An Empirical Investigation into the Correlation between Tourist Motivations and Purchase Intentions: A Mixed-Methods Approach in the Russian Context

Cihan YILMAZ[1] ID Gülnur KARAKAŞ TANDOĞAN[2] ID

[1] Cihan YILMAZ (Asst. Prof., Doğuş University, İstanbul, Türkiye, cyilmaz@dogus.edu.tr)

ORCID: 0000-0002-4270-8854

[2] Gülnur KARAKAŞ TANDOĞAN. (Assoc. Prof., Adnan Menderes University, Aydın, Türkiye, gulnur.tandogan@adu.edu.tr)

ORCID: 0000-0002-1283-3910

Abstract

This research investigates the correlation between tourism motivation and purchase intention among Russian consumers. By examining the interrelationship between these variables within the context of the Russian tourism market, the study aims to contribute to the existing body of knowledge. To achieve this goal, a survey was conducted, and open-ended responses were collected from individuals living in Moscow. Subsequently, the collected data underwent rigorous analysis using normality, validity, and reliability tests, while the quantitative data was processed using specialized software packages. Furthermore, regression, ANOVA, and t-test methods were employed to test the hypotheses, and the qualitative data was subjected to content analysis. The results of the quantitative analysis revealed a significant correlation between tourism participation motivation and purchase intention in Russia. Building on these findings, the qualitative analysis sought to identify factors that increase or decrease tourism motivation. Interestingly, the factors that increased motivation were organized into nine distinct themes, with individuals' desire to explore new destinations emerging as a prominent factor. Conversely, the factors that decreased motivation were grouped into five themes across two dimensions. Notably, the desire to explore new destinations was the most frequently mentioned factor for increasing motivation, while the ongoing coronavirus pandemic was cited among the factors that decrease motivation.

Keywords: Tourism, Tourist Motivation, Purchase Intention

Jel Codes: Z30, D91

Introduction

It is imperative for businesses operating in the tourism industry, which offer either direct or indirect services to tourists, to comprehend the purchasing behavior and influencing factors of individuals who consume or potentially consume touristic goods and services. Furthermore, in the fiercely competitive landscape of contemporary times, it is judicious for businesses to ascertain the expectations and desires of potential customer segments in the markets they target, rather than seeking novel markets. Hence, businesses should prioritize consumer-oriented approaches and not only satisfy but also surpass the expectations of consumers and potential consumers.

The confluence of technological advancements and globalization has facilitated enhanced accessibility to comprehending consumer expectations. This paradigm shift has engendered a more nuanced understanding of market dynamics and consumer behavior patterns across diverse geographical and cultural contexts. However, the frequent changes in the motivational factors that influence these expectations have made it increasingly challenging to comprehend and interpret them. As a result, businesses must engage in comprehensive and continuous field research to gain insights into the motivational factors that influence consumers in a competitive environment. It is crucial to determine the extent to which psychological, demographic, and socio-cultural factors impact consumer motivational factors and to precisely measure the impact of motivational factors on purchase intention.

These measures are essential not only to reach potential consumers in the market but also to ensure continuity among existing ones.

The tourism industry is keen to identify the motivational factors affecting and driving consumer purchase intentions. By doing so, businesses aim to differentiate themselves from competitors and influence consumer decision-making processes. This, in turn, helps businesses to remain competitive within a constantly changing market environment, while also enabling them to consider larger investments. In order to achieve these goals, businesses must first identify the factors that influence consumer purchase intentions and the market. Subsequently, in order to develop effective marketing techniques to reach potential consumer markets, it is essential to understand consumer motivational factors.

This research endeavors to elucidate the correlation between tourist motivations and purchase intentions among Russian travelers, a significant demographic in Turkey's inbound tourism market. The primary objective of this study is to augment the understanding and strategic goals of the tourism sector by conducting a comprehensive examination of the multifaceted construct of motivation. This includes an exploration of its conceptual definition, historical evolution, and influencing factors. The investigation provides a rigorous analysis of established theoretical frameworks pertaining to the conceptualization and development of motivation, while simultaneously exploring the broader consumer-centric perspective on motivation. Furthermore, the study delves into the application of motivation theories within the specific context of tourism. In addition, the study provides definitions related to purchase intention, factors affecting purchase intention, and the process of consumer purchasing decisions, focusing on consumer purchase intention in tourism. Finally, the study includes an empirical investigation to understand the relationship between tourist motivation and purchase intention, presenting thorough analyses and developing practical recommendations based on the results obtained.

Conceptual framework

The Concept of Motivation and the Concept of Motivation in Tourism

Motivation is a well-recognized concept in psychology, having gained significant attention among scholars in the 1980s in America and the UK. Etymologically, it is derived from the Latin word "movere" and is synonymous with encouragement, taking action, or moving (Göller, 2015; Janpho et al., 2007). At its core, motivation may be concisely defined as "individuals exerting effort and taking action in line with their own desires and wishes to achieve a specific goal" (Sabuncuoğlu, 2009). The word motivation has its roots in the French and English word "motive" (Kaplan, 2007).

As a concept, motivation is a structure that encompasses all internal and external causes and the entire mechanism of operation that urges individuals to behave. It determines the weight and potential power of this urge and ensures that the behavior takes a direction and continuity (Arık, 2018). It is one of the most powerful situations obtained by converting internal force into external behavior so that individuals can continue their lives, determine their goals, and reach a point of satisfaction (Baygüz, 2011). Therefore, motivation provides considerable benefits by stimulating individuals to take action, pushing their perceptual power to the highest levels, and advancing their thought-based efforts. Additionally, it creates the continuity and harmony of their activities (Sabuncuoğlu and Tüz, 1998). The literature has developed various perspectives on the division of the concept of motivation into sections. Various scholars have examined the concept of motivation through different theoretical lenses. For example, Baysal and Tekarslan (1996) categorized motivational theories into "Content and Process Theories." Güney (2018) explored several prominent frameworks, including McClelland's "Achievement Need Theory," Maslow's "Hierarchy of Needs," and Herzberg's "Two-Factor Theory" (also known as the Motivational-Hygiene Theory). Additionally, Güney discussed process-oriented approaches such as Vroom's "Expectancy Theory" (later expanded by Lawler and Porter), Locke's "Goal-Setting Theory," Adams' "Equity Theory," and Skinner's "Reinforcement Theory" (often referred to as Behavior Modification).

Motivation is a theoretical concept that is intangible and unobservable but plays a vital role in understanding human behavior (Baysal and Tekarslan, 1996). It is typically classified into two distinct categories:

- Internal Motivation; it is a form of motivation that originates from individuals' own desires and wishes. Individuals who are internally motivated have internal aspirations to succeed, and possess traits such as self-management and decision-making skills. The development of this type of motivation is due to individuals' needs, and it is characterized by the psychological processes and underlying reasons of the individuals' behavior (Akman and Özdaşlı, 2016).

- External Motivation; it refers to the positive or negative effects of people or events in our surroundings that influence our behavior. These effects may be material or spiritual and can either increase or decrease the likelihood of a specific behavior. For example, a monetary reward is an instance of external motivation in the material dimension, while criticism and praise are examples of spiritual motivation (Konter, 1995). Certain behaviors may not be attributable to individuals, but rather to environmental factors. In such cases, external motivation is used to describe the influence of environmental events on behavior (Wu, 2003).

Motivation is a complex and abstract concept that is difficult to define and measure. Therefore, understanding the factors that influence an individual's motivational elements requires evaluating and observing their behavioral structures (Çetin, 2015). Researchers have identified various factor elements that contribute to motivation, including behavioral, cognitive, environmental, and personal structures, as well as extrinsic and intrinsic motivational elements. These factors interact with each other to create a complex motivational structure, which can be categorized into five groups (Keskin, 2018):

- Arousal is the result of the interplay between physical and psychological factors in individuals and represents the intensity of the motivational structure's elements. In stimulated individuals, intensity can be traced on a continuum from non-reactivity to stimuli to hyper-reactivity to every stimulus. Non-reactivity to stimuli is defined as "coma," while perceiving stimuli and overreacting is defined as "frenzy-outburst."

- Anxiety is defined as a negative emotional state characterized by the degree of individuals' nervousness, worries, and fears. This state is associated with the body's arousal by negative emotions and its actions in accordance with these stimulations. The sum of the factors determining the degree of physical movement defines the physical state of anxiety.

- A need can be defined as the lack or absence of factors that individuals desire or require. According to this definition, needs can be simple and concrete or abstract requirements with a complex structure that may emerge later (Keskin, 2018). Based on the hierarchy of needs, individuals whose primary needs cannot be met cannot achieve their secondary-level desires or make them a source of motivation, regardless of how intense their desires and wishes are. When the stair-step structure of needs and desires is achieved one by one, the factors in the next step emerge, providing an individual with a driving force (Sabuncuoğlu and Tüz, 1998).

- Beliefs are another factor that affects individuals' motivation. While some studies define the beliefs individuals possess as a stable and uncontrollable driving force, others express that this situation can develop and even change through effort. Belief systems that influence behavioral patterns constitute a complex cognitive phenomenon inherent to each individual's psychological makeup. These beliefs are between attitudes and evaluations regarding the reason for success, life, and goals (Kaplan, 2007).

- The goal is one of the reasons that directs individuals' behaviors and turns their perceptions into an action towards achieving or necessitating something. For this reason, every individual's behavior has a purpose, a reason, and a leading goal that directs them towards it. Individuals cannot act arbitrarily. The goal plays an important role in regulating behavior, even if they do not achieve every target they have planned (Önen and Tüzün, 2005).

The inquiry into the determinants of tourists' purchasing behavior is one of the most frequent research questions posed in the tourism industry (Rızaoğlu, 2012). Motivation is the impetus for individuals to satisfy their needs, and in the context of tourism, needs comprise activities such as leisure, relaxation, cultural participation, and belief fulfillment. Hence, motivation in tourism can be construed as the psychological, sociological, and physiological factors that underpin tourists' purchasing behavior (Özgen, 2000). To summarize, tourists' motivation to purchase tourism products emanates from their desire to depart from their current situation and act upon internal and external driving forces (Meng et al., 2008).

The literature has examined and classified tourist motivations into different categories through various studies. Dann (1981) identified three motivation categories that influence consumers to purchase tourism products: "reacting to loneliness," "self-enhancement," and "fantasy." McIntosh and Goeldner (1986) classified motivations into four groups: "physical," "cultural," "interpersonal status," and "prestige." Hartman (1992) categorized motivations into two groups: "escape motivation" and "directional motivation" (Balcı, 2017).

This literature review highlights the importance of understanding consumer purchase motivations in the context of tourism products. It is evident that each tourism market creates its own set of motivations

that influence consumer behavior. As such, consumers are influenced by multiple motivational factors when making tourism-related purchases. While the motivational factors are complex, it is essential to identify them in order to create an effective tourism market. This is because motivation is a powerful and influential factor that drives consumer behavior (Uysal et al., 2008). Crompton and McKay (1997) assert that motivation is a critical factor in consumer tourism product purchases. They provide three reasons to support their claims, which emphasize the importance of understanding consumer motivations when designing and marketing tourism products. These reasons are:

- Understanding the motivational factors of consumers is an important step in providing better service and products to consumers who show a tendency to purchase tourism products. At the core of motivation lie needs, and the best factor that meets these needs must be determined, as consumers prefer products that benefit them and meet their expectations.

- Understanding the motivational factors of consumers is directly related to their satisfaction in purchasing tourism products. Understanding the motivation that drives them to make a purchase, their experiences in the tourism field, and their satisfaction with the product purchased are crucial. The continuity of the tourism industry depends not only on providing customer satisfaction but also on the continuity of experiential facts provided by repetition of such experiences and customer satisfaction, which will ensure repeated purchases. Therefore, motivation is indirectly related to satisfaction.

- Finally, to understand the motivational factors of consumers who purchase tourism products, it is necessary to know where the concept of motivation lies in the purchasing process. Understanding the tourist's purchasing motivation is key to understanding the decision-making process.

As can be understood from the information provided above, six basic headings enable consumers to purchase tourism products: physical factors, emotional factors, personal factors, personal development factors, status factors, and cultural need factors (Pearce and Lee, 2005; Horner and Swarbrooke, 2007).

Purchase Intention and Purchase Intention in Tourism

Purchase intention is the tendency of individuals to purchase goods and services (Eren, 2009). However, understanding purchase intentions and tendencies is insufficient to comprehend consumer behavior. To gain a comprehensive view of consumer behavior, it is also necessary to consider their feelings, physical and psychological changes, and situational influences on their decision to purchase or not. Nonetheless, intentions are a determining factor in behavior formation, including access, acceptance, trial, purchase, and adoption (Toptaş, 2016).

During the purchase process, this intention transforms into the consumer's behavior. Two factors are at the heart of this transformation: other individuals' attitudes and unexpected situational factors. Briefly, it can be explained as follows (Kiracı, 2014):

- In the evaluation of other individuals' attitudes, consumers may either discontinue their purchase intention or pursue a purchase with heightened motivation, influenced by environmental and social factors. The underlying premise of this phenomenon is the desire for social acceptance and the development of a sense of belonging.

- Conversely, unforeseen situational factors can also impact individuals' intentions regarding purchase or non-purchase decisions. These factors encompass the individual's financial constraints impeding the purchase, negative feedback concerning the product or service, and promotional offers from competing firms.

Consumer purchasing behavior develops from individuals' desire to exceed their current physical and psychological state, and the needs and desires required to solidify this behavior are determined by the individual's personal, social, and environmental characteristics. The factors that influence consumers' purchasing behavior and intentions are shown below. These factors (Höck and Ringle, 2006) can be categorized into three dimensions:

- Personal factors: These determinants, originating from consumers' individual predispositions, can be systematically categorized into three distinct dimensions: personal value systems, institutional frameworks, and cultural paradigms. Each of these dimensions plays a crucial role in shaping consumer behavior and decision-making processes. Personal values are conceptualized as the resources that individuals possess. The institutional context refers to the institutions and organizations with which an individual identifies and feels a sense of affiliation. Culture is defined as the comprehensive set of behaviors, aspirations, and existential elements within the social framework in which individuals are situated (Park et al., 2006).

- Environmental factors: These elements, which emanate from consumers' environmental contexts, are categorized into three distinct dimensions: economic, technological, and public policy. These exogenous factors significantly influence consumer behavior and decision-making processes within the marketplace. The economic dimension encompasses the financial prosperity and employment rates within the individual's geographical location. The technological dimension comprises anthropogenic inventions and devices designed to sustain, facilitate, and enhance human life and activities. Public policy encompasses governmental legislation and regulations that govern individual behavior (Höck & Ringle, 2006).

- Social factors; Social factors emanating from the influence of various individuals and groups in a consumer's environment are further categorized into two distinct dimensions: roles and statuses. These dimensions play a significant part in shaping consumer behavior and decision-making processes. Roles encompass the control of an individual's behavior based on their position. Status covers the decisions individuals make based on their repetition, which influences their purchasing tendency and ability to engage in a behavior (Güçer, 2010).
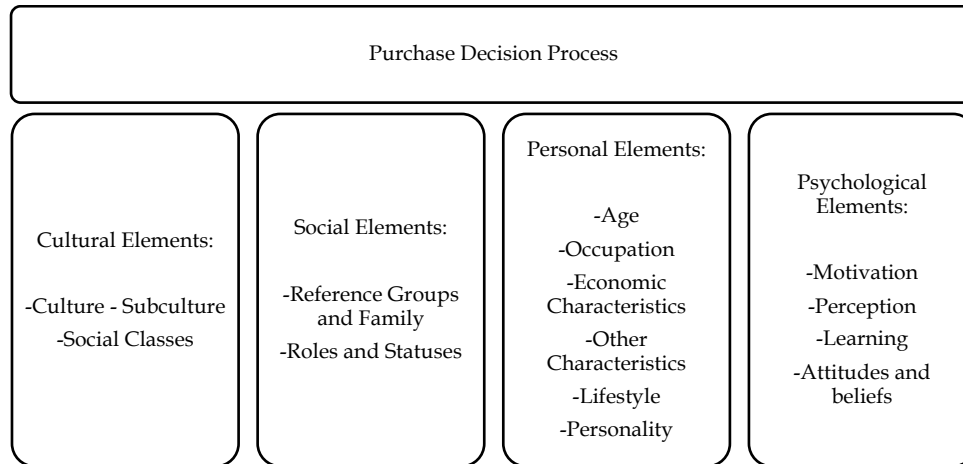

Figure 1. Factors that Influence the Purchase Decision Process

The intention to purchase in the tourism sector refers to the willingness of a consumer to actively engage in the process of purchasing a tourist product or service. This definition is used within the tourism marketing framework to provide meaning to a structure that influences the behavior of tourists. Similarly, the intention to purchase concept is crucial in studies aimed at understanding the behavior of tourists with regards to purchasing tourist products (Fang and Lin, 2015). In the tourism sector, numerous studies have been conducted to ascertain the customer's intention to purchase and to determine how much it is influenced by the product or service (Table 1). Some examples of these studies are listed below:

Table 1: Studies on Purchase Intention in Tourism

Publication Year	Authors	Publication Title	Conclusion
2010	Nelson Barber, D. Christopher Taylor and Cynthia S. Deale	Wine Tourism, Environmental Conserns and Purchase İntention	Based on research findings, tourists are found to have stronger environmental attitudes towards preserving wine region destinations. Consequently, businesses that aim to influence consumers' purchasing intentions are required to have stronger environmental attitudes, and the impact of this phenomenon is anticipated.
2012	Torvald Tangeland, Birger Venneslandb and Erlend Nybakkb	Second-home owners' intention to purchase nature-based tourism activity products – A Norwegian case study	The research findings indicate that second homeowners differ significantly from other consumers in terms of the factors that affect their intention to purchase tourism products.
2014	Ahmet TAYFUN and Mert GÜRLEK	The Impact of Consumer Ethnocentrism on Domestic Touristic Product Purchase Intention	Based on the research findings, there is a significant correlation between consumer ethnocentrism and the intention to purchase local tourism products.

2017	Angela Ya-Ping Chang	A Study on the Effects of Sales Promotion on Consumer Involvement and Purchase Intention in Tourism Industry	Based on research findings, a significant relationship has been observed between consumer involvement and purchase intention, as well as between sales promotion and purchase intention.
2017	Burhanettin ZENGİN and Semih ARICI	Investigating the Impact of Accommodation Businesses' Social Media Usage on Consumer Purchase Intentions	According to research findings, social media usage patterns affect consumers' purchase intentions and changes in consumer purchase intentions towards accommodation businesses are observed to be caused by 30% of changes in their social media usage patterns.
2017	Gamze YORULMAZER and Oğuz DOĞAN	The Impact of Corporate Social Responsibility Practices on Purchase Intention in Tourism Businesses: A Study on Tourists	According to the research findings, the dimensions that make up KSS (i.e. employees and society, customers and the environment, hotel experience, and customer satisfaction) have a positive impact on purchase intention. However, the dimension of the awareness of corporate social responsibility has no impact on purchase intention.
2019	Bayram AKAY and Oktay YILMAZ	Investigating the Impact of Tourists' Travel Motivations on Their Attitudes and Purchase Intentions Towards Souvenirs	Based on research results, it has been determined that travel motivation has an impact on both the attitude towards souvenirs (such as store and product characteristics, types of souvenirs) and the intention to purchase them.
2019	Ebru GÜNEREN ÖZDEMİR and Gülsüm TABAK	Title: The Influence of Tourists' Environmentally-Friendly Attitudes on Their Intention to Purchase Sustainable Tourism Products: A Study in Nevşehir Province.	The research findings suggest that there is a positive and linear relationship between environmentally friendly attitudes and purchase intentions.

Research shows that in the tourism sector, many stakeholders and processes can influence consumers' purchase intentions. Understanding these intentions and what influences them is crucial for consumers to exhibit sustainable consumption behavior.

Method

The research methodology employed in this study adheres to a mixed-methods approach, which is conceptualized as a systematic integration of qualitative and quantitative methodologies, paradigms, and concepts within a singular research endeavor or a series of interconnected studies. The justification for adopting mixed-methods research can be categorized into five primary rationales. In the context of this investigation, the mixed-methods approach was selected based on the principle of complementarity. This principle posits that one methodological approach can be utilized to elucidate, augment, and refine the findings derived from an alternative methodological approach. In complementary mixed-methods designs, both qualitative and quantitative data are employed to enrich and elaborate upon the phenomenon under investigation by examining it from diverse epistemological perspectives. Consequently, each analytical approach serves to complement and enhance the other, resulting in a more comprehensive and nuanced understanding of the research problem (Toraman, 2021).
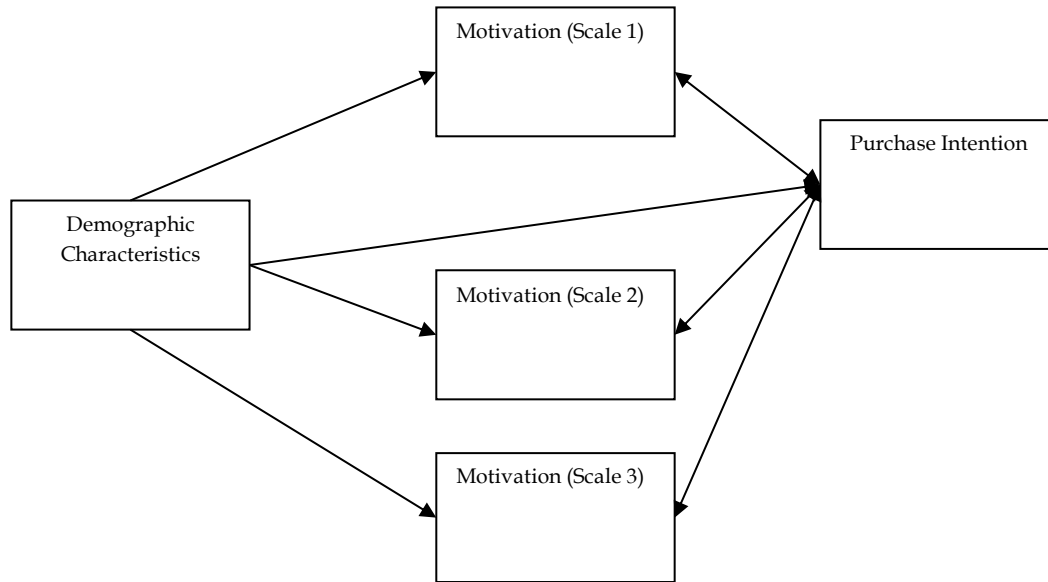
Figure 2: Conceptual Model of Quantitative Research

The quantitative research methodology employed written questionnaires as the primary data collection instrument. The surveys were meticulously designed to elicit accurate and reliable information pertinent to the research subject. Both in-person and online administration methods were utilized to ensure the validity of the survey data. Statistical analyses, including frequency distributions, means, and percentages, were employed to analyze and evaluate the quantitative data obtained from the surveys. To investigate the hypotheses formulated regarding the relationship between motivation scales and purchase intention scales, as well as to examine attitudinal differences in these scales across demographic variables, regression analyses, t-tests, and analyses of variance (ANOVA) were conducted. The data analysis was facilitated through the use of specialized statistical software packages.
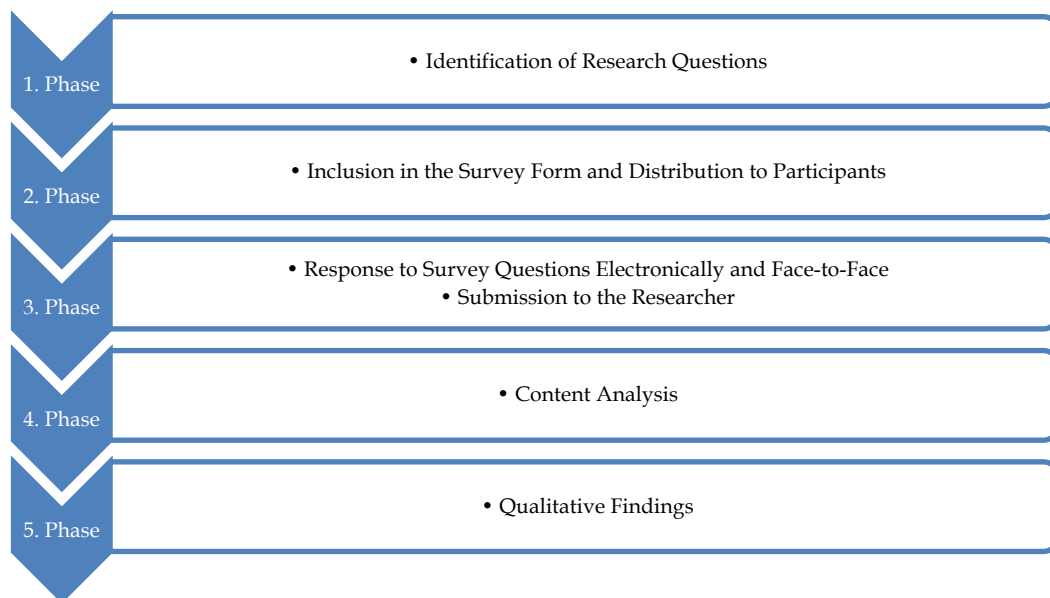

Figure 3: Conceptual Model of Qualitative Research

- The qualitative research section employed the survey method as the data collection technique for the entire qualitative part of the research. A survey is a method of obtaining information verbally or in writing from individuals. The information requested from the individual may be quantitative or qualitative data of different types related to themselves, their environment, or their institution. To collect qualitative data, two open-ended questions were directed to the survey participants. The content analysis method, a qualitative analytical approach, was employed to analyze and evaluate the qualitative data obtained from the surveys. This method necessitates a more comprehensive examination of the collected data and the identification of concepts, categories, and themes that elucidate these data. In content analysis, codes are derived from events and phenomena that are frequently recurring in the dataset or emphasized by participants. Subsequently, themes are extrapolated from these codes. In essence, data (codes)

and themes that exhibit similarities and interrelations are aggregated and interpreted. As elucidated by Çelik et al. (2020), content analysis involves the systematic disaggregation of participants' opinions. Within this framework, the data procured from Russia were subjected to analysis, and conclusions were deduced.

The research methodology employed in this study was the concurrent triangulation design, a mixed-methods approach that facilitates the simultaneous collection and analysis of both quantitative and qualitative data. This design accords equal priority to both data types, with separate analyses conducted for each, followed by data integration during the interpretation phase. The integration process, also referred to as triangulation, involves a critical examination of the convergence between the two data sets. This methodological approach is particularly efficacious for corroborating, reinforcing, and cross-validating research findings (Toraman, 2021).

For the quantitative component of the study, a unidimensional "Purchase Intention Scale" was developed. This instrument comprised four items and was grounded in the seminal works of Sproles and Kendall (1986), Lichtenstein et al. (1990), and Lam (2007). The scale's development was informed by an extensive literature review on tourist motivation measurement, which encompassed three scales and 14 dimensions (Snepenger et al., 2006; Elegre et al., 2005; Fodness, 1994). The scale underwent rigorous expert consultation during its development phase. The survey instrument, based on statements from the first and second sections of the questionnaire, utilized a 5-point Likert scale (1 = strongly disagree; 2 = disagree; 3 = undecided; 4 = agree; 5 = strongly agree).

The scale items underwent a meticulous translation process into Turkish, executed by a faculty member proficient in English instruction at the Adnan Menderes University Faculty of Tourism. The scales were subsequently validated through consultation with faculty members from the aforementioned institution and members of the thesis monitoring committee, with no modifications deemed necessary. To enhance the comprehensiveness of the survey, ten demographic questions and two qualitative inquiries were appended to the instrument. To ensure cross-cultural validity, the final survey was translated into the respective native languages of the target samples by certified translators with domain expertise.

Purpose of the Study, Sample Selection and Data Collection

The aim of this study is to investigate the impact of motivation factors on purchase intention among potential consumers in Russia's local population. Additionally, the study aims to determine whether demographic characteristics are related to motivation factors. The research universe consists of local people living in Russia were selected for the study. Due to time and financial constraints, a convenient sampling method was used, whereby respondents were selected as they were generally in the right place at the right time. The sample size aimed to reach 384 participants with a 95% confidence interval and a 5% margin of error. Fink Kids Wear received 399 responses through online and face-to-face questionnaires. The questionnaire comprises four subsections, including 59 expressions of tourism motivation scales, four expressions of the purchase intention scale, demographic questions, and two open-ended questions for qualitative analysis. The findings of this research will contribute to existing literature on motivation factors and purchase intention, with practical implications for marketers targeting the Russian local population.

Findings

Demographic Data, Normal Distribution, Reliability and Validity Findings

The third section of the survey comprised 10 demographic questions designed to ascertain participants' socio-demographic characteristics. These inquiries elicited information regarding respondents' age, gender, educational attainment, marital status, generational cohort, occupational category, religious affiliation, preferred travel information sources, prior visitation to Turkey, and income level relative to their country of residence.

Gender: The survey results indicate that there are 201 women (50.4%) and 198 men (49.6%) among the participants, with the proportion of female participants being slightly higher than that of males.

Marital status: The survey results indicate that there are 185 single individuals (46.4%), 193 married individuals (48.4%), and 21 divorced-widowed individuals (5.3%), with the proportion of married participants being slightly higher than that of single participants and significantly higher than that of divorced-widowed participants.

Education level: The survey results indicate that 15 individuals (3.8%) graduated from elementary school, 99 individuals (24.8%) graduated from high school, 223 individuals (55.9%) graduated from university, and 62 individuals (15.5%) have a graduate degree. According to the participants' education level, it can be said that the education level is high, and the highest graduation rate is from high school and university.

Age distribution: The survey results indicate that the majority of consumers are 168 young consumers in the 25-34 age group (42.1%). When looking at other age groups, it is seen that there are 63 young consumers in the 18-24 age group (15.8%) and 119 middle-aged consumers in the 35-44 age group (29.8%). Therefore, it can be said that the majority of the participants in the survey are young and middle-aged consumers.

Generations: The survey results indicate that the majority of consumers are 252 young participants in the Y generation (63.2%). The second-highest value is the Z generation with 78 participants (19.5%). Therefore, it can be seen that the proportion of young participants is high in the intergenerational examination.

Profession: The survey results indicate that 229 individuals (57.4%) are workers, and 27 individuals (6.8%) are engineers. The highest frequency of participants was observed among workers and engineers, followed by medical professionals (n=22) and civil servants (n=20).

Religious Affiliation: The survey data reveals diverse religious demographics among participants. Christianity emerged as the predominant faith, representing 61.4% (n=245) of respondents. Non-religious individuals constituted 17.5% (n=70) of the sample, equal to the proportion identifying as Muslim (17.5%, n=70). Other religious affiliations accounted for 8.5% (n=34) of participants, while a single respondent (0.25%) identified as Jewish.

Prior Visitation to Turkey: Analysis of the data indicates that a majority of participants (56.6%, n=226) had previously visited Turkey, while 43.4% (n=173) reported no prior visits. This distribution suggests a relatively high familiarity with the destination among the sample population.

Information Sources for Travel Decisions: The study identified primary sources of information utilized by participants in their travel decision-making processes. The Internet emerged as the most prevalent source, employed by 61.2% (n=244) of respondents. Tour operators and travel agencies were the second most common resource, utilized by 25.3% (n=101) of participants. Media sources were referenced by 10.5% (n=42) of the sample. Additionally, a single respondent (0.25%) cited personal recommendations as their primary information source. These findings highlight the dominance of digital platforms in travel information dissemination, followed by traditional intermediaries and media outlets.Income level: The survey results indicate that 224 individuals (57.4%) have a medium-level income, followed by 81 individuals (20.3%) who are high-income earners and 54 individuals (13.3%) who are low-income earners according to the country where they live. Overall, it can be seen that the participants consist of individuals with a medium level of income.

The data obtained from the motivation scales and purchase intention scale showed normal distribution. Four scales were used to examine the normality of the obtained data:

- The descriptive statistics for the first motivation scale revealed comparable mean (M = 3.1746) and median (Mdn = 3.4615) values. The distribution exhibited normality, as evidenced by the skewness (-0.417) and kurtosis (-0.825) values falling within the acceptable range (-1.5 to +2.5) for normal distribution assumptions.

- Analysis of the second motivation scale yielded proximate mean (M = 3.2629) and median (Mdn = 3.65) values. The distribution conformed to normality, with skewness (-0.662) and kurtosis (-0.836) values within the prescribed range (-1.5 to +1.5) for normal distribution assumptions.

- Examination of the third motivation scale demonstrated analogous mean (M = 3.2922) and median (Mdn = 3.6923) values. The distribution adhered to normality, as indicated by the skewness (-0.638) and kurtosis (-0.921) values falling within the specified range (-1.5 to +1.5) for normal distribution assumptions.

- The purchase intention scale analysis revealed concordant mean (M = 3.1571) and median (Mdn = 3.3333) values. The distribution exhibited normality, as corroborated by the skewness (-0.226) and kurtosis (-0.518) values within the established range (-1.5 to +1.5) for normal distribution assumptions.

Parametric tests were used in statistical analyses to determine the relationships between motivation scales, purchase intention scale, and participants' demographic information. These tests were chosen because normal distribution assumptions were met in the study conducted in Russia.

When examining the reliability coefficients of the main study, the Cronbach α values of the motivation scales were calculated as 0.943, 0.967, and 0.976, respectively. These findings demonstrate a high level of internal consistency and reliability. The Cronbach's alpha coefficient for the purchase intention construct was computed to be 0.777, which is indicative of satisfactory reliability according to established psychometric standards in the field.

In this empirical investigation, factor analysis was conducted employing the principal components technique. To optimize factor structures and enhance the clarity and interpretability of the datasets, the Varimax rotation method was implemented. Post-application of the Varimax method, notable disparities in item distribution and factor aggregation were observed for the motivation and purchasing scales relative to their original configurations. These discrepancies may be attributed to linguistic, cultural, and affective variations within the sample population.

The explained variances and eigenvalue coefficients of the scales demonstrate robust validity ratios. The initial scale utilized in the study comprises 13 items, and the Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity, which assess the adequacy of the sample size and the suitability of the motivation scale for factor analysis, yielded a value of 0.948 with a significance level of ($p < 0.05$), indicating that the dataset was appropriate for the study.

The second scale employed in the study consists of 20 items, and the KMO and Bartlett's Test resulted in a value of 0.976 with a significance level of ($p < 0.05$), further confirming the dataset's suitability for analysis.

The third scale utilized in the study is composed of 26 items, and the KMO and Bartlett's Test produced a value of 0.981 with a significance level of ($p < 0.05$), once again validating the dataset's appropriateness for the study.

The purchasing intention scale initially consisted of 4 items; however, one item was eliminated due to its substantial negative impact on the values. The KMO and Bartlett's Test for the purchasing intention scale yielded a value of 0.665 with a significance level of ($p < 0.05$), indicating that the dataset was suitable for the study.

Quantitative Research Findings

This section of the study, conducted in Russia, aimed to determine the relationship between motivation and purchase intention scales, and whether these scales differed based on participants' demographic characteristics. The study employed a range of statistical analyses, including regression, t-test, and analysis of variance (ANOVA). Additionally, descriptive statistical methods were utilized to ascertain the item loading factors associated with the motivation and purchase intention scales. Table 2 presents the different situations shown as a whole, based on the hypotheses created from the data obtained through surveys conducted in Russia.

Table 2: Russia Hypotheses Control Table

Hypothesis	Scale	Homogeneity	Significant	Applied Test	Result
There is a positive relationship between participants' motivation to engage in tourism and their purchase intention.					
	1		There is	Regression	,788 Relation (R²= ,621)
	2		There is	Regression	,804 Relation (R²= ,647)
	3		There is	Regression	,823 Relation (R²= ,678)
There are differences in participants' motivation to participate in tourism based on their gender.					
	1	No	There is not	T-Test	Absence of Discernible Differences
	2	No	There is not	T-Test	Absence of Discernible Differences
	3	No	There is not	T-Test	Absence of Discernible Differences
There are differences in participants' purchase intentions based on their gender.					
		No	There is not	T-Test	Absence of Discernible Differences
There are differences in participants' motivation to participate in tourism based on their marital status.					
	1	No	There is not	ANOVA	Absence of Discernible Differences
	2	No	There is not	ANOVA	Absence of Discernible Differences
	3	No	There is	ANOVA – Dunnet C	Statistically Significant Differences Observed
There are differences in participants' purchase intentions based on their marital					

status.					
		No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' motivation to participate in tourism based on their educational level.					
	1	No	There is not	ANOVA – Dunnet C	Statistically Significant Differences Observed
	2	No	There is not	ANOVA – Dunnet C	Statistically Significant Differences Observed
	3	No	There is not	ANOVA – Dunnet C	Statistically Significant Differences Observed
There are differences in participants' purchase intentions based on their educational level.					
		Yes	There is	ANOVA – TUKEY	Statistically Significant Differences Observed
There are differences in participants' motivation to participate in tourism based on their age.					
	1	No	There is not	ANOVA	Absence of Discernible Differences
	2	No	There is not	ANOVA	Absence of Discernible Differences
	3	No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' purchase intentions based on their age.					
		No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' motivation to participate in tourism based on their generation.					
	1	No	There is not	ANOVA	Absence of Discernible Differences
	2	No	There is not	ANOVA	Absence of Discernible Differences
	3	No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' purchase intentions based on their generation.					
		No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' motivation to participate in tourism based on their occupation					
	1	No	There is not	ANOVA	Absence of Discernible Differences
	2	No	There is not	ANOVA	Absence of Discernible Differences
	3	No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' purchase intentions based on their occupation					
		No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' motivation to participate in tourism based on their religious group					
	1	No	There is not	ANOVA – Dunnet C	Absence of Discernible Differences
	2	No	There is not	ANOVA – Dunnet C	Absence of Discernible Differences
	3	No	There is	ANOVA – Dunnet C	Absence of Discernible Differences
There are differences in participants' purchase intentions based on their religious group.					

		No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' motivation to participate in tourism based on whether they have visited Turkey or not.					
	1	No	There is not	ANOVA	Absence of Discernible Differences
	2	No	There is not	ANOVA	Absence of Discernible Differences
	3	No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' purchase intentions based on whether they have visited Turkey or not.					
		No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' motivation to participate in tourism based on their main source of travel information.					
	1	No	There is not	ANOVA	Absence of Discernible Differences
	2	No	There is	ANOVA – Dunnet C	Absence of Discernible Differences
	3	No	There is	ANOVA – Dunnet C	Absence of Discernible Differences
There are differences in participants' purchase intentions based on their main source of travel information.					
		No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' motivation to participate in tourism based on their income.					
	1	No	There is not	ANOVA	Absence of Discernible Differences
	2	No	There is not	ANOVA	Absence of Discernible Differences
	3	No	There is not	ANOVA	Absence of Discernible Differences
There are differences in participants' purchase intentions based on their income.					
		No	There is not	ANOVA	Absence of Discernible Differences

After analyzing data obtained from scales measuring the motivation and purchasing intention of local Russians to participate in tourism, it was found that the motivation rates were 3.1745, 3.2629, and 3.2922, while the purchasing intention was 3.1571. The findings of this study suggest that Russian tourists demonstrate an above-average level of motivation and purchase intention with regard to tourism participation. This observation indicates a heightened propensity among Russian consumers to engage in and allocate resources towards tourism-related activities.

Qualitative Research Findings

This section of the study presents motivational and demotivating dimensions, as well as resulting themes obtained from answers to two questions asked in surveys conducted in Russia. Tables are used to display the frequency repetitions. The first question asked in the surveys was "What are the motivating factors for you to travel? (excluding questions asked outside of quantitative scales)." The following table shows the content analysis of the answers received from the first question.

Table 3: Qualitative Analysis of Russia First Question

Dimensions	Themes	Motivation Factors	Frequency
Push Factors	Psychological Needs	Curiosity	3
		Desire to achieve my goals	2
		Meeting my interest needs	5
		Desire to communicate	1
		Desire to experience adventure	1
		Aesthetic search	1
		Achieving my dreams	1
		Realization of my wishes	1
		Desire to collect memories	1
	Physical Needs	Desire to rest	3
		Climate/Weather Conditions	5
		Hygiene	4
	Quest for Novelty	Desire to explore	4
		Being in search of new things	3
		Desire to see new places	5
		Desire to meet new people	2
		Desire for diversity on vacation	2
		Desire to learn about new cultures	2
		Desire to taste new flavors	2
		Desire to see new countries	1
	Escape	Desire to escape daily life	2
		Desire for a change of environment	2
		Desire to take advantage of opportunities	1
		Desire to experience a feeling of freedom	1
	Personal Environmental Satisfaction	Desire to spend time with family	2
		Desire to spend time with friends	1
	Personal Development	Desire to acquire new knowledge	6
		Desire to learn a foreign language	2
		Desire for personal development	3
		Desire to gain experience	1
		Desire to learn	1
		Desire to compare	1
Pull Factors	Special Interests	Camping	1
		Interest in history	3
		Nature	1
	Classical Tourism Expectations	Sea	7
		Sun	2
		Sand	1
		Good staff	1
		Attitude of the local people	1
		Good service	1
		Beautiful places	1
	Other	Coronavirus	5
		Turkey's health initiatives	1

Themes are categorized into two main dimensions: Push Factors (Psychological Needs, Physical Needs, Novelty Seeking, Escape, Personal Environmental Satisfaction, Personal Development) and Pull Factors (Special Interest, Classical Tourism Expectations, Other). Frequency distributions have been added to the table (3,270) to better understand which factors motivate tourists more intensely, based on the qualitative data analysis results.

The theme of "Psychological Needs" under the Push Factors dimension can be interpreted as follows, based on the frequency distributions:

- The highest frequency within the Psychological Needs theme is the need for attention, which is the main motivation factor. Understanding customer motivation factors is crucial for meeting customer expectations in tourism. The need for attention, which is often an emotional burden, drives people to seek attention in places where they cannot find it in their daily lives. Tourism includes service structures that fully respond to this, such as "personal attention". Therefore, people consider their need for attention as a motivation for tourism and show it within their understanding of vacation. The other two motivation factors with high frequency are curiosity and the desire to achieve goals.

- According to the analysis results obtained from the same frequency distributions, the motivation factors are as follows: desire to communicate, desire for adventure, aesthetic search, realization of dreams and wishes, and desire to create memories.

The physical needs theme within the driving factors dimension can be analyzed based on frequency rates as follows:

- Analysis of frequency rates indicates that climate/weather conditions and hygiene emerge as the primary motivation factors within the physical needs theme. The tourism sector is significantly influenced by weather and climate, with "tourism potential" in various global regions being constrained by these environmental factors. Tourists tend to avoid destinations with climate conditions that may induce discomfort, such as extreme temperatures (Aydemir & Şenerol, 2014). The frequency obtained in the analysis results corroborates this phenomenon, and the identified motivation factor further substantiates this finding.

- Within the physical needs theme, the rest factor exhibits the lowest frequency rate among motivation factors.

The innovation search theme within the driving factors dimension can be interpreted based on frequency rates as follows:

- The most prevalent motivation factors in the innovation search theme, as indicated by frequency rates, are the desire for novel experiences, specifically: visiting new locations, exploration, and engaging in new activities.

- Secondary motivation factors, exhibiting equal frequency levels but lower than the aforementioned primary factors, include: the desire to meet new people, seeking variety during vacations, learning about new cultures, and experiencing new culinary offerings.

- The motivation factor related to visiting new countries demonstrates the lowest frequency rate in the analysis, with only one occurrence.

The escape theme within the driving factors dimension can be interpreted based on frequency rates as follows:

- The predominant motivation factors in the escape theme, as evidenced by frequency rates, are the desire to disengage from daily routines and the pursuit of environmental change.

- Secondary motivation factors, exhibiting equal frequency levels but lower than the primary factors, include the desire to capitalize on opportunities and experience a sense of freedom.

The personal environment satisfaction theme within the driving factors dimension can be interpreted based on frequency rates as follows:

- The most significant motivation factor in the personal environment satisfaction theme, as indicated by frequency rates, is the desire for family bonding time.

- A secondary motivation factor, exhibiting a lower frequency rate, is the desire to spend time with friends.

The special interest theme within the driving factors dimension can be interpreted based on frequency rates as follows:

- The primary motivation factor in the special interest theme, as evidenced by frequency rates, is an interest in historical subject matter.

- Secondary motivation factors, demonstrating lower frequency rates, include interests in nature and camping activities.

The classic tourism expectations theme within the driving factors dimension can be interpreted based on frequency rates as follows:

- The predominant motivation factor in the classic tourism expectations theme, as indicated by frequency rates, is the sea-related factor, closely followed by the sun-related factor.

- Secondary motivation factors, exhibiting lower frequency rates, include desires for beach experiences, quality staff interactions, positive local community attitudes, superior service provision, and opportunities to witness scenic locations.

The "Other" theme within the driving factors dimension can be interpreted based on frequency rates as follows:

- The highest motivation factor under the "Other" theme, based on frequency rates, is the coronavirus factor. It is thought that the pressure created by pandemic measures implemented in Russia periodically and erroneous work carried out is behind the frequency rate of this factor.

The frequency degree under the "Other" theme is single and the health studies carried out in Turkey are also included in the frequencies due to this attitude.

The table of content analysis made with the answers received as a result of the second question asked in the surveys, "What are the factors that negatively affect your travel motivation? (Except for questions asked outside the quantitative scale)" is as follows.

Table 4: Qualitative Analysis of Russia Second Question

Dimensions	Themes	Factors That Negatively Affect Motivation	Frequency
Internal Factors	Financial Problems	Lack of sufficient budget	23
		High prices	4
		Cost	2
	Personal Problems	Lack of time	6
		Mistrust	4
		Desire to stay away from people	2
		Daily worries	1
		Communication problems	1
		Workload	1
		Vacation with children	1
		Negative experiences	1
External Factors	Destination Problems	Confusion	1
		Fights	1
		Prejudices	1
		Long distances	1
		Political climate	1
		Terrorism	1
		War	1
	Health Problems	Coronavirus	32
		Hygiene	1
		Illnesses	3
	Organizational Problems	Bad service	1
		Bad staff	2
		Bad attitude	1
		Poor quality service	1
		Poor environmental conditions	1

After analyzing the responses to the second question, two main dimensions were identified to classify the themes. These dimensions and their respective themes are defined as follows: (1) Internal Factors (Financial Problems, Personal Problems) and (2) External Factors (Destination Problems, Health Problems, Health Problems, Organization Problems). To better understand which factors are more strongly associated with motivation, frequency frequencies have also been added to the table (3.271) in line with the results of the analysis obtained from qualitative data.

The theme of "Financial Problems" among the themes gathered under the Internal Factors dimension can be interpreted based on the following frequency frequencies:

- As can be seen from the frequency frequencies, the most negatively affecting factor that diminishes motivation under the financial problems theme is the lack of a sufficient budget factor.

- Following this, high prices are the next most frequent factor in terms of reducing motivation.

- The cost factor is the least frequent factor that negatively affects family motivation among the themes under the financial problems category.

The theme of "Personal Problems" among the themes gathered under the Internal Factors dimension can be interpreted based on the following frequency frequencies:

- As can be seen from the frequency frequencies, the factor that most negatively affects motivation under the personal problems theme is the lack of time.

- Other factors that are high in frequency and reduce motivation include the desire to stay away from people and insecurity.

- The motivation-reducing factors with a single frequency for each and ranked last in terms of frequency are daily worries, communication problems, work intensity, vacations with children, and negative experiences factors.

The theme of "Destination Problems" among the themes gathered under the External Factors dimension can be interpreted based on the following frequency frequencies:

- All the factors included in the Destination Problems theme are factors that reduce motivation with a single frequency. These factors include confusion, fights, prejudices, long distances, terrorism, and war.

The theme of "Health Problems" among the themes gathered under the External Factors dimension can be interpreted based on the following frequency frequencies:

- As can be seen from the frequency frequencies, the factor that most negatively affects motivation under the health problems theme is the coronavirus factor, which is the factor with the highest frequency in the entire study.

- Diseases follow the coronavirus factor in terms of frequency.

- The hygiene factor is the least frequent factor that negatively affects motivation.

The theme of "Organization Problems" among the themes gathered under the External Factors dimension can be interpreted based on the following frequency frequencies:

- As can be seen from the frequency frequencies, the most negatively affecting factor that diminishes motivation under the organization problems theme is the bad staff factor.

- The motivation-reducing factors with a single frequency for each and ranked last in terms of frequency are the bad service, bad attitude, bad service, and bad environmental conditions factors.

Conclusion and Suggestions

Identifying potential tourists' motivations and understanding their degree of motivation is a necessary condition for tourism supply stakeholders to make investment and progress decisions. In addition, comparing and prioritizing motivation factors and rates is important for determining the preferred priority motivation factor that will be financially supported. However, only identifying what motivation factors are or to what extent they are present is not sufficient to understand a consumer's purchasing behavior. In addition to determining the purchase intention rate of potential consumers and the relationship between tourism participation motivation, it is thought that determining these relationships will provide more accurate information to understand a consumer's tourism participation behavior.

This study aims to determine the relationship between the motivation to participate in tourism and the purchasing intention of local residents in Russia, and to identify the differences in consumer demographic characteristics that affect them. Based on the findings obtained, the results and recommendations for future research and tourism stakeholders are presented.

The study was conducted with citizens of the country that ranks second in sending the most tourists to the researchers' country, instead of tourists currently in their country. The aim was to determine the motivation potential and diversity of people who are intending to buy vacation packages while they are still in their own country. Based on the data obtained from Russia, it can be said that there is a positive and good level of relationship between the motivation to participate in tourism and the purchasing intention of individuals separately determined by the three motivation scales. Therefore, as the motivation levels of potential consumers increase, the level of purchase intention also increases in Russia.

One of the important pieces of information obtained from the analyses conducted in the research is the item meaning averages of the motivation and purchasing intention of potential customers. The fact that the points given are in the same proportion to each other is also shown in the correlation analysis performed, indicating that these two are in a positive linear relationship with each other. When the motivations of participants are evaluated in general based on the data obtained from Russia, it is seen that each one has a motivation structure above the average. At this point, when the item meaning averages of country are examined;

- Among the factors that are highly valued as motivation factors in Russia are individuals' desire to feel good, experience new things on their own, see things they wouldn't normally see while on vacation, and their preferred type of accommodation, view of the destination, and elements of destination accommodation quality. Tourism, which has continuously evolved and been adopted by large groups of people, has created its own market among desires such as rapid transportation networks, good and quality organization, quality accommodation, qualified resources (natural, artificial, and cultural), and low costs (Ovalı, 2007). At the core of these desires lies the search for meeting individuals' needs to feel good and experience things. Therefore, the motivation factors with the highest meaning loads obtained in Russia appear as

elements that have been pursued to meet the purpose since the beginning of tourism. Another pursuit within tourism is to meet the visual needs and experiences of tourists. For this purpose, many tourism accommodation facilities and transportation diversities have been established. Tourist trips and accommodations are not only a way of overcoming distances, but also a way of experiencing and enjoying various landscapes unlike daily mobility. Generally, these types of journeys offer the visual nature of tourism experiences and the privilege of appealing to all senses. For example, in Turkey, the aim of Eastern Express train journeys and destinations is to appeal to guests' visual tastes (Bingöl and Kozak, 2020). The research results also prove the existence of expectations in the target audience that this structure appeals to.

The results of the research show that the highest motivational factors in the countries where the research was conducted are the need to feel good, the desire to escape from daily life, security, cleanliness and hygiene, and a love of traveling and vacationing. The data from Russia indicates that participants generally have an above-average purchasing intention structure when their purchasing intentions are evaluated.

The research also examined the relationship between the demographic characteristics of participants from Russia and their motivation to participate in tourism and purchasing intentions based on three scales. Based on the examination, the following conclusions were reached:

- Firstly, no statistically significant difference was observed in tourism participation motivation and purchase intentions based on the gender of the research participants. This finding aligns with global tourism studies, which generally do not emphasize a gender-focused approach, suggesting that vacation preferences and intentions are developed independently of gender. The results of this study corroborate this perspective.

- Upon examining the relationship between marital status and tourism participation motivation and purchase intentions, significant differences were identified in Russia contingent upon the participants' marital status. Notably, a single scale (Scale 3) indicated higher motivation among divorced or widowed individuals compared to other groups. However, no significant differences were observed in purchase intentions across marital status categories.

- Analysis of the relationship between educational status and tourism participation motivation and purchase intentions revealed significant differences in Russia based on participants' educational attainment. The observed differences indicate that individuals with postgraduate education demonstrate higher motivation and purchase intention across all motivation scales and purchase intention measures. This suggests a positive correlation between educational levels of Russian residents and their motivation to participate in tourism activities, as well as their purchase intentions.

- An examination of the relationship between age and tourism participation motivation and purchase intentions, categorized by generational cohorts, yielded no significant differences in Russia. Neither motivation nor purchase intentions varied significantly based on participants' ages or generational classifications. This study examined the motivational factors that influence the purchase intentions of potential consumers in Russia using two different processes and their respective ratios. The quantitative analysis of the data collected through the survey method is presented above. However, the information obtained through content analysis, which was applied to questions prepared to gather in-depth information, is also crucial. The identification of demotivating factors was also included in this part of the study.

First, the descriptive framework of the motivations that positively affect the purchase intentions of individuals living in Russia was drawn under two main dimensions and nine themes. Secondly, the descriptive framework of the motivations that negatively affect the purchase intentions of individuals living in Russia was determined under two main dimensions and five themes.

The study findings revealed overlapping and new motivation factors different from those in the scales. These factors were examined by analyzing the frequency distributions in the qualitative research findings section. Additionally, global and regional problems experienced periodically also affect motivation. It is important to examine to what extent the frequency distributions of the themes and dimensions settle in the analysis of the data obtained in Russia.

If we examine the distributions of the factors that positively affect motivation by country, then;

- Based on data analysis in Russia, the frequency loads of the themes collected under the driving factors dimension are as follows: innovation-seeking theme (21), physical needs theme (16), personal development theme (14), escape theme (6), and personal environmental satisfaction (3). It is clear that innovation-seeking is the theme with the highest frequency load. The

motivation factors with the highest frequency loads collected under these themes are the desire to satisfy the need for attention under the psychological needs theme (5), the climate and weather motivation under the physical needs theme (5), and the desire to see new places under the innovation-seeking theme (5).The frequency loads of the themes collected under the attractive factors dimension, after analysis of the obtained data, are classical tourism expectations theme (14), special interest theme (5), and other theme (6), respectively. It is evident that the classical tourism expectations theme has the highest frequency load. Driving factors have a higher structure than attractive factors when evaluated according to frequency frequencies, with 72 frequency loads compared to 25 frequency loads. Driving factors are 2.88 times more than attractive forces in terms of ratio.

The study findings reveal that there are factors that negatively affect motivation to travel. These factors were analyzed by examining frequency distributions in the qualitative research findings section. Additionally, global and regional problems that occur periodically also have a negative impact on motivation. To gain a better understanding, it is important to examine the frequency distributions of themes and dimensions in the data obtained from Russia. By examining the distributions of factors that negatively affect motivation on a Russia-based scale, we can gain further insights.

- After analyzing the data obtained in Russia, it was found that the financial problems theme (29) and personal problems theme (17) were the most frequent themes under the internal factors dimension. As seen, the financial problems theme has the highest frequency load. Additionally, the most frequent demotivating factor (23) among the internal factors is the lack of an adequate budget under the financial problems theme. However, there is not a significant divergence between the two themes.After analyzing the data, it was found that the health problems theme (36), destination problems theme (7), and organizational problems theme (6) were the most frequent themes under the external factors dimension. As seen, the health problems theme has the highest frequency load. The most frequent demotivating factor (32) under the health problems theme is the coronavirus. Moreover, the coronavirus has been identified as the most demotivating factor among the responses obtained in Russia.When evaluated according to their frequencies, external factors have a higher structure than internal factors, with 49 frequency loads compared to 46 frequency loads. However, it cannot be said that there is a significant differentiation between them.

Stakeholders in the sector can examine the above results to understand what motivates and demotivates individuals living in three different countries, and tailor their work in these markets accordingly.

Based on the data obtained from the survey of participants living in Russia, some suggestions can be made to improve and deepen tourism marketing and retention practices applied by tourism supply stakeholders to potential tourists coming from or going to these regions. These suggestions are as follows:

- A critical factor for organizations targeting the potential tourism market in Russia is addressing the psychological well-being of individuals. While the concept of well-being may appear broad, it is imperative to mitigate potential negative experiences and promptly fulfill individual desires. Consequently, it is essential to comprehensively elucidate the elements promised through marketing channels, provide comprehensive post-purchase support services, maintain consistent communication across all circumstances, and fully deliver on all promised tourism components during both transportation and accommodation at the destination. This aspect holds particular significance for Russian clientele. In this context, campaigns and promotional initiatives organized by tourism stakeholders focusing on these issues are likely to yield beneficial outcomes.

- Additionally, safety and security measures, as well as hygiene and cleanliness elements offered by tourism stakeholders targeting the Russian market, are important. It is necessary to promote the safety and security elements of the tourism product and service offered for sale. It is also important for tourism stakeholders to prove the existence of cleanliness and hygiene elements. This can be done by obtaining internationally recognized certifications such as ISO, HACCP, and Blue Flag. Making such certifications mandatory for all tourism stakeholders by the state is another way to demonstrate and promote the country's cleanliness and hygiene practices.

- Russian participants have identified that not leaving the destination they like is their highest intention to purchase. While tourism businesses have traditionally aimed to attract as many new customers as possible, capturing the market alone will not be enough in the future. With increasing competition in the tourism industry, customers with a high intention to purchase constitute a potential loyal customer base. Thus, understanding these customers and organizing

developments accordingly to protect their presence in these markets will be more efficient than constantly changing for new customers.

By analyzing the data obtained from open-ended questions administered to participants living in Russia, recommendations can be made to tourism suppliers. These recommendations can help improve and deepen tourism marketing and retention practices for potential tourists traveling to or from these regions. The following proposals are suggested:

- When analyzing the results, it was determined that the most important driving factor that motivates individuals to purchase tourism products and services in Russia is the search for innovation. Therefore, it is crucial for tourism supply stakeholders to create and offer products and services that can respond to the innovative interests of individuals living in these three countries.

- Classical tourism expectations were found to be the most important attractive factor that motivates individuals to purchase tourism products and services in Russia. Therefore, it is important for tourism supply stakeholders to create and offer products and services that can respond to the specific interests of individuals living in this country.

- The motivational factors influencing Russian individuals exhibit a more pronounced structure in terms of push factors compared to pull factors. Consequently, it is imperative to comprehend these push factors while concurrently developing and promoting the pull factors. Upon addressing these requisites, tourism stakeholders can optimize their potential market segments. The motivational factors elucidated through this analysis serve as a foundation for this developmental process.

- Financial problems were found to be the most important internal factor that negatively affects the motivation of individuals living in Russia to purchase tourism products and services. Therefore, it is crucial for tourism supply stakeholders to determine prices that can solve the financial problems of individuals living in these two countries and to provide flexible payment options.

- In addition, health problems were identified as the most important external factor that negatively affects the motivation of individuals living in Russia to purchase tourism products and services. Therefore, it is important for tourism supply stakeholders to create and offer products and services that can respond to the health problems perceived by individuals living in this country.

Upon analyzing the results, it is evident that the quantitative and qualitative values and elements support each other. However, there are some unique qualitative results, of which the most significant is the impact of coronavirus. As seen in the research, coronavirus has the most significant negative impact on the motivation factors of potential consumers in Russia. The tourism sector has been severely affected by the pandemic, which started in China in December 2020 and has now become a global phenomenon. Due to its high transmission rate and the necessity of social distancing, which is difficult to maintain in the tourism sector, it has adversely affected the purchasing motivation of individuals who have the potential to participate in tourism in the Russian market.

Tourism stakeholders have recognized the inadequacy of health measures taken so far. While many measures have been taken, including social distancing, mandatory mask use, and safe operation certificates in the tourism sector, their implementation continuity is crucial. This is because the coronavirus is still rampant worldwide. Additionally, a study conducted in Russia revealed that destination preferences would be directed towards countries such as Turkey, which have implemented these measures effectively.

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