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Research Article / *Araştırma Makalesi*

DESTINATION AS A BRAND: THE IMPACT OF PUSH AND PULL FACTORS OF TRAVEL MOTIVATION ON CUSTOMER-BASED DESTINATION EQUITY*

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ABSTRACT

This study investigated the effect of push and pull factors of travel motivation, which is one of the main reasons behind someone's travels, on customer-based destination equity. For this purpose, 468 data were gathered from foreign tourists in Alanya, Turkey. Explanatory factor analysis was used due to the addition of new variables in the scale of push and pull factors of travel motivation. Velicer's minimum average partial (MAP) test and Horn's parallel analysis were used to determine the factor numbers in the explanatory factor analysis. In the customer-based destination equity scale, confirmatory factor analysis was used because this scale was taken as it is. Relationships between dependent and independent variables were examined by correlation and regression analyses. The study results demonstrate that push and pull factors of travel motivation affect destination awareness, destination association, perceived destination quality, economic value of destination, and destination loyalty.

Keywords: *Customer-Based Destination Equity, Brand, Travel Motivation, Push and Pull Factors, Cognitive Image.*

BİR MARKA OLARAK DESTİNASYON: SEYAHAT MOTİVASYONUNUN İTİCİ VE ÇEKİCİ FAKTÖRLERİNİN TÜKETİCİ TEMELLİ DESTİNASYON DEĞERİ ÜZERİNE ETKİSİ

ÖZET

Bu çalışmada, kişilerin seyahatlerinin arkasındaki ana nedenlerden biri olan seyahat motivasyonunun itici ve çekici faktörlerinin tüketici temelli destinasyon değeri üzerindeki etkisi araştırılmıştır. Bu amaç doğrultusunda 468 yabancı turistten Alanya, Türkiye'den veri toplanmıştır. Seyahat motivasyonun itici ve çekici faktörleri ölçeğinde yeni değişkenlerin eklenmesinden dolayı açıklayıcı faktör analizi kullanılmıştır. Açıklayıcı faktör analizinde faktör sayılarının belirlenmesinde Velicer'in kısmi minimum ortalama (MAP) testi ve Horn'un paralel analizi kullanılmıştır. Tüketici temelli destinasyon değeri ölçeğinde bu ölçeğin olduğu gibi alınmasından dolayı doğrulayıcı faktör analizi kullanılmıştır. Bağımlı ve bağımsız değişkenler arasındaki ilişkiler korelasyon ve regresyon analizleri ile incelenmiştir. Çalışma sonuçları seyahat motivasyonunun itici ve çekici faktörlerinin destinasyon farkındalığını, destinasyon çağrışımını, algılanan destinasyon kalitesini, destinasyonun ekonomik değerini ve destinasyon sadakatini etkilediğini göstermektedir.

Anahtar Kelimeler: *Tüketici Temelli Destinasyon Değeri, Marka, Seyahat Motivasyonu, İtici ve Çekici Faktörler, Bilişsel İmaj.*

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1. Introduction

One of the most apparent marketing strategy goals is product/service differentiation (Kotler, 2000; Kotler & Armstrong, 2012). Products/services that differ from their competitors to meet customer demands and needs are one step ahead. The product/service, which provides customer satisfaction and loyalty by making a difference with its positive features, plays an active role in achieving the determined marketing targets (Hosany et al., 2007). Destinations can be similar in terms of their services and the natural charms they possess. This similarity is mainly in terms of destinations in a particular geography. For example, it is possible to say that Alanya, a city located in the Mediterranean region, has similar characteristics to many other destinations in this area due to its natural structure.

One of the factors that should be considered in the birth process of brands is how they will be named. Misnaming can be quite costly (Neumeier, 2006). Brand names differentiate the brand from its competitors and become its primary identifier (Kotler, 2000; Holt, 2004). Since the destinations have already been named, there is no need to determine the name in the destination's branding efforts. The names of the destinations are their brands. Hence, the destination image is used in the literature instead of the destination brand image. Thus, the concept referred to as customer-based destination brand equity in the literature is expressed as customer-based destination equity in this study.

People's desire to travel outside of their residence for different reasons is old, at least as written history. Trade, religion, holiday, Olympic Games, and the desire to regain health were the main reasons of people's travel (Casson, 1994). Today, besides the travels made for similar reasons, there are also travels made for different purposes by people to become a modern person. In our age, where individuals travel to the end of their own lives (Dyer, 2003) instead of traveling to rest and renew themselves can be seen, it is seen that the diversity in tourism will continue in coordination with the variety of human desires. Therefore, the answers given to why people travel differ over time.

Travel motivation is one of the central answers given to the question "Why do people travel?" (Dunne, 2009), and it is seen that most of the studies on travel motivation have been carried out to include push and pull factors (Crompton, 1979). Pull factors are defined as a destination's characteristics, while push factors are defined as someone's desire to travel, and these factors emerge as components of travel motivation (Crompton, 1977; Dann, 1977). It is seen that the cognitive image, which can be defined as information about the characteristics of a destination (Baloglu & McCleary, 1999), and pull factors are explained and measured similarly. In this study, both the cognitive image scale and pull factors scales were used to measure the pull factors' variable.

Income, which is the primary determinant of welfare, can be obtained from many different sectors (Fisher, 1939; Kenessey, 1987; Alatriste-Contreras, 2015). The tourism sector is an essential income source, especially for developing countries with tourism potential (Endo, 2006; Akama & Kieti, 2007; Agaraj & Murati, 2009; Cárdenas-García, 2015). Each issue that will affect their income is crucial for these countries. At this point, factors that are effective in tourist preferences gain importance. Customer-based destination equity is an important concept that can affect tourist behavior. Brand equity is addressed through customer and finance-based approaches. Customer-based brand equity, which can be defined as the perceptual value in the

customer's mind (Pappu et al., 2005), is seen as a prerequisite for the formation of financial-based brand equity (Kapferer, 2008), which can be defined as the monetary value (Pappu et al., 2005). Financial gains are influenced by brand preference to be made due to the brand's perception. Similarly, customer-based destination equity affects destinations' economic progress. Thus, destinations can provide the investments and employment they want.

Brand equity is one factor that provides a competitive advantage (Aaker, 1991). Each destination is a brand, and it has customer-based destination equity. With the desired customer-based-destination equity, destinations may get more share from the world tourism pie. Therefore destinations should focus on what affects customer-based destination equity. Push and pull factors of travel motivation strongly affect tourists' destination choices. Therefore, this study focuses on the effect of push and pull factors of travel motivation on customer-based destination equity. Determining the relationship between push and pull factors and customer-based destination equity will help identify one of the issues that should be focused on in creating strong customer-based destination equity. In this sense, this study contributes to the literature by examining the relationship between related variables.

The relevant literature is primarily discussed in this study, which aims to reveal the relationship between push and pull factors of travel motivation and consumer-based destination equity. The study adopted a quantitative method. Explanatory factor analysis, Velicer's minimum average partial (MAP) test, Horn's parallel analysis, confirmatory factor analysis, correlation analysis, and regression analysis are used in the study.

2. Brand

Selling products for miles beyond where they were produced dates back centuries. Therefore, product recognition has occupied both manufacturers and consumers for centuries. That's why branding began to be used to indicate the owner of the product and its quality. Marking has a history that goes back at least 1300 B.C. (Keller, 2013). Branding is still used for similar purposes and is also an important factor that simplifies customers' purchasing decision process. The brand, which provides a distinction between similar products in the market, also undertakes a similar task for destinations. Name, which is the destination's brand, brings to the minds the distinctive features of the destination from others. For instance, associations created by the names of Paris, Rome, Istanbul, Baghdad, or Aleppo appear as the differing effects of destinations.

There is no consensus on the definition of the brand in the literature. The main reason for the diversification of the brand definition is that each prominent expert makes a new brand definition or makes small differences in existing ones (Kapferer, 2008). According to one of the most widely used definitions, the name, term, symbol, design, or combination of these which identifies seller's goods or services that distinguishing it from its competitors' goods and services (Aaker, 1991; Kotler & Armstrong, 2012). The brand is not only the name given to a product, trade logo, original packaging, discernible color, or other design features (First, 2009). As Holt (2004) says, name, logo, and design are important identifiers used by the brand, but the brand cannot consist only of identifiers. This identifier, whether it is a name, trademark, logo, or another symbol, is a set of specific features, benefits, and services that a vendor promises to consistently offer to the customer (Kotler, 2000). Therefore, the definition of the brand as an

offering from a known source (Kotler & Keller, 2012: 10) indicates that the brand is much more than just distinguishing it from competitors by the identifier.

3. Customer-Based Destination Equity

A tourism destination is a geographic area where tourism resources and services are clustered (Pike, 2008). Each destination is a product, and its name is its brand. That is why destination image, destination loyalty, and destination personality are used instead of destination brand image, destination brand loyalty, and destination brand personality. However, when mentioning customer-based destination equity, customer-based destination brand equity is used. This study uses customer-based destination equity instead of customer-based destination brand equity. The reason is the destination itself indicates the source of the offering. The fact that the destination's name is the brand of that place makes it possible to express the customer-based brand equity for the destinations as the customer-based destination equity. Mechinda et al. (2010) used destination equity as a shorter form of customer-based brand equity for a destination.

As in the definition of brand, there are also numerous definitions of brand equity in the literature. There is no standard definition that the researchers agree on, and there are different views on what concepts and issues brand equity includes. According to Kotler & Keller (2012), brand equity is the added value endowed on the brand's goods or services. According to another generally accepted definition, brand equity is the value that the brand captures (Kotler & Pfoertsch, 2006). Keller (2013) defines brand equity as the added value to the product through the marketing efforts carried out in the past years. On the other hand, Kotler & Armstrong (2012) defined brand equity as the known effect that makes a difference in consumers' responses to the brand's product and marketing efforts. According to Aaker (1991), brand equity is the value that a brand adds or subtracts.

The definitions of brand equity are divided into two main topics; finance and marketing (customer). Finance-based brand equity is defined as the brand's monetary value, while customer-based brand equity is defined as the brand's perceptual value in customer's memory (Pappu et al., 2005). Brands that have created positive perceptions about the brand in the customer's minds through marketing efforts can make them pay more. Therefore, customer-based equity is accepted as the beginning of financial-based brand equity (Kapferer, 2008).

Aaker (1991) proposes that the brand equity consists of five components. The first four components, awareness, associations, perceived quality, and loyalty, represent the customer's brand perception. The fifth component is called brand assets and consists of patents, trademarks, and channel relations owned by the brand. Keller (1993) considers consumer-based brand equity in two dimensions: brand awareness and brand image. These two dimensions are the same as two of Aaker's (1991) consumer-based brand equity dimensions, awareness, and association (image).

Konecnik & Gartner (2007) measured the customer-based brand equity of destinations by using awareness, quality, and loyalty variables from the four customer-based brand equity components of Aaker (1996b), together with the image variable that is included instead of brand association. Boo (2006) also used destination brand image instead of Aakers' brand association. It is possible to come across definitions of the brand image such as a group of brand

associations (Aaker, 1991) and the reflection of brand associations in the customer's mind (Keller, 2013: 72). Boo (2006) has also included the economic value dimension in addition to the same variables to measure destination brand equity.

Brand awareness is the customer's awareness of the brand in a specific product category, recognizing or remembering it (Aaker, 1991). A destination that wishes to be successful must firstly create awareness and then provide a positive image (Konecnik & Gartner, 2007). Destination awareness is the information tourists obtain about a particular destination or its surroundings about a specific destination (Boo, 2006). Awareness is the first step in creating and increasing customer-based destination equity. For a destination to be considered as a potential destination for travel, some features of that place must be known. However, for a well-known destination, customer-based destination equity is not guaranteed. Famous sites globally (e.g., Afghanistan, Burma, and Iraq) are not considered places to travel by many people. Known negative characteristics of a site can prevent the creation of positive customer-based destination equity (Gartner & Ruzzier, 2011).

The brand association is defined as everything related to the brand in customer memory (Aaker, 1991). Brand association is guided by brand identity, which is defined as what the brand wants to mean in the customer's mind (Aaker, 1996a). It is possible to come across definitions of the brand image such as a group of brand associations (Aaker, 1991) and the reflection of brand associations in the customer's mind (Keller, 2013).

The destination's perceived quality is the perception of tourists about the performance and functional benefits of the destination. The destination's perceived facilities, resulting from the expected performance of the destination's accommodation, food and beverage, transportation, shopping, and entertainment (Boo, 2006), generate the perceived quality of the destination.

Brand loyalty is explained as having a positive attitude towards a brand. It is also defined as the customer's intention to buy a specific brand regularly in the future (Pappu et al., 2005). High customer loyalty towards the brand is deemed the most critical brand equity dimension (Aaker, 1991). Destination loyalty is defined as the desire to visit, visit again, and express one's satisfaction with the destination in a continuous manner towards any destination (Boo, 2006).

Zeithaml (1988) defines the perceived value as a general evaluation of the customer about the product's benefit. In other words, the perceived value is the comparison of the quality and benefits obtained and the price paid (Monroe, 1990). The customer acts under the harmony between the price and the product's benefits (Lassar et al., 1995). According to Boo (2006), the destination's economic value is judging the monetary costs together with the ones obtained from the visit to the destination.

4. Push and Pull Factors of Travel Motivation

Motivation, which comes from the Latin word movere (action), is why people take action. There are needs based on the motives that cause behavior. The homeostasis balance, which means that the individual does not need anything, is disrupted when the individual's physiological or psychological needs emerge. The individual takes action after the homeostasis balance is disrupted (Koç, 2011). Some authors describe tourists as motivated people to escape from the routine of their daily life, revealing the importance of motivation for tourists

(McGehee et al., 1996). Many authors see travel motivation as the most crucial factor in tourists' decision-making process. It is one answer to the question "why do people travel" that has occupied tourism researchers' minds for years (Dunne, 2009: 74). Motivation is an essential factor explaining tourist behavior because it is a compelling and motivating force behind human behavior (Baloglu & Uysal, 1996). A motivating formation requires a utilitarian or hedonic need and motivation, stimulating the person to satisfy the evoked need (Solomon et al., 2006). Travel motivation is the evoked need that encourages one to travel.

The Traveling Career Ladder theory is inspired by Maslow's theory of the hierarchy of needs and is a theory that pays attention to the tourist's motivations. Travel Career Ladder handles tourist motivation at five different levels. While the tourist can be motivated by more than one need at the step, one of these needs may be more dominant. The Travel Career Ladder model's basic idea is that people's motivation to travel will change with their travel experience. In this approach, individuals can have a travel career with travel motivations created by their age and/or total travel experience (Pearce & Lee, 2005).

The push and pull factors theory is perhaps the best-known one in tourism researches (Uysal et al., 2008). Most of the discussions about tourist motivation revolve around the concept of push and pull factors (Crompton, 1979). The push factors are defined as the desire to travel in a person, socio-psychological impulses in a person for a journey (Crompton, 1979); pull factors are defined as the characteristics of destinations that stimulate the motivations to travel (Dann, 1977; Crompton, 1979; Prayag & Ryan, 2011).

5. Methodology

5.1. Study Site and Sample

The data were collected by convenience sampling in Alanya, one of the destinations with high international tourism participation in Turkey. In this research, a questionnaire which is one of the primary data collection methods was used as a data collection tool. Nine hundred questionnaires were published in English, German, and Russian languages and distributed to hotels, restaurants, and beach clubs in Alanya city center and around. German and Russian questionnaires were back-translated to English and then translated again to German and Russian. Six hundred fifty questionnaires were returned. One hundred eighty-two questionnaires, partially empty or thought to have not been completed by reading, were eliminated, and the remaining 468 questionnaires were used for analysis.

5.2. Questionnaire Design and Research Variable

In many studies, it is seen that the cognitive image, which is defined as the information about a particular place, and the pull factors, which is defined as the characteristics of a place, are measured with the same or similar expressions. Therefore, it is possible to say that the cognitive image and pull factors measured by the same or similar presentations measure the same thing. In this study, cognitive image items (Baloğlu & McCleary, 1999) were used together with pull factor items (Cha et al., 1995; Baloglu & Uysal, 1996; McGehee et al., 1996; Heung et al., 2001; Jang & Cai, 2002; Yoon & Uysal, 2005; Kim et al., 2006; Rittichainuwat, 2008) to measure pull factors. Besides, ''cheaper shopping opportunities than where I live'' and ''all-inclusive holiday opportunities'' are added to the pull factors scale.

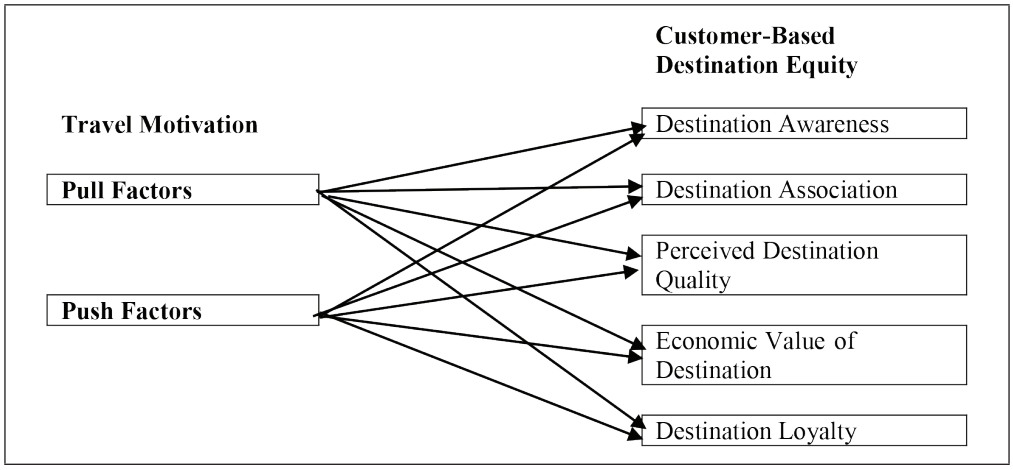
While the push factors items used in the study were considered travel motivation in Baloglu & McCleary's (1999) research, they were considered push factors of travel motivation in many studies (Cha et al., 1995; Baloglu & Uysal, 1996; McGehee et al., 1996; Heung et al., 2001; Jang & Cai, 2002; Kim & Jogaratman, 2002; Yoon & Uysal, 2005; Kim et al., 2006). "Traveling to places where famous people go" added a new push factor item.

Boo et al. (2009) used the customer-based destination brand equity scale. There were five factors and 21 variables on this scale. Las Vegas and Atlantic City, which are the world's most-renowned gambling cities, are compared in that study. That scale was used in this study as a customer-based destination equity scale for Alanya. In this research, while "travel" was used instead of "gambling'', ''Alanya'' was used instead of ''destination''.

5.3. Research Model

It is thought that the push and pull factors that compose the travel motivation affect the customer-based destination equity. The research model established within this framework is given in Figure 1.

Figure 1: Research model



5.4. Analysis Of Data

The software SPSS 22 and AMOS 21 were used to analyze the data. Exploratory factor analysis was used for the research's push and pull factors variables. Horn's parallel analysis and Velicer's MAP test were used to determine the factor numbers of push and pull factors. Confirmatory factor analysis was used for customer-based destination equity variables of the study. KMO and Barlett tests were applied to determine the data's suitability for factor analysis. Cronbach's Alpha value was examined for the reliability of the research data. Correlation analysis and regression analysis were used to explore the study variables' relationship.

5.5. Results

Demographic characteristics of the participants are given in Table 1.

Table 1: Demographic Characteristics of the Sample

Country	**n**	**%**	**Gender**	**n**	**%**
Germany	117	25.0	Female	250	53.4
Russia	60	12.8	Male	208	44.4
United Kingdom	50	10.7	Unknown	10	2.1
Ukraine	29	6.2	Total	468	100
Denmark	22	4.7	**Age**	**n**	**%**
Netherlands	22	4.7	18–24	45	9.6
Poland	15	3.2	25–35	96	20.5
Belgium	13	2.8	36–45	76	16.2
Norway	11	2.4	46–55	64	13.7
Finland	10	2.1	56–65	44	9.4
France	10	2.1	66 and over	26	5.6
Sweden	10	2.1	Unknown	117	25
Austria	8	1.7	Total	468	100
Switzerland	5	1.1	**Marital Status**	**n**	**%**
Latvia	4	0.9	Married	248	53
Bulgaria	4	0.9	Single	169	36.1
Belarus	4	0.9	Divorced/Widow	30	6.7
Kazakhstan	4	0.9	Unknown	21	4.5
USA	3	0.6	Total	468	100
Italy	2	0.4	**Education**	**n**	**%**
Romania	2	0.4	Primary school	41	8.8
Greece	2	0.4	High school	191	36.3
Estonia	2	0.4	University	170	40.8
Iran	2	0.4	Master's/PhD	37	7.9
Greenland	1	0.2	Unknown	29	6.2
Ireland	1	0.2	Total	468	100
Iceland	1	0.2	**Monthly Income $**	**n**	**%**
Australia	1	0.2	Less than 2,000 $	135	28.8
Georgia	1	0.2	2,000 $-4,999 $	188	40.2
Jamaica	1	0.2	5,000 $-7,999 $	58	12.4
Spain	1	0.2	8,000 $ and over	16	3.4
Unknown	50	10.7	Unknown	71	15.2
Total	468	100	Total	468	100

To determine whether the data obtained from the push factors, pull factors, and customer-based destination equity scales are normally distributed, the skewness and kurtosis values of each variable in each scale are examined. Beautiful climate is the variable that has the highest skewness and kurtosis values of the variables in the scale. Its skewness value is -1.375, whereas kurtosis value is 1.647. The skewness and the kurtosis values of all the remaining variables were lower than 1.647 and -1.375, indicating that the scale has a normal distribution (Field, 2009). The research data meets the normal distribution requirement.

In the exploratory factor analysis, it is seen that there are different approaches in determining the number of dimensions. In this study, Horn's parallel analysis and Velicer's MAP test, which have been used in recent years and are thought to be more accurate in determining the number of factors, are used (Horn, 1965; Velicer, 1976; Yavuz & Doğan, 2015; Koçak et al., 2016; Tutuncu, 2017). In Horn's parallel analysis, the number of factors is decided according to the part below: the eigenvalue of the data produced in parallel is greater than the eigenvalue in the actual data set. In the Velicer's MAP test, the mean of the squares of the partial correlations obtained is the lowest and determined as the number of factors (Koçak et al., 2016). Horn's Parallel analysis and Velicer's MAP test results show that the number of factors required is two for pull factors and three for push factors.

The results of Bartlett's Test of Sphericity (p-value .000, chi-square 3338,422, df 171), the Kaiser Meyere Olkin Measure of Sampling Adequacy (.883), and the diagonals of the anti-image correlation matrix were also all over .7 show that push factors variables are appropriate for factor analysis. While internal consistency of the push factors full scale is α=.895, internal consistency of the factors are α=.869, α=.835, and α=.818 (Table 2). Explanatory factor analysis is conducted for the push factors. In the explanatory factor analysis, principal component analysis is used. Varimax rotation is used as the rotation method. Horn's Parallel analysis and Velicer's MAP test are used to determine the number of factors. In the scale of push factors consisting of 21 variables, the factor load of the "doing nothing all" variable remains below 0.40. It is observed that the variable "experiencing new/different places" is cross-loading. Therefore, these two variables are excluded from the data set, and factor analysis is repeated (Hair et al., 2014).

Horn's Parallel analysis and Velicer's MAP test results showed that the numbers of factors required are three for push factors. When the first dimension variables are reviewed, it is deemed appropriate to name this dimension as those seeking innovation and close friendship. When the second dimension variables are examined, it is decided that it would be fair to name the relevant dimension as seeking relaxation and escape. Finally, it is suitable to call the third dimension those seeking excitement, entertainment, and adventure. Contribution to seek innovation and close friendship to the variance is 24.55%. While the contribution of those seeking relaxation and escape to the variance is 18.19%, the contribution of those seeking excitement and fun to the variance is 14.53%. It is seen that the driving factors scale has a structure that explains 57.28% of the total variance.

Table 2: Exploratory Factor Analysis of Push Factors

Factors	Factor Loadings	Eigenvalue	Explained Variance	Reliability (α)
Seeking innovation and close friendship		4.665	24.551%	.869
Traveling to places where famous people go	.787			
Developing close friendship	.783			
Meeting people with similar interest	.762			
Going places my friends have not been	.752			
Telling my friends about the trip	.684			
Finding a boyfriend/girlfriend	.651			
Enriching myself intellectually	.639			
Learning new things, increasing my knowledge	.487			
Experiencing different cultures and ways of life	.456			
Trying new foods and beverages	.433			
Seeking relaxation and escape		3.457	18.193%	.835
Getting away from demands of everyday life	.820			
Relaxing physically and mentally	.811			
Relieving stress and tension	.790			
Escaping from the routine	.713			
Getting away from crowds	.488			
Seeking excitement, entertainment and adventure.		2.762	14.537%	.818
Finding thrills and excitement	.875			
Being adventurous	.826			
Doing exciting things	.656			
Having fun, being entertained	.583			
Total variance explained			57.281%	

Extraction method: Principal component analysis, rotation method: varimax with Kaiser normalization, Kaiser Meyer Olkin Measure of Sampling Adequacy:.883. Bartlett's Test of Sphericity p value .000 (chi-square: 3338.422, df: 171). Reliabilities were assessed using Cronbach's alpha (α) coefficient.

The results of Bartlett's Test of Sphericity (p-value .000, chi-square 3387.355, df 276), the Kaiser Meyere Olkin Measure of Sampling Adequacy (.918), and the diagonals of the anti-image correlation matrix were also all over .8 show that pull factors variables are appropriate for factor analysis. While the pull factors' internal consistency on the whole scale is α=.923, internal consistency of the factors are α=.882 and α=.860 (Table 3). Principal component analysis and varimax rotation were also used for pull factors in the exploratory factor analysis. Horn's Parallel analysis and Velicer's MAP test were also applied for pull factors to determine the number of factors. According to factor analysis, "great beaches" item is removed from the data set of 27 pull factors items since the factor load is less than 0.40 and cross-loading. Subsequently, in the repeated factor analysis, the variables "a variety of foods" and "historical and archaeological attractions" are omitted from the data set because they are cross-loading (Hair et al., 2014). Horn's Parallel analysis and Velicer's MAP test results showed that the numbers of factors required are two for pull factors. It is seen that the variables in both dimensions vary and do not provide homogeneity. Therefore, the first dimension, which includes more variables, is called broadly pull factors, and the second dimension, which provides for fewer variables, is called narrowly pull factors. The contribution of broadly pull factors to variance is 23.77%, while the contribution of narrowly pull factors to variance is 20.47%. The two-dimensional pull factors scale has a structure explaining 44.24% of the total variance.

Confirmatory factor analysis is used in customer-based destination equity as a part of the study since an existing scale is used. Customer-based destination equity consists of five factors: destination awareness, destination association, perceived destination quality, economic value of destination, and destination loyalty. There are four items in the destination awareness, four in the destination association, five in the economic value of destination, four in the perceived destination quality, and four in the destination loyalty dimension. The goodness of fit values could not be obtained with all of the scale variables. Therefore, confirmatory factor analysis is renewed by removing one variable until the goodness of fit values is obtained. The items are used in the customer-based destination equity scale are shown in Table 4.

Table 3: Exploratory Factor Analysis of Pull Factors

Factors	Factor Loadings	Eigenvalue	Explained Variance	Reliability (α)
Broadly Pull Factors		5.706	23.777%	.882
Amusement or theme parks	.722			
Unpolluted and unspoiled environment	.684			
Quality of infrastructure	.623			
Outdoor activities	.614			
Standard hygiene and cleanliness	.574			
Good nightlife and entertainment	.560			
Cheaper shopping opportunities than where I live	.557			
Personal safety	.551			
Variety of shopping opportunities	.550			
Convenient transportation	.547			
Family oriented	.531			
Water sports	.522			
Exotic atmosphere	.502			
All inclusive holiday opportunities	.486			
Low-cost holiday package	.481			
Narrowly Pull Factors		4.913	20.471%	.860
Reliable weather	.805			
Beautiful scenery and natural attractions	.793			
Good value for money spent	.676			
Suitable accommodations	.662			
Interesting cultural attractions	.636			
Interesting and friendly local people	.623			
People's friendliness/hospitality	.560			
Appealing local food	.503			
Culture different from my own	.497			
Total variance explained			44.248%	

Extraction method: Principal component analysis, rotation method: varimax with Kaiser normalization, Kaiser Meyer Olkin Measure of Sampling Adequacy:,918. Bartlett's Test of Sphericity p value .000 (chi-square: 3387.355, df: 276). Reliabilities were assessed using Cronbach's alpha (α) coefficient.

Table 4: Confirmatory Factor Analysis of Customer-Based Destination Equity

Dimensions	Items	Factor Loadings	AVE	CR
DA	Alanya is very famous	.561	.43	.60
	When I am thinking about vacation, Alanya comes to my mind immediately	.745		
DAS	Alanya fits my personality	.801	.60	.75
	Visiting Alanya reflects who I am	.754		
PDQ	Alanya performs better than other similar destinations	.738	.49	.66
	Alanya provides quality experiences	.667		
EVD	The costs of visiting Alanya are a bargain relative to the benefits I receive	.752	.50	.80
	Considering what I would pay for a trip, I will get much more than my money's worth by visiting Alanya	.641		
	Visiting Alanya is a good deal	.738		
	Alanya has reasonable prices	.693		
DL	Alanya would be my preferred choice for a vacation	.717	.52	.69
	Overall, I am loyal to Alanya	.736		
Goodness-of-fit statistics	χ^2= 218.745, df = 44, χ2/df=4.971, CFI=0.94, GFI=0.93, RMSEA=0.092			

DA: Destination awareness, **DAS:** Destination association, **PDQ:** Perceived destination qualit,y **EVD:** Economic value of destination, **DL:** Destination loyalty, **AVE:** Average variance extracted **CR:** Composite reliability.

The fit indexes of the model created for customer-based destination equity (χ^2= 218.745, df = 44, χ2/df=4.971, CFI=0.94, GFI=0.93, RMSEA=0.092) are good and acceptable. The χ2/df ratio is sensitive to sample size and around five or less demonstrates good fit (Wheaton et al., 1977). RMSEA value can be accepted up to .10 (Browne & Cudeck, 1992; MacCallum et al., 1996). For destination awareness, the AVE value is 0.43, the CR value is 0.60; for destination association, the AVE value is 0.60, the CR value is 0.75; for destination loyalty, the AVE value is 0.53, and the CR value is 0.69; for perceived destination quality, the AVE value is 0.494, CR is 0.66; for destination economic value, the AVE value is 0.50, CR is 0.66. AVE value above 0.50 is expected, but if CR value is above 0.60, an AVE value below 0.50 is acceptable (Fornell & Larcker, 1981).

Results of the Pearson correlation indicate that there are significant positive association between push and pull factors of travel motivation and destination awareness (DAW), destination association (DAS), perceived destination quality (PDQ), economic value of destination (EVD), and, destination loyalty as shown in Table 5.

Table 5: Descriptive Statistics and Correlation Analysis Results

Variable	n	M	SD	1	2
Push Factors	468	3.7080	.61161	-	
Pull Factors	468	3.8910	.57154	.699**	-
DAW	468	3.6904	.91785	.521**	.508**
DAS	468	3.5905	.95379	.523**	.462**
PDQ	468	3.6977	.86087	.569**	.571**
EVD	468	3.7725	.74464	.555**	.595**
DL	468	3.8202	.92938	.507**	.526**

Significant regression equations are found between push and pull factors of travel motivation, destination awareness (DAW), destination association (DAS), perceived destination quality (PDQ), economic value of destination (EVD), and destination loyalty (DL), as shown in Table 6.

Table 6: Regression Analysis: Relationship Between Push and Pull Factors of Travel Motivation, Destination Awareness, Destination Association, Perceived Destination Quality, Economic Value of Destination, and Destination Loyalty

	DAW			DAS			PDQ			EVD			DL		
	Beta	t-Value	Sig.t	Beta	t-Value	Sig.t	Beta	t-Value	Sig.t	Beta	t-Value	Sig.t	Beta	t-Value	Sig.t
Push Factors	.324	6.022	.000	.390	7.146	.000	.332	6.513	.000	.273	5.399	.000	.273	5.081	.000
Pull Factors	.282	5.235	.000	.189	3.467	.001	.338	6.636	.000	.403	7.970	.000	.335	6.247	.000
R^2	.312			.292			.382			.392			.315		
R^2*Adjusted*	.309			.288			.380			.389			.312		
F test statistics/ significance	F= 105.478 P=.000			F= 95.673 P=.000			F= 143.812 P=.000			F= 149.636 P=.000			F= 106.924 P=.000		

After the analyses carried out within the research framework, it is seen that the study hypotheses are accepted. Related hypotheses are shown in Table 7.

Table 7: Study Hypothesis

Hypothesis	Test Results
H_1 Push factors significantly affect the destination awareness	Supported
H_2 Push factors significantly affect the destination association	Supported
H_3 Push factors significantly affect the perceived destination quality	Supported
H_4 Push factors significantly affect the economic value of destination	Supported
H_5 Push factors significantly affect the destination loyalty	Supported
H_6 Pull factors significantly affect the destination awareness	Supported
H_7 Pull factors significantly affect the destination association	Supported
H_8 Pull factors significantly affect the perceived destination quality	Supported
H_9 Pull factors significantly affect the economic value of destination	Supported
H_{10} Pull factors significantly affect the destination loyalty	Supported

6. Conclusion

While one of the questions in destination marketers' minds is what makes people travel, the other problem is creating perceptual values that stand out in the target market. Push and pull factors of travel motivation and customer-based destination equity are some of the answers to these questions. The positive customer-based destination equity can easily bring a competitive advantage to a destination. Push and pull factors of travel motivation are among the most investigated topics to understand travel intentions driving force.

Travel motivation shapes tourist expectations. This motive affects the perceptual value of the destination. The fact that the relationship between push and pull factors and customer-based destination equity has not been studied before provides a new perspective. Therefore, this study provides a factual basis for empirical studies on consumer-based destination equity affected by travel motivational factors. The results of this study provide information on which travel motivations should be focused on for substantial customer-based destination equity to be delivered to destination management organizations.

This study examines the relationship between push and pull factors of travel motivation and customer-based destination equity. First, explanatory factor analysis is used due to new variables added to measure push and pull factors of travel motivation. Second, Parallel and MAP tests are used to determine the factor numbers. Third, confirmatory factor analysis is used for the customer-based destination equity scale because the scale was taken directly. Finally, regression analysis examines the relationship between the relevant variables. In this sense, the study has a mixed method.

In the studies investigating customer-based destination equity, the models of Aaker (1991) and Keller (1993) are generally used. It seems studies examine the relationships between customer-based destination equity and different variables. Unlike other studies, this study used push and pull factors of travel motivation as independent variables. The data used in this research were obtained through questionnaire forms that 468 foreign tourists completed

in Alanya, one of Turkey's most important tourist destinations. The study's regression analysis results revealed that the push and pull factors have a 44.7% impact on the customer-based destination equity. This remarkable rate can guide the destination marketers about what elements should be considered. Also, correlation analysis results show a robust positive relationship between push and pull factors and customer-based destination equity. Researchers can also view these findings in destination marketing studies.

This study conducted in August, September and October of 2016. That year is regarded as one of the worst tourism seasons of Turkey. Because the negativity experienced with Syria and Russia and July 15 coup attempt have reduced the tourism demand to Turkey. Destinations that meet tourist expectations can provide loyalty, the most desirable component of customer-based destination equity. When the data is analyzed, destination loyalty has the highest average. This context can conclude that loyal customers do not care about negativity. A similar study, which will be carried out in another time frame when these negativities do not exist, can compare this research results. Research findings also show that Alanya provides destination awareness. However, it should be considered that the opinions of the participants were taken while they were in Alanya. Therefore, the characteristic features of Alanya may come to mind immediately.

There are many reasons behind the increase in tourism participation from the past to the present. Although there are changes in working conditions, income level, and means of transportation, it is possible to say that the motivations to escape from daily life routines and seeking relaxation do not differ. It is seen that the priorities of the survey participants who prefer Alanya for their holidays are seeking relaxation and moving away from their daily routines.

Because of its location in the Mediterranean region, Alanya holds the trio of sea, sand, and sun as a strong trump card. Therefore it is seen that one of the most attractive features of Alanya is its beautiful climate. Participation in tourism is high in most European countries, which we can call the world's most developed continent. Turkey is a European Union candidate country and has a different cultural structure from European countries. This difference is a prominent pull factor.

Although globalizing of the world increases the number of people with similar characteristics, each country's citizens may have different attributes from another country's citizens regarding consumer behavior due to its cultural and socio-political factors. This study's sample is foreign tourists who are in Alanya for vacation. Data obtained by respondents from thirty-one different countries, but country-based differences were not being considered. Studies to be carried out by considering the differences between countries will help the studies for the target country. Whether tourist motivations and perceptions differ by country can be discussed in future studies, the scales used in this study can be used for different destinations.

Author's Contribution Statement

The author contributed to all phases of the study.

Conflict of Interest

The author has no conflict of interest to declare.

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