

# 여가 관여도, 체험의 질이 행동의도에 미치는 영향에 관한 연구

## Examining the Influence of Leisure Involvement and Experience Quality on Behavioral Intentions

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### 요약

이 논문은 중국 정주의 도시 공원을 중심으로 여가 관여도, 체험의 질 그리고 행동의도간의 관계를 연구하였다. 총 335개의 설문지를 8개의 정주의 도시공원에서 수집하였다. 조사에 참가한 335명의 주민을 대상으로 설문지를 수집하였고, 데이터 처리과정에서 부분 응답과 일관성 없는 (불일치) 39개의 설문지를 제거하여 분석목적으로 296개의 설문지를 코드화하였다. 연구 분석을 위해서 SPSS 24.0을 이용하였으며 기술 분석, 빈도분석, 요인분석, 다중회귀 분석을 하였다. 연구 결과 주민들의 도시공원에서의 체험의 질은 여가 관여도의 자기 체험의 질보다 여가 관여도의 매력요인(유인요소)과 중심성 요인에 더 많은 영향을 받는 것으로 나타났다. 또한 체험의 질을 구성하는 모든 요인들이 도시공원에서 행동의도에 긍정적 영향을 유의미하게 미치는 것은 아니라는 점을 이 연구의 결과는 보여주고 있다. 교육의 질 요인, 심미요인, 회피체험 요인이 행동의도를 예측하는데 중요하다는 점이 연구결과 도출되었다. 반면, 오락 체험의 질은 행동의도와 유의미한 긍정적(+인) 관계를 나타내지 않았다. 도출된 연구결과를 바탕으로 몇 가지 중요한 연구시점이 제안되었다.

■ 중심어 : | 여가 관여도 | 체험의 질 | 행동의도 | 정주 도시공원 |

### Abstract

This study focused on relationships among leisure involvement, experience quality and behavioral intention in the urban parks. A total of 335 were collected, and during the data refinement process, 39 questionnaires were eliminated from the study due to partial and inconsistent responses. thus leading to 296 usable questionnaires out of 335. In the final result, 296 questionnaires were coded for the analysis purpose. The hypothesized conceptual model was used to analyze the Descriptive Analysis and Frequency Analysis, Exploratory Factor Analysis, and Multiple Regression Analysis using SPSS 24.0. The result indicated this: residents' experience quality in urban parks depends on more attraction and centrality of leisure involvement than on the self-experience quality of leisure involvement. The results of this study also indicate that not all experience dimensions are important for resulting in positive behavioral intentions to urban parks. The quality of education, esthetic, and escape experience showed a significant predictor of behavioral intentions, while the quality of entertainment experience did not show a significant positive relationship with behavioral intentions.

■ keyword : | Leisure Involvement | Experience Quality | Behavioral Intention | Urban Park |

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## I. Introduction

### 1. Background

Nowadays, urban parks have become the main leisure places for citizens. Urban parks, for instance, are places where people can relax, meet, and mix in the city[1]. Also, visiting parks or other urban open spaces is an essential leisure activity for urbanites where they can participate and enjoy a variety of leisure recreations[2], and spread the civic culture. Urban parks or green spaces provide opportunities for people to connect with the nature, which is beneficial to people's health and well-being[3][4].

Zhengzhou is the capital of Henan Province, one of China's eight ancient capitals, historical and cultural city. It is also an important central city and an important integrated transportation hub in the central region. Zhengzhou's urban park (People's Park) began in 1952, then had opened two comprehensive parks Zijingshan Park, Bisha Gang Park. Before 1985, Zhengzhou's green coverage rate was 35.25%, known as the "green city", and had been ranked first in all country. Nowadays, urban parks have become the main leisure places for citizens of Zhengzhou and the study of their leisure behavior in urban parks could provide invaluable insight for people's health and well-being.

Previous urban park researches have focused on examining associations between physical activities and park features, size, and distance to people's homes[5] used participatory GIS to explore the potential correlation of physical activity and other health benefits in urban parks. There are also a few studies on the design of parks and urban park spaces[6][7], social interactions in urban parks[8], visiting habits of urban parks and leisure activities[2], and a number of studies on the environmental and ecological services of urban parks[9-14]. Most of the

literatures about urban parks leisure in China are focused on leisure behavior and characteristics, accessibility analysis, landscape planning and design, recreation activity and space of city parks. There are few studies focused on the leisure involvement and experience quality in urban parks[15][16]. Moreover, exactly how the leisure involvement and experience quality affect behavior has seldom been examined. Thus, this study will contribute to the literature in this area.

### 2. Research purposes

The purpose of this survey is to understand the public involvement in urban parks, to measure the quality of public experience of the parks, to find out the impact of both on urban residents' leisure behavioral intentions. This study explores the quality of experience in the non-profit leisure environment, therefore, deepening urban leisure theory, and providing a theoretical reference for the construction of urban parks in the urban construction.

## II. Literature review

### 1. Leisure involvement

Leisure involvement is typically a multifaceted conception[17], and the involvement construct has been operationalized in several ways, but there is no standardized instrument for its measurement. Zaichowsky (1985) proposed a personal involvement inventory (PII), which includes three constructs (personal, physical, and situation)[18]. Laurent and Kapferer (1985) assessed the customer involvement profile (CIP), based on the dimensions of importance, pleasure, sign, risk probability, and risk consequence, which has been re-evaluated by the leisure and tourism researchers who argued that involvement

consists of four constructs (importance/pleasure, sign, risk consequences, and risk probability)[19-21]. McInyre (1992) demonstrated that involvement consisted of three components: attraction, self-expression, and centrality[22].

## 2. Experience quality

Experiences are the latest economic offering, that is distinct from, and frequently more and more highly valued than goods and services[23]. Also, this concept has been extensively applied in consumer behavior and marketing area. For example, Altunel and Erkut (2015) stated that consumer experience originated from a series of interactions between consumer, product, company[24]. This experience emphasizes individuality and implies the customer's involvement at the different degree (rational, censorial, emotional, spiritual and physical)[25]. In another study, Hoch and Ha (1986) proposed that product experience directly contacts with the product, or indirectly represents a product in an advertisement[26][27]. The combination of direct and indirect production experience affects attitude, preferences, production judgment, recall, and purchase[28].

Most of the previous studies tried to empirically conceptualize experience quality in different dimensions. Otto & Ritchie's (1996) experience quality scale consisted of four dimensions (hedonism, peace of mind, involvement, and cognition)[29]. Pine and Gilmore (1998) developed the 'experience economy' (4E) theory consisted of four dimensions (entertainment, education, esthetic, escape), which were well known and have been extensively applied in varies of model (e.g. hotels, cruise ships, resorts, movies, EXPO and so on) consumer behavior as a cornerstone of consumer experiences[30-37].

## 3. Behavioral intention

Behavioral intention refers to the visitor's judgment about the probability to revisit the same destination or the willingness to recommend the destination to others[38]. In other words, it is a verbal or non-verbal consequence of satisfying or dissatisfying consumption experiences.

In the marketing literature, there is a varying definition about the concept of consumer behavioral intention. Also, the concept of behavior intention has been conceptualized in three ways: attitudinal loyalty to the brand, behavioral loyalty, and co-determinant of brand purchases[39]. Early researchers regarded loyalty as a mental construct or mental state felt by an individual's choice of a product or services, which will affect the individual's behavior in the future [40][41]. Oliver (1999) demonstrated that loyalty is a consumer's attitude of commitment to product, services, or brand[42]. Lee and Back (2008) also defined loyalty as a deep commitment to re-patronize or re-buy a product or services consistently in the future[43]. Of the four stages of customer loyalty (cognitive, affective, conative, and action) developed by Oliver (1999), the third stage, conative loyalty, reflects behavioral intentions, and the final stage, action loyalty, refers to behavioral loyalty[42][44]. Therefore, this study measures behavioral intentions (attitudinal loyalty) to investigate loyalty among Zhengzhou urban residents when choosing the urban park for leisure.

## III. Research Design

### 1. Theoretical framework and Research Hypotheses

#### 1) Theoretical framework

This paper attempts to examine the influence of

leisure involvement and experience quality on the urban residents' behavioral intentions in urban parks, and analyze the mediating of leisure involvement on behavioral intentions. [Figure 1] describes the relationship among factors in the model and development of hypothesis.

The conceptual model of this paper is shown in [Figure 1].

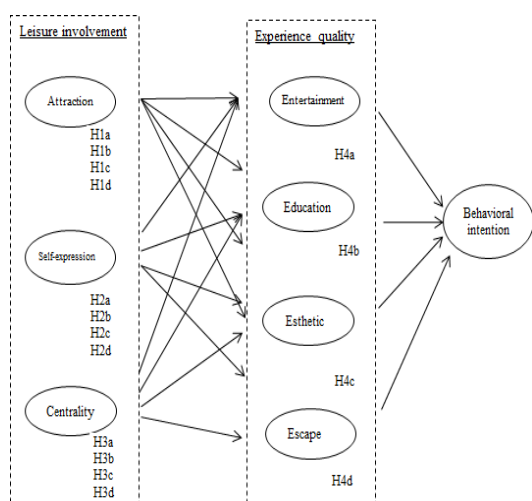


Fig. 1. The Hypothesized Conceptual Model

## 2) Research Hypotheses

According to the result of the previous studies, involvement has positively affected experience quality and satisfaction[24]. Prebensen, Woo and Uysal (2013) indicated that in tourist experience, involvement is a central antecedent since the tourist has determined to go on holiday or to participate in tourism activities while staying at the destination[45]. That is, the level of involvement positively influences the level of participation in co-creating experience value[46]. In this study, the relationship between involvement and satisfaction with trip experience is examined to find that involvement has a positive influence on satisfaction with experience.

A study found not only that tourist experiences entail a partial response to management's performance but also that experience quality directly contributes to tourist' whole satisfaction and behavioral intentions[47]. Furthermore, Kao et al. (2008)proposed that experience quality positively influences satisfaction and visitors' behavioral intention to theme parks[48]. Jin, Lee and Lee's (2015)conceptual model examined how customers' perceptions of the quality of experiences affect perceived value behavioral intentions for first-time and repeated customers of water parks in tourism industry, and found that the quality of participants' experiences significantly influences perceived value, water park image and customer satisfaction[47].

Based on the previous studies above, the hypotheses are developed as follows:

- H1. Leisure involvement (attraction) directly and positively influences experience quality.
  - H1a. Attraction directly and positively influences entertainment.
  - H1b. Attraction directly and positively influences education.
  - H1c. Attraction directly and positively influences esthetic.
  - H1d. Attraction directly and positively influences escape.
- H2. Leisure involvement (centrality) directly and positively influences experience quality.
  - H2a. Centrality directly and positively influences entertainment.
  - H2b. Centrality directly and positively influences education.
  - H2c. Centrality directly and positively influences esthetic.
  - H2d. Centrality directly and positively influences escape.

- H3. Leisure involvement (self-expression) directly and positively influences experience quality.
- H3a. Self-expression directly and positively influences entertainment.
- H3b. Self-expression directly and positively influences education.
- H3c. Self-expression directly and positively influences esthetic.
- H3d. Self-expression and positively influences escape.
- H4. The experience qualities directly and positively influences behavioral intentions.
- H4a. Entertainment experience directly and positively influences behavioral intentions.
- H4b. Education experience directly and positively influences behavioral intentions.
- H4c. Esthetic experience directly and positively influences behavioral intentions.
- H4d. Escape experience directly and positively influences behavioral intentions.

## 2. Questionnaire design

This study is designed to measure Zhengzhou's residents perceptions toward leisure involvement, experience quality, and behavioral intentions.

Thirteen involvement items were used to measure leisure involvement as suggested by Lee and Shen (2013), Kyle, Graefe, and Manning (2003) on a 5-point Likert scale ranging from 1 for "strongly disagree" to 5 for "strongly agree". Those thirteen items were categorized into three different categories based on the previous research: attraction, centrality, and self-expression[17][22][49][50-52]. The pre-determined three involvement dimensions were confirmed with their reliability. Three composite variables were used as observed indicators to test the construct of involvement.

Experience quality was operationalized by 16 items on a 5-point Likert scale ranging from 1 for "strongly disagree" to 5 "strongly agree". Those items of experience quality based on the existing literatures[30-37].

Table 1. Survey items

Leisure involvement (13items)
Having recreational activities in urban parks is important to me.
Having leisure in urban parks is pleasure.
Having leisure in urban park makes me very satisfied.
Having leisure in urban parks is interest me.
I really enjoy having leisure in urban park.
I find a lot of activities in my life are organized around in the urban parks.
I have many friends and families who like have leisure in urban parks.
I enjoying the leisure time with my friends or my families in the urban parks.
I meet a lot of friends who love leisure in the urban park.
Having leisure in urban parks can really be myself.
Others see me the manner that I want them to see me.
Having leisure in urban park can influence others' opinion of me.
I can tell a lot about a person by seeing them having leisure.
Experience quality (16items)
The urban park is interesting.
I have fun in the urban park.
Having leisure in urban park is very relaxed.
I enjoyed having leisure in the urban park.
Having leisure in the urban park make me gain a lot of information and knowledge.
Having leisure in the urban park is highly educational.
Having leisure in the urban park make me know more leisure activities.
Having leisure in urban park enhance my curiosity about other leisure activity.
The urban park is very attractive.
The urban park is appreciable.
The urban park really showed attention to design detail.
Having leisure in the urban park allows me to harmonize myself with the environment.
Having leisure in urban park allows me to immerse myself into a different world.
In the urban park, I seems to get away from everything.
I completely escaped from my daily routine in the urban park.
Having leisure in urban park gives a chance to see myself in a new way.
Behavioral intentions (4items)
I will say positive things about the urban park to other people.
I will post positive photos about the urban park on internet.
I will recommend this urban park to others.
I will revisit the urban park.

### 3. Data collection and analysis

The survey was conducted with residents from September 25 to October 5, 2017 during the Mid-Autumn Festival. In order to effectively measure the experience quality of residents, this study chose 8 free urban parks in Zhengzhou, including People's Park, Zijingshan Park, Hongbaihua Park, Bishagang Park, Shade Park and Cultural Park, Wetland Park, Dongfengqu Riverfront Park, mainly concentrated in the rest area of the urban park. A total of 335 residents participated in the survey. If a field researcher noticed missing information in the questionnaire, the respondents were asked to supply the missing information immediately in order to minimize the number of incomplete surveys. Out of 369 questionnaires distributed, 335 were collected, representing a response rate of 90.79%. During the data refinement process, 39 questionnaires were eliminated from the study due to partial and inconsistent responses. In the final result, 296 questionnaires were coded for the analysis purpose.

This study discusses the relationships between leisure involvement, experience quality and behavioral intentions of Zhengzhou city residents, and uses IBM SPSS 22 software to analyze the final effective data from the questionnaire survey. Descriptive analysis and Frequency Analysis are used to describe and analyze the demographic characteristics of the sample and the residents' evaluation level of each index. The Validity Analysis of leisure involvement and experience quality is used to ensure two variables for factor analysis. After completion of the test, Factor Analysis was used to reduce the dimension of 29 variables of two variables and extract common factors. Then the factors are used to verify the reliability factor of Reliability test. Then, Multiple Regression Analysis is used to sum up the linear relationship between the hypothesis

## IV. Result

### 1. Demographic profile

[Table 2] presents demographic characteristics of the respondents. Demographics of the 296 sample respondents were as follows: The proportion of female respondents (54.4%) was higher than that of the male (45.6%). Regarding the age survey, the majority of respondents were ages 21 to 30 (28.7%) and ages 31 to 40 (24.7%). 64.1 % of the interviewees have a higher education degree (55.7% with a University or college, and 8.4% with a graduate degree).

Table 2. Demographic characteristics of respondents (N=296)

Characteristics		N	Percent (%)
Gender	Male	135	45,6
	Female	161	54,4
Age	less than 20	36	12,2
	21-30	85	28,7
	31-40	73	24,7
	41-50	23	7,8
	51-60	23	7,8
	more than 60	56	18,9
Education	Junior middle school or less	48	16,2
	High school	58	19,6
	University/college	165	55,7
	Graduate school	25	8,4
Marriage	Single	95	32,1
	Married (have children)	184	62,2
	Married (no children)	13	4,4
	Others	4	1,4

### 2. Factor Analysis

#### 1) Residents' leisure involvement

The 13 items of leisure involvement with an urban park was subjected to principle component factor analysis with 'varimax' rotation method, in order to maximize variances of the loading in a certain predetermined fashion.

As demonstrated in [Table 3], the Kaiser-Meyer-Olkin (KMO) value was 0.886 exceeded the minimum value

(0.60) and Bartlett's test was significant at the  $p < 0.000$  level, which indicates that the factor analysis was considered a useful validation of the factor model. The factor solution accounted for 65.75 % of the total variance. To determine the reliability for each factor, Cronbach's alpha was adopted [69][70]. The results of reliability test indicate that the three factors all had meritorious internal consistency with a coefficient of 0.629, 0.680, and 0.857. Therefore, it supports the argument that these three factors to measure leisure involvement were reliable and had internal consistency of items on each factor or domain.

**Table 3. Exploratory Factor Analysis of leisure involvement**

Common factor	Item description	Factor loading	Eigen value	Variance (%)	$\alpha$
Factor 1: Attraction (ATT)	pleasure	0,750	5,048	31,854	0,629
	my life organized around in the urban parks	0,688			
	enjoy	0,684			
	very satisfied	0,789			
Factor 2: Centrality (CEN)	important to me	0,755	1,158	18,318	0,680
	be myself	0,550			
Factor 3: Self-Expression (SEL)	tell a lot about a person by seeing them having leisure	0,798	1,026	15,576	0,857
	Others see me the manner that I want them to see me.	0,747			
	have many friends and families who like have leisure in urban parks	0,871			
	a lot of friends who love leisure in the urban park	0,826			
	Having leisure in urban park can influence others' opinion of me.	0,593			
KMO=0,886, Bartlett=1427,066, df=55, p =0,000, Accumulated Variance Contribution Rate=65,75%					

## 2) Residents' experience quality (4E)

The 16 items of the experience quality scale were subjected to exploratory factor analysis and applying the same empirical and substantive considerations in

item trimming as for the experience quality scale. As demonstrated in [Table 4], the Kaiser-Meyer-Olkin (KMO) value was 0.888 exceeded the minimum value (0.60) and Bartlett's test was significant at the  $p < 0.000$  level, which indicates that the factor analysis was considered a useful validation of the factor model. The factor solution accounted for 71.13 percent of the total variance.

**Table 4. Exploratory Factor Analysis of experience quality (4E)**

Common factor	Item description	Factor loading	Eigen value	Variance (%)	$\alpha$
Factor 1: Entertainment (ENT)	interesting	0,848	7,856	23,915	0,815
	fun	0,696			
	relaxed	0,776			
	enjoyed	0,864			
Factor 2: Education (EDU)	information and knowledge	0,712	1,342	17,406	0,867
	highly educational	0,682			
	know more leisure activities	0,670			
	enhance my curiosity	0,574			
Factor 3: Esthetic (EST)	very attractive	0,566	1,158	15,588	0,815
	appreciable	0,768			
	attention to design detail	0,770			
	harmonize myself with the environment	0,531			
Factor 4: Escape (ESC)	immerse myself into a different world	0,616	1,024	14,218	0,888
	get away from everything	0,754			
	escaped from my daily routine	0,756			
	a chance to see myself in a new way	0,646			
KMO=0,888, Bartlett=3032,07, df=120, p =0,000, Accumulated Variance Contribution Rate=71,13%					

## 3. Research Hypothesis-testing

### 1) The Regression Analysis of residents' leisure involvement and experience quality

In the regression analysis for entertainment and leisure involvement, the results show that centrality has a significant positive relationship with entertainment in urban park ( $R^2=0.236$ ), while the attraction ( $p=0.705$ ) and self-experience ( $p=0.119$ )

have no relationships with entertainment. The results from regression analyses in [Table 5] suggest that the overall model was significant ( $R^2=0.236$ ;  $F=31.213$ ;  $p<0.001$ ). The interrelation of the three independent variables was taken into account, and the  $R^2(0.236)$  was significant at the 0.000 level ( $F=31.213$ ). That means that 23.6% of the variance in entertainment was significantly explained by the independent variables.

In the regression analysis for education and leisure involvement, the results show that attraction and centrality have a significant positive relationship with education in urban parks ( $R^2=0.250$ ), while the self-experience ( $p=0.150$ ) has no relationship with education. The results from regression analyses in [Table 4] suggest that the overall model was significant ( $R^2=0.250$ ;  $F=32.298$ ;  $p<0.001$ ). The interrelation of the three independent variables was taken into account, and the  $R^2(0.250)$  was significant at the 0.000 level ( $F=32.298$ ).

In the regression analysis for esthetic and leisure involvement, the results show that the attraction and centrality have significant positive relationships with education in urban parks ( $R^2=0.203$ ), while self-experience ( $p=0.107$ ) has no relationship with education. The results from regression analyses in [Table 4] suggest that the overall model was significant ( $R^2=0.203$ ;  $F=24.726$ ;  $p<0.001$ ). The interrelation of the three independent variables was taken into account, and the  $R^2(0.203)$  was significant at the 0.000 level ( $F=24.726$ ).

In the regression analysis for escape and leisure involvement, the results show that only centrality has a significant positive relationship with escape in urban parks ( $R^2=0.320$ ), while the attraction ( $p=0.535$ ) and self-experience ( $p=0.127$ ) have no relationship with escape. The results from regression analyses in [Table 4] suggest that the overall model was

significant ( $R^2=0.320$ ;  $F=45.695$ ;  $p<0.001$ ). The interrelation of the three independent variables was taken into account, and the  $R^2(0.320)$  was significant at the 0.000 level ( $F=45.695$ ).

Through the regression analysis, the hypothesis of H1, H2, H3 were verified in the third part of this study, and the results showed that some hypotheses were established.

**Table 5. Forward regression model for residents' leisure involvement and experience quality**

Dependent variable: Experience quality factors	Independent variable: Leisure involvement factors	Standard Coefficients Beta	t-value	p-value	R <sup>2</sup>	F-value
Entertainment (ENT)	Attraction ATT	0,059	0,379	0,705	0,236	31,213
	Centrality CEN	0,514	8,173	0,000***		
	Self-expression SEL	-0,110	-0,745	0,457		
	Constant=2,131 Adjusted R <sup>2</sup> =0,236 p=0,000***					
Education (EDU)	Attraction ATT	0,354	2,299	0,022*	0,250	32,298
	Centrality CEN	0,384	6,135	0,000***		
	Self-expression SEL	-0,212	-1,444	0,150		
	Constant=1,930 Adjusted R <sup>2</sup> =0,242 p=0,000***					
Esthetic (EST)	Attraction ATT	0,410	2,585	0,010*	0,203	24,726
	Centrality CEN	0,309	4,728	0,000***		
	Self-expression SEL	-0,245	-1,618	0,107		
	Constant=1,892 Adjusted R <sup>2</sup> =0,195 p=0,000***					
Escape (ESC)	Attraction ATT	-0,091	-0,622	0,535	0,320	45,695
	Centrality CEN	0,494	8,287	0,000***		
	Self-expression SEL	0,214	1,531	0,127		
	Constant=1,873 Adjusted R <sup>2</sup> =0,313 p=0,000***					

2. The Regression Analysis of residents' experience quality and behavioral intentions

In the regression analysis for experience quality and behavioral intentions, the results show that education, esthetic and escape have significant



positive relationships with behavioral intentions for urban parks ( $R^2=0.274$ ), while the entertainment ( $p=0.434$ ) have no relationship with behavioral intentions. The results from regression analyses in [Table 6] suggest that the overall model was significant ( $R^2=0.74$ ;  $F=27.433$ ;  $p<0.001$ ). The interrelation of the three independent variables was taken into account, and the  $R^2(0.274)$  was significant at the 0.000 level ( $F=27.433$ ). That means that 27.4% of the variance in behavioral intentions for the urban parks was significantly explained by the independent variables. Among four independent variables, education was the most important in explaining the variance of residents' behavioral intentions as the highest beta (b) value was 0.350, and escape had the least effect on residents' behavioral intention for the urban parks. Through the regression analysis, the hypothesis of H4 was verified in the third part of this study, and the results showed that some hypotheses were established.

**Table 6. The Regression Analysis of residents' experience quality and behavioral intentions**

Dependent variable: Behavioral intentions factor	Independent variable: Experience quality factors	Standard Coefficients Beta	t-value	p-value	$R^2$	F-value
Behavioral intentions (BH)	Entertainment ENT	-0.061	-0.783	0.434	0.274	27.433
	Education EDU	0.350	4.630	0.000***		
	Esthetic EST	0.164	2.609	0.010*		
	Escape ESC	0.153	2.269	0.024*		
Constant=1.828		Adjusted $R^2 = 0.264$		p=0.000***		

## V. Conclusion and limitation

### 1. Conclusion

There are several important observations that arise

from the findings of this study. First, the survey reveals that over the half of residents interviewed who are married and have children. This means the children is a core factor for residents involved in urban parks in Zhengzhou. Also, the lack of adequate facilities is the main problem perceived by 44.9% of residents in Zhengzhou. It represents a mismatch between the facilities provided by the current urban parks and those needed by users. Thus urban park managers and designers should pay a particular attention to reasonable and adequate facilities, especially for children and elders.

Different from previous researches, the leisure involvement is addressed in the process of residents experience in urban park[45]. The result of the relationship between leisure involvement and experience quality suggest important implications for Zhengzhou's residents.

This study has demonstrated that experience quality has a significant positive effect on behavioral intentions. The result is consistent with previous studies[38][52]. According to this statistic results in this paper, centrality have the most significant positive effect on the level of experience quality. Based on that urban park has been the main outdoors space in residents' life, the managers need to consider how to enhance the high usage of urban park, and demand for diverse activities.

The study combined leisure involvement and experience quality to better assess the residents' behavioral intentions. With a better understanding of the level of residents' leisure involvement and the quality of experience that have hampered people's use of urban park facilities, Zhengzhou could develop a more comprehensive strategy to provide engaging and stimulating urban parks for the use and enjoyment of its residents.

## 2. Limitation

The result of this study revealed that among three independent variables, centrality is the most important in explaining the variance of experience quality (4E) as the highest t-value. However, the effect of "self-expression" on the experience quality of residents still needs to be further studied. In addition, among four independent variables of experience quality, education was the most important in explaining the variance residents' behavioral intentions as the highest beta (b) value was 0.350, and escape had the least effect on residents' behavioral intention for the urban parks, and the effect of "entertainment" on the behavioral intentions of residents still needs to be further studied.

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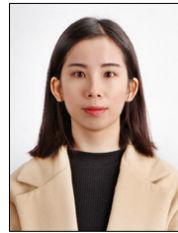
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