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## Researching Of The Effect Of Travel Motivations On Souvenir Buying Behavior: Gökçeada Example

Seyahat Motivasyonlarının Hediyelik Eşya Alma Davranışına Etkisinin Araştırılması: Gökçeada Örneği

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### ABSTRACT

In this study, it is aimed to examine the effect of travel motivation of domestic tourists visiting Gökçeada on their souvenir buying behavior. The study was designed with the quantitative research method and the questionnaire technique was used. In the study, a face-to-face questionnaire was applied to 384 domestic tourists who were reached by convenience sampling method. In the study, a questionnaire form consisting of three parts was prepared as a result of the examination of the relevant literature. Data collection was carried out between May 24 and September 15, 2021. The obtained data were analyzed using SPSS Statistics 25.0 program. In the analysis of the data, T test and Anova analyzes were performed in order to measure whether there were any differences due to descriptive statistics, reliability and the normal distribution of the obtained data. In addition, correlation was used to measure the relationship between travel motivation and souvenir buying behavior, and simple linear regression analyzes were applied to measure the effect of travel motivation on souvenir buying behavior. According to the results of the analysis, it has been determined that the perception of travel motivation has a significant and positive effect on the behavior of purchasing souvenirs.

**Key Words:** Travel Motivation, Souvenirs, Souvenir Buying Behavior, Gökçeada

### ÖZET

Bu çalışmada, Gökçeada'yı ziyaret eden yerli turistlerin seyahat motivasyonunun hediyelik eşya alma davranışına etkisinin incelenmesi amaçlanmıştır. Çalışma nicel araştırma yöntemi ile desenlenmiş olup, anket tekniği kullanılmıştır. Çalışmada kolayda örnekleme yöntemi ile ulaşılan 384 yerli turiste yüz yüze anket uygulanmıştır. Çalışmada ilgili literatürün incelenmesi sonucunda üç bölümden oluşan anket formu hazırlanmıştır. Veri toplama işlemi, 24 Mayıs-15 Eylül 2021 tarihleri arasında gerçekleştirilmiştir. Elde edilen veriler SPSS Statistics 25.0 programı kullanılarak analiz edilmiştir. Verilerin analizinde, tanımlayıcı istatistikler, güvenirlik ve elde edilen verilerin normal dağılıma sahip olması nedeniyle farklılık gösterip göstermediğini ölçmek amacıyla T testi ve Anova analizleri yapılmıştır. Ayrıca seyahat motivasyonu ve hediyelik eşya alma davranışı arasındaki ilişkiyi ölçmek için korelasyon, seyahat motivasyonunun hediyelik eşya alma davranışına etkisini ölçmek amacıyla da basit doğrusal regresyon analizleri uygulanmıştır. Yapılan analiz sonuçlarına göre seyahat motivasyonu algısının hediyelik eşya satın alma davranışı üzerinde anlamlı ve pozitif bir etkisi olduğu tespit edilmiştir.

**Anahtar Kelimeler:** Seyahat Motivasyonu, Hediyelik Eşya, Hediyelik Eşya Alma Davranışı, Gökçeada

## 1. INTRODUCTION

Travel motivation is one of the important issues in the field of tourism. Since people's travel is the basis of tourism, the sources of motivation have been the subject of investigation (Zencir Çiftçi, 2021:307). Geuens, Vantomme and Brengman (2004) stated that the habit of buying souvenirs and gifts is one of the factors that motivate people to shop during their travels. Tourists get in touch with businesses such as souvenirs and shopping operating in the sector and buy touristic products from them (Aylan and Kaya, 2020:4067). About one-third of tourists' spending is on shopping while traveling, and the spending made on shopping is generally higher than on tourism activities such as food, accommodation and entertainment. Shopping activities in the tourism movement, which is important for economic development, make the destination attractive in terms of both producers and consumers in attracting tourists and increasing their stay (Cohen, 2001:378; Oviedo Garcia, 2016). In the touristic sense, the production and sale of souvenirs can sometimes reach very significant amounts. The most obvious example of this situation is that half of Hong Kong's tourism revenues were obtained from the sale of souvenirs in the mid-1990s. For this reason, touristic shopping for the destination, besides being an economic power, can turn into an important attraction for some tourists who travel only for shopping (Can, 2013).

Souvenirs have long been part of travel (Swanson & Timothy, 2012: 489). It can be said that the gift is a universal object in most cultures, and civilizations in the ancient and modern times continued to maintain this universality (Akay & Yılmaz, 2019:2165). The development of contemporary tourism progressed in parallel with the Industrial

Revolution in the 19th century, and as a result of today's working conditions, the emergence of paid leave, and the development of transportation technologies, it has taken its place in social life that those working in cities go to their regions or holiday resorts. After the World War II, this situation has reached its current position with the newly forming economy. Touristic souvenirs have become the proof of this situation for the tourist who buys a new experience by allocating their time and money to package programs (Gürgan, 2020:288).

Today, it is stated that the shopping activities of tourists during their visit constitute a large part of their travel expenses (Oviedo Garcia, 2016). For this reason, it is important to know the effects of travel motivation on the behavior of buying souvenirs. The reason why Gökçeada was determined as an application area is that the incomes of the islands are dependent on tourism (Almeida-Santana & Moreno-Gil, 2018:71) and that they contain important touristic attractions. In this direction, it is aimed to examine the effects of travel motivations of domestic tourists visiting Gökçeada on their souvenir buying behavior and to determine the differences according to various demographic variables. It is important that the subject of souvenirs, in which a limited number of studies are conducted in our country, is discussed, in terms of guiding the tourism sector stakeholders and future academic studies.

## 2. LITERATURE REVIEW

### 2.1. Travel Motivation

The concept of motivation first emerged in the 1880s by psychologists in England and the United States (Göller, 2015:31). Motivation is defined as an internal state that activates and directs an individual's behavior towards a specific goal. In tourism, motivation is accepted as a concept that contributes to the understanding of tourist behavior, and the reasons for people's travel are investigated specifically for the concept of travel motivation. Travel motivation of tourists is considered as a combination of needs and desires, and it is accepted that it significantly affects and determines the tendency to travel (Aydın & Sezerel, 2017).

Travel motivation refers to a number of needs that cause people to participate in touristic activities. In other words, travel motivation can also be defined as the expression of the need for travel that has become so intense that it encourages travel (Vigolo, 2018). However, examining the travel motivations of tourists actually represents a very difficult process (Harman, 2014). Because there are different reasons and motivations that lead people to travel. In addition to the main travel reasons such as work, vacation, health, visiting relatives and friends, education, there are many types of motivation that lead people to travel, such as escaping from the routine, relaxation, rest, seeking novelty, self-development, adventure, entertainment, and cultural experience (Yoon & Uysal, 2005; Altun & Çınar, 2019:22). From this point of view, since every tourist is different from each other, it is quite natural that the factors that motivate them also differ. However, the factors that determine and affect tourists' travel motivations, which differ from each other in general, are stated as follows (Swanson & Horridge, 2006:672; Mahika, 2011).

- ✓ Those traveling for pleasure and entertainment,
- ✓ Those traveling for research purposes,
- ✓ Those traveling for the purpose of gaining prestige and business,
- ✓ Those traveling with the aim of developing kinship relations,
- ✓ Those traveling with the aim of increasing their social interactions,
- ✓ Those traveling with the aim of increasing their social interactions.

Dann (1977) suggested that push and pull factors are important in explaining tourist motivation. The push-based approach is defined as the motivation factors originating from one's own self forcing or telling one's environment to reach a specific goal, and it is based on the individual's own reasons such as escaping, resting, losing weight, and seeking adventure. The pull-based approach, on the other hand, is explained as the type of motivation that originates from the person's environment and attracts the person (Akay & Yılmaz, 2019: 2168). From another point of view, push factors refer to the internal reasons that push individuals to travel, while pull factors refer to the attractiveness of the destination. Push factors are intangible and include elements such as getting away from daily life, relaxation, socialization, prestige, family being together. Attractive factors are tangible and include the destination's hotels, historical and cultural places, and beaches etc. (Kılıçlar & Aldoğan Şenol, 2019:3251). In line with all this information, the concept of travel motivation can be defined as the reasons that lead individuals to experience a certain travel or holiday (Sümbül & Avcıkurt, 2018).

## 2.2. Souvenir Purchasing Behavior

The origin of the word souvenir, which is used in English and French, is based on French. It means the act of remembering in French. In English, it means an object to remember something. In Turkish, it means an object of memory and also has associations with gifts. The definition of the concept of gift is; "Anything given to make someone happy, is a reward, a donation, a benevolence" (Coşar, 2008:35). Choi (2016) defined souvenirs as memories of places and situations. According to Swanson and Horridge (2006:671), souvenirs are objects that are universally associated with tourism and are commercially produced and sold to remind tourists of their experiences. These objects represent a wide range of products, including ethnic crafts and many mass-produced items (Swanson & Timothy, 2012:493). Tourist souvenirs are products that are commercially produced and purchased, universally associated with tourism to remind the purchaser of their experience (Swanson & Horridge, 2006, p. 671).

People participating in tourism activities buy souvenirs that will both strengthen family and kinship relations and remind them of their holiday experiences. The fact that gift exchange is based on the principle of "reciprocity", and even if people's financial situation is not at a high level, with the idea brought by the principle of reciprocity, people have started to give gifts to each other without considering their value (Arkant, 2013:90). Although shopping is not the primary reason for tourists' travel, many of them buy items/products to meet their personal needs, collect memories, and buy gifts (Wong, 2014). It is possible to see the memories, symbols and holiday experiences of countries in souvenirs. Souvenirs sold should be worth the money, arouse the desire to take a vacation again, contain a sense of curiosity, and make tourists experience positive holiday memories (Akyurt Kurnaz & Tanrısevdi, 2020:144). Almost every time, the traveler returns home with what they have taken with them to preserve and elevate their experience. The purchase of souvenirs, which have billions of dollars worth of production and sale every year, is among the indispensable activities of tourism regions. Shopping is indispensable for many people on vacation, and many of the products that tourists buy fall into the souvenir category. As a memory signifier, souvenirs are positioned in homes so that they can be seen by family members and guests in order to return to the place and time desired to be remembered (Gürgan, 2020:288).

Tourists also buy souvenirs for socio-psychological reasons such as personal development and identity construction. In addition, it is another fact that giving gifts strengthens social relations. The most important components in souvenir shopping are the authenticity of the product offered for sale in local areas, the variety of products, the attractiveness of the stores and the environment (Olay, 2012:26-27). Souvenirs were analyzed in five categories. Each category shows that souvenirs can be produced in different shapes and forms depending on creativity (Oviedo Garcia, 2016; Başar et al., 2019). These are;

- ✓ *Pictorial images* are pictorial souvenirs such as postcards, booklets, billboards, pictures, which are concrete reminders of the existence of the tourist in the destination.
- ✓ *A piece of rock*, elements found in nature, memorabilia such as seashells, rocks, stones that represent a part of the entire environment of the destination.
- ✓ *Symbolic sections* are objects such as tiny iconic paintings, miniatures, trinkets and sculptures that evoke a message about the destination.
- ✓ *Indicators (markers)* are items such as t-shirts, coffee mugs, and magnets that carry information about the place of origin on certain objects.
- ✓ *Local products/produce* are processed or unprocessed products found in the region. It is expressed in elements such as food, drink, handicrafts and clothes.

As seen above, when tourists visit the country or region; they buy products for use (such as radio, bags, clothing, food), souvenirs or gifts (decorative products such as glass, wood, painting, stone, jewelry) and products that are a mixture of these (regional products, clothing, handmade products) (Öter , 2010). The contribution of these purchased souvenirs to tourists is briefly summarized below (Akyürek & Özdemir, 2019:197):

- ✓ It contributes to the tourists to establish an object-place-person relationship.
- ✓ Souvenirs serve as support, evidence, memory, representation for tourists
- ✓ It keeps the tourist experience alive
- ✓ It contributes to personal development and strengthening social relations
- ✓ It contributes to making their immediate surroundings happy
- ✓ It gives prestige and status

- ✓ It may increase travel satisfaction
- ✓ It is an important decorative product for tourists.

Souvenirs produced and sold for touristic purposes, which are among the shopping expenditures, have become one of the most prominent targets of tourist consumption, providing billions of dollars in income to every corner of the world. Country and region-specific souvenirs, with their design, production and sales, are considered as an important economic factor in transferring the characteristics of the destination to existing and potential consumers (Olalare, 2017). In this respect, it is important to bring products produced with local handicrafts to the souvenir market, which can enable some of the local people (housewives, elderly or disabled citizens) to benefit from tourism incomes (Çetin et al., 2019: 1591). Touristic souvenirs carry traces of traditional practices, traditional raw materials, and reflect traditional knitting, pattern and arrangement features (Yanar, 2012: 3). In this direction, the presentation of products bearing the identity of the region as touristic souvenirs is very important for the promotion of the country and the sustainability of all values bearing the local identity (Çeliker & Dulupçu, 2017: 201).

### 3. METHOD

Since people's travel is the basis of tourism, the sources of motivation are the subject of investigation, and it is stated that the habit of buying souvenirs and gifts is one of the factors that motivate people to shop during their travels. In this context, it is aimed to examine the effect of travel motivation on the behavior of buying souvenirs. Quantitative research method was used in the study. The reason why Gökçeada was chosen as the application area is that the islands are among important touristic destinations due to their dependence on tourism (Almeida-Santana & Moreno-Gil, 2018:71). The population of the research consists of domestic tourists visiting Gökçeada in 2021.

Since it is not possible to reach the entire universe in terms of cost and time, it was decided to take a sample. The sample of the research consists of 384 domestic tourists, who were reached by the convenience sampling method. For population sizes of 100,000 and above, a sample size of 384 is sufficient (Altunışık et al., 2010:135). In general, the average occupancy rate in Çanakkale was determined as 41%, and it is stated that 200,000 people may have visited Gökçeada, where the season is short (Kafa & Korkmaz, 2020).

Questionnaire technique was used as a data collection tool in the research. Questionnaire application was carried out between May 24 and September 15, 2021. The questionnaire used in the research consists of three parts. The first part consists of 5 questions created to determine the demographic characteristics of the participants. In the second part, the "Travel Motivation" scale consisting of 4 items and one dimension, adapted into Turkish by Kılıçlar and Aldoğan Şenol (2019), was used and in the third part, the "Gift Buying Behavior" scale, which was adapted into Turkish by Çetin et al. (2019) and consists of 19 items and 3 dimensions (1- as a souvenir, 2- as a gift, and 3- as evidence), was used. A 5-point Likert rating (1=Strongly Disagree; 5=Strongly Agree) was used in the scales.

The data obtained in the research were analyzed using the SPSS 25.0 statistical program. In the Cronbach's Alpha analysis carried out to determine the reliability of the scales, the coefficient of expressions related to travel motivation was found as  $\alpha=0,826$  and the coefficient of expressions related to the behavior of buying souvenirs as  $\alpha=0,895$ . It is seen that the reliability level of the scales is high. Difference tests were used to test the hypotheses determined for the purpose of the research. Before testing the hypotheses, a normality test was performed to determine whether the data had a normal distribution. As a result of the normality analysis, it was seen that the kurtosis and skewness values in both scales were between (+1,5) and (-1.5) and these were suitable for parametric analyzes (George and Mallery, 2010). T test and ANOVA test were used to measure whether travel motivation and souvenir buying behavior differ according to demographic characteristics. Correlation test was applied to determine the relationship between travel motivation and souvenir buying behavior. A simple linear regression analysis was conducted to examine travel motivation and its effect on souvenir buying behavior. The significance level of all data was accepted as  $p<0.05$ . The hypotheses of the research are given below.

H1: There is a significant difference in the attitudes of the participants towards their travel motivation in terms of demographic variables.

H1a: There is a significant difference in the attitudes of the participants towards their travel motivation in terms of gender variable.

H1b: There is a significant difference in the attitudes of the participants towards their travel motivation in terms of education status variable.

H1c: There is a significant difference in the attitudes of the participants towards their travel motivations in terms of the age variable.

H1d: There is a significant difference in the attitudes of the participants towards their travel motivation in terms of the marital status variable.

H2: There is a significant difference in the attitudes of the participants towards their souvenir buying behavior in terms of demographic variables.

H2a: There is a significant difference in the attitudes of the participants towards buying souvenirs in terms of gender variable.

H2b: There is a significant difference in the attitudes of the participants towards the souvenir buying behavior in terms of the educational status variable.

H2c: There is a significant difference in the attitudes of the participants towards buying souvenirs in terms of age variable.

H2d: There is a significant difference in the attitudes of the participants towards buying souvenirs in terms of the marital status variable.

H3: There is a positive and significant relationship between the travel motivation of the participants and their souvenir purchasing behavior.

H4: The travel motivation of the participants has an effect on their souvenir purchasing behavior.

#### 4. FINDINGS

Table 1. Distribution of Demographic Findings for the Sample Group

Demographic Feature	Variable	f	%	Demographic Feature	Variable	f	%
Gender	Female	182	47,4	Income	2001-4000	167	40,1
	Male	202	52,6		4001-6000	156	37,5
Age	20 and below	48	12,5		6001-8000	58	13,9
	21-30	95	24,7		8001 and above	35	8,4
	31-40	112	26,2	Marital Status	Married	177	46,1
	41-50	68	17,7		Single	181	47,1
	51 and 60	39	10,2		Divorced	26	6,8
	11 and above	22	5,7		How many times have you visited Gökçeada?	1 time	213
Education	Primary School	79	20,6	2-3 times		90	23,4
	High School	149	38,8	4-5 times		34	8,9
	University	130	33,9	6-7 times		17	4,4
	Post Graduate	26	6,8	8 and more		30	7,8

Total= f: 416, %: 100,0

Table 1 shows the findings regarding the demographic characteristics of the participants. According to the table, it is understood that more than half of the sample group participating in the research is male, mostly middle-aged people between the ages of 31-40, high school graduates, single, and people who visit Gökçeada mostly once.

Table 2. Distribution of Perceptions of the Sample Group on Motivation to Travel

Expressions	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree	$\bar{X}$	S.s
My first impressions of this city are generally positive.	f 3 % 0,8	2 0,5	24 6,3	214 55,7	141 36,7	4,2708	,66981
I was generally satisfied with visiting this city.	f 2 % 0,5	3 0,8	27 7,0	159 41,4	193 50,3	4,4010	,70106
I generally enjoyed visiting this city.	f 1 % 0,3	1 0,3	20 5,2	170 44,3	192 50,0	4,4349	,63074
Visiting this city has been good for me in general.	f 3 % 0,8	3 0,8	49 12,8	186 48,4	143 37,2	4,2057	,74880

Table 2 shows the distribution of travel motivation perceptions of the sample group that emerged as a result of their visit to Gökçeada. When the table is examined, it is seen that the visitors of Gökçeada generally have a high level of motivation for this travel. Considering the answers given to the items of the travel motivation scale, it was stated that 94.3% of the sample group agreed with the statement "I generally enjoyed visiting this city", which has the highest average ( $\bar{X}$ =4.4349).

Table 3. Findings Regarding the Behaviors of Buying Souvenirs Related to the Travels of the Participants to Gökçeada

Dimensions	Expressions						X̄	S.s
		Strongly Disagree	Agree	Undecided	Agree	Strongly Agree		
As a gift	Even if the gift is small, tangible things are better.	f 31	49	72	137	95	4,3099	,53895
		% 8,1	12,8	18,8	35,7	24,7		
	Buying gifts for others shows that you care about them.	f 3	8	37	145	191		
		% 0,8	2,1	9,6	37,8	49,7		
	I buy gifts for my family and friends.	f 4	3	30	147	200		
		% 1	0,8	7,8	38,3	52,1		
	I buy gifts when I go abroad with my family or friends.	f 3	9	29	133	210		
		% 0,8	2,3	7,6	34,6	54,7		
	I love to buy gifts for my family or friends on special occasions.	f 3	4	18	131	228		
		% 0,8	1	4,7	34,1	59,4		
	I like to buy items that can be given on special occasions.	f 1	4	15	161	203		
		% 0,3	1	3,9	41,9	52,9		
	I like to exchange gifts with my relatives more.	f 31	79	66	74	134		
		% 8,1	20,6	17,2	19,3	34,9		
As a souvenir	Souvenirs create memories of the place I've been to.	f 3	2	27	170	182	4,1689	,58494
		% 0,8	0,5	7	44,3	47,4		
	I like to buy items that represent the country or region I am visiting.	f 3	5	17	155	204		
		% 0,8	1,3	4,4	40,4	53,1		
	The items I bought are a reminder of how special my trip was.	f 3	4	24	135	218		
		% 0,8	1	6,3	35,2	56,8		
	I buy items that I believe form a bond with the place I'm going.	f 6	6	17	147	208		
		% 1,6	1,6	4,4	38,3	54,2		
	The souvenirs I buy are directly related to my trip.	f 4	11	57	153	159		
		% 1	2,9	14,8	39,8	41,4		
	When I see that item, I remember which trip it belongs to.	f 2	8	75	138	161		
		% 0,5	2,1	19,5	35,9	41,9		
	It keeps my holiday memories alive.	f 3	5	85	135	156		
		% 0,8	1,3	22,1	35,2	40,6		
As an evidence	I like to buy souvenirs to remind me that I was somewhere.	f 4	5	43	147	185	4,4406	,61165
		% 1	1,3	11,2	38,3	48,2		
	I like to buy items that other people can see where I'm going.	f 5	7	14	145	213		
		% 1,3	1,8	3,6	37,8	55,5		
	Buying souvenirs creates the opportunity to share your experience with others.	f 5	9	14	154	202		
		% 1,3	2,3	3,6	40,1	52,6		
	I like to buy the most distinctive souvenirs that are famous in a certain place and that show that region.	f 5	2	22	160	195		
		% 1,3	0,5	5,7	41,7	50,8		
	I keep the souvenirs I buy in visible places so that the places I visit can be understood.	f 3	7	31	131	213		
		% 0,8	1,8	8,1	34,1	55,2		
	I like to use souvenirs from other countries or regions in the decoration of my home or office.	f 5	2	24	101	252		
		% 1,3	0,5	6,3	26,3	65,6		

In Table 3, the distributions of the sample group's souvenir buying behavior are given. When the table is examined, it is understood that the souvenir buying behavior of the sample group is quite high. When evaluated in terms of the dimensions of the souvenir buying behavior scale, it is seen that the dimension of purchasing souvenirs as "evidence", which has the highest average ( $\bar{X}=4.4406$ ), comes to the fore. In this dimension, 91.9% of the sample group answered the statement "I like to use souvenirs from other countries or regions in the decoration of my home or office" by saying "I agree - I strongly agree".

Table 4. Differences in Travel Motivation Perceptions and Souvenir Buying Behaviors of the Sample Group by Gender Variable

	Gender	n	X̄	S.s	t	p
Travel Motivation	Female	182	4,3255	0,56863	-0,086	0,932
	Male	202	4,3304	0,55035		
Behaviors of Buying Souvenirs	Female	182	4,2973	0,48561	0,155	0,877
	Male	202	4,2896	0,48268		

In Table 4, the results of the Independent Sample T Test, which shows the travel motivation perceptions of the participants who visited Gökçeada in terms of gender variable, are given. When the table is examined, it is seen that there is no significant difference between the averages ( $t=-0.086$ ;  $p>.05$ ), therefore, there is no difference between

the travel motivation levels of male and female visitors. Similarly, no differentiation was found in the gift-buying behaviors of the participants according to gender ( $t=-0.155$ ;  $p>.05$ ).

Table 5. Results of Differentiation Analysis of Participants' Perceptions of Travel Motivation by Education Level Variable

	Education Level	n	$\bar{X}$	S.s	F	p
Travel Motivation	Primary School	79	4,5127	0,59363	3,666	0,012
	High School	149	4,2785	0,56915		
	University	130	4,2827	0,51938		
	Graduate	26	4,2788	0,48128		
	Total	384	4,3281	0,55836		

In Table 5, the results of the One-Way variance (ANOVA) test showing the differentiation in the perceptions of travel motivation of the participants in terms of the education level variable are given. According to the table, it is seen that there is a significant difference in the travel motivation perceptions of the sample group according to the education level ( $F=3.666$ ;  $p<0.05$ ). The result of the Post-Hoc Scheffe Test, which was conducted to reveal between which variables the said differentiation was observed, is given in Table 8.

Table 6. Differentiation by Education Level Post-Hoc Scheffe Test Result

	Groups (I)	Groups (J)	$\bar{X}_I - \bar{X}_J$	Se	p	Difference
Travel Motivation	Primary School	High School	,23413*	0,07690	0,027	Primary School > High School
		University	,22997*	0,07882	0,038	Primary School > University
		Graduate	0,23381	0,12493	0,322	
	High School	Primary School	-,23413*	0,07690	0,027	
		University	-0,00417	0,06631	1,000	
		Graduate	-0,00032	0,11744	1,000	
	University	Primary School	-,22997*	0,07882	0,038	
		High School	0,00417	0,06631	1,000	
		Graduate	0,00385	0,11871	1,000	
	Graduate	Primary School	-0,23381	0,12493	0,322	
		High School	0,00032	0,11744	1,000	
		University	-0,00385	0,11871	1,000	

According to Table 6, it was concluded that the difference in travel motivation perception according to the education level variable was between primary education, high school and university groups, and the difference was in favor of primary education level. Accordingly, it can be stated that the travel motivation levels of the primary school graduates are higher than the high school and university graduates.

Table 7. Results of the Analysis of Differences in Perceptions of Participants' Travel Motivation by Age Variable

	Age	n	$\bar{X}$	S.s	F	p
Travel Motivation	20 and below	48	4,2813	0,45143	2,126	,062
	21-30	95	4,2579	0,43217		
	31-40	112	4,2902	0,53960		
	41-50	68	4,4412	0,58768		
	51 and 60	39	4,3141	0,82062		
	61 and above	22	4,6023	0,61557		
	Total	384	4,3281	0,55836		

Table 7 shows the results of the One-Way variance (ANOVA) test, which shows the differentiation in the travel motivation perceptions of the participants in terms of the age variable. According to the table, no significant difference was found in the travel motivation perceptions of the participants in terms of the age variable ( $F=2.126$ ;  $p>0.05$ ).

Table 8. Results of Differentiation Analysis of Participants' Perceptions of Travel Motivation by Marital Status Variable

	Marital Status	n	$\bar{X}$	S.d.	F	p
Travel Motivation	Married	177	4,4040	,60003	3,072	,047
	Single	181	4,2610	,50746		
	Divorced	26	4,2788	,55824		
	Total	384	4,3281	,55836		

One-way variance (ANOVA) test results showing the variation in the travel motivation perceptions of the participants in terms of the marital status variable are given in Table 8. According to the table, it is seen that there is a significant difference in travel motivation perceptions according to the marital status of the sample group ( $F=3.072$ ;  $p<0.05$ ). The result of the Post-Hoc Tukey Test, which was conducted to reveal between which variables the said differentiation was observed, is given in Table 11.

Table 9. Differentiation by Marital Status Post-Hoc Tukey Test Result

	Groups (I)	Groups (J)	$\bar{X}_I - \bar{X}_J$	Se	p	Difference
Travel Motivation	Married	Single	,14291*	,05871	,041	Married > Single
		Divorced	,12511	,11664	,532	
	Single	Married	-,14291*	,05871	,041	
		Divorced	-,01780	,11648	,987	
	Divorced	Married	-,12511	,11664	,532	
		Single	,01780	,11648	,987	

When Table 9 is examined, it is concluded that there is a difference between the married and single groups according to the marital status variable of the perception of travel motivation, and the difference is in favor of the married group. According to this, it can be stated that the travel motivation levels of married participants are higher than those of single participants.

Table 10. The Results of the Differentiation Analysis of the Participants' Souvenir Buying Behavior Levels According to the Variable of Educational Status

	Educational Status	n	$\bar{X}$	S.d.	F	p
Souvenir Buying Behaviors	Primary School	79	4,5063	,47619	10,643	,000
	High School	149	4,2550	,44535		
	University	130	4,2765	,44041		
	Graduate	26	3,9481	,64861		
	Total	384	4,2932	,48345		

One-way variance (ANOVA) test results showing the level of variation in gift-buying behavior in terms of educational status variable are given in Table 10. According to the table, it is seen that there is a significant difference in the level of gift-buying behavior according to the education level of the sample group ( $F=10.643$ ;  $p<0.05$ ). The result of the Post-Hoc Bonferroni Test, which was conducted to reveal between which variables the said differentiation was observed, is given in Table 11.

Table 11. Differentiation by Educational Status Post-Hoc Bonferroni Test Result

	Groups (I)	Groups (J)	$\bar{X}_I - \bar{X}_J$	Se	p	Difference
Souvenir Buying Behaviors	Primary School	High School	,25130*	,06488	,001	Primary School > High School
		University	,22979*	,06650	,004	Primary School > University
		Graduate	,55825*	,10540	,000	Primary School > Graduate
	High School	Primary School	-,25130*	,06488	,001	
		University	-,02150	,05595	1,000	
		Graduate	,30696*	,09908	,013	High School > Graduate
	University	Primary School	-,22979*	,06650	,004	
		High School	,02150	,05595	1,000	
		Graduate	,32846*	,10015	,007	University > Graduate
	Graduate	Primary School	-,55825*	,10540	,000	
		High School	-,30696*	,09908	,013	
		University	-,32846*	,10015	,007	

According to Table 11, it was concluded that there was a difference between primary school and high school, university and graduate, high school and graduate groups in the level of gift-buying behavior, and the difference was in favor of primary education level and high school education level. Accordingly, it can be stated that the level of souvenir-buying behavior of primary school graduates is higher than that of high school, university and graduate graduates, and that the level of souvenir-buying behavior of high school graduates is higher than that of graduate graduates.

Table 12. Results of the Differentiation Analysis of the Participants' Levels of Buying Souvenir Behaviors by Marital Status Variable

	Marital Status	n	$\bar{X}$	S.d.	F	p
Souvenir Buying Behaviors	Married	177	4,3701	,56328	4,216	,015
	Single	181	4,2279	,39406		
	Divorced	26	4,2250	,38917		
	Total	384	4,2932	,48345		

In Table 12, the results of the One-Way variance (ANOVA) test, which shows the differentiation status of the participants' gift-buying behavior levels, are given in terms of the marital status variable. According to the table, it is seen that there is a significant difference in the motivation levels of purchasing souvenirs according to the marital status of the sample group ( $F=4.216$ ;  $p<0.05$ ). The result of the Post-Hoc Bonferroni Test, which was performed to reveal between which variables the said differentiation was observed, is given in Table 13.



Table 13. Differentiation by Marital Status Post-Hoc Bonferroni Test Result

	Groups (I)	Groups (J)	$\bar{X}_I - \bar{X}_J$	Se	p	Difference
Souvenir Buying Behaviors	Married	Single	,14216*	,05068	,016	Married > Single
		Divorced	,14506	,10070	,452	
	Single	Married	-,14216*	,05068	,016	
		Divorced	,00290	,10055	1,000	
	Divorced	Married	-,14506	,10070	,452	
		Single	-,00290	,10055	1,000	

When Table 13 is examined, it is concluded that there is a difference between the married and single groups according to the marital status variable in the levels of buying souvenirs behaviours, and the difference is in favor of the married group. Accordingly, it can be stated that the motivation levels of the married participants to buy souvenirs are higher than those of the single participants.

Table 14. Findings Regarding the Relationship Between Travel Motivation and Souvenir Buying Behaviors of the Sample Group

		Souvenir Buying Behaviors Total	Travel Motivation Total	Souvenir Buying Behaviors			
				As a souvenir	As a gift	As an evidence	
Souvenir Buying Behaviors Total	r	1					
	p	384					
	n						
Travel Motivation Total	r	<b>0,423</b>	1				
	p	<b>0,000</b>					
	n	384	384				
Dimensions of Gift Buying Behavior	As a souvenir	r	<b>0,900</b>	0,402	1		
		p	<b>0,000</b>	0,000			
		n	384	384	384		
	As a gift	r	0,813	0,332	0,562	1	
		p	0,000	0,000	0,000		
		n	384	384	384	384	
	As an evidence	r	0,805	0,326	0,681	0,438	1
		p	0,000	0,000	0,000	0,000	
		n	384	384	384	384	384

Table 14 shows the correlation analysis results for the relationship between the travel motivation of the participants and their perceptions of buying souvenirs. According to the results of the Pearson correlation analysis, it was found that there was a positive and significant relationship ( $r=0.423$ ;  $p<.001$ ) between the travel motivation of the participants and their perceptions of buying souvenirs. Based on the correlation coefficient of  $r=0.423$ , it can be said that the relationship is low (Büyüköztürk, 2009:32). Based on this result, it can be stated that as the travel motivation perceptions of Gökçeada visitors increase, their level of souvenir buying behavior also increases. On the other hand, when the relationship between the sub-dimensions of the souvenir buying behavior scale and the total perception of travel motivation is examined, it can be said that there are also positive relationships in terms of all dimensions. The highest correlation between the dimensions is the relationship between "as a souvenir", a sub-dimension of buying souvenirs, and travel motivation ( $r=0.900$ ;  $p<.001$ ).

Table 15. Findings on the Effect of Participants' Travel Motivation on Souvenir Buying Behavior

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,423 <sup>a</sup>	,179	,177	,43865

a. Predictors: (Constant), travel motivation

Table 15 shows the results of the Simple Linear Regression Analysis conducted for the effect of participants' travel motivation perceptions on their souvenir buying behavior. According to the table, travel motivation, which is the predictor variable, explains 17% ( $R^2=0.179$ ) of the predicted variable, souvenir buying behavior. In this case, there are other variable or variables that explain 83% of the variance in the behavior of buying souvenirs.

## 5. CONCLUSION

The concept of travel motivation is defined as the needs that direct individuals to travel (Kılıçlar & Aldoğan Şenol, 2019). The gift and souvenir market has an important place among tourism activities (Çetin et al., 2019). People participating in tourism activities buy souvenirs that will both strengthen family and kinship relations and remind them of their holiday experiences. Due to the fact that gift exchange is based on the principle of "reciprocity", and even if people's financial situation is not at a high level, with the idea brought by the principle of reciprocity, people have started to give gifts to each other without considering their value (Akay & Yılmaz, 2019). In this direction, it is aimed to examine travel motivation in this study. It is understood that more than half of the sample group

participating in the research is male, mostly middle-aged people between the ages of 31-40, high school graduates, single, and people who visit Gökçeada mostly once.

It is seen that the travel motivation levels of Gökçeada visitors in general ( $\bar{X}=4.4349$ ) and souvenir buying behaviors ( $\bar{X}=4.4406$ ) are high. It was determined that there was difference in terms of gender in perceptions of travel motivation ( $t=-0.086$ ;  $p>.05$ ), and souvenir buying behaviors ( $t=-0.155$ ;  $p>.05$ ). Similarly, Littrell et al. (1993) stated in their study that there is no differentiation according to gender in the behavior of buying souvenirs. However, Timothy (2001) states that gift purchasing behavior differs according to gender. It is seen that there is a significant difference in travel motivation perceptions ( $F=3.666$ ;  $p<0.05$ ) and souvenir-buying behavior levels ( $F=10.643$ ;  $p<0.05$ ) in terms of educational status variable. It was determined that there was no significant difference in travel motivation perceptions ( $F=2.126$ ;  $p>0.05$ ) in terms of age variable. In terms of educational status variable, it is seen that there is a significant difference in travel motivation perceptions ( $F=3.072$ ;  $p<0.05$ ) and souvenir-buying behavior levels ( $F=4.216$ ;  $p<0.05$ ). According to the results of the correlation analysis, it was found that there was a positive and significant relationship ( $r=0.423$ ;  $p<.001$ ) between the travel motivation of the participants and their perceptions of buying souvenirs. The highest correlation between the dimensions is the relationship between "as a souvenir", a sub-dimension of buying souvenirs, and travel motivation ( $r=0.900$ ;  $p<.001$ ). As a result of the regression analysis, it was determined that the travel motivation perceptions of the participants had an effect of 17% ( $R^2=0.179$ ) on the souvenir buying behavior.

The results of the study show that travel motivation has a significant and positive effect on souvenir purchasing behavior. These results show parallelism with the results of the study conducted by Akay and Yılmaz (2019). In future studies on this subject, the effect of travel satisfaction on souvenir buying behavior can be examined. Thus, the factors affecting the behavior of buying souvenirs will be investigated in detail.

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