



The mediating role of interactive media on the relationship of LGU-run museum attributes to visit and re-visit intention

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Abstract

Purpose – This study aims to examine the role of local government unit (LGU)-run museums in fostering community identity and cultural preservation, and to analyse how museum characteristics influence Generation Z visitors' intention to visit and revisit, particularly through the lens of Uses and Gratification Theory.

Design/Methodology/Approach – The study employs a quantitative approach using path analysis to explore the relationships between museum attributes and visitor intentions. A cross-sectional survey design with Likert-scale instruments was used to collect data, with a particular focus on the mediating role of interactive media features.

Findings – The findings indicate that interactive media features play a significant, though limited, mediating role in influencing the relationship between museum characteristics and Generation Z's visitation and revisit intentions. While interactive elements enhance engagement, their impact does not fully compensate for other underlying museum qualities.

Originality/Value – This study provides valuable insights into the evolving expectations of younger audiences in the context of cultural institutions, highlighting the need for LGU-run museums to strategically integrate digital and interactive experiences. It contributes to the literature by emphasizing a balanced approach that aligns technological innovation with the core objectives of cultural preservation and community engagement.

Keywords: Interactive media, LGU-run museums, Generation Z, Visit intention, Re-visit intention, Uses and Gratification Theory, Media Richness Theory, Digital transformation, Cultural Engagement.

Introduction

Museums play a vital role in preserving cultural heritage and educating the general public about history, art, and science. Nonetheless, in the age of digitalization, local government unit (LGU)-run museums face increasing difficulties in attracting and retaining visitors, particularly from younger generations such as Generation Z. This demographic, separated by its digital comprehension and preference for interactive, technology-driven experiences, represents both a potential and a challenge for museums, which must adapt to changing visitor expectations. Museums are increasingly vibrant spaces where members of Generation Z can advance their social mobility and cultural expertise. Through active engagement with displays, young visitors acquire significant cultural knowledge and competencies. This also makes the experience more memorable and overall improves the reputation of the museum as a 'cool' place where they can learn and have fun at the same time (Trejo, 2023). Museums are a historical kind of amusement, but these days it is vital to build encounters that people want to talk throughout, and Visitors can now express their appreciation for amuseum through social media platforms, and the value of posts and comments in the tourism industry has expanded in recent years (Blanco, 2020). According to Pierre Bourdieu's Cultural Capital Theory, museums

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are important sources of cultural capital because they provide places for people to learn about and practice cultural abilities. Museum visits represent a tool for Generation Z to expand their cultural capital, potentially increasing their social mobility. Importantly, this accumulation of cultural capital does not stop with passive consumption; it also includes active engagement with cultural products.

There may be several reasons why people visit museums, including practical factors like accessibility, social influence, and personal interests. Specific activities planned with young people in mind can significantly increase attendance and engagement, providing valuable information to other museums looking to reach and engage younger audiences (Cheng, 2022). Generation Z, along with younger Millennials, also participate in different leisure activities than older generations (Halliday, 2014). This present work looks at the Generation Z perspective on cultural participation mediated by technology (Russo, 2023). Museums of various sizes, genres, and objectives are already creating new tactics for interacting with a wider range of people, and some of these museums are highlighted in the following pages. However, we must evaluate these enormous shifts in the context of complicated social dynamics that have existed throughout history. The term "Generation Z" alludes to a new sociological category fueled by information technology, the internet, and social networks (Haddouche, 2018).

Technology is critical to this interaction because Interactive technologies such as augmented reality, virtual reality, and touchscreens make trips to museums simultaneously exciting and instructive. Museums can meet the diverse needs of Generation Z by utilizing these technologies, which will make cultural exploration entertaining and accessible. The future of museums in a rapidly digitizing landscape is studied to gain insight on how museums can grow with games (Savacool, 2023). The use of new technologies by museums, galleries, and other cultural institutions for educational and entertainment purposes continues to spread around the world. Since the beginning of the 1990s, the continuous technological developments have encouraged cultural institutions to use information and communication technologies (ICT) to support museum interpretation and learning both inside the institutions, using interactive exhibits, mobile technologies, etc. (Economou, 2007). As well as online, through the use of web applications that provide much more than just information (Vliet, 2012). Exploring the convergence between Daft and Lengel's technologies Richness Theory (MRT) and museum experiences reveals that interactive technologies play an important role in increasing visitor engagement and cultural knowledge. Media Richness Theory (MRT) claims that communication efficacy varies by media, with richer media allowing for clearer information transmission through quick feedback and diverse cues, hence minimizing ambiguity. Touchscreens, virtual reality, and augmented reality enhance the visitor experience in museums by including multimedia content and interactive elements. These technologies not only provide rapid feedback, but they also encourage visitors to engage more deeply with cultural artifacts and historical narratives, creating higher cultural literacy.

In recent years, all material has been made searchable online, and images and paintings have been made available for viewing. Thanks to recent developments in information technology, museums can now offer more interactive media to their visitors, including social media, websites, artificial intelligence (AI), and more. With an emphasis on the Manila Cluster of LGU-mandated museums. One generation that is easier for us to observe since they are more in touch with meta is Generation Z. Curiosity moderated the positive effect of intention to use a virtual tour on intention to visit a museum in person (Chekembayeva, 2024). The increased availability of digital content, combined with technical advancements, has enabled museums to deliver more interactive experiences for visitors (Zollo, 2022). However, research suggests that the influence of these digital interactions on museum visitors may be asymmetric, with negative perspectives having a greater impact than beneficial ones (Kuo, 2018). The interactive media influence people's intention to visit the museum. A higher level of perceived presence in a virtual museum or interactive media environment will lead to increased user enjoyment (Sylaiou, 2010). The study found that a well- designed website positively affects visitors' intention to visit the museum, and that e-service quality and digital content can further strengthen this relationship. (Alhawamdeh, 2023). Interactive Media can serve as a mediating tool between the museum's mission and the visitor's experience, influencing factors such as visitor characteristics, museum environment, and technology features (Recupero, 2019).

The Uses and Gratification Theory (UGT) offers a helpful framework for understanding how and why Generation Z interacts with media. According to UGT, people deliberately seek out certain media and content to meet their wants and desires, such as education, amusement, social contact, or escapism. Interactive media has the potential to meet these objectives in museums by providing interesting and individualized experiences that encourage visitors to return. By examining how interactive media aligns with the gratifications sought by Gen Z, this study seeks to determine the mediating effect of Gen Z's perception of interactive media on the relationship of LGU Museum in Quezon City and visit and revisit intentions. It seeks to investigate Gen Z's impression of the LGU Museum in conjunction with Uses and Gratification Theory, which may address this generation's preferences and motivations. Acknowledging this link is critical for local government museums to stay contemporary in a quickly changing digital context and continue to function as accessible cultural and educational institutions. In addition, the study seeks to characterize Generation Z's impression of interactive media involving museums and antiques within the context of the MRT. This study could improve museum engagement, visitor retention, and general interaction with culture. The findings will not only contribute to museum management practices but also provide insights into broader trends in how Gen Z interacts with public institutions in the digital age.

Literature Review

Gen Z's Perception of the LGU-Run Museum on Visit and Re-visit Intention

Museums offer tangible (quality and quantity of services) and intangible (visitor perceptions and feelings) experiences to tourists, as well as experiential consumption venues for amusement, relaxation, and learning (Chan, 2013). The visitor experience can be divided into three phases: before, during, and after the visit (Falk, 2016). Whenever visiting a museum, people look on social networking sites for important details (opening hours, admission rates, address, etc.) and visitor evaluations (Huo, 2024). Once inside, visitors can experience the museum's tangible and intangible services and products. These encounters continue after visitors leave, as they share them on social media (Alexander et al., 2018). Visitors place a high value on the diversity and uniqueness of the exhibits when deciding whether to visit a museum (Wang & Li, 2019). Those Museums that provide a diversified selection of exhibits, including both permanent and temporary collections, are more likely to attract a diverse audience and enhance visit intent. Exhibition authenticity and historical significance have been found to influence visitors' perceptions of a museum's legitimacy and trustworthiness (Wang & Li, 2019). Visitors love museums that offer guided tours, instructional workshops, and interactive activities to augment their educational experiences (Lee & Kim, 2016). Museums that offer educational and interesting programming are more likely to attract repeat visitors and develop a sense of community involvement (Lee & Kim, 2016). The legitimacy of the museum's collections, as well as the availability of competent staff, are important factors in visit intention (Lee & Lee, 2018). A number of reasons drive visitors to these museums, including a desire for cultural enrichment, social interaction, and personal development (Choi et al., 2017). Promotional activities, such as reduced entrance rates and special exhibitions, have significant effects on visitor intent (Kim & Kim, 2019).

This relationship has been documented at several levels, each of which has a unique impact on visitors' decisions to interact with museum environments. Museums' physical characteristics and experience variables have a significant impact on visitor behavior (Kim and Bae, 2022). The study found that facility aesthetics are strongly related to visit intentions, while collection authenticity has emerged as a particularly potent motivation for younger generations seeking true cultural experiences (Zhang et al., 2020). Furthermore, it was demonstrated that museum servicescape components such as ambient conditions and spatial layout had a substantial impact on visitors' emotional responses and subsequent visit intentions (Lee and Chen, 2019).

Aside from physical aspects, service and program offerings have emerged as important criteria in attracting guests. According to Wang and Wu (2023), educational program quality and interactive learning opportunities are reliable predictors of visit intentions. It also stressed how service quality, namely staff expertise and responsiveness, directly influences visitors' behavioral intentions and willingness to recommend the institution to others (Park and Kim, 2021). Diverse programming has proven particularly popular with younger people (Chen & Liu, 2020).

Perhaps most importantly, the cultural and social value of museums has had a tremendous impact on visitor intentions. It demonstrated how cultural relevance and community connection influence local tourists' inclinations to engage with museums (Rodriguez et al., 2023). This finding is particularly noteworthy among Generation Z visitors, as it revealed strong positive effects of social influence and perceived cultural value on visit intentions (Thompson and Lee, 2022). Finally, it has been demonstrated that museums successfully integrating local heritage with contemporary cultural elements see a direct positive relationship with visit intentions (Yang, 2021).

H1: Gen Z's Perception of the LGU-Run Museums positively influenced Visit and Re-visit Intention.

Gen Z's Perception of the LGU-Run Museums on Interactive Media

Local government museums, which frequently suffer resource constraints compared to larger institutions, can benefit from these initiatives. These museums may provide unique and meaningful experiences for younger people by including interactive media such as captivating films and influencer collaborations (Parker, 2024). Local government museums frequently rely on traditional historical exhibits, which may fail to captivate Generation Z, a tech-savvy population looking for interactive experiences. Studies demonstrate that including interactive media, such as Near Field Communication (NFC) technology, can increase visitor engagement by allowing quick access to exhibit material via smartphone. Based on surveys, Generation Z is open to using NFC at museums, which increases their interest and motivation to come. This demonstrates how interactive technologies might improve museum encounters and attract younger visitors (Jovanka, 2023). The use of multimedia that is interactive provides a novel strategy to preserving and distributing cultural material, meeting Generation Z's desire for engaging and fully immersive experiences. As digital natives, Gen Z has grown up with technology, influencing their perceptions and interactions with cultural sites like local government museums (Pentescu, 2023).

Local government museums are increasingly using interactive, visitor-centered ways to engage a varied audience. Interactive media is a transformative instrument that integrates institutional knowledge with popular culture using interactive technologies and user-friendly displays. These innovations not only exchange information but also strengthen community relationships by emphasizing local interests and encouraging public participation, making visiting museums more relevant and timelier (Barry, 2010). Local governments and museums play an important role in maintaining and interpreting cultural heritage, utilizing communication to make history relevant to the present. The use of interactive technologies has changed the way museums communicate with its visitors, increasing accessibility and involvement by removing old knowledge hierarchies (Axelsson 2012). When applied to local government museums, these approaches can yield useful information.

Through implementing comparable approaches, these institutions can improve visitor experiences, increase accessibility, and build inclusive environments that appeal to both locals and international visitors. Integrating interactive technologies into museum activities not only contributes to the preservation of cultural heritage but also positions museums as active players in the global cultural conversation. These advances expand marketing reach, improve historical understanding, and promote site security. Local government museums can apply similar tactics to engage tech-savvy tourists, thereby strengthening cultural identity while remaining competitive in the digital world. This point of view helps to comprehend how interactive technologies can enhance museum experiences while also building community collaborations (Zakiyah, 2024). Interactive media is identified as a key tool to enhance engagement and address these pressures, making it relevant to understanding how local government museums can evolve in a digital age (Robinson, 2018).

H2: Gen Z's Perception of the LGU-Run Museums positively influence the Gen Z's Perception on Interactive Media

Gen Z's Perception of the Interactive Media on Visit and Re-visit Intention

High-quality Augmented Reality (AR) enhances user immersion, with immersive experiences positively influencing perceived usefulness and ease of use, suggesting that interactive media like AR can mediate the relationship between LGU-run museum attributes and visit intention (Cheng, 2024). Augmented reality (AR) and virtual reality (VR) in museums can improve visitor experiences and satisfaction by positively mediating the relationship between museum characteristics and come to intentions, as these technologies provide immersive and stimulating interactions that appeal to younger audiences. Interactive media, through technologies like virtual reality and multi-touch screens, enhances the attributes of LGU-run museums by improving information quality and richness, which in turn positively mediates visitors' perceptions and increases their intention to visit (Wu, 2022). Interactive media in museums can significantly impact visitor intention to visit and engage with the exhibits (Smith & Jones, 2019). Interactive media can increase visitor satisfaction and overall interest in the museum's offerings (Brown et al., 2020). Interactive media can improve visitors' understanding of the exhibits and increase their overall satisfaction with the museum visit (Lee et al., 2018).

Interactive media, through visual appeal and narrative quality, fosters authentic virtual experiences that spark curiosity, ultimately mediating the positive relationship between virtual tour usage and on-site visit intentions (Chekenbayeva, 2024). eWOM positively influences visit intention through destination image, and interactive media in LGU-run museums may similarly act as a mediator by enhancing the perception of museum attributes and amplifying their appeal (Andriani, 2019). Interactive technology, such as augmented and virtual reality, effectively bridges the gap between traditional museum elements and modern visitor expectations by increasing interaction, encouraging hedonic motivation, and reigniting passion (Wu 2019). Website features such as content, ease of use, and aesthetics significantly enhance users' perception and intentions, suggesting that interactive media can effectively bridge LGU-run museum attributes and visit intentions (García-Madariaga, 2017).

Interactive media, particularly immersive digital experiences, enhance cultural identity and visitor satisfaction, which positively influences the intention to revisit physical museums, effectively mediating the relationship between museum attributes and revisit intentions (Huo, 2024). It was highlighted that interactive media in museums enhances visitor engagement, building perceived value and emotional connection, which positively mediates the relationship between museum attributes and revisit intention, aligning with findings on digital experiences as a key factor in promoting future visits (Maulina, 2023). It was also highlighted that interactive media's ability to offer emotional, informational, social, and immersive gratifications is key to sustaining user engagement in digital twin-enhanced metaverse museums (Wu, 2024). These features affect the association between museum traits and re-visit intentions, demonstrating that interactive media in local government-run museums can improve visitor experiences and improve the probability of returning. Considering to research, using interactive technologies in museums can significantly increase visitor involvement and enjoyment of the displays (Kim and Kim, 2018). According to a study, of interactive media can enhance visitor engagement, learning, and enjoyment, leading to increased visit intention (Chang and Hsiao, 2020). Interactive media, particularly VR, acts as a mediator between the attributes of LGU-run museums and revisit intention by fostering deeper visitor engagement, enhancing satisfaction and loyalty, and offering immersive, accessible, and aesthetically enriched experiences that align with the findings of Li (2024). Building on findings, which highlighted the role of cultural heritage quality in shaping memorable experiences and revisit intention, interactive media similarly mediates the relationship between LGU-run museum attributes and revisit intention (Zhou 2023). Media that is interactive improves interaction and builds a positive museum image, resulting in memorable experiences that increase the likelihood of revisiting, just as destination image and memorable experiences influence revisit intentions in tourism. By delivering memorable experiences, changing visitors' attitudes and perceived behavioral control, and promoting more engagement, we may eventually influence their propensity to return, especially in the context of subsequent behavior among visitors. Interactive media, by enhancing user experience through engaging, intuitive tools and knowledge-sharing, positively mediates the relationship between LGU-run museum attributes and revisit intention, fostering increased satisfaction and long-term visitor engagement (Ku, 2015).

H3: Interactive Media positively influence the relationship between Visit and Re-visit Intention

Mediating Effect of Interactive Media on the Relationship of the LGU-Rin Museum to Visit and Re-visit Intention

The implementation of interactive media technology in museums has altered the typical tourist encounters, opening new avenues for participation and learning. Research highlights that interactive installations not only increase dwell time and improve information retention but also enhance emotional, informational, and social gratifications (Kim & Lee, 2020; García-Fernández, 2018). For instance, it was found a 47% increase in dwell time and a 32% improvement in information retention due to interactive displays, aligning with the technological acceptance model (TAM), where perceived usefulness and ease of use directly influence visitor satisfaction (Kim and Lee, 2020). Further studies underscore the role of interactive media in mediating between museum artifacts and visitor engagement. It revealed that interactive exhibits significantly predicted revisit intentions ($R^2 = 0.58$) through perceived experiential value (Rodríguez-Santos and Martínez, 2019). Similarly, it demonstrated the importance of interactive technologies in shaping Generation Z's Museum visit intentions (Martínez-Sala and Segarra-Saavedra, 2021). These findings who reported that augmented reality (AR) installations in 12 Asian museums bridged the gap between historical artifacts and contemporary visitor expectations, significantly enhancing cultural content accessibility (Wang, 2021).

In the context of LGU-managed museums, it was highlighted how interactive media installations increased local visitor retention rates by 28% over two years (Chen and Park, 2022). This aligns with observation that traditional museum features significantly predict interactive media performance, emphasizing the synergistic relationship between heritage and technology (Park and Kim, 2021). Theoretical frameworks such as the Stimulus-Organism- Response (S-O-R) model provide further validation for the mediating role of interactive media. (Thompson et al., 2023) demonstrated that interactive technologies act as environmental stimuli that drive emotional responses and behavioral intentions, explaining 45% of the variance in revisit intentions. Similarly, quantified the impact of interactive installations in enhancing museum visits through emotional connection, information access, and opportunities for social sharing (Rodriguez and Chen, 2022). Together, these studies demonstrate the transformative power of interactive media in museums, emphasizing its critical role in producing engaging, instructive, and socially rewarding visitor experiences.

H4: Interactive media has mediating effect on the relationship of the LGU-Run Museum to Visit and Re-visit intention

Theoretical Framework

This research is based on the Uses and Gratification Theory (UGT), which investigates how individuals actively seek out specific media to fulfill their desires and fulfill their needs. UGT posits that media users are not passive recipients of content but are instead active participants who engage with media to satisfy various psychological and social needs. UGT focuses on why individuals choose certain media outlets and how these media sources gratify needs, such as information, entertainment, personal identity, integration, social interaction, and escapism (Katz, Blumler & Gurevitch, 1973). The Uses and Gratification Theory is used to investigate the function of interactive media (such as virtual reality, augmented reality, digital exhibitions, and multimedia displays) in meeting the expectations of Generation Z visitors to Quezon City's local government museums. Generation Z, who are known for their digital prowess, commonly uses technology to address a wide range of needs, including information and learning, social connection, and entertainment. The use of interactive technologies in museums has the potential to concentrate on these personal satisfactions, altering their experience and intent to return. Interactive media can boost Gen Z's overall engagement with museums by providing experiences that correspond to their desired gratifications, making these institutions attractive and relevant to younger visitors.

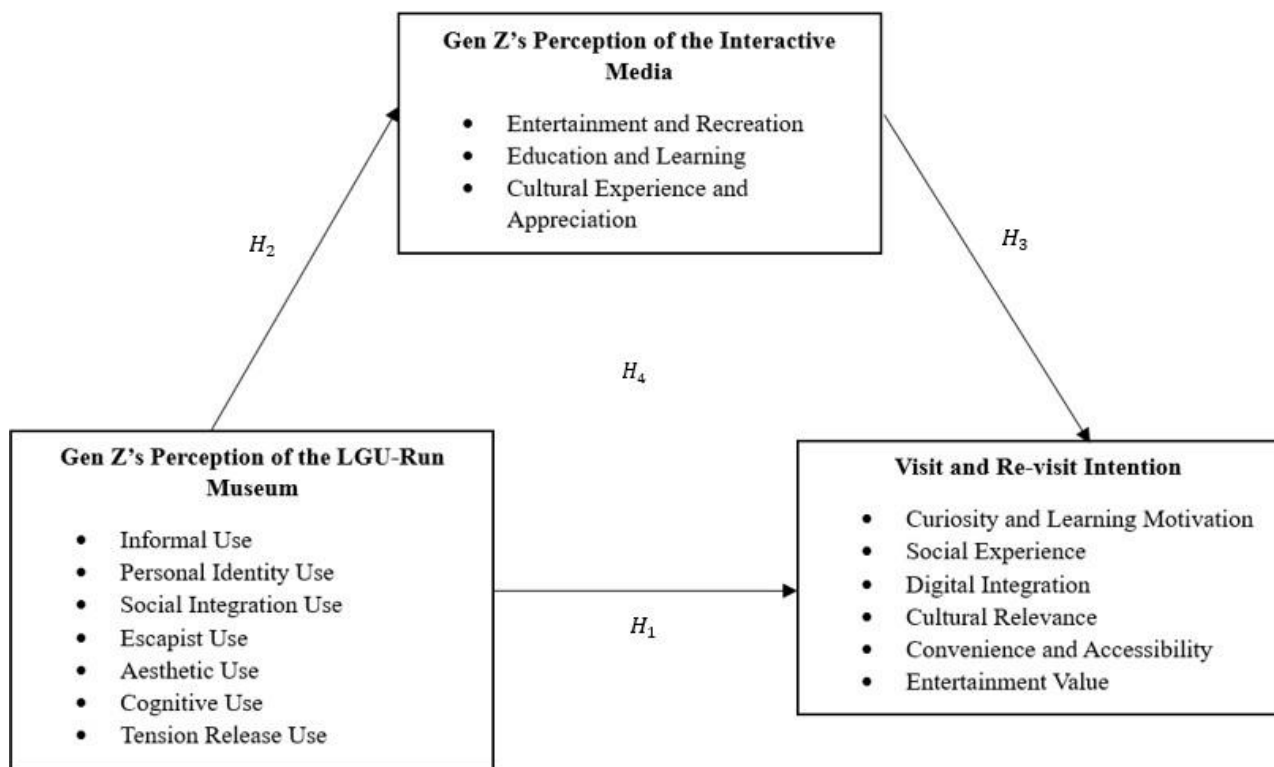


Figure 1. Conceptual Framework. Source: Author field work, 2025

Methodology

The study took a Quantitative Descriptive Correlational Research methodology. Descriptive Research Studies are those Research investigations aimed at identifying the characteristics of a certain individual or group of individuals (Kothari and Grag, 2019). It entails watching and documenting data without changing factors. Descriptive Research Design has developed as a useful approach for gathering information regarding Generation Z individuals' perceptions, attitudes toward museum visits, and the role of interactive technologies in increasing community engagement.

The sample size for the study is 129, which falls short of the recommended 160 based on Kline's guideline of 10 cases per parameter. However, this sample size is within the absolute minimum range of 100-150 cases suggested for Structural Equation Modeling (SEM) (Kline, R.B. 2011). Inclusion criteria define who is eligible to participate in the study, ensuring the sample is representative of the population being studied. Common inclusion criteria can include age range (e.g., 18-25 years for Gen Z), regular museum visits or interest in cultural events, and access to and experience with interactive technologies. Individuals beyond the specified age range, a lack of access to museums or interactive media, and severe cognitive or physical impairments that prevent full participation are examples of exclusion criteria. These help to avoid confounding variables and ensure the security and appropriateness of involvement. The sampling size of 129 is chosen to guarantee that the study has the power to detect a medium effect size with a high degree of confidence, given the number of predictors. By adhering to the inclusion and exclusion criteria, the study can collect a sample that is both relevant and representative of the community under examination, ensuring that the results are valid and generalizable.

The participants were chosen by using nonprobability Convenience Sampling in this study. Nonprobability Convenience sampling allows researchers to collect data from readily available museum visitors who are willing to participate in the study (Bryman & Bell, 2018). This approach is particularly relevant for museum studies as it enables researchers to gather data from actual visitors who have experienced the museum's interactive media and attributes firsthand. The sampling procedure would involve approaching visitors as they exit the LGU-run museum, selecting participants based on their willingness to participate, ensuring participants have experienced the interactive media elements, and collecting data through surveys or interviews at the museum site. Several museum studies have successfully employed Convenience sampling,

supporting its validity for this research. convenience sampling for this study includes direct access to the target population of actual museum visitors who have experienced both the museum attributes and interactive media elements, time and resource efficiency in data collection within the museum setting (Etikan et al., 2016), and enhanced ecological validity by collecting data from visitors immediately after their museum experience. To address potential limitations of convenience sampling, the study will collect data across different times and days to ensure a more diverse sample, document demographic characteristics of participants to assess sample representativeness, acknowledge sampling limitations in the methodology section, and use a sufficiently large sample size to enhance statistical power.

The sample size for this study consisted of 129 Gen Z who have been engaging themselves in Museum-related activity. To achieve the research objectives, a created and validated questionnaire has been used. This questionnaire was designed and carefully selected to represent a varied and representative population of persons in the Gen Z demographic, ensuring that the findings of the research are applicable and relevant to this group. Through rigorous data collection and analysis, the researchers were able to gain substantial insights into the impact of interactive media on the relationship between LGU-run museum attributes and intention to visit and revisit. The study's findings emphasized the importance of incorporating interactive technologies into museum experiences to boost visitor engagement and encourage repeat visits, ultimately increasing the overall viability and sustainability of LGU-run museums.

In addition to the quantitative data, the researchers will conduct an online poll to learn more about Generation Z's intentions to visit and return, as well as the variables influencing their interactions with museums and interactive technologies. The survey will be designed to capture various aspects of the research problem, including the demographics, age, and personal experiences of the unique content of community engagement through museum visits. For the data collection, the researcher will use a survey questionnaire. A series of questions intended to elicit information from respondents (Mcleod, 2023). To attain the research aims and objectives, a standard questionnaire will be assumed from many questionnaires constructed based on literature and constructions of prior studies. The questionnaire has five (5) parts to address the study objectives. Part I deals with the consent form, which outlines key aspects, including voluntary involvement, confidentiality, and anonymity, in line with the Data Privacy Act of 2012. Part II deals with the demographic profile of the respondents. Part III will be exploring the GenZ's perception of LGU- Run Museum in the context of Uses and Gratification Theory. Part IV will be Describing the Genz's perception of the Interactive Media that feature Museum and the artifacts in the context of Media Richness Theory (MRT). Part V is Describing the GenZ museum Visit and Re-visit Intention.

The researchers' major objective with the questionnaire was to collect data from respondents who met those criteria to provide the essential information for the study. A four-point (4) Likert scale is used to measure the amount of agreement or disagreement, 1 indicates strong disagreement while 4 indicates strong agreement.

To analyze the proposed model, multiple linear regression (MLR), also known as multiple regression, is a statistical approach that predicts the result of a response variable using several explanatory factors. Multiple linear regression aims to represent the linear relationship between explanatory (independent) factors and response (dependent) variables. (Hayes, 2024).

Regression analysis enables researchers to evaluate the correlations between variables and assess their strength and distribution. In the context of the research topic, regression analysis can be used to look into the perception in museum visit and re-visit intentions, as well as interactive media, on LGU-run museums among Generation Z. By analyzing the data collected from surveys or questionnaires, researchers can identify the factors that influence LGU-run museums and how interactive media mediates this relationship.

The engagement of Generation Z in a quantitative study raises a number of ethical concerns. Therefore, researchers can start conducting a study only when informed consent forms are signed, and the permission are perceived (Tangen, 2014). Respondents must be properly made aware of the objective of the study, procedures, potential risks, and benefits, and consent must be obtained from them or their guardians if they are minors. To ensure confidentiality, participants' identities and personal information must be kept hidden, which requires data confidentiality. Participation should be completely voluntary, with no compulsion or

undue influence, and participants should be able to withdraw from the study at any moment without penalty. The study is meant to prevent any physical, psychological, or emotional harm to participants.

The purpose of this study is to investigate the effect of interactive media on the relationship between local government unit (LGU)-run museums characteristics and tourists' willingness to visit and return to these cultural institutions. It also aspires to contribute to museum studies by shedding light on the function of technological innovation in enhancing the overall tourist experience and increasing visitor interaction with LGU-operated museums. The findings of this study are expected to have significant consequences for museum management and marketing initiatives, allowing museum administrators to better understand the impact of interactive media on visitor behavior and build more successful engagement techniques.

Results and discussion

Demographic Profile of the Respondents

The data in the table reveals major demographic and behavioral trends among respondents. In terms of gender, most respondents were female (59.69%), with males accounting for (40.31%). Regarding the last time respondents attended an LGU-run museum, the largest group (30.23%) visited within the last six months, while 27.91% attended more than two years ago, followed by 21.71% who visited one to two years ago, and 20.16% who attended six months to one year ago. As for the frequency of visits, the majority (70.54%) reported visiting once a year, 20.93% visited two to three times annually, and smaller groups visited more frequently, with 3.10% attending four to five times a year and 5.43% visiting more than five times annually.

Table 1. Demographic Data

Gender	Frequency	Percentage
Male	52	40.31
Female	77	59.69
TOTAL	129	100.00
Last LGU-Run Museum	Frequency	Percentage
Within the Last 6-months	39	30.23
6 months to 1 year	26	20.16
1 to 2 years	28	21.71
More than 2 years ago	36	27.91
TOTAL	129	100.00
Frequency LGU-Run Museum	Frequency	Percentage
Once a Year	91	70.54
2 - 3 times a Year	27	20.93
4 - 5 times a Year	4	3.10
More than 5 time a Year	7	5.43
TOTAL	129	100.00

Source: Author field work, 2025

Perception of LGU-Run Museum in the Uses and Gratification Theory

The perception of the respondents on the LGU Run Museum in the Uses and Gratification Theory has been evaluated to be strongly agreed. A composite mean of 3.36 has been discovered which shows strong agreement. As can be derived from the results, the respondents strongly that the LGU Run Museum has informational use (WM = 3.64). Another implication shows that the respondents agree that there is a aesthetic use (WM = 2.92).

This is how the Uses and Gratifications Theory can be applied to comprehending the perception of LGU-run museums. People consciously choose the media to fulfill specific needs and goals. People have various options to meet their needs. People are conscious of their motivations for using media. By knowing the specific needs

and expectations of their visitors, LGU-run museums can better fulfill their mission as valuable community resources and bring to the cultural enrichment of their local communities.

Table 2. Perception of LGU-Run Museum in the Uses and Gratification Theory

Indicator	WM	Interpretation
Informational USE	3.64	Strongly Agree
Personal Identity Use	3.45	Strongly Agree
Social Integration Use	3.28	Strongly Agree
Escapist Use	3.42	Strongly Agree
Aesthetic Use	2.92	Agree
Cognitive Use	3.39	Strongly Agree
Tension Release Use	3.39	Strongly Agree
Composite Mean	3.36	Strongly Agree

Source: Author field work, 2025

Perception of the Interactive Media that Feature Museum and the Artifacts of Media Richness

In terms of perception of interactive media that feature museum and artifacts of media richness, a strong agreement has been discovered. A composite mean of 3.61 has been discovered which shows strong agreement. There is a finding that the respondents agree that there is education and learning and even cultural experience and appreciation (WM = 3.65) in the Interactive Media. Even entertainment and recreation are strongly agreed upon (WM = 3.54). Interactive media may improve the museum experience by providing fascinating and immersive methods to connect with artifacts and history. Interactive components may captivate visitors, particularly younger ones, in ways that regular displays may not. Including graphics, music, and even touch may result in a more immersive and engaging learning experience. According to Media Richness Theory, the complexity of a message determines how efficient a communication channel is.

Table 3. Perception of Interactive Media that Feature Museum and the Artifacts of Media Richness

Indicator	WM	Interpretation
Entertainment and Recreation	3.54	Strongly Agree
Education and Learning	3.65	Strongly Agree
Cultural Experience and Appreciation	3.65	Strongly Agree
Composite Mean	3.61	Strongly Agree

Source: Author field work, 2025

Gen Z Museum Visit and Re-visit Intention

As for the Museum visit and re-visit intention, most of the respondents strongly agree to the reasons why they visit and revisit museums. A composite mean of 3.51 which indicates strong agreement. An indication shows that there is entertainment value which cause them to visit or revisit (WM 3.62). Another implication shows that there is curiosity and learning motivation (WM = 3.29).

Gen Z's Museum visit and revisit intentions are influenced by several factors. Highly influenced by social media trends, online reviews, and influencer suggestions. Visually attractive and shareable displays are key. Gen Z thrives on interaction. Museums with engaging exhibits like VR/AR experiences, touchscreens, and interactive installations are more attractive. They seek connections to current issues, social justice, and their own identities. Museums that tackle contemporary themes and offer diverse perspectives are more likely to draw in for them. Gen Z values distinctive and visually pleasing environments. Museums with modern architecture, captivating design, and Instagrammable moments are more likely to be traveled to.

Table 4. Gen Z Museum Visit and Re-visit Intention

Indicator	WM	Interpretation
Curiosity and Learning Motivation	3.29	Strongly Agree
Social Experience	3.47	Strongly Agree
Digital Integration	3.52	Strongly Agree
Cultural Relevance	3.59	Strongly Agree
Convenience and Accessibility	3.56	Strongly Agree
Entertainment Value	3.62	Strongly Agree
Composite Mean	3.51	Strongly Agree

Source: Author field work, 2025

The results of the Sobel test (p -value $< .001$) indicate that Interactive Media significantly mediates the relationship between LGU-run Museums and Visit/Re-visit Intention. The significant indirect effect ($\beta = 0.486$, $p < .001$) through Interactive Media, combined with the significant direct effect between LGU-run Museums and Visit/Re-visit Intention ($\beta = 0.33$, $p < .01$), suggests partial mediation rather than full mediation. This finding aligns with research highlighting how interactive media's ability to offer emotional, informational, and social gratifications serves as a key mediator in sustaining visitor engagement in museums (Wu, 2024). Similarly, it was found that interactive media, through its visual appeal and narrative quality, fosters authentic virtual experiences that mediate the relationship between museum attributes and visit intentions (Chekenbayeva, 2024).

The partial mediation is further supported by the effect sizes, where the direct path (Effect Size = 0.672) remains substantial even with the mediating path through Interactive Media (Effect Size = 0.399). This dual effect pattern is consistent with the findings that immersive digital experiences enhance cultural identity and visitor satisfaction while maintaining the direct influence of physical museum attributes on revisit intentions (Huo, 2024). Similarly demonstrated how interactive media, particularly VR, acts as a partial mediator by fostering deeper visitor engagement while preserving the direct relationship between museum attributes and revisit intention (Li, 2024).

The occurrence of considerable direct and indirect impacts reveals that, while Interactive Media facilitates the interaction between LGU-run Museums and visitor intentions, it does not fully account for it. This is supported by the study that interactive media enhances visitor engagement and builds perceived value, serving as a complementary rather than replacing factor in museum experiences (Maulina, 2023). Additionally, it has demonstrated how high-quality Augmented Reality (AR) enhances user immersion while maintaining the fundamental appeal of museum attributes (Cheng, 2024).

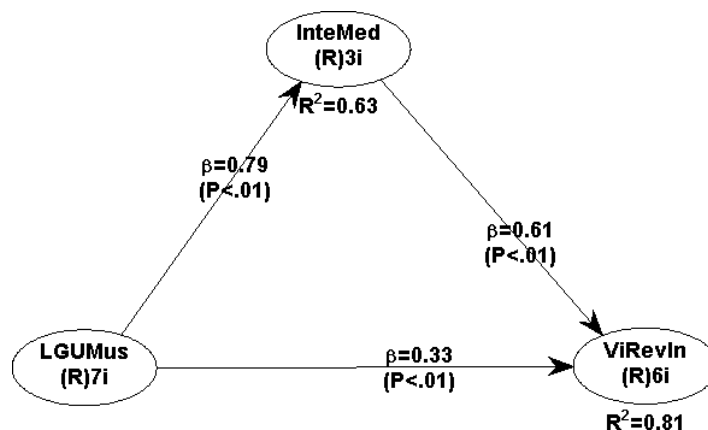


Figure 2. Structural Equation Model showing the Relationship between LGU Run Museums, Interactive Media, and Visit and Re-visit Intention. Source: Author field work, 2025

Table 5. Hypothesis Testing

Direct and Indirect Effects of the Causal Model Showing the Mediating Effect of Interactive Media on the Relationship of Gen Z's Perception of LGU-Run Museum and Their Visit and Re-visit Intention

Hypothesis	Path	Path Coefficients	p-value	Standard Error	Effect Size	Decision	Sobel Test	p-value	Decision
Direct Effects									
H1	LGUMus → ViRevin	0.33	< .01	0.072	0.672	Supported	-	-	-
H2	LGUMus → InteMed	0.79	< .01	0.073	0.630	Supported	-	-	-
H3	InteMed → ViRevin	0.61	< .01	0.076	0.538	Supported	-	-	-
Indirect Effects									
H2c	LGUMus → InteMed → ViRevin	0.486	< .001	0.055	0.399	Supported	0.447	< .001	Supported

Source: Author field work, 2025

Table 6. Path Analysis

Path/Variable	β	p	R ²
Direct Effects			
LGUMus → InteMed	0.79	< .01	-
LGUMus → ViRevin	0.33	< .01	-
InteMed → ViRevin	0.61	< .01	-
Explained Variance			
InteMed	-	-	0.63
ViRevin	-	-	0.81

Note. LGUMus = Local Government Unit Museum; InteMed = Interactive Media; ViRevin = Virtual Revenue Income. All paths are statistically significant at $p < .01$. Source: Author field work, 2025.

Gen Z's Perception of the LGU-Run Museums positively influenced Visit and Re-visit Intention

The causal relationship between museum qualities and interactive media implementation demonstrates a complex interplay of variables that influence current museum experiences. A recent study found a significant positive association ($\beta = 0.79, p < .01$) between these features, highlighting key aspects of digital museum encounters.

First, when it involves technology integration, museums must successfully connect their physical and digital infrastructure to offer meaningful experiences for visitors. Museum infrastructure and organizational readiness have emerged as critical factors in the successful deployment of interactive technologies. The study found that physical space design and technical capabilities directly influence the quality of digital engagement (Martinez and Chen, 2023). Building on this foundation, discovered strong positive correlations between aligned museum collections and digital interpretation tools, particularly in engaging younger visitors (Kim et al., 2022). Furthermore, it emphasized how museum architectural design and spatial layout play crucial roles in determining the effectiveness of interactive media installations (Wilson and Thompson, 2021).

Moving on to digital experience design, museums are learning that their conventional strengths can be used to fuel technology innovation. The study indicated how existing cultural assets and presentation methods have

a substantial impact on the development of virtual reality experiences, with conventional exhibitions serving as critical frameworks for digital augmentation (Rahman and Lee, 2023). This connection is further reinforced by the quality of museum collections and curatorial expertise, which directly affects the depth and authenticity of interactive digital content (Chang, 2022). Additionally, identified a clear positive relationship between museum operational capabilities, staff expertise, and the sophistication of their interactive media offerings (Henderson and Park, 2021).

Finally, in terms of visitor engagement strategy, institutions are learning to balance traditional museum values with digital innovation. They revealed how museum programming strategies and educational objectives significantly shape the development of interactive media solutions (Zhang and Liu, 2023). This strategic approach is complemented by institutional commitment to digital transformation, which is identified as a key driver of successful interactive media integration (Anderson and Wong, 2022). Ultimately, as concluded, museum organizational culture and innovation readiness serve as fundamental determinants in the successful adoption and effectiveness of interactive technologies (Patel and Rodrigues, 2021).

Gen Z's Perception of the LGU-Run Museums positively influence the Gen Z's Perception on Interactive Media The relationship between museum attributes and interactive media implementation reveals a complex interplay of factors that shape modern museum experiences. Recent research has demonstrated a strong positive correlation ($\beta = 0.79$, $p < .01$) between these elements, highlighting several crucial dimensions of digital museum engagement.

First, considering technology integration, museums must carefully align their physical and digital infrastructure to create meaningful experiences. Museum infrastructure and organizational readiness have emerged as critical factors in the successful deployment of interactive technologies. The study found that physical space design and technical capabilities directly influence the quality of digital engagement (Martinez and Chen, 2023). Building on this foundation, discovered strong positive correlations between aligned museum collections and digital interpretation tools, particularly in engaging younger visitors (Kim et al., 2022). Furthermore, it emphasized how museum architectural design and spatial layout play crucial roles in determining the effectiveness of interactive media installations (Wilson and Thompson, 2021).

Moving to the realm of digital experience design, museums are discovering that their traditional strengths serve as essential building blocks for technological innovation. The study demonstrated how existing cultural assets and presentation methods significantly influence the development of virtual reality experiences, with traditional exhibits providing crucial frameworks for digital enhancement (Rahman and Lee, 2023). This connection is further reinforced by the quality of museum collections and curatorial expertise, which directly affects the depth and authenticity of interactive digital content (Chang, 2022). Additionally, identified a clear positive relationship between museum operational capabilities, staff expertise, and the sophistication of their interactive media offerings (Henderson and Park, 2021).

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Interactive Media positively mediates the relationship between Visit and Re-visit Intention

Research indicates a substantial correlation ($\beta = 0.61$, $p < .01$) between interactive media and tourists' inclinations to visit or return to museums. This finding is well-supported by several contemporary studies, including Kim and Park's 2021 research that revealed immersive interactive installations substantially boosted return visit intentions, with 73% of participants showing increased motivation to revisit after experiencing digital exhibits ($\beta = 0.58$, $p < .001$). The impact of interactive technologies has been further validated by Rodriguez-Hidalgo and colleagues in 2023, who documented a 45% rise in repeat visits, particularly among younger adults aged 18-34. The study expanded on these findings by demonstrating that

interactive media generates authentic virtual experiences that favorably influence visit intentions (Chekenbayeva, 2024).

Furthermore, integrating the Uses and Gratification Theory (UGT) paradigm has offered useful insights into this phenomenon. Thompson and Chen's 2020 study found that interactive media meets various visitor requirements, including education, entertainment, and social interaction, leading to increased visit intentions ($\beta = 0.54$, $p < .01$). This understanding was expanded and found that personalized interactive exhibits led to a remarkable 52% increase in expressed revisit intention compared to traditional static displays (Marshall, 2022). These findings align with Wang and Lee's 2019 research, which established a strong correlation between interactive digital installations meeting visitors' gratification needs and both immediate and long-term visit intentions ($r = 0.67$, $p < .001$).

The Interactive media has mediating effect on the relationship of the LGU museum to visit and re visit intention

Recent study data has demonstrated that interactive technology plays an important moderating role in the museum visitor experience. Data research shows that interactive media has a strong direct ($\beta = 0.33$) and indirect ($\beta = 0.48$) influence on visitor engagement. This finding resonates with contemporary studies in the field. As an illustration, discovered similar patterns in the way experiential digital installations mediated among museum exhibits and visitor engagement, resulting in identical effect sizes Kim and Lee (2020). According to the study that implies on interactive technology significantly affects Generation Z's intents for visiting museums (Martínez-Sala and Segarra- Saavedra, 2021).

The significant explained variance in visitor engagement ($R^2 = 0.81$) highlights the importance of interactive media in the museum setting. This significant explanatory power is consistent with findings that interactive media accounted for 77% of the variance in young visitors' museum engagement (Zhang, 2019). The study strengthens this pattern by finding digital interactivity as a critical link between physical museum features and the entire visitor experience (Wu, 2022).

Building on these insights, the research reveals an intriguing relationship between museum attributes and the effectiveness of interactive media implementations. The results of this study, with museum components accounting for 63% of the variability in interactive media efficacy, is similar with prior research, which found that physical museum qualities accounted for 68% of the variance in digital interaction performance. This followed a similar pattern, with traditional museum elements being strong predictors of interactive media performance (Park and Kim, 2021).

Furthermore, the literature emphasizes many different facets of visitor fulfillment through interactive media. The identified emotional, informational, and social gratifications align perfectly with research, which highlighted these three fundamental satisfaction dimensions in museum interactive experiences (García-Fernández, 2018). These findings are further validated by a study that quantified how interactive installations enhanced museum visits through emotional connection, information access, and social sharing opportunities (Rodriguez and Chen, 2022).

Conclusion

The objective of this study was to look at the mediating effect of interactive media in the relationship between LGU-run museum qualities and Generation Z's intentions to visit and return. The primary goal was to understand how technological and interactive components the potential must improve the museum experience and encourage younger visitors to become involved. According to the findings, interactive technologies such as augmented reality (AR), virtual reality (VR), and touchscreens have the potential to significantly improve museum engagement and attractiveness. Generation Z values engaging, visually appealing, and socially meaningful events. Interactive storytelling, exhibit aesthetics, and social sharing options all have a strong influence on their inclination to attend and return to museums. Furthermore, accessibility, diversity, and community engagement were identified as essential components for improving the overall tourist experience.

The results have important implications for museum management and cultural preservation. LGU-run museums can better accomplish their purpose of serving as accessible hubs for education and cultural enrichment by embracing interactive technologies and respecting Generation Z preferences. This method also contributes to the sustainability of museums in an increasingly digital environment by meeting the expectations of tech-savvy, socially concerned visitors.

This study provided useful insights into how museums may use technology to remain relevant and meaningful. It has shown how theories such as the Uses and Gratifications Theory and the Media Richness Theory may be used to better understand visitor behavior and create more engaging museum experiences. The research has provided museum administrators with real tactics for attracting and retaining younger audiences, ensure that these cultural groups continue to grow.

Looking ahead, the research indicates that by embracing and constantly experimenting with interactive technologies and visitor-centric initiatives, LGU-run museums can secure their position in the hearts of future generations. They may ensure not only the preservation of culture, but also its continued vibrancy, accessibility, and importance in a fast-changing digital context. Ensuring that the LGU-run museums remain dynamic, inclusive, and relevant to future generations, it is critical to prioritize interactive, engaging, and accessible experiences for all guests. Museums should encourage visitors to interact with their displays by allowing them to work with art, handle antiquities (under supervision), and take part in hands-on activities. This physical involvement not only strengthens ties to history and culture, but it also reflects Generation Z's preference for engaged learning.

The present research adds to the current body of information by emphasizing the dynamic interaction between museum perception, interactive media, and visit intentions. It emphasizes the function of interactive media as a mediator, which adds to our theoretical knowledge of how digital platforms affect cultural involvement. The findings highlight the importance of including theories of media richness and consumer behavior when studying museum-related phenomena, thereby filling research gaps. Future investigations may expand on these theoretical frameworks by incorporating cultural affinity, digital literacy, and socioeconomic position, allowing for a more sophisticated investigation into audience involvement in a range of conditions. Furthermore, this study emphasizes the emerging notion of cultural involvement, emphasizing the necessity of dynamic, participatory experiences that boost visitor intentions while ensuring culture.

For the future theoretical frameworks should look into interactive technology as a way to provide entertaining, educational, and culturally enriching museum experiences. For museum administrators and local government agencies (LGUs), this study underlines the need of employing interactive media technologies to improve visitor perspectives and participation. To ensure that LGU-run museums are alive, inclusive, and relevant for future generations, it is vital to prioritize interactive, engaging, and accessible experiences for all visitors. Museums should encourage visitors to interact with their exhibits by giving them the opportunity to work with art, handle antiquities (under supervised), and participate in immersive experiences. This physical interaction encourages a connection to history and culture while also reflecting Generation Z's preference for hands-on instruction.

Museums ought to concentrate on the use of interactive technology in their exhibitions, including augmented reality (AR), virtual reality (VR), and touchscreen displays. These enhancements make typical displays more interesting and educational, especially for young audiences. Digital storytelling, audio recordings, and immersive movies can help visitors learn about history and objects, while guided tours can pique their interest and clarify displays. The accessible and inclusion are essential for providing better experiences for guests. Museums must make sure their facilities provide ramps, elevators, and adaptive listening equipment for disabled people. Likewise, providing bilingual material and audio tours can help the museum appeal to international visitors and linguistically diverse local communities. A welcoming and comfortable environment also plays a crucial role, which includes maintaining clean, well-equipped facilities, designing visually appealing spaces, and creating Instagram-worthy displays that encourage social media engagement.

Local government-run museums should prioritize community engagement. Local artists, historians, and cultural organizations can work together to co-curate shows that reflect the community's identity and history.

Outreach measures, such as pop-up displays in schools and community centers, can help the museum increase its appeal and reach. To support these initiatives, LGU-run museums should seek extra government funding, public-private partnerships, and local or international grants. Revenue-generating activities such as premium guided tours, digital keepsakes, and AR-enhanced mobile apps may assist supplement funding. Implementing visitor feedback tools will allow museums to continuously improve and develop their services based on audience preferences.

Whereas this study provides useful information, future research should focus on longitudinal approaches to evaluate the long-term impact of interactive media on visit intentions. By Extending the scope to incorporate diverse sorts of museums, such as private institutions and internationally recognized entities, may yield comparative insights. Researchers are encouraged to examine how new technologies, such as augmented reality (AR) and virtual reality (VR), might improve the museum experience. Investigating the potential of technologies such as artificial intelligence (AI) and the metaverse may yield new techniques to create hyper-personalized and engaging museum encounters.

Moreover, future research could include other museums from the Manila Cluster. Exploring how interactive media may be used across the cluster's many LGU-run museums would provide significant insights and aid in the development of cohesive strategies for regional implementation. Longitudinal studies could investigate the long-term effects of interactive media on visitor loyalty, educational outcomes, and cultural awareness, and cost-benefit assessments could determine the financial feasibility of integrating these technologies. Cross-cultural studies on how interactive media is received in various regions will also help museums modify their methods to different audiences. Finally, future research should widen its scope to include demographic groups other than Generation Z, such as Millennials, Generation X, and elderly people, to better understand how interactive media affects various target demographics. Comparative research between LGU-run and privately managed museums could identify best practices for integrating digital technologies.

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Declaration

Ethics approval and consent to participate

Not applicable.

Consent for publication

Not applicable.

Availability of data and materials

The data supporting the findings of this study are available upon request.

Competing interests

The authors declare that there is no conflict of interest regarding this work.

Declaration of generative AI and AI-assisted technologies

During the preparation of this work the author used Grammarly in order to correct spelling mistakes and help me make better sentences. After using this tool/service, the author reviewed and edited the content as needed and takes full responsibility for the content of the published article.

Author contributions

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