

# THE EFFECT OF PUSH AND PULL MOTIVATION ON CITY MARKETING: RESEARCH ON ISTANBUL CITY<sup>1</sup>

Şehir Pazarlamasında İtme ve Çekme Motivasyonunun Etkisi: İstanbul Şehri Üzerine Araştırma

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## ABSTRACT

The push and pull motivations of the people towards the city determine the competitive advantage of a city. Push motivation depends on the city's innovation, ego development, and relaxation. On the other hand, pull motivation depends on the attractiveness of the city in terms of environment, safety, culture, history and tourism. In this context, cities should benefit from marketing practices and increase the attractiveness of the city. Cities need to attract new people to visit, trade and live. The study examines the effect of push and pull motivation on city marketing. 385 data were collected online from the participants about the city of Istanbul between October-December 2019. Factor, reliability, correlation and regression analyzes were performed using the SPSS 23.0 package program. As a result, it is concluded that push and pull motivation has an effect on city marketing.

**Keywords:** City Marketing, Push Motivation, Pull Motivation

## ÖZET

Bir şehrin -diğer şehirlere göre- rekabet avantajı elde etmesini, şehrin insanlar üzerinde oluşturduğu itme ve çekme motivasyonları belirlemektedir. İtme motivasyonu bireyin şehirde yenilik araması, egosunu geliştirmesi ve orayı dinlendirici bulmasına bağlıdır. Çekme motivasyonu ise şehrin çevre/güvenlik, kültür/tarih ve turizm açısından çekici olmasına bağlıdır. Bu bağlamda, şehirlerin pazarlama uygulamalarından yararlanması, şehrin çekiciliğini artırması ve şehre ziyaret, ticaret ve yaşama amacıyla yeni insanları çekmesi gerekmekte olup çalışmada itme ve çekme motivasyonunun şehir pazarlamasına etkisi incelenmektedir. 2019 Ekim-Aralık tarihleri arasında İstanbul şehri özelinde katılımcılardan online olarak 385 veri toplanmıştır. SPSS 23.0 paket programı kullanılarak faktör, güvenilirlik, korelasyon ve regresyon analizleri gerçekleştirilmiştir. Sonuç olarak itme ve çekme motivasyonunun şehir pazarlamasına etkisinin olduğu sonucuna ulaşılmıştır.

**Anahtar Kelimeler:** Şehir Pazarlaması, İtme Motivasyonu, Çekme Motivasyonu

## 1. INTRODUCTION

New meanings are given to cities due to globalization, population growth and economic developments. City marketing studies, which were applied for the first time in 1977 to attract investors to New York, have been successful. Subsequently, similar studies were applied for the cities of Barcelona, Paris, Sao Paulo and Sydney. In addition, the IAMsterdam brand was created for the city of Amsterdam in 2005. This application, which was successful, was also applied by other cities. In this context, cities need to attract people to visit, trade and live there. And so, the effect of push and pull motivation on city marketing was examined in the study.

<sup>1</sup> The article is expanded from the summary paper presented at the 10. International Congress on Current Debates in Social Sciences on 3-5 December 2019

## 2. CITY MARKETING

The attractiveness of a city provides a competitive advantage. Therefore, cities should benefit from marketing practices in order to increase their attractiveness. City marketing aims to attract new people to visit, trade and live in the city (Asnawi, 2018). It is also aimed to increase the image of cities by carrying out an effective promotion, management and communication activity in the context of city marketing (Noni et al., 2014). Investors are aimed at attracting talented, successful and wealthy individuals to the city and to make them live there, thereby increasing the city's reputation (Zenker, 2009).

The positioning of cities affects people's choice of the city for visiting, trading and living. The fact that Amsterdam uses the theme of freedom, Paris theme of love. By offering experience in this aspect, an advantage is created for cities. Which were considered as a management, geography and planning issue in the past, cities have become a marketing subject that is analyzed and is tried to be created its unique profile with public-private cooperation. (Asnawi, 2018).

City marketing is needed by both managers and city dwellers. In terms of economic development, it is needed for the employment of city residents, increasing social welfare, attracting new investments to the city, ensuring sustainable growth of enterprises, developing their competitive structure, supporting other sectors such as agriculture and industry with economic activity in the city, and protecting historical and cultural assets in terms of tourism. (Martinez et al.2014). In this context, cities need to be evaluated first, and there are certain factors for this evaluation (Zenker et al., 2008);

- ✓ Diversity of the city: Many different cultures living together and being tolerant in the city; theater, show, etc. offering cultural activities; making traditional and modern presentations with shopping opportunities,
- ✓ Relaxing nature: Having peaceful and safe open areas as well as parks and gardens and organizing activities in these areas,
- ✓ Business potential in the city: The growth of the general economic situation of the city with the transformation of a certain part of the city into an economic center, the formation of industrial zones, the increase in commercial activities,
- ✓ Economical suitability: The marketing of the city is facilitated by the favorable general price levels in the city, the low cost of living, and the availability of suitable houses that can be purchased and rented.

## 3. PUSH AND PULL MOTIVATIONS

### 3.1. Push Motivation

Novelty and experiences are evaluated in the context of consumers' expressing their lifestyles, values and beliefs. Depending on the level of welfare, modern consumers tend to seek novelty in order to achieve maximum satisfaction. In this context, cities have become alternative destinations for consumers with the opportunities they offer. Cities aim to provide meaningful and unforgettable sensory experiences to consumers with nature, weather, restaurants, museums, etc. Thus, consumers are motivated to reach these opportunities (Hanna vd., 2018).

Today, consumers strive for their emotional needs as well as meeting their physical needs. In this context, especially with technological developments, individuals have gained the opportunity of rapid transportation and communication. Consumers, who are present in the virtual world in addition to the real world, create profiles on social network sites and follow, share, like and comment in order to achieve the upper goals of the hierarchy of needs. Cities (especially the touristic places of cities) also become destinations in order to satisfy these needs. For individuals, being there and sharing photos from there creates push motivation.

Cities need to focus on resting, a physical and psychological need, to activate consumer motivation. Because consumers tend to move from the daily routines and the tiring of the city to the relaxing cities (and the relaxing areas of the cities). In the context of city marketing, this situation ensures that the city is preferred not only for visiting purposes but also for trade and living there (Hanna et al., 2018). The fact that cities have a relaxing aspect is also seen as an advantage for the economy of the city.

### 3.2. Pull Motivation

The most attractive features of cities are the environment, security, cultural and historical structure, and tourism features. The culture and history that express the city's identity are tangible and intangible structural features with physical indicators that take a long time to change and transform. Culture refers to the conditions of language, religion, tradition, etc. that express the internal characteristics of the society and it has a semantic aspect for societies. The culture shared by the majority of the population is also stated as the DNA of the city. The history is based on the works left by the residents of the city in the past (Rezvanpour & Bayat, 2017). Many civilizations that lived in the past have turned cities into destinations with their artifacts. For example, Istanbul hosts the works of Ancient Greek, Roman, Byzantine, Latin and Ottoman Empires with its history dating back 8,500 years, and this historical aspect is important in city marketing (ktb.gov.tr).

Tourism is of great importance for cities, and academic studies indicate the necessity of improving the image of the city and giving importance to marketing strategies in order to increase tourism revenues. Therefore, holistic and systematic approaches should be adopted; host cultural events, sports organizations, exhibitions, fairs and shows; tourists should be attracted to cities (Avraham, 2016). In addition, famous restaurants increase the tourism income of the cities. Especially in recent years, the increase in the popularity of Turkish cuisine in the world and the presence of restaurant owners among social media phenomena attracts tourists (Okumuş & Çetin, 2018).

Istanbul is of great importance in terms of tourism and hosted 14.9 million foreign tourist in 2019. 7.45% of these foreign visitors are German, 6.19% are Iranian, 4.84% are Russian, 4.54% are Iraqi, 3.41% are French, 3.28% are British, 3.08% is from the USA. They have contribute to the economy with accommodation, food-beverage and shopping activities in Istanbul, especially in Fatih, Şişli and Beyoğlu districts (ktb.gov.tr).

The environment and safety of cities affects both the image of the city and its economy. Situations such as severe regime changes, terrorist attacks, domestic political tensions, etc. reduce the attraction to the city. Middle Eastern cities, which were important tourism cities in the past, are working to gain their old image today. The efforts to change the negative images of cities such as Cairo and Alexandria set an example in this context (Avraham, 2016).

Another important issue in city marketing is environmental management, which ensures the development and sustainable growth of cities (Hanna et al., 2018). Therefore, the environmental policy decisions of the administrators do not only concern the residents, but also the whole people.

## 4. METHOD

Although cities are an important sociological issue for consumers, their economic aspects are also discussed today. Cities preferred for the purpose of visiting, trading and living are also subject to marketing and are affected by the motivation to push and pull. In this study, the effect of push and pull motivation on city marketing is examined and the hypotheses of the research are listed below.

H<sub>1</sub>: Push motivation has an effect on city marketing.

H<sub>2</sub>: The motivation to pull has an effect on city marketing.

H<sub>3</sub>: Push and pull motivations have an effect on city marketing.

City marketing scale was obtained from Asnawi et al. (2018) 's study; the push and pull motivations scale was obtained from Yousefi and Marzuki (2015)'s study. The survey questions were adapted for the city of Istanbul and 385 data were collected online between October-December 2019. In the following, factor, reliability, correlation and regression analyzes were performed using the SPSS 23.0 package program.

## 5. FINDINGS

### 5.1. Demographic Findings

Table 1 contains demographic information (gender, marital status, age, education, occupation, income) of 385 participants participating in the study.

**Table 1.** Demographic information

		Frequency	Percent
<b>Gender</b>	Female	172	44,7
	Male	213	55,3
<b>Marital Status</b>	Single	362	94,0
	Married	23	6,0
<b>Age</b>	24 and below	328	85,2
	25-34	51	13,2
	35-44	6	1,6
<b>Education</b>	High School	1	0,3
	Associate Degree	83	21,6
	Undergraduate	278	72,2
	Master	18	4,7
	Doctorate	5	1,3
<b>Occupation</b>	Student	363	94,3
	Public Sector	9	2,3
	Private Sector	13	3,4
<b>Income (TL)</b>	Below 2501	349	90,6
	2501-5000	21	5,5
	5001-7500	5	1,3
	7501-10k	4	1
	Over 10k	6	1,6

According to the demographic findings, it was understood that more than 90% of the participants were single, students and their income was less than 2500 TL. In addition, it has been understood that are young and undergraduate students are predominant among the participants.

## 5.2. Analysis Results Regarding the Scales

Table 2 contains the results regarding the scales of the study.

**Table 2.** Analysis Results Regarding the Scales

Variable	Indicator	Weight	Explanatory	C. Alpha		
City Marketing	Visitability	spz2	0,879	37,942	0,829	<b>KMO:</b> ,777 <b>C.Alfa:</b> ,780 <b>F:</b> 47,615 <b>Sig:</b> 0,000
		spz1	0,864			
		spz4	0,767			
		spz3	0,735			
	Tradeability	spt3	0,746	14,771	0,733	
spt1		0,744				
spt2		0,708				
spt4		0,665				
spt5		0,621				
Liveability	spy5	0,822	13,416	0,697		
	spy4	0,802				
	spy6	0,747				
Push Motivation	Novelty	imy3	0,848	43,991	0,896	<b>KMO:</b> ,918 <b>C.Alfa:</b> ,878 <b>F:</b> 30,903 <b>Sig:</b> 0,000
		imy2	0,826			
		imy5	0,788			
		imy6	0,786			
		imy1	0,781			
	Relaxation	imy4	0,772	10,581	0,772	
		imy7	0,705			
Ego Development	Ego Development	imd2	0,809	8,651	0,636	
		imd1	0,777			
		imd4	0,759			
		imd3	0,749			
		ime2	0,797			
		ime1	0,789			
		ime4	0,692			

Pull Motivation	Culture History	cmk3	0,813	27,047	0,726	<b>KMO:</b> ,727 <b>C.Alf:</b> ,692
		cmk1	0,773			
		cmk2	0,707			
	Tourism	cmk5	0,681	22,429	0,744	<b>F:</b> 120,038 <b>Sig:</b> 0,000
		cmt2	0,841			
		cmt1	0,836			
	Environment Security	cmt4	0,760	12,932	0,727	
		cmc2	0,862			
		cmc1	0,786			
		cmc3	0,765			

KMO scale validities were found to be 0.777; 0,918; 0,727 respectively. According to these values, it was concluded that the sampling efficiency was high. In this context, it was found that there was a significant relationship between expressions. In addition, as a result of the reliability analysis, Cronbach's Alpha values were found to be 0,780; 0,878; 0,727 respectively. AVE and CR values were also calculated on a factor basis. And then, AVE value was found greater from 0.50; the CR value was found greater than 0.70. Further, the CR values are greater than the AVE values, and all these results show that the scale is valid. As a result, based on these results, which were found suitable for analysis, correlation and regression analysis was started.

### 5.3. Correlation Analysis Results

Correlation analysis is an analysis used to determine the direction and degree of a relationship by measuring the relationship between variables regardless of whether they are dependent or independent (Durmuş et al. 2011). In this context, the results of the correlation analysis are shown in Table 3.

**Table 3.** Correlation Analysis Results

		City Marketing	Push Motivation	Pull Motivation
<b>City Marketing</b>	Pearson Correlation Sig. (2-tailed)	1		
<b>Push Motivation</b>	Pearson Correlation Sig. (2-tailed)	<b>,349**</b> ,000	1	
<b>Pull Motivation</b>	Pearson Correlation Sig. (2-tailed)	<b>,353**</b> ,000	<b>,194**</b> ,000	1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to the correlation analysis results, there are positive correlations between city marketing and push motivation at 0,349 strength; between city marketing and pull motivation at 0.353 strength; between push motivation and pull motivation at 0.194 strength. It is understood that these relations are significant at the 0.01 level due to the "\*\*\*" sign in the upper right corner of the coefficients.

### 5.4. Regression Analysis Results

The analysis used to estimate how much one or more independent variables affect a dependent (Nakip, 2005).

**Table 4:** Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F	Sig.
	B	Std. Error	Beta				
(Constant)	2,247	,225		9,990	,000	53,143	,000 <sup>b</sup>
Push Motivation	,386	,053	,349	7,290	,000	R ,349 <sup>a</sup>	<b>R<sup>2</sup> ,122</b>

a. Dependent Variable: City Marketing

The regression equation between city marketing and push motivation was formed as "Y = 2.247 + 0.349 \* X". The significance (p) value of the equation is less than 0.05 and it is concluded that the equality is statistically significant. Push motivation has a 12.2% explanatory effect on city marketing. Based on these values, the H1 hypothesis is accepted.

**Table 5:** Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F	Sig.
	B	Std. Error	Beta				
(Constant)	2,542	,183		13,894	,000	54,424	,000 <sup>b</sup>
Pull Motivation	,386	,052	,353	7,377	,000	R	<b>R<sup>2</sup></b> <b>,124</b>

a. Dependent Variable: City Marketing

The regression equation between city marketing and pull motivation was formed as "Y = 2.542 + 0.353 \* X". The significance (p) value of the equation is less than 0.05 and it is concluded that the equality is statistically significant. The motivation to pull has a 12.4% explanation for city marketing. Based on these values, the H2 hypothesis is accepted.

**Table 6:** Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	F	Sig.
	B	Std. Error	Beta				
(Constant)	1,401	,252		5,563	,000	49,614	,000 <sup>b</sup>
Push Motivation	,322	,051	,292	6,273	,000	R	<b>R<sup>2</sup></b>
Pull Motivation	,324	,051	,296	6,371	,000	,454 <sup>a</sup>	<b>,206<sup>a</sup></b>

a. Dependent Variable: City Marketing

Finally, the regression equation between city marketing and push and pull motivation was formed as "Y = 1.401 + 0.292 \* A + 0.296 \* B". The significance (p) value of the equation is less than 0.05 and it is concluded that the equality is statistically significant. Push and pull motivation has a 20.6% explanatory effect on city marketing. According to these values, the H3 hypothesis is also accepted.

When the results of the regression analysis are evaluated in general, the values in the model below are reached.

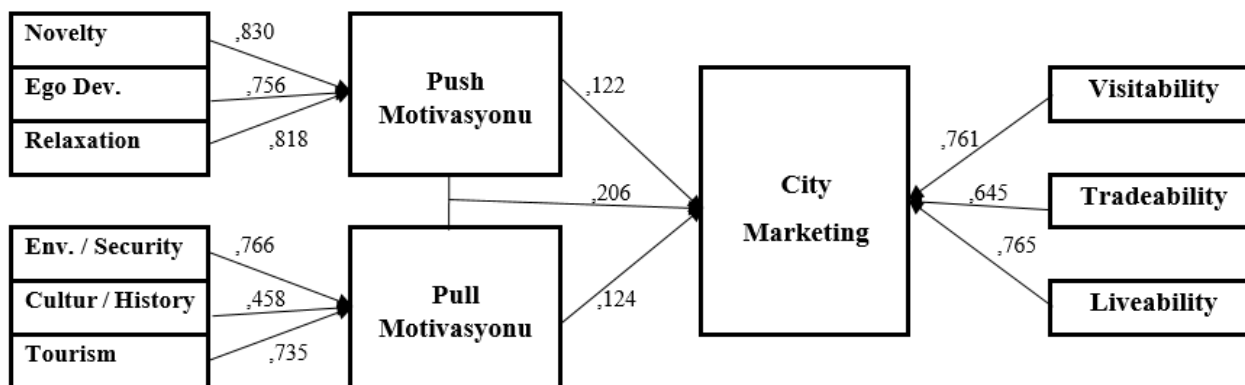
**Figure 1.** Regression Analysis Results

Figure 1 shows the effect levels between the independent variables and the dependent variable. In this context, push and pull motivation (the independent variables) have an explanatory rate of 12.2% and 12.4% respectively, on city marketing (the dependent variable).

## 6. RESULT

In the study, the effect of push and pull motivation on city marketing was examined. Between October-December 2019, 385 data were collected online from the participants in Istanbul. Factor, reliability, correlation and regression analyzes were performed using the SPSS 23.0 package program. As a result, it is concluded that push and pull motivation has an effect on city marketing.

The push and pull motivations of a city creates social, economic and cultural impacts on the city and its inhabitants.

The push motivation depends on the individual looking for novelty in the city, developing his ego and finding there relaxing. For this reason, cities should be differentiated from other cities, acquire intangible features, appeal to the ego of individuals, and have relaxing destinations. The pull motivation depends on

the attractiveness of the city in terms of environment, safety, culture, history and tourism. For this reason, there is a need for individuals to feel peaceful by focusing on the city's environmental and security services. In addition, cultural, historical and tourism activities should be presented in cities, and individuals should be encouraged to participate in socio-cultural and tourism activities.

Future studies can be carried out in different cities. In addition, by conducting qualitative research, the in-depth examination of the subject can be offered as a suggestion for future studies.

#### Note

The article is expanded from the summary paper presented at the 10. International Congress on Current Debates in Social Sciences on 3-5 December 2019. Bedirhan Yıldız, a master student, who helped in collecting survey data with 120 questionnaires and whose name was included in the summary paper, did not continue in the article.

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