Saimaa University of Applied Sciences
Faculty of Business Administration
Degree Programme in International Business

Otto Leminen

Does Lappeenranta airport attract Russians to fly from Lappeenranta to Europe: what motivates Russians to come?

Thesis 2017

Abstract

Otto Leminen
Does Lappeenranta airport attract Russians to fly from Lappeenranta to Europe: what motivates Russians to come?, 49 pages, 2 appendices
Saimaa University of Applied Sciences
Faculty of Business Administration Lappeenranta
Degree Programme in International Business
Thesis 2017
Instructor: Senior Lecturer Sari Jokimies, Saimaa University of Applied Sciences

The objectives of the research were to find out what kind of Russian consumers exist and how Russians behave related to travelling. Moreover, objectives were to find out if Lappeenranta airport attracts Russian consumers to travel from the airport to Europe and what would motivate them to come.

Theoretical framework included basic information about Lappeenranta and Pulkovo airports, consumer behaviour theory and consumer behaviour theory from the perspective of Russian consumers. The information for theory part was collected from multiple sources including academic books, articles, recent studies and other internet sources. The empirical part was based on a structured questionnaire. All the data for the thesis were collected by this questionnaire, which was responded totally by 59 Russians.

The results of the study show that Lappeenranta airport attract Russians to fly from the airport to Europe. Moreover, the most motivating factors to Russians to come to the airport are the price of flights and unique destinations. Even though Lappeenranta airport was not informed of the research, it includes information, which could be used by the airport.

Keywords: consumer behaviour, decision making, motivation to travel, influencing factors

Table of contents

1 Introduction

1.1 Background

Lappeenranta airport is the nearest international airport in Schengen area to Russians from Vyborg and Saint Petersburg. Leningrad oblast and Saint Petersburg together consist almost 7 million inhabitants. Moreover, Saint Petersburg is only around 200 km from Lappeenranta and consists alone around 5 million inhabitants (Regnum 2015).

Lappeenranta airport had annually around 100 000 customers until Ryanair ceased the flights in 2015. The ownership of the airport changed from state-owned Finavia to a private company in 2016. Currently, only charter flights exist from the airport to southern Europe. However, negotiations are going on with several airlines. (Lappeenranta airport homepage n.d.; Tanskanen 2016.)

In 2011, the research and analysis centre TAK researched travelers in Lappeenranta airport. By the research, around 50 % of all customers were Russians and 90 % of them were from Saint Petersburg. Furthermore, 90 % of all the respondents chose the flights, because price was such a cheap. Especially, Russians preferred Ryanair because of the prices while other customers preferred more AirBaltic. Additionally, 53 % of all the respondents considered near location of the airport an important factor in decision making. (Kaartinen 2013.)

1.2 Previous research

Research exists about market potential of Lappeenranta airport for North-West Region of Russia and price comparison of flights between Lappeenranta airport and Saint Petersburg Pulkovo airport. Moreover, researches exist on what kind of services people want to have at Lappeenranta airport.

Generally, there is a lot of existing research on Russians’ consumer behavior, but previous research does not exist on are Russians interested to fly from Lappeenranta airport and what motivates them to fly from Lappeenranta.

1.3 Objectives and delimitations

As mentioned above, the purpose of the research is to find out what type of Russian consumers exist and information about their consumer behaviour. Moreover, objectives are to find out if Lappeenranta airport is attractive to Russians, and what would motivate them to come and fly from Lappeenranta to some destination in Europe. To understand Russian customers and the reasons why they want to travel, it is necessary to know the basics of consumer behaviour.

The focus of the research is on Russian consumers who live in Russia near Lappeenranta. It means that it includes consumers who are mostly from Saint Petersburg and Vyborg area. The population of Russia is in total around 144 million inhabitants (Worldometers.info 2017). It is too broad a study to research people all around Russia. Additionally, it is pointless, because consumers do not come from too far away to Lappeenranta airport for cheap flights. Consumers from Saint Petersburg and Vyborg area are ideal to be researched.

1.4 Research question

The goal is to find answer are Russians interest to come to Lappeenranta airport and fly from this airport to Europe. Therefore, the research includes only one research question, which is following:

- Does Lappeenranta airport attract Russians to fly from Lappeenranta to Europe: what motivates Russians to come?

1.5 Research method

There are two possible research methods: qualitative and quantitative. These two methods are different from each other and both have its own pros and cons. It is also possible to combine these methods together. Ryan (1995) published a simple table, where he compares these two research methods in his book Researching tourism satisfaction.

Comparison dimension	Qualitative research	Quantitative research
Types of questions	Probing	Limited probing
Sample size	Small	Large
Information per respondent	Much	Varies
Administration	Requires interviewer with special skills	Fewer special skill required
Type of analysis	Subjective, interpretive	Statistical, summarization
Hardware	Tape recorders, projection devices, video, pictures, discussion guides	Questionnaires, computers, printouts
Ability to replicate	Low	High
Training of the researcher	Psychology, sociology, social psychology, consumer behavior, marketing, marketing research	Statistics, decision models, decision support systems, computer programming, marketing, marketing research
Type of research	Exploratory	Descriptive or casual

Table 1. Qualitative versus Quantitative research (Ryan 1995)

Table 1 shows the differences between qualitative and quantitative research. Quantitative research method is used as a research method in this thesis. The quantitative research involves statistical analysis and it relies on numerical evidence. To be sure of the reliability, the quantitative research often requires relatively large sample (Veal 2006). Since the topic is related to consumer behaviour of Russians, it is necessary to view their opinions. Quantitative research is a better method for collecting data from a large amount of people.

The main tool for collecting data is a questionnaire-based survey. Questionnaires are the most used technique in leisure and tourism research. Particularly, questionnaires are used when quantified information is required from a specific population. Moreover, when individuals' own opinions, related to their behaviour and attitudes, a questionnaire is acceptable source of information. (Veal 2006.)

By using a questionnaire, it is possible to poll the views of very large amount of people relatively quickly (Ryan 1995). Additionally, with structured questions it is more convenient to get numerical data. The questionnaire is in English and also in Russian language. It is necessary to have the questionnaire in Russian language, because most of the Russian people do not speak English.

It is impossible to interview all the people. The usual procedure is to interview a sample, which is a proportion of the people (Veal 2006). The sample for the research is, approximately, 100 participants. Furthermore, the sample is selected from people from Vyborg and Saint Petersburg.

There is no need to apply restricted probability sampling in the research. Snowball sampling is mainly used in the research, which is a type of convenience sampling method. Particularly, it means that a researcher is asking from respondents if they know more potential respondents (Rugg & Petre 2007). Moreover, it is like a snowball rolling down from a hill, because participants recommend more participants and they recommend more.

Eventually, the collected data is analyzed by using SPSS (Statistical Package for the Social Sciences) Software. Since the questionnaire creates a large amount of numerical data, SPSS is the most suitable program to analyze the data. Moreover, SPSS Software enables to transform the data from the questionnaire smoothly into statistics.

1.6 Structure of the thesis

The thesis consists of four main parts: introduction, theoretical framework, empirical part and conclusions. The thesis starts with basic information about Lappeenranta and Pulkovo airports, which includes some history, current situation and situation of low-cost airlines operating from the airports. The second part of the thesis is about consumer behaviour. Mainly, it has theory about all the factors, which influence consumers in decision making process. After knowing the basics of consumer behaviour, the theory continues with consumer behaviour from the perspective of the Russians. More specifically, it is about what kind of consumers Russians are and what different factors influence them. The last part of the thesis is empirical findings and conclusions.

2 Lappeenranta and Pulkovo airport

This study tells the basics of Lappeenranta and Pulkovo airports. It includes the current situation of Lappeenranta airport and plans for future, situation of negotiations and SWOT analysis of the airport. Pulkovo airport part includes basic information about Pulkovo airport and situation of low-cost airlines operating from the airport and generally in Russia.

2.1 Lappeenranta airport & SWOT analysis

Lappeenranta airport was founded in 1918 and it is the oldest still functioning airport in Finland. It is located only around 3 km from Lappeenranta city center, 63 km from Vyborg and around 200 km from Saint Petersburg (Lappeenranta airport homepage n.d.; distancecalculator.net).

Lappeenranta airport had annually around 100 000 passengers until Ryanair ceased flights to Lappeenranta in 2015. Additionally, the ownership of the airport changed from state-owned Finavia to a private company in 2016 (Lappeenranta airport homepage n.d.). In 2017, Primera air started charter flights to Southern Europe and thus traffic in the airport restarted again. Current situation at the airport is that any low-cost airlines do not operate from the airport. However, there are negotiations going on at least with five airlines and decisions should be done by autumn 2017 (Tanskanen 2016).

Chief executive officer of Lappeenranta airport Eija Joro says that the airport is negotiating with several airlines, but she does not tell yet with what airlines. Also possible destinations are still unknown information. However, the airport's purpose is to attract Russian customers to Lappeenranta and it is possible only if the airport is able to offer cheap price and destinations where a person cannot fly from Pulkovo airport. (Lappeenranta airport homepage n.d.; Kinnunen 2017.)

Lappeenranta airport is trying to attract airlines to Lappeenranta with low airport fees. The airport promises that airport fees will be 50 % less compared to what the fees used to be earlier. Therefore, the airport is planning to get the missing revenue straightly from customers. For instance, airport security checking could cost for low-cost airline travelers. (Tanskanen 2015.)

SWOT analysis

Table 2 below shows SWOT (strengths, weaknesses, opportunities & threats) analysis of Lappeenranta airport. One strength of the airport is location. Russia is near, which means that millions of potential customers exist within 200 km. Lappeenranta airport is a small airport, which means that it can offer fast service, because not so many people use the airport. Additionally, it is able to offer low airport fees. Being a small airport is at the same time a weakness, because it has limited resources and selection of flights cannot be high. Opportunity is clearly to grow as an international airport. Threats are strongly related to Russian economic and political situation. Also Russians' low income level effect on airlines' willingness to operate from Lappeenranta airport.

Strengths	**Weaknesses**
- Location - Small airport ⇨ Fast service at airport (no queues) ⇨ Low airport fees - Millions of potential customers within 200 km.	- Small airport ⇨ Resources, selection of flights
Opportunities	**Threats**
- To grow as an international airport.	- Russian Economic and Political situation - Russians' low income level ⇨ Airlines may not be interested to operate from Lappeenranta

Table 2. SWOT analysis of Lappeenranta airport

2.2 Pulkovo airport

Pulkovo airport is located 23 km from Saint Petersburg city center. It is the third busiest airport in Russia and in 2014 it had over 14 million passengers (Pulkovo airport homepage). As a matter of fact, only a few low-cost airlines exist, which operate from Russia to Europe. However, they operate mostly from Moscow to Europe.

Moreover, Russia has its own low-cost airline called Pobeda, which also flies to Europe only from Moscow (Pobeda airlines homepage). A Spanish low-cost airline Vueling operates from Pulkovo to Barcelona and Alicante a few times a week, but tickets are quite expensive (Vueling homepage). Recently, low-cost airline Wizz air announced that it starts flights on 23 August 2017 between Saint Petersburg – Budapest. At the moment, they already have flights from Moscow to Budapest. Prices from Pulkovo airport to Budapest are around 100 – 200 € (Wizz air 2017). From Lappeenranta airport to Düsseldorf in Germany, tickets used to cost 35 – 100 €. Logically, flights from Pulkovo cost more than from Lappeenranta, because airport is bigger and therefore airport fees are higher. Thus, prices of tickets are more expensive and consumers must pay more than flying from small airports.

3 Consumer behaviour & influencing factors

In this study we learn the basics of how consumers make decisions, what motivates them to consume and what different factors influence them in the decision making process. To understand how consumers actually make a buying decision, it is necessary to know the basics of consumer behaviour. Blackwell, Miniard & Engel (2001) defines that consumer behaviour is “activities people undertake when obtaining, consuming and disposing of products and services”. Moreover, consumer behaviour involves more than buying. It is not only how a person buys products, but consumer behaviour also includes consumers’ use of, services, activities, experiences and ideas (Hoyer & MacInnis 2008).

Solomon (2017) lists five different stages in consumer decision making, which are following:

1. problem recognition,
2. information search,
3. evaluation of alternatives,
4. product choice,
5. outcomes.

Several different factors exists, which all influence consumer directly or indirectly during the decision making process. Decision making is, traditionally, based on cognitive process, which means that consumers make rational decisions. By making a rational decision, consumers consider and compare different alternatives before making the final decision. The final decision is not only about facts on knowledge, but also person's feelings, attitudes, social status, age, budget and previous experience. (Lehtinen 2014; Solomon 2017.)

Influencing factors

Influencing factors are all the factors that influence a consumer in the decision making process. Kotler (2009) divides these factors into four groups, which are following:

1. cultural factors
- culture, subcultures and social class;
2. social factors
- reference groups, family, social roles and status;
3. personal factors;
- age, occupation, lifestyle and values;
4. psychological factors
- motivation.

All the above mentioned factors influence consumers in several different ways. By knowing the factors, it is easier to understand consumers in the decision making process. The factors also explain why consumers want to buy something at all and what motivates them to make the decision to buy.

3.1 Cultural factors

The first group of the factors are cultural factors. Cultural factors itself are the most important factors, because they have the broadest and deepest influence of all the four factors. Cultural factors include mainly culture, subcultures and social class. (Kotler 2009.)

Firstly, Kotler (2009) says that culture is seen as the fundamental determinant of a consumer's wants and behaviour. For instance, a person who grew up in the United States may have such values as: freedom, material comfort, individualism and humanitarianism, while a person from some another country has, probably, different values, view of self and relationship to others. All in all, culture shapes consumer's values, beliefs, attitudes and opinions (Lake 2009).

Each culture has smaller subcultures, which are more specific identifications and socialization for its members. Subcultures include, for instance, nationalities, religions, racial groups and geographic regions, which all influence a consumer. (Kotler 2009.)

The last factor of cultural factors is social class. Solomon (2013) describes social class, in his book Consumer behaviour: a European perspective, that social class is determined by a complex set of variables, including income, family background, education and occupation. It means social class is defined by demographic factors, usually only by occupation, education and level of income. Social class affect norms and values and therefore consumer behaviour. Additionally, if a person's income level is low, the person cannot simply afford expensive products and services and thus it influences the buying decision. (Hoyer et al. 2008; Lehtinen 2014.)

3.2 Social factors

Social factors include reference groups, family, social roles and status. These groups influence a person directly or indirectly (Kotler 2009). Solomon (2013) describes reference group by saying that humans are social animals and they belong into different groups. Moreover, to know what they should do in public settings, they try to please others and look others' behaviour.

Also by Solomon (2013), reference group is "an actual or imaginary individual or group conceived of having significant relevance upon an individual's evaluation, aspiration, or behaviour". Generally, reference groups are all the groups that influence consumers' attitudes and behaviour. These groups can influence consumers in two different ways. The first way influences directly, which means face-to-face influencing, and the second way influences indirectly. As an example, this kind of groups are: family, friends, neighbours and co-workers (Kotler 2009).

The second factor of social factors is family. The family is the most important buying organization in the world and the family members are the most influential primary reference group. There are two types of families in the perspective of consumer behaviour. In the first type of family a person learns from parents. The person acquires an orientation toward religion, politics and economics and also, for instance, sense of personal self-worth and love. This kind of family is called family of orientation. The second type is family of procreation. Instead, of learning from parents, in this family a person is influenced directly by spouse and children. Moreover, what is important to know is that when a family is planning to buy an expensive product or service such as cars or vacations, the most of the husbands and wives make the decision together (Kotler 2009).

Social roles and status are the last social factors. To a person, groups are important source of information and the person participates in various different groups during his/her life time. Every person has a specific position in each group. To know the person’s position, it is possible to define it in terms of role and status. Each role has some status, as an illustration, a sales manager has less status than a senior vice president of marketing. In addition, all products and brands have some status-symbol, thus people choose products related to their status in society (Kotler 2009). Regarding this, people do not only buy products and services just to enjoy them, but rather to let the other know that they can afford the product or service. (Hoyer et al. 2008; Solomon 2013.)

3.3 Personal factors

Personal characteristics are the third influencing factor in consumer’s buying decision. These factors include person’s age and stage in the life cycle, which are, for instance, occupation, economic circumstances, personality, lifestyle and values (Kotler 2009).

A person’s taste in products is much related to his/her age and gender. Particularly, age and gender of consumers influence what kind of food, clothes and recreation consumers prefer. Additionally, persons’ sexual orientations influence consumer preferences and behaviour (Hoyer et al. 2008). Moreover, different life events influence consumers during the life. This kind of events are, for instance, marriage, childbirth, illness and career change (Kotler 2009).

It is also important to understand that people of similar ages, who have undergone similar experiences, share some common memories. These common memories can be cultural heroes such as Kurt Cobain vs Justin Bieber and historical events such as the fall of the Berlin wall (Solomon 2013).

3.4 Psychological factors

All people have different needs. These needs are biogenic and psychogenic needs. Biogenic needs are innate needs, which arise from psychological states of tension such as hunger, thirst and discomfort. Psychogenic needs are acquired needs. Particularly, they are secondary needs, which include recognition, esteem, belonging and affection. Moreover, secondary needs are psychological motives, which drive people to act. (Kotler 2009; Lehtinen 2014.)

Generally, motivation is the driving force, which is stimulating consumers' behaviour. Motivation is the reason why consumers take a course of action. For instance, in tourism motivation explains why a person wants to travel. Motivators for travelling are the chance to rest and relax, to explore new cultures, to escape home and routine, spend good time with family and friends and practice favourite activities. Often motivation and emotion work together and effect on consumer behaviour. When motivation is the driving force and persistent need, emotion drives the motivation. (Lake 2009; Lehtinen 2014; Dimache & Andrades 2015.)

Furthermore, consumers' motivation is always goal-oriented. The desired end-state for motivation is to reach the consumer's goal. All consumers have some particular goal they would like to achieve. Therefore, consumers always choose products and services that fulfil their specific goals. The goals are affected by all the previously mentioned factors: cultural, social and personal factors. (Hoyer et al. 2008; Solomon 2013; Lehtinen 2014.)

4 Russian tourists & influencing factors

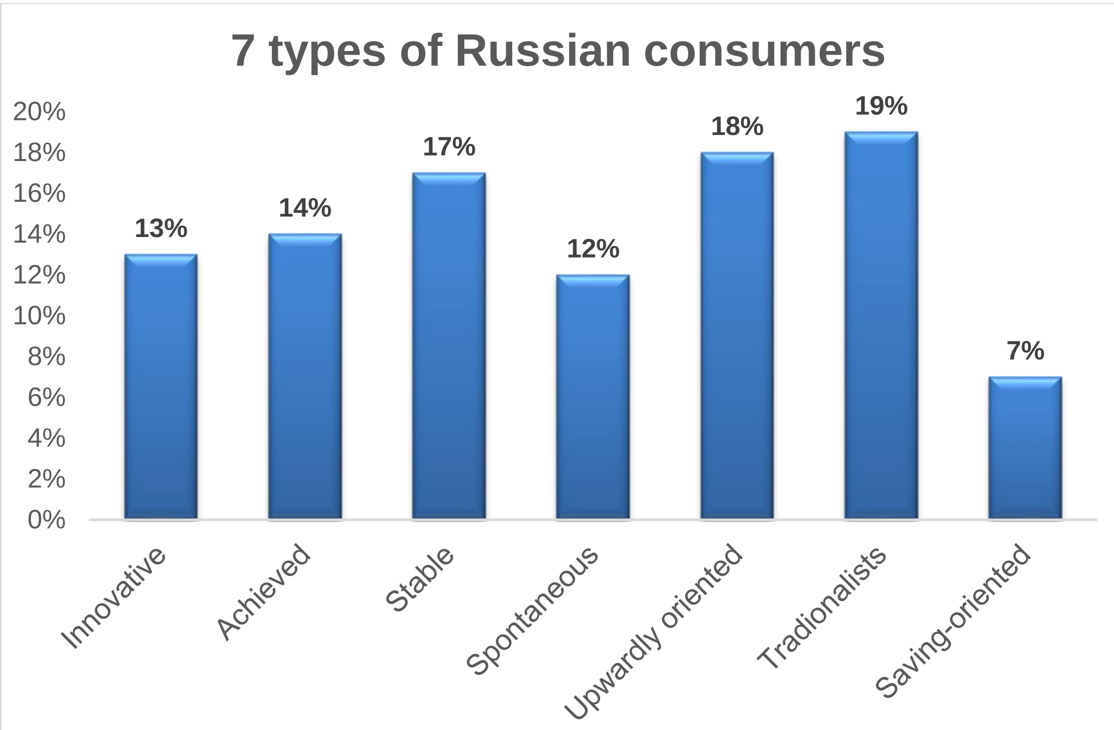
In this study we learn to know the current travelling situation in Russia, Russians' consumer behaviour and the most important influencing factors in decision making process.

4.1 Current situation

International travelling has decreased significantly, because Russians do not travel abroad so much anymore than before. For instance, the amount of sold vacation packages have decreased 30 – 50 % depending on the destination. Particularly, the reason for decreased travelling is the economic and political situation in Russia. These days Russians prefer domestic travelling over international travelling. One of the main reason for decreased international travel is the exchange rate. However, in 2015, in international travelling to Europe the most preferred destinations were Finland, Estonia, Germany, Turkey, Spain, Ukraine and Belarus (Pasanen & Pesonen 2016). In 2015, by research of Izvestiya, when Russians travelled abroad, Europe was itself the most preferred travelling destination from all the continents. Moreover, about 78 % of the respondents, who took part of the research, were willing to economize on trips (VisitFinland 2016).

4.2 Russian consumers types

Graph 2 shows that Pesu (2013) divides Russian consumers into seven different categories. These types of consumers are innovative, achieved, stable, spontaneous, upwardly oriented, traditionalists and saving-oriented.



Graph 1. 7 types of Russian consumers. (Pesu 2013)

1. Innovative

Innovators have high consumption potential. They focus on novelty, but also reliability, quality, health care and active leisure. They enjoy life by going concerts and theatres and always search new sensations and adventures. Moreover, social status plays important role in their life. Therefore, they prefer quality and famous brands (Pesu 2013).

2. Achieved

The second type of consumers have also high consumption potential. They focus on reliability, quality and healthcare. Instead of focusing on novelty, they focus on traditional quality products. They avoid taking any risks in their life and therefore they choose well-established brands, but only from the mid-price range. They do rational decisions and prefer discounts. Therefore, they visit several stores until they find the best deals and discounts (Pesu 2013).

3. Stable

Consumption potential of stable consumers is only slightly above the average. They have traditional consumer behaviour and even focus is on reliability and quality, they choose only cheaper options. They are not interested to purchase famous and established brands. They prefer to shop only when it is necessary to them. By having a strict purchase plan and leisure activities, they do not purchase anything spontaneously. (Pesu 2013.)

4. Spontaneous

This type of consumers have average consumption potential. They do not have any pronounced consumer preferences. That is why their consumer behaviour is spontaneous and impulsive. The most important factor for them is time. However, even they are spontaneous, special offers and discounts are important. (Pesu 2013.)

5. Upwardly oriented

Upwardly oriented consumers are the second biggest type of Russian consumers. These consumers have low consumption potential. They find prestige more important than reliability and quality, and they prefer to buy advertised and new products. Even they prefer to visit many stores to find the best discounts, they are not ready to spend a lot of time to purchase. Purchasing is limited by time. Especially, time is one of the most important reasons why upwardly oriented consumers happily buy over the internet. (Pesu 2013.)

6. Traditionalists

Traditionalists are the biggest type of consumers. They have low consumption potential and focus is on traditional values. Therefore, they choose traditional and established products. This type of consumers are usually pensioners and other people with low income level. Changes do not affect these consumers and they are not interested about novelty and advertised products. Moreover, they prefer to buy more for future than for everyday consumption. (Pesu 2013.)

7. Saving-oriented

Saving-oriented consumers are the smallest type and totally opposite to innovators. They do not chase status, brands, travelling experience, quality brands or travelling experience. These consumers have time and they prefer to wait until there is a discount time. (Pesu 2013; Labors & Khakimullin 2015.)

4.3 Influencing factories

The following part includes important factors in perspective of Russian consumers and factors, which influence Russians in decision making process.

4.3.1 Social class

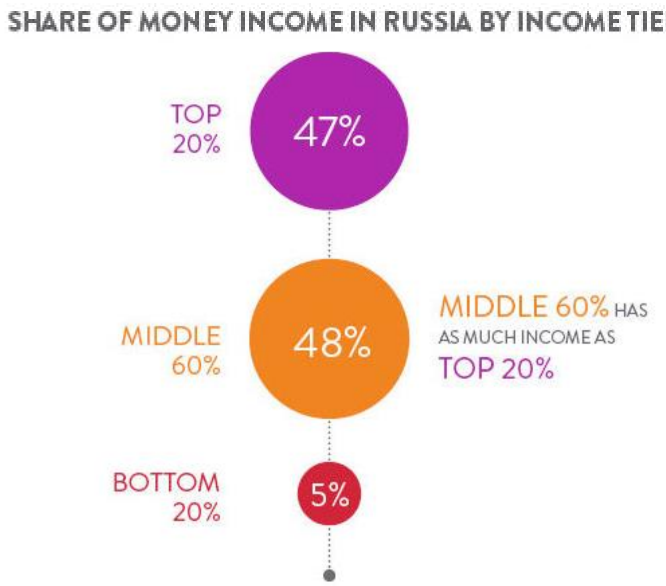


Figure 1. Share of money income in Russia by income tier 2012 (nielsen.com 2013)

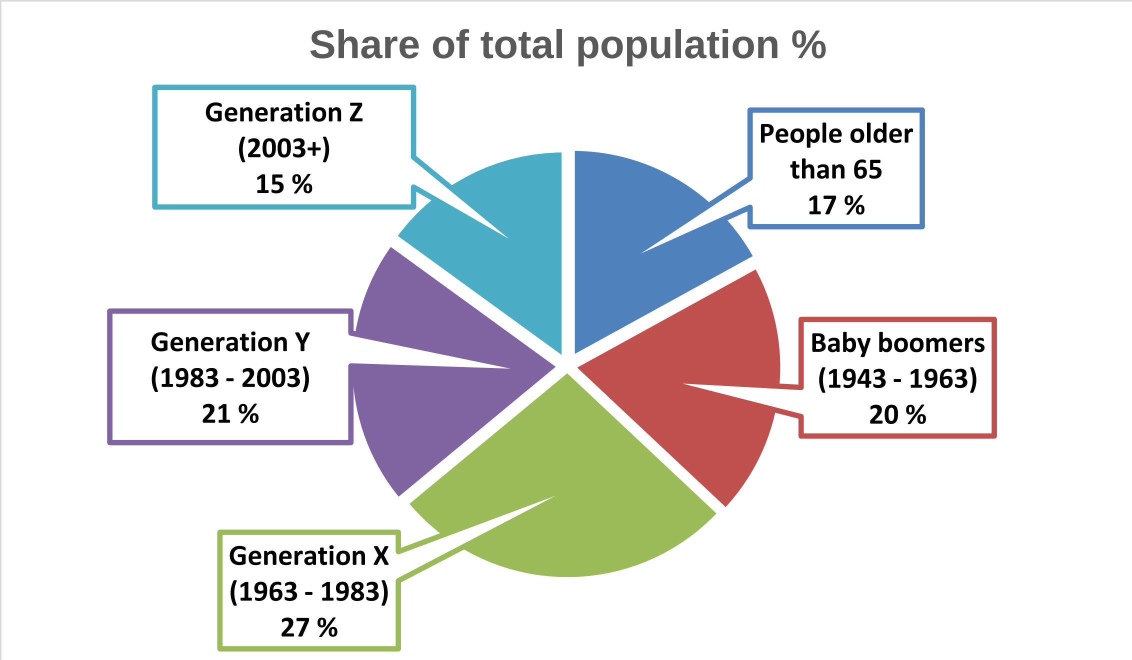
Figure 1 shows that 60 % of Russians are middle class and they earn as much as top class, which is only 20 % of the population. The average salary in Russia is around 41 650 RUB/month, which is only 660 € (tradingeconomics.com 2017). The average exchange rate to ruble has been 63.99 in January – August 2017, when in 2016 the average rate was 74.15 (European central bank 2017). Furthermore, Russia is the most unequal country in the world and income gap is significant (Barnato 2016). Most of the people earn considerably less than what is the average salary. However, even big cities are wealthier, most of the average people in Moscow simply do not have enough money to travel abroad, because their level of income is too low (VisitFinland 2016).

4.3.2 Values

Russian consumers consider traditional values very important such as work, family and friends. Moreover, they appreciate literature, art, music and religion. For instance, Russians usually travel with family members. When the family travel, it can include many generations such as grandparents, siblings, spouse and children. (Pasanen & Pesonen 2016.)

4.3.3 Age

Graph 2 below shows the share of Russian population. The total population is divided into 5 generations. As earlier mentioned, different generations share different cultural and historical events. In Russia these generations have experienced, for example, the end of The Great Patriotic War, the beginning of Cold War, Perestroika and transition from socialism to capitalism.



Graph 2. Share of total population % (Pesu 2013)

The first generation is people older than 65 years old. This generation consists 17 % of total population in Russia. The next generation is Baby boomers, known also as boomers and generation of demographic explosion. Baby boomers were born in 1943 – 1963 and they consist totally 20 % of the population. Generation X (unknown generation, thirteenth generation, latchkey kids) is the largest generation with 27 % of the population. They were born in 1963 – 1983. Generation Y (generation network, millennium generation, noughties, generation next) is 21 % of the population and they were born in 1983 – 2003. The newest generation is called Generation Z (digital generation, generation XD (digital children of generation X)). Generation Z is the smallest and youngest generation because they were born after 2003 and consist only 15 % of people. (Pesu 2013 & Labors et al. 2015.)

4.3.4 Other factors

Graph 3 shows top factors influencing Russian tourists' destination choice in 2015. Price is clearly the most influencing factor with 41 % when Russians are choosing trips to abroad. Recommendations given by friends is the second factor with 30 %. The last five factors are pretty equal from 6 % to 17 %. Convenient transportation and tour operator or travel agency factors are 17 % and 16 %.

Family members' opinion influence only 13 %. The last factors of the figure, which are hotel and airline, do not significantly influence Russians.

Graph 3. Top factors influencing Russian tourists' destination choice, %. (VisitFinland 2016)

In research of Lehtinen (2014), price is also the most important factor in Russian consumers' shopping process. Russians are very price sensitive. Furthermore, Russians always try to find better offers and discounts. In products and services, it is important that price is visible and it is possible to see the price easily. Otherwise, Russians may not purchase, even the product or service is good (Pasanen & Pesonen 2016).

Approximately, only 29 % of Russians speak English even on the basic level (VisitFinland n.d.). By the research of Lehtinen, another very important factor for Russian consumers is language. Getting service in mother tongue, Russians feel more pleasant and comfortable. In fact, if language barrier is too high, Russians will most probably choose different service provider next time (Lehtinen 2014).

4.4 Booking method

Graph 4. Russians' method of booking travel products: air travel (Rheem 2012)

Graph 4 shows Russians' travel products booking method related to air travel. It is already five years old information. However, the figure includes seven different methods. In the figure the most important method of all the seven methods to book flights is booking online on a travel provider website. It is clearly the most common way to book flights and 42 % of Russians prefer it. To the second way to book flights is almost 50 % difference. Only 23 % of Russians call travel providers to book flights. The third way to book (12 %) is to use an online travel agency website. The last significant way to book (10 %) is calling/visiting a retail travel agent. The last three ways of booking (at airport/property location, using a retail travel agency website and using a travel search engine website) are using only 4 – 5 % of Russians.

4.5 Summary

This study shows that the most important single factor to Russians is price. Russians do not purchase if the product or service is too expensive or if the price is not visible enough. Russians love special offers and discounts and they search them actively. Some of them have even time to wait special discount times. However, even though the price is good, it is also important to get service in Russian language or they may not buy the product or service. When travelling abroad, most of the Russians economize on trips.

The most preferred abroad destination to Russians is Europe. To book flights, Russians mostly use a travel provider website and call travel providers. However, the amount of sold vacation packages has significantly decreased. Most of the Russians do not have money to travel abroad at all, because their level of income is too low and the exchange rate it bad. Overall, income gap is huge and average salaries are very low.

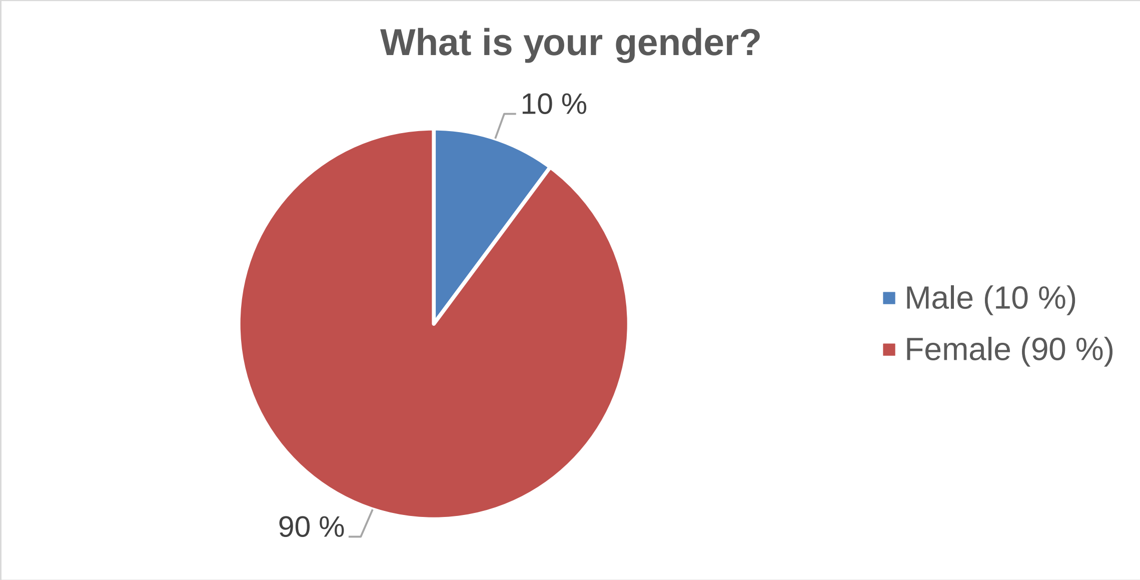
5 Empirical findings

In this study we learn the results of the conducted questionnaire. The questionnaire included 15 questions and had 59 respondents in total. In addition, after the results of the questionnaire part, this study includes a part of analysing the results.

5.1 Results of the questionnaire

Question 1

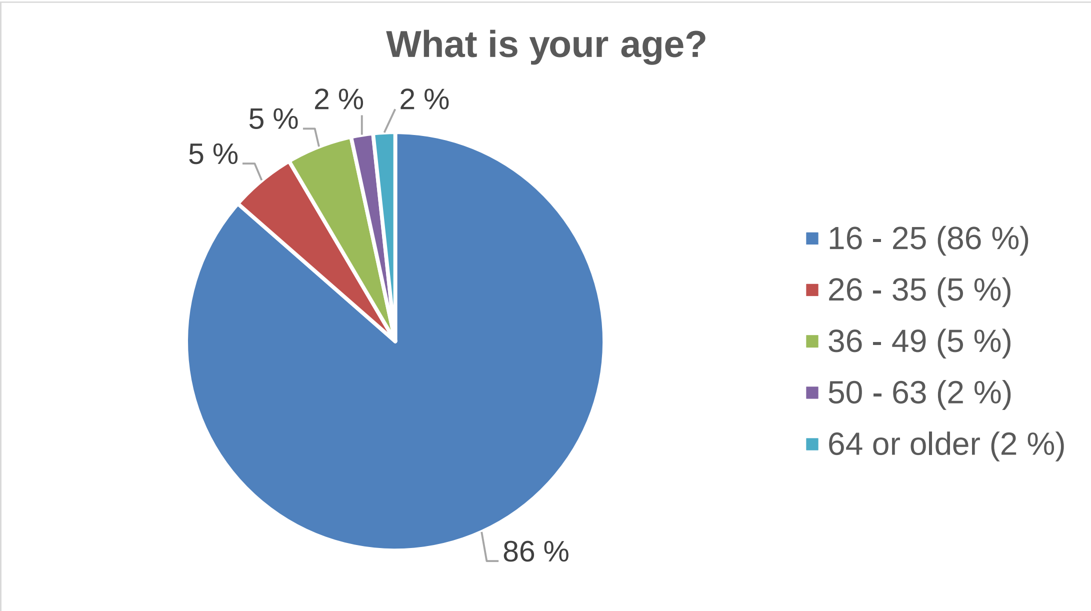
In the first question was asked participants' gender. 90 % of the participants are female and the rest 10 % are male.



Graph 5. What is your gender?

Question 2

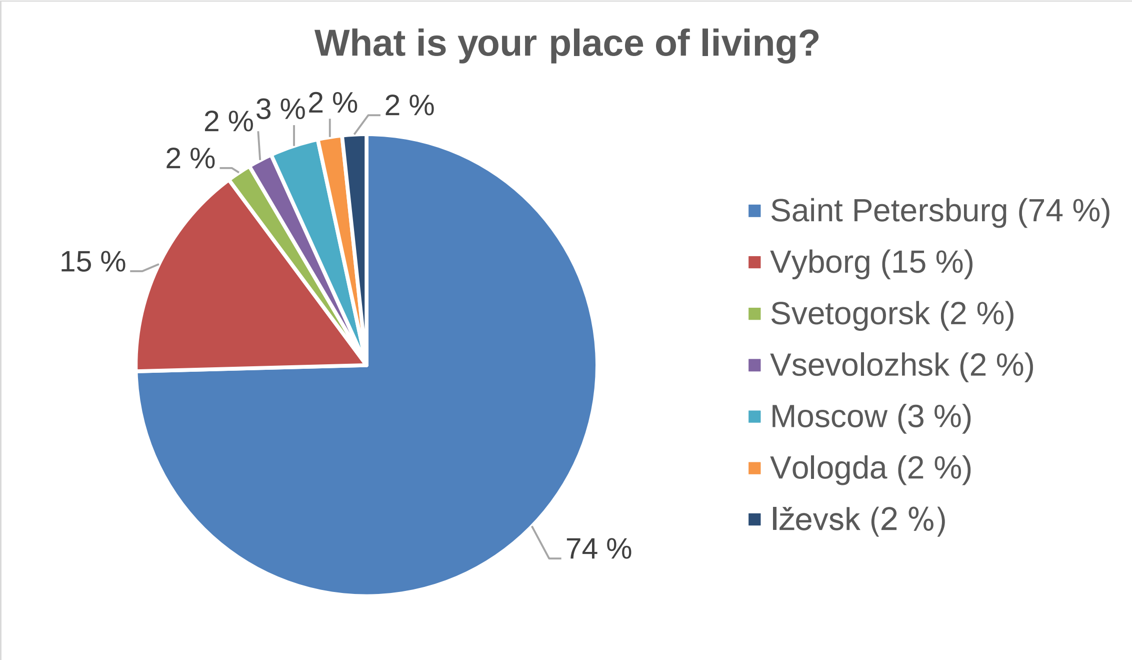
In the second question was asked participants' age. Totally, 86 % of the participants are 16 – 25 years old. 5 % of the participants are 26 – 35 years old and also 5 % are 36 – 49 years old. 50 – 63 years old are only 2 %. As well, 64 or older are only 2 % of the participants.



Graph 6. What is your age?

Question 3

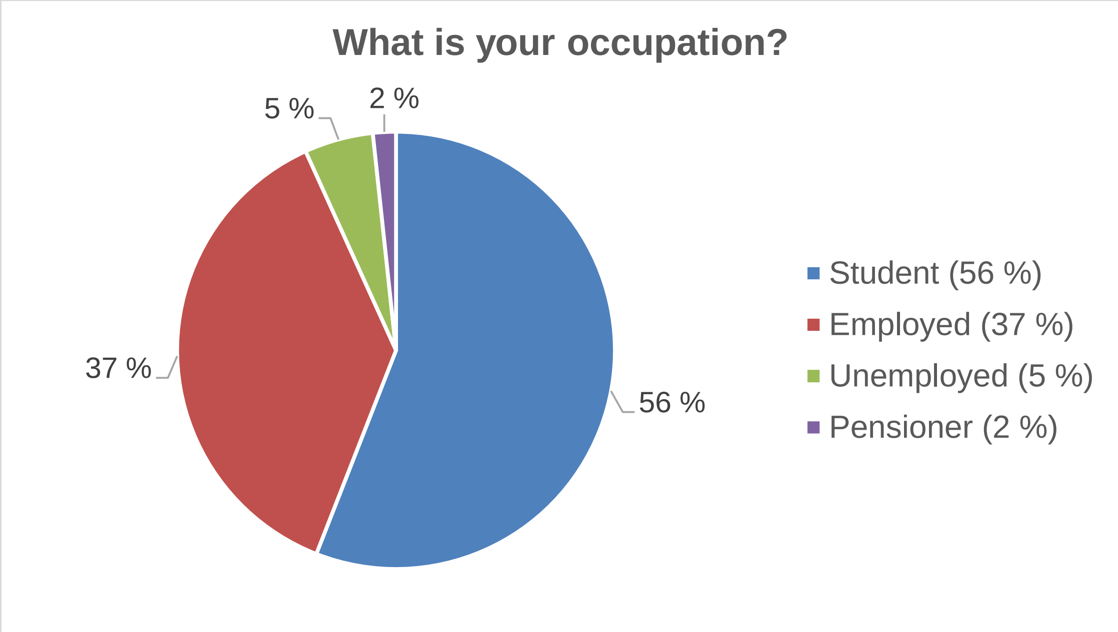
The third question was about the place of living. 74 % of the participants are from Saint Petersburg and 15 % are from Vyborg. Only 2 % of the participants are from Svetogorsk, Vsevolozhsk, Vologda and Iževsk and the last 3 % of the participants are from Moscow.



Graph 7. What is your place of living?

Question 4

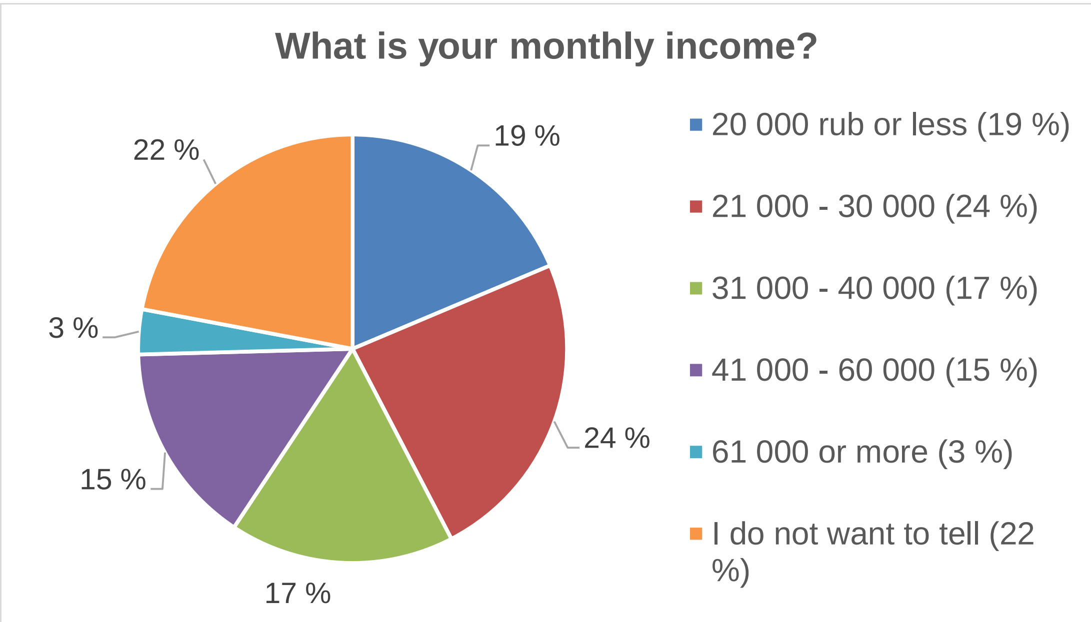
In the fourth question was asked participants' occupation. Most of the participants are students or working. 56 % of the participants are students and 37 % are employed. Only 5 % are unemployed and 2 % are pensioners.



Graph 8. What is your occupation?

Question 5

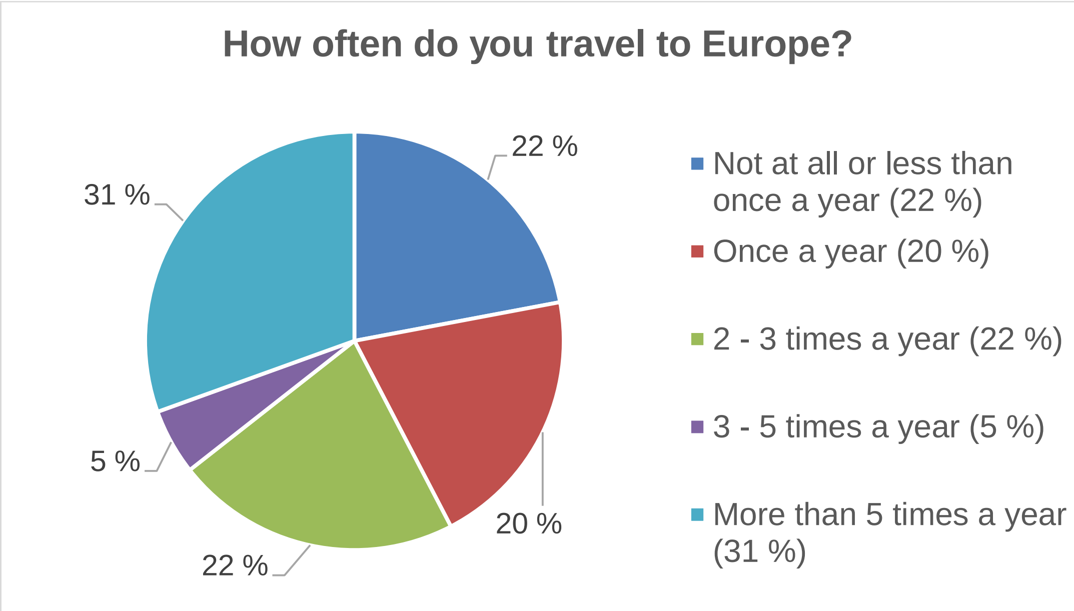
The fifth question was about participants' monthly income. 19 % of the participants earn 20 000 rubles or less. 24 % earn 21 000 – 30 000 rubles and 17 % earn 31 000 – 40 000 rubles. 15 % earn 41 000 – 60 000 rubles. Only 3 % earn 61 000 rubles or more. The rest 21 % of the participants did not want to tell how much their monthly income is.



Graph 9. What is your monthly income?

Question 6

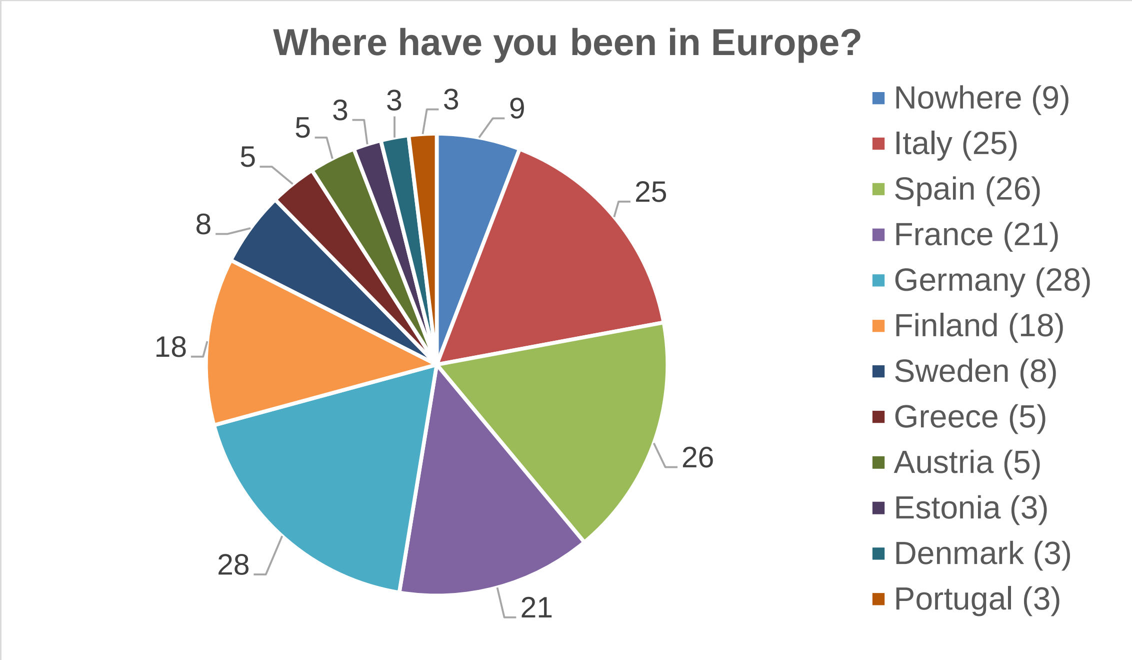
This question was about how often participants travel to Europe. 22 % of the participants do not travel at all or they travel less than once a year to Europe. 20 % of the participants travel once a year. 22 % travel 2 – 3 times a year and 5 % travel 3 – 5 times. 31 % of the participants travel to Europe more than five times a year.



Graph 10. How often do you travel to Europe?

Question 7

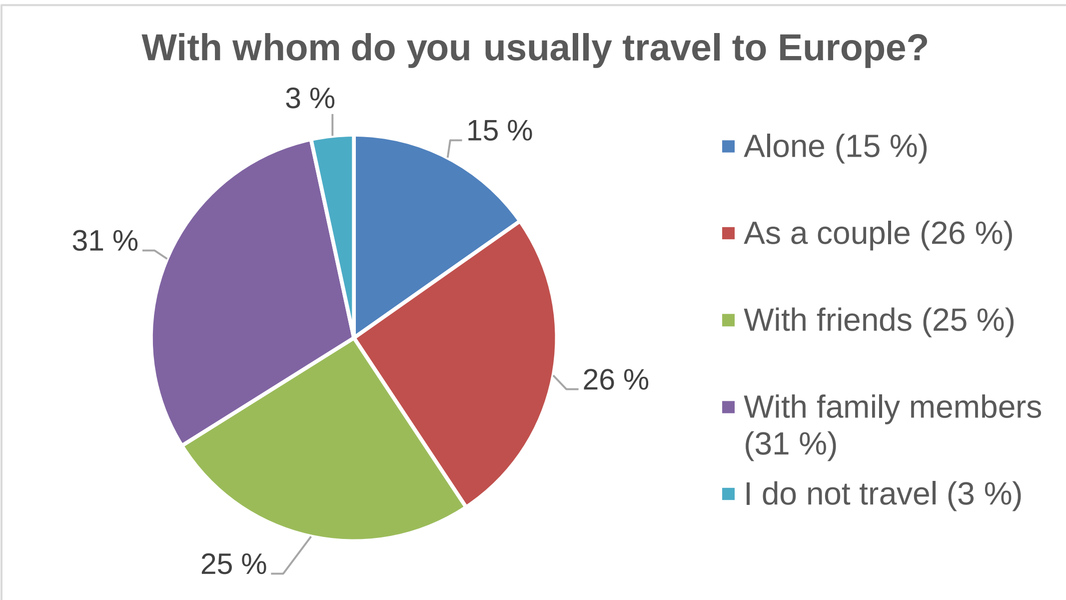
In the seventh question it was possible to choose many options. The question was "Where have you been in Europe?". 9 participants answered that they have not been anywhere in Europe. 25 participants answered that they have been in Italy and 26 have been in Spain. Most of the participants have been in Germany (28) and in France have been 21 participants. In Finland have been 18 and in Sweden 8. In Greece and Austria have been 5 participants and in Estonia, Denmark and Portugal 3 participants.



Graph 11. Where have you been in Europe?

Question 8

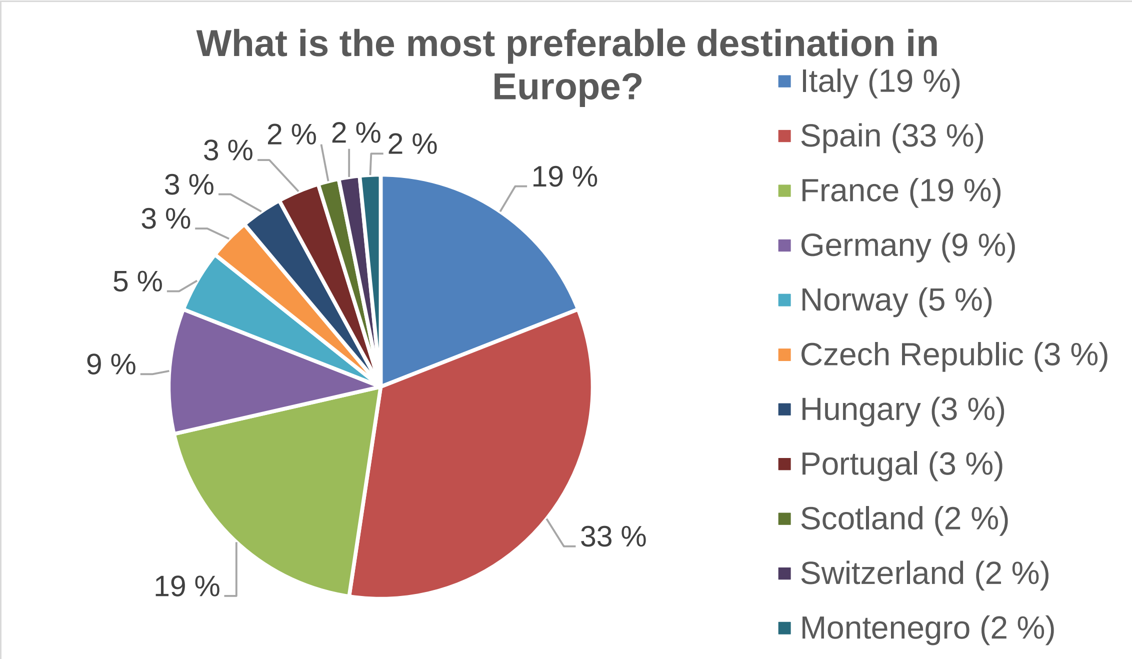
The eighth question was about with whom the participants usually travel to Europe. 15 % of the participants travel to Europe usually alone. 26 % travel as a couple and 25 % travel with friends. 31 % of the participants travel with their family members and 3 % mentioned that they do not travel at all.



Graph 12. With whom do you usually travel to Europe?

Question 9

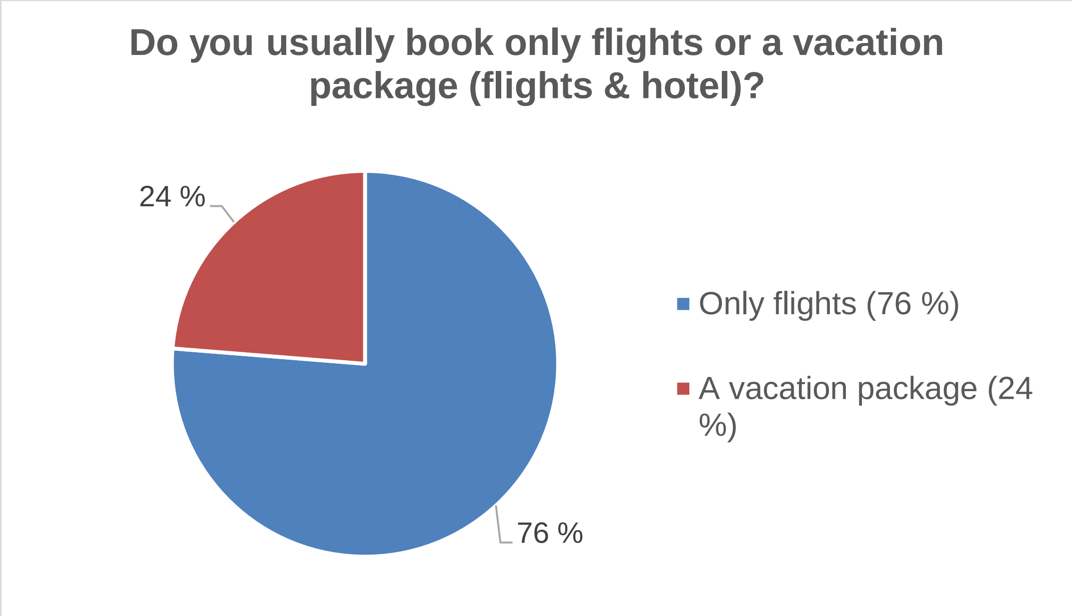
This question was about the most preferable destination in Europe. It was possible to choose many options. Spain got 33 % of the answers and is the most preferable destination in Europe, which means totally 21 participants answered Spain. Italy and France got 19 % of the answers and Germany 9 %. 5 % answered Norway and 3 % answered Czech Republic, Hungary and Portugal. Only 2 % of the participants answered Switzerland, Scotland and Montenegro.



Graph 13. What is the most preferable destination in Europe?

Question 10

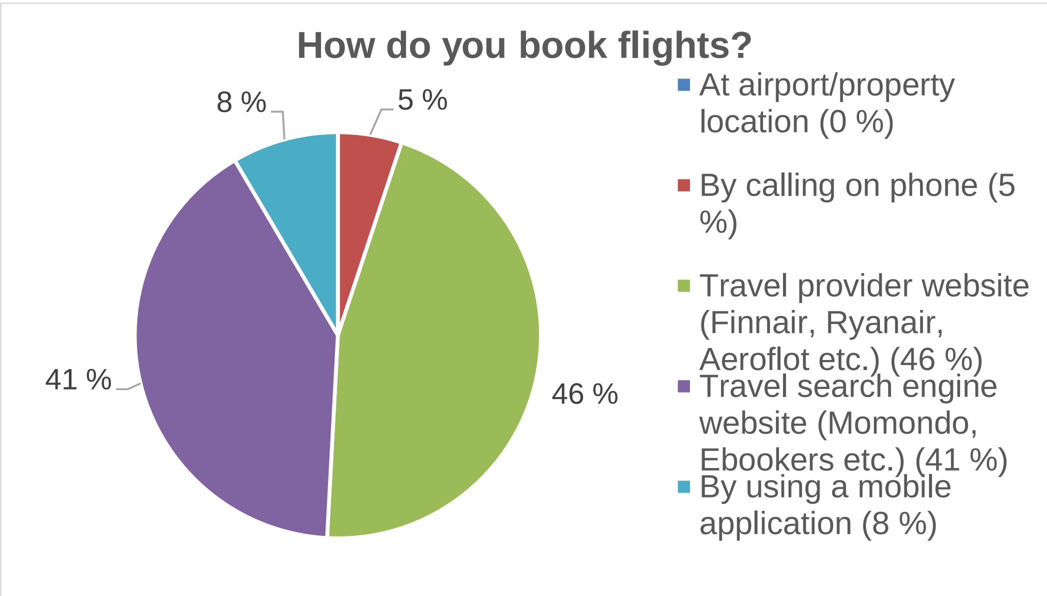
This question was about if participants usually book only flights or a vacation package when they travel. 76 % of the respondents, book usually only flights when 24 % book a vacation package, which includes flights and hotels and even airport transfer.



Graph 14. Do you usually book only flights or a vacation package (flights & hotel)?

Question 11

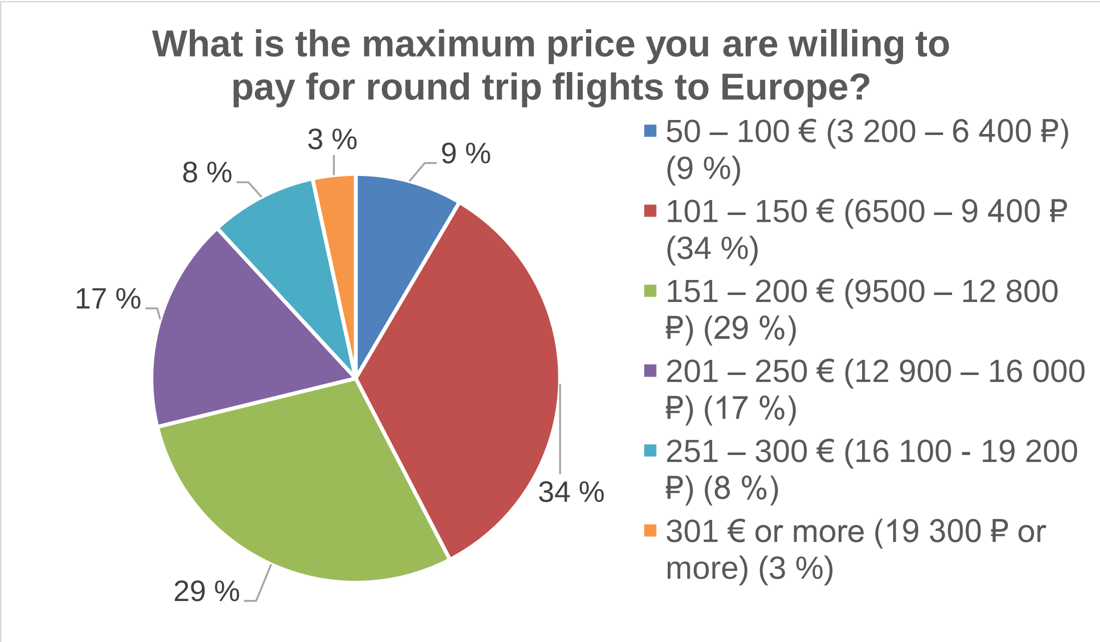
The 11th question was how the participants book flights. No one of the respondents book flights at airport/property location. 5 % book flights by phone. The most common way to book flights is to book on travel provider website (Finnair, Ryanair, Aeroflot etc.) with 46 %. The second most common way to book flights (41 %) is to use travel search engine website (Momondo, Ebookers etc.). 8 % book flights by using a mobile application.



Graph 15. How do you book flights?

Question 12

The 12th question was "What is the maximum price you are willing to pay for round trip flights to Europe?". 9 % of the participants are willing to pay only 50 – 100 € for round trip flights. 34 % are willing to pay 101 – 150 € and 29 % 151 – 200 €. 17 % are willing to pay 201 – 250 € and 8 % are ready to pay 251 – 300 €. 3 % of the participants are willing to pay 301 € or more for round trip flights to Europe.



Graph 16. What is the maximum price you are willing to pay for round trip flights to Europe?

Question 13

In the 13th question was asked what motivates the participants to come to Lappeenranta airport. The participants had to rate 6 aspects by using a scale 1 – 5. The first aspect was price of flights. For 37 participants price is very important and for 13 it is moderately important. 3 persons do not have opinion, for one person it has low importance and for 5 persons it is not important at all.

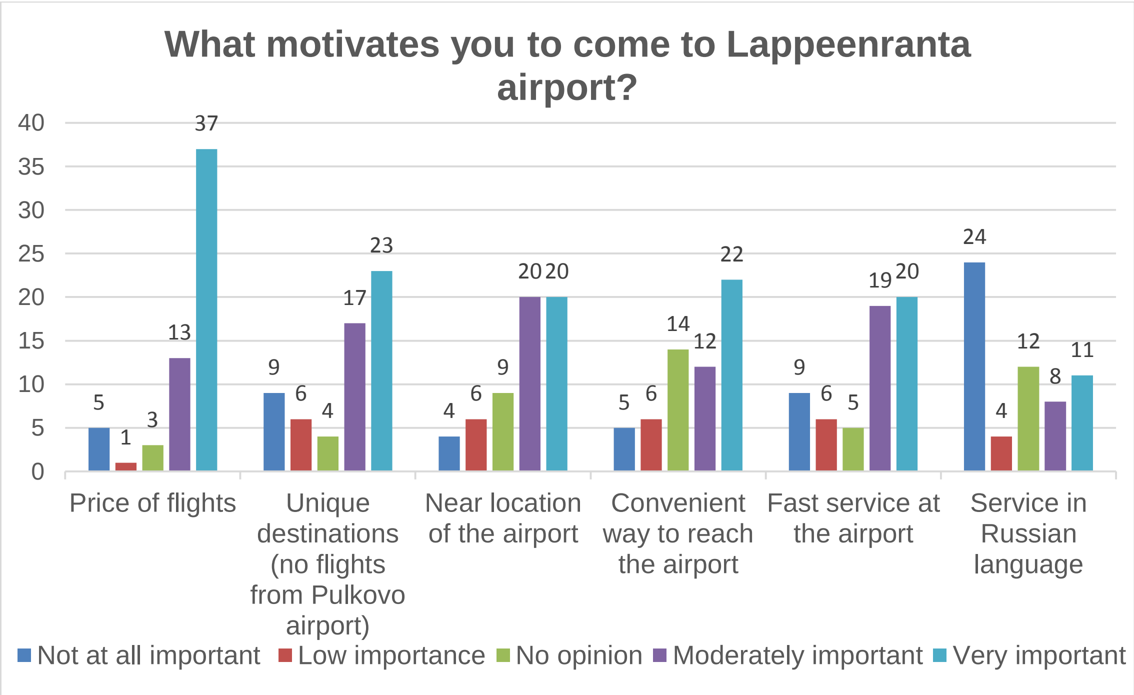
The second aspect was about unique destinations, which means there are no flights from Pulkovo airport. For 23 participants it is very important to have unique destinations, for 17 moderately important and 4 participants do not have opinion. 6 participants answered it has low importance and for 9 participants it is not important at all.

The third aspect was the near location of the airport. For 20 participants it is very important and as well for 20 it is moderately important. 9 participants did not have opinion and 6 participants answered it has low importance and 9 answered it is not at all important.

The fourth aspect was about a convenient way to reach the airport. For 22 persons it is very important and for 12 moderately important. 14 participants do not have opinion on this matter and for 6 it has low importance. For 4 participants it is not at all important.

The fifth aspect was fast service at the airport. For 20 participants it is very important to have fast service at the airport. For 19 participants it is moderately important. 5 participants do not have opinion about that and for 6 it has low importance. The rest 9 participants answered it is not important at all.

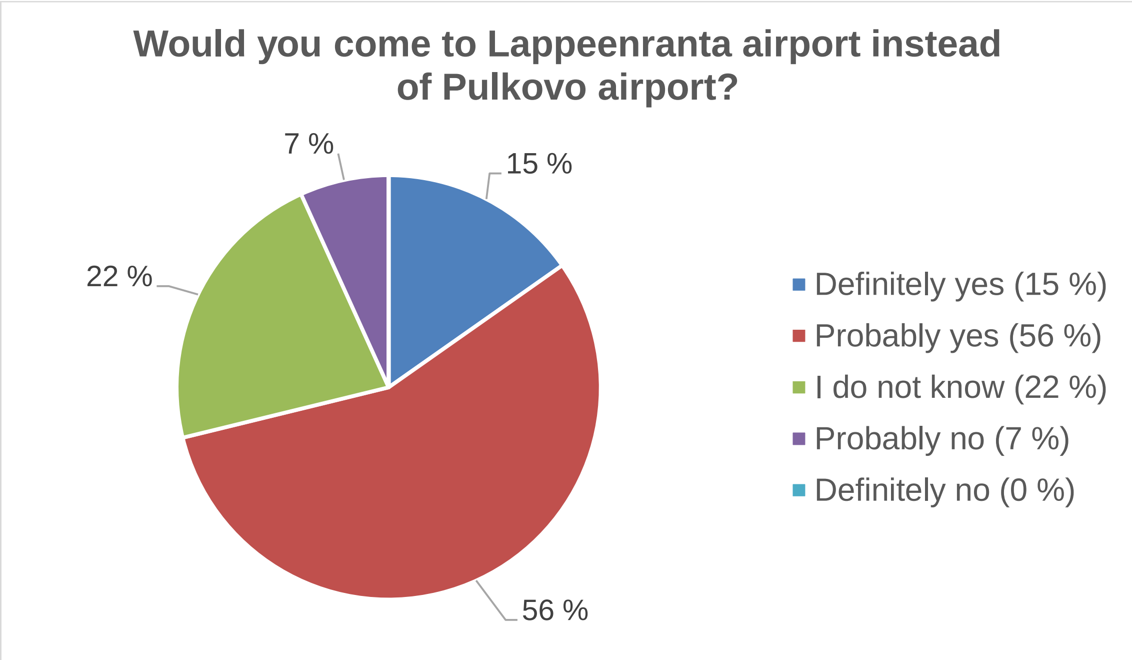
The last aspect was about getting service in Russian language at the airport. For 11 participants it is very important to have service in Russian. For 8 participants it is moderately important. 12 participants do not have opinion and for 4 participants it has low importance. 24 participants answered it is not important at all to have service in Russian.



Graph 17. What motivates you to come to Lappeenranta airport?

Question 14

In the second last question was asked "Would you come to Lappeenranta airport instead of Pulkovo airport?". 15 % of the participants answered they would definitely come. 56 % of the participants would probably come and 22 % do not know. 7 % of the participants would probably not to come and no one answered that they would definitely not come.



Graph 18. Would you come to Lappeenranta airport instead of Pulkovo airport?

Question 15

The last question of the questionnaire was an open question: "Is there anything else you would like to add related to the topic?".

One respondent told that she flew once from Lappeenranta and the main reason was that price of flights was very cheap. However, in her opinion it is much easier to fly from Pulkovo airport than at first come to Lappeenranta airport.

One respondent answered that airport transfer would be very useful. Another respondent told that it is difficult to use Lappeenranta airport, because it is impossible to know how long it takes to cross the border. Also one respondent told that Lappeenranta airport is not able to offer high selection of flights as a small airport.

5.2 Analyses of the results

Actually, there cannot be analyses related to respondents' genre since 90 % of the respondents are female. It is also pointless to analyse how age affect, because 86 % of all the respondents are 16 – 25 years old. In fact, there are not even significant differences related to respondents' genre and age and how they affect, so there is no need to analyse these matters.

The probable reason why most of the participants are 16 – 25 years old is that the author of the thesis belongs to age group 16 – 25. The author asked his friends to answer the questionnaire and the friends asked their friends to answer the questionnaire et cetera, so all the participants were around the same age. Why most of the participants are female, is maybe because male persons were not so active and willing to answer the questionnaire, while female persons wanted to be helpful and support the author in his research. However, it would have been useful to have more male persons in the research. Maybe men do not want to travel at all from Lappeenranta, so the airport would know to market the flights mainly to female persons.

Furthermore, 74 % of the respondents are from Saint Petersburg and 15 % are from Vyborg. It is also a huge gap between the cities and how many persons responded to the questionnaire. However, some significant differences exist between participants from Saint Petersburg and Vyborg.

Firstly, 67 % of the respondents from Vyborg are employed and 11 % are students while in Saint Petersburg 30 % are employed and 66 % are students. In Vyborg 78 % of the respondents earn less than 41 000 rubles, while in Saint Petersburg 55 % of the respondents earn less than 41 000 rubles. Additionally, 18 % earn 41 000 – 60 000 rubles. However, 25 % of the respondents who are from Saint Petersburg did not want to tell how much their monthly income is. Mostly, this group of people are students who did not want to share their income level.

Even though most of the respondents are students from Saint Petersburg, their level of income is slightly more than respondents' from Vyborg. All in all, most of the respondents by the research earn clearly less than what is the average salary (41 650 ₽) in Russia. In the theory part, related to previous researches, it was mentioned that people usually earn much less than what the average salary is, so this research also supports the fact.

Furthermore, 56 % of the respondents from Vyborg book only flights and 44 % book a vacation package. 80 % of the respondents from Saint Petersburg book only flights and 20 % book a vacation package. The most important single factor that motivates people from Vyborg to come to Lappeenranta airport is the price of flights. Generally, near location of the airport, convenient way to reach the airport and fast service motivate people from both cities. People from Saint Petersburg also rate price of flights very important, but also unique destinations are very important for them. They have Pulkovo airport near so unique destinations are more important to attract them to Lappeenranta airport.

Moreover, service in Russian language is more important to people from Saint Petersburg than to people from Vyborg. Since the level of income is lower in Vyborg, it is obvious that they rate price of flights very important. However, an interesting fact is that even their salaries are lower and they rate price of flights very important, they are actually willing to pay much more for flights to Europe than people from Saint Petersburg.

By previous researches, price was the most important motivating factor for Russians. As a result of this research price is also the most important single factor, which motivates Russians. Overall, unique destinations are the second most motivating factor to Russians to come to Lappeenranta airport.

Generally, students did not want to tell their level of income. Students travel significantly more often abroad than employed people. A probable reason is that many students study in Finland or elsewhere abroad and therefore they travel more between Russia and the country where they are studying. Moreover, if a person is able to study abroad, it means parents must have quite a good level of income to provide. By the research students mainly travel with family members. Therefore, students travel so often, because their family have money to travel. Overall, 56 % Russians travel with family members or as a couple. It supports the facts, which was also mentioned in theory part that Russians usually travel with family members.

By this research, 46 % of Russians use travel provider website and 41 % use a travel search engine website for booking flights. 8 % are using a mobile application and 5 % book flights by calling on phone. How Russians book flights differs significantly from the research, which was done in 2012. In Rheem's research 23 % of Russians called travel providers and only 5 % used a travel search engine website. The sanctions may have changed the booking methods or one possible reason is that Russians prefer to book differently in different areas in Russia. Rheem's research was conducted for people from all around Russia while this research was only for people from Saint Petersburg and Vyborg area.

76 % of the respondents book only flights when they travel and the rest 24 % book a vacation package. Above in the theory part it was mentioned that the amount of sold vacation packages have decreased significantly. Most of the Russians do not have money to travel abroad. Usually vacation package trips are more expensive than buying only flights and booking hotel by yourself. Perhaps it is the reason why Russians have started to buy only flights instead of vacation packages.

The last thing to analyse is how respondents' income level effect on these matters. Students have lower income than employed people, which is obvious. Also people with higher income level travel more often abroad. People, who earn 20 000 RUB or less, 54 % are willing to pay 100 – 200 € for round trip flights to Europe, when 37 % are ready to pay 200 – 300 €. Additionally, 73 % keeps price of flights very or moderately important. 56 % of people are willing to pay 100 – 200 € and 43 % are willing to pay 200 – 300 € with income level of 21 000 – 30 000 RUB. 79 % of them keeps price of flights very or moderately important.

50 % of people, who earn 31 000 – 40 000, are willing to pay 100 – 200 € for round trip flights and 40 % are willing to pay 200 – 300 €. 100 % from this category keeps price of flights very or moderately important. People whose income level is 41 000 – 60 000 RUB, 67 % are willing to pay 100 – 200 € and 11 % 200 – 300 € for round trip flights. 89 % of them keeps price of flights very or moderately important. By the research, people with better income level are not willing to pay so much for round trip flights to Europe than people with lower income level. With higher income level, price is in more important role and also how much people

from this category are willing to pay. It is hard have any logical reason for it, because usually it is logical that people with low income are more price sensitive.

6 Conclusion

The thesis included only one main question and did not include any sub-questions. The research question of the thesis was: Does Lappeenranta airport attract Russians to fly from Lappeenranta to Europe: what motivates Russians to come? The goal of the author was to find answer to this question. The topic itself was timely and the research could probably include some useful information for Lappeenranta airport. However, the airport was not informed about the research nor did it take part in the research.

Even though the questionnaire did not receive as many responses as was planned, enough responses were received fortunately to get the answer to the research question, and therefore the goal of the research was reached. The answer to the first questions, does Lappeenranta airport attract Russians to fly from the airport to Europe, is simply: yes it does. 71 % of the respondents answered they would definitely or probably come to Lappeenranta airport instead of Pulkovo airport.

Generally, various different factors influence Russian consumers in decision making process in travelling. By the research, the main motivating factor to Russians why they would come to Lappeenranta airport, was clearly the price of flights. The second most motivating factor was unique destinations. Additionally, near location of the airport, convenient way to reach the airport and fast service at the airport motivate Russians to come. Service in Russian language was not as important as in some earlier researches. In fact, it was clearly the least important factor of all the factors in the questionnaire.

All in all, Russians see Lappeenranta airport as an interesting option to travel to Europe. Even though Pulkovo airport is near, prices are more expensive and service is not so fast, because it is one of the busiest airports in Russia. Lappeenranta airport can compete with prices and especially with destinations, which

Pulkovo does not have. To be a successful airport, it is important that Lappeenranta airport listens to consumers' wishes and thoughts and creates a sort of personal service. As a small airport as Lappeenranta is, it is possible to listen to customers in order to understand their needs.

Once, Lappeenranta airport manages to get airlines to operate from the airport, there is a possibility for further research. The Lappeenranta airport situation will develop and the further research could include, for instance, the amount of Russians using the airport and if the airport takes into account Russians' needs and wishes.

Figures

Graphs

Tables

References

Barnato, K. 2016. Russia is the most unequal major country in the world: study. Consumer news and business channel. https://www.cnbc.com/2016/09/01/russia-is-the-most-unequal-major-country-in-the-world-study.html. Accessed on 18 September 2017.

Blackwell, R. & Miniard, P. & Engel, J. 2001. Consumer behavior. 9th edition. Mason, OH: Southwestern Thomas Learning.

Dimanche, F. & Andrades, L. 2015. Tourism in Russia: A management handbook. First Edition. Bringley, UK.: Emerald Group Publishing.

Distance calculator. n.d. https://www.distancecalculator.net/. Accessed on 15 September 2017.

European central bank. 2017. https://www.ecb.europa.eu/stats/policy_and_exchange_rates/euro_reference_exchange_rates/html/eurofxref-graph-rub.en.html. Accessed on 10 August 2017.

Hoyer, W. & MacInnis, D. 2008. Consumer behavior 5th edition. Boston: South-Western Cengage Learning.

Regnum. 2015. Amount of citizens in Russian regions on 01 January 2015. https://regnum.ru/news/society/1887626.html. Accessed on 09 August 2017.

Kaartinen, K. 2013. Suomen lentoliikenne vuonna 2030: neljä skenaariota, diplomityö. Tampereen teknillinen yliopisto. http://www.tut.fi/verne/wp-content/uploads/diplomityo_kaartinen.pdf. Accessed on 20 July 2017.

Kinnunen, E. 2017. Professori: sadattuhannet lentomatkustajat ovat realismia – neuvottelut Lappeenrannan reittilennoista ovat käynnissä. Etelä-Saimaa. http://www.esaimaa.fi/Online/2017/08/08/Professori%3A%20sadattuhannet%20lentomatkustajat%20ovat%20realismia%20%E2%80%94%20Neuvottelut%20Lappeenrannan%20reittilennoista%20ovat%20k%C3%A4ynniss%C3%A4/2017122547011/4. Accessed 29 August 2017.

Kotler, P. Keller, K. 2009. Marketing management 13th edition. London: Pearson.

Labors, E. & Khakimullin, R. 2015. New tourism product development: New Year event for Russian tourists in Finland. Kajaani University of Applied Sciences. http://www.theseus.fi/bitstream/handle/10024/88447/Labors_Edgars_Khakimullin_Ruslan.pdf;jsessionid=7ED3C92FE2169E39A32A2506596BA5DD?sequence=1. Accessed on 18 September 2017.

Lake, L. 2009. Consumer behavior for dummies 1st edition. New Jersey: Wiley publishing.

Lappeenranta airport. n.d. Historical airport in the heart of Lappeenranta. Lappeenranta airport homepage. http://lppairport.fi/en/lentoasema/yleistietoa-kentasta. Accessed on 29 August 2017.

Lehtinen, E. 2014. Russian consumer behavior and factors influencing the purchace decision. Lappeenranta: Saimaa University of Applied Sciences. https://publications.theseus.fi/bitstream/handle/10024/77841/Lehtinen_Evita.pdf?sequence=1. Accessed on 11 August 2017.

Nielsen.com. 2013. A rising middle class will fuel growth in Russia. http://www.nielsen.com/us/en/insights/news/2013/a-rising-middle-class-will-fuel-growth-in-russia.html. Accessed on 10 August 2017.

Pasanen, K. & Pesonen, J. 2016. Venäläiset matkailijat Suomessa – potentiaaliset asiakkaat Saimaan alueella. Itä-Suomen yliopisto. http://epublications.uef.fi/pub/urn_nbn_fi_uef-20161183/urn_nbn_fi_uef-20161183.pdf. Accessed on 16 September 2017.

Pesu, S. 2013. Consumer behaviour in Russia. Awara group. https://www.awaragroup.com/upload/pdf/Awara-Group-Consumer-Behaviour-in-Russia.pdf. Accessed on 08 August 2017.

Pobeda Airlines. https://www.pobeda.aero/en/. Accessed on 13 July 2017.

Pulkovo airport n.d. About the airport. Pulkovo airport homepage. http://www.pulkovoairport.ru/en/about/. Accessed on 29 August 2017.

Rheem, C. 2012. Empowering inspiration: the future of travel research. Sherman: PhoCusWright.

Rugg, G. & Petre, M. 2007. A gentle guide to research methods. First edition. New York: McGraw Hill Education.

Ryan, C. 1995. Researching tourist satisfaction: issues, concepts, problems First Edition. London: Routledge.

Solomon, M. & Bamossy, G. & Askegaard, S. & Hogg, M. 2013 Consumer behaviour: a European perspective Fifth edition. London: Pearson

Solomon, M. 2017. Consumer behavior: buying, having, and being 12th edition. London: Pearson.

Tanskanen, J. 2015. Lentoliikenne Lappeenrantaan kiinnostaa edelleen – tulossa uusia lentoyhtiöitä. Yle uutiset. https://yle.fi/uutiset/3-8492143. Accessed on 08. August 2017.

Tanskanen, J. 2016. Lappeenrannan lentoasema vailla reittilentoja – julkinen kilpailutus voi lykätä reittien avautumista vuodella. Yle uutiset. https://yle.fi/uutiset/3-9117820. Accessed in 08 August 2017.

Tourism review. 2016. Russian tourist travel less often. http://www.tourism-review.com/russian-tourists-go-abroad-in-smaller-numbers-news5118. Accessed on 25 July 2017.

Trading economics. 2017. Russia average monthly wages. https://tradingeconomics.com/russia/wages. Accessed on 10 August 2017.

VisitFinland. 2016. What is important for a Russian tourist. http://www.visitfinland.fi/news/what-is-important-for-a-russian-tourist/. Accessed on 12 August 2017.

VisitFinland. n.d. http://www.visitfinland.fi/tietoa-kohdemaista/venaja/tuotteet-ja-kohderyhmat/. Accessed on 10 August 2017.

Veal, A.J. 2006. Research methods for leisure and tourism: a practical guide. Third edition. London: Pearson.

Vueling. n.d. Vualing airline homepage. https://www.vueling.com/en. Accessed on 18 September 2017.

Wizz air. 2017. Wizz announces new route from Budapest to Saint Petersburg in Russia. Wizz air homepage. https://wizzair.com/en-gb/information-and-services/about-us/news/2017/05/11/wizz-air-announces-new-route-from-budapest-to-saint-petersburg-in-russia#/. Accessed on 18 July 2017.

Wordometers. 2017. Russia population live. http://www.worldometers.info/world-population/russia-population/. Accessed on 12 October 2017.

Appendix 1 (1)

Questionnaire in English language

Questionnaire

1. What is your gender?
☐ Male
☐ Female

2. What is your age?
☐ 16 - 25
☐ 26 - 35
☐ 36 - 49
☐ 50 - 63
☐ 64 or older

3. What is your place of living?
☐ Saint Petersburg
☐ Vyborg
☐ Svetogorsk
☐ Other (write after) ______________________________

4. What is your occupation?
☐ Student
☐ Employed
☐ Unemployed
☐ Pensioner
☐ Something else (write after) ______________________________

5. What is the level of your monthly income?
☐ 20 000 rub or less
☐ 21 000 – 30 000
☐ 31 000 – 40 000
☐ 41 000 – 60 000
☐ 61 000 or more
☐ I do not want to tell

6. How often do you travel to Europe?
☐ Not at all or less than once a year
☐ Once a year
☐ 2 – 3 times a year
☐ 3 – 5 times a year
☐ More than 5 times a year

7. Where have you been in Europe?

☐ Nowhere
☐ Italy
☐ Spain
☐ France
☐ Germany
☐ Somewhere else (write after) ____________________________

8. With whom do you usually travel to Europe?

☐ Alone
☐ As a couple
☐ With friends
☐ With family members
☐ With someone else (write after) ____________________________

9. What is the most preferable destination in Europe?

☐ Italy
☐ Spain
☐ France
☐ Germany
☐ Some other (write after) ____________________________

10. Do you usually book only flights or a vacation package (flights & hotel)

☐ Only flights
☐ A vacation package

11. How do you book flights

☐ At airport/property location
☐ By calling on phone
☐ Travel provider website (Finnair, Ryanair, Aeroflot etc.)
☐ Travel search engine website (Momondo, Ebookers etc.)
☐ By using a mobile application

12. What is the maximum price you are willing to pay for round trip flights to Europe?

☐ 50 – 100 € (3 200 – 6 400 ₽)
☐ 101 – 150 € (6500 – 9 400 ₽)
☐ 151 – 200 € (9500 – 12 800 ₽)
☐ 201 – 250 € (12 900 – 16 000 ₽)
☐ 251 – 300 € (16 100 - 19 200 ₽)
☐ 301 € or more (19 300 ₽ or more)

13. What motivates you to come to Lappeenranta airport?
Rate the following aspects using a scale 1 – 5, 1 = not at all important, 2, = low importance, 3 = no opinion, 4 = moderately important, 5 = very important

	Not at all important	Low importance	No opinion	Moderately important	Very important
Price of flights	1	2	3	4	5
Unique destinations (no flights from Pulkovo airport)	1	2	3	4	5
Near location of the airport	1	2	3	4	5
Convenient way to reach the airport	1	2	3	4	5
Fast service at the airport	1	2	3	4	5
Service in Russian language	1	2	3	4	5

14. Would you come to Lappeenranta airport instead of Pulkovo airport?

☐ Definitely yes
☐ Probably yes
☐ I do not know
☐ Probably no
☐ Definitely no

15. Is there anything else you would like to add related to the topic? (write after)

Appendix 2 (1)

Questionnaire/customer survey form in Russian language

Опрос

1. **Ваш пол?**

☐ Мужской
☐ Женский

2. **Ваш возраст?**

☐ 16 - 25
☐ 26 - 35
☐ 36 - 49
☐ 50 - 63
☐ 64 и старше

3. **В каком городе вы проживаете?**

☐ Санкт-Петербург
☐ Выборг
☐ Светогорск
☐ Другой город (укажите здесь) ______________________________

4. **Род занятий?**

☐ Я студент
☐ Я работаю
☐ Не работаю
☐ Я пенсионер
☐ Другой вариант (укажите здесь) ______________________________

5. **Ваш доход в месяц составляет?**

☐ 20 000 рублей или менее
☐ 21 000 – 30 000
☐ 31 000 – 40 000
☐ 41 000 – 60 000
☐ 61 000 или более
☐ Я не могу сообщить

6. **Как часто вы бываете в Европе?**

☐ Не посещаю или бываю менее чем 1 раз в год
☐ Один раз в год
☐ 2 – 3 раза в год
☐ 3 – 5 раз в год
☐ Больше 5 раз в год

7. Где вы были в Европе?

☐ Нигде
☐ Италия
☐ Испания
☐ Франция
☐ Германия
☐ Свой вариант (укажите здесь) ___________________________

8. С кем вы путешествуете в Европе?

☐ Путешествую один
☐ Путешествую с мужем/женой, девушкой/парнем
☐ Путешествую с друзьями
☐ Путешествую с членами семьи
☐ другой вариант (укажите здесь) ___________________________

9. Куда бы вы хотели поехать?

☐ Италия
☐ Испания
☐ Франция
☐ Германия
☐ Другой вариант (укажите здесь) ___________________________

10. Бронируете ли вы только билеты на самолет или предпочитаете пакет «всё включено»?

☐ Бронирую только билеты на самолет
☐ Покупаю полный пакет услуг

11. Как вы бронируете билеты на самолет

☐ Бронирую в аэропорту
☐ Бронирую по телефону
☐ Бронирую через вэб-сайт туристического провайдера (Finnair, Ryanair, Aeroflot и т.д.)
☐ Бронирую через сайт поисковой системы путешествий (Momondo, Ebookers и т.д.)
☐ Бронирую через приложение в телефоне

12. Сколько максимум вы готовы заплатить за перелеты в Европу и обратно?

☐ 50 – 100 € (3 200 – 6 400 ₽)
☐ 101 – 150 € (6500 – 9 400 ₽)
☐ 151 – 200 € (9500 – 12 800 ₽)
☐ 201 – 250 € (12 900 – 16 000 ₽)
☐ 251 – 300 € (16 100 - 19 200 ₽)
☐ 301 € или более (19 300 ₽ или более)

13. Что побуждает вас приехать в аэропорт Лаппенранты?
Поставьте баллы от 1 до 5. 1 = не важно, 2 = незначительно, 3 = без разницы, 4 = умеренно важно, 5 = очень важно

	Не важно	Незначительно	Без разницы	Умеренно важно	Очень важно
Цены на билет	1	2	3	4	5
Рейсы, которых нет в Пулково	1	2	3	4	5
Близкое расположение аэропорта	1	2	3	4	5
Удобная дорога в аэропорт	1	2	3	4	5
Быстрый сервис	1	2	3	4	5
Сервис на русском языке	1	2	3	4	5

14. Предпочтёте ли вы воспользоваться услугами аэропорта Лаппеенранты, чем Пулково?

☐ Определенно да
☐ Возможно
☐ Не знаю
☐ Возможно нет
☐ Определенно нет

15. Чтобы вы ещё хотели добавить по данной теме?