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Turist Motivasyonlarının Satın Alma Niyeti ile İlişkisi: Almanya Üzerine Bir Karma Yöntem Araştırması

Relationship between Tourist Motivations and Purchase Intentions: A Mixed Method Research on Germany

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Abstract

In the highly competitive tourism sector, businesses selling similar products and services with similar content to the same markets must understand what factors influence consumers' buying intentions. One of the most important factors affecting consumers' purchase intentions is their motivation. Therefore, tourism supply stakeholders need to understand what motivates consumers to attract them during the purchasing process. This study aims to reveal the relationship between the motivations of individuals living in Germany to participate in tourism and their purchasing purposes. The study is based on survey results from individuals living in Berlin. Quantitative data was collected and evaluated using a package program, and hypotheses created for the research were tested with regression, ANOVA, and T-test. Qualitative data was evaluated using content analysis. The quantitative results showed a significant relationship between motivation to participate in tourism and purchasing intention. The qualitative findings identified factors that increase and decrease motivation to participate in tourism in Germany. Factors that increased motivation were grouped under nine different themes in two dimensions, with the desire to see new places identified as the most important factor. Factors that decreased motivation were grouped under five different themes in two dimensions, with the coronavirus identified as the most important factor.

Keywords: *Motivation, Purchase Intention, Tourism*

Özet

Son derece rekabetçi bir yapıya sahip olan turizm sektöründe, aynı pazarlara benzer ürün ve hizmetleri benzer içerikte satan işletmeler, tüketicilerin satın alma niyetlerini hangi faktörlerin etkilediğini anlamak zorundadır. Tüketicilerin satın alma niyetlerini etkileyen en önemli faktörlerden birinin motivasyon olduğu açıktır. Bu nedenle, turizm arzı paydaşlarının satın alma sürecinde tüketicileri cezbetmek için neyin motive ettiğini anlamaları gerekmektedir. Bu çalışma, Almanya'da yaşayan bireylerin turizme katılıma motivasyonları ile satın alma niyetleri arasındaki ilişkiyi ortaya koymayı amaçlamaktadır. Çalışma, Berlin'de yaşayan bireylerden alınan anket sonuçlarına dayanmaktadır. Nicel veriler paket program kullanılarak toplanıp değerlendirilmiş ve araştırma için oluşturulan hipotezler regresyon, ANOVA ve t-testi analizleri ile test edilmiştir. Nitel veriler içerik analizi kullanılarak değerlendirilmiştir. Nicel sonuçlar, turizme katılma motivasyonu ile satın alma niyeti arasında anlamlı bir ilişki olduğunu göstermiştir.

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Nitel bulgular, Almanya'da turizme katılma motivasyonunu artıran ve azaltan faktörleri belirmiştir. Motivasyonu artıran faktörler iki boyutta dokuz farklı tema altında toplanmış ve en önemli faktör yeni yerler görme isteği olarak belirlenmiştir. Motivasyonu azaltan faktörler, koronavirüs en önemli faktör olarak belirlenirken, iki boyutta beş farklı tema altında toplanmıştır.

Anahtar Kelimeler: Motivasyon, Satın Alma Niyeti, Turizm

1. INTRODUCTION

Understanding the purchasing behavior of individuals who consume or may potentially consume tourism goods and services, as well as the factors that influence them, is crucial for businesses operating in the tourism industry. This is necessary to secure a place in the world tourism market and to provide direct or indirect services to the tourism industry. Furthermore, in today's highly competitive business environment, identifying the desires and expectations of potential customer groups in the markets they address is essential for businesses to survive. Therefore, businesses need to focus on customer-oriented approaches and not only meet the expectations of existing and potential consumers, but also exceed them.

As a result of technological developments and globalization, efforts to understand consumer expectations are becoming easier day by day. However, since the motivational factors that affect these expectations undergo frequent changes, understanding and interpreting these expectations becomes more difficult. Therefore, businesses must conduct more comprehensive and continuous field research to understand the motivational factors that affect consumers in the competitive environment. Additionally, determining to what extent consumers' motivational factors are influenced by psychological, demographic, and socio-cultural factors, and measuring the impact of motivational factors on purchase intentions in detail, is important to reach potential consumers in the market and to maintain continuity in individuals who consume.

Businesses producing goods and services in the tourism sector are working to influence consumers' purchase intentions by revealing their unique and superior aspects from each other. They aim to learn how much the motivational factors that affect and create consumers' intentions are. In this direction, businesses expect to identify the factors that influence their customers' purchasing intentions by getting to know them better. They aim to not be affected by the product diversity resulting from the changes and competition in the market, and to be able to consider larger investments. Developing effective marketing techniques that understand consumers' motivational factors and target potential consumer markets is also part of this goal.

As a result of the literature review conducted on the subject, many studies have been found both nationally and internationally to understand tourists' motivational factors (Dunn Ross and Iso-Ahola, 2006; Fodnes, 1994; Loker and Perdue, 1992; Sırakaya et al., 2003; Uysal and Martin, 1993; Alegre and Cladera, 2006) and to identify the factors that influence their purchase intentions (Çetinöz, 2015; Kılıç and Şenel, 2022; Çabuk et al., 2013; Yılmaz, 2018; Yanık, 2014). However, no studies were found that examine the motivational factors affecting the purchasing intentions of tourists who predominantly visit a certain destination and evaluate them based on their nationalities. This study aims to reveal the relationship between tourist motivations and purchase intentions of German tourists, who represent one of the highest numbers of tourists visiting our country. By doing so, we hope to help meet the expectations and goals of the sector. The conceptual framework provided above does not determine the extent of disadvantage or advantage in the relationship between motivation and purchase intention, nor the factors within this relationship. This is an important deficiency that this study can address, making it one of the first studies conducted domestically and internationally. Therefore, it could provide both an answer and a solution to this problem.

2. CONCEPTUAL FRAMEWORK
2.1. Motivation and Tourist Motivation

The concept of motivation can be defined as the need for individuals to do something and achieve their goals by moving towards them in accordance with their desires. There are different theories and models about the motivations that make up an individual's behavioral structure and are considered driving forces in this situation (Ünlu, 2013). Theories and models of motivation have a systematic structure that is classified with different perspectives in the literature. While there are different classes of theories and models, the foundation of all of them is to examine the facts and events that motivation depends on, and to clarify the concept of motivation (Harman, 2012).

Motivation theories aim to examine and explain the behavioral structures of individuals, as well as the underlying causes of motivation through scientific methods. They seek to shed light on how individuals' behavioral structures have direction and frequency. Motivation theories can be divided into two categories: "scope theories," which focus on the influence of internal factors, and " process theories," which focus on the influence of external factors (Koçel, 2015). In short, scope theories arise from individuals' internal needs. Process theories examine the behavior's entire process, from its emergence to its conclusion, and attempt to understand its underlying infrastructure (Tınaz, 2009).

It is known that the first study on travel-related motivations was conducted by Grinstein in 1955. Grinstein stated in his research that getting away from ordinary life is at the core of consumer motivations for travel (Rızaoğlu, 2012). Dann (1981) investigated consumers' motivations for purchasing tourism products from three different perspectives: fantasy, reaction to loneliness, and self-elevation. Meanwhile, Hartman suggested that the structure of tourist motivations can be divided into two groups (Balcı, 2017). The first group of motivations includes escape motivations, which encompass the desire to escape from daily life, loneliness, and to live in better places. The second group includes orientation motivations, which cover travel for a specific purpose, to improve social status, gain power, and earn respect. Cohen (1972) proposed that consumers' motivation for purchasing tourism products is based on two distinct motives with different characteristics. Motivation is categorized into two main groups: the "search for novelty" and the "avoidance of new things" motivations. According to Cohen's theory, the "search for novelty" motivation is driven by the desire to experience new and exciting things. Tourists who possess this motivation enjoy exploring new places, trying new activities, and immersing themselves in different cultures. In contrast, the "avoidance of new things" motivation is driven by the desire to avoid risks and maintain a sense of familiarity. Tourists with this motivation prefer to visit places they are familiar with, engage in activities they are familiar with, and avoid anything that may be deemed as risky or unfamiliar. Cohen's theory is still relevant to this day and can help tourism businesses understand their target audience better. By identifying which motivation group their customers belong to, businesses can tailor their products and services to meet their customers' needs and preferences (Rızaoğlu, 2012).

Most studies in the literature on consumers' motivation to purchase travel products aim to understand the "push" and "pull" factors. The theory of push and pull factors is widely accepted for understanding consumer behavior in the tourism industry (Çetinsöz and Artuger, 201). This theory was developed by Tolman in 1959 (Uysal et al., 2008). In subsequent studies, Crompton (1979) and Dann (1981) conducted research to clarify this theory. Based on their tests, they concluded that motivation is an internal and psychological process that drives consumers to purchase a tourism product. Attractiveness is composed of various factors.

When examining the literature, it becomes clear that many studies have been conducted to understand consumers' motivation to purchase tourism products and services. These studies have

found that while the motivation for purchasing tourism products can be influenced, it cannot be eliminated in any individual. Therefore, comprehending and interpreting people's motivations is crucial in determining their purchasing tendencies. Additionally, it is important to note that different individuals may have different motivations for purchasing tourism products and services. For example, some may be motivated by the desire for relaxation and stress relief, while others may be motivated by the opportunity to explore new cultures and experiences. Understanding these individual differences can help tourism companies tailor their marketing strategies to better meet the needs and desires of their target audience. Furthermore, it is not enough to simply understand consumers' motivations - companies must also be able to effectively communicate the value of their products and services to potential customers. This requires a deep understanding of the target audience's needs, preferences, and pain points. By taking the time to truly understand their customers, tourism companies can develop more effective marketing campaigns and ultimately drive more sales.

2.2. Purchase Intention

Consumer is a person who purchases goods and services to satisfy either their own needs or the needs of others (Kardeş et al., 2011 Intention refers to a preconceived idea of a desired outcome held by individuals. It can also be defined as the underlying situation that determines the will behind any behavior (Mutlu et al., 2011). The intention to purchase stage in consumer behavior is the point where a decision is made to purchase the product or service that has been evaluated and has the best potential to satisfy the needs. At this stage, individuals compare products and services to make a preference. Factors such as social, economic, and psychological influences shape an individual's purchase intention (Aytuğ, 1997).

During the purchasing process, the intention described becomes the consumer's behavior. Two factors underlie this transformation: the attitudes of others and unexpected situational factors (Kiracı, 2014). In short, this phenomenon can be explained as follows:

- When evaluating the attitudes of others, consumers may be influenced by environmental and social factors. They may then decide not to purchase, or they may be highly motivated to make a purchase request. This is because they desire social approval and a sense of belonging.
- On the other hand, unexpected situational factors can also affect individuals' purchase decisions. These factors include salary status, which may prevent the purchase, negative comments about the product or service, and competitors offering discounts.

Consumer purchasing behavior develops when individuals aim to exceed the minimum level of their physical and psychological situations. To ensure this behavior, the individual's social and environmental characteristics determine the needs and desires required. Below are the factors that affect consumers' purchasing behavior and intentions. These factors (Höck and Ringle, 2006) are:

- Personal factors are those that arise from the individual attitudes of consumers, and are divided into three dimensions: personal values, corporate context, and culture. Personal values represent the resources that individuals possess. Corporate context is defined as the institutions and organizations to which a person feels a sense of belonging. Culture includes everything that individuals do, desire, and are within the social structure they are in (Park et al., 2006).
- Environmental factors are influenced by the economy, technology, and public policy, and can affect consumers in various ways. The economic dimension looks at financial welfare and employment rates in the region where individuals live. The technology dimension refers to human-made inventions and devices used by individuals to sustain, facilitate, and

improve their lives and activities. Lastly, public policy covers government laws and regulations that control individuals' behavior (Höck and Ringle, 2006).

- Social factors refer to the influences of other individuals and groups around consumers. They can be divided into two dimensions: roles and statuses. Roles involve controlling a person's behavior according to the position they hold. Status involves the decisions taken due to the status that controls, encourages, and prevents individuals' behavior (Güçer, 2010).

In the tourism sector, purchase intention refers to the possibility of a consumer who wants to buy a tourist product or service and convert it into an activity. This definition, created to give meaning to a structure that affects tourists' behavior, is crucial in understanding tourist behavior regarding the intention to purchase tourist products (Fang and Lin, 2015).

When it comes to the tourism sector, understanding purchase intention is a complex process. This is because many stakeholders and transactions can have an impact on consumers' purchase intentions. To get a clear picture of what influences consumers' purchase intentions, it is essential to determine the factors that affect them. This understanding can help consumers to exhibit sustainable consumption behavior, which is crucial for the overall sustainability of the tourism industry. Without understanding the factors that influence purchase intention, businesses in the tourism sector cannot effectively target their marketing strategies. For example, if a hotel is targeting consumers who are environmentally conscious but fails to understand the factors that lead to sustainable consumption behavior, their marketing efforts may fall flat. Therefore, it is crucial for businesses in the tourism sector to invest in research that can help them understand the factors that influence consumers' purchase intentions. This can help them to tailor their marketing strategies to attract consumers who are likely to exhibit sustainable consumption behavior. In conclusion, understanding purchase intention in the tourism sector is essential for businesses to effectively target their marketing strategies and promote sustainable consumption behavior. It is essential to conduct research to determine the factors that affect consumers' purchase intentions to achieve this goal.

3. PURPOSE AND SIGNIFICANCE OF THE RESEARCH

The purpose of this study is to determine the positive and negative factors that affect the motivation of potential consumers living in Germany and to assess the impact of these motivational groups on purchase intention. Additionally, this study aims to identify any relationships between participants' demographic characteristics and their motivation.

When visiting or potentially visiting Turkey, consumers are influenced by the country's location, climate, cultural structure, and many historical landmarks. However, in addition to these attractive features, visitors and potential consumers are also influenced by their motivations and qualities. Understanding the effect of these factors on purchase intention will not only introduce consumers unfamiliar with Turkish values to the market but will also support efforts to encourage sustainable purchasing behavior among those who are already familiar with the country.

Prior research has examined consumer travel motivations and factors that affect purchase intention, both nationally and internationally. However, no study has explored motivation factors and ranked them by country to analyze the purchase intention of tourists visiting a specific destination. The problem with the conceptual framework presented above is the inability to determine the disadvantage or advantage of the relationship between motivation and purchase intention, as well as the dimension of the factors in this relationship. This research aims to address this gap in the literature.

4. METHODOLOGY
4.1. Research Design

For measuring tourism motivation in the study, a section consisting of 3 scales and 14 dimensions (Snepenger et al., 2006; Elegre et al., 2005; Fodness, 1994) was used, and for measuring purchase intention, a single-dimensional "Purchase Intention Scale" consisting of four items (Sproles and Kendall, 1986; Lichtenstein et al., 1990; Lam, 2007), which was shaped with expert opinions in Turkey (Aygün, 2018), was used. The statements in the first and second sections in the survey were prepared using a five-point Likert scale (1-strongly disagree; 2-disagree; 3-undecided; 4-agree; 5-strongly agree). A mixed research method was used in the study.

- Quantitative research part: The survey method was used as the data collection technique throughout the whole quantitative part of the study. This technique was determined as a written survey system. In order to ensure that the surveys were answered correctly, the target audience was given information about the subject matter. Valid surveys were conducted face-to-face and online. In the analysis and evaluation of quantitative data obtained from the surveys, frequency, mean, and percentage methods were used in line with the model. Regression, t-test, and ANOVA analyses were used to determine the relationship between the motivation scale and the purchase intention scale, and to reveal the difference in attitudes in these scales according to demographic characteristics. Statistical software was used for data analysis. The online survey was conducted using links obtained through the Aydın Adnan Menderes University Erasmus Office in Germany.

- Qualitative research part: The survey method was used as the data collection technique in the qualitative part of the study. Two open-ended questions were directed to the participants in the survey to understand the elements that motivate them to travel and the motivational factors that negatively affect their travel motivation. The content analysis method, which is a part of the qualitative analysis method, was used to analyze and evaluate the qualitative data obtained from the survey. The aim of the concurrent triangulation design used as the research method design was to collect and analyze both qualitative and quantitative data simultaneously. In the collection process, priority was given equally to both data types. The data obtained were generally analyzed separately, and the results were interpreted according to the combination of the results. The study aimed to strengthen, confirm, and examine the cross-validity of the research findings.

Adapting scales in survey research is critical to ensure that the intended measures are captured in the target population. In this study, scales were adapted to Turkish by an English lecturer at Adnan Menderes University Faculty of Tourism. While this approach is common, it may lead to certain aspects of the scales being overlooked due to the lack of input from other experts. The survey included ten demographic questions and two qualitative questions. Sworn translators accurately translated the survey questions into participants' native languages. Despite careful adaptation and translation, it is important to acknowledge the potential limitations of these methods. In future research, involving a team of experts may provide a more comprehensive and accurate survey instrument.

The research design utilized the 'Simultaneous Triangulation' method, which is one of the mixed research designs. The quantitative part of the study involved two different analyses: descriptive and correlational. In the qualitative part of the study, content analysis was performed to deepen the relationship between travel motivation and purchase intention in the relationship analysis of the quantitative part.

The quantitative research model aimed to determine the impact of tourism motivation on the purchase intention of local people in the country. The study also investigated whether there was a difference in the travel motivations of local people based on their demographic characteristics.
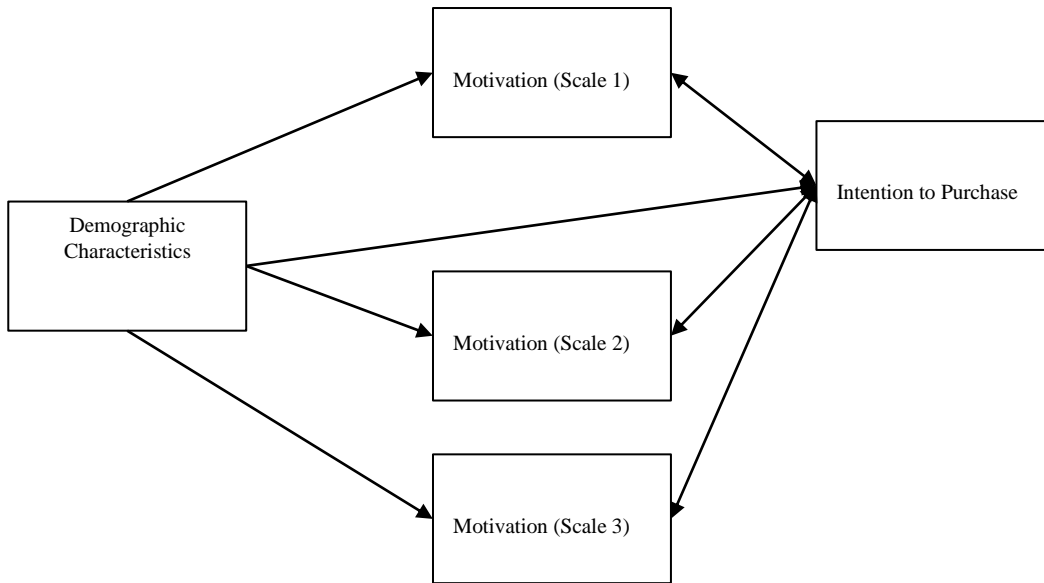
Figure 1. Conceptual Model of Quantitative Research

As the content analysis in this study is structured inductively, the focus is on the origin of the examined event. Therefore, the underlying concepts of the data were coded, and the relationships and frequency between them were determined. The application model for the open-ended questions included in the survey used in this study is shown below.

Figure 2. Conceptual Model of Qualitative Research

The following hypotheses aim to reveal the relationship between the motivation of local residents living in Germany to participate in tourism and their purchase intentions. Additionally, the hypotheses aim to differentiate motivation and purchase intentions according to demographic characteristics.

- H1: There is a positive relationship between participants' motivation to participate in tourism and their purchase intention.
- H1a: There is a difference in participants' motivation to participate in tourism according to their gender.
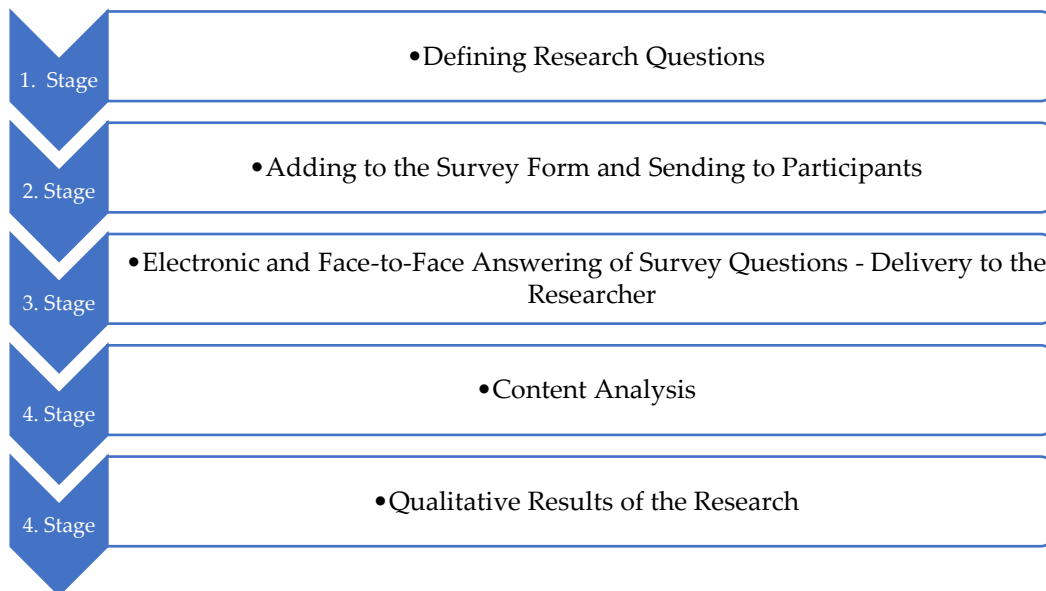- H1b: There is a difference in participants' purchase intentions according to their gender.
- H1c: There is a difference in participants' motivation to participate in tourism according to their marital status.
- H1d: There is a difference in participants' purchase intentions according to their marital status.
- H1e: There is a difference in participants' motivation to participate in tourism according to their education level.
- H1g: There is a difference in participants' purchase intentions according to their education level.
- H1h: There is a difference in participants' motivation to participate in tourism according to their age.
- H1i: There is a difference in participants' purchase intentions according to their age.
- H1j: There is a difference in participants' motivation to participate in tourism according to their generational status.
- H1k: There is a difference in participants' purchase intentions according to their generational status.
- H1n: There is a difference in participants' motivation to participate in tourism according to their occupational groups.
- H1o: There is a difference in participants' purchase intentions according to their occupational groups.
- H1p: There is a difference in participants' motivation to participate in tourism according to their religious groups.
- H1r: There is a difference in participants' purchase intentions according to their religious groups.
- H1s: There is a difference in participants' motivation to participate in tourism according to whether they have visited Turkey or not.
- H1t: There is a difference in participants' purchase intentions based on whether they will visit Turkey or not.
- H1u: There are differences in the primary information sources of participants' travel preferences in the motivation of participants to participate in tourism.
- H1v: There are differences in the primary information sources of participants' travel preferences in the purchase intentions of participants.
- H1y: There are differences in the motivation of participants to participate in tourism based on their income status.
- H1z: There are differences in the purchase intentions of participants based on their income status.

Regression and demographic information, t-test and ANOVA analyses were used to examine the relationship between participants' motivation to participate in tourism and their purchase intentions, and to examine the differences in motivation and purchase intentions based on demographic information. These hypotheses were applied separately for each of the three motivation scales.

4.2. Sample Selection in Research

The survey technique was applied between 01.01.2020-20.04.2021 in order to reach individuals considering the current research requirements. A pilot study was conducted before the survey to control the necessary scales. The data of the first 40 surveys obtained from the survey that started on 01.01.2020 were subjected to content validity, structural validity, and reliability analyses based on the sample determined in the pilot study, and the survey was applied to the determined study sample according to the results.

The sampling method of the study was determined as convenience sampling, which is one of the non-random sampling methods. In the sampling process, the aim was to create a representative sample from suitable elements. A sample of 384 participants with a 95% confidence interval and a 5% margin of error was aimed to be reached. As a result of the study, 394 participants from Germany responded to the study.

Data from research conducted on the local population in Germany was analyzed using frequency distribution, regression, t-test, and ANOVA analyses. The third part of the questionnaire gathered demographic information consisting of 10 questions related to age, gender, education level, marital status, generation, occupation, religion, information sources for travel preferences, previous visits to Turkey, and income status according to the country they live in. The summary of the demographic information is as follows:

Table 1. Demographic Information

Questions	Answers	Frequency	%
Gender	Female	234	59,4
	Male	160	40,6
Marital Status	Single	254	64,5
	Married	135	34,3
	Divorced or Widowed	5	1,2
Highest Education Level	Primary school	7	1,8
	High school	179	45,4
	Bachelor	103	26,1
	Postgraduate	105	26,6
Age	Under 18	14	3,6
	18-24	124	31,5
	25-34	200	50,8
	35-44	36	61
	45-54	13	3,3
	55-64	7	1,8
	65+	0	0
Generation	Z	138	35
	Y	229	58,1
	X	23	5,8
	BABYBOOMER	4	1,0
	SILENT GENERATION	0	0

	Employee	163	41,4
	Executive	8	2
	Employer	13	3,3
	Public	9	2,3
	Teacher	31	7,9
Profession	Student	110	28,0
	Engineer	13	3,3
	Doctor	11	2,8
	Scientist	7	1,8
	Lawyer	3	0,8
	Unemployed	26	6,7
	Judaism	0	0
	Christianity	134	34
Religious Belief	Islam	158	40,1
	Atheism	72	18,3
	Other	30	7,6
Have you been to Turkey before?	Yes	277	70,3
	No	117	29,7
	Tour Operators-Agent	85	21,6
	Media	33	8,4
Basic Information Resources on Travel Preferences	Internet	236	59,9
	Recommendation	11	2,8
	Turkish Tourism Offices	27	6,9
	Other	2	0,5
	Very low	9	2,3
	Low	67	17
Income Level by Country of Residence	Middle	250	63,5
	High	61	15,5
	Very High	7	1,8

The survey had a higher proportion of female participants (59.4%) than male (40.6%). The majority of participants were young consumers in the 25-34 age group (50.8%). The education level is high, with the highest graduation rate for high school and postgraduate degrees. The participants mostly consisted of young and middle-aged consumers, and the participant rate is dominated by the young generation. The participants have a high rate of visiting Turkey before. The most used sources for making travel preferences were the internet, tour operators-agents, and media. Most of the participants had a medium level of income.

5. FINDINGS
5.1. Normal Distribution, Reliability, and Validity Analyses

The normal distribution status of the motivation scales and purchase intention scale data obtained from the research conducted in Germany has been examined. In the first motivation scale, it was observed that the mean (3.5697) and median (3.6154) are close to each other. Additionally, the skewness (-0.510) and kurtosis (0.249) were found to be within the desired range (+/-1.5), indicating that the skewness and kurtosis values are in the desired range and the responses obtained from the dataset are normally distributed. In the second motivation scale, it was observed that the mean (3.7942) and median (3.8500) are close to each other. Additionally, the skewness (-0.521) and kurtosis (-0.104) were found to be within the desired range (+/-1.5), indicating that the skewness and kurtosis values are in the desired range and the responses obtained from the dataset are normally distributed. In the third motivation scale, it was observed that the mean (3.6477) and median (3.7308) are close to each other. Additionally, the skewness (-0.418) and kurtosis (-0.031) were found to be within the desired range (+/-1.5), indicating that the skewness and kurtosis values are in the desired range and

the responses obtained from the dataset are normally distributed. In the purchase intention scale, it was observed that the mean (3.3460) and median (3.3333) are close to each other. Additionally, the skewness (-0.226) and kurtosis (-0.518) were found to be within the desired range (+/-1.5), indicating that the skewness and kurtosis values are in the desired range and the responses obtained from the dataset are normally distributed. In order to use parametric tests in the analyses, certain conditions need to be met, such as the data being normally distributed, the variances being homogenous, the sample being unbiased and independent from each other, and the sample size being larger than 10 (Ural and Kılıç, 2005). Therefore, since the normal distribution assumptions were met in this study, parametric tests were used in the statistical analyses to determine the relationships between the motivation scales, purchase intention scale, and demographic information of the participants.

Cronbach α coefficients were calculated for the motivation scales and purchase intention scale used in the research conducted in Germany. The results of the comprehensive study conducted on the motivation scales and purchase intention scale are presented in the tables below.

Table 2. Reliability Analysis of Germany's First Motivation Scale

Cronbach's Alpha	Scale Item Count
,796	13

Table 3: Reliability Analysis of the Second Motivation Scale in Germany

Cronbach's Alpha	Scale Item Count
,890	20

Table 4: Reliability Analysis of the Third Motivation Scale in Germany

Cronbach's Alpha	Scale Item Count
,908	26

Table 5: Reliability Analysis of the Germany Purchase Intention Scale

Cronbach's Alpha	Scale Item Count
,610	3

When the tables of reliability coefficients for each work were examined, the Cronbach α values for the motivation scales were calculated as 0.796, 0.890, and 0.908, respectively, indicating highly reliable and desirable results. The Cronbach α value for the purchase intention was calculated as 0.610, indicating a moderate level of reliability. The principal component analysis was performed using the Varimax (Rotation) method to make the data sets clearer and more meaningful and to utilize the factor structures in the best possible way. After applying the Varimax method, differences were observed in the original structure of the item distribution and dimensions of motivation and purchase scales. The primary reasons for these differences are assumed to be the language, culture, and emotional diversity of the sample. When examining the explained variance and eigenvalue coefficients of the scales, it is seen that the validity is at a good ratio. The newly formed dimensions and validity-reliability values that occurred in the tables below are provided.

Table 3. Validity Analysis of the First Motivation Scale in Germany

Items	Factor 1	Factor 2	Factor 3
I want to travel to get away from my normal surroundings.			,751
I want to travel to go beyond my daily life.			,876
I want to travel to overcome a bad mood.		,606	
I want to travel to avoid people who bother me.		,870	
I want to travel to get away from a stressful social environment.		,741	
I want to travel to avoid interaction with others and get away.		,808	
I want to travel to share my experiences with others.	688		
I want to travel to feel good about myself.			,612
I want to travel to experience new things on my own.	,586		
I want to travel to be with people who have similar interests.	,775		
I want to travel to get closer to my family.	,593		
I want to travel to get closer to my friends.	,681		
I want to travel to meet new people.	,750		
Cronbach Alpha Value		**0,796**	
Kaiser-Mayer-Olkin Sample Adequacy:		**0,783**	
Explained Variance of Total Variance:		**59,626**	

When examining the original structure of the first scale used in the research conducted in Germany, it is seen that it consists of 13 items. The result of Kaiser-Meyer-Olkin and Bartlett's Test, which was used to measure reactivity and check the suitability of the sample size, yielded a result of 0.783 for the motivation scale, and at the same time, the sig. value was significant (000) $p < 0.05$, indicating that the dataset was appropriate for the study.

Table 4. Validity Analysis of the Second Motivation Scale in Germany

Items	Factor 1	Factor 2	Factor 3	Factor 4
I like to talk about my vacation when I return home, it relaxes me.			,785	
When I return home, I tell everyone about my vacation.			,794	
I enjoy talking about the places I visited and things I saw during my vacation.			,801	
Experiencing different cultures and lifestyles is important to me.	,711			
During vacation, I participate in cultural activities that I cannot access at home.	,539			
I like to visit foreign cultures.	,816			
I enjoy seeing how other people live.	,758			
During vacation, I like to do what the locals do in the area.	,571			
Just curling up with a good book in the shade feels like a great vacation to me.		,658		
Just relaxing and unwinding is enough of a vacation for me.		,803		
A vacation means not having to do anything for me.		,741		
Slowing down and calming down is the most important thing for me during vacation.		732		
There should be no time constraints for anything during vacation.	,488			
During vacation, I want luxury, good food, and a comfortable place to stay.				,717

It is important for me to know if there are good restaurants and good food at the destination, I will visit for my vacation preference.			,726
I think the type of accommodation we will have during vacation is very important.			,814
Going to a trendy place during vacation is important to me.		,486	
I want to see something/some things that I don't normally see during vacation.	,665		
There are always places that I want to visit.	,717		
I like to travel, go somewhere, and do something.	,711		
Cronbach Alpha Value		**,892**	
Kaiser-Mayer-Olkin Sample Suitability:		**,877**	
Explains the Total Variance:		**63,551**	

When examining the original structure of the second scale used in the research conducted in Germany, it is seen that it consists of 20 items. The result of the Kaiser-Meyer-Olkin and Bartlett's test, which was used to measure reactivity and to control the suitability of the sample size, yielded a result of 0.877 for the motivation scale, and a sig. value of (000) $p<0.05$, indicating that the data set is suitable for the study.

Table 5. Validity Analysis of the Germany Third Motivation Scale

Items	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Cleanliness and hygiene are important in my choice of vacation spot.	,790					
Safety and security are important in my choice of vacation spot.	,730					
Scenery is important in my choice of vacation spot.	,607					
Beaches are important in my choice of vacation spot.	,500					
Climate is important in my choice of vacation spot.	,664					
Accommodation quality is important in my choice of vacation spot.	,793					
Being budget-friendly is important in my choice of vacation spot.					,593	
Peacefulness is important in my choice of vacation spot.						,450
Ease of access/transportation is important in my choice of vacation spot.					,518	
Being able to visit tourist attractions is important in my choice of vacation spot.					,663	
Being able to visit historical sites is important in my choice of vacation spot.*					,611	
The presence of interesting cities, towns, or villages is important in my choice of vacation spot.		,721				
Cultural activities are important in my choice of vacation spot.		,743				
Experiencing the local lifestyle is important in my choice of vacation spot.		,628				

Items	F1	F2	F3	F4	F5	F6
Experiencing the local cuisine is important in my choice of vacation spot.		,677				
Having prior knowledge about the destination is important in my choice of vacation spot.	,587					
The desire to meet other vacationers is important in my choice of vacation spot.			,661			
Nightlife is important in my choice of vacation spot.			,831			
The presence of friends is important in my choice of vacation spot.			,620			
The presence of relatives is important in my choice of vacation spot.*				,658		
Easy access to information and/or easy planning is important in my choice of vacation spot.	,491					
The presence of tourist attractions and activities for children is important in my choice of vacation spot.				,870		
The presence of tourist attractions and activities for seniors is important in my choice of vacation spot.*				,864		
The presence of tourist attractions is important in my choice of vacation spot.					,481	
Being close to nature is important in my choice of vacation spot.						,732
The availability of sports and sports-related activities is important in my choice of vacation spot.						,550
Cronbach Alpha Value			,908			
Kaiser-Mayer-Olkin Sample Adequacy:			,887			
Explained Variance:			61,846			

When examining the original structure of the third scale used in the research conducted in Germany, it is seen that it consists of 26 items. The result of the Kaiser-Meyer-Olkin and Bartlett's Tests, which were used to measure reactivity and check the suitability of the sample size, was 0.887 for the motivation scale. At the same time, the sig. value was significant (000) $p < 0.05$, indicating that the data set was suitable for the study.

Table 6. Validity Analysis of the German Purchasing Intention Scale

Items	Factor 1
If I find a destination I like, I don't leave it.	,640
I have some favorite travel destinations that I buy repeatedly.	,858
I take vacations in the same destination every time.	,736
Cronbach Alpha Value	0,610
Kaiser-Mayer-Olkin Sample Adequacy:	0,54
Explaining the Total Variance:	56,217

When examining the measurement structure of the purchasing intention used in the study conducted in Germany, it is seen that it consists of 4 items. However, one item that caused a significant drop in values was removed from the study. The Kaiser-Meyer-Olkin and Bartlett's Tests, which were used to measure reactivity and check the suitability of the sample size, resulted in 0.540

for the purchasing intention scale, and the sig. value was also significant (000) p<0.05, indicating that the data set was suitable for the study.

5.2. Quantitative Research Analysis Results

In this section of the research, it was attempted to determine whether there is a relationship between motivation scales and purchase intention scale and whether motivation scales and purchase intention scale differ according to the demographic characteristics of the participants. Regression, t-test and ANOVA analyses were used to determine this. The status of the relationship between motivation scales and purchase intention scale was evaluated by looking at the P value (if P> 0.05, there is no significant relationship, if P<0.05, there is a significant relationship) and Beta value (% values) in the regression analysis.

Independent sample t-test and ANOVA were tested with a 95% confidence interval to determine whether the answers given by the participants to the motivation scales and purchase intention scale differ according to their demographic characteristics. The results were evaluated by looking at the 2-Tailed (two-tailed) P value with a 5% error rate. (If 2-Tailed P>0.05, there is no significant relationship, if 2-Tailed P<0.05, there is a significant relationship).

The results obtained from the analyses provide us with the following table. These results are discussed in the evaluation section.

Table 7. Germany Hypotheses Control Table

Hypothesis	Scale	Homogeneity	Significant difference	Applied Test	Conclusion
There is a positive relationship between participants' motivation to participate in tourism and their purchase intention.	1		There is	Regression	,466 Relation (R²= ,217)
	2		There is	Regression	,564 Relation (R²= ,319)
	3		There is	Regression	,626 Relation (R²= ,392)
There are differences in participants' motivation to participate in tourism based on their gender.	1	No	There is not	T-Test	No Differences
	2	No	There is	T-Test	There is a Difference
	3	No	There is not	T-Test	No Differences
There are differences in participants' purchase intentions based on their gender.		No	There is not	T-Test	No Differences
There are differences in participants' motivation to participate in tourism based on their marital status.	1	No	There is not	ANOVA	No Differences
	2	No	There is	ANOVA – Dunnet C	No Differences
	3	Yes	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' purchase intentions based on their marital status.		Yes	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' motivation to participate in tourism based on their educational level.	1	Yes	There is	ANOVA – TUKEY	There is a Difference
	2	Yes	There is	ANOVA – TUKEY	There is a Difference
	3	Yes	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' purchase intentions based on their educational level.		Yes	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' motivation to participate in tourism based on their age.					
	1	No	There is	ANOVA – Dunnet C	No Differences
	2	Yes	There is	ANOVA – TUKEY	There is a Difference
	3	Yes	There is	ANOVA – TUKEY	There is a Difference

There are differences in participants' purchase intentions based on their age.		Yes	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' motivation to participate in tourism based on their generation.	1	No	There is	ANOVA – Dunnet C	No Differences
	2	Yes	There is	ANOVA – TUKEY	There is a Difference
	3	Yes	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' purchase intentions based on their generation.		Var	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' motivation to participate in tourism based on their occupation.	1	No	There is not	ANOVA	No Differences
	2	No	There is not	ANOVA	No Differences
	3	Yes	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' purchase intentions based on their occupation.		Var	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' motivation to participate in tourism based on their religious group.	1	No	There is not	ANOVA	No Differences
	2	Yes	There is	ANOVA – TUKEY	There is a Difference
	3	Yes	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' purchase intentions based on their religious group.		No	There is	ANOVA – Dunnet C	There is a Difference
There are differences in participants' motivation to participate in tourism based on whether they have visited Turkey or not.	1	Yes	There is	T-Test	There is a Difference
	2	Yes	There is	T-Test	There is a Difference
	3	Yes	There is	T-Test	There is a Difference
There are differences in participants' purchase intentions based on whether they have visited Turkey or not.		Yes	There is	T-Test	There is a Difference
There are differences in participants' motivation to participate in tourism based on their main source of travel information.	1	Yes	There is	ANOVA – TUKEY	There is a Difference
	2	Yes	There is	ANOVA – TUKEY	There is a Difference
	3	Yes	There is	ANOVA – TUKEY	There is a Difference
There are differences in participants' purchase intentions based on their main source of travel information.					

		No	There is	ANOVA – Dunnet C	There is a Difference
There are differences in participants' motivation to participate in tourism based on their income.					
	1	No	There is not	ANOVA	No Differences
	2	No	There is	ANOVA – Dunnet C	There is a Difference
	3	No	There is not	ANOVA	No Differences
There are differences in participants' purchase intentions based on their income.					
		No	There is	ANOVA – Dunnet C	There is a Difference

Based on the analysis of data obtained from the scales applied to measure the motivation and purchasing intention of the local population living in Germany towards tourism, the average motivation rates of the population were determined as 3.5697, 3.7942, 3.6477, and the purchasing intention was determined as 3.3460. When these results are evaluated, it can be seen that Germans have an above-average motivation and purchasing intention towards tourism. After the frequency analysis, when the motivation and purchasing intention items with the highest item load were examined:

- It is seen that the highest motivating factors are the participants' desire to feel good about themselves, their desire to go beyond their daily lives, their love of traveling, going somewhere, and doing something, the existence of places they always wanted to visit, the safety and security elements of the destination, and finally, the cleanliness and hygiene factors of the destination.
- The most determinant factor of the participants' purchasing intention is determined as "not leaving the destinations they like".

5.3. Qualitative Research Analysis Results

In this section, which includes the findings of the qualitative research, the elements obtained through the survey are listed under relevant themes while preparing the findings report. After the themes and the elements under the themes were organized as a draft, they were re-evaluated by 4 academics, 1 doctoral student, and 1 master's student who are experts in their field. As a result of these evaluations, the tables have taken their final form. In this section of the research, themes and codes under the themes are presented for each question.

In this section of the research, the motivating and demotivating dimensions and themes obtained from the answers given for both questions asked in the surveys conducted in Germany are given in the tables below. The frequency repetitions obtained are also included in these tables.

The first question asked in the surveys was "What are the factors that motivate you to travel? (Excluding questions asked outside of the quantitative scale)". The content analysis table made with the answers obtained because of the first question is as follows.

Table 8. Qualitative Analysis of Germany's First Question

Dimensions	Themes	Motivation Factors	Frequency
	Psychological Needs	Desire to create memories	6
		Desire for adventure	3
		Curiosity	5
		Homesickness	3
		Feeling of freedom	7
		Desire for renewal	3
		Need for fun	3
		Happiness/joy	6
		Cleansing	1
	Physical Needs	Desire for rest	31
		Desire for relaxation	2
		Desire for calm/peace	5
		Climate/weather conditions	3
		Desire for a tan	1
		Health	1
	Quest for Novelty	Desire to explore	14
		Desire to see new places	26
		Desire to learn about new cultures	21
		Desire to meet new people	6
		Desire to try different cuisines	8
Factors of Push		Desire to make new friends	2
		Desire for change	7
		Desire to learn about other religions	2
		Desire to discover new atmospheres/environments	2
	Escape	Desire to escape daily life	12
		Desire to escape personal problems	1
		Desire to avoid work (Escape from work)	4
		Desire to get away from where I am	4
		Desire to escape from stress	3
		Desire to leave quarantine	1
	Personal Environmental Satisfaction	Desire to spend time with family	17
		Desire to spend time with friends	4
		Desire to spend time with spouse	8
		Desire to visit relatives	3
	Personal Development	Desire for new experiences	20
		Desire to learn a foreign language	7
		Desire for self-improvement	4
		Desire to acquire new knowledge	2
		Desire to broaden my perspective	7
		Desire to share my experiences	2
		Desire to know myself better	3
Factors of Pull	Special Interests	Sex	1
		Drugs	2
		Romance	1
		Ballet	1

		Painting	1
		Sports competitions	2
		Walking	1
		Taking photos	3
		Listening to music	1
		Dancing	2
		Visiting mountains	2
		Island vacation	1
		Bicycle tours	1
		Traveling with a caravan	1
		Graffiti	1
		Interest in history	1
		Participating in artistic activities	3
		Being alone with nature	4
		Coloring	2
		Traveling by train	2
		Traveling by car	2
		Traveling by airplane	2
	Classical Tourism Expectations	Sea	12
		Sun	10
		Beach	2
		Low price	5
	Other	Desire to visit Turkey	1
		Buying souvenirs	1

Themes are mainly categorized into two dimensions. Themes under these dimensions are defined as (1) Push Factors (Psychological Needs, Physical Needs, Novelty Seeking, Escape, Personal Environment Satisfaction, Personal Development) and (2) Pull Factors (Special Interest, Classic Tourism Expectations, Other). In line with the analysis results obtained from qualitative data, frequency distributions were also added to the table to better understand which factors are more intense in the motivation status.

The second question asked in the surveys is "What are the factors that negatively affect your travel motivation? (Excluding questions asked outside the quantitative scale)". The content analysis table created with the answers received from the second question is as follows.

Table 9. Qualitative Analysis of Germany's Second Question

Dimensions	Themes	Factors That Negatively Affect Motivation	Frequency
Internal Factors	Financial Issues	High prices	22
		Lack of sufficient budget	27
		Expenses	14
		Exchange rate	1
	Personal Problems	Lack of time	19
		Loneliness	6
		Stress	7
		Lack of foreign language skills	4
		Fear of flying	5
		Children	8
		Family	2
		Longing to return home	2
		Pregnancy	1

		Indecision	1
		Bad experiences	1
		Alcohol consumption	1
		Fear of poisonous animals	1
		Bad luck	1
		Friends	1
External Factors	Destination Issues	Political climate	13
		Insecurity	13
		War	3
		Restrictions (pandemic)	1
		Fascism	1
		Police officers	2
		Crisis	1
		Terrorism	1
		Crime rates	2
		Tourist congestion	3
		Crowds	3
		Unavailability of desired accommodation	1
		Noise	3
		Unknown element of people	6
		Possibility of violence	2
		Tourist traps	1
		Bad reputation	1
		Local behaviors	1
		Non-compliance with Islamic rules	1
		Bad weather conditions	9
		Natural disasters	2
		Environmental pollution	1
		Air pollution	1
	Health Problems	Coronavirus	41
		Hygiene	9
		Probability of getting sick	10
		Allergies	1
	Organizational Issues	Transportation problems	10
		Bad food	2
		Lack of pet care	3
		Flight duration	2
		Poor internet connection	2
		Delays	3
		Long journeys	5
		Bad staff	1
		Poor planning	1
		Staff exploitation in hotels	1

After analyzing the responses given to the second question, the themes were mainly divided into two dimensions. The themes under these dimensions are as follows: (1) Internal Factors (Financial Problems, Personal Problems) and (2) External Factors (Destination Problems, Health Problems, Organizational Problems). The frequency of each theme was also added to the table (3.269) to better understand sin which factors the motivation levels were more intense, based on the results obtained from qualitative data analysis.

RESULTS AND IMPLICATIONS

This research aimed to explore the relationship between motivation to participate in tourism and purchase intention. Based on quantitative research results, we found a positive and strong relationship between individuals' motivation to participate in tourism and purchase intention in Germany. This relationship was determined separately by each of the three motivation scales. Therefore, it can be concluded that in Germany, as potential consumers' motivation levels increase, their purchase intention levels also increase significantly.

One of the important information obtained from the analysis conducted in the study is the item-mean averages for motivation and purchase intention of potential consumers. The fact that the scores are proportional to each other indicates that these two are in a positive linear relationship with each other, as seen in the correlation analysis. It is observed that this result has the same structure as the studies previously conducted in different destinations (Gündoğan, 2022, Yılmaz, 2018, Chang et al, 2014) When the motivations of the participants are evaluated in general according to the data obtained from Germany, each of them has a motivation structure above the average. When the item-mean averages are examined;

- Among the highest values as a motivation factor in Germany are individuals' desire to feel good, their desire to go one step beyond their daily lives, their love for traveling, going somewhere, and doing something, the existence of places they always want to visit, safety and security elements of the destination they visit, and finally, the cleanliness and hygiene elements of the destination. It is known that one of the activities that individuals do to feel better in their free time against the pressures of daily life is to go on vacation (Yurcu et al., 2018). However, it is understood that not only the absence of bad situations in their current locations, but also the existence of good places in other regions and the mere desire of German individuals to travel can create a tourism movement. In addition, meeting basic physical needs such as safety, cleanliness, and hygiene constitutes the basis of a desire for a vacation. Some of these motivation factors are the most important for supply stakeholders in tourism and have legal and social obligations for sales. For example, in accommodation establishments and the transportation sector, the priority is to provide safety for individuals traveling depending on legal and social values, and then to create hygiene and cleanliness elements.

It has been seen in the study findings that there are motivation factors that overlap with the motivation factors in the scales as well as new and different motivation factors. These factors were examined by analyzing the frequency distributions in the qualitative research findings section. Moreover, global and regional problems that occur periodically also affect motivation. Therefore, it is an important issue how much the frequency distributions settle in themes and dimensions by examining the obtained data.

If we examine the distributions of factors that positively affect motivation; after the analysis of the data obtained in Germany, the themes collected under the driving factors dimension are the desire for innovation (88), personal development (45), physical needs (43), psychological needs (37), personal environment satisfaction (32), and escape (25) in order of their frequency. As seen, the theme with the highest frequency load is the desire for innovation. Also, the desire to see new places under this theme is the motivation factor with the highest frequency load. The themes collected under the attractive factors dimension have frequency loads in order of special interest (37), classic tourism expectations (29), and other (2). As seen, the theme with the highest frequency load is the special interest theme. However, the motivation factors with the highest frequency load are sea motivation (12) and sun motivation (10) under the classic tourism expectation theme. When the dimensions are evaluated according to the frequency distributions, driving factors have a higher

structure than attractive factors with 270 frequency loads compared to 68 frequency loads. Driving factors are 3.97 times more than attractive forces.

When evaluating the data obtained from scales applied to participants living in Germany, some suggestions can be made to improve and deepen tourism marketing and retention practices for potential tourists from the region. These suggestions are:

- An organization targeting the potential tourism market in Germany should prioritize meeting the desire and needs of individuals to feel good. This can be achieved by preventing possible bad situations, quickly and completely meeting individuals' desires, and providing post-sale support services. It will be beneficial for tourism supply stakeholders to organize campaigns and promotions on these issues and fulfill all promised tourist elements during the stay in Germany.
- Organizations targeting the potential tourism market in Germany should also focus on meeting individuals' need to get away from daily life. Tourism stakeholders can prepare services by considering the difficulties that each individual experiences in daily life. This can be achieved by creating demand and request surveys to determine the difficulties that individuals experience in daily life and what they miss in their daily lives.
- German individuals have a desire to travel, go somewhere, and participate in tourist activities, making it easy for tourism stakeholders to find a place and survive in this market. The existence of tourism demand is the starting point for a sale to take place.
- Safety and security measures, as well as hygiene and cleanliness elements, are also important for tourism stakeholders targeting the German market. It is necessary to promote the safety and security elements of the tourism product and service that will be offered for sale. It will be beneficial for tourism stakeholders to prove this with internationally recognized certifications such as ISO, HACCP, Blue Flag, etc. Also, making these types of certifications mandatory for all tourism stakeholders by the government is another beneficial way to show and promote the country's cleanliness and hygiene practices.
- Participants identified that "they will not leave the destination they like" as the highest purchase intention factor. Therefore, organizations targeting the German market should focus on retention strategies as well as marketing strategies to retain existing customers rather than reaching new ones.

When evaluating the data obtained from open-ended questions asked in a survey of participants living in Germany, several recommendations can be made to improve and enhance tourism marketing and promotion practices applied by tourism stakeholders to potential tourists from or already in these regions. These recommendations are as follows:

- Analysis results indicate that the most important driving factor that positively motivates individuals living in Germany to purchase tourist products and services is the search for innovation. Therefore, it is crucial for tourism stakeholders to create and promote products and services that can meet the innovation search of individuals living in Germany.
- It is determined that the most important attractive factor that positively motivates individuals living in Germany to purchase tourist products and services is their special interests. Therefore, it is crucial for tourism stakeholders to create and promote products and services that can cater to the special interests of individuals living in Germany.

When analyzing the results, it is observed that the values and elements support each other both in qualitative and quantitative evaluation, but some unique and different results are present in the qualitative results. The most significant of these results, coronavirus, provides important recommendations that tourism stakeholders can benefit from. As seen in the research results, the factor that negatively affects the motivation factors of potential consumers in Germany at the highest

level is coronavirus. The tourism industry is one of the sectors most affected by global crises. The coronavirus, which started in the People's Republic of China in December 2019, has become a pandemic worldwide. The tourism industry, where social distancing is one of the important protection methods due to the transmission rate, shape, and difficulty of protecting against coronavirus, has been affected much more by this situation (Özçoban, 2020). Therefore, it has negatively affected the motivation of individuals who have the potential to participate in tourism in the German market. In the face of this situation, tourism stakeholders have seen that the health measures taken are in a very inadequate situation. Until today, tourism stakeholders, tourism businesses, and governments around the world have taken many precautions. Among these measures, social distancing measures, mandatory mask use, safe operation certificates in the tourism industry, etc. appear as mandatory and legally sanctioned rules. However, as important as the implementation of these measures, the continuity of the implementation is also crucial. Because coronavirus continues to have an impact today.

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