

The Impact of Core Benefit of Outdoor Recreation on Its Repurchasing Intention

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Recreation provides different benefit. To take expected recreational benefit people take move for recreation places. From this the visitors expect more escape because it causes mind therapy. The green concept of the natural environment most people loyal to the green spaces in the parks for their recreation. Walking around the green walkways in the gardens, the various green features offer the benefit people as well as the most attractive people. Therefore, this research explores How escape as a benefit of recreation consumption impact on repurchasing intention. It identify the relationship in between escape benefit in botanical garden and repurchasing intention. The literature review of this research identified, escape as a recreation benefit, repurchasing intention, marketing strategies. Objective was derived to guide the entire research: To identify the way that escape as a benefit of recreation consumption impact on repurchasing intention. In order to achieve the research objective content analysis, SPSS and SEM (structure equation model) and were used. The mixed method (quantitative & qualitative) was used to analyse the data. The analysis of this research revealed the relationship between escape benefit and repurchasing intention and how demographic factors impact on escape and how it affects for repurchasing intention. The paper concludes with suggestion for further research. Accordingly Effect of the repurchasing intention strongly defer according to the motivation through escape. But there is no significant deference in terms of experience, expectation, satisfaction, loyalty. Accordingly this research suggests that further How do experience, expectation, satisfaction, loyalty influence the impact of repurchasing intention on escape.

Keywords: *Recreation Benefit, Escape, Repurchasing Intention, Botanical Garden, Green Walking*

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