The Importance of Recreational Entertainment Marketing activities to University level students in Pakistan

Bushra Ayaz[1], Fakhr e Alam Afridi[2], Muhammad Irfan[3]

[1]Ph.D. Scholar, management sciences, Islamia College Peshawar.
[2]Ph.D. Scholar, management sciences, Islamia College Peshawar.
[3]Ph.D. Scholar, management sciences, Islamia College Peshawar.

Abstract
This study investigates the university-level student's participation in leisure and recreational marketing activities. The sample constituted of 365 university-level students, determined by the circumstantial method. The leisure time activity preferences questionnaires adopted from previous studies were used as a data collection tool for the survey. One-way ANOVA and independent t-test were used for statistical analysis of the collected data. By using AMOS confirmatory factor analysis was applied. Results show significant differences observed between genders were found in terms of sub-dimension "importance" and "place" (p<0.05), in leisure and recreational activities participation. However, in terms of age, no statistically significant differences were found when examining students' participation in recreational activities (p<0.05).
Key Words: *Leisure, recreational marketing, entertainment, preferences, activity.*

I. Introduction

Previous research shows and leisure market capitalizes predominantly on non-obligatory free time activities such as entertainment, travel & accommodation, shopping, eating out, relaxing, hobbies, sports, socializing, and other cultural festivals. Global Sports and Leisure Equipment Market (Wang & Lv, 2019), the report shows that there has been a rise in population of consumer's percentage globally adopting healthy, staying fit lifestyle, consequently resulted in increased consumer indulgence in different types of healthy sports and emerging market trends, 2020 to 2025 leisure activities (researchandmarkets.com). The increasing enthusiasm and likeness for international and domestic level sports mega-events have seen tremendous worldwide followers and leading to large new other events each year, especially in the young developing economies. Which is propelling the demand of related businesses (Desbordes, Aymar, & Hautbois, 2019). Moreover, the increasing awareness of wellness and owning to heath trends (Chirazi, 2019), perceived leisure time scarcity, coupled with social media celebrity endorsement influence consumer to shop and search for various types of recreational sports equipment which ultimately fit in individuals personalized choice.

The quality of free time seems to be important in the lives of individuals; it influences people's health and quality of life, which representatives of various disciplines – from psychologists to cultural anthropologists have been trying to demonstrate, focusing on different aspects of this phenomenon. The literature abounds in different approaches to leisure time. We follow the definition proposed by (Pope & Turco, 2001), who defined leisure time as the time beyond what is compulsory and beyond what we have to do to live. In their free time by engaging in various activities, a person can provide themselves with an appropriate dose of stimulation, broaden their knowledge, and improve their skills. First of all, by utilizing these activities, people can provide themselves with new impressions, develop their interests, and gather new energy for everyday duties. Leisure time can reduce the negative impact of time pressure and enhance spiritual well-being. The way of spending free time is an important contributor to family relationships, employees' quality of life, health, therapeutic recreation, or successful aging. The way people spend and experience their leisure time depends on their needs, attitudes, expectations, and personality traits. A Finnish study showed that the most efficient way of spending free time, leading to recuperation after work-related stress, is exercise, outdoor activities, and contact with nature.

On the other hand due to the diversity of businesses across different industries (Pope & Turco, 2001), and highly fragmented consumers all across the globe (L. Larson, Whiting, Green, & Bowker, 2014) make the competition more intensive and innovation-based for businesses in the leisure industry (Ratten, 2019). Previous research shows business organizations are continuously struggling with effective approaches of marketing which enable them to cope successfully with intensive competition while also help in capturing a constant permeant place in the market (Argan & Pazarlamasi, 2007) (Ratten, 2019). However, leisure and recreation

marketing features vary as leisure product or services has their distinct features (S Horner & Swarbrooke, 2005). Leisure and recreation products and services are not just only physical nature products, they also contain positive and satisfactory experiences of leisure consumers by engaging in their free time activities. However, this also increases the human factor importance in intangible leisure and recreation products or services marketing activities (Argan & Pazarlamasi, 2007). While, leisure marketing and free time are related to, sport marketing, industrial marketing, and tourism marketing (Desbordes et al., 2019). (S Horner & Swarbrooke, 2005), describe it in other words as an electric version of mix marketing practice of the businesses firms associated with leisure and recreation industry. However, due to the nature of free time and leisure products construct, businesses used integrated approach to handle free time engagement and leisure marketing.

The leisure sector represents the fastest and among one of the largest growing economic sectors of consumer spending (Wang & Lv, 2019). However, our understanding and knowledge of consumer psychology of recreation and leisure are yet limited to the social and economic significance of the under-research phenomenon (Chirazi, 2019). The increased consumer consumption makes it more growing interest for the concerned parties such as; government policymakers, marketing scholars, and practitioners, and businesses. Leisure and recreation industry products and services are normally identified are non-obligatory and discretional (Hawes, 1977). However, leisure products or services cannot be stock when demand starts to decrease and vice versa (Oguz, Cakci, Sevimli, & Ozgur, 2010). Selling concepts like these come with some unique challenges for marketers (Hoffman & Bateson, 2006). While the commodification of leisure and its consumption behavior in pre-industrial societies is much greater than the post-industrial society (Siu, 2018). The leisure industry provides experiences mainly for enjoyment, sports, and relaxation purpose. However, new trends in recreation are emerging every day, consequently, new businesses are growing to meet with consumers changing preferences and specific demands (Yeung, Ramasamy, Chen, & Paliwoda, 2013). For instance, subject to festivals or seasons. Tourism-related travel agencies for example enjoy higher demands during summer or spring break. While a mega-event final day can bring record crowds. Hence, facilities regarding the recreational struggle for revenues on off-season or days.

The Parliamentary studies emphasize more on the institutional role as responsible for providing their citizens with conditions for the best possible quality of life. For instance in sport or entertainment, active involvement is better than passive attendance. However, the leisure behavior of adolescents may not always positive or constructive (Weybright, Son, & Caldwell, 2019). Different factors such as perceived time scarcity and lack of leisure structure facilitation contribute the passivity (Slabbert, Fourie, & Saayman, 2011). They further suggest that these needs are changing, therefore recreation departments need to undertake further research to better determine the sports and leisure learner needs to encourage healthy participation.

However, it is an incontrovertible fact that advancement in technology and the internet world has affected both enterprises' and consumer's ways of interaction. Previous research shows that people are spending more time on digital activities (Siu, 2018), while online businesses see this greater digital engagement of consumers as an opportunity to sell their products or services by innovative offerings to consumers (Ratten, 2019). Moreover, it has been noticed in previous literature that young consumers of leisure desire especially university-level students are continuously increasing and they expecting and look to experience leisure with higher quality (Mok, Sparks, & Kadampully, 2013). However, we believe in the simple universal truth "youth are a very powerful force and agent of any transformational change". While University level young consumer especially in developing economies represents the important part of change (Whiting, Larson, Green, & Kralowec, 2017). Therefore the purpose of this research is to investigate university-level student's participation in leisure and recreation activities.

II. Literature review

Leisure has been defined and redefined in the literature (Godbey, 2017) with time by using different approaches (Iso-Ahola, 1979). For instance to freedom of choices (Stebbins, 2005) lifestyle changes (Shaw, 1985) (Furlong and Cartmel., 1997), sociological changes (Agle & Caldwell, 1999), economical circumstances (Kelly, 1972) (O'Mahony, Hurley, Kushmerick, & Silvestre, 2004), quality of life (Shaw, 1984; Siu, 2018) and others. However, there is consensus upon the definition concerning free time or leisure time as "the time left over after time taken for work and other obligations (Henderson, 1984). However, these free-time activities are highly related to income (Kelly, 2009), and the changing preferences of the individuals (Purrington & Hickerson, 2013).

Research concerning youth, leisure, and recreation has spanned decades and has been approached from sociological, economical, psychological, recreational, physiological, and philosophical perspectives. More extensive educational participation (Furlong & Cartmel, 1997), lifecycle changes, and cultural influences have led to changes in lifestyle patterns of youth. Adolescents, according to (L. R. Larson et al., 2019) not only have a greater variety from which to choose but also have more time for leisure activities. Leisure activities important role in forming an identity, providing interaction with peers, wellbeing, health, and problem behavior.

Previous research shows that people strived to make their leisure time or recreational time more productive (Leitner & Leitner, 2004). While technology advancement and its use in normal life activities creating more free time leisure activities (Lee, Seo, & Green, 2013) (Sotiriadis, 2015). An increasing number of computer-based home activities leads to less time for outdoor recreational activities (Sharaievska, 2017). (L. R. Larson et al., 2019)found that the most frequent choice among students was participating in screen activities (watching TV and computer games). They also found differences in leisure preferences regarding gender.

In the urban area and big cities with the loss of open and green spaces (Oguz et al., 2010), rapid unplanned urban development, including poor physical health and socio-cultural problems resulted in various negative effects (Lehto, Park, Fu, & Lee, 2014). Recreation became a necessity for individuals due to the adverse conditions of today's urban and business environments that developed in parallel with social, economic, cultural, technological, and political developments (L. R. Larson et al., 2019). However, people behavior is becoming more customized by availing such activity which can lead to more consumption (Malkoc & Tonietto, 2019). However, difficulty in the capacity of recreation firms in recreation activities when demand decreases to store services and to use when demand increase (McLean & Hurd, 2015). With changing lifestyles, shopping malls and public spaces are an important part of the leisure and recreation experience of individuals (Schipperijn et al., 2017), because greater opportunities offered to all in these public places affect leisure preferences (Su & Hsu, 2013). The spending time pattern in shopping malls, although these places are private own use by the public and the fact that shopping malls greatly influence the behavior of people to consume more by providing facilities like security, activities for children and food items. Thus the concept of recreational and leisure activities should be the concern of the authorities with consideration of open and green places for the public (Weybright et al., 2019).

Computer technology used at home has a major impact on the leisure time spending pattern of people and what they do in their spare time (Sharaievska, 2017). Increasing leisure options like computer games, web browsing**,** social networking, and electronic commerce modifying former pattern behavior (Adam, Hiamey, & Afenyo, 2015) and technology is migrated to the most aspect of daily life this lead to a decline in physical activities in young people by staying more time in home computer activities. This affects the free time available for outdoor recreational activities (Whiting et al., 2017). The decrease in free time means using more digital leisure activities by using technology (Ciochetto, 2015) and thus highlight the important role of educational institutions in need to provide well-organized leisure activities with more facilitation to promote healthy outdoors organized activities. With the support of the government recreational activities can be developed to encourage maximum participation from the local community (L. R. Larson et al., 2019).

Recent research shows people tend to spend more time on social media usage and their engagement level does reflect their preferences. However, it has also been noticed that the addictive potential of this online platform results in sedentary activities engagement (Granter, 2008). (L. R. Larson et al., 2019) in their study found that social media instruments also play a very important function in recreational activities participation on campus among young students. Similar findings were recorded by (Göksel & Serarslan, 2015) (Adam et al., 2015). (Hackley & Tiwsakul, 2006)suggests research themes and conceptual extensions that may be useful to researchers of the leisure industry in the marketing context who are trying to increase commercial productivity or disciplinary relevance of their work. Examines two disparate issues that arise when the meaning of marketing and leisure is considered: the meaning of leisure in the context of marketing; and the meaning of marketing in the context of leisure.

A study conducted by *(Novatorov, 2015)*, "*The administered public recreation marketing*" emphasizes that recreational benefits should be provided by staying in ethical value. However, with regards to structural constraints in participation in recreational activities, the environment is important. (Whiting et al., 2017) argued that by leisure activities participating individual participants may receive pressure from an unfamiliar environment. While (Lou & Yuan, 2019) argued that entertainment activities are cheap and stunning especially when organized for recreational and entertainment activities for university students. However, (Schipperijn et al., 2017) further argued that many existing beliefs about leisure and its practices need to rethink and redesign to benefit the majority of the community members. They stated modern leisure as escape-oriented, oversimplifies, homogeneous, production one size fit for all (Granter, 2008). Therefore, there is a greater need to promote recreational healthy activities with the help of the government with solid policy and implementation (Motamedi et al., 2020).

(Argan & Pazarlamasi, 2007) described leisure marketing as an advanced effective marketing approach and practices. While marketing definition lies in the content its features of leisure marketing itself (S Horner & Swarbrooke, 2005). While recreation marketing has its specific features (Susan Horner & Swarbrooke, 2012). However, (Christopher, Payne, & Ballantyne, 2013), argued that it is hard to distinguish leisure marketing from general marketing practice (Hackley & Tiwsakul, 2006) argued that in general leisure marketing can be defined as the marketing principles implementation to recreational or leisure products and services served in leisure time. The traditional marketing 4c approach, which consists of the value of a customer, cost, communication,

and convenience. However, for a business organization operating in the recreational and leisure market, the components of the marketing mix can be referred to as the leisure marketing approach (Desbordes et al., 2019).

In addition to the marketing efforts, people have also experienced nostalgia for their desired physical activities (Moe, 2003), which they have been unable to perform as they once did for example, due to the urbanization and lack of access to the open and green public places for recreational purpose (Routledge et al., 2011). Furthermore, nostalgia tends to drive future behavior, as it evokes pleasant experiences that are not being availed to enjoy presently, such as sports tourism, and restaurant visits (Fairley, 2003). Browsing behavior with offline and online shopping settings is understood to be one critical antecedent of impulse buying behavior (Zhang, Zhou, Lin, & Sun, 2018). However, focus on recreational marketing (Walls & Breidenbach, 2005), argued that many individual and environmental factors influence the result as a consumer positive or negative behavior. However, the entertainment industry's marketing differs from traditional service and manufacturing. Moreover, entertainment demand has two important distinguish properties that marketers need to pay attention to. First is the consumption of entertainment is related to the consumer free time, and secondly entertainment demand is not fixed in advance, instead it is revealed by the consumption of the product or services by the consumers.

The following main hypothesis was derived and tested in this study to answer the study research question to this end.

H1: There is no difference between students participating in leisure entertainment activities in terms of gender.

H2: There is no difference between students participating in leisure entertainment activities for age.

III. Methodology

Participants and data collection

Participants of the survey were selected through a random sampling method (Acharya, Prakash, Saxena, & Nigam, 2013). Moreover, the larger the sample size, the smaller the chance of a random sampling error (Marshall, 1996). A total of 365 responses from respondents which consist of university-level students were collected through an online survey. Of the total sample, 58.1 % ($n = 212$) were male and 41.9% ($n = 153$) were female. The respondents' average age was 22.5 years old. The leisure time activity questionnaire developed and validated by (Przepiorka & Blachnio, 2017), were used as a data collection tool. To quantify variables of the study a five-point Likert scale was utilized (between 1= Never True and 5= Very True).

Data analysis

The collected data from survey respondents were analyzed by using SPSS and AMOS. Kaiser-Meyer-Olkin index (KMO) and Bartlett's sphericity test were applied. Using Principal Component Analysis the factor extraction with varimax orthogonal rotation was performed. For the internal consistency of the items measuring their construct, the Cronbach's alpha coefficient (α) was calculated. And finally, CFA (confirmatory factor analysis) was performed.

**Table2:** Extraction Method: Principal Component Analysis

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.076	19.411	19.411	4.076	19.411	19.411	3.640	17.335	17.335
2	3.151	15.007	34.418	3.151	15.007	34.418	3.580	17.046	34.381
3	2.948	14.036	48.454	2.948	14.036	48.454	2.951	14.054	48.436
4	2.664	12.686	61.141	2.664	12.686	61.141	2.668	12.705	61.141
5	1.027	4.890	66.030						
6	.973	4.636	70.666						
7	.830	3.955	74.621						
8	.791	3.766	78.387						
9	.678	3.228	81.615						
10	.612	2.915	84.530						
11	.528	2.515	87.045						

12	.466	2.221	89.266							
13	.405	1.927	91.193							
14	.341	1.625	92.818							
15	.293	1.397	94.215							
16	.255	1.217	95.432							
17	.236	1.125	96.556							
18	.208	.989	97.546							
19	.194	.923	98.469							
20	.175	.832	99.301							
21	.147	.699	100.000							

To assess a potentially lower number of unobserved variables we performed factor analysis to examine the variability among correlated observed variables (Frey & Pimentel, 1978). The 21 items of leisure activity preferences were subjected to PCA (Joliffe & Morgan, 1992) using SPSS (see table 2). The suitability of data before PCA performing was assessed. The correlation matrix inspection revealed many coefficients of .4 and above. Moreover, the KMO (Kaiser-Meyer-Oliken) value was.76, more than the recommended value of .6 (Kaiser, 1970, 1974), while Barlett's test of Sphericity value was significant (Tobias & Carlson, 1969). Thus, supporting correlation matrix factorability. Internal reliability was successfully achieved as the Cronbach α coefficient value of 0.88 for the access dimension, 0.89 for the social dimension, 0.91 for the place, and 0.78 for the importance construct, all the values are greater than 0.7, which is the recommended value as per literature (Raykov, 1997). Furthermore, supported by the composite reliability (CR), which was also greater than 0.6 (Tabachnick & Fidell, 2001)required level (see table 5).

The presence of four components was revealed by principal component analysis (PCA), with eigenvalues more than 1, explaining 19.41%, 15.07%, 14.03%, and 12.68% of the variance respectively. However, scree plot inspection revealed a break after the fourth component, therefore using scree test of Catell's (1966), for further investigation we decided to retain four components or factors (see figure 1). Furthermore, supported by Parallel analysis results (Table 3) generated a random data matrix of equal size (21 variables × 365 respondents).

Figure 1: Scree Plot
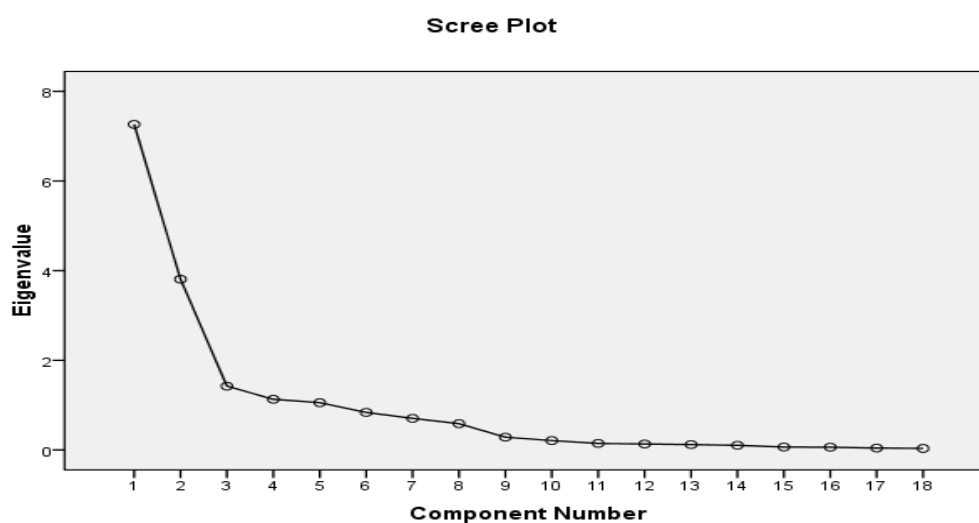
Table 3: Parallel Analysis output

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11/29/2020  1:33:13 PM
No. of VAR(s):            21
Nom of subjects:          365
Number of replications: 100


++++++++++++++++++++++++++++++++++++++++++++++++++++++++++
Eigenvalue #    Eigenvalue Random    Sd.  Dev
++++++++++++++++++++++++++++++++++++++++++++++++++++++++++
   01                     1.4475          .0408
   02                     1.3770          .0345
   03                     1.3155          .0270
   04                     1.2621          .0251
   05          1.2134            .0226
   06          1.1715            .0189
   07           1.1349            .0210
   08           1.0919            .0192
   09          1.0544           .0188
   10                     1.0199          .0187
   11                     0.9844          .0178
   12                     0.9477          .0162
   13                     0.9120          .0165
   14                     0.8799          .0173
   15                     0.8460          .0168
   16                     0.8147          .0180
   17          0.7815            .0190
   18                     0.7480          .0197
   19                     0.7091          .0218
   20                     0.6686          .0208
   21                     0.6199          .0298
++++++++++++++++++++++++++++++++++++++++++++++++++++++++++
11/29/2020  1:33:27 PM
Monte Carlo PCA for Parallel Analysis
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Table 4: Rotated Component Matrix

	Component			
	1	2	3	4
LT16	.836			
LT17	.817			
LT13	.808			
LT14	.780			
LT18	.770			
LT15	.594			
LT20				
LT25		.830		
LT26		.820		
LT22		.804		
LT23		.780		
LT27		.759		
LT24		.592		
LT30			.886	
LT1			.876	
LT2			.840	
LT6			.805	
LT5				.896
LT4				.876

LT3				.871
LT7				.559

Confirmatory Factor Analysis

CFA is employed to test whether the construct measures are consistent with the understanding of the researcher nature of the construct. The measurement model of construct before modeling in SEM needs to undergo CFA (Raines-Eudy, 2000). Whereas factor loading standardized values for all the observed items are above the recommended value, i.e. 0.5, as suggested by Bagozzi and Yi (1988), and (Hair, Ringle, & Sarstedt, 2011).

To validate and assessed together with the measurement model of this study which consisted of four latent constructs, we conducted pool CFA. However, this is not possible when there are too many constructs, in our case it is ideal. After modification the required result have been successfully achieved with measurement of ChiSq/df=2.037, RMSEA =.053, GFI= .975, NFI= .967, and CFI= .972 (see table 4).

Table 4: Model Fit Measures*

| Measure	Estimate	Threshold	Interpretation	Literature
CMIN/DF	2.037	Between 1 and 3	Excellent	Wheaton et al., (1997)
CFI	0.972	>0.95	Excellent	Bentler (1990)
GFI	0.975	>0.95	Excellent	Joreskog & Sorbom (1984)
NFI	0.967	>0.95	Excellent	Bolten (1989)
RMSEA	0.053	<0.06	Excellent	Brown & Cudeck (1993)

*Note: Hu and Bentler (1999, "Cutoff Criteria for Fit Indexes in Covariance Structure Analysis:

Table 5: Model Validity Measures

	CR	AVE	MSV	MaxR(H)	Social	Importance	Access	Place
Social	0.856	0.605	0.004	0.907	**0.778**			
Importance	0.860	0.613	0.004	0.922	0.064	**0.783**		
Access	0.868	0.688	0.002	0.899	0.024	0.045	**0.829**	
Place	0.882	0.713	0.002	0.885	0.032	0.015	0.013	**0.845**

We also verified the convergent validity of the measurement model by computing the AVE (average variance extracted) for each construct and composite reliability. The threshold value commonly used for AVE is 0.5, and for composite reliability is 0.7 (Frey & Pimentel, 1978). The AVE and composite reliability are as per the recommended threshold (see table 4). Internal reliability was successfully achieved as the Cronbach α coefficient value of 0.88 for the access dimension, 0.89 for the social dimension, 0.91 for the place, and 0.78 for importance construct, all the values are greater than 0.7.

Figure 2: CFA output
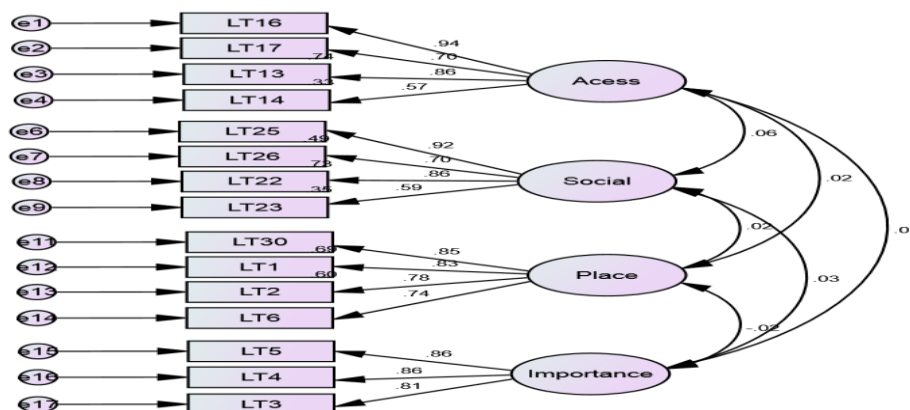
IV. Findings

A total of 365 students, 153 females (41.9 %) and 212 (58.1 %) males participated in the survey. The ages vary between 20 to 29 years, less than 23 years (n=143), 24-25 years (n=134), and over 26 years (n=88), and the percentage was found as 39.2%, 36.7%, and 24.1%, respectively (see Table 4). In terms of differences between genders about leisure preferences significant differences were found in terms of importance, and place, between male and female students (t=1.66, p<0.05) and (t=0.98, p<0.01). Higher mean observed for male students than females in terms of these sub-dimensions social, access, and place. While for importance female students have higher mean as compared to male students. However, no significant differences are found between genders in terms of social, and access. The confidence interval was 95% (see Tables 7). To test the differences among different age groups One-way ANOVA test was performed. However, no significant differences was found in terms of age groups for all four sub-dimension of leisure time activities. This may be due to the small difference in age in the sample.

Table 7. Gender differences in terms of leisure preferences.

Dimensions	Gender	N	M	Ss	t	P
Access	M	212	12.0080	1.86135	2.374	0.142
	F	153	10.3214	1.76071		
Importance	M	212	12.8000	1.77888	1.667	0.000
	F	153	11.0424	1.83362		
Place	M	212	15.1850	2.15117	0.984	0.000
	F	153	15.1850	1.95542		
Social	M	212	11.8133	2.96905	2.940	0.435
	F	153	9.5202	2.70523		

V. Discussion

There are always new examples of recreation marketing to discover from archery lessons to roller derby tournaments. However, there are many business types be part of the recreational industry but fall outside of this classification (Ratten, 2019). When it comes to recreational marketing, a casino faces many of the same challenges as an amusement park. (L. R. Larson et al., 2019) found that the most frequent choice among students was participating in screen activities (watching TV and computer games). They also found differences in leisure preferences regarding gender. This also supports our study finding of gender-free time preferences. However, participation in healthy outdoor activities can be maximize by providing facilities and also result in increased motivation where gender based motive is behind.

People strive to make leisure productive due to the perceived time scarcity and many things to do in their free time (Weybright et al., 2019). Research shows that human beings spend more of their entire lifetime on leisure (Lehto et al., 2014). However, previous research revealed that teenagers' involvement in delinquency is associated significantly in more participation rate in unsupervised socialization and less participation with friends in organized recreational activities and other physical activities at home and study. (Malkoc & Tonietto, 2019). Research shows individuals pursue leisure for various reasons, however, an increasing number in a variety of those activities provide more opportunities of increase participation (Juniu, 2009). Leisure research shows that the provision of physical activity opportunities leads to better health benefits to the people (Oguz et al., 2010). Previous research support that more or bigger parks and recreational facilities in a community, a higher population proportion reports recommended levels of physical outdoor activity. In addition, access to public open place or park is associated with higher rates of physical activity (Motamedi et al., 2020).

However, today's abundance of choices of digital leisure activities also puts the individual in greater control of how and when they prefer to spend their free time (Cho, 2020), which is an important consideration because one may overwhelm by obligations. However, one must have to relax one way or other (Kelly, 2009). Research shows taking part in recreational activities as a family is also beneficial for all family members in ways to handle stress and emotions(Lehto et al., 2014). Participation in outdoor recreational activities improves physical wellness. However, balance participation in leisure and recreation can enhance the quality of life (Weybright et al., 2019). Which particularly, associated with improved self-esteem (L. R. Larson et al., 2019).

Advancement in technology makes it easier and quicker to perform everyday tasks, this results in more free time. However, this also creates opportunities for a business organization to come up with more innovative offerings (Motamedi et al., 2020), and there is much attraction for online businesses to play for. The evolution

of the mass leisure concept (Kelly, 2009), improved standard of living, and technological innovation (Sharaievska, 2017) contributed to the modern world leisure industries (Siu, 2018). Leisure and recreational activities today are of greater interest to business organizations due to the huge potential growth and development continuously into new exciting fields (Keinan & Kivetz, 2011). The diversity of business, high potential growth, and new emerging recreational trends are attracting new businesses to meet the growing consumer demand (Dibb & Simkin, 1993).

Future research direction

Leisure is not a temporal dimension of modern life, the future of work is important but the future of recreation and leisure is even more so. Leisure is becoming a key market for developing economies (Whiting et al., 2017). Previous research shows leisure consumer spending is a strong indicator of the country's overall economy or employment level. On the other side, technology and consumer ever-changing preferences make it more temporal phenomena. Hence, future studies should address the question like, is this increase in recreational and leisure activities is due to high level of income, or low price, increase in leisure time or changing preferences of the consumer.

More research is also needed to provide a better understanding of the motives and determinants of leisure. In future research, this broader approach including measurements of family structure, social status, occupation, and work hours should be considered. Furthermore, it would be interesting to examine in a longitudinal study how leisure changes over a lifetime. As this study concentrated on empirical evidence from Poland, a comparative study with other countries could be a recommended direction for further analyses. An interesting direction for future research on leisure time is the investigation of cultural differences. Not only cross-cultural but also a cross-discipline approach in research would increase our knowledge on leisure

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