

A Conceptual Model of Escape as a Means of Recreation and Its Impact on Revisiting a Recreational Setting

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Abstract

Recreation provides different benefits. To take the expected recreational benefits people should visit recreation places. From this, the visitors expect more escape because it causes mind therapy. Most people are loyal to the green spaces in the parks for their recreation. When walking around the green walkways in the gardens, the various green features offer benefits to people. Repurchasing intention can happen by fulfilling the visitor's expected escape benefits by green walking routes in botanical gardens. It is also important because people can expect recreational benefits. According to the National Botanic Gardens 2017 report, the number of visitors to the gardens increased to 2,837,554. Although there is a statistical analysis report on these cases, the management in the field of outdoor recreation has no empirical tools to measure the visiting benefits like “escape impact on repurchasing intention” especially in Sri Lankan context. Therefore, this research study explores: “How to measure escape as a benefit of recreation consumption impact on repurchasing intention empirically”. The qualitative method was used to analyse the data. The analysis of this research revealed the relationship between escape benefits and repurchasing intention. Accordingly, escape will have an impact on Repurchasing intention. Various factors influence this. But there are no instrumental tools related to escape benefits to show how it impacts visitors. Accordingly, this research study suggests further how to estimate a path diagram with mediator impact and what the outdoor recreation consumption index is.

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Introduction

Recreation is an activity of leisure, leisure being discretionary time. Recreation is about activities, pastimes, and experiences which are freely chosen. They are usually undertaken in free time and produce feelings of wellbeing, fulfillment, enjoyment, relaxation, and satisfaction (Lee et al., 2017). To take expected recreational benefits people visit recreation places: *escape, personal mastery, enhance a relationship, winning* (Dillard et al., 2011). From this, the visitors expect more escape because it causes mind therapy Sport and recreation and the concept of leisure and leisure time was seen as a route to escape – an escape to ‘a normal life’ (Keim et al., 2013). The main benefits of recreation are classified: physical benefit and mental benefit. Therefore, the metal benefit is escape (Welte, 2011).

Thus, in recreation, there are two instances which people can use it: indoor and outdoor. Outdoor recreation Areas understand the needs of visitors to these areas and to measure the dimensions of peoples’ recreation experience. Recreation dimensions are categorized as (1) *achievement*, (2) *autonomy*, (3) *similar people*, (4) *new people*, (5) *learning*, (6) *enjoying nature*, (7) *introspection*, (8) *social escape*, (9) *physical escape*, (10) *teaching*, (11) *risk reduction*. But, factors such as *enjoying nature, autonomy, introspection, social escape, and physical escape* have more significant impact on escape (Dillard et al., 2011).

Visitors are attracted to these outdoor recreation places due to green space. Green space is one of the major regions out of them (Nigel et al., 2002). Most people are loyal to the green spaces in the parks for their recreation. Therefore there will be a repurchasing intention. City-trees, green roofs, green graffiti, green walking routes, green zones, snake-placements, and green impulses are the green products that have an impact on the repurchasing intention of the consumer base to environmental quality. Producers are waiting for more revisits. They are doing some strategies to promote people to come again (Wassenberg, 2012). But consumers are more loyal to green walking (Karupiah et al., 2017).

Accordingly, on the other hand, repurchase is the actual action, and repurchase intent is defined as the customer's decision to engage in future activities with the retailer or supplier (Ibzan, 2016).

Repurchasing intention can happen by fulfilling the visitor's expected escape benefits by green walking routes in botanical gardens (Chang, 2013).

The factors that contribute to this are *attractive, attitudes, positive emotion, subjective norms, consumer behavior* (Chang, 2013). In the classical condition model, if consumers receive benefits, they will tend to revisit. Escape is recognized as one of the benefits of participating outdoor recreation like walking. As a result of that, the problem of this study is "*How to create escape as a benefit of recreation consumption impact on repurchasing intention*". Similarly, Sri Lankan gardening related research has focused more on plants such as plant explorations, collection of plant specimens, mainly threatened plants of the dry and wet zone was carried out. (Gardens, 2012).

But the management of gardens in Sri Lanka has not brought measurement decisions on people's recreation benefits. As a result of that, there is the need to fill the gap *How to escape as a benefit of recreation consumption and its impact on repurchasing intention in Sri Lankan botanical garden.*

Methodology

The qualitative approach has been taken with a thematic analysis method to answer the research question along with the main objective. Accordingly, the literature review has found the factors. It has been analyzed using content analysis. The content validity theory has confirmed the factors. Then the conceptual model is created. Hence the research study focuses on these stages.

Research design

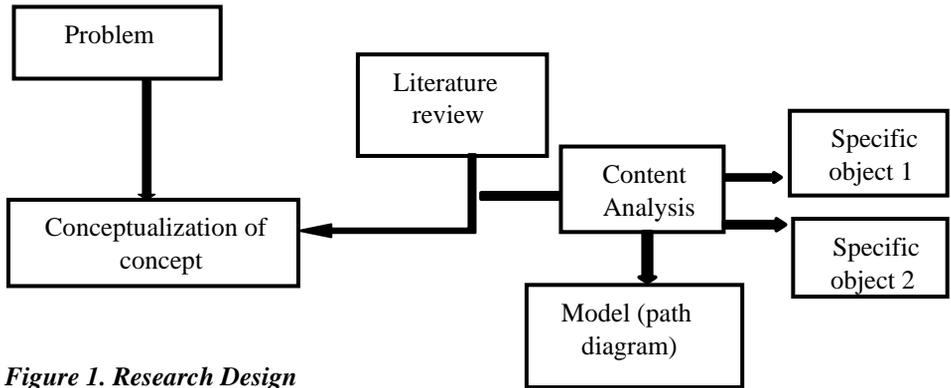


Figure 1. Research Design

Source: constructed by the researcher

search problem, and accordingly, the research concept. After that, the content was analyzed in terms of specific objectives. As a result, a measurement model was created and finally, the key objective was achieved.

Research Questions

What are the mediators between escape and repurchasing intention?

How to create a path diagram to measure the impact of escape on repurchasing intention?

Key Objective

To identify the way that escape as a benefit of recreation consumption impacts on repurchasing intention.

Specific Objectives

To identify the mediators between escape and repurchasing intention

To create a path diagram to measure the impact of escape on repurchasing intention

Data presentation and analysis

A quantitative method was used to analyze the data. To present and analyze data regarding this study content analysis was used by the researcher.

Content Analysis

The analysis of this research revealed conceptualization of escape as a benefit of recreation consumption and its impact on repurchasing intention. 25 articles were

used for collecting data. The Scopus database was used to select a prominent journal related to revisiting intention. Articles were selected to document by year (2015 to 2019), document per year by source, document by author, document by affiliations, by country and by subject area. Data analysis was based on the content validity theory and done by using QDA miner software. The purpose of this content analysis is to identify the factors of escape and repurchasing intention.

In the data analysis, code is first used to identify factors using qda miner software. Tables show coding frequency which is the output of the content analysis. It helps to create the conceptual model after identifying the most important factors.

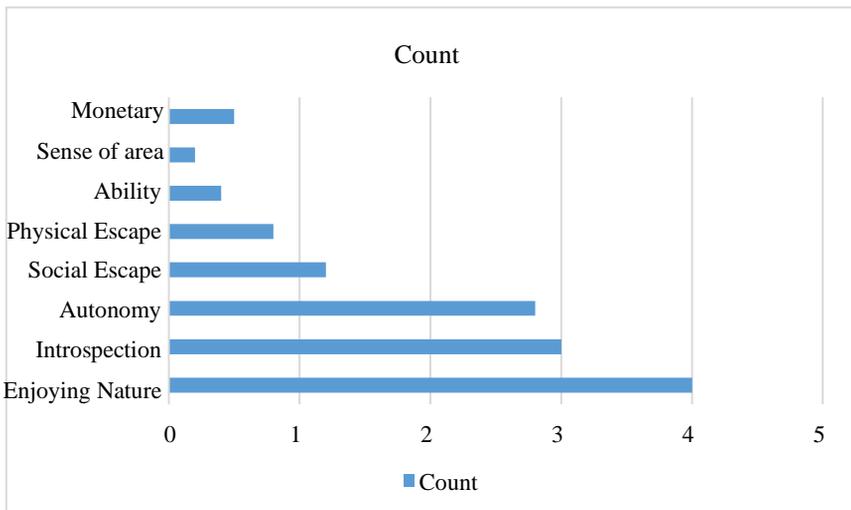
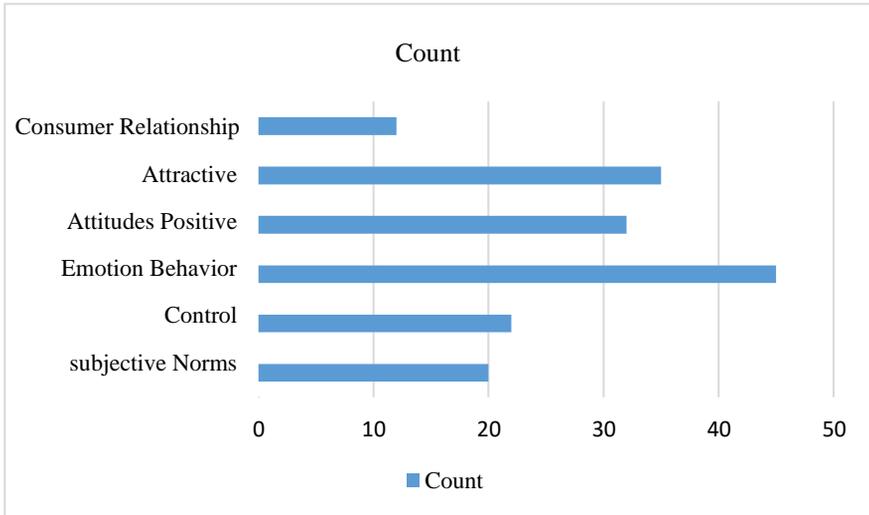
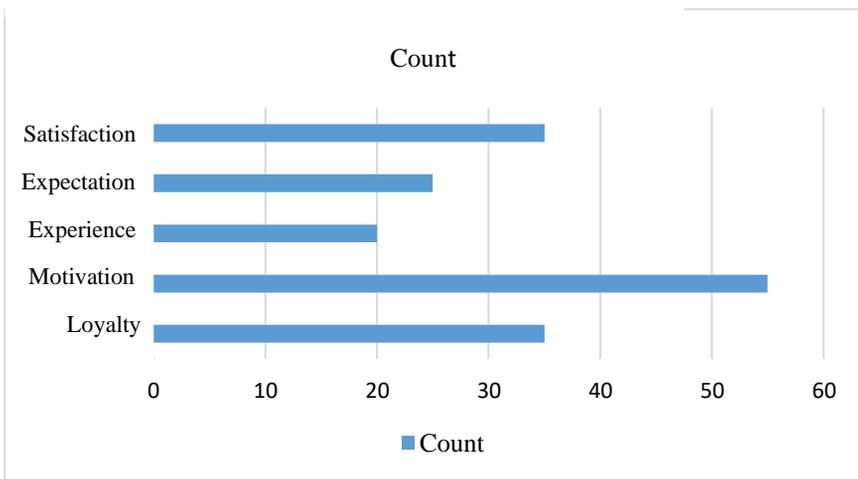


Table 1: coding frequency of escape
Source: QDA Miner outputs



*Table 2: coding frequency of Repurchasing intention
Source: QDA Miner outputs*



*Table 3: coding frequency of mediate variables
Source: QDA Miner outputs*

The tables above show the factors that affect escape and repurchasing intention. It had been identified how often codes were used in different articles. Accordingly, the counts and codes percentages of various factors related to different articles in Table 1 are presented. Accordingly, the calculation of the Enjoying Nature is 40 and the factor shows the highest count of the articles. So the calculation of the Sense of area is 2 and the factor shows the lowest count of the articles. Accordingly, the

counts and codes percentages of various factors related to different articles in Table 2 are presented. Accordingly, the calculation of the positive image is 45 and the factor shows the highest count of the articles. So the calculation of the consumer relationship is 12 and the factor shows the lowest count of the articles. And also the counts and codes percentages of various repurchasing intention's factors related to different articles in Table 3 are presented. In addition, the contributing counting rates are as follows when coding different factors. Accordingly, the calculation of the Motivation is 55 and the factor shows the highest count of the articles. So the calculation of the Experience is 20 and the factor shows the lowest count of the articles. Accordingly, factors required for the analysis can be identified. This analysis identifies the most influential factors for escape and repurchasing intention.

Content Validity

“The degree to which an instrument has an appropriate sample of items for the construct being measured” (polit and beck, 2004).

This step entails confirmation by a specific number of experts, indicating that instrument items and the entire instrument have content validity. For this purpose, an expert panel is chosen. The content validity of the instrument can be determined using the viewpoints of the panel of experts. This panel consists of content experts and lay experts. Lay experts are the potential research subjects and content experts are professionals who have research experience or work in the field. In qualitative content validity method, content experts and target group's recommendations are adopted on observing grammar, using appropriate and correct words, applying correct and proper order of words in items and appropriate scoring, However, in the quantitative content validity method, confidence is maintained in selecting the most important and correct content in an instrument, which is quantified by content validity ratio (CVR) (Zamanzadeh et al., 2015).

To obtain content validity index for relevancy and clarity of each item (I-CVIs), the number of those judging the item as relevant otherwise clear (rating 3 or 4) was divided by the number of content experts but for relevancy, content validity index can be calculated both for item level.

(I-CVIs) and the scale-level (S-CVI). In item level, I-CVI is calculated as the number of experts giving a rating 3 or 4 to the relevancy of each item, divided by the total number of experts.

The I -CVI expresses the proportion of agreement on the relevancy of each item, which is between zero and one. The SCVI is defined as “the proportion of total items judged content vali 3” or “the proportion of items on an instrument that achieved a rating of 3 or 4 by the content experts”. Instrument developers almost never give reports a what method they use to calculate the scale- level index of an instrument (S-CVI) .6. There are two methods for calculating it, one method requires universal agreement among experts (S-CVI/UA), but a less conservative method averages the item-level CVIs (S-CVI/Ave) (Zamanzadeh et al., 2015).

	Relevancy
1	Not relevant
2	somewhat relevant
3	Quite relevant
4	highly relevant

Table 2. The table is added to the cover letter to guide experts for a scoring method.

There is a 1 to 4 rating scale. 1 is not relevant, 2 is somewhat relevant, 3 is quite relevant and 4 is highly relevant. Typically acceptable values

- ✓ 6 raters
- ✓ I-CVI acceptable values – 0.8
- ✓ SCVI/Ave of 0.80 and above
- ✓ Best way to conceptualize the SCVI/Ave is the average I-CVI value, because this puts the focus on average item quality.
- ✓ SCVI/UA conservative approaches however are very useful.

The most informative procedure is to compute the SCVI both ways and to report

both values. Scale to be judged as having superb content validity would be composed of the item with I-CVIs that meet Lynn's(1998) criteria (ICVI =1.00 WITH 3 to 5 experts and a minimum ICVI of .78 for 6 to 10 experts) and it would have an SCVI/Ave of .90 or higher. The suggested standards may necessitate two rounds of expert review if the initial I-CVIs suggest the need for substantial item improvements, or if the reviewers identify aspects of the construct not adequately covered by the initial pool of items (polite and beck,2006).

Results, discussion, and conclusion

In the second step and after selecting six content experts including the instrument developer experts (two people), recreation research experts (two people) and psychology experts (two people), an expert panel was created for making quantitative and qualitative judgments on instrument items. The panel members were requested thrice to judge on content validity ratio, content validity index, and instrument comprehensiveness.

Content Validity

Item description	rater1	rater2	rater3	rater4	rater5	rater6	number agreement	I-CVI
Enjoying nature	4	4	3	4	3	4	6	1
Introspection	4	3	4	4	4	4	6	1
Autonomy	4	4	3	4	3	4	6	1
Social escape	4	4	4	4	4	4	6	1
ability	3	2	3	4	2	4	4	0.666667
sense of area	3	4	3	4	2	3	5	0.833333
Monetary	2	3	4	4	3	4	5	0.833333
Physical escape	4	3	4	3	4	4	6	1
Subjective Norms	4	4	3	4	3	3	6	1
Behavior Control	3	4	3	3	3	4	6	1
Loyalty	4	4	4	4	3	4	6	1
Motivation	4	4	3	4	3	4	6	1
Experience	4	4	4	4	3	3	6	1
Positive emotion	4	3	4	4	3	4	6	1
Expectation	4	4	4	3	3	4	6	1
Attitudes	4	4	4	3	3	4	6	1
Attractive	4	4	4	4	3	3	6	1
Consumer Relationship	4	4	3	3	4	4	6	1
Satisfaction	4	4	4	4	4	4	6	1
							S-CVI/Ave	0.964912
							TOTAL AGREEMENT	16
							S-CVI/UVI	0.842105

Table 3: content validity Source: excel outputs

This analysis identifies the most influential factors for model development. If you look at table 3 it shows 0.8 and above for 19 items. This is a good number to be considered. The effective image and involvement values are 0.6. Therefore, they are unacceptable. Items other than 0.8 can be accepted. It has an S-CVI/AVE value of 0.96, which is good. The total agreement value is 16. Scvi/uvi around 0.84. That is 19 items. All the raters agreed with any of the 16 items. They disagreed with 3 items. This is basically the efficiency of the scale development process.

Conceptual model

The following is the conceptual model that is created

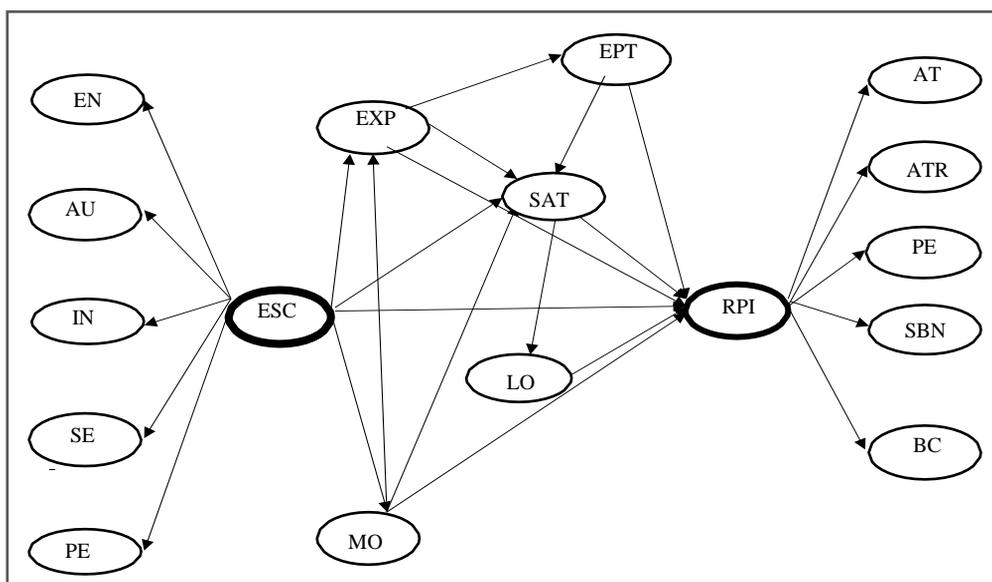


Figure 2 model (path diagram)

Source: create by researcher

Abbreviations

Table 4: Abbreviations of a conceptual model

The SEM Observed, endogenous variables are,

EN- Enjoying nature	INT- Introspection
AUT- Autonomy	SE – Social escape
PH- Physical escape	ECP-Escape
RPI-Repurchasing intention	SBN - Subjective Norms

BC - Behavior Control	LO - Loyalty
SAT - Satisfaction	MOT - Motivation
EXP-Experience	PE- Positive emotion
EPT-Expectation	AT- Attitudes
ATR-Attractive	CR-Consumer Relationship

Through the literature review, the researcher was able to identify the conceptualization model of escape as a benefit of recreation consumption and its impact on repurchasing intention. The above model shows the outcome of the research and the findings of the research. These indicators are classified according to content analysis. Here, the factor motivation is the most influential factor of revisit intention. And also enjoying nature is the most influential factor of escape. Other factors also influence revisit intention and escape based on the above model. There are mediator factors here. They have Expectations, Loyalty, and Satisfaction, Experience, and Motivation. Satisfaction is the most influential factor as a mediator.

These findings reveal that several factors influence escape as a benefit of recreation consumption having an impact on repurchasing intention. According to that, the most influential factor is motivation. The factors that are quite influential are experience and satisfaction. The factor that moderately influences is loyalty. This research study mainly focuses on the conceptualization of escape as a benefit of recreation consumption and its impact on repurchasing intention in the outdoor recreation field. This is the answer to the question as the purpose of the research was to design an empirical tool.

Finally, the paper concludes with a suggestion for further research. Accordingly, revisit intention is a managerial decision. The analysis of this research revealed the relationship between escape benefit and repurchasing intention. Accordingly, escape will have an impact on repurchasing intention. Various factors influence this. But how escape affects repurchasing intention is not measured. Accordingly, this research study suggests further to estimate a path diagram with mediator impact and the outdoor recreation consumption index.

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