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Evaluation of individual preferences for the British Museum, England – a latent class approach

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ABSTRACT

This research paper profiles visitors to the British Museum, England based on their preferences regarding future managerial and policy making in the field. The paper adopts a stated preferences discrete choice modelling framework, to evaluate individual preferences. For this purpose, a latent class segmentation approach was utilized on a sample of 500 individuals. The analysis identified three (3) distinct clusters of cultural visitors to the British Museum: the first group is identified as “community oriented”, the second group as “information driven” and the third group as “specialized or core cultural users”. The empirical findings suggest that core cultural visitors have set completely different priorities, as compared to all other types of visitors. Overall, the paper proposes the adoption of a dual managerial approach: one that would encourage wider participation (groups 1 and 2), and one that would encourage deeper participation (for group 3).

KEY WORDS

Choice modelling, British Museum, latent class segmentation, heterogeneous preferences

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