

## Comparing the motivations behind wellness tourism in three source markets

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### Abstract

This study surveyed 1562 wellness tourists in Finland, the St. Petersburg area, and Lithuania to explore what were their motivations for taking a wellness trip, to investigate what differences there were between different nationalities and determine how wellness tourists could be segmented based on their motivation. As most previous studies analysed wellness tourism motivations in one chosen destination, this study fills the gap in cross-cultural analysis of motivations. Exploratory factor analysis revealed six motivational factors including status, beauty and appearance, personal development, nature and outdoors, socialization, and resting and relaxation, the latter factor being dominant across all nationality groups. Seemingly unrelated regression analysis revealed significant differences in terms of the importance of beautification, improving physical condition, nature, and the desire to indulge in luxury experiences.

**Keywords:** wellness tourism, tourist motivation, wellness tourists, motivational factors, benefits sought, tourist segmentation

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## 1. Introduction

Wellness tourism, which is defined as a way of travelling where tourists seek to enhance their emotional, spiritual, physical, and intellectual well-being (e.g. Smith & Puczko, 2014) is growing over two times faster than tourism in general (Global Wellness Institute, 2018). This growth may be related to population ageing, stress at work, and growing disposable income (Chen, Chang, & Tung, 2014) as well as the increasingly hectic pace of living, pollution in cities, unhealthy lifestyles, and failing healthcare systems (Lee, Lam, & Lam, 2020). Wellness tourists are driven by the desire to relax, escape, find a sense of wellbeing, and pursue a healthier lifestyle just to mention a few of wellness tourists' motivations (e.g. Kim, Chiang, & Tang, 2017).

Defined as the process that stimulates, directs, and maintains goal-oriented behaviours (Greenberg, 1998), the motivation to travel is considered as the key element in a tourist's decision making process (Crompton, 1979). Tourism literature (e.g. Koh, Jung-Eun Yoo, & Boger, 2010; Mak, Wong, & Chang, 2009) has proposed a large number of motivations for spa and wellness tourists based on different behavioural, socio-economic, demographic, and geographical variables and cultural backgrounds, indicating that wellness tourism customers are greatly heterogenic, and different customer segments may seek different benefits from the same kind of service offering (Koh *et al.*, 2010).

Although the motivations of tourists have been broadly studied across a wide range of wellness and spa settings, Lee *et al.* (2020) argue that there is still a lack of understanding regarding the demand side of wellness tourism. Most of the previous studies (e.g. Tsai, Suh, & Fong, 2012) analyse the motivation of tourists in one chosen destination, and there is a lack of cross-cultural analysis of motivations (Wickens, 2002). Some studies (e.g. Kelly, 2012) include several different destinations in the study, but the results are not focused on potential differences between source markets. Others (e.g. Medina-Muñoz & Medina-Muñoz, 2013; Tsai *et al.*, 2012) study different nationalities coming to one destination, but do not focus on differences between customer segments from different countries. However, wellness tourism patterns and motivations may differ between customers with different cultural backgrounds (Tooman, Tomasberg, & Smith, 2013), as the understanding of wellness is formed by wellness traditions, culture, industry regulation, and natural resources (Bočkus, Sulkinoja, Kolesnikova, & Komppula, 2021). Therefore, the demand for wellness services and motivation may be connected to tourists' background and previous experiences of the consumption of wellness products and services.

The novelty value of this research is based on the investigation of the differences of the motivations of wellness tourists from different markets, representing different cultures in one study. Based on Bočkus *et al.* (2021), there is evidence that due to differences in legislation, natural resources, landscape, tradition, and culture, the conception of wellness and its materialization in the wellness tourism offering are different in Finnish, Russian, and Lithuanian destinations. Hence, the first aim of this study is to investigate the motivations of wellness tourists residing in these three markets, and particularly whether/how the motivations may differ between the markets. Secondly, motivation-based segments in these market areas are sought. The choice of these particular markets is based on their common history as part of the Russian Empire in certain periods of time, and Russia and Lithuania also having been part of the Soviet Union. Additionally, St. Petersburg was chosen as representative of the Russian market as it has been an important source of tourism for Finland and Lithuania.

Research questions comprise:

- What are the motivations of tourists towards wellness tourism offering?
- What are the main differences in motivations between target markets?

- How can wellness tourism customers be segmented into different groups based on their motivations?

The findings of this study contribute to the research on demand in wellness tourism. A knowledge of the differences in wellness tourist motivation will yield practical insights for Destination Management Organisations (DMOs) and wellness entrepreneurs to increase the competitiveness of the destination by allowing them to adapt their product offering, create more effective communication strategies, positioning, and marketing-directed campaigns to meet the needs of international wellness tourists. The knowledge of wellness tourists' motivations is especially important in the context of the COVID-19 pandemic and the resultant travel restrictions as the competition for tourists has increased due to the decreased flow of international tourists (Gössling, Scott, & Hall, 2020). In addition, the study contributes to the development of an instrument for measuring wellness tourists' motivations. It also complements the analysis by using seemingly unrelated regression modelling to bring socio-demographic background variables into the analysis and take into account the interrelatedness of the variables in the analyses.

## **2. Review of literature on wellness tourism motivations**

Motivation is commonly recognized as a core element which explains tourist's intentions and behaviour (Fodness, 1994; Gnoth, 1997). Motivation refers to object-specific, situational, constraint or opportunity driven behaviour, whereas motives are defined as behavioural needs or forces that move tourists to act (Gnoth, 1997). Motivations can be divided into intrinsic, referring to doing something for personal gratification and inner enjoyment, and extrinsic, referring to reward or status driven behaviour (Ryan & Deci, 2000). Motivation is closely related to attitudes and traits, the former referring to expressions of personality in the decision-making, and the latter referring to the creation of aspirations and reactions to the external situation (Ryan, 2002).

In numerous wellness tourism studies, the term motivation is used interchangeably with terms like expectations, needs, preferences, or benefits sought. In particular, segmentation studies commonly include such psychographic constructs as motivations, benefits, and preferences (Dolnicar, 2006), which are closely interrelated in the context of tourism marketing (Pesonen, 2012).

A variety of theories, models, and approaches contribute to tourist motivation research. Maslow's (1970) Hierarchy of Needs is seminal and one of the most commonly cited theories in the analysis of tourist motivations. For example, conceptual frameworks of the travel career ladder (TCL) (Pearce, 1988) and travel career patterns (TCP) (Pearce & Lee, 2005) are based on Maslow's (1970) work and are widely applied to study travel motivations. Other often cited theories are those by Mannell & Iso-Ahola (1987) and the Push and Pull theory by Dann (1977), which was later applied in other commonly cited studies (e.g. Crompton, 1979). The Leisure Motivation Scale (LMS) developed by Beard & Ragheb (1983) allows motives to be categorized related to the satisfaction derived from leisure activities.

Smith and Puczkó (2009) described a wheel of wellness translated to travel motivations—covering physical, emotional, occupational, spiritual, social, and intellectual dimensions—which could be roughly categorized into hedonistic (pleasure seeking) and eudemonic (self-development seeking) wellness motivations (Kim & Yang, 2021). It is commonly agreed that wellness tourism may help to balance and harmonize these dimensions through the services and experiences that it provides (Mueller & Kaufmann, 2001; Smith & Puczkó, 2014).

A thorough review of studies in peer-reviewed tourism journals examining the motivations and expectations of wellness tourists reflects the widespread discussion on the motivations as a pivotal part of tourist behaviour (Table 1). The majority of studies investigate motivations of Western wellness tourists, focusing on one particular destination. Spas are the most dominant context of study, which may reflect the fact that spas are the most significant wellness business sector accounting for 48% of global wellness tourism expenditures (Global Wellness Institute, 2018). Additionally, different types of wellness tourism like Rural wellness (Pesonen & Komppula, 2010), Lake wellness (Konu, Tuohino, & Komppula, 2010), Nordic wellbeing (Hjalager *et al.*, 2011), Alpine wellness (Pechlaner & Fischer, 2006) or Forest-based wellbeing (Komppula, Konu, & Vikman, 2017) have been studied, indicating the variety of wellness tourism supply and demand.

An analysis of the previous literature revealed that wellness tourists are driven by multiple motivations of different importance at the same time. In this study, the motivational factors appearing in the reviewed articles were categorized based on the Leisure Motivation Scale (Beard & Ragheb, 1983) including intellectual, social, stimulus-avoidance factors, and physical and emotional motivations from the Wheel of Wellness (Smith & Puczkó, 2009) (see Table 1).

Geographical region of residence, or country of origin may be one of the key determinants of wellness tourist motivation and demand for services (Aleksijevits, 2019; Smith & Puczkó, 2014) and travel motivation may have different importance levels within different nationalities. For example, due to collectivist culture in Asia, tourists may care more about social opinion (Hofstede, 2021) which consequently has a certain effect on the demand for services. It could be argued that international tourists perceive the concept of wellness differently and their preferences are based on what they are accustomed to in their own country.

There seems to be no agreement among scholars on the set of motivations that could be universally used to measure the intentions of tourists to visit a destination or attraction (e.g. Frochot & Morrison, 2000). Hence, motivations may be seen as destination specific. It should also be noted that motivations and preferences may change over time as well.

*Stimulus-avoidance* motivations (e.g. relaxation, stress relief, escape) were one of the most often mentioned motivation categories across a wide range of wellness and spa settings, and among tourists with different sociodemographic characteristics and cultural backgrounds. A globalized world combined with a fast-paced lifestyle with multiple responsibilities (e.g. Lusby, 2015) has fuelled the increasing interest in wellness. The desire to escape is one of the intrinsic motivations for the behaviour of tourists (Iso-Ahola, 1980), and wellness customers may be looking for a unique experience that transports them away from their everyday environment (Lo, Qu, & Wetprasit, 2013). Smith & Kelly (2006) noted that there is 'a paradoxical desire to escape but in order to "find" oneself' (p. 15).

Motivations related to *physical state enhancement* (e.g. health rehabilitation, beautification, physical rest) were most common in the studies on customers in thermal resorts or beauty spa settings. Wellness motivations are closely related with a lifestyle, and customers involved in physical activities and healthy lifestyles are more likely to take a wellness trip (Hallab, 2006; Konu & Laukkanen, 2009). Moreover, motivations related to the improvement of physical health can also be linked to the increased belief in the medically beneficial and healing properties of natural resources (Corvillo *et al.*, 2020), and forest therapy (e.g. Rajoo, Karam, & Abdullah, 2020).

**Table 1.** Review of wellness tourists' motivations in previous literature

Motivations in the previous literature	References	Motivational items developed for the survey instrument
To escape from daily life To relax To rest To relieve stress To feel refreshed Recreation	Koh <i>et al.</i> , 2010; Lo, Qu, & Wetprasit, 2013; Mak <i>et al.</i> , 2009; Pesonen & Komppula, 2010 Clark-Kennedy & Cohen, 2017; Kucukusta, Pang, & Chui, 2013; Tsai <i>et al.</i> , 2012; Voigt <i>et al.</i> , 2011 Konu & Laukkanen, 2010; Koskinen, 2019 Kelly, 2012; Lusby, 2015; Voigt <i>et al.</i> , 2011 Konu & Laukkanen, 2010; Tawil, 2011; Voigt <i>et al.</i> , 2011 Chen, Prebensen, & Huan, 2008	<b>STIMULUS-AVOIDANCE</b> 1. Relaxing mentally 2. Relieving stress 3. Resting
To improve physical health Medical reasons Beautification To improve appearance Weight loss Physical rest	Dimitrovski & Todorović, 2015; Koh <i>et al.</i> , 2010; Konu & Laukkanen, 2010; Lehto, Brown, Chen, & Morrison, 2006; Voigt <i>et al.</i> , 2011 Kucukusta <i>et al.</i> , 2013; Nicolaidis & Grobler, 2017 Koskinen, 2019; Kucukusta <i>et al.</i> , 2013; Laesser, 2011; Tsai <i>et al.</i> , 2012 Dimitrovski & Todorović, 2015; Gustavo, 2010; Koh <i>et al.</i> , 2010; Mak <i>et al.</i> , 2009; Voigt <i>et al.</i> , 2011 Aleksijevits, 2019; Mak <i>et al.</i> , 2009; Naylor & Kleiser, 2002 Lim, Kim, & Lee, 2016; J. Pesonen & Komppula, 2010	<b>PHYSICAL</b> 4. Improving physical condition 5. Medical reasons 6. Beautification 7. Improving physical appearance 8. Relaxing physically
To be pampered Indulgence Self-reward Indulging in luxury experiences Recognition and status Keeping up with fashion Experiencing nature Connection with nature To attain spiritual growth To be at peace with oneself	Koh <i>et al.</i> , 2010; Kucukusta <i>et al.</i> , 2013; Mak <i>et al.</i> , 2009; Monteson & Singer, 2004 Clark-Kennedy & Cohen, 2017; Hallab, 2006; Tsai <i>et al.</i> , 2012; Voigt <i>et al.</i> , 2011 Aleksijevits, 2019; Mak <i>et al.</i> , 2009; Tsai <i>et al.</i> , 2012 Hallab, 2006; Kim <i>et al.</i> , 2017; Konu & Laukkanen, 2009; Mak <i>et al.</i> , 2009 Dimitrovski & Todorović, 2015; Mak <i>et al.</i> , 2009; Naylor & Kleiser, 2002; Voigt <i>et al.</i> , 2011 Konu & Laukkanen, 2009; Mak <i>et al.</i> , 2009 Chen <i>et al.</i> , 2008; Konu & Laukkanen, 2009; Moscardo, 2011 Clark-Kennedy & Cohen, 2017; Kessler <i>et al.</i> , 2020 Kelly, 2012; Nicolaidis & Grobler, 2017 Kessler <i>et al.</i> , 2020; Lusby, 2015; Mak <i>et al.</i> , 2009; Voigt <i>et al.</i> , 2011	<b>EMOTIONAL</b> 9. Being pampered 10. Self-award 11. Including in luxury experience 12. Getting appreciation from others 13. Keeping up with fashion 14. Enjoying nature 15. Connection with nature
Novelty seeking To try new things To enhance quality of life Curiosity Increasing self-esteem To learn how to meditate Self-development To improve mental health Challenge and stimulate oneself	Kim <i>et al.</i> , 2017; Lim <i>et al.</i> , 2016; Moscardo, 2011 Konu & Laukkanen, 2009; Mak <i>et al.</i> , 2009; Smith & Kelly, 2006a; Tawil, 2011 Chen <i>et al.</i> , 2008; Smith & Kelly, 2006a Chen <i>et al.</i> , 2008; Voigt <i>et al.</i> , 2011 Cain <i>et al.</i> , 2016; Voigt <i>et al.</i> , 2011 Kessler <i>et al.</i> , 2020; Voigt <i>et al.</i> , 2011 Kim <i>et al.</i> , 2017; Konu & Laukkanen, 2009; Smith & Kelly, 2006a Chen <i>et al.</i> , 2008; Gustavo, 2010; Koh <i>et al.</i> , 2010 Kessler <i>et al.</i> , 2020; Laesser, 2011	<b>INTELLECTUAL</b> 16. Experiencing new destinations 17. Trying new things 18. Learning how to improve well-being 19. Increasing self-esteem 20. Improving quality of life 21. Self-development

Motivations in the previous literature	References	Motivational items developed for the survey instrument
Socializing	Clark-Kennedy & Cohen, 2017; Kelly, 2012; Kucukusta <i>et al.</i> , 2013	<b>SOCIAL</b>
To enjoy with friends / accompanying friends	Dimitrovski & Todorović, 2015; Koh <i>et al.</i> , 2010; Mak <i>et al.</i> , 2009; Moscardo, 2011; Tsai <i>et al.</i> , 2012; Voigt <i>et al.</i> , 2011	22. Social interaction 23. Quality time with friends
To enjoy with family	Koh <i>et al.</i> , 2010; Mak <i>et al.</i> , 2009; Moscardo, 2011; Tsai <i>et al.</i> , 2012; Voigt <i>et al.</i> , 2011)	24. Quality time with family
To meet other health-conscious people	Koh <i>et al.</i> , 2010	

*Emotional* motivations refer to wellness tourists' desire to pamper and reward themselves (e.g. Voigt *et al.*, 2011), or to seek for prestige (e.g. Kim *et al.*, 2017) or keep up with fashion (e.g. Mak *et al.*, 2009). These are considered as symbolic, internally generated needs and have a social meaning related to recognition by peers (e.g. Naylor & Kleiser, 2002). Although in previous literature (e.g. Konu & Laukkanen, 2010) wellness tourism is often associated with luxury services, customers' motivation is increasingly being driven by the aim to balance mind, body, and spirit or the desire to have a healthy lifestyle rather than luxury (Cohen & Bodeker, 2008; Denizci Guillet & Kucukusta, 2016). Additionally, connecting with nature (e.g. Clark-Kennedy & Cohen, 2017) was commonly mentioned as a motivation in the previous studies for wellness tourists which may be connected to the desire to achieve clarity in decisions, spirituality deepening or renewing oneself (Hawks, 1994; Lehto *et al.*, 2006).

Social gathering has been an important factor for visiting spas throughout history (Lund, 2000). Crompton (1979) identified social interaction as one of seven socio-psychological motives of satisfaction that has an impact on the choice of destination. Different sociodemographic groups or cultures may ascribe different importance to *socialization* as a motivational factor. For example, the Asian equivalent model proposed by Schütte & Ciarlante (1998) suggests that due to the collectivist culture predominant in Asia, social needs could have higher importance in this region compared to Western countries.

Finally, *intellectual* motivations (e.g. knowledge seeking, trying new things, life quality enhancement,) were mentioned in numerous previous wellness tourism studies (see Table 1). Search for self-development and opportunities for personal growth and learning belong to the same category of intellectual motivations and are common drivers of wellness tourism (Kim *et al.*, 2017). An intrinsic need for novelty (Crompton, 1979) may push wellness tourists to look for something that they cannot find in their usual environment.

### 3. Methodology

#### 3.1 Survey and data collection

A three-part questionnaire was created. The first part included questions related to previous wellness trips. The second part included the 24-item motivation scale based on the literature review (see Table 1), where a seven-point Likert scale was applied to analyse the underlying motivational factors in terms of going on a wellness trip irrespective of the travel destination. The third part included questions related to the sociodemographic characteristics of the respondents (background variables). The economic situation of the respondent was measured by a simple self-evaluation (below average, average, above average), as the level of income measured in monetary value in these markets is not comparable. The questionnaire was translated into the local language of each country and pilot tested with 15 selected participants in each market. The self-administered questionnaires were distributed using

online panel services. Online panel surveys allow to reach large and representative samples from different locations and are widely used in management studies due to its validity (Porter, Outlaw, Gale, & Cho, 2019).

Data was collected in Finland, the St. Petersburg region in Russia, and Lithuania, with the aim of gaining 500 responses from each country. The panel company was asked to collect a socio-demographically representative sample of people who have within last 24 months made an overnight leisure trip with the aim of increasing and/or maintaining physical and/or emotional well-being. The trip in question could be, for instance, a holiday in a leisure centre or a sanatorium, or a spa holiday or equivalent, during which it is possible to use wellbeing services. The panel company that was responsible for data collection in Finland and Russia delivered some extra responses, due to which the amounts of data are slightly higher than in the Lithuanian sample.

### 3.2 Data

The data of this study involves respondents, who had been at least on one overnight wellness trip during the last 24 months when filling the survey. The data is comprised of three groups: Finnish respondents (FIN, N = 529), Lithuanian respondents (LTU, N = 489) and Russian respondents (RUS, N = 544). Data cleaning was based on the subject's response behaviour: if all responses to the 24-item scale were identical, or one response was different from others, the subject was dropped from the data. Altogether, we dropped 18 subjects from the FIN group (after data cleaning N = 511), 22 subjects from the LTU group (after data cleaning N = 467) and 37 subjects from the RUS group (after data cleaning N = 507).

The distribution of samples (see Table 2) demonstrates that since the quotas of the respondents were based on the actual demographic situation in each region, the samples are evenly distributed regarding gender. In St. Petersburg, the panel company struggled with collecting data representing older age groups, due to which the actual demographic situation is not met. Whereas 37% of Finns and 35.8% of Lithuanians represent the two youngest age groups, among Russians the corresponding percentage is 57. Since the Russian sample was collected from Saint Petersburg, the overwhelming majority (95.5%) of the respondents live in the city, while 36.8% of Finns and 17.1% of Lithuanians live either in a rural or a suburban area. In terms of education level, 54.2% of Finns have a post-secondary education, whereas the corresponding percentages of the LTU and RUS groups are 74.3% and 75.5 %, respectively. Regarding the respondents' own evaluation of their economic situation, in all nationality groups, most of the respondents (FIN: 55%; LTU: 67.2%; RUS: 75.1%) evaluate their economic situation as 'average'. However, 24.3% of the Finnish respondents fall into the category 'below average', while the corresponding percentages of the LTU and RUS groups are 13.7 and 7.5, respectively. Regarding the category 'above average', the samples are more evenly distributed between the groups.

### 3.3 Data analysis

First, the data of this study was analysed by exploring descriptive statistics of the motivation scale items and comparing the mean scores of the nationality groups. To address statistically significant differences in mean scores, Kruskal-Wallis H test (KW, significance level  $p < 0.05$ ) was conducted with three nationality groups. To further investigate, where the addressed statistically significant differences actualized, pairwise comparisons of the nationality groups were performed using the Mann-Whitney U test (MW) with the Bonferroni adjusted significance level  $p < 0.017$ . The chosen tests are applicable when a dependent variable is ordinal and not normally distributed (Neideen & Brasel, 2007). Applying these tests is also justified, since homogeneity of variance was not met with most of the variables (Neideen & Brasel, 2007).

**Table 2.** Descriptive statistics of background variables by nationality groups.

Variable	FIN			LTU			RUS		
	Freq.	Percent	Cum.	Freq.	Percent	Cum.	Freq.	Percent	Cum.
<b>Gender</b>									
Male	238	46.6	46.6	218	46.7	46.7	241	47.5	47.5
Female	271	53	99.6	249	53.3	100	264	52.1	99.6
Prefer not to disclose	2	0.4	100	0	0		2	0.4	100
Total	511	100		467	100		507	100	
<b>Family circumstances</b>									
Living alone	147	28.8	28.8	86	18.4	18.4	92	18.1	18.1
Single parent	17	3.3	32.1	14	3	21.4	19	3.7	21.9
In a relationship, no children at home	189	37	69.1	227	48.6	70	139	27.4	49.3
In a relationship, children at home	144	28.2	97.3	127	27.2	97.2	239	47.1	96.4
Other	14	2.7	100	13	2.8	100	18	3.6	100
Total	511	100		467	100		507	100	
<b>Age group</b>									
18–30	97	19	19	89	19.1	19.1	131	25.8	25.8
31–40	92	18	37	78	16.7	35.8	158	31.2	57
41–50	104	20.4	57.3	80	17.1	52.9	97	19.1	76.1
51–60	103	20.2	77.5	110	23.6	76.4	80	15.8	91.9
61–70	79	15.5	93	96	20.6	97	36	7.1	99
71–	36	7	100	14	3	100	5	1	100
Total	511	100		467	100		507	100	
<b>Level of education</b>									
Primary school or none	30	5.9	5.9	4	0.9	0.9	22	4.3	4.3
Secondary education	204	39.9	45.8	116	24.8	25.7	102	20.1	24.5
Post-secondary education	277	54.2	100	347	74.3	100	383	75.5	100
Total	511	100		467	100		507	100	
<b>Economic situation</b>									
Below the average	124	24.3	24.3	64	13.7	13.7	38	7.5	7.5
Average	281	55	79.3	314	67.2	80.9	381	75.1	82.6
Above the average	106	20.7	100	89	19.1	100	88	17.4	100
Total	511	100		467	100		507	100	
<b>Living area</b>									
Rural area	56	11	11	58	12.4	12.4	3	0.6	0.6
Suburban area	132	25.8	36.8	22	4.7	17.1	20	3.9	4.5
City	323	63.2	100	387	82.9	100	484	95.5	100
Total	511	100		467	100		507	100	

Notes: The mean of age of FIN is 47.09 ( $SD = 15.67$ ), ranging between 18 to 87. The mean of age of LTU is 47.04 ( $SD = 15.04$ ), ranging between 18 to 76. The mean of age of RUS is 40.35 ( $SD = 13.09$ ), ranging between 18 to 75.

Second, an exploratory factor analysis was conducted of the items of the motivation scale to determine motivation dimensions and compose sum variables of them. Since the sum variables are continuous, the nationality groups' mean scores were compared by Welch's ANOVA test (all nationality groups) and Games-Howell Post Hoc test (pairwise comparisons) (see Liu, 2015).

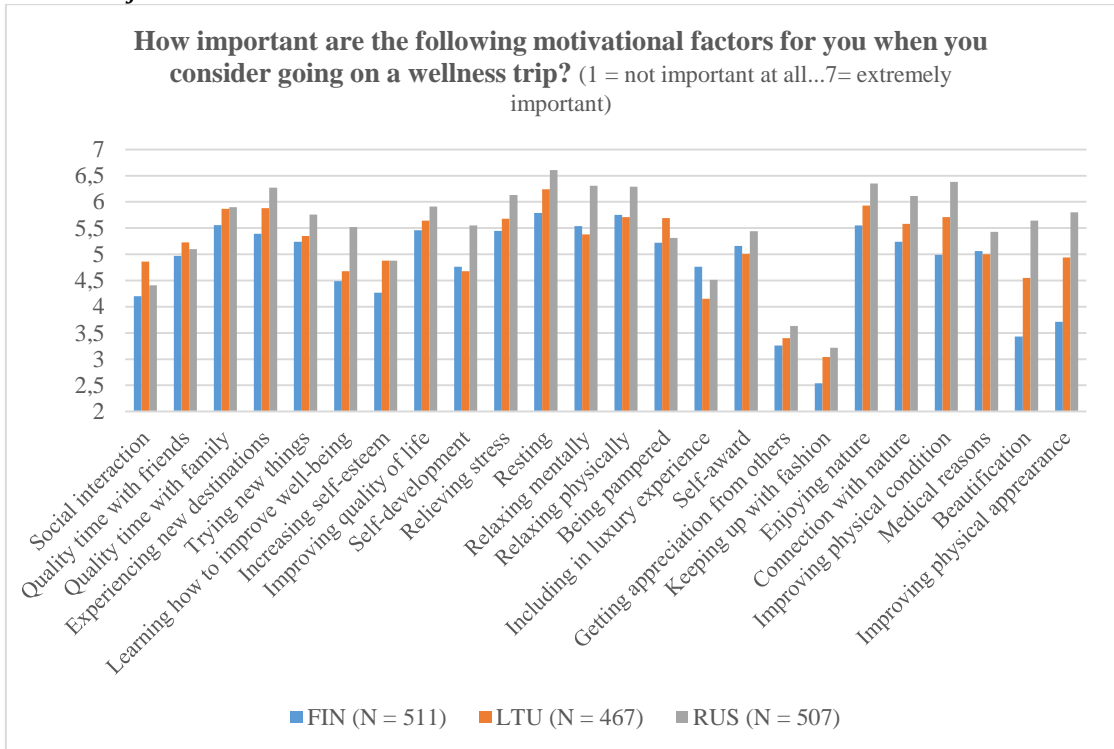
Third, relationships between the motivation dimensions, nationality and the background variables, were examined by seemingly unrelated regression (SUR) models. The SUR analysis was conducted by Stata15, whereas other analyses were conducted by IBM SPSS Statistics 27.



### 3.4 Results

In the following paragraphs, we first present the results related to single motivation scale items (see Figure 1). Secondly, we present the results of the exploratory factor analysis (see Table 3) and finally, the results of the SUR analysis (see Appendix 1).

#### 3.4.1 Scores of the motivation scale items



**Figure 1.** Nationality groups' mean responses to the motivation scale items.

When the mean scores of the motivation scale items are explored, Figure 1 illustrates that the item 'resting' has the highest mean score (FIN:  $M = 5.79$ ,  $SD = 1.35$ ; LTU:  $M = 6.24$ ,  $SD = 1.10$ ; RUS:  $M = 6.61$ ,  $SD = 0.93$ ), and the item 'keeping up with fashion' the lowest mean score (FIN:  $M = 2.54$ ,  $SD = 1.67$ ; LTU:  $M = 3.04$ ,  $SD = 1.71$ ; RUS:  $M = 3.22$ ,  $SD = 1.91$ ) among all nationality groups. The greatest mean difference between the groups is related to the item 'beautification' (FIN:  $M = 3.43$ ,  $SD = 1.93$ ; LTU:  $M = 4.55$ ,  $SD = 1.67$ ; RUS:  $M = 5.64$ ,  $SD = 1.60$ ). Although some exceptions exist, the RUS group commonly has the highest mean score (19 of 24 items) and the FIN group commonly has the lowest mean score (18 of 24 items) on the motivation scale items. According to the results of Kruskal-Wallis H test, solely one item ('quality time with friends') is not related to a statistically significant difference between the nationality groups ( $p > 0.05$ ). One item ('getting appreciation from others') is related to a statistically significant ( $p < 0.05$ ) difference between the groups, whereas the rest of the items are related to a strong statistically significant difference ( $p < 0.001$ ) between the groups.

According to the results of pairwise comparisons performed by the Mann-Whitney U test, six of the motivation scale items ('experiencing new destinations', 'enjoying nature', 'connection with nature', 'improving physical condition', 'beautification', 'improving physical appearance') are related to a

statistically significant ( $p < 0.017$ ) difference between all nationality groups. Nine of the items ('trying new things', 'learning how to improve well-being', 'improving quality of life', 'self-development', 'relieving stress', 'relaxing mentally', 'self-award', 'relaxing physically', 'medical reasons') are related to a statistically significant ( $p < 0.017$ ) difference between FIN/RUS and LTU/RUS groups and four items ('quality time with family', 'increasing self-esteem', 'resting', 'keeping up with fashion') between FIN/LTU and FIN/RUS groups. Three items ('social interaction', 'being pampered', 'including in luxury experience') are related to a statistically significant ( $p < 0.017$ ) difference between FIN/LTU and LTU/RUS groups and one item ('getting appreciation from others') solely between FIN/RUS groups.

### **3.4.2 Factor analysis**

To identify motivation dimensions, an exploratory factor analysis was conducted of the 24 motivation scale items. As a result, we obtained a five-factor solution involving 20 items (see Table 3) and explaining 66.75 of total variance. Due to cross weightings and/or low communalities, the items 'experiencing new destinations' (intellectual motivations), 'trying new things' (intellectual motivations), 'self-award' (emotional motivations) and 'medical reasons' (physical motivations) were excluded from the final solution. The eigenvalues of the solution are greater than 1, the Kaiser-Meyer-Olkin measure equals 0.896 and Cronbach's alphas range from 0.643 to 0.846. The model is composed as follows: Factor 1, Resting and relaxation: five items representing three different motivation categories, value of variance 36.679; Factor 2, Status, beauty, and physical appearance: five items representing two different motivation categories, value of variance 11.547; Factor 3, Personal development: four items representing one motivation category, value of variance 7.130; Factor 4, Nature and outdoors: three items representing two different motivation categories, value of variance 6.297; Factor 5, Socialization: three items representing one motivation category, value of variance 5.096.

When exploring the created factors among nationality groups, Factor 2 turned out to be problematic when solely the RUS data was involved in the analysis. Originally, the factor includes variables related to status (emotional motivations), as well as beauty and physical appearance (physical motivations). Among Russians, these five variables loaded strongly as two separate components instead of forming a single entity. To combat this issue and to increase the informativeness of the following analyses, we decided to split the original Factor 2 into two separate components representing two different themes (F2: status; F3: beauty and physical appearance). Although the splitting led to a two-item factor, which is not commonly recommended, in this case the exceptional solution was considered as necessary (see e.g. Raubenheimer, 2004). Separate factor analyses of the variables of both components were conducted of the overall data to support this decision. The final composition of the motivation dimensions is visible in Table 3.

### **3.4.3 Scores of the motivation dimension sum variables**

As a result of the factor analysis, sum variables were composed of the recognized factors/motivation dimensions. The descriptive statistics of the sum variables and statistically significant differences between the nationality groups (Welch's ANOVA: all nationality groups,  $p < 0.05$ ; Games-Howell Post Hoc test: pairwise comparisons,  $p < 0.05$ ) are presented in Table 4 and Figure 2.

**Table 3.** Factor analysis: original solution, separate solution of status-related items, separate solution of beauty and appearance-related items.

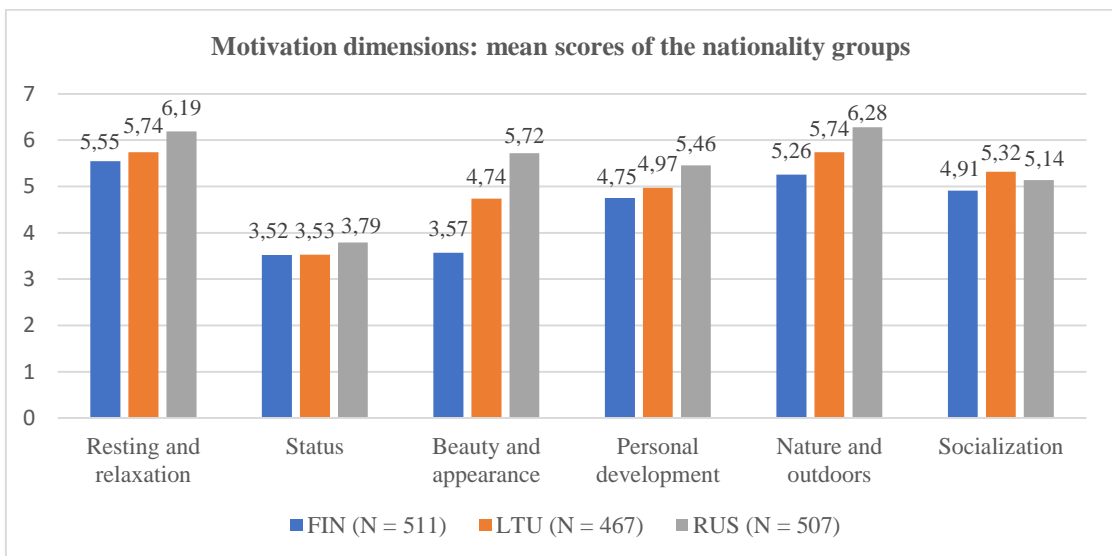
Factor	Factor loading	Eigenvalue	% of variance explained	Cronbach's alpha
<i>Original solution</i>				
<b>F1 Resting and relaxation</b>		7.336	36.679	0.814
Relieving stress (stimulus-avoidance)	0.703			
Resting (stimulus-avoidance)	0.758			
Relaxing mentally (stimulus-avoidance)	0.718			
Relaxing physically (physical)	0.739			
Being pampered (emotional)	0.520			
<b>F2 Status, beauty, physical appearance</b>		2.309	11.547	0.811
Including in luxury experience (emotional)	0.641			
Getting appreciation from others (emotional)	0.671			
Keeping up with fashion (emotional)	0.762			
Beautification (physical)	0.717			
Improving physical appearance (physical)	0.661			
<b>F3 Personal development</b>		1.426	7.130	0.846
Learning how to improve well-being (intellectual)	0.715			
Increasing self-esteem (intellectual)	0.717			
Improving quality of life (intellectual)	0.593			
Self-development (intellectual)	0.739			
<b>F4 Nature and outdoors</b>		1.259	6.297	0.818
Enjoying nature (emotional)	0.813			
Connection with nature (emotional)	0.784			
Improving physical condition (physical)	0.687			
<b>F5 Socialization</b>		1.019	5.096	0.643
Social interaction (social)	0.684			
Quality time with friends (social)	0.786			
Quality time with family (social)	0.525			
<i>Status-related items</i>				
<b>F1 (F2 Status)</b>		2.030	67.668	0.758
Including in luxury experience (emotional)	0.721			
Getting appreciation from others (emotional)	0.874			
Keeping up with fashion (emotional)	0.864			
<i>Beauty and appearance-related items</i>				
<b>F1 (F3 Beauty &amp; physical appearance)</b>		1.788	89.388	0.881
Beautification (physical)	0.945			
Improving physical appearance (physical)	0.945			

Notes: Extraction Method: Principal Component Analysis; Rotation Method: Varimax; Loadings higher than 0.5 are reported; Bartlett test of sphericity in all models  $p = 0.000$ . Original solution: Percent of variance explained 66.750; KMO = 0.896, > 0.5; Status-related items: Percent of variance explained 67.668; KMO = 0.645, > 0.5; Beauty and appearance-related items: Percent of variance explained is 89.388; KMO = 0.500, > 0.5.

**Table 4.** Descriptive statistics of the motivation dimension sum variables and statistically significant differences between the nationality groups.

	Obs.	Mean	Std. Dev.	Welch's ANOVA (Nationality groups FIN/LTU/RUS)	Games-Howell Post Hoc (Nationality groups: pairwise comparisons, $p < 0.05$ )
<b>Resting and relaxation</b>				***	FIN/LTU; FIN/RUS; LTU/RUS
FIN	511	5.55	1.13		
LTU	467	5.74	1.04		
RUS	507	6.19	0.91		
<b>Status</b>				**	FIN/RUS; LTU/RUS
FIN	511	3.52	1.37		
LTU	467	3.53	1.47		
RUS	507	3.79	1.62		
<b>Beauty and appearance</b>				***	FIN/LTU; FIN/RUS; LTU/RUS
FIN	511	3.57	1.79		
LTU	467	4.74	1.43		
RUS	507	5.72	1.49		
<b>Personal development</b>				***	FIN/LTU; FIN/RUS; LTU/RUS
FIN	511	4.75	1.39		
LTU	467	4.97	1.28		
RUS	507	5.46	1.30		
<b>Nature and outdoors</b>				***	FIN/LTU; FIN/RUS; LTU/RUS
FIN	511	5.26	1.25		
LTU	467	5.74	1.04		
RUS	507	6.28	1.00		
<b>Socialization</b>				***	FIN/LTU; FIN/RUS
FIN	511	4.91	1.28		
LTU	467	5.32	1.21		
RUS	507	5.14	1.35		

Notes: \*  $p < 0.05$ , \*\*  $p < 0.01$ , \*\*\*  $p < 0.001$



**Figure 2.** Motivation dimension sum variables: mean scores of the nationality groups.

Regarding the motivation dimension variables 'Resting and relaxation' (FIN: M = 5.55, SD = 1.13; LTU: M = 5.74, SD = 1.04; RUS: M = 6.19, SD = 0.91) and 'Nature and outdoors' (FIN: M = 5.26, SD = 1.25; LTU: M = 5.74, SD = 1.04; RUS: M = 6.28, SD = 1.00), the mean scores of the RUS group are higher than 6, while the mean scores of the FIN and LTU groups are smaller than 6. Concerning the dimension 'Personal development' (FIN: M = 4.75, SD = 1.39; LTU: M = 4.97, SD = 1.28; RUS: M = 5.46, SD = 1.30), the mean score of the RUS group is greater than 5, while the mean scores of the FIN and LTU groups are smaller than 5. Regarding the dimension 'Socialization' (FIN: M = 4.91, SD = 1.28; LTU: M = 5.32, SD = 1.21; RUS: M = 5.14, SD = 1.35), the mean scores of the LTU and RUS groups are greater than 5, while the mean score of the FIN group is smaller than 5. Concerning the dimension 'Beauty and appearance' (FIN: M = 3.57, SD = 1.79; LTU: M = 4.74, SD = 1.43; RUS: M = 5.72, SD = 1.49), the mean score of the RUS group is greater than 5, whereas the mean score of the LTU group is smaller than 5, and the mean score of the FIN group smaller than 4. Finally, regarding the dimension 'Status' (FIN: M = 3.52, SD = 1.37; LTU: M = 3.53, SD = 1.47; RUS: M = 3.79, SD = 1.62), the mean scores of all nationality groups are smaller than 4. The mean scores of all six motivation dimension sum variables are related to a statistically significant (Welch's ANOVA  $p < 0.01$ ) difference between the nationality groups. The results of pairwise comparisons demonstrate that in terms of four motivation dimensions (Resting and relaxation; Beauty and appearance; Personal development; Nature and outdoors), a statistically significant (Games-Howell Post Hoc test  $p < 0.05$ ) difference occurs between all nationality groups. Concerning the dimension 'Status', a statistically significant ( $p < 0.05$ ) difference occurs between FIN/RUS and LTU/RUS groups and regarding the dimension 'Socialization', there is a statistically significant ( $p < 0.05$ ) difference between FIN/LTU and FIN/RUS groups.

#### **3.4.4 Seemingly unrelated regression**

Seemingly unrelated regressions (SUR), with both the focal variables and several background variables as potential determinants of the motivation dimensions, were run to give additional information for the interpretation of the motivation dimensions. In general, SUR analyses several regression models simultaneously and adjusts the parameter estimates for the correlated error terms across the equations in the analysis (Beasley, 2008). In our analysis, the Breusch-Pagan test indicates that the error terms across the equations are correlated both in the first analyses ( $X^2_{(15)} = 4017.04$ ;  $p < 0.001$ ) and in the second analyses ( $X^2 = 4015.19$ ;  $p < 0.001$ ) which justifies applying SUR. The results reported in Appendix I show the coding and the reference levels of categorical variables.

In general, and by reading the analyses with the background models in the equations, the results support the findings reported in the ANOVA analysis, apart from the motivation dimensions 'Status' and 'Socialization'. Regarding 'Status', no statistically significant differences between the nationality groups were found at the 5% level. In terms of 'Socialization', LTU group ( $b = 0.383$ ;  $p < 0.001$ ) had a higher mean score than the FIN group and the RUS group at the 5% significance level (a post-estimation chi-squared test was used to compare LTU and RUS). The examination of the regression coefficients suggests that adding the background variables into the analyses cuts, in the equations for 'Status' and 'Socialization', the coefficients of RUS by about one-third and removes statistical significance of these coefficients. All other changes after adding the background variables are negligible.

SUR analyses provide some interesting findings regarding the associations between the motivation dimensions and the background variables. First, apart from 'Status', males have a lower dependent variable mean score than females at significance level 5% or lower. Second, apart from 'Socialization' as a dependent variable, age is positively associated with the dependent variables. It appears that four age-groups of those aged 18–60 years have higher dependent variable mean scores than the oldest group (over 60 years) for 'Rest and relaxation' ( $p < 0.01$ ) and 'Beauty and appearance' ( $p < 0.01$ ). Similar results,

but without the difference between the second oldest group (51–60 years) and the oldest group, were obtained for 'Status'. On the contrary, age is negatively associated with 'Nature and outdoors': the age-groups 41–50 ( $p < 0.05$ ), 31–40 ( $p < 0.001$ ) and 18–30 ( $p < 0.001$ ) have a lower dependent variable mean score than the oldest age-group (over 60 years). Third, the economic situation of respondents has negative associations with 'Status', 'Nature and outdoors' and 'Socialization'. Thus, the respondents who feel they are below average ( $p < 0.001$ ) or average ( $p < 0.05$ ) regarding their economic situation have a lower dependent variable mean score than above the average group in 'Status'; furthermore, below the average group has a lower dependent variable mean score than the average group for 'Nature and outdoors' ( $p < 0.01$ ) and 'Socialization' ( $p < 0.05$ ). Fourth, the results suggest that pertaining to family circumstances the group 'living alone' has a lower mean score ( $p < 0.001$ ) for 'Socialization' in comparison to the reference group. Finally, the respondents' education level is associated with the 'Status' dimension: the mean score for 'Status' dimension is lower for respondents with a post-secondary education compared to those with a primary school or no education or a secondary education ( $p < 0.01$ ).

#### 4. Discussion and conclusion

This study aims to contribute to the literature by increasing the understanding of wellness tourists' motivations and main differences between the source markets, and by developing an instrument for measuring the motivations as well as by using a simultaneous equation modelling approach in bringing socio-demographic variables into the analyses.

The study revealed the effectiveness of segmenting wellness tourists based on motivational factors by identifying 'resting and relaxation', 'status', 'beauty and appearance', 'personal development', 'nature and outdoors' and 'socialization' as the underlying motivations. Our results support findings of previous studies (e.g. Chen *et al.*, 2008; Koh *et al.*, 2010) by suggesting that wellness tourists are heterogeneous and driven by multiple motivations at the same time. The results also agree with previous studies by showing that wellness tourists are looking both for hedonistic and eudemonic travel experiences (e.g. Su, Tang, & Nawijn, 2020; Voigt, Howat, & Brown, 2010).

The novelty of the results of this study refers to the significant source-market based differences in motivations, supporting the notion of Health Tourism Worldwide & Wellness Tourism Association (2021) arguing that wellness tourism mostly reflects regional trends rather than global ones. Each of the identified differences are discussed in the following paragraphs.

First, the most significant differences between the source market groups were related to beauty and appearance. Gender roles, femininity and female body beautification trend in Russia stemming from historical traditions (Davidenko, 2018) may explain the importance of this motivation factor among Russian women in this study. The Finnish sample was least motivated to make a wellness trip for beautification reasons. According to Kukkonen (2021), Finns are often described as a nation having a modest and utilitarian attitude towards beauty. Moreover, results revealed that Russian and Lithuanian respondents were considerably more motivated to improve their physical condition compared to the Finnish respondents, which could be related to the differences in the conceptualization of wellness in these three source markets (Bočkus *et al.*, 2021). In Lithuania and Russia, the wellness conception is more medically oriented and the countries have long lasting traditions on using natural resources like mud or mineral water for curative purposes.

Nature and the outdoors had relatively high mean scores among all source market groups, but surprisingly, despite the prevalent nature-based wellness conceptions related to Finland like Lake wellness (Konu *et al.*, 2010), Forest-based wellbeing (Komppula *et al.*, 2017) or Nordic wellbeing

(Hjalager et al., 2011), nature was evaluated as a significantly lower motivation preference than among Russian or Lithuanian respondents. For Finns in general, nature and the outdoors are an integral part of everyday life (Periäinen, 2006), which may mean that it may not act as a strong motivation for wellness trips (Konu & Laukkanen (2009)). On the other hand, the high value of nature as a motivator among the Russian sample may be related to the fact that the Russian sample represented residents of St. Petersburg, who may be looking for a getaway from crowded megapolis (see e.g. Chen et al., 2008; Clark-Kennedy & Cohen, 2017; Kessler et al., 2020). It must be noted that in most previous wellness motivation studies nature has been regarded only as a pull factor, and the desire to enjoy nature has not been included among push factors.

In line with previous studies (Konu & Laukkanen, 2009; Mak et al., 2009), motivations related to status and recognition appeared to be the least motivating factor within all source market groups. Status and prestige are related with indulging oneself with luxury experiences as both types of motivations are often paired together (e.g. Kim et al., 2017). Luxury was the only motivational factor where the mean score of Finnish respondents was higher compared to Lithuanians and Russians. In the context of Finland the concept of wellness tourism is often linked to luxury products and services (e.g. Bočkus et al., 2021; Konu et al., 2010) which may explain the quest for luxury among the Finnish respondents. Nevertheless, as tourists increasingly perceive luxury not as a materialistic concept but as a concept of self-actualization and fulfilment (Iloranta & Komppula, 2021) the meaning of luxury may also differ between the source markets. In the case of Lithuania and Russia, due to long traditions in medical tourism and partial governmental subsidization of therapeutic recreation services (Smith & Puczkó, 2014), wellness trips may not be associated with luxury, as visiting spas and sanatoriums has historically been available to the masses. Additionally, Finland has a significantly higher score in Hofstede's indulgence dimension suggesting that in the other two source market groups the perceptions and actions towards indulgence are restrained (Hofstede Insights, n.d.).

Our results revealed that 'resting and relaxation' is the core motivational factor in all three source markets with a higher explanatory power than all the other factors combined. Hence, in our data almost every wellness tourist is seeking rest, stress relief, relaxation or pampering during his or her wellness trip. The importance of relaxation has been evinced in many previous wellness studies (e.g. Mak et al., 2009; Dimitrovski and Todorović, 2015; Voigt et al., 2011) and in a wide range of tourism contexts (Pearce & Lee, 2005), but in previous studies relaxation explains relatively low percent of variance in factor analysis despite high mean scores of individual items related to relaxation. Interestingly, even in a Finnish study (Konu & Laukkanen, 2009) motivations related to self-development, and health and physical activity factor groups had more explaining power compared to relaxation and escape.

Finally, Lithuanian respondents gave significantly higher value for 'socialization' as a motivation compared with other two source markets. 'Personal development' and 'socialization' have been mentioned also in previous studies (e.g. Konu & Laukkanen, 2009; Voigt et al., 2011).

## 5. Managerial implications

Knowledge of the regional differences of the motivations has a significant importance in the management and marketing of wellness tourism on international level. Therefore, based on the results of the study several important managerial implications could be drawn for the businesses and DMOs. First, the study proved that wellness tourists' motivations are destination-specific, therefore businesses should use distinctive promotional tools targeted to reflect the needs of a particular source market. Second, due to the fact that wellness tourists are driven by multiple motivations, businesses should be able to showcase what motivations could be fulfilled by each of the service and service package and

include more story telling in their communication messages. A list of treatments or services without appealing to emotions may not be the most effective way to achieve market advantage (Health Tourism Worldwide & Wellness Tourism Association, 2021).

Third, relaxation was identified as a dominant travel motivation which facilitates marketing tasks allowing to focus mainly on services which provide these types of experiences. Additionally, effective marketing should be based on the selection of target groups that are motivated by particular services (Morrison, 1996), therefore businesses and DMOs should self-assess their strengths and existing offering as well as their potential to adjust it and then focus their marketing campaigns towards a particular segment which matches their offering.

Fourth, in accordance with previous studies (e.g. Kim *et al.*, 2017; Moscardo, 2011) novelty seeking appeared to be an important motivation for wellness tourists. Offering unique and authentic services could help businesses to increase competitiveness and attract more international customers (Bočkus *et al.*, 2021), thus businesses could differentiate themselves from their competitors with services based on local natural resources, landscape, or authentic wellness traditions and practices.

In contrast with Konu & Laukkanen, (2010) and Pesonen, Laukkanen, and Komppula (2011) this study demonstrates a statistically significant connection between sociodemographic variables and the customers' intention to go on a wellness trip. Therefore, segmenting wellness customers by sociodemographic characteristics and offering customized services may be effective. Businesses should be aware that women are significantly more motivated by beautification compared to men. Besides necessity and prevention (Koskinen, 2019), older tourists are also driven by the ability to enjoy and connect with nature, meaning that businesses could offer and advertise services related to intellectual, spiritual or self-development motivational dimensions. Younger and high-income customers are interested in social status and recognition, therefore exclusivity of the wellness resort and services should be highlighted in promotional material.

According to Komppula and Laukkanen (2016) knowledge of factors influencing tourists' behaviour when choosing a destination enables more effective marketing strategies. As the demand for wellness tourism services increases (Global Wellness Institute, 2018) and increasingly more destinations market themselves a wellness tourism destination (Voigt *et al.*, 2011), understanding differences of motivation among nationality groups and being able to accommodate those culturally-specific needs will increase the competitiveness of the destination. Increased knowledge will allow customizing the product offering, to increase the effectiveness of service positioning and communication strategies for international customers.

## **6. Limitations and Future Research**

The mean of all motivational items combined were 4.42 in Finland, 5.13 in Lithuania and 5.52 in Russia. Harzing (2006, p. 243) argues that 'country-level characteristics such as power distance, collectivism, uncertainty avoidance and extraversion' impact the style of the response which should be considered when interpreting and comparing the results.

The Russian sample was collected solely from Saint Petersburg which might not represent the motivations of the whole population. Difficulties in collecting data representing older age groups in St. Petersburg could be explained by lower percent of older generation using internet in Russia compared to Finland or Lithuania (Eurostat, 2021; Levada-Center, 2019) as the questionnaires were distributed using online panel services.



More research is needed to explore the motivations of wellness tourist from different cultural backgrounds and nationalities, to investigate how these motivations change over time, or to analyse the connections between the concept of wellness among nationality groups and the motivation to take a wellness trip.

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Comparing the motivations behind wellness tourism in three source markets

**Appendix 1. SUR-analysis results (Panel A) and RUS/LTU comparison (Panel B)**

	Rest and relaxation	Status	Beauty and appearance	Personal development	Nature and outdoors	Socialization	Rest and relaxation	Status	Beauty and appearance	Personal development	Nature and outdoors	Socialization
	b (SE)	b (SE)	b (SE)	b (SE)	b (SE)	b (SE)	b (SE)	b (SE)	b (SE)	b (SE)	b (SE)	b (SE)
<i>Panel A: SUR analyses</i>												
<i>Nationality</i>												
FIN (reference)												
RUS	0.581*** (0.065)	0.266** (0.093)	2.146*** (0.099)	0.717*** (0.083)	1.019*** (0.069)	0.225** (0.080)	0.485*** (0.066)	0.184# (0.098)	2.076*** (0.102)	0.702*** (0.088)	1.030*** (0.072)	0.158 (0.085)
LTU	0.191** (0.066)	0.0065 (0.095)	1.172*** (0.101)	0.222** (0.085)	0.477*** (0.071)	0.409*** (0.082)	0.158* (0.065)	0.026 (0.096)	1.181*** (0.100)	0.244** (0.086)	0.424*** (0.071)	0.383*** (0.084)
<i>Gender</i>												
Female (reference)												
Male							-0.520*** (0.052)	-0.117 (0.077)	-0.811*** (0.080)	-0.338*** (0.069)	-0.284*** (0.057)	-0.156* (0.067)
<i>Family circumstances</i>												
Single parent & In a relationship, children at home (reference)												
Living alone							-0.001 (0.072)	-0.022 (0.107)	-0.059 (0.111)	0.078 (0.096)	-0.057 (0.079)	-0.340*** (0.093)
No children at home							0.012 (0.063)	0.001 (0.093)	-0.019 (0.097)	-0.061 (0.083)	-0.041 (0.069)	-0.150 (0.081)
<i>Economic situation</i>												
Above average (reference)												
Below average							-0.071 (0.092)	-0.582*** (0.137)	-0.101 (0.143)	-0.118 (0.123)	-0.274** (0.101)	-0.278* (0.120)
Average							0.0451 (0.069)	-0.237* (0.102)	0.003 (0.106)	0.026 (0.091)	0.000 (0.075)	-0.078 (0.089)
<i>Education level</i>												
Primary school or none & Secondary education (reference)												
Post-Secondary							0.100 (0.058)	-0.253** (0.087)	-0.109 (0.090)	-0.122 (0.078)	0.050 (0.064)	-0.082 (0.076)
<i>Age group</i>												
61- (reference)												
18-30							0.250** (0.084)	0.714*** (0.125)	0.643*** (0.130)	0.212 (0.112)	-0.563*** (0.093)	0.034 (0.109)

	Rest and relaxation	Status	Beauty and appearance	Personal development	Nature and outdoors	Socialization	Rest and relaxation	Status	Beauty and appearance	Personal development	Nature and outdoors	Socialization
31-40							0.450*** (0.087)	0.306* (0.129)	0.367** (0.135)	0.121 (0.116)	-0.378*** (0.095)	-0.022 (0.113)
41-50							0.510*** (0.088)	0.317* (0.130)	0.438** (0.136)	0.178 (0.117)	-0.212* (0.097)	-0.060 (0.114)
51-60							0.400*** (0.084)	0.225 (0.125)	0.409** (0.130)	0.254* (0.112)	-0.094 (0.092)	-0.036 (0.109)
Constant	5.550*** (0.046)	3.523*** (0.066)	3.572*** (0.070)	4.746*** (0.059)	5.260*** (0.049)	4.909*** (0.057)	5.420*** (0.116)	3.695*** (0.172)	3.699*** (0.180)	4.835*** (0.155)	5.706*** (0.127)	5.311*** (0.151)
Obs.	1485	1485	1485	1485	1485	1485	1481	1481	1481	1481	1481	1481
R-squared	0.053	0.007	0.240	0.050	0.127	0.017	0.142	0.049	0.301	0.073	0.173	0.033
X <sup>2</sup>	83.62	10.42	470.21	78.07	216.37	25.10	245.91	77.12	637.75	115.99	309.53	50.40
p	0.000	0.005	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000
<i>Panel B: LTU/RUS comparison</i>												
X <sup>2</sup>							25.11***	2.66	78.32***	27.56***	71.40***	7.06**

Note: \*\*\* p<0.001, \*\* p<0.01, \* p<0.05