

The impact of perception on quality of product extension, on repurchase behavior of consumers in Outdoor Recreation

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Abstract

Especially in outdoor recreation product, it is intended to have product extension such as identifies white water rafting as a core product, and all the related activities such as food and beverage, parking, Accommodations, and Travelling are called extended products. On the other hand repurchasing behavior of the consumers is widely discussed in marketing perspective. The price of the core product is traditionally considered as the key determinant of repurchasing behavior. But in this study it is focused to examine how perception of product extensions in recreation products, impact on repurchasing behavior. The concept of perception of product conceptualized as satisfaction on different aspect of such product extension such as quality of food and beverages, parking facility, accommodation, travelling facility. As a sample, it was selected 100 visitors in Kithugla site of White water rafting' and they were administrated by using a questionnaire. Data were analyzed using chi-square test to determine the association between main two variables above mentioned. The results of the study indicate extended product affected to repurchase behavior significantly.

Key words; Repurchase behavior, Product extension, Perception, white water rafting, outdoor recreation.

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