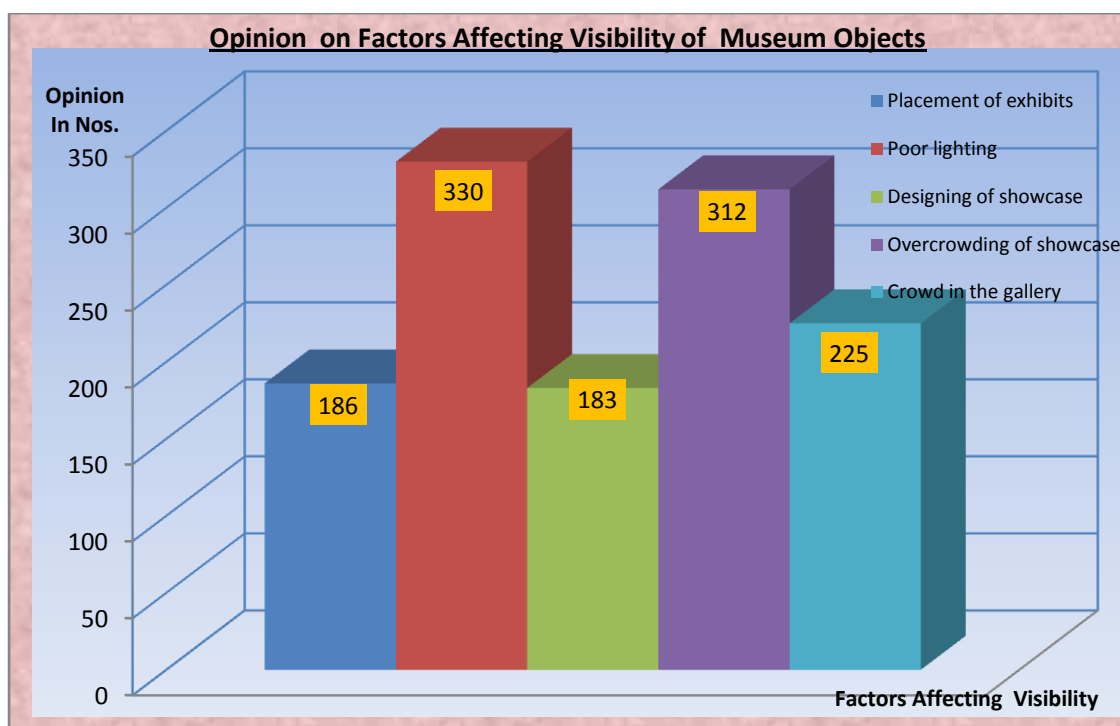
Maximum number of people that is 82.2% of people said that they didn't face any difficulty in viewing the exhibits and only 17.8% of the people told that they faced difficulty in viewing the exhibits. The people who were not satisfied with the visibility of the exhibits gave the reasons of their dissatisfaction which are discussed below.

Q16. If you are not satisfied with the visibility of exhibits please mention the factors that affected the visibility?

Table IV.17 – Opinion on factors affecting visibility of Museum objects

	Placement of exhibits	Poor lighting	Designing of showcase	Overcrowding of showcase	Crowd in the gallery
Total	186	330	183	312	225
In %	15.05	26.70	14.81	25.24	18.20

Chart No. - IV.17



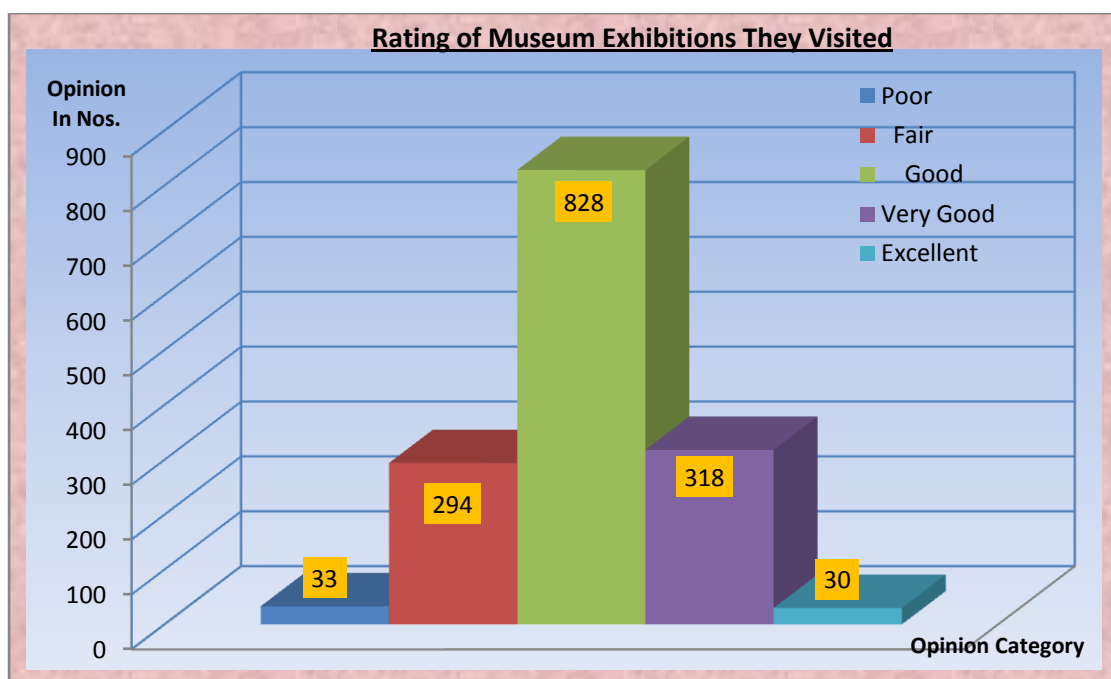
The analysis of the data shows 26.7% were not satisfied with the lighting of the exhibits and galleries, 25.24 % people told that the showcases were overcrowded which was affecting the visibility, 18.2% persons had the opinion that the crowd in the gallery of the visitors was affecting the visibility and 15.5% cited the improper placement of the exhibits to be responsible for the visibility of museum objects.

Q17. Rate your experience of museum exhibitions in terms of visibility?

Table IV.17 – Rating of Museum Exhibitions visited

	Poor	Fair	Good	Very Good	Excellent
Total	33	294	828	318	30
In %	2.20	19.56	55.09	21.16	2.00

Chart No. - IV.18



The data reveals that 55.09% of people rated the museum exhibitions to be good in terms of visibility, 21.16% found the museum exhibitions to be very good, 19.56% thought them to be fair. Very few respondents that are only 2% found them to be either poor or to be excellent in terms of visibility of exhibits.

Q18. Rate the labelling of various exhibits in the museum? (The rate is from 1 to 5 with 5 being the best).

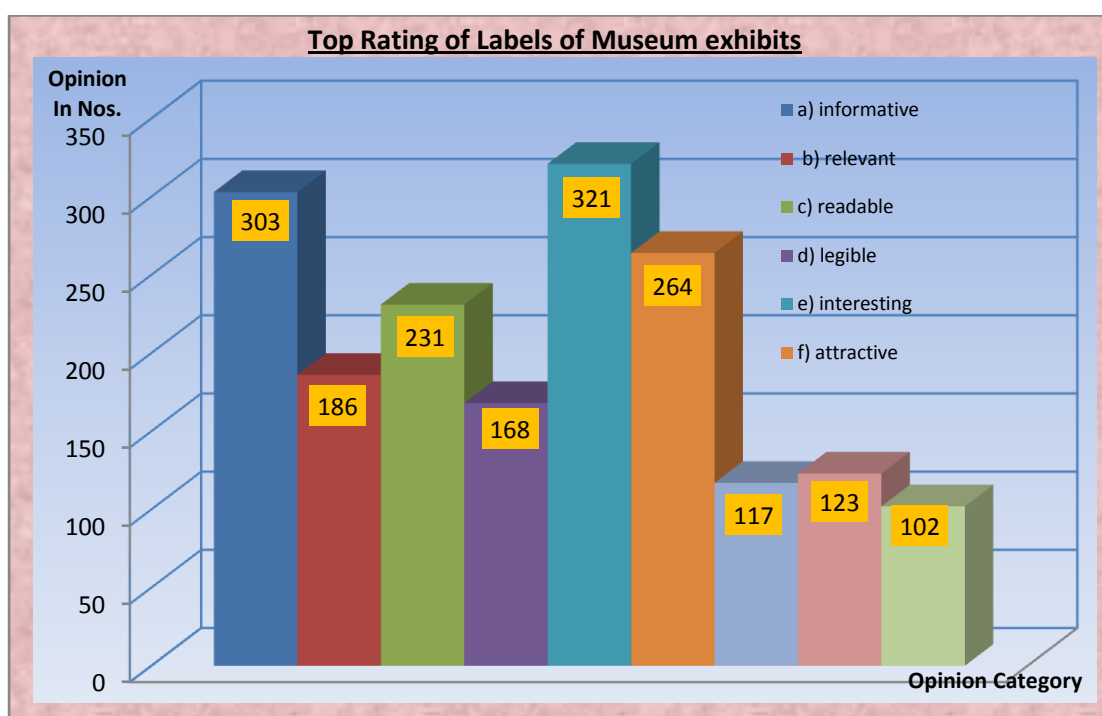
Table IV.19 – Rating of labelling of Museum exhibits

Rating	informative	relevant	readable	legible	interesting	attractive	comprehensive	clarity of contents	labels as hindrance
1	69	36	66	45	63	87	57	45	213
2	156	225	303	297	201	258	300	300	375
3	465	582	516	588	411	513	669	639	534
4	510	450	390	411	513	387	366	402	285
5	303	186	231	168	321	264	117	123	102

Table IV.20 – Top rating of labels of Museum exhibits

Top Rating	informative	relevant	readable	legible	interesting	attractive	Comprehensive	clarity of contents	labels as hindrance
Total	303	186	231	168	321	264	117	123	102
In %	16.69	10.25	12.73	9.26	17.69	14.55	6.45	6.78	5.62

Chart No. - IV.19



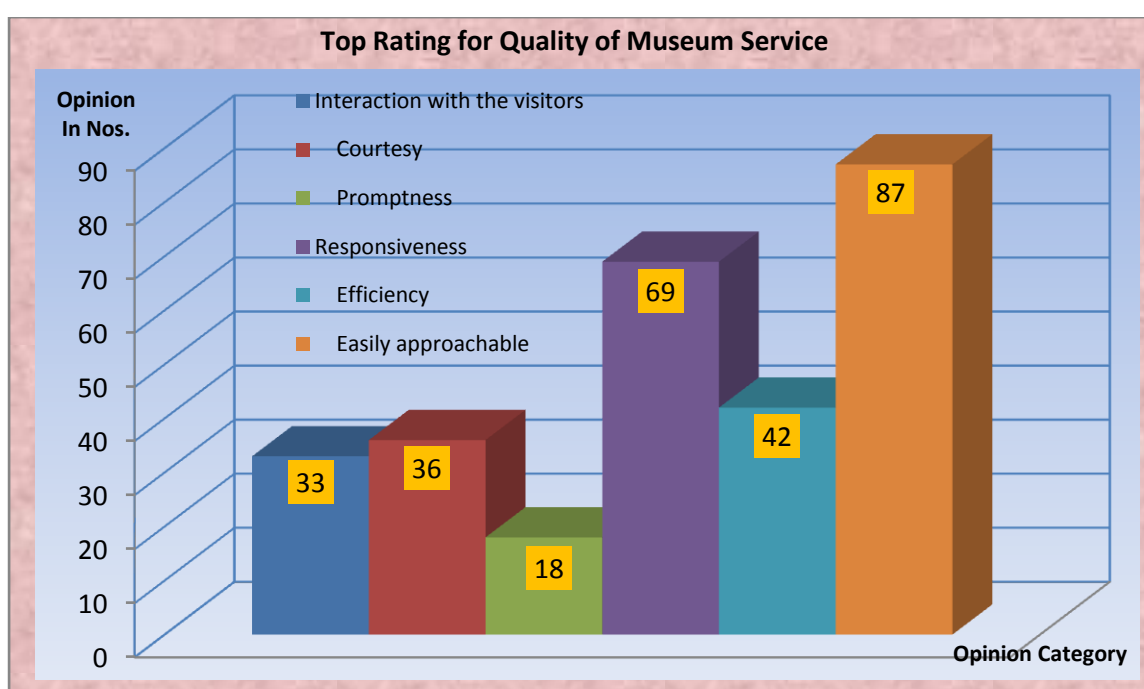
The analysis of the above shows that 17.69% of the people found the museum labels to be interesting, 16.69% people think that labelling of the museum exhibits were informative, 14.55% feel that the museum labelling was attractive, 12.73% of respondents feel that the museum labelling was readable, 10.25% felt that relevant information were given in museum labels, 5.62% people felt that the improper placement of the labels were causing hindrance in the visibility of exhibits.

Q19. Rate the quality of service of the administrative staff (security personnel, gallery attendant, and receptionist) of the museum.

Table IV.21- Top rating of quality of Museum services

Top Rating	Interaction with the visitors	Courtesy	Promptness	Responsiveness	Efficiency	Easily approachable
Total	33	36	18	69	42	87
In %	11.58	12.63	6.32	24.21	14.74	30.53

Chart No. - IV.20



The ratings of the given options were done on a 5-point scale, 5 being the best and 1 being the poor. 30.53% people have rated the administrative staff of the museums to be excellent in the approachable category, 24.21% people rated them best in responsiveness and efficiency. 14.74% considered them best for their efficiency. Only 6.32% have given top rating to the administrative staff for their promptness and 11.58% for their interaction with visitors. So, museum staff should increase their

interaction with the visitors to know about their specific requirements and provide them prompt guidance accordingly.

Q20. Rate the quality of service of the educative staff (Guides, Guest lecturers, Interpreters, Education officer etc.) of the museum.

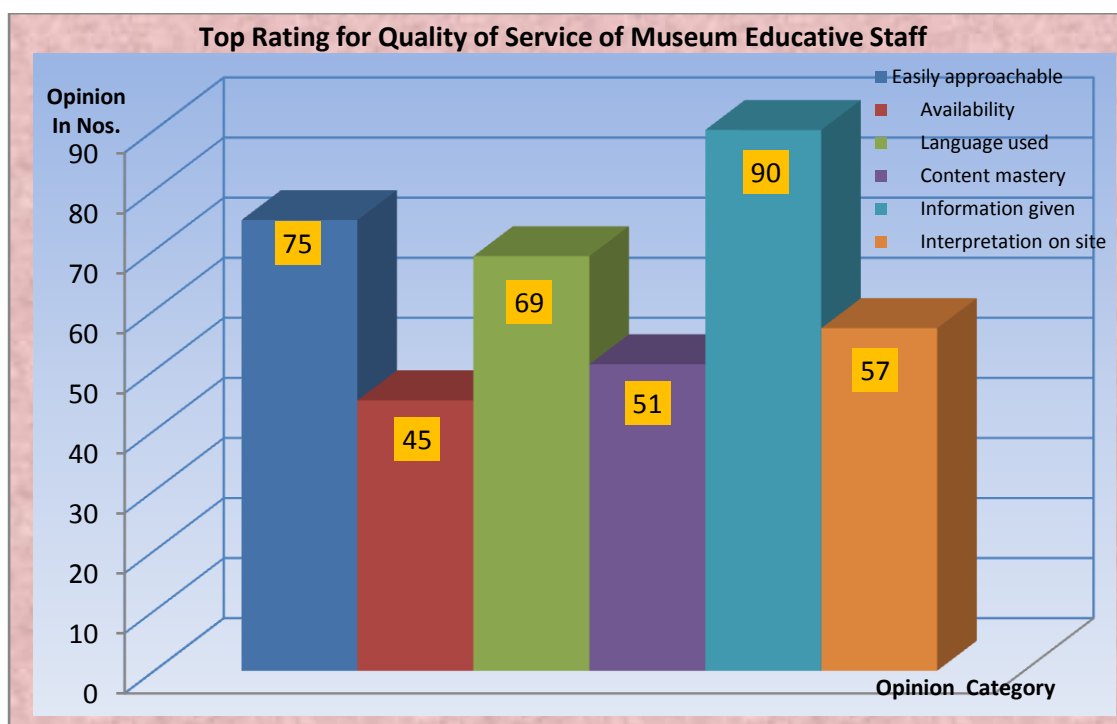
Table IV.22 - Quality of service of Museum Edu. Staff

Rating	Easily approachable	Availability	Language used	Content mastery	Information given	Interpretation on site
1	123	144	99	84	99	120
2	405	144	381	384	336	399
3	570	483	585	558	504	528
4	228	210	252	288	369	267
5	75	45	69	51	90	57

Table IV.23 – Top rating of Quality of service of Museum Edu. Staff

	Easily approachable	Availability	Language used	Content mastery	Information given	Interpretation on site
Total	75	45	69	51	90	57
In %	19.38	11.63	17.83	13.18	23.26	14.73

Chart No. - IV.21



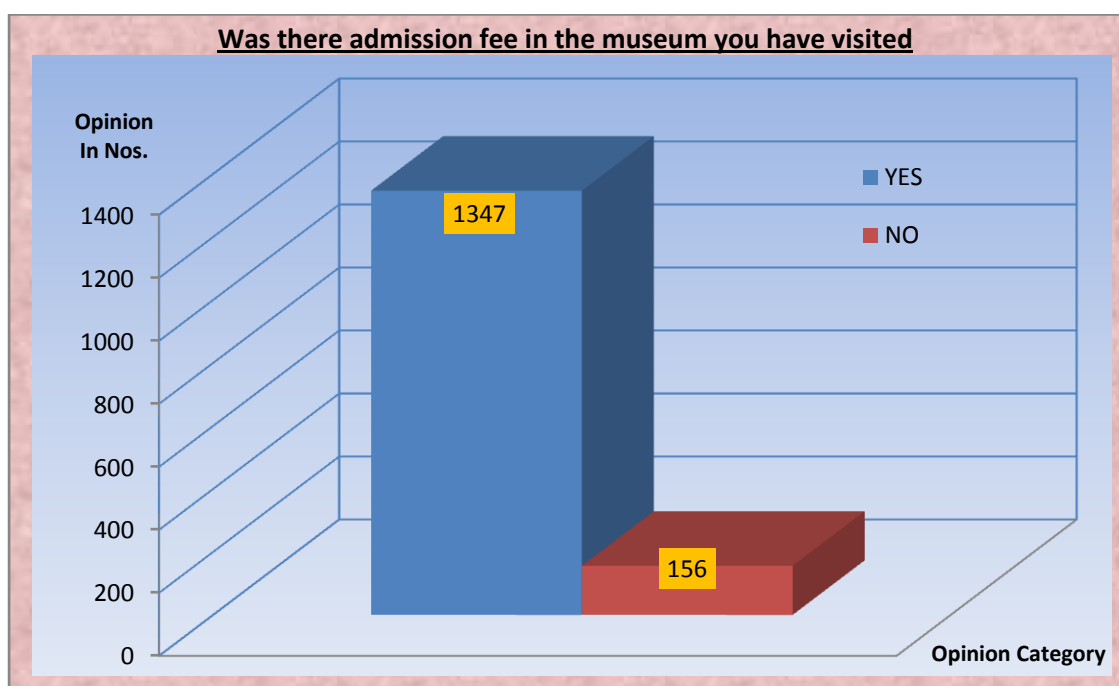
The analysis of the above gives us details of the top rating of the people about the quality of service of museum educative staff. They rated the same in 5- point scale, '1' being poor and '5' being excellent. The above graph shows the opinion of people according to their top ratings. 23.26% of people think that the information given by the educative staff is excellent and 19.38% feel that they are very easily approachable. 17.83% of people rated the educative staff excellent in terms of the language used during their conversation with the visitors. 14.73% find museum staff to be excellent in interpretation of exhibits and artefacts on site during their visit. 13.18% persons think that the content mastery of the educative staff in museums is excellent which provided immense knowledge to the visitors. Only 11.63% find that the staffs are excellent in museum in terms of their availability in times of need by the visitors.

Q21. Was there any admission fee in the museum you have visited?

Table IV.24 – Was there any Admission Fee in Museum

	YES	NO
Total	1347	156
In %	89.62	10.38

Chart No. - IV.22



The data shows that 89.62% said that there was admission fee in the museum they visited and only 10.38% people told that there was no admission fee in the museums they visited. This shows that most of the museums are having certain admission fee for the visitors.

**Q22. Do you think museums should charge any admission fee?
(Specify the reasons)**

Table IV.25 – Opinion on Fee to be charged for Museum Visit

	YES	NO
Total	1206	297
In %	80.24	19.76

Table IV.26 – Why Museum Fee not to be charged

No Respondents	Total	In %
Benefit Society	72	24.24
Free for students	24	8.08
Free Knowledge Gain	69	23.23
Promote Tourism	63	21.21
To attract more visitors	69	23.23

Table IV.27 – Why Museum Fee is to be charged

Yes Respondents	Total	In %
Funding New Additions	30	2.49
Operation & Maintenance Fee	681	56.47
Preserving Heritage	123	10.20
Revenue to Govt.	207	17.16
Salary of Staff	165	13.68

Chart No. - IV.23

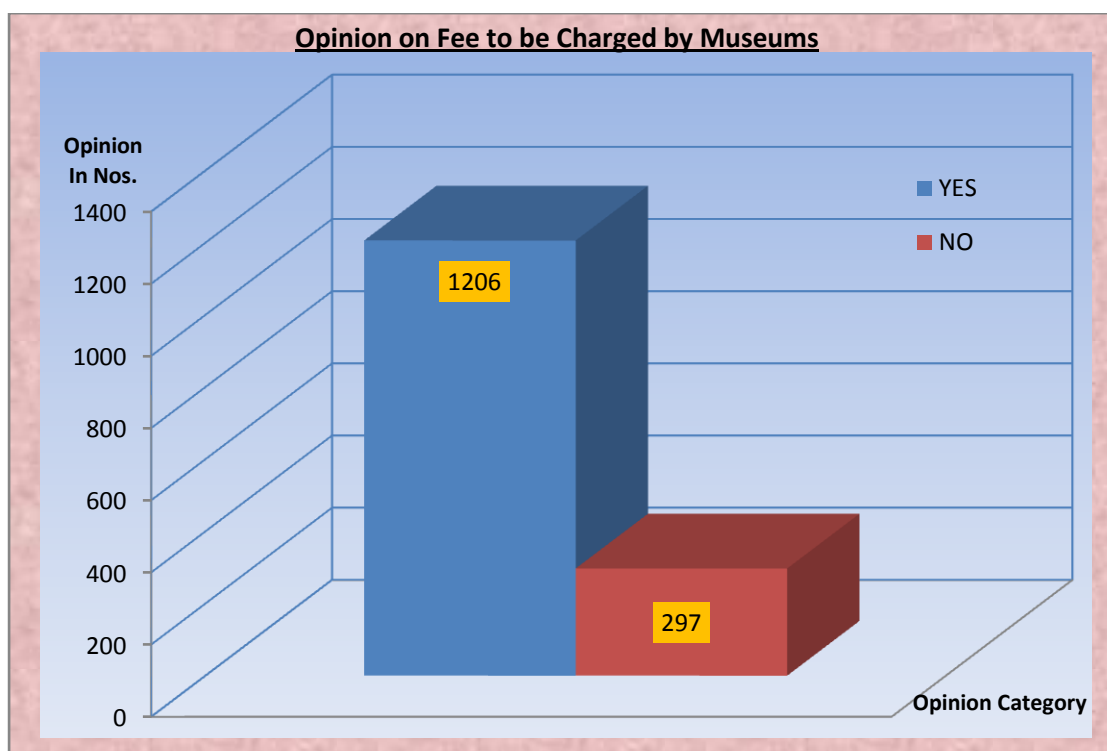


Chart No. - IV.24

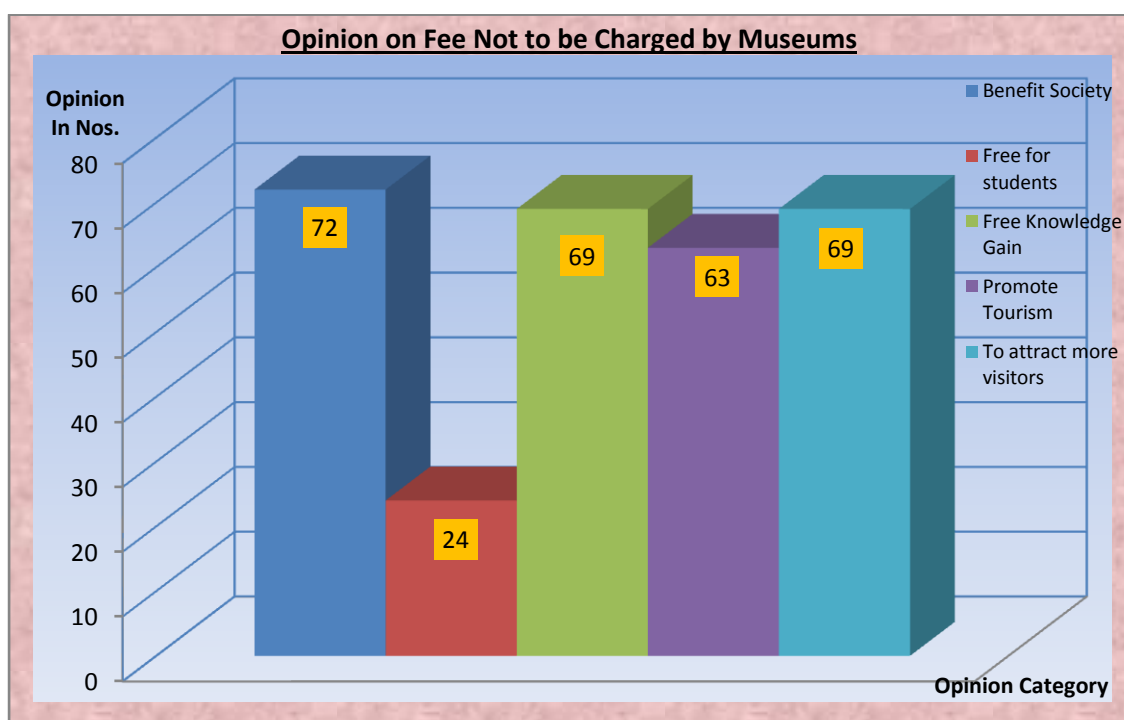
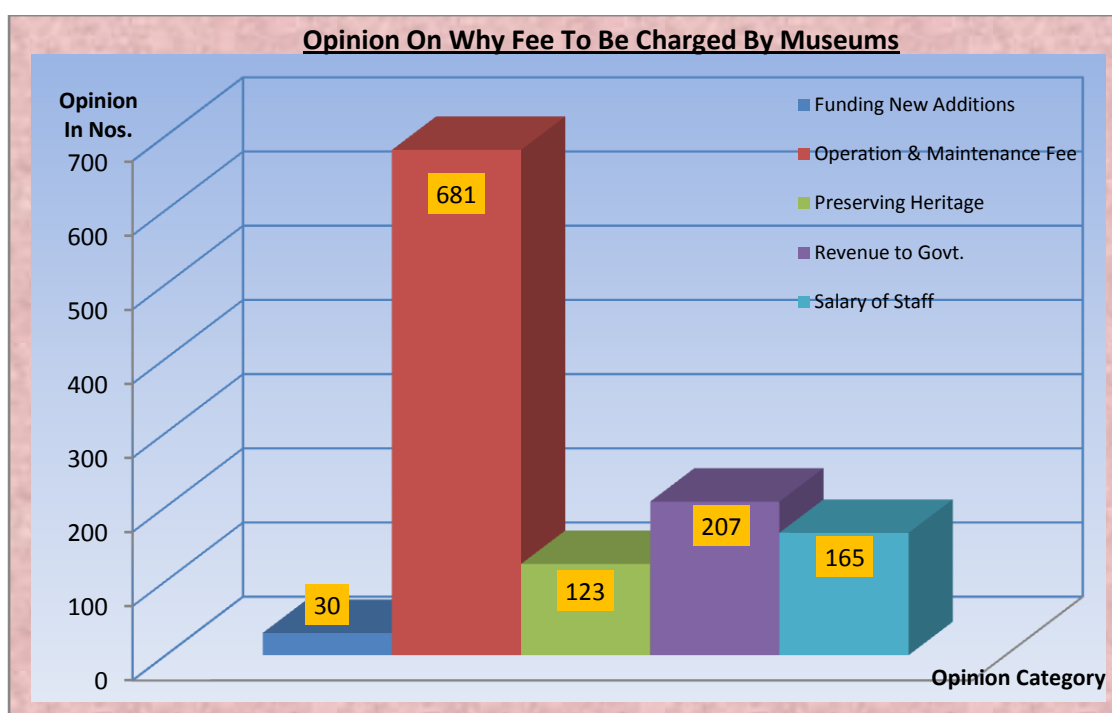


Chart No. - IV.25



The data shows that 80.24% people think that museums should charge admission fee from visitors whereas 19.76% people feel that museums should not charge any admission fee from visitors. People who felt that there should admission fee in museums gave different reasons in support of their statement. 56.47% have the view that the museums should charge visitors for their maintenance and proper operation.

17.16% think that admission fee will provide revenue to government of our country, 13.68% told that there should be museum fee to provide salary to the staff, 10.2% think that the amount of fee should be utilised for preserving the heritage of our country. Only 2.49% of persons told that the amount of fee can be used by the museums in funding new additions of exhibits in museum.

People who believe that there should not be any charge in museums have told the following as the reasons for their opinion. 24.245 people think that the museums are institutions for the benefit of society and they should not be charging the visitors, 23.23% feel that the museums are educational institutions and there should be free knowledge gain for the society and thereby it can attract more visitors, 21.21% have the opinion that the museums should not charge fees to promote tourism in our country and 8.08% persons think that there should not be any charge for the students visiting the museums.

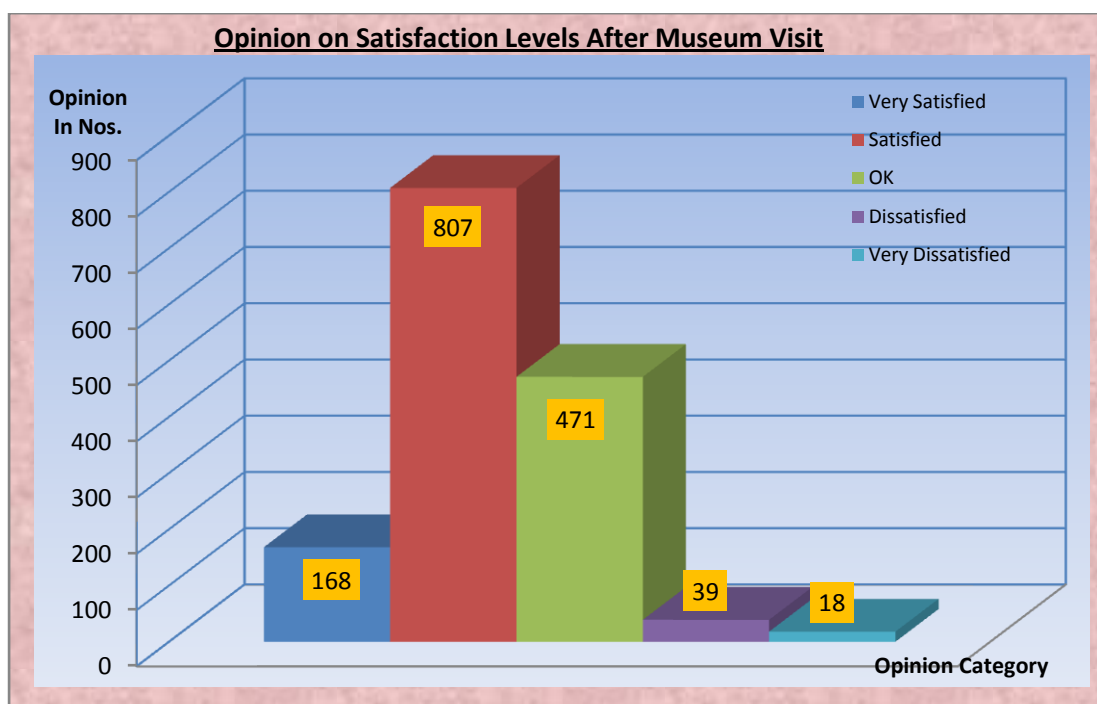
Q23. After your museum visit were you.

- Very Satisfied
- Satisfied
- OK
- Dissatisfied
- Very Dissatisfied

Table IV.28 – Opinion on satisfaction levels after Museum visit

	Very Satisfied	Satisfied	OK	Dissatisfied	Very Dissatisfied
Total	168	807	471	39	18
In %	11.18	53.69	31.34	2.59	1.20

Chart No. - IV.26



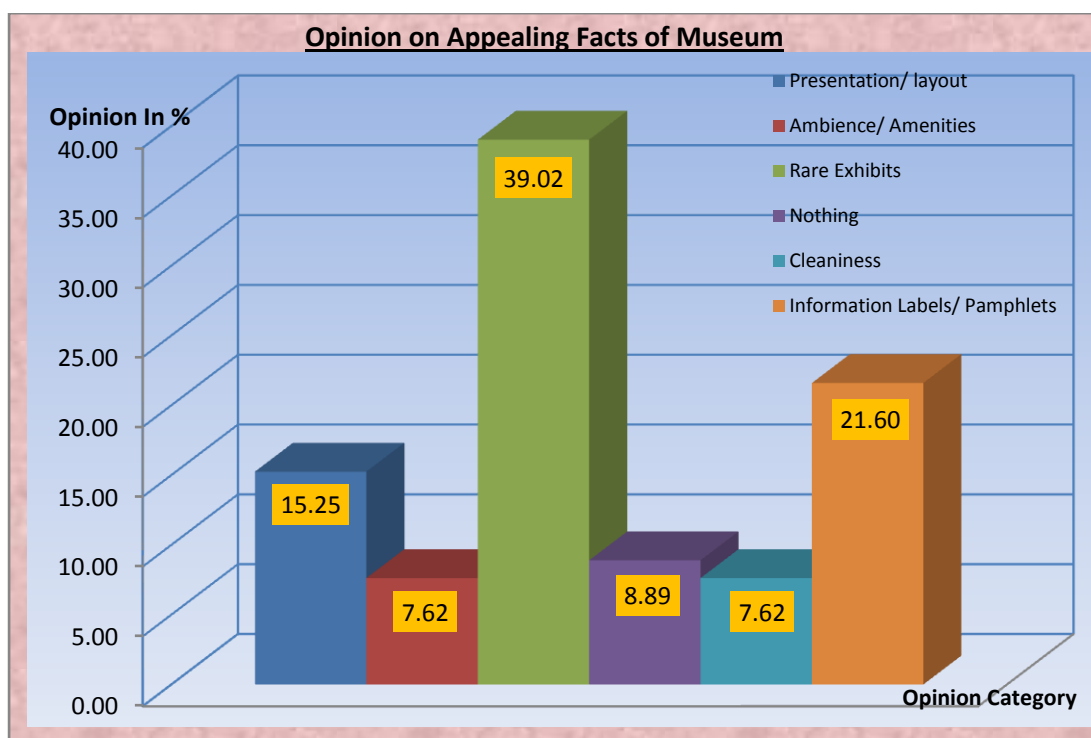
The analysis shows that 53.69% of the respondents were satisfied after their museum visit, 31.34% were ‘Ok’ after their visit and 11.18% were very satisfied, 2.59% were dissatisfied after their visit. Only 1.2% persons told that they were very dissatisfied. Most of the respondents who were in the dissatisfied category were the persons who have visited museums abroad.

Q24. What aspects of the museum appealed to you the most?

Table IV.29 – Opinion on Appealing facts of Museum

	Presentation/ layout	Ambience/ Amenities	Rare Exhibits	Nothing	Cleanliness	Information Labels/ Pamphlets
Total	252	126	645	147	126	357
IN %	15.25	7.62	39.02	8.89	7.62	21.60

Chart No. - IV.27



The analysis of the data shows that the certain things appealed to the people the most during their museum visit. Some persons have given their response in more than one option. 39.02% people feel that the rare exhibits which they viewed in museum galleries were the most appealing to them as they could see things which are unique and amazing. 21.6% think that the information given through labels and pamphlets about these unique exhibits in the museum were the most appealing as they came to know about many unknown facts about our civilization and of other countries. 15.25% feel that the presentation and layout of the exhibits in the galleries were the most appealing.

According to 7.62% people the ambience of the museum, the amenities provided and cleanliness of the surroundings were most appealing. But 8.89% persons think that nothing appealed to them during their museum

visit. Thus, museums will have to find strategies to present their exhibits in a way so as to appeal these people as well.

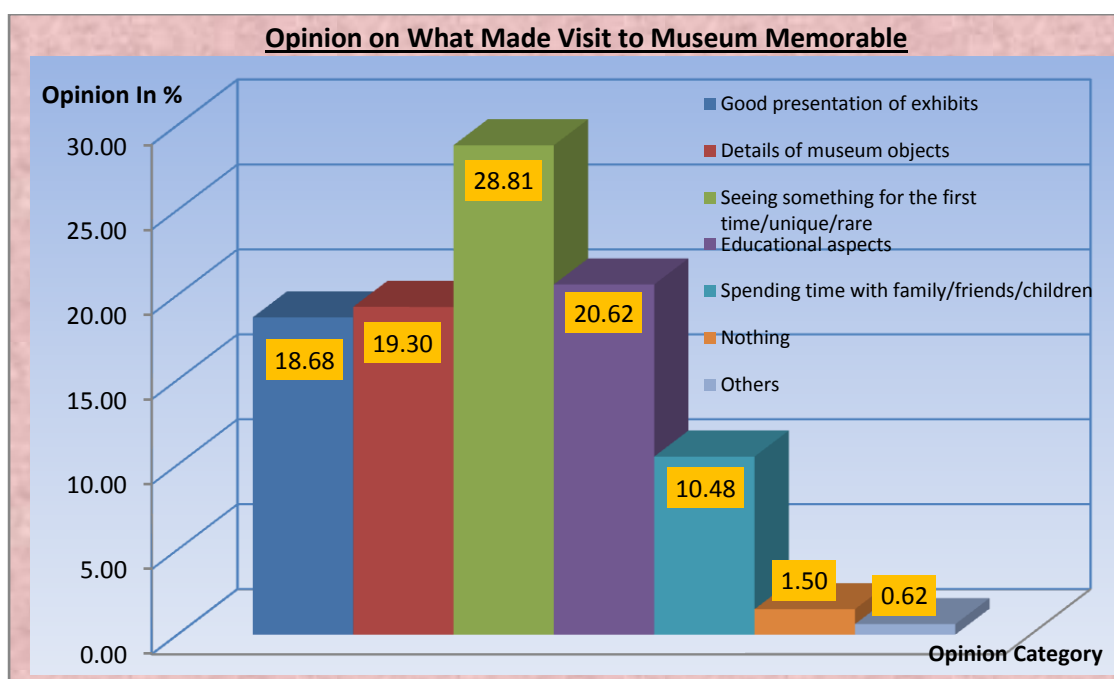
Q25. What made your museum visit memorable?

Table IV.30 – Opinion on what made Museum visit memorable

	Good presentation of exhibits	Details of museum objects	Seeing something for the first time/unique/rare	Educational aspects	Spending time with family/friends/children	Nothing	Other
Total	636	657	981	702	357	51	21
In %	18.68	19.30	28.81	20.62	10.48	1.50	0.62

The respondents were asked about their opinion regarding the most memorable moment during their museum visit. All sorts of responses were given by them ranging from good presentation of exhibits to nothing memorable. People even told some other aspects of the museum in their responses other than the options given to them. A view of such responses is given in the Chart No. IV.28.

Chart No. - IV.28



The data reveals that 28.81% of people find that seeing something unique, rare, and for the first time made their museum visit memorable. 20.62% think that the educational aspects of the displayed items were the most memorable for them. 19.3% people feel that the details of the museum objects given in the form of label, pamphlets, brochures etc. were most memorable. 18.68% told that the good presentation of the exhibits by the museum staff made their museum visit memorable.

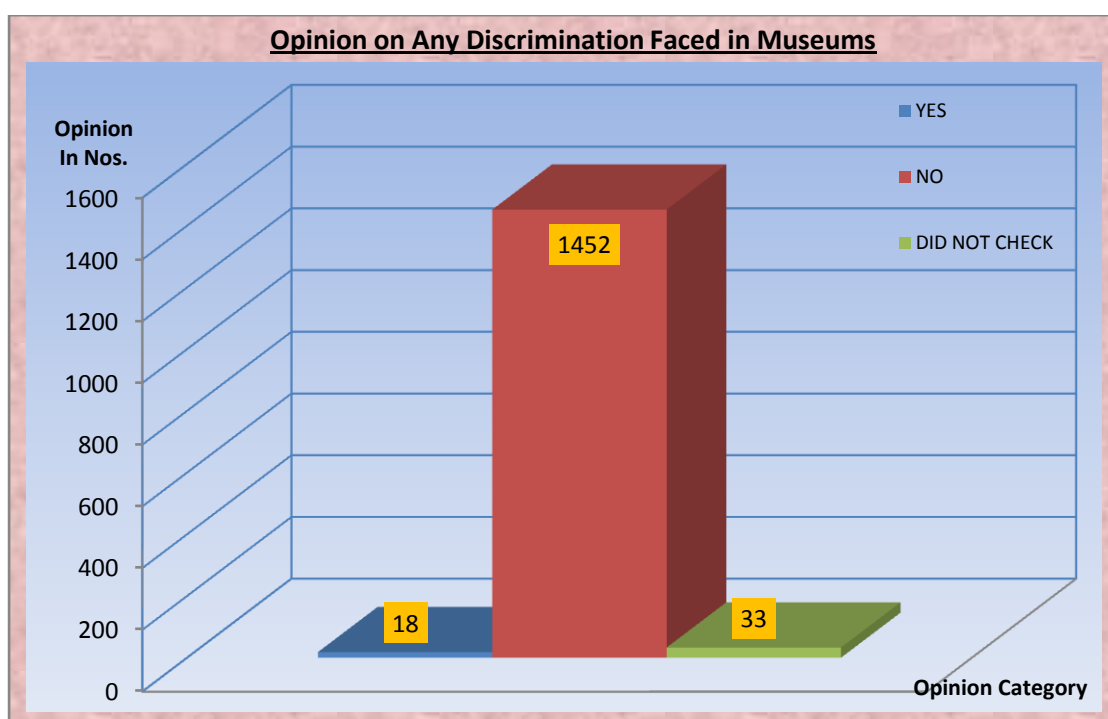
10.48% said that they got to spend time with their family, friends and children during their museum visit which made their visit memorable. A very few people (1.5%) think that nothing in the museum was memorable during their visit. Some even told that the ambience, cleanliness of the surroundings made their museum visit memorable.

Q26. Did you experience any sort of discrimination based on caste, gender, race, caste, religion during your visit to museum?

Table IV.31 – Opinion of any discrimination faced in Museum

	YES	NO	DID NOT CHECK
Total	18	1452	33
In %	1.20	96.61	2.20

Chart No. - IV.29



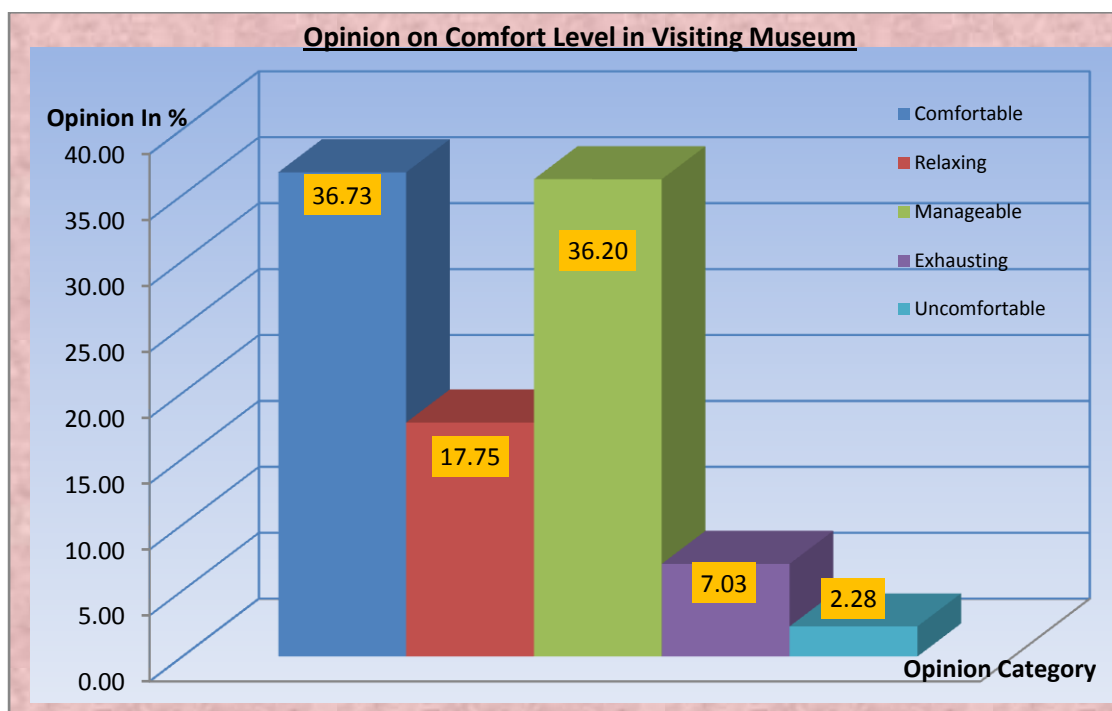
The data shows that 96.61% of people think that there was no discrimination with the visitors in the museum regarding their caste, gender, race, caste or religion during their visit. Only a negligible percentage of people that is 1.2% think that there was certain discrimination with the museum visitors which was based on gender and race of the visitors. 2.2% people told that they even did not check whether there was any discrimination with the visitors by the staff of museum. This shows the good behaviour and dealings of the staffs with the museum visitors in Baroda.

Q27. Rate your comfort level in the museum you have visited. [Using 1(Poor) to 5(Excellent) scale].

Table IV.32 – Opinion on comfort level in visiting Museum

	Comfortable	Relaxing	Manageable	Exhausting	Uncomfortable
Total	627	303	618	120	39
In %	36.73	17.75	36.20	7.03	2.28

Chart No. - IV.30



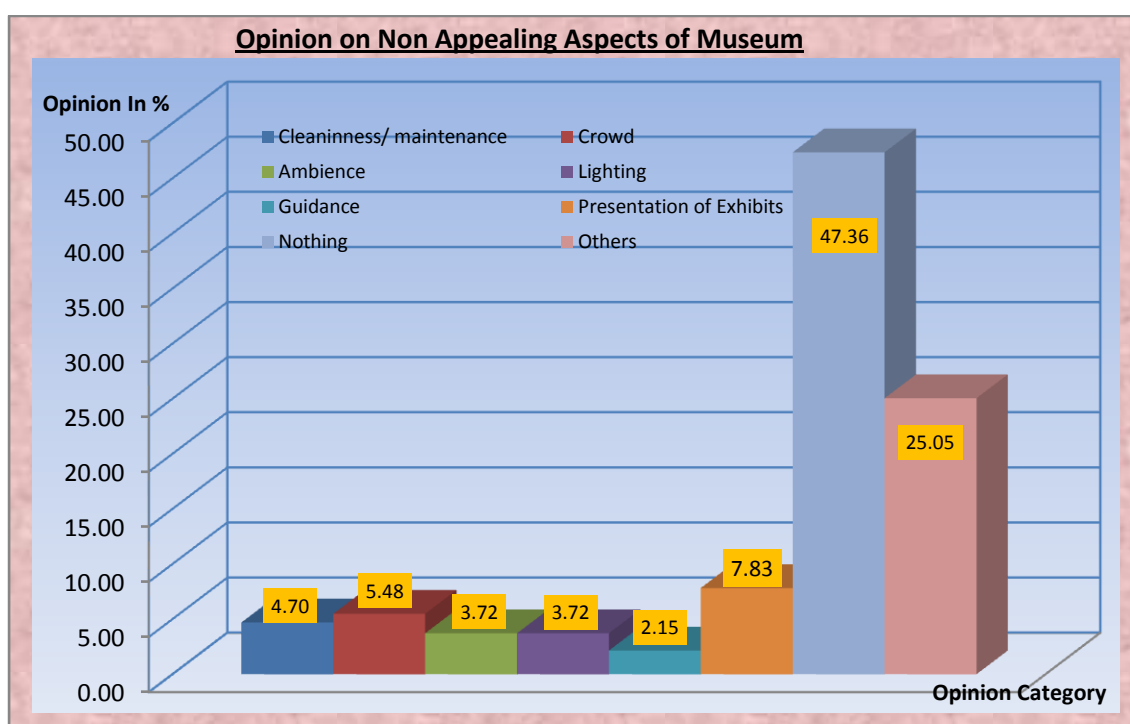
The analysis of the chart shows that 36.7% people were comfortable during their museum visit, 36.2% people think that it was manageable, 17.75% feel that their visit was relaxing. Only 7.03% think that their museum visit was exhausting and 2.28% found it to be uncomfortable. Museum should take into account this small percentage of people and try to find out the reason of their dissatisfaction so that they can even serve the visitors better and satisfy all the visitors.

Q28. What aspects of the Museum did not appeal to you?

Table IV.33 – Opinion on non-appealing aspects of Museum visit

	Cleanliness/ maintenance	Crowd	Ambience	Lighting	Guidance	Presentation of Exhibits	Nothing	Others
Total	72	84	57	57	33	120	726	384
In %	4.70	5.48	3.72	3.72	2.15	7.83	47.36	25.05

Chart No. - IV.31



The aspects of the museum which didn't appeal to the people during their museum visit include various aspects of the museum. 7.8% people were not satisfied with the presentation of exhibits in the museum, 5.48% persons think that the galleries were overcrowded and added to their dissatisfaction. 4.7% respondents think that the surroundings and the premises of the museum can be cleaner and well maintained, 3.72%

people were dissatisfied with the ambience of the museum and lighting in the galleries which according to them could have been better. 2.15% of people find that they should have received better guidance from the staff of museums during their museum visit.

25.05% people think that certain other aspects of museum were not appealing to the visitors which include museums didn't provide adequate information, there can be knowledge bank in museum, no place to rest, few rooms are quite small, inadequate toilet facility, they did not have fun, language was a barrier in international museum like Sanghai museum, exhibits kept in glass boxes, no AV presentations in some museums, unsuitable timings, improper ventilation, exhibits should be more interactive, sometimes disinterest of staff, less staff, serious environment, tiring, less air circulation, less space to roam, some not well kept/maintained, non-availability of food, beverages, recreations, shortage of guides, safety, food, staff response, guides demanding money, some take photos in museum which need to be controlled, history repeated, no exhibits regarding future, rude behaviour from staff, absence of guides, poor amenities, time should be given for visiting properly, doesn't allow to take camera, poor maintenance, inefficiency of staff, improper labelling, floor not suitable for visually impaired like some stairs , some at basement, sometimes big name and less information, not enough knowledgeable staff in some museums, hot, congested, smelly, it is advisable to recruit students on part time basis, less unique items of world, too long like spending 3-4 hrs, sometimes it becomes boring, sometimes very non-useful history, better maintenance of clothing and textile, dullness, detailing was missing, security of artefacts and no AC in summer.

According to 47.36% people there was nothing which was dissatisfactory in museum which reveals good presentation and maintenance of the galleries by the museum. But the museum should take into account the areas of dissatisfaction of the visitors and try to improve on these areas to serve society better.

This chapter presented the various expectations and opinions of the respondents about different aspects of the museum. It also presented rating of museum they have visited using 5- point scale. The analysis and interpretation of the data on the same shows that most of the people seek information in the form of labels and written information during their museum visit. People also want to have the general expectation of having a staff or a knowledgeable guide who will accompany them during their museum visit and will guide them and will respond to their queries. They expect to have good displays which are well organised in galleries.

Other than these people have lot many other expectations from the museum which the museums should take into consideration. They can give detailed information about the exhibits on display in attractive brochures, pamphlets along with self explanatory labels. The information can also be given using audio-visuals, short films, museum websites, reading panels etc. The galleries should be well organised with resting places for the visitors so that they can feel relaxed and do not experience exhaustion during their visit. The arrangement of the exhibits should be such that people can skip some if they are not interested in those topics in particular. An experienced, knowledgeable, trained guide is a must in

museums specially for the visitors who are unlettered and cannot get the information through labels. The flow of visitors should be done in a controlled manner in order to avoid overcrowding of the galleries.

Most of the people propose to see exhibits of past rather than present and future related exhibits as they generally consider museum to be a place which stores, takes care and displays unique objects from past. Museum should organise more events related to current and future topics which will contribute in changing the above notion of people about museums and will interest them to visit museums more often.

Maximum numbers of people expect the museums to arrange for relevant audio-visuals and live demonstrations related to the topic or theme of display. People also want different plays, drama and programmes related to school curriculum in the interests of public. The galleries should include working models, exhibits based on science and technology. People wish to have programmes on safety rules, major changes happenings in the world, agriculture and environmental sciences, events on global warming, revolutions of world light and sound shows about history and heritage, some other current and future issues which will be of interest to them. They want creative presentations of exhibits supported by interactive program, 3D film shows and computerised displays which will attract people to museums. There should be constant improvement in display of exhibits and children activities like museum tours, quiz contests, treasure hunt, talk shows, art and craft making etc. to encourage them to visit museums. People also feel that awareness campaigns and announcements about the museum programs can increase

the rate of museum visits as sometimes the people are not even aware of the ongoing programs in the museum.

Most of the people wish to have guided tours where they can handle and explore exhibits and interact with people from past. Museum can set up guided tours where people can handle and explore fabricated items of some interesting exhibits. Museum staff or hired actors can pose as prominent people of past and can interact with the visitors in a pre-set up theme which give them a feel of the past culture and civilization. People also wish to join various art and craft courses organised by museums in their leisure hours.

Majority of people expect museum to provide information in the form of take away pamphlets and booklets which they can also go through in their leisure hours at home. Many want a trained and experienced interpreter to guide them during their visit and give them more information on the topic of their interest. People also wish to have the traditional way of giving information in museum through labels. They think that audio- visual can be of much help as reading labels throughout the galleries can sometimes become tiring and boring whereas the former can be understood by even unlettered persons and can even break the monotony of reading labels to get information. Even information about important exhibits can be provided to people using museum websites which people can go through before or after their museum as per their requirement. A few persons also expect to have talk shows, seminars and short films by museums to impart knowledge to society.

Maximum numbers of people expect the museum labels to be in English as it forms a bridge between our country and the rest of the world in

terms of communication. People feel that museums should also include Hindi as it is our national language and most states in India have Hindi-speaking citizens. Local or regional language of a particular place should also be a part of museum label for easy understanding and comprehension by the visitors. Thus, if the museums can have trilingual labels then it will satisfy all types of visitors. If it is not possible in certain circumstances then at least bilingual labels which include English and regional language can be of help to visitors.

Most of the respondents told that they did not approach the museum staff during their museum visit as they didn't feel any need nor were unaware whom to approach. The people who approached the museum staff during their visit told that they were easily approachable.

Majority of people expect the museum staff to be well communicative and should have an idea of all sections as they can guide them and explain them the labels of exhibits specially to people who cannot read, whenever required. People expect them to be more cooperative, courteous well mannered and polite in their behaviour so that they can approach them in case of need. Museum staff should respond to any queries of the visitors so that they feel encouraged to visit museum again. People feel that the museum staff should be strict but cordial and they should be efficient to manage the crowd. They should take regular feedbacks from the visitors.

More than 85% people think that there should not be any special provision for the women in museum as they are equal to men. In this 21st century we should not be discriminating them on the basis of gender and should be given equal status. Some feel that museums should have

special room for relaxing, separate fees and entry gates. Museums should have more security for women, infant room and female guides if required.

Majority of people rated the quality of amenities provided to visitors to be good. Museums should still try to improve the amenities for visitors so that they are completely satisfied by the visitor's services by the museums.

When the respondents were asked about their interest in receiving email notices of events, exhibitions and programmes from the museum, more than 46% percent of them were quite interested. More than 26% were slightly interested. Only 16.5% people were extremely interested in getting email notices so that they become aware of the upcoming programmes of museum. Museum should find ways to motivate the not at all interested people to visit museum.

More than 34% people expect audio-visuals along with exhibits during their museum visit. People think that museums should also organise more guided tours and audio-visual presentations of a brief description of museum, its exhibits, location of galleries and the schedule of events with the help of additional photos and easy to understand maps which shows the origin of important exhibits for the benefit of visitors. People also wish to have new additions of exhibits at a regular basis so that they get to see something new and unique each time they visit the same museum.

Most of the people think that inclusion of audio-visual presentations in the form of cartoons, learning with fun like puppet shows, interactive games and more school based events will encourage school the school

students to visit museum. According to a person the way of interaction with the students should be such that can create interest and curiosity in them. Another respondent thinks that facts should be explained to children as per their level. Museums should take joint efforts with school to organise museum tours. They should be provided an environment where they can get involved in various creative activities like fabrication of objects, paintings and spend time with their friends.

More than 25% people think that if museums want to bring some positive changes in the visitor services, they should introduce video introduction to museum which will give a pre-hand brief description about the museum and its important exhibits in the form of map to the visitors before their gallery visit. People also think that extended visiting hours can encourage office-goers to consider museum visit with their friends and family even during weekdays. Museum should also have more sitting arrangements and paid food services for the visitors.

Majority of people told that they didn't find any difficulty in viewing the exhibits during their museum visit. Some people who told they faced difficulty in viewing the exhibits thought that lighting arrangement in the galleries were not up to the mark. More than 25% persons feel that overcrowding in the galleries was the reason for the poor visibility of exhibits. This museum should take into account and plan accordingly to control the crowd to avoid hindrance in proper viewing of exhibits. More than 15% feel that the improper placement of exhibits or design of showcase was the reason for the poor visibility. In spite of all these comments 55.09% people rated the museum exhibitions in terms of visibility as 'good'.

According to 17.69% people the labels were interesting, 16.69% said that they were informative, 9.26% told that they were legible. Only 5.62% told that labels were causing hindrance while viewing the exhibits. Museum staff should emphasise on the clarity and placement of the labels so that they are aiding the experience of viewing exhibits rather than causing hindrance.

30.53% of the people rated the museum administrative staffs to be excellent with regards to their easily approachable nature during their visit. People have given poor rating in museum staffs interaction with visitors and promptness in responding to their queries. Thus, museum staffs should be more responsive in their approach and show promptness in solving any difficulties faced by the visitors in museum.

23.26% of the people rated the quality of service of the educative staffs of museum to be best with regards to the information provided by them to the visitors. 19.38% found them to be easily approachable. Most of them rated the staffs to be poor with regards to their availability in case of need. Museums should have a separate section for solving the queries of visitors' like where they can get the desired information or whom to approach in case of need and where to look for the respective persons etc. Majority of visitors told that there was admission fee in the museums they have visited which they feel should be charged as museums can utilise it for their operation and maintenance. Some feel that the amount can be used for paying the salary of staff and as revenue to our government.

People were asked to rate their satisfaction level after their visit to museum. More than 53% of respondents told that they were satisfied

after their visit. Only a negligible amount of 1.2% persons were very dissatisfied. Museums through various research projects can try to find the reasons of their dissatisfaction and can plan their future projects accordingly to satisfy these people as well.

Most of the respondents told that the rare and unique exhibits they got to see in the museums appealed to them the most. “A place where we can see things that can’t be seen anywhere else.” “Interesting and excitement to know the historic events.” “A place that has many unique things to offer to people of diverse interest.” According to 28.81% people seeing something for the first time which is invaluable, rare, unique made their museum visit memorable. Some others feel that the educational aspects of these exhibits made their visit the most memorable.

Majority of the respondents think that there was no discrimination that they faced in museums on the basis of their caste, creed, race and gender. This shows the neutral, unbiased environment in the museums which is devoted to impart knowledge to society.

More than 36% of people rated their museum visit to be comfortable and another 36.2% told that it was manageable. Only 2.28% were uncomfortable during their visit as their expectations were not fulfilled owing to various factors during their museum visit. Some of the aspects which did not appeal to them were no sitting arrangements, water facilities in near vicinity, staff behaviour, no AC in summer, lack of parking facility, dull ambience, no place to relax, guide not knowledgeable, detailing of the exhibits was missing etc.

CONCLUSION AND SUGGESTIONS

As discussed in the preceding chapters, the present study “PUBLIC PERCEPTION OF MUSEUM IN VADODARA CITY” focused on the need to consider public as the most important force which have a direct impact on museums. This study was primarily a descriptive study based on survey method done on a definite number of people (1503) of particular areas at a particular time span. A questionnaire having 73 questions was distributed to residents of mainly — Subhanpura, Gotri, Nizampura, Sama, Fatehgunj, Channi, Karelighat and some other areas of Baroda city. ‘Cluster random sampling method’ of sampling was selected for study since it was the best way to sample and cover a diverse and wide spread population of Vadodara City. The questionnaire included both open-ended and close-ended questions. The collected data was organised, analysed and interpreted to fulfil the objectives and goals of study. Questionnaire, computer (Microsoft Office Excel 2007) and literature study were the tools used in this survey. Ratings were done in 5-point scale.

In the first chapter, the various theories of perception in psychology and marketing were discussed. It included scientific accounts of perception, categories, level of complexity, the principles, factors affecting perception, role of perception in psychology and marketing, methods to gather such information and its application and importance in museums. In marketing, perception of customers is studied to identify and satisfy their wants, needs through human exchange processes and create customer interest in their products. Through various methods of advertisements they try to attract attention of their target audience. In

psychology, perception of people is studied to know about the factors and stimuli which affect their mental processes and behaviour. Thus, museums should also conduct survey and research to know which section of society they are best placed to serve and develop, plan and organise their events accordingly.

The second chapter included demographic profile of the respondents i.e. their gender, age, marital status, number of members in the family, educational qualification, languages known, occupation, earning members, and family income (annually), the analysis and interpretation of the general perception of people about museum and their ideas about how museums serve our society. 929 out of 1500 (61.81%) in our sample were male and 574 (38.19%) were female. Most of them were in the age group of 30 to 49. 91.82% were married and rest were single. Most of them were having a family of four or more. 48.77% completed their graduation and 47.04% of them were post-graduates which show that the sample of study comprised of well-educated people. More than 62% people were having knowledge of at least three languages. More than 55% were service holders, 22.09% were house makers, 17.23% were business persons and the rest were either students or retired persons. Majority were having single earning members in their family whose family income was between 5 to 10 lakhs. This shows that the sample studied consisted mostly of middle class families.

The study also revealed their trust on the information presented by museum, their preference for library, media or museum to get information. Their viewpoints were compared with their demographic profiles. Majority of the people think that museum is a storehouse of

immense knowledge which helps to connect our past with present by procuring, caring, studying and displaying exhibits of lasting interest and value in an organised manner. It provides us with known and unknown facts and proves from past. Majority of the people said that it is a place of historical collection which provides us with enormous facts. Very few people consider it to be a place where they can enjoy with their family and friends. Thus, museums should plan such programmes and activities to lure these people to visit museum where they can have fun and participate in various interesting activities of their interest. Some think it to be a place for tourist attraction which showcases our culture and heritage. They feel that the museums need to preserve these evidences in museums as they will help our children to visualise their past and gain knowledge about their identity, origin, values and past civilisations. Museums should also organise more of interactive exhibits where people can handle and explore exhibits along with the audio- visuals on their own as we say that we remember a thing better when we use more than one senses that is seeing, hearing and touching. They want programmes where they can actively participate and enjoy with their family and friends.

Most of the respondents think that the information presented by museum is trustworthy due to transparent research by staffs and presentation of unbiased facts. Majority preferred museum over media for getting any authentic information as they think that media sometimes present manipulated, biased information. For updated information on present happenings they would prefer media. This shows the trust and respect of people in the research work and information presented by museums.

For gaining detailed, specialised knowledge about a subject majority preferred library over museums. Some (27%) would like to seek the help of both the institutions for the same as they think ‘museums give practical knowledge, while in library we get detailed knowledge/information while reading’, ‘both are helpful for learning’, ‘as both are of different footings for learning’, ‘both have their own importance’, ‘one is huge source of information other the same with different modes’, ‘books provide us information, museum preserves remains of the same’, ‘library is related to different fields, museum related to specific topic’, ‘from library we get information about museums, from museum we get actual interpretation of facts’, ‘library gives detailed knowledge & museum gives actual data.’

In chapter three, details of analysis and interpretation of respondent’s museum visiting pattern, their preferences and interests were included. A detailed study of museum visiting pattern of people annually, museum visits abroad, the members in their group, the number of members in their group, time spent in a museum, reasons for not visiting museum, sources of information about museums, use of internet for getting knowledge about museums, the expected features in museum website, preference of things in museum for gaining knowledge, deciding person in family, factors that influence museum visit, influence of their children, preference of activities during their museum visit were done. The study also included preferences and interests of people, leisure hour activities, their preferences in seeing exhibitions on current and future topics, their interest and things which motivate them to visit museums again, things they feel proud of, importance of museums in the city of Baroda. Museums should present stories and events of our land, our people and

nations to unite our past, present and future. They should try to develop a common identity amongst people our society. They can give information and reflect national consciousness, represent national unity and offer programmes for the production of citizenship to construct collective identities. India is a nation of diversity in culture, customs, races and religions. The present socio-political scenario makes it utmost important for our museums to serve in the direction of building national identity amongst people and for themselves.

Majority of people still now consider museums to be a source of immense knowledge and feel proud that their city is having more than one museum but wish to have some more as these museums help to know the culture and historical background of this place and other countries. People of Baroda are proud to have museums in their city as they are very much interested in different areas of arts, education, style and culture. They wish to have more such museums in their city. They should identify their brand values. The museum organisation staffs should be divided into groups to market their mission, their exhibits and objects related to our culture and heritage, the themes of their events and presentations, their imagery, the languages of communication, the facilities provided to visitors and the values should be written throughout. Museums should engage the staff and volunteers and help them to adopt the brand of MUSEUM. They can also engage partners and stakeholders. When we think national we can be national.

People want museums to arrange for online facility to book for museum tours in their website. Museums should develop website to give information about the museum and its mission, exhibits and galleries

along with the photographs of interesting ones, how to plan your tour like group tour, hours of operation, nearby attractions, current and upcoming exhibitions, permanent exhibitions, travelling exhibitions, upcoming events, pre-booking of tickets, membership facilities, education programs, resources available, online stores or shops etc.

Normally family and children are major factors to influence people's decision to visit a museum. Request by family, children especially for their school projects motivate them to visit a museum. Museums should cater to the children's need properly while planning for a display. The language used, design of display, interactive elements and amenities provided should be appropriate. They can plan for events which will cater to engage the developing minds of the young ones effectively.

The museum staffs can use bright colours, simplified version of the information provided to adults. They can even discuss with teachers and parents the activities by which the children learn most effectively and can pilot test their ideas before implementing them in their programmes. Teachers can be encouraged to work in collaboration with the museum and act as a supporter of museum programmes within the school. In return they can be given incentives like free passes for them and their families to museum exhibitions, invitations to special events and exhibitions. This will inspire other local schools to participate and marketing of the museum will be more cost effective.

Each child participating in museum tours or school visit to museum can be given passes or vouchers. This will motivate the students to visit museum along with their friends and family and to enjoy their leisure activities. Transport facility can be provided to school children from

school to museum sites. Organisations to support transport costs for schools specially disadvantaged schools can be contacted.

A training programme of 3-5 days for teachers can be organised before the visit of school children to learn about the education service and development of curriculum resources in the museum. They will also get an idea how museum visit can fit into their classroom learning process using informal learning activities. Similar training programmes can be organised for local college and university teachers to incorporate museum visits in their curriculum. Two or more museums can work together to provide interesting education packages for students like mini-experiments offering work experience, young volunteering opportunities, taking part in creative workshops etc.

Some of the people even feel that it is boring to visit museums as they are not allowed to do photography, use mobiles and remain quiet during their visit. Some people told that it is good to have museums in their city as they are places of tourist attraction and sources of incoming foreign currency in their country. Museums should encourage local authority to work together for tourism partnerships and taking leadership roles. Museum should transform from boring quite places to fun places where people can explore and learn and make their trip a memorable experience. A participatory culture in museum can inspire members to believe their contributions matter, and feel some degree of social connection with one another.

Many people do not like to visit same museums again, at least not within one year. Thus, museums should keep on adding new exhibits at regular intervals or take exhibits as loans from other museums for temporary

exhibition. The programmes should also aid to enhance the national importance of museums and encourage people to think it to be place of civic pride next to learning resource.

In chapter four, expectations and opinions of the people about different aspects of the museum and their ratings were presented. It included general expectations of museum exhibits, the exhibits they would you propose for display, the programs they are interested in, the activities they would like to do, expectations regarding the mode of information provided, languages expected for labelling, ratings of the educational and administrative staffs, their expectations from the staff of a museum, view on special provision for women, interest in e-mail notices of events, exhibitions and museum programmes.

The general expectation of people is to have an experienced, trained and knowledgeable guide to accompany them during their museum visit to respond to their queries and help them to comprehend the information provided by museums better. They expect to have at least bilingual or trilingual labels in the museum for easy understanding of the information provided to them.

Along with self-explanatory labels, people expect to have few more things in museum which include attractive brochures, pamphlets, present and future related exhibits, plays, drama and programmes related to school curriculum in the interests of public, working models, more exhibits based on science and technology, computerised displays, museum tours, talk shows, art and craft making as leisure activities, video introduction to museum, map showing the location of the galleries and important exhibits and more sitting arrangements and paid food services

for a relaxed and comfortable museum visit. Museums can create cultural awareness, exhibitions on specific themes and topics along with models, attractive pamphlets.

Museums can have a list of schools in the Baroda city and can contact those schools for museum visit. If they do not visit the staffs can find out why they are not using the local museums as a part of their school activities. The reasons may be due to cost, transport problems, pressures of curriculum, little history of out of school trips or poor marketing by the museums. Once the staffs are aware of the reason(s), they can discuss ways of working with the school authority and teachers accordingly to solve the issues which will lead to their museum visit. Museum can organise their activities relevant to the school curriculum well in advance and can have awareness campaigns in different schools to make them aware of the upcoming events. They can also use the school internal mailing system for updating them with the programmes, if the school authority allows.

Museums can organise activities like handling objects, jigsaw puzzles, family events where they can participate and handle objects. Flexible timings, extended visiting hours can help service holders to visit museum at a time suitable for them. Museums should plan cost-effective ways to support visitors to museums and galleries like providing experienced trained guide, personally relevant information, edutainment programmes to enrich visitor experiences, take away digital souvenirs, booklets and attractive pamphlets, provide innovative approaches and technology in museum events to encourage museum visits. Museums through its exhibits and displays should echo the classical root of civic pride

projecting the value and influence of our culture and past civilisations on learning, discovery and society throughout the ages.

The analysis and interpretation of the data gives inputs to the museums on the findings of the above discussed areas and provides museum with suggestions on how to develop, promote and plan their activities to satisfy the experiences of museum visitors. The study also provides information on the above mentioned areas which the museums can utilise to build their national identity, to develop a feeling of civic pride in the minds of common people, to serve the society as an immense source of knowledge in an informal way along with adopting and acquiring resources to serve as a place for social activities, fun and enjoyment.

Till a few years back museums were limited to the acquisition, care, storage and display of the objects. But with the modernization around the world and changing society this scenario has changed to a great extent. People's expectations needs, demands, their ideas about museum in general have changed. To cater to these changes museum authorities should take efforts to fulfil the expectations of people and provide the necessary facilities in the museum which will help to change their perception about museums and inspire them to visit again and again.

APPENDIX – QUESTIONNAIRE

This questionnaire is only for research work

SECTION-I

- 1) Name:
- 2) Residence / Locality in Baroda city :
- 3) Gender :
- 4) Age (in yrs.):
 - a) under 18
 - b) 18-29
 - c) 30-39
 - d) 40-49
 - e) 50-59
 - f) 60 and above
- 5) Languages known:
 - a) English
 - b) Hindi
 - c) Gujarati
 - d) Other
- 6) Educational Qualification :

a) Level – Upto high school	Graduate	Post Graduate
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
- 7) Occupation:
 - Student
 - Service
 - Business
 - House-making
 - Retired
- 8) Marital Status(optional):
 - Single
 - Married
 - No. of members in family

9) Family income{Annually(optional)}:

- a) less than 5,00,000
- b) 5 ,00,000-10,00,000
- c) 10,00,000-20,00,000
- d) 20,00,000 and above

10) Earning members in the family:

SECTION-II

1) What do you think a “Museum” is?

2) What comes to your mind when you think of a ‘museum’?

3) What do you think is the value of museums to **society**? (Tick mark all that apply)

- i) Is a source of civic pride
- ii) Learning resource
- iii) Leisure resource
- iv) Promotes Tourism
- v) Propagates culture
- vi) Effects local/ national/ international relationships
- vii) Access to evidence of past and nature
- viii) Aids in giving sense of place/ identity
- ix) Place for socialising
- x) Preserves culture

4) What is the value of museums to **individuals**? (Tick mark all that apply)

- i) Self-directed learning in a free choice setting
- ii) Skill building
- iii) Discovery of unknown facts
- iv) Enrichment of knowledge
- v) Excitement of viewing
 - a) objects from distant past
 - b) rare and unusual objects
 - c) examples of human excellence
- vi) Source of inspiration and pride
- vii) Pleasure
 - a) sensory pleasure
 - b) spiritual pleasure
- viii) Joy/

- 5) If museums did not exist, what would our **society** miss?
- 6) Do you trust the information presented by museum?
- 7) If 'Yes', what gives you confidence in the museum?
- a) Reputation
 - b) Staff
 - c) Transparent research
 - d) Good interpretation
 - e) Unafraid of controversy
- 8) If 'No', state the reasons.
- 9) Which one do you trust more in terms of authenticity of information – Museums or Media? Why?
- 10) Which one would you prefer for learning-- Museums or Library?
-

SECTION-III

- 1) How often do you visit museums?
- 2) When did you visit a museum last time?
- 3) Have you seen any museums abroad? If yes, please mention a few museums you visited.
- 4) With whom do you visit a museum normally?
- Alone
 - With a member of your family
 - With an organized group (School/Association)
 - With a tourist party
 - Friends
 - Guests

5) Number of people normally in your group (including you) :

- Two
- Three
- Four
- Five
- Six
- Seven or more

6) Normally how much time do you spend in a museum?

- a) Less than 1 hour
- b) 1-1.5 hours
- c) 1.5-2 hours
- d) 2-2.5 hours
- e) 2.5-3 hours
- f) 3-3.5 hours
- g) 3.5-4 hours
- h) Above 4 hours

7) Generally what makes you visit a museum?

- i) special exhibition/lecture/event.
- ii) proximity of museum.
- iii) popularity of exhibit(s).
- iv) restaurant, café or gift shop of the museum.
- v) knowledge related needs.
- vi) school project of children.
- vii) news or advertisement in newspaper /magazine/ TV on museum.
- viii) recommendations of friends, relatives etc.
- ix) Other reasons

8) What prevents you from visiting a museum?

Personal Factors

- i) lack of time
- ii) lack of interest
- iii) lack of awareness
- iv) past experience
- v) Other factors (please mention)

Museum related factors

- i) Dull and boring place
- ii) Timings
- iii) Fee
- iv) Location of museum
- v) Others

9) Normally when do you visit a museum?

- i) visit some place as a tourist
- ii) with some guests at home
- iii) during any particular festival
- iv) special events at museum

10) Where do you look for information about the museums?

11) Did you use **Internet** in preparing your visit to the museum?

YES	NO
-----	----

12) If “**Yes**”, rate the **museum’s website**:

Poor	Fair	Good	Very Good	Excellent
<hr/>				
↓	↓	↓	↓	↓
1	2	3	4	5

- Design and layout
- Navigability
- Information for public—content and updating
- Other information

13) If “No”, what is the main reason/reasons you did not use the Internet in preparing your museum visit

- a) The visit wasn't planned, before
- b) Didn't have access to internet
- c) Had all the desired information from brochures and newspapers
- d) Didn't know where to look for.
- e) Internet is too complicated or time consuming
- f) Others. Please specify:

14) What will you be looking for in the web site before your museum visit. (Tick mark all the possible likings)

- a) Schedule of Special events (exhibitions, lectures, films)
- b) More information on the collections
- c) Images of objects in the collections
- d) Learning resource specially school programs
- e) Web –site activities (entertainment, fun, games, and contest)
- f) Discussion forum with other visitors
- g) Online question sessions with museum staff
- h) Online shopping of fabricated objects
- i) Others. Please specify.

15) Which of the following would you like to have for gaining knowledge when in a museum? (Tick mark all the possible likings in order of preference -1,2,3.....)

- a) Demonstrations _____
- b) Video /narrations _____
- c) Information from computer _____
- d) Drama/reconstruction of past or nature/models _____
- e) Interpreter/guide _____
- f) Labels _____
- g) Printed information _____
- h) Participatory activities _____
- i) Library _____

16) Normally in your family who decides to visit a museum?

17) Who do you think can influence your decision to visit a museum?

18) Did you ever visit a museum on request of your child?

19) Which activities would you like to do in a museum? (Can tick more than one)

- ❖ Viewing exhibits
- ❖ Eating
- ❖ Shopping
- ❖ Reading labels, Pamphlets
- ❖ Attending lectures

SECTION-IV

1) What do you like to do in your leisure hours? (check 1,2,3...in order of preference)

Weekdays	Weekends / Holidays	Vacations/long holidays
a) stay at home ____	a) stay at home ____	a) stay at home ____
b) go to a library. ____	b) go to a library ____	b) travel to other places in India____
c) watch a movie. ____	c) watch a movie ____	c) visit different museu
d) go for shopping. _	d) go for shopping	d) travel abroad____
e) visit a museum. ____	e) visit a museum____	e) outdoor recreation- hiking, camping____
f) visit friends and family. ____	f) visit friends and family	
g) visit a zoo. ____	g) visit a zoo____	
h) go to fun world ____	h) go to fun world____	
i) go to theatre ____	i) go to theatre____	
j) watch T.V____ (mention the channels/ programmes you generally watch on T.V.)	j) watch T.V____	

2) Would you like to see exhibitions or attend programmes on current topics? If yes, please specify.

3) Thinking about your most recent visit to a museum or gallery, which one of the following statements most applies to you.

- I would visit that museum gallery again soon.
- I would visit that museum /gallery again in the next 12 months.
- I would never go back to that museum /gallery again, at least not within the next 12 months.
- I would never go back to that museum, but I might visit another.
- I would not visit a museum again for a long time.
- I would visit again if.....

4) In general, what do you think can encourage you to visit a museum again.

- Special exhibition
- Special lectures/talk shows
- Events for children
- Museum tours
- Longer opening hours
- Late evening hours
- Café/ restaurant
- Any other facility
- None

5) What are the things in Baroda you take pride in?

6) How important do you think it is that your Baroda city has a museum /museums?

SECTION-V

1) What are your general expectations when you visit a museum? (other than exhibits)

2) In a museum, exhibits of which nature would you propose for display?

- a) Exhibits of past
- b) Exhibits of present
- c) Exhibits related to future (please specify the area)

3) What programs do you think the museums should include in the interests of public?

4) What would you like to do in a museum? (Can tick more than one)

- Interact with people from past (actors)
- Handle and explore exhibits
- Join art and crafts courses
- Guided tours
- Any other (please specify)

5) How do you expect a museum to provide information to visitors?

- Label,
- Pamphlets,booklets
- Publications
- Audio visuals
- Diagrams
- Interpreter (guide)
- Website
- Others (please specify)

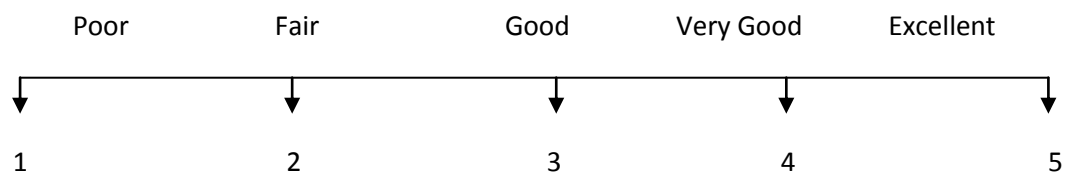
6) Which language/languages would you expect for the labelling of exhibits?

7) Did you approach the museum staff for any help during your visit to museum?

8) What are your expectations from the staff of a museum?

9) Do you think a museum should have special provision for women? Yes/No

10) Rate the quality of amenities provided to visitors by museums?



11) How interested you would be in receiving e-mail notices of events, exhibitions and programmes from the museum?

- a) extremely interested
- b) quite interested
- c) slightly interested
- d) not at all interested

SECTION-VI

1) What changes in the presentation of exhibits would you like to see in the Museum you visited?

- Audio-visual in the galleries
- More guided tours
- More hands on activities/ interactive
- Additional photos or maps of where objects came from
- Any other

2) What do you think can attract school children to museums?

3) What **changes are required to visitor services** by the **Museum**:

- Expanded visiting hours
- Food services
- More places to sit
- More detailed map of the museum
- Video introduction to the museum
- Any other

4) Did you face difficulty in viewing the exhibits?

Yes/No

5) If you are not satisfied with the visibility of exhibits please mention the factors that affected the visibility

a) Placement of exhibits.

b) Poor lighting

- c] Designing of showcase
- d] Overcrowding of showcase
- e] Crowd in the gallery

6) Rate your experience of museum exhibitions in terms of visibility

	Poor	Fair	Good	Very Good	Excellent
Rating					

7) Rate the **labelling** of various exhibits in the museum? (The rate is from 1 to 5 with 5 being the best)

Are	1	2	3	4	5
a) informative	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
b) relevant	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
c) readable	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
d) legible	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
e) interesting	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
f) attractive	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
g)comprehensive?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

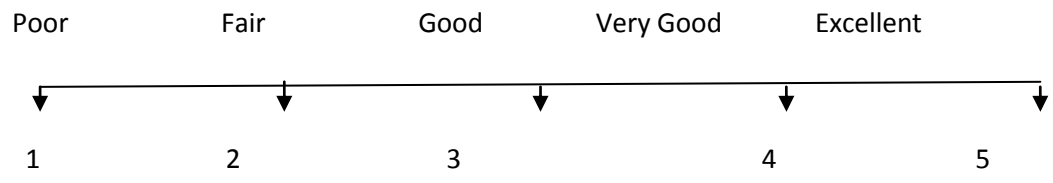
h) rate the clarity
of the contents?

--	--	--	--	--

i) were the
labels causing any hindrance?

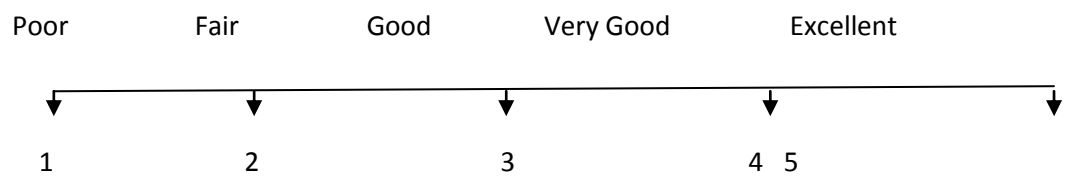
--	--	--	--	--

8) Rate the quality of **service** of the **administrative staff** (security personnel, gallery attendant, receptionist) of the Museum.



Interaction with the visitors	<input type="text"/>
Courtesy	<input type="text"/>
Promptness	<input type="text"/>
Responsiveness	<input type="text"/>
Efficiency	<input type="text"/>
Easily approachable	<input type="text"/>

9) Rate the quality of service of the **educative staff** (Guides, Guest lecturers, Interpreters, Education officer etc.) of the Museum.



Easily approachable	<input type="text"/>
---------------------	----------------------

Availability	<input type="text"/>
Language used	<input type="text"/>
Content mastery	<input type="text"/>
Information given	<input type="text"/>
Interpretation on site	<input type="text"/>

10) Was there any admission fee in the museum you have visited?

YES	NO
-----	----

11) Do you think museums should charge any admission fee? (Specify the reasons)

12) After your museum visit were you.

- a) Very Satisfied
- b) Satisfied
- c) OK
- d) Dissatisfied
- e) Very Dissatisfied

13) What aspects of the museum appealed to you the most?

14) What made your museum visit memorable?

- Good presentation of exhibits
- Details of museum objects
- Seeing something for the first time/unique/rare
- Educational aspects
- Spending time with family/friends/children
- Nothing
- Others

15) Did you experience any sort of discrimination based on caste, gender, race, caste, religion during your visit to museum?

16) Rate your comfort level in the museum you have visited.

- a) Comfortable
- b) Relaxing
- c) Manageable
- d) Exhausting
- e) Uncomfortable

17) What aspects of the Museum did not appeal to you?

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