

Thematic paper
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**EXPLORING THE MOTIVATIONAL FACTORS
INFLUENCING LONG-STAY RESIDENCE OF
RUSSIAN NATIONALS IN THAILAND**

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EXPLORING THE MOTIVATIONAL FACTORS INFLUENCING LONG-STAY RESIDENCE OF RUSSIAN NATIONALS IN THAILAND

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M.M. (MARKETING AND MANAGEMENT)

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ABSTRACT

An increasing number of Russian nationals opting for permanent settlement in Thailand. Understanding their motivations and challenges is crucial for policymakers and businesses to tailor effective marketing strategies. This research aims to answer the question: what are the motivation factors of Russian nationals for long-stay residence in Thailand? The objectives of the research are: to explore the economic, social, cultural, and personal factors that influence the decision of Russians to live in Thailand for a long time and to analyze the integration issues that Russians face in Thai society, and how they cope with them.

This qualitative study employs a semi-structured interview with Russians residing in Thailand, and local stakeholders. The paper also incorporates two theoretical frameworks to analyze the findings and draw conclusions, i.e. the goal-setting and the self-determination theories.

The in-depth interviews revealed key motivations for Russian expatriates to select Thailand as their new home. Despite overall positive experiences, the interviews also highlighted challenges faced by Russian citizens. In addition to the individual expatriates' experiences, in-depth interviews with local stakeholders provided valuable insights into the complexities of cultural integration and identity formation.

This study aims not only to understand the motivations of Russian citizens but also to offer actionable recommendations for policymakers and businesses seeking to engage with this demographic.

KEY WORDS: Russian immigrants/ migration to Thailand/ long-stay residence/
social integration/ goal-setting theory

37 pages