



# The influence of airport consumers' mind states on their shopping experiences

**Master's thesis 30 credits**

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# Abstract

**Purpose:** This study attempts to makes sense of airport consumers' mind states during their shopping, and their influence towards the following airport shopping experiences.

**Methodology:** Firstly, semi-structured interviews were adopted for the purpose of gaining deep and rich knowledge about the shopping mentalities of passengers as airport consumers, which offers comprehensions and interpretations for the next method: participant observation. Through the second method, the author was one the one hand observing the way passengers behave and interact during shopping, and on the other hand, actively communicating with the observed passengers to probe into their shopping mentalities. Therefore, these two methods are combined together to collect data for answering the research questions.

**Results:** Airport consumers' shopping mind states often contained of six components: their shopping goals, motivations, expectations, concerns, emotions, as well as prior knowledge. However, each passenger's shopping mentality is influenced both by him/herself and the particular buying situation, which makes the mentality extremely personal and complicated. In addition, different shopping mind states stimulate passengers' different shopping interactions, which normally includes products, services, the environment as well as personnel. Through these various interactions, passengers will come up with their own perceptions about the shopping, which might further create different emotional outcomes to form their experiences.

**Value:** This research extended theories of experience and consumer psychology to the airport shopping context, and shed light on explaining the influence of passengers' shopping mentalities towards the shopping experiences, which can also offer valuable managerial implications for airports and other retail contexts.

Keywords: experience theory; airport consumers; airport shopping mind state; airport shopping experience; interaction

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Sincerely

*Dan He*

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# 1.Introduction

As the first chapter, this part is devoted to a general explanation of the study topic and research proposal. It starts with unfolding the background of airport retailing by bringing up the absolute necessity of airport retailing and the current situation of it. Later, the focus will be placed on narrowing down the research problem to the specific research gap and staging its potential contribution. Lastly, a clear research design is structured through pointing out the studying purpose and formulating research questions.

## 1.1Research Background

Since the very first aircraft was invented by Wright brothers in the early days of last century, aviation industry, especially during the last couple of decades, has gone through a profound growth (Psaraki & Abacoumkin, 2002; Freathy & O'Connell, 1998). The technological advance of air transportation has significantly changed the way people travel (Budd, 2011; Dobruszkes & Mondou, 201), and thanks to aviation liberalization, along with the emergence of budget operators who provide low cost air transportation service, no longer was flying exclusive to the privileged ones but also for the mass public (Freathy & O'Connell, 1998). The prosperity of air industry (Gelbtuch, 1992) in terms of the blossom of airlines and the increase of traveler (Thompson, 2007) has thus largely fueled airports' construction, expansion, and evolution on a global scale, due to the significant role airports play in aviation industry. In this process, a great amount of implementations have been undertaken for further developments and improvements, and airport retailing in particular has grown at a rapid rate (Thompson, 2007) in the last few years.

Yet before turning to current situation of airport retailing, it is very necessary to understand the background of airport retailing development. In the early stages, various airports were operated by government (Atalay & Sarvan, 2014), which enabled them to receive national capital investments (Freathy & O'Connell, 1998) and remain "quasi-monopolistic" to some extent (Psaraki & Abacoumkin, 2002); however, this structure has been altered by intricate environment in terms of regulatory forces, which have stimulated the process of privatization (Ventola, 2010; Psaraki & Abacoumkin, 2002; Freathy & Connell, 1998; Atalay & Sarvan, 2014; Livingstone, 2014) and commoditization of airport offerings (Thompson, 2007

Sickert, 2010; Coutu, 2013). As a result, airport has been transformed from free public services to enterprise business (Fodness & Murray, 2007; Ventola, 2010; Atalay & Sarvan, 2014), which has inevitably generated competition among airports and put pressure on airport's profit-making. Besides the change of airport ownership, the influence of Low Cost Carrier also intensified the competition (Ventola, 2010). Until recently, not only do international hubs like Heathrow Airport, Charles de Gaulle International Airport, Hartsfield Jackson Atlanta International Airport etc, contend with each other, but the rivalry has also been witnessed among airports on a smaller scale in general (Ventola, 2010; Burghouwt & Dobruszkes, 2014). In order to face these challenges, most airports started to place their attention on retailing development for several following reasons.

In the first instance, the constantly growing competition has made attaining aeronautical profits became more difficult (Ventola, 2010), therefore expanding airport retailing is utilized as a powerful engine in most airports for the purpose of diversifying the sources of revenue and securing financial interest, especially non-aeronautical revenue (Sickert, 2011; Belardini, 2013; Lin & Chen, 2013; Lu, 2014).

Another application of airport retailing is for the purpose of maintaining and strengthening competitive advantages (Fodness & Murray, 2007) with respect to achieving the goal of drawing in traffic volume. As what is very much known, airlines and passengers are of great significance when it comes to the survival of airports, and passengers particularly have almost become key customers of airports nowadays (Ventola, 2010). The importance of travelers, in conjunction with the fierce contest of airports, have made attracting passengers lies in the very center of airports' development regime, and airport retailing in this regard is full of potential to be an effective method.

Based on researches, airports as large employers, their growth often positively influence local economy (Airport Council International Europe & York Aviation, 2004). Accordingly, developing airport retail can be referred to as an alternative method for increasing local employment particularly in tradable service and expanding the airports' local effect to be appealing to airlines and passengers (Garcia-Zamor, 2001; Sheard, 2014). Additionally, the implementation of airport retail also helps with sustaining traffic volume by meeting passengers' expectations (Atalay & Sarvan, 2014) and achieving satisfaction (Bogicevic, *et*

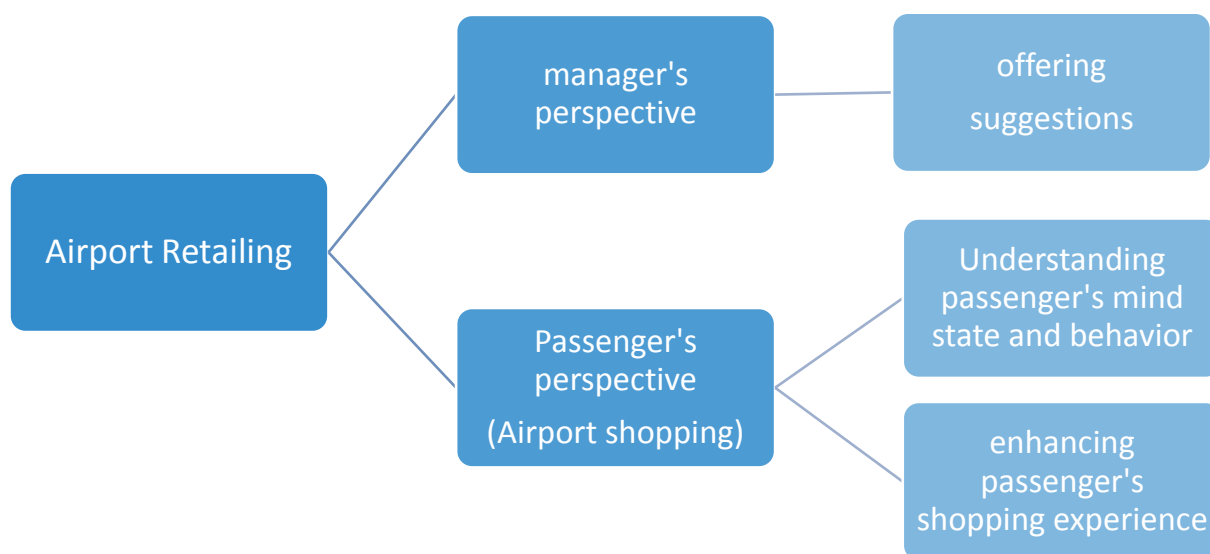


*al.*, 2013) for the fact that most of them highly appreciate a large variety of shopping options (Gelbtuch, 1992; Bogicevic,*et al.*, 2013).

In general, judging by the server competition of modern airport development, airport retailing is bounded to be adopted (Thompson, 2007; Belardini, 2013; Bogicevic, *et al.*, 2013; Urs Brüttsch, 2013). Today, the development of airport retailing has achieved remarkable results all over the world (Rowley & Slack, 1999; Thompson, 2007) and is estimated to have future growth (Livingstone, 2014). Examples are exhibited on a wide spectrum of international airports like Taoyuan Airport of Taipei, the Airport of Lisbon, and Dubai International Airport (Thompson, 2007; Sickert, 2010; Madeira, 2011; Lin & Chen, 2013). Furthermore, as one of the main approaches to generate airport profit, airport retail has reached 27% of non-aeronautical income in 2013 and 28% in 2014, ranking as the top profit earner. (Ward, 2015; Calleja, 2016). Besides the economical aspect, scholars (Freathy & O' Connell, 1998; Thompson, 2007) have also affirmed the large space of airport retail and its rapid increase in plenty of airports such as Gatwick airport of London and Barajas airport of Madrid. After several decades of growth since the first establishment of tax-free shop in Ireland, airport retail has gone far beyond its convention (Gelbtuch, 1992; Rowley & Slack, 1999). Not anymore was the product range limited to liquor, tobacco and perfume, more creative items like locally-themed merchandise have made their appearance. Moreover, both the number and types of retail units have had a profound growth (Freathy & O' Connell, 1998). On the basis of traditional duty-free, and food courts, some airport even incorporated boutique stores, upscale restaurants in the retailing area which has turned the terminals into "shopping malls and recreational venues" (Timothy, 2005; Karsada, 2010).

## 1.2 Research Problem

On account of the undoubtedly significance of airport retail, it is very worthy to conduct academic researches around it. Within past years, airport retailing, as an academic subject, has been receiving an increasing amount of attention from scholars all over the world. Researchers have reached agreements on its crucial function and generated valuable knowledge in this domain. Roughly speaking, the results can be categorized by two main theme, which is stated down below (Figure 1).



*Figure 1: an illustration of current literature on airport retailing (Source: my own)*

The first type of studies learns from other airport examples and proposes practical suggestions for airport retail development, and for this reason it's more aiming at airport managers (Gelbtuch, 1992; Rowley & Slack, 1999; Paternoster, 2007; Madeira, 2011; Nijhuis, 2012; Belardini, 2013; Griffiths, 2014).

Besides, there also exist researches that make efforts on understanding passengers as airport consumers, especially when their expenditure at the airport is still continuously growing (Omar & Kent, 2001; Crawford & Melewar, 2003; Geuens et al., 2004; Fodness & Murray, 2005; Thompson, 2007; Adderley, 2012; Bogicevic et al., 2013; Lin & Chen, 2013; Lu, 2014; Chung, 2015). According to Sickert (2010), passengers have been the key profit driver for both airlines and airports, not to mention airport retail, so it is more than significant for airport managers to bare these consumers in mind. On the one hand, without listening to the voice and seeing from the perspective of these travelers, retailers are more likely to have problems with recognizing consumers' needs, let alone reaching satisfaction (Coutu, 2013); On the other hand, airport managers are able to generate more precise managerial implications through studying consumers. To conclude, it is more than necessary to have a comprehensive understanding about how passengers shopping in the airport, in another word, their shopping experiences. In order to gain insights on this topic, several researchers has made attempts by analyzing airport consumers' decision making process and buying behaviors as well as outlining the influential factors that lead to them (Omar & Kent, 2001;

Crawford & Melewar, 2003; Geuens et al., 2004; Lin & Chen, 2013; Lu, 2014; Chung Yi-shih, 2015). These inquires illuminated airport shopping studies, whereas none of them made use of the theory of "experience economy" which was considered as a global mega-trend (Mehmetoglu & Engen, 2011).

By definition, experience economy theory emphasizes the experiential side of activities, and acknowledges the essentiality of mind state when forming experience (Pine & Gilmore, 1999; Sundbo & Sørensen, 2013). Through staging experience, value is added for consumers, for example concerts are now offered by shopping centers and musical shows are performed in restaurants (Mehmetoglu & Engen, 2011). The existence of experience economy has generated insightful inspirations for various industries (Mehmetoglu & Engen, 2011), whereas passengers' airport retailing experiences as a field of study is lacking of enough scientific research (Livingstone, 2014) especially under the framework of experience theory. This also left the psychological dimension of consumers' airport experiences quite untouched by researchers. It is thus valuable to infuse experience economy theory into the context of airport shopping since it makes better sense of passengers' airport shopping by taking the experiential feature into account.

With these mentioned above, this study departs from infusing experience theory to the context of airport shopping. And to be more specific, it brings consumers' mind states under spotlight since these are decisive components for the creation of different experiences. Therefore, the paper attempts to make sense of passengers' airport shopping experiences and investigate how the states of mind affects the experiences so as to fill the theoretical gap in a possible manner. The contribution of this research would be a better understanding of airports consumers' shopping experiences and more precise and instructive managerial implications. And hopefully this research will not only shed light on airport consumers' shopping experiences and provide useful findings to enrich the domain of retail, but also enlarge the effect of experience economy theory on service sectors to a greater extent.

### 1.3 Research Purpose and Questions

This research is aiming at exploring passengers' mind states and the influence on their airport shopping experiences. The focus of thesis is mainly placed on answering "what effect do

passengers' states of mind have on their shopping experiences". In order to further understand the effect, three sub-questions are presented:

RQ1: In what way do passengers feel about their airport shopping experiences?

RQ2: what elements do airport consumers' mind states include during shopping?

RQ3: What influence do these elements have on airport consumers' shopping experiences?

The first research question (RQ1) is trying to give description to the way passengers perceive their airport shopping activities as experiences or to say the outcomes of the experience as feelings and memories. By bring in the theory of consumer psychology, the second research question (RQ2) is about to deeply look into and classify the psychological dimension of airport consumers, in other words, what they are thinking during their shopping. The last research question (RQ3) is finally addressing the difference that passengers' mind states can possibly make on their airport shopping experiences.

Yet before going forward to next chapter, there is a necessity to define what airport shopping means in this paper. Based on the description Kim and Shin given (in Timothy, 2005) in this scenario, it includes duty free shops, retail and convenience shops as well as food and beverage services. Moreover, this study involves only departure retail experience which refers to passengers' airside shopping experiences since on the one hand landside (arrival area) retail mainly targets "meeters and greeters" (wavers) instead of passengers (Bradley, 2010); On the other hand, there is more time to spend for passengers in the departure area (Livingstone, 2014).

## 2. Literature Review

In this paper, since focusing on experience lies in the center of this research, experience theory is thus the foundation and the departure point of building literature framework. As result, the review will be constructed in the way to: first illustrate the connotation of experience, which is composed of the experiencing persons' states of mind, external stimuli and involvement/engagement as well as mental impact as feelings and memories that can be remembered; Secondly, since travelers underneath states of mind cannot be fully understood just with the help of experience economy regardless of the fact that it offers enlightening insights, inspirational theories from the domain of consumer psychology need to be borrowed for the reason that they can further explain airport consumers' mentalities, which will contribute to achieve the purpose of an enriched and thorough perception of passengers' mind states and categorize the relevant elements more easier.

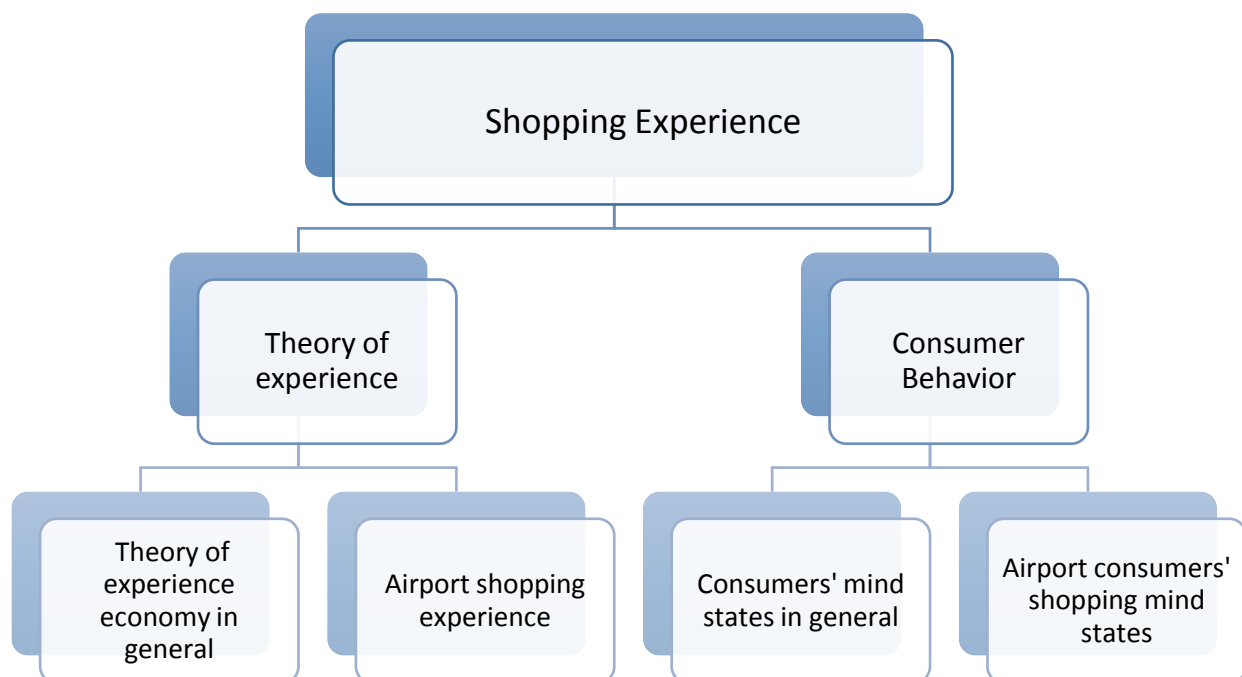


Figure 2: Framework of literature framework in this thesis (Source: my own)

### 2.1 Theory of Experience

As understanding airport consumers' shopping experiences is one of the main purpose, this section attempts to bring out current studies in the field of experience economy. Two parts were clearly divided: the first part will unfold the basic knowledge about the theory of

experience in general, while the second part will further elaborates the application of experience theory in the context of airport shopping.

### 2.1.1 Experience economy theory in general

The philosophy under experience economy has fueled innovations in a large variety of industries, especially service institutions such as e travel agencies and restaurants (Nijhuis, 2012). Speaking of experience economy, its appearance of was first made by Pine and Gilmore (1999) in their famous *The Experience Economy* and since then the implementation of experience economy has being considerably prevalent as a form of social evolution. In spite that there is no authorized definition of experience economy by far, Sundbo & Sørensen (2013) has emphasized two dimensions of it: fulfilling peoples' need of experience and the way people react and use experiential elements, either way the importance of experience itself cannot be denied. However, experience as the core of experience economy is rather intricate due to the fact that it entails a wide spectrum of meanings(Sundbo & Sørensen, 2013; Nilsen & Dale, in Sundbo & Sørensen, 2013).

- **state of mind**

Beginning with the psychological dimension, experience is a non-storable mental phenomenon that happens in a person's mind (Sundbo & Sørensen, 2013), for example remembering a smiling face in a crowded bus after a long day of work, or a breath-taking sunset view on the beach. The generation of experiences is a process in which individuals are stimulated by external factors on the basis of their states of mind via senses and afterwards receiving feelings or memories. Yet this aforementioned states of mind are full of complexity since the determinants range from "split seconds of miniscule physiological and fleeting emotional states to the memory of generalized events constructed throughout life" (Jantzen, in Sundbo & Sørensen, 2013). If putting it in a simpler way, people's intricate mind states are highly influenced by previous experiences, personal capacities and mental needs that includes moods, goals, expectations, which also makes the experiences substantially subjective (Jantzen, 2013), for instance, an individual in a good mood might enjoy an experience to a better extent than another individual in a bad mood.

- **External stimuli**

Besides the psychological facet, the complex of experiential stimuli does not make it any easier to comprehend experiences for they fluctuates not just due to individuals' states of mind but also the specific situation (Jantzen, 2013). In the research of Eide and Mossberg (in Sundbo & Sørensen, 2013), they addressed the crucial role of physical environment when an experience is provoked. Yet besides physical condition, social aspects of the situation also help to stimulate the experience, which can neither be omitted. In the realm of social constructionism (Smith, 1998), what exists in the society is never immune from the social environment, which is in line with the way Jantzen (2013) perceives an experience it originates from people's interaction with the surroundings, as such it is situated, hence both physical and social aspects of this surrounding are regarded as external stimuli, without which, the experience may not be formed. With these characteristics of experience being stated, Sundbo and Sørensen (2013) depicted an experience as "the mental impact felt and remembered by an individual caused by the personal perception of external stimuli";

- **Involvement Interaction and Engagement**

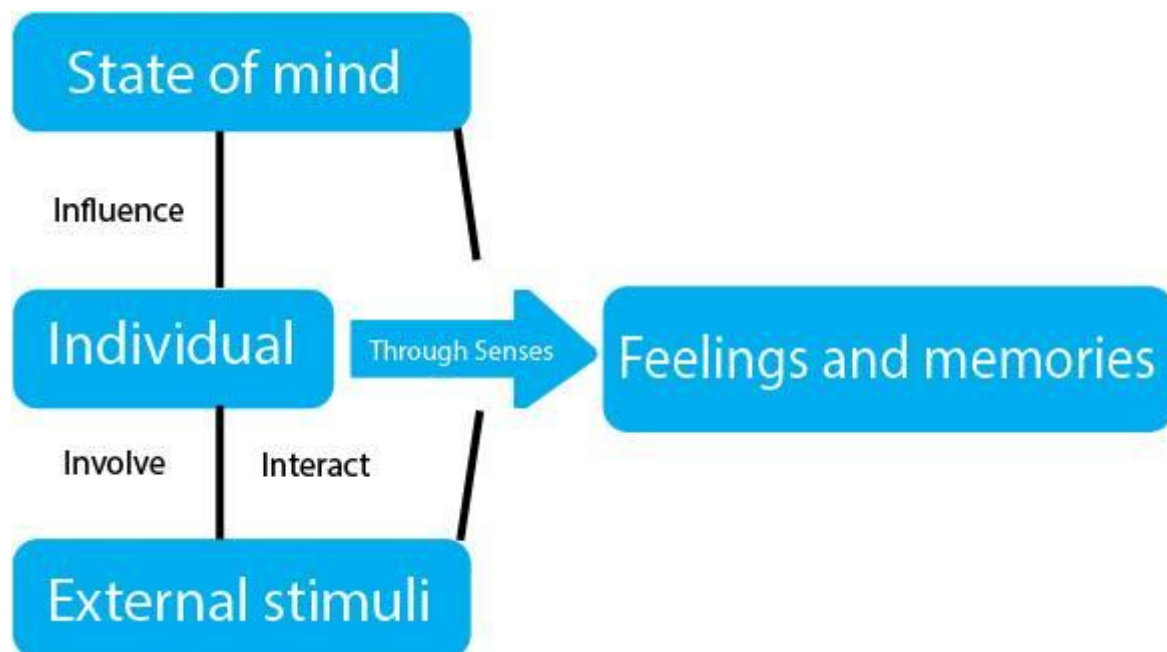
Another significant feature of experience is to engage people in its generation process (Chan & Kim, 2009; Sundbo & Sørensen, 2013; Eide & Mossberg, in Sundbo & Sørensen, 2013; Jantzen, 2013). This necessity of engagement was already addressed by Pine and Gilmore (1999) when they first come up with experience economy. (Chan & Kim, 2009; Sundbo & Sørensen, 2013; Eide & Mossberg, 2013; Jantzen, 2013). According to them, experience is not just passive responses to stimuli, but can be manipulated through people's participation, therefore engaging people in the co-creation of experience is worthy considerations (Jantzen, 2013). Moreover, not only does this personal engagement concern guest participation, but also refers to the way individuals are connected to the environment, which is defined as absorption and immersion (Pine & Gilmore, 1999; Lorentzen, in Sundbo & Sørensen, 2013 ).

- **Memory and Feeling**

However, experience embraces more than purely engagement, as the way Pine and Gilmore (1999) argued that experience ought to connect people in a personal, memorable way. As the way Pine and Gilmore (1999) described: experience is all about memorable moments, which perfectly revealed this characteristic of experience. In order to be memorized, experience is believed to derive from the extraordinary, which is supposed be the opposite of daily life

(Sundbo & Sørensen, 2013 ). Experience has nothing to do routinized everyday life, instead it is closely related to extraordinary moments created by, for example non-intended and special surprises through an altered awareness and a new way to understand the situation so that memorable experience is generated (Jantzen, 2013), which reflected back to Pine and Gilmore (1999) that "experience is memorable", yet to what degree the experience is memorable, will be dependent on the experiencing individual. Meanwhile, Experience is also closely associated with feelings and sensations on account of that they are the manifest or to say the result of an experience (Mehmetoglu & Engen, 2011; Jantzen, 2013).

With all these components of experience being demonstrated, it is reasonable to conclude that an experience, itself is a sophisticated psychological outcome influenced by individual's mind state and stimulated by the environment both physically and socially, which is summed up in the following picture (Figure 3).



*Figure 3: Demonstration of the framework of experience (Source: Pine & Gilmore, 1999; Mehmetoglu & Engen, 2011; Eide & Mossberg, 2013; Sundbo & Sørensen, 2013; Jantzen, 2013; )*

### 2.1.2 Airport shopping as experiences

The emergence of experience economy theory has shed light upon retail industry (Mehmetoglu & Engen, 2011). Unlike traditional experiential activities like concert or sightseeing which are experiences themselves, retailing is often relying on tangible products that are less experiential (Andersson. D. E. & Andersson, Å. E., in Sundbo & Sørensen,



2013). From this perspective, if a consumer's shopping activity were to be perceived as an experience, then it is prior to develop service since without which experience cannot be staged, or to say, retailing experience is manifested via service (Pine & Gilmore, 1999).

In 2005, Shaw and Ivens (in Livingstone, 2014) in their research have expanded the theory of experience to the retail context, which defines retail experience as "the interaction which occur between a customer and a product, service or physical environment, which provoke an emotional reaction". This conclusion brought out a new perspective to understand consumers' airport shopping experiences in a way that it emphasized the interaction and the emotional outcome. Compared with conventional airport shopping activity which was narrowly focused on the actual product seeking and purchasing process (Livingstone, 2014), airport shopping as experiences give credits not only on the buying behavior, but also on the experiential features that add value for passengers. Relevant studies done in the airport have acknowledged that it is of great value to emphasize passengers' interactions and participations since their shopping experiences cannot be fulfilled without involving and engaging them in the process (Fodness & Murray, 2005; Ciolfi, 2007; Paternoster, 2007; Nigam et al, 2011; Adderley, 2012; Badawi, 2012; Coutu, 2013; Eide & Mossberg, 2013; Lorentzen, 2013). In addition, passenger's memorable emotions and feelings can never be neglected since they are the manifestation of the experiences, which therefore should be brought to light (Crawford & Melewar, 2003; Ciolfi, 2007; Belardini, 2013).

Airport shopping experiences surely share a large sum of attributes with experiences in retailing, yet the particularities also ought to be addressed in consideration of the uniqueness of airport as the shopping context and passengers as the individuals who are experiencing the "experience". On the opposite of regular retailing environment, airport shopping is conducted within a closed context where consumers are almost trapped in a certain area and within a specific time limit (Freathy & Connell, 1998; Crawford & Melewar, 2003; Lin & Chen, 2013; Livingstone, 2014; Lu, 2014). This special characteristic of airport shopping sculptures consumers' mind states to a great extent, which will lead to different shopping behaviors, especially impulsive buying action (Lin & Chen, 2013; Livingstone, 2014; Lu, 2014; Chung, 2015) and form varied shopping experiences afterwards. Therefore, making aware of passengers' states of mind is very much needed for airport shopping experiences can never be fully comprehended if the consumers' mind states remain unclear. However, passengers' states of mind are full of complexity and multi-categorized, a holistic investigation on the

topic is thus worthy great attention, which will be demonstrated with detail in the following part.

## 2.2 Airport Consumers' states of mind during their airport shopping and their shopping behaviors

As stated above, individuals' experiences are highly associated with the experiencing persons' mental situations like moods, goals, attitudes (Sundbo & Sørensen, 2013), therefore in which sense, theory of consumer psychology can be borrowed so as to inspire and expand the understanding of passengers' states of mind in airport shopping. In this section, a general description will be first stated to differentiate customers' shopping behaviors and followed by a integrated review on consumers' mind states and the basic elements. And next, more attention will be placed on analyzing the specific characteristics of airport shoppers' states of mind under the scope of academic researches that are closely related to airport shopping mentalities.

### 2.2.1 Consumers' shopping behaviors in general

Studies conducted on people's shopping behaviors have been through several decades. In general, most of shopping behaviors can be concluded into two categories: pre-planned shopping and un-planned shopping which is also referred as impulsive shopping (Lin & Chen, 2013). According to Cobb and Hoyer (in Crawford & Melewar, 2003), unlike pre-planned shopping, which refers to shopping with a plan in advance, impulsive shopping is defined as shopping behavior where "purchase occurs when there is no intent to buy a specific brand, or even from the category, prior to entering the store". However, based on the researchers, these two shopping behaviors are more complicated than they sound to be since they resulted from a large group of influential variables.

To start off, it is not possible for consumers to be immune from their personal attributes. Speaking of which, they embrace a wide range of elements including age, gender, social-economic position, occupation, family status and life-style (Kozak 2011, in Henderson *et al.*, 2011; Hasan & Mishra, 2015) as well as the persons' underlying value systems generated from the culture and social norms they believe in, for instance, it is found out in the research of Davis and his co-workers (2014) that gender does influence consumers' purchase

intentions offline, whilst Smith et al. (2013) also confirmed the effect of culture background in influencing online shopping use. Similarly, it is very unlikely for the customers to avoid the impact of environmental factors such as the marketing stimulus including product, price, place and promotion as well as the specific context where the shopping activities happen (Iyer, 1989; Hasan & Mishra, 2015 ). However, the variables that originate outside of the consumers are just one side of the story, factors come from within the people, in other words people's mental situation in terms of their goals, motivations and etc, doubtlessly play a crucial role in forming consumers' shopping behaviors (Yang & Kim, 2011;).

As to mental situation, its importance in consumer psychology has already been affirmed by a great number of researches. Being a broad concept, consumer mentalities entail a wide range of issues. To begin with, Puccinelli et al. (2009) has pointed out that the shopping goals make a huge difference on consumers behaviors and satisfaction since almost all consuming behaviors are somehow goal-directed (Baumgartner & Pieters, in Haugtvedt, 2008; Vohs et al., in Haugtvedt , 2008). As the first step in a consumer's decision process, a goal is referred to a standard or guideline that want to be met through consumption (Vohs et al., 2008), it is "internal representation of desirable states that people try to attain and undesirable states that they try to avoid" (Baumgartner & Pieters, 2008). Simply speaking, a goal can be explained as what do people pursue, which can either be as concrete as a specific product or service, or as abstract as value (Baumgartner & Pieters, 2008; Puccinelli et al., 2009). For this reason, consumers with different goals will concentrate on different aspects during shopping, for instance, a time-killer shopper might enjoy well-mixed merchandise and sensory experience to a greater extent, while a budget consumer is likely to be more interested in promotions. What's more is that, these versatile goals will result in diverse information seeking behaviors (Chung et al., 2013), like last example, a budget consumer might make use of the Internet and compare the price of the product among stores.

With shopping goal being settled, another vital component of consumers' decision making is their motivations of shopping. In the eyes of Steen (2015), shopping motivation refers to "an individual's predisposition toward shopping in general", and it is seen as an innate state (Budisantoso, 2006). Broadly speaking, shopping motivations can be concluded into two main categories: utilitarian motivation and hedonic motivation (Yang & Kim, 2011; Davis, 2014; Chung, 2015; Steen, 2015). For consumers who are more utilitarian motivated, they emphasize rationality and place more attention on the actual value in the shopping processes,

while hedonic shoppers put more credits on the fun, leisure and entertaining aspects (Yang & Kim, 2011; Chung, 2015; Steen, 2015).

Besides the two factors mentioned above, Haseki (in Haugtvedt 2013) has also made it clear that consumers' expectations are a crucial type of determinant of their behaviors. Before making any specific buying decision, customers might already have certain expectations on, let's say how much they would pay for the product, or how they want the shopping experience to be, which leaves studying consumers' expectations an unavoidable task with respect to buyers mentalities.

Another influential factor in relation to consumers' states of mind is emotion. According to Griskevicius et al. (2010), consumers' judgments and behaviors are shaped by emotion in a certain degree, positive emotions in general have positive effect, for example, a consumer in a great mood might feel very contented after having eaten a delicious meal. And lastly, consumers' prior knowledge gained from former information seeking and previous experiences do have decisive influence over consumers' mind states (Karimi et al., 2015).

### 2.2.2 Consumers' airport shopping behaviors

The theory of consumer psychology has offered valuable insights and various directions for studying airport shopping behaviors. Compared with ordinary customers, airport consumers, even though there exist rational passengers, are more linked to impulsive shopping due to the intrinsic nature of airport as the shopping environment (Kent & Omar, 2001; Crawford & Melewar, 2003; Topping, 2010; Chung et al., 2013; Lin & Chen, 2013; Lu, 2014). Just like any other types of shoppers, passengers' personal attributes inevitably affect their shopping behaviors (Lu, 2014).

As mentioned earlier, age, gender, social-economic position, occupation, family status and life-style, these personal traits will inevitably cast their shadow on consumers airport purchasing activity (Castillo-Manzano, 2010). For example, Castillo (2010) has affirmed that elderly passengers are more likely to stay in the area nearest to the departure gates and conduct shopping activities there if the purchasing decision is made, meanwhile, the likelihood of conducting a purchase by travelers who have children with them are six percent higher according to his research. And when it comes to occupation, students are marked as

"the group that spends least at airport". Besides these basic components of personal attributes, travelers' airport shopping behaviors are also sculptured by some other variables including flying frequency, trip purpose and destination as well as passengers' unique mind states (Lu, 2014).

### 2.2.3 Consumers' mind states and airport shopping

In terms of complexity, airport shopping is no different, if not more, than regular shopping activity owing to the fact that not only is it influenced by shoppers' demographic characteristics, which are airport passengers in this case, but also their shopping mentalities. Similar to usual consumers' states of mind, passengers' states of mind in relation to their airport shopping, also involve goals, motivations, expectations, concerns, emotions as well as former knowledge. Yet, it is the characteristics of airport environment where the shopping activity is conducted that makes passengers' mind states special in their own ways, which will be illustrated as following (Figure 4).

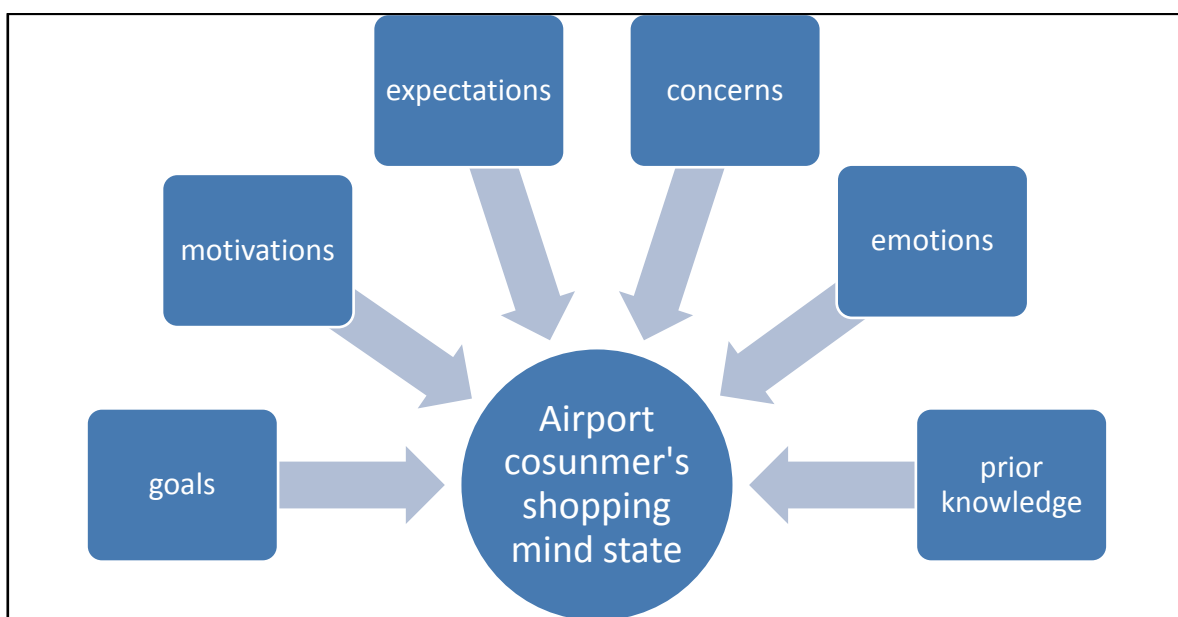


Figure 4: The structure of airport consumers' shopping mind states (Source: my own )

- **Shopping goals of airport consumers**

The first issue to be addressed is the goal of airport shoppers. According to the theory of consumer psychology, shopping goal generally exists in various forms. Similarly, when speaking of airport passengers' shopping goals, two main categories can be classified with the help of a wide range of researches (Lin & Chen, 2013; Lu, 2014). Starting from the goal of

obtaining a specific product or service, scholars have found out that having multiple buying options to choose from is of great value in this regard since consumers with specific goals will look for specific items and services (Puccinelli et al., 2009). During Rowley & Slack's (1999) research, they observed that a large share of airport consumption goes to internationally famous brands, however, this is only one side of the coin, another side stands on the purchasing of distinctiveness namely local brands and products (Rowley & Slack, 1999; Geuens et al., 2004; Madeira, 2011; Malaviya, 2015) that reflected the culture of the very region, for instance, wine and Champagne in Charles de Gaulle Airport of Paris, Peking duck in Beijing International Airport as well as Mandarin Duck in Bologna Airport where Ventola (2010) conducted an investigation which also affirmed the vitality of offering distinctiveness in consumers' airport shopping.

The other category of airport shopping goal is closely associate with how consumers spend their waiting time before departure, during which they are captive and have nowhere to go, hence shopping in this regard is seen as a common activity for passengers to kill time (Omar & Kent, 2001; Madeira, 2011; Chung et al., 2013; Livingstone, 2014). Moreover, the length of stay prior to boarding is clearly linked to the consumption in airports' commercial area based on the study of Torres et al. (2005) and Castillo-Manzano (in Lu, 2014). Besides these factors stated above, Chung et al. (2013) has revealed that spending the left over foreign currency also triggers consumers' shopping intension.

#### ● **Shopping motivations of airport consumers**

Secondly, it is much worthy to put efforts on another essential component of airport consumers' mentalities, which is shopping motivation. Blázquez (2014) believed that almost all shopping motivations are resulted from pursuing two kinds of values: utilitarian and hedonic, and these two types of motivations also apply to airport shoppers; however, owing to the special shopping environment which is the airport and its nature, airport consumers' shopping motivations embody some more detailed and airport-related features which were exhibited by several researchers (Geuens et al., 2004; Budisantoso, 2006; Lin & Chen, 2013; Lu, 2014).

In the study of Geuens et al. (2004), several types of air passengers' purchase motivations were demonstrated. First of all, airport consumers are often driven by functional motivations,

which are related to price, promotions, convenience, brand, product assortment, as well as quality (Freathy & O'Connell, 1998; Geuens et al., 2004; Chung et al., 2013; Lu, 2014). This definition of airport customers' functional motivations was approved and further developed by Chung et al. in 2013. Speaking of airport shopping which is motivated by function, Tax-free shop is usually a popular area among shoppers due to its competitive price, and the combination of Tax-free and other types of stores provides passengers rather convenient shopping experiences. Therefore, it is of great value to obtain a wide range of product assortments so that passengers can have multiple buying options (Gelbtuch, 1992; Freathy & O'Connell, 1998; Rowley & Slack, 1999; Kasarda, 2010; Topping, 2010; Belardini, 2013; Bogicevic et al., 2013).

Another motivation category of airport shopping, according to Geuens et al. (2004), is highly travel-related and contrasts with day-to-day routine. In this regard, the purchase of special souvenirs of sentimental value (Perng, et al., 2010) and presents are very dominant in flying related shopping motivation. Moreover, unique designs, useful travel sets as well as exclusive items for airport are very attractive in the eyes of consumers (Chung et al., 2013).

Experiential or to say hedonic motivation is concluded as the third type of incentives when it comes to airport shopping. Consumers no longer indulge themselves only in the traditional offerings like perfumes and liquors (O'Connell, 1998), they became more hedonic motivated during the past couple of decades. For these kind of consumers, looking for fun and enjoying leisure is of great significance (Chung et al., 2013). In international airport of Hong Kong, even cinema can be found just to offer good experiences for consumers who are motivated by recreational purpose. Furthermore, some airports even make it possible to pre-booking an appointment with beauty assistant online (Belardini, 2013).

The final motivation based on Geuens et al. (2004) is social motivation, which refers to shoppers utilize shopping as a method to meet, communicate and interact with people for their comforting, reassuring and encouraging behavior due to the shoppers' unstable emotion status, such as stress, insecurity, excitement and etc, which will be explained in detail in next section.

## ● **Shopping Expectations of airport consumers**

Owing to the intrinsic feature of airport shopping, its consumers have developed a large variety of expectations that covers different aspects of shopping. For most shoppers, tax-free price, well selected merchandise and pleasant environment still rank very highly on the list (Freathy & O'Connell, 1998; Fodness & Murray, 2005; Bogicevic et al., 2013; Lin & Chen, 2013; Lu, 2014). However, apart from these aforementioned factors, the expectation of airport consumer is highly associated with the way they perceive airport shopping should be, which leads to convenience as a rather prominent request (Belardini, 2013).

Speaking of a convenient airport shopping experience, the progression made by information technology and digital media during recent years has luckily opened more gates for it (Madeira, 2011; Jensen, in Sundbo & Sørensen, 2013; Blázquez, 2014). Griffiths (2014) has affirmed the importance of mobile devices such as smart phones and tablets due to their popularity among travelers (Kershaw, 2012; Peterson, 2014), which offers new possibilities in terms of including and making use of these devices in airport shopping experiences and then provides convenient shopping experiences for airport consumers (Yang & Kim, 2011). In this regard, WIFI connection is of great necessity regarding to convenience, for as long as airport shoppers need to utilize their mobile devices in the shopping processes, WIFI is basically a must choice (Madeira, 2011; AirGuide for the Frequent Flyer Magazine, 2013). Once consumers connect their devices to WIFI, they are able to have easy access to online information and keep themselves updated, which provides large potential for airport consumers to have more convenient experiences.

Secondly, online-shopping on the website of airports brings in another way of purchasing besides in-store purchasing, which helps to improve the convenience of airport shopping as well (Blázquez, 2014). For example customers can enlarge the image of the products and obtain necessary information online, and choose to pre-order the products that they incline to buy and collect it on their back trip (Belardini, 2013). This practice is very prevalent due to its time-saving and effortlessness for airport consumers, especially those frequent flyers (Madeira, 2011; Griffiths, 2014). A similar approach to increase convenience for passengers in their airport shopping experiences is smart phone applications (Adderley, 2012; Sohn et al., 2013). The development of this application is considered to offer a large variety of useful sources for passenger to take advantages of, which should include more than the standard



information like flight number, flying time, boarding gate. To be more specific, shopping related information such as the location of different stores with promotion (Huang, 2011) and the route for getting there (Sohn et al., 2013) as well as opening hours of the shops (Gelbtuch, 1992), are really basic yet attention-worthy for the sake of airport shopping convenience.

However, the convenience achieved by technological advancements is only one fraction of the whole picture, airport consumers additionally expect a shopping friendly environment so that they can purchase at ease (Fodness & Murray, 2005; Bradley, 2010;). In considering of this, facilities that are closely related to airport shopping activity are in passengers' demand due to their practicality, which contains Banking, ATM, currency exchange institutions (Madeira, 2011), and POS mechanism. These facilities are considerably functional during shopping, which is why they are taken as crucial factors from airport consumers' perspective.

Besides shopping convenience, the belief in effectiveness and efficiency is very strong for most airport buyers (Fodness & Murray, 2005). In the airport context, the available time for consumers is always limited to a certain hours (Geuens et al., 2004; Lin & Chen, 2013; Lu, 2014), which leaves them even a shorter period of time for shopping. Additionally, airport retailing usually takes large space (Thompson, 2007), which makes it rather unlikely for passengers to go through it all. Under this condition, consumers highly expect a very clear system of signage to point directions for them so that they are able to seek for what they want (Sickert, 2011). Additionally, in some airport consumers' point of views, good screen stage system that display accurate flying information is suppose to be exhibited (Madeira, 2011). The reason for this expectation is that regardless of passenger's shopping intension, the main purpose for their presence at the airport is still to catch a flight. As such, consumers will have to look for the screen board just to confirm their flying time, boarding gate and even processing time, which creates their need of board screens (Sohn *et al.*, 2013).

Nevertheless, not all airport shopping can be effective and efficient only relying on consumers' own, instead, interaction with personnel can be considered as a good alternative to gain shopping related information, which is why it is very expected. To start with, consumers wish to receive personal attention from salespeople to offer professional and helpful advices with courtesy and warm attitude (McAllister, 2010; Lin & Chen, 2013; Hernandez, 2014; Medrano *et al.*, 2016). Yet, only being specialized and polite is not enough for sales staff to maintain a smooth and pleasant interaction with consumers, in this regard,

what language they speak with people does play an essential role (Adderley, 2012). As a result, airport consumers prefer sales personnel working at the airport to have multi-linguistic skills, which facilitates a language barrier-free communication.

### ● **Shopping Concerns of airport consumers**

Apart from airport shopping motivations, the concerns of consumers generated from their shopping activities also make differences on peoples' states of mind to a certain degree. When it comes to airport shopping, consumers often find themselves need to take several matters into consideration on account of the intricate nature of airport where the purchasing activity is conducted. These concerns involve a variety of factors, the most common attention is placed on the weight and size of the product. Generally speaking, consumers would like to avoid carrying too much on the basis of their luggage, not only because of the inconvenience and discomfort, but also owing to regulations which limit the weight and space of what can be taken onboard (Freathy, P. & O'Connell, 1998; Rowley & Slack, 1999; Dhyani, 2012; Livingstone, 2014). Along with airline regulation, the custom regulation also plays essential role in airport shopper's buying decision (Livingstone, 2014). Besides the regulation-wise concerns, passengers sometimes find themselves also worrying about other factors: first of all, they would consider the time that is available for them to conduct the shopping activity, which is defined as "perceived time" (Davies, in Livingstone, 2014) since passengers have to embark within a specific time limit (Crawford & Melewar, 2003); and meanwhile, they are also concerned about the distance between the current location and the final boarding gate (Livingstone, 2014).

### ● **Shopping Emotions of airport consumers**

One of the most crucial reasons for the difference between airport consumers and high-street consumers is emotions (Crawford & Melewar, 2003; Lin & Chen, 2013; Lu, 2014). In considerations of airport shopping environment, consumers usually are very much occupied by a set of emotions that are highly flying related.

Stress and anxiety are almost the most common emotions among airport shoppers (Geuens et al., 2004; Volkova, n.d.). Based on Thomas's (in Crawford & Melewar, 2003) study, passengers' level of stress will obviously increase whereas they are out of the day-to-day routine. Broadly speaking, consumers' stress level is determined by several factors such as

perceived time pressure and distance to the gate, which were demonstrated in earlier section. Apart from these, consumers' familiarity to the airport also refines their level of stress (Lin & Chen, 2013).

Thomas's opinion regarding to the stress of airport consumers (in Crawford & Melewar, 2003) was also in accordance with Scholvinck (in Crawford & Melewar, 2003), who come up with the "travel stress curve" model which shed light on the emotion switch of airport passengers. According to the model (Thomas, in Crawford & Melewar, 2003), consumers' stress level will constantly grow from the moment they leave home, and reach its peak at the immigration point. Afterwards, before reaching pre-flight security check, passengers' level of stress will decrease significantly whilst the level of anticipation and excitement will keep rising. During this period of time, travelers, unlike ordinary customers, are in the "captive customer segment" which means they are basically hold captive in the airport environment and forced to stay until the flight is called (Geuens et al., 2004). Because of this closed environment, where all of passengers' waiting time is spent before departure, it is very likely that guests' potential boredom will be brought up (Geuens et al., 2004; Madeira, 2011; Chung et al., 2013).

Along with stress and anxiety, passengers sometimes are occupied by excitement and the anticipation of the upcoming trip (Geuens et al., 2004; Lin & Chen, 2013; Livingstone, 2014; Chung, 2015). However, Rowley and Slack's research has pointed out the strong "non-place" feeling of many passengers, which refers to the timelessness and placeless-ness of airport environment, especially during international travels in which passengers are situated in distant places with different time zones (Rowley & Slack, 1999).

#### ● **Prior knowledge of airport shopping**

Lastly, airport consumers' prior knowledge gained from former experiences is another crucial components of their mind of states, which will largely influence their current decision according to Windle & Dresner (1995). Normally, former airport shopping experiences will influence passengers in a way that once they have had a great experience in the last airport, they assume that similarly good experiences can be fulfilled in the next one, for example, a traveler spotted a great wine bar at an airport, then he expects the next airport will have something alike (Phillips, 2012). What's more is that for most of passengers, previous airport

experiences usually function as essential criterias (Suzuki et al., 2003) that are utilized to compare with the following ones. In their research, Freathy and O'Connell (1998) has revealed that airport customers sometimes make price-wise comparisons between airports, and if the current airport is perceived to be more expensive, then the difference pertaining to passengers' opinion of the whole airport shopping will be made.

## 3.Methodology

Conducting empirical research is a significant step of great value for scientific study of any kinds, however, if there exist another procedure that might be more important, it would be selecting appropriate methods since they are not always "right" or "wrong" in the realm of methodology, only more or less suitable, as the way Silverman (2013, p.6) depicted. Therefore, the following chapter is all about addressing issues tightly related to the methods of choice in this thesis. To begin with, a research positioning will be state to reveal what underneath value is hold in this study in terms of ontology and epistemology; Then, an thorough illustration on research design will be explaining by what means the data is collected and why these means are adopted; Later, focus will be placed on elaborating how these methods are utilized in this research and how they can be analyzed. Finally, in addition to the foregoing, an objective evaluation on chosen methods and their potential limitation would be demonstrated.

### 3.1 Research Positioning

In what way a research should be done is a reflection of how the world and the dynamics and properties it contains should be perceived, yet its argumentation among scholars has had a long history (May, 2011, p.7). In the eyes of those who believe that the world is objective, it is probed that environment exist independently from our values, and science is thus objective and value-free. This proposition is prevalent in the domain of nature science, however, its application in social science appears to be very problematic due to the fact that social science often cannot be separated from human's inner mental states, which makes it subjective (Bryman, 2008).

In this research, the main investigating target is airport consumers, therefore, it falls in the category of social research. Yet in this experienced world, social study is intricate for the fact that, according to Constructivism, knowledge is a product of social environment, and situated within the society (Smith, 1998, p.208), which has perfectly clarified the underneath value of this study. As a component of this society, airport passengers are not immune from the social environment, and their shopping mentalities are also constantly under social factors' construction. As a result, considering that one focus of this paper is to make sense of passengers' airport shopping mentalities, hence the knowledge which is given birth from this study is shaped by not only the social environment of the passengers, but also the author's.

Besides airport shoppers' mind states, another research question is raised in terms of their shopping experiences, and what the relation is in between. For the purpose of answering this query, efforts must be made to comprehend the way passengers interact with the products, services, environment as well as the personnel, and the way they feel about the shopping activities. As such, the phenomenological approach is of great use since on the one hand it emphasizes experiencing from the perspective of the individual, which is powerful for figuring out people's subjective experiences, motivations and actions; on the other hand, it acknowledges the understanding and interpretation of the social environment (Lester, 1999; Bryman, 2008; May, 2011). For this reason, by means of interpreting airport consumers' shopping related behaviors and their feelings, this research is able to gain knowledge on passengers' airport shopping mind states and the impact they have on their shopping experiences.

To sum up, this paper holds the point that passengers' mind states are constructed by their social environment, at the same time their states of mind also help to define their behaviors and final experiences. Therefore, by interpreting passengers shopping experiences and their mentalities, a better understanding of this topic could be fulfilled. Additionally, conclusions and insights bringing out from the study are also situated in this very social context, which will hopefully more or less deepen the comprehension of airport shopping under the current social situation.

## 3.2 Research Design

### 3.2.1 Research strategy-the qualitative perspective

Based on the way data is collected and processed, research approaches are generally divided into two categories, which are quantitative and qualitative methods. Beginning with the former method, this sort of research is connected with quantities and measurements, which often offers hard and reliable data. While instead of dealing with numbers to justify the hypotheses, qualitative research is more related to describe and analyze human behavior, and usually to be employed for discovering deep and rich information, and sometimes even unimagined data on the study subject (Bryman, 2008; Silverman, 2013, p.133).

In social research, it is witnessed that both methods are widely used to generate empirical data, while the way they are chosen and by what means they are used are of great importance since "at any given time knowledge depends on the particular state of methods in use" (Cicourel, 1964). During the decision making process of research method, the first consideration should be maintaining a consistency between the selected method, and the research aim as well as research questions (Cicourel, 1964; May, 2011; Silverman, 2013). Therefore, research methods in this study are adopted under a qualitative perspective for the reason that it attempts to investigate airport consumers' shopping mind states and explore their relations to the following outcomes of shopping experiences, and at the same time qualitative techniques enable researchers to have access to unquantifiable facts about the respondents such as their emotions, motivations and so on, and explore how they interact with and give meanings to the environment (Berg, 2001, p.7). In this respect, the qualitative approach cannot fit this research more, and is thus the method of choice.

### 3.2.2 Research method-A mixed qualitative approach

As aforementioned, selecting the suitable method during a scientific research needs a thoughtful consideration, yet it does not necessarily mean that only one approach can be put to use, instead, researchers usually combine different methods as there are often more than one research questions (Silverman, 2013, p.136). Moreover, since every individual method has its own limitations, the combination of methods can be employed in a way to complement each other, which benefits to the generation of reliable empirical data (Creswell, 2003, p.15).

As such, in order to answer the multiple research questions of this study, interviews and observation are both adopted.

- **Semi-structured interview**

In terms of qualitative methods, interviews are a commonly used one, which refers to maintaining and generating conversations with people on a specific topic or topics, and interpreting the resultant data afterwards (May, 2011, p. 131). By means of conducting interviews, the researcher is able to get hold of rich insights into people's experiences, opinions, values and feelings (May, 2011, p.131), which makes it the appropriate method to investigate airport consumers' underlying shopping mind states (whose construction is based on theories in consumer psychology) and the outcomes of their experiences in terms of their feelings and memories. Therefore, the utilization of the semi-structured interview technique is very much necessary in this research, which will make great contribution to answer the first two research questions.

Yet, this necessity is not only because of the intrinsic feature of interviews, but also decided by the fact that interviews will act as a foundation for future participant observations. Due to practical reasons (like time pressure, privacy etc), the information that can be obtained on the observed passengers' shopping mind states and their feelings about their experiences are often very limited, hence the findings of interviews can be considerably useful for interpreting and understanding the data regarding to the observed passengers' shopping mentalities and their feelings toward the experiences. Or to say, the application of interviews plays an essential role in terms of helping the author grasp and comprehend those individuals who are observed later, which will largely benefit the understanding of their shopping mentalities and feelings, and lead to a better research result. So with these been said, the semi-structured interview has to be the first step in the empirical study to generate a large amount of material for the purpose of gaining insights and offering perspectives for the next step, which is demonstrated by Figure 5 down below.



*Figure 5: Research Design framework (Source: my own)*

● **Participant observation**

On the basis of semi-structured interviews, participant observation will be taken as the second step mainly for the sake of answering the third research question. According to the theory of experience, experience is an intricate process in which individual's mind state will influence the way he/she interact with the external stimuli and generate an emotional outcome (Pine & Gilmore, 1999; Sundbo & Sørensen), therefore answering how airport consumers' mind states influence their shopping experiences is equivalent to answering how their mind states result in their certain feelings towards the experiences, which is to probe how their mind states affect the way they involve themselves in airport shopping and interact with the external stimuli. Therefore, observation, which is a significant tool to explore and understand people's behaviors (Sinha & Uniyal, 2005), is the most reasonable method for studying airport customers' interactions. By means of this method, a comprehensive data collection can be achieved in regard to the way passengers interact with products, services, environment and personnel.

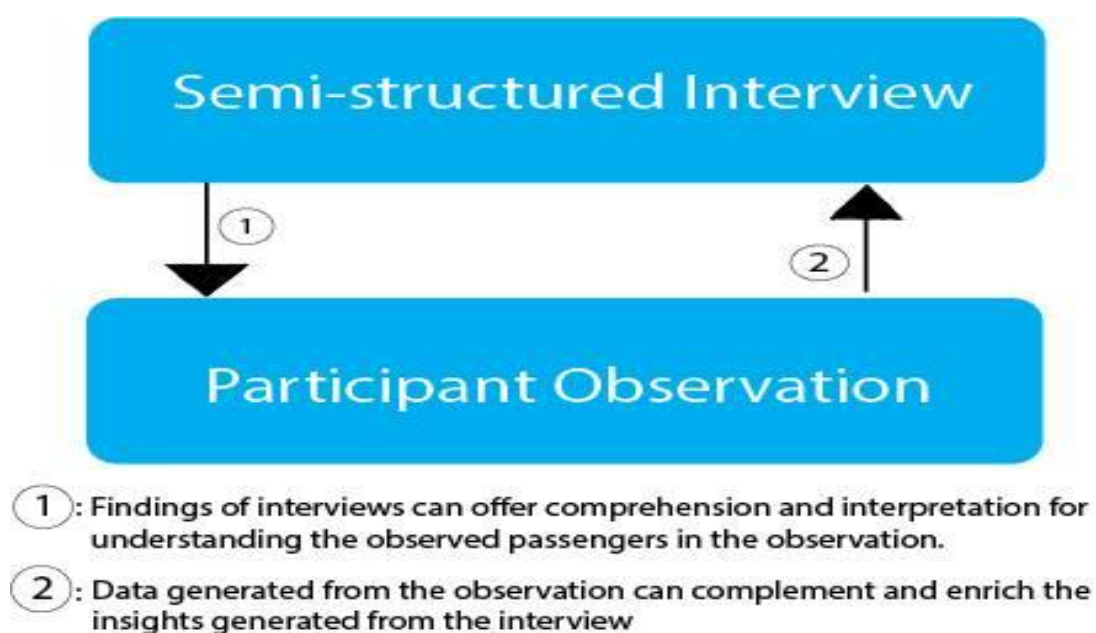
In addition to consumers' interactions, the other part of observational content is airport consumers' shopping behaviors, for example, their movement, facial expression, body language, dialogue with staff, speaking tones. The reason for it is because consumers'



shopping behaviors can reflect their buying mentalities and their feelings about the experiences, for instance, if a consumer has a picture of the product he/she wants to purchase, it might suggest that she has a specific shopping goal, additionally, if one walks very fast and is constantly checking the time, then he/she is probably under time pressure. This reflectivity of shopping behavior is able to offer insights for the author to perceive the observed consumers' shopping mind states and their evaluations on the experiences. However, this perception is more like assumption of the author's instead of fact, it is thus not reliable to conclude the mind states and feelings of the observed passengers solely based on observational data, in this regard, active communications with these passengers are of great importance to confirm the assumption. And with the help of the findings originated from former interviews, it is highly potential to comprehend the observed airport shoppers' mind states and their feelings towards their experiences, and their relations in between, namely, how their mind states influence their experiences.

- **The combined approach**

The utilization of semi-structured interviews and participant observations are highly associated with research questions in this thesis. By cooperating these two methods in a specific order, not only can the research be undertaken in a very logical flow, but also is it able to complement each other as it shows in Figure 6. Beginning with semi-structured interview data, it provides a deep understanding of passengers' mind states which is harder to be observed (Patton, in Livingstone, 2014).



*Figure 6: An explanation of the combined approach (source: my own)*

Then, as the participant observation is conducted within the specific context, it overcomes the potential recollection inaccuracy (Padgley, in Livingstone, 2014), which means there is little time difference between data recording of author and data generating of passengers; In the meanwhile, the observation also helps to replenish the interview data and enrich the knowledge on passengers' shopping mind states and their feelings about experiences since both the mentalities and feelings can be reflected through passengers' shopping behaviors, and in this case, the behaviors are able to be observed.

Broadly speaking, it is of great benefice to combine semi-structured interviews and participant observations as effective tools to look into the complex range of passengers shopping mentalities, their feelings and their shopping experiences. Therefore, together, they can provide enriched empirical data for this study. In a word, they are highly in accordance with research questions, and are thus the most appropriate methods for the study.

### 3.3 research data collection

#### 3.3.1 data collection of semi-structured interview

- **Why using semi-structured interview**

Based on how it is conducted, interviews are further divided into four different types, which include structured interviews, semi-structured interviews, unstructured or namely focused interviews as well as group interviews or focus groups, and in this case, semi-structured interview is the way to go since it combines advantages of both structured and unstructured interviews.

Speaking of structured interviews, they are conducted using predetermining questions, which might thus limit the respondents. Compared with this technique, semi-structured interviews are unfolded by a series of guiding questions, which allows interviewees to reflect more on themselves from their perspectives in a freer manner, and enables the researcher to probe into the answers and address the questions that emerge during the interviews (May, 2011, p. 134-135). In this regard, it is highly potential to generate new knowledge and insights on the specific topic. Additionally, when it comes to comparability, semi-structured interviews can assure a better structure since it is rather difficult to replicate the questions being asked in

unstructured interviews, also the interviewees are more likely to speak freely in their own ways, which makes data comparison hard to achieve (May, 2011, p.135). Therefore, semi-structured interviews can maximize the freedom of interviewees while remain a certain amount of control so that the data can be comparable.

The advantages of semi-structured interviews have justified the reasons for why this particular interview technique is taken. This method makes it possible to on the one hand gather an enriched data on airport consumers' shopping mentalities in terms of their shopping goals, motivations, expectations etc, as well as their feelings and memories about their shopping experiences, whilst on the other hand, keep the these data in a semi-standard way using guiding questions, so that they can be compared with each other in the analysis afterwards.

### ● **Interview sampling**

Unlike quantitative research, running qualitative study does not require its samples to meet statistic criteria, as long as the researcher can make use of the data to establish the theoretical stands, then sample should be considered as adequate (Bryman, 2012, p. 203). For qualitative researchers, purposive sampling is a prevalent approach as it critically examines the parameters of the population so that the samples are in line with research questions. This technique helps to target respondents who are able to provide insightful and reliable data for future analysis.

Departing from purposive sampling, the researched population is targeted on people who have encountered airport shopping within the past few years, therefore are highly relevant to this research. And the information of these interviewees is stated in Table 1 down below. In total, the interviews contain 10 samples ranging from 22 to 32 years old, and both genders take equal percentage. Also, these respondents come from different culture backgrounds with diverse shopping experiences in various airports, therefore would be able to provide a wide range of information about airport shopping experiences and their underlying shopping mind states. As to the adequacy of the sample, 10 interviews are conducted to gather sufficient data for the purpose of analysis and drawing conclusions.

Name	Gender	Age	Nationality	Interview Format
1. Alex	Male	26	Chinese	Face to face
2. Charlotte	Female	25	Chinese	Video call
3. Hansol	Male	29	Korean	Video call
4. Maxence	Male	25	French	Video call
5. Mikael	Male	30	Swede	Face to face
6. Kathrine	Female	28	Chinese	Face to face
7. Jannie	Female	24	Chinese	Video call
8. Megumi	Female	32	Japanese	Face to face
9. Oliver	Male	22	Danish	Face to face
10. Simona	Female	28	Lithuanian	Face to face

*Table 1: The summary of interview's information in the thesis (Source: my own)*

- **Interview construction**

### *Interview guideline*

When it comes to collecting semi-structured interview data, it is of great vitality to develop guiding questions, or to say research protocol for the actual interview (Silveman, 2013, p.204). Normally the questions are constructed with small numbers and with informal patterns, which allows the respondents to keep their own pace (Silverman, 213, p. 204). By asking these guiding questions, researchers are able to gain detailed knowledge on the specific topic, and can possibly discovery new insights. Therefore in this paper, an interview question guideline were formulated (Appedix 1) in order to achieve two purposes: first a deep understanding on the outcomes of passengers' experiences as feelings and memories; and secondly a thorough comprehension of their shopping mentalities, which is largely inspired by theories in consumer psychology, hence the design of guiding questions is constructed under the influence of these theories.

One thing to notice is that the guiding questions only functioned as a framework of the interview rather than the questions that have to be asked. In order to fully understand the interviewees, different kinds of questions were asked like introducing questions, follow-up questions, probing questions, however, direct questions were excluded since it might "influence the direction of the interview too much" (Bryman, 2012, p. 478).

- **Interview implementation**

Considering the potential influence of interview environment on the respondents, the author decided to conduct interviews in the environment that the interviewees are comfortable with, so that they are not bothered by the surroundings and can thus concentrate on the interview. Most interviews were conducted using face to face format, yet video calls were also taken as alternatives for those who cannot be at presence during the interview.

- **Interview Transcription**

The essentiality of interview transcription goes without saying (Silverman, 2013, p. 209). However, not all the interviews need to be transcribed in a very detailed manner since it would take too much time, hence the transcription can be selective. In this paper, five interviews were transcribed in a great detail and analysed thoroughly, while the rest remained as audio version but were listened to carefully as well.

### 3.3.2 data collection of participant observation

- **Why using participant observation**

Participant observation is another popular approach for doing qualitative research, which offers researchers the opportunity to engage in and experience the social context for a substantial period of time to observe people's behaviors and listen to their conversations (May, 2011, p. 189; Bryman, 2012, p. 432). In this way, the observers are immersed into the environment, which enables them to see things with the perspective of the people who are observed. Moreover, participant observation often allows very close contact between the observers and the observed, and this makes it highly possible to deepen the understanding of people's behaviors and experiences. By taking advantages of participant observation, the researchers are able to perceive the way people understand and interact with the surroundings, and how their understanding and interactions influence their behaviors (May, 2011, p. 189). Therefore, participant observation can be considered as the most effective way to have a holistic comprehension on airport consumers' shopping experiences in terms of their shopping interactions and behaviors, which is highly connected to answering the research questions.

## ● **Participant observation construction**

### *access of participant observation*

When it comes to collecting empirical data through participant observation, gaining access should be treated with special emphasize since it is one of the key yet most difficult steps, as the way Bryman (2012, p. 433) depicted. Normally, there exist two different types of access approach: overt access and covert access. The choice of access approach depends on the settings of observation, which refers to whether the observation is conducted in open or public settings, or relatively closed or private settings (Bryman, 2012, p. 433; Silverman, 2013, p.214). Therefore, taking these factors into consideration, the decision made by the author is to adopt overt access, which means the researcher are open about the research intention so that the author can be honest with the participants during the access (Bryman, 2012). Due to the nature of the observing location, which is inside the airport, it is of great importance to ask for research permission not only because of airport is a private organization, but also for safety and regulation reasons, especially when the observation will be conducted in airport retailing areas, which means the researcher has to go through security check on a regular basis.

### *the role of researcher*

The role of researchers in this method is essential since they act as the medium through which this participant observation is fulfilled (May, 2011, p. 189). By engaging themselves in the social environment, scholars are able to enhance their understanding of people's perceptions and their behaviors (May, 2011, p. 171). Based on different levels of engagement, researchers are categorized into several roles, which will affect the data generation (May, 2011, p. 171). In this thesis, the author took the role of participating observer so that to be highly involved in airport consumers' shopping processes. To be more specific, in this research, the author functions as overall shopping consultant (not sale personnel) who can follow passengers through all shopping processes till the boarding gate if it is needed and approved by the them. By taking this role, the author had the chance to really focus on the observed consumers and keep constant communications with them. This type of active communication includes answering their shopping related questions (such as "Can I find this product", "Where is this store"..etc), offering assistance to consumers (for example translating for people who have language barrier so that he/she/they can communicate with sales), and maintaining

conversation to testify their shopping mentalities and feelings towards their experiences. Therefore, conclusively speaking, the role the author played in the observation is on the one hand: observing passengers' interaction with the products, services, the environment and the personnel, as well as observe their shopping behaviors which include the movement, facial expression and so on as aforementioned; meanwhile on the other hand, actively communicating with the observed ones to figure out what they are thinking during shopping and how they feel about the experience.

### ● **the implementation of participant observation**

Starting off with choosing the actual airport, the author decided to carry on the participant observation in Copenhagen Kastrup Airport due to the fact that not only is this airport rather close so that it is convenient to visit, but more importantly it's one of the best airports in its category (20-30 million pax per year) and a transport hub in Northern Europe (CPH: Awards & Recognitions, 2015), which has won several international airport rewards (Best Airports In Europe, 2015). For these two reasons, CPH airport is a lot appropriate to be the place for observation.

For the sake of ample empirical data, which is the foundation of a incisive understanding of airport consumers' shopping experiences and behaviors, a long-term participant observation was conducted in CPH Kastrup airport from July to October. Since the author had to follow the regulations and arrangements of the airport in a very strict manner, the research was not based on a pre-determined schedule, instead it had to be highly flexible to cooperate with the airport management. However, the author has summed up the observation date and time, which can be found in Appendix 2. It was estimated that on average 14.8 hours was spent on the participant observation per week, and in total, the empirical research lasted for 13 weeks, and 193.5 hours worth of data was collected.

Furthermore, since the utilization of method has to be in line with research questions, the participant observation was done in the shopping area of CPH airport, which consists of a main tax-free store right after security check, the commercial area of Terminal 2 and Terminal 3. As to the content of this participant observation, attention was mainly put on passengers' interactions with specific products, services, the environment as well as sales personnel and their shopping behaviors. In addition, during the observation, the author also

conducted small chats with the consumers for the purpose of gaining deeper knowledge on their shopping mind states and their feelings toward the experience.

- **filed notes and photographs**

When it comes to documenting participant observation, taking field notes is a very useful and flexible tool for researchers to keep track of the events and the initial reflections on them (May, 2011, p. 177; Bryman, 2012, p. 447). Good field notes should be taken as soon and as detailed as possible in a vivid and clear way to avoid confusion. Therefore, in this paper, field notes were taken as quickly as possible after the observation of and communication of passengers. The notes clearly recorded the time, location, the situation and the author's initial analytic thoughts. The jotted notes or scratch notes style was adopted which uses little phrases, keywords, short quotes to help the research recall the memories. Moreover, photographs were taken for further supplementing the field memos. Examples of field notes can be found in Appendix 3, and the usage of photos will be stated in text.

### 3.4 Ethical issues in empirical data collecting

As Flick (2009) stated that it is of great importance for researchers to take ethical aspects into consideration when it comes to qualitative methods. Therefore, in the participant interview, all the respondents participated under their free will. In addition, anonymity was adopted, and in particular, by switching their real names, it helps to avoid giving out respondents' confidential information and enables the author to secure their privacy through the writing about the research (Flick, 2009). Lastly, all conversations with interviewees were recorded as audio files with permission, and all the resultant data is allowed to be used for this study.

Similarly, anonymity was also used in the participant observation to protect the privacy of the observed passengers. Besides, in order to maintain the closeness and trust between the researcher and the observed, which is the key for obtaining rich and deep qualitative data (Miller et al., 2012), the author has informed passengers about the research purpose beforehand. All the observation and note-taking was conducted with permission, and all the relevant field memos as well as photo documentations were also permitted for usage in this paper.



### 3.5 Data analysis

Analyzing qualitative data can be a challenge. Deriving from interviews and observations, this type of data is normally in very large amount and remains rather unorganized (Bryman, 2012, p. 656), hence it needs to be structured in some way so that analyze can be conducted. In this regard, the grounded theory offered significant inspirations to establish an analyzing framework for the author to cope with the qualitative data.

By definition, grounded theory refers to a strategy or an approach to generate theory out of data, and it requires data collection and analysis to be proceeded in tandem and reflect back to each other (Bryman, 2012, p. 387). Bearing these characteristics of grounded theory in mind, the author used two techniques/tools to organize and analyze the qualitative data generated from the empirical research which consists of transcripts of semi-structured interviews, field notes of participant observation and the photos taken during the observation.

The first tool used was coding scheme which breaks data into components and gives names for them (Bryman, 2012, p. 568). It is one of the most central processes in grounded theory for being the first step to generate theory, which requires researchers to start coding "soon after the collection of initial data" (Bryman, 2012, p. 568). With the help of coding, empirical data was interpreted and theorized to a range of potential terms for future analysis (Bryman, 2012, p. 577). However, these terms can appear in different forms, it is of great importance to review and unify them. In addition, since coding plays an essential role in research analysis, the terms that are coded should be connected with concepts and categories of research questions and existing literatures (Bryman, 2012, p. 577). Moreover, it is of great necessity to constantly compare these coded terms with each other to reach correspondence or sometimes find contrast in between. Through this procedure, the similarities and differences of concepts were identified and classified, which generated some certain categories and their theoretical elaboration.

The guidance of coding and constant comparison has illuminated this thesis by offering a very logical analytical structure. First of all, as Silverman (2013, p. 233) suggested that analysis should not wait until all the data is gathered, the analyzing process of this paper began in an early stage through coding. All the data coming from empirical research was

carefully read through and interrelated to each other, afterwards it was labeled as a wide spectrum of terms which will potentially give birth to concepts. During this step of initial coding, the author remained very open-minded about the data and attempted to conceptualize the text in a rather detailed manner to generate many new ideas for data coding. Within this process, it is crucial to ask questions about what respondents really mean by answering in that particular way, so that the researchers can achieve a thorough understanding of what is underneath the words. In addition, as coding is important parts of research analysis, it should still reflect research questions and literatures, which are the driving sources of this very data collection (Bryman, 2012, p. 577). To be more specific, good coding needs to dig up the hidden meaning of raw empirical data and be connected with research questions. For example, in the interview, Oliver was asked why he went to airport shopping area, he addressed this question as:

*" I am always very early, maybe two or three hours before the flight leaves, so I just like to look at them, look at the prices, the products, read on them, sometimes I buy something, like perfume and candy, but that's it...just for relaxation" (Oliver)*

During the initial coding of this empirical data, the author went through the concepts of existing literature and research questions and came up with terms to describe and label the underlying meaning of Oliver's words. As he has plenty of waiting time, he likes to browsing through the products to relax, which suggested that he probably felt boring before departure, and this piece of raw material was hence coded as "shopping for relaxation and avoid boredom".

Along with the initial coding stage, the author made constant comparisons among different terms to seek for similarities and differences to further develop a certain category. Another example can be used here for demonstration. Still in the interview with Oliver, he was asked whether or not he feels stressful during his airport shopping, he addressed this question as:

*" I always find my boarding gate first, because I feel that is the most import stuff, I don't want to risk not catching the flight or anything, that is like a fear in me, so I always make sure I have that on the point, and then I just go shopping, I may be bit stressed, that's just me " (Oliver)*

This piece of material was coded as "flying related stress", and by comparing with former coded terms as "shopping out of boredom", they can be combined into the same category which is emotion.

Afterwards, these categories derived from coding and constant comparison were further classified into research themes so that their analysis can be used to answer former developed research questions. For instance, category like emotion was put into the theme of states of mind to offer insights for the second research question.

To sum up, the analysis of this paper went through different stages, which are exhibited in Figure 7. Starting from initial coding, items of data were encapsulated into terms and adapted into concepts which are related to previous reviewed literature. Then, by constant comparison, the similarities and/or differences of these concepts were distinguished and put into categories. And finally the categories were linked to research theme.

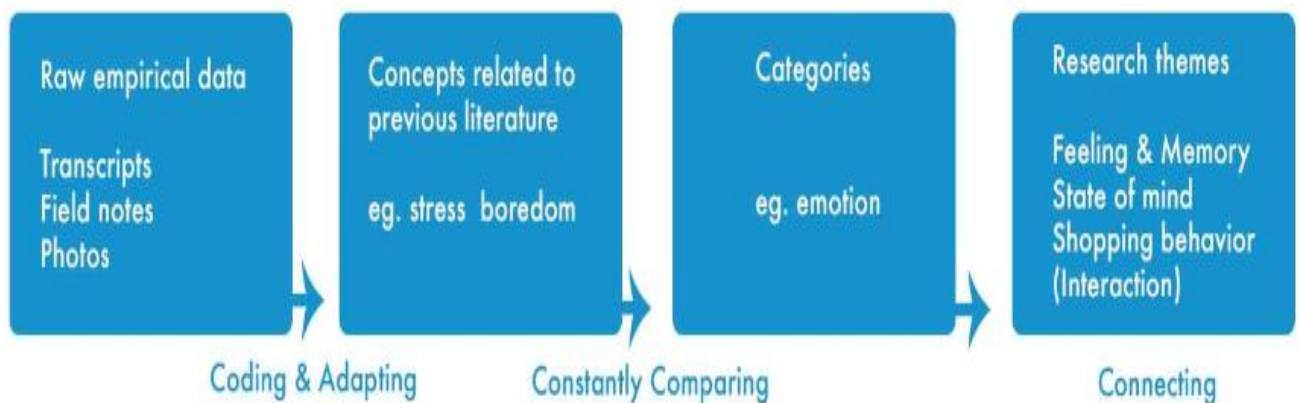


Figure 7: Data analysis process (Source: my own)

### 3.6 Evaluation of research methodology

Assessing quality of chosen methods in a research is an essential step that cannot be missed. At this point, reliability and validity are the most prominent two types of criteria for this purpose (Flick, 2009). Speaking of reliability, it refers to "the degree of consistency with which instances are assigned to the same category by different observers or by the same observer on different occasions" (Hammersley, in Silverman, 2013, p. 284), in other words, reliability questions whether the results of a study are repeatable (Bryman, 2012, p. 46). As to validity, it is defined as "the extent to which an account accurately represents the social

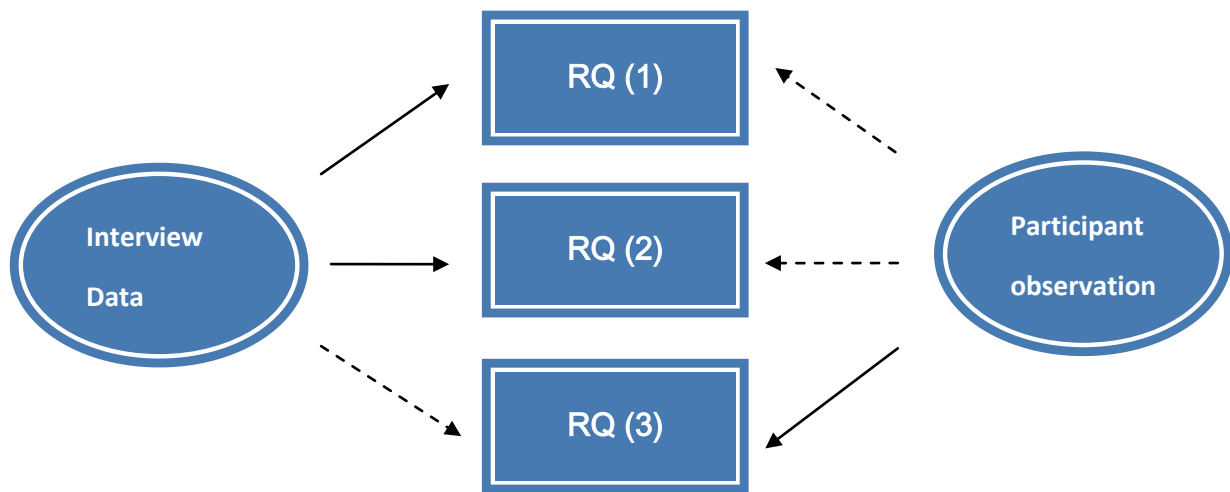
phenomenon to which it refers" (Hammersley, in Silverman, 2013, p. 284), hence validity is used to measure credibility. However, these two measurements that are used to evaluate research quality are more popular in quantitative studies which involve complicated statistical tests, whereas pursuing reliability and validity in qualitative researches can be very questionable due to the intrinsic nature of this type of study, which is more about working with small datasets (Silverman, 2013, p. 292). Yet it does not mean that qualitative researches are not reliable and valid, instead, their reliability and validity are more about documented procedures which make sure the methods are reliable and conclusions are valid (Bryman, 2012, p. 394; Silverman, 2013, p.301)

For this purpose, the author of this paper has come up with a set of solutions. Starting with purposive sampling (Silverman, 2013, p.280), the respondents were selected to fit research questions. In order to gain more insights on the research topic, triangulation was exploited to obtain multiple sources of data from varying methods (Bryman, 2012). During the period of data analysis, respondent validation was taken into consideration so that the results are in the light of the study subjects' reactions (Silverman, 2013, p.288). Besides, cases from interviews and observations were constantly compared with each other to generate a thorough analysis of data, which assists to reach a comprehensive description of a specific phenomenon (Silverman, 2013, p. 290). Therefore, this paper is reliable and valid to a certain degree that the research methods are appropriately chosen and empirical materials are deeply analyzed.

Last but not least, there are a few concerns of conducting qualitative research. As a lot of scholars argued, this type of research is rather subjective because it is largely influenced by the researcher themselves, for instance their views, values and etc (May, 2011, p. 69; Bryman, 2012, p. 405). Additionally, the research is often influenced by the relationship between the writer and the respondents (Silverman, 2013, p. 283). Finally, asking for generalization and representation from qualitative research would be hard since they are focused on a specific phenomenon with small datasets.

## 4. Analysis and Findings

After the previous process of data collection, raw materials collected from empirical research will be organized and stated in this fourth section. With the help of literature framework, this chapter is dedicated to present the analyzing procedures and additionally to exhibited relevant results and findings from empirical data in a manner that three different research questions are able to be answered (Figure 8).



Interview data has mainly been used for answering RQ (1) and RQ (2), but it also supplements RQ (3). Observation data has mainly been used for RQ (3), but it also supplements the first two RQs.

*Figure 8: data analysis framework (source: my own)*

### 4.1 What do passengers feel about their airport shopping experiences?

In order to answer the first reserach question, it is more than important to understand what an airport shopping experience is before anything else. An experience of airport purchasing is just like any other types of experiences, the emotional outcome of an airport shopping experience is an absolute feature based on the definition of experience theory (Sundbo & Sørensen, 2013), according to which, an individual's experience often leads to the generation of a certain memory and feeling. Therefore in this case, if an airport shopping is regarded as a sort of experience by the passenger, then it is very likely for this perspn to remember how he/she felt about the experience. In other words, the existence of a passenger's memories acts as a crucial creteria to judge whether an airport shopping activity is an experience or not.

Starting from this, the empirical study has carefully examined the way people remember and feel about their airport shopping; and following by analysis, several conclusions were made to resolve the inquiry, which will be demonstrated in detail down below.

#### 4.1.1 Airport shopping: as experiences

During empirical research, when passengers were asked about if they remember their airport shopping, some of them were able to recall a certain memory and form quite clear description about the buying activity, which suggests that for these people, the particular airport purchasing they referred to very likely to be an experience (Pine & Gilmore, 1999; Sundbo & Sørensen, 2013). For instance, Charlotte told the story about one of her most satisfying airport shopping in Heathrow airport of London, and depicted this experience as incredibly pleasant, yet she also spoke about another airport shopping in Athens, which was a bit dissapointing. This example proved the existence of Charlotte's memories about her airport shopping experiences, which is right in line with the general findings concluded from interviews that a consumer always remembers the airport shopping if he/she takes it as an experience. However, as it can also be seen here, airport shopping experience can be very personal that even one individual can have more than one experiences and exhibit different sorts of emotions towards them. Generally speaking, these feelings which are formed through airport shopping experiences can be put into two main categories: one is positive feelings of good shopping experiences , and the other one is negative feelings of bad experiences.

##### ● **Good airport shopping experiences with positive feelings**

Results from empirical study has indicated that some of the interviewees once had very good shopping experiences in the airports. During the interview, Jannie recalled her shopping experience at Helsinki Airport two years ago:

*"I bought a Givenchy bag there, and I remembered it was such a big discount because of the holiday promotion, so you know the price was really really good...Also, the staff works there was really friendly and helpful...and very patient! I had really good service...I cannot ask for more, that was a wonderful shopping experience, if not the best"(Jannie)*

Similar to Jannie, Alex also mentioned his airport shopping in Dubai Airport and described it as very impressive:

*" I didn't buy many stuff except some cosmetic for my mom, but I was really amazed by the environment there, it seriously looked like and felt like a mall, you basically can find everything. I am not a buyer, but even I think it's exciting, especially if you like shopping...(the experience was) truly impressive and I had a really good time in that airport "(Alex)*

As we can see here, when passengers like Jannie and Alex take an airport purchase as a good experience, they form and restore their memories (Jantzen, 2013). In the meantime, different kinds of positive emotions are generated through the process, which is closely associated with their good experiences, such as feeling satisfied, wonderful, impressive, excited and so on. Not only these two examples, more results from interviews and observations have provided evidence for that peoples' experiences are accompanied by the formation of memories and feelings. To be more precise, experience are often in direct proportion to its resulting feelings, which means good experiences often result in positive feelings, while bad experiences will lead to negative feelings.

- **Bad airport shopping experience with negative feelings**

On the contrary to good airport shopping experiences, some respondents also revealed their relatively bad experiences about airport shopping and the out coming emotional impact. Taking Megumi as an example, she spoke about her experience buying tax-free products:

*"I was just trying to buy some makeup in the airports, so I went to the counter and told them what I want. But it was a lot of people there, and she just gave me those products...I didn't notice that one of those was the wrong product until I was there to pay, and it was too much hassle to change it cuz I had to wait a bit and I didn't have time...So, I felt that I wasted money since that cream was kinda expensive " (Megumi)*

In this scenario, Megumi remembered that she was given a wrong product by the sales accidently due to the fact that there were a lot of customers in the shop, and she was not able to change it in time. By using the phrase "waste money" as a description, Megumi indicated that this was obviously not a good shopping experience, and she perceived it in a negative

way. During the follow-up interview, she further elaborated her emotion towards this very experience:

*"Honestly, I was of course a bit pissed off in the beginning since I paid a ton for a wrong product. But I didn't change it myself, so I cannot blame everything on them, but still it was not something good...It isn't a nice experience, I feel disappointed"*(Megumi)

In this statement, Megumi defined the overall airport shopping as a "not nice experience", and expressed her negative feelings such as anger and disappointment. This kind of bad airport shopping experiences and negative feelings were also seen in Katherine's case happened in Milan Airport. She mentioned that she was "planning to do major shopping in the airport" because she believes "normally you can find those luxury stores in the airport", yet her flight was in the smaller airport (Bergamo Airport), where "the merchandise range was way too limited" and it makes her "not able to buy anything" she wanted. "I was so annoyed and frustrated because I really want them, if only I knew that would happen, I would have bought them in town" she said, which clearly delivered the message about her negative opinion on this airport shopping experience.

#### 4.1.2 Airport shopping: not as experiences and no specific feelings

Beside both positive and negative airport shopping experiences, on the spectrum of passengers' perceptions of airport shopping, there exist another type of perspective according to the findings of this research, which is that shopping is not seen as any experience for plenty of airport passengers. By means of empirical study, it was detected that some respondents had hard time recalling their memories about any specific airport shopping, and the collected data has reported that these passengers didn't present any special feelings regarding to their airport shopping, such as Mikael:

*"I cannot really remember any airport shopping in particular...I mean you just go to the shopping area and grab what you want, and you go to the cashier, it's just like ordinary shopping except you are doing it at an airport...So it's nothing special, at least for me"*  
(Mikael)

Just like Mikael, Hansol also made similar comments on his memory about airport shopping:



*"I don't think I have impressions about special airport shopping experiences...they are almost the same, buying things at the airport is more like a common habit..."(Hansol)*

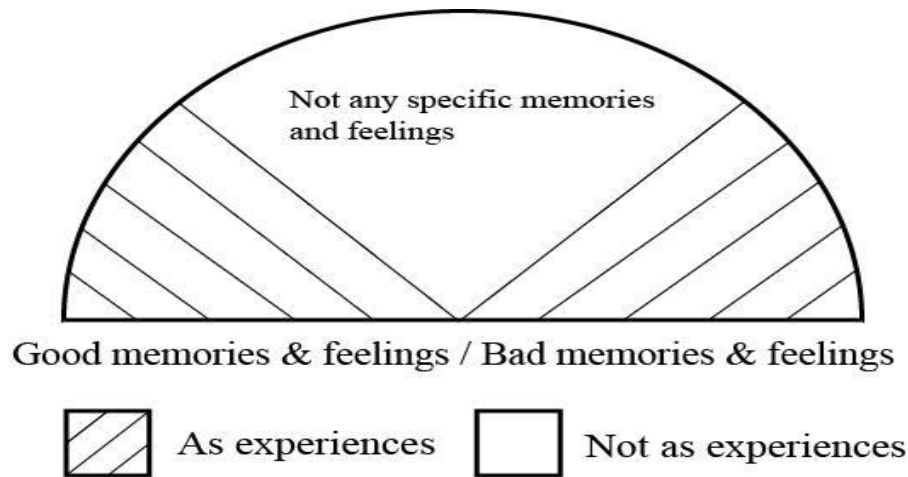
Moreover, when Hansol was asked his feelings towards airport shopping, he mentioned:

*"I feel good since things in the airport are always cheaper, but other than this, I am afraid that I don't feel that much..." (Hansol)*

In this case, he felt good because of the price tag, yet it doesn't mean he had good experiences for the reason that he assumed airport price is usually better than in-land, which is an overall impression, and therefore this good feeling is toward general airport shopping, or to say, Hansol feels good about airport shopping in general. This type of emotional reaction is not the right outcome of experience in theory, which requires the memory and feeling to be closely connect to the specific activity (which he didn't even remember), hence Hansol's good feeling is not generated from his experience. Additionally, he didn't "feel that much" besides the price advantage, which also implies that similar to Mikael, there is no emotional attribute about Hansol's airport shopping activity.

Now that both Mikael and Hansol were not able to bring back memories and feelings about any specific airport shopping, it perhaps would be wrong to claim they have taken their shopping activities as experiences, which also applies to consumers like them.

To sum up (figure 9), passengers' perceptions on airport shopping experiences are often complicated and diverse. To some airport consumers, shopping fails to leave any impressions that worth being remembered and stimulate any specific feelings, which suggests this type of airport shopping cannot be seen as experiences. Oppositely, to some other passengers, airport shopping is relatively more impressive in their personal manner, they are thus able to form memories and feelings of specific experiences, including both good and bad experiences.



*Figure 9: The spectrum of passengers' perceptions on airport shopping experiences*  
(source: my own)

## 4.2 What elements do airport consumers' mind states include during shopping?

Without any doubt, airport consumers' mind states are incredibly decisive to the shopping experiences (Pine & Gilmore, 1999; Jantzen, 2013), therefore the dedication of this discussion is mainly about investigating the content of airport consumers' buying psychology by means of testifying relevant theories from consumer psychology in the airport context whilst enriching this knowledge with the help of empirical data. This section unfolds in accordance with the structure of airport consumers' mind states (Figure 4) that was summed up in previous literature review, and the analysis will be illustrated next in a more detailed manner.

### 4.2.1 Airport shopping goals

Similar to ordinary shoppers, airport consumers also display two different goal orientations during their shopping, which are shopping with a specific goal or an abstract goal (Puccinelli et al., 2009). Starting off with the first type of goal that is to purchase specific products or services, empirical data has affirmed its appearance in airport passengers' mind states speaking of purchasing, which is to say that for some airport consumers their shopping aims involve buying something specific. However, since people's conception might vary in terms of whether a shopping goal is specific or not, it is of great significance to take this into account and develop standards that measures to what extent is the goal specific. Likewise,

when it comes to the abstract shopping goal, there also exist different scales which need to be discussed. As a result, this analysis has combined data from both methods, and classified airport shopping goal into different levels.

- **The specific airport shopping goal**

The conclusion of this highly specific shopping goal of airport consumers is majorly based on observation data, thanks to which the existence of this shopping goal orientation was proved by a large number of empirical evidences. By definition, this type of goal represents consumers' aim in terms of purchasing product or service that is very exact and clear, which hence ranks as the highest level. According to observations, some consumers are very much aware of what exactly they want. Their requirements were in great detail and it was noticed that some passengers even had a list or pictures stating all the information about the specific products they are searching for. For example, during observation, a Chinese consumer was looking for a specific face cream from Chanel, not only did she told the name of the product to the sales assistant, but also showed the picture that was taken by her in advance, just to be sure. These kind of passengers are very precise about their purchase, and partly it's also because they can be buying for other people, therefore they need to make sure, just as one of the passengers said "I am buying for someone else, so it better be the right one".

- **Semi-specific airport shopping goal**

Compared with the Chinese passenger mentioned earlier, some other airport shoppers are much less specific about their buying. Instead of the highly precise purchase decision, these consumers' focuses are often about categories, such as liquor, cosmetic, perfume, and so on, which are a lot less accurate than the highly specific shopping goal. Or to say customers with this semi-specific shopping goal, they know what type of products or services they are after, but they don't know what they want exactly, such as Simona and Katherine. For Simona, she mentioned that she often bring presents to her families and friends, and she always went for Danish or Swedish chocolates and candies. As it can be seen, "Danish or Swedish chocolates and candies" are not specific products from specific brand, instead, they belong to a category, hence her shopping goal is regarded as semi-specific. Like Simona, Katherine also kept a semi-specific goal orientation during her airport shopping:

*"for myself, I will buy cosmetics, and if it is for my family, I will pick up different stuff, for my mom, I will buy for example, perfumes, lotions, for my father, I will buy alcohol, and for my grandparents, I will buy some souvenirs, and for my nephew, I will buy children clothes."* (Katherine)

- **Semi-abstract airport shopping goal**

Unlike the specific shopping goal, the abstract one doesn't involve any products or categories in particular, and it exists in a rather vague manner. Seeing from empirical study, people with this kind of shopping goal usually have very inaccurate buying assumptions, for instance, a lot of passengers share the habit to do gift or souvenir shopping in the airport, however, they have no ideas about what product or even what category they should choose, which thus makes their goal semi-abstract. Besides "I want to buy a gift", spending the left over foreign currency is also a popular semi-abstract shopping goal for airport shoppers, for example Oliver, who is more inclined to spend all the foreign currency at the airport than exchanging them. In this case, Oliver had the goal to purchase, yet he just didn't know what he would purchase. Another example is Alex:

*"I cannot use the money anyway, so I always buy some small things, u know like the fridge stamp or things like that, just for the sake of using it up"*(Alex)

- **Abstract airport shopping goal**

In the airport environment where passengers are trapped within, shopping becomes a prominent activity for time killing and recreational purpose. In this case, they walk around the commercial areas in the airport, mainly as window shopping, for example, Oliver. When he was asked what he did before flying and the underlying reasons, he said:

*"....so I visit all the shops but I rarely buy anything, just to look...I just like to look at them, look at the prices, the products, read on them, sometimes I buy something like perfume and candy when I feel like it, but that's it..."* (Oliver)

As can be seen, passengers like Oliver, normally don't purchase anything during their shopping, they only purchase when they "feel like it", which means they are not occupied by any pre-existed purchase plan at all. In other words, they perhaps never have the thought of

buying anything other than just window shopping to kill time, which makes their type of goal abstract.

#### 4.2.2 Airport shopping motivations

According to scholars like Geuens et al. (2004) and Chung et al. (2013), there are four types of shopping motivations when it comes the airport context, which include functional motivation, flying-related motivation, hedonic motivation and social motivation.

##### ● **Functional motivation**

Starting from the first functional motivation, which is also the most common airport shopping motivation based on the empirical data, airport consumers with this motivation are often attracted by functional attributes, such as price, brand, promotions, quality and so on. For example, during Mikael's interview, he has mentioned that "price would be very important" to think about when he goes airport shopping. His opinion is also shared by Alex, who believed that "price matters", and similarly, both Oliver and Katherine mentioned that price is definitely one of the most important factors that motivates their shopping in the airport. Based on the interview data, 9 out of 10 respondents has confirmed the importance of price, which suggests that price might be the most prevalent motivation. Additionally, data collected from observation also confirmed this claim, for example when consumers are aware that they can get tax free on purchasing luxury purchases, they are more inclined to conduct the shopping activity, even if they don't have the thought in advance.

Besides price, airport consumers also show great enthusiasm towards the factor brand. For example, Maxence likes to purchase "products from famous brand as gift" as these products "are easier to be recognized"; Also, Mikael often "prefers perfume from Gucci and Dior" since he is "used to the brand", Moreover, Charlotte also shared the reason for her favor on brand: "good brand has better quality, most of the case". Here, Charlotte also mentioned another crucial factor of functional motivation — quality, which ranks as one of the most important buying reasons for some shoppers, such as Jannie:

*"The quality has to be good, otherwise you will regret spending money. It's the same in the airport, it needs to be good, so that it lasts longer"* (Jannie)

As another popular factor of functional motivation, promotion is also as a large trigger for consumers. In our research, plenty of airport consumers like Hansol have expressed their willingness to "take advantages of the promotion or campaign" since they believe "doing this will make your money well-spend".

Last but not least, according to analysis, it is found out that consumers often combine different factors of functional motivation, which means that they could be motivated by more than one factor at the same time, for instance, Mikael was motivated by both price and brand, and Charlotte was motivated by price, brand and quality.

### ● **Travel-related motivation**

The second main type of motivation is highly related to the travel itself and beyond daily routine, which attracts consumers to purchase souvenirs, presents, distinctive products and travel sets (Geuens et al., 2004). Regarding to this, Simona has confirmed the existence of this motivation: "I always go have a look, because sometimes you can only get it in the airport, it is exclusive". Alex also claimed that it is natural to be motivated by the thought "you probably should buy a gift for someone". Furthermore, Some other passengers also connect their airport purchase with sentiments (Perng, et al., 2010), for instance, Mikael mentioned that he liked to buy special souvenirs at the airport: "these things remind me of my trip, they are more like a collection".

### ● **Hedonic motivation**

Being the third type of motivation, hedonic motivation push consumers to look for fun and enjoy leisure. Two respondents have revealed that they are motivated by this purpose. In Alex's interview, he mentioned that when he was done with buying things, he enjoyed going to a cafe and sat there to relax. Megumi also expressed similar interest that she liked to find a quiet cafe that's not too expensive and sit close to the window. As we can see here, Megumi also thought about price when she tried to relax, which means she combined functional and hedonic motivations, and this suggests that it is also very likely for consumers to combine different shopping motivations.

Lastly, compared with the former common three types of airport shopping motivations, which are proved by ample empirical data, yet the popularity of social motivation seems to be hard

to say based on current data in hand. No respondents in interviews described themselves being triggered by social motivation, or to say, their airport shopping is not based on the need of meeting, communicating and interacting with people (Geuens et al., 2004).

### 4.2.3 Airport shopping expectations

- **Technology-related expectation**

Speaking of consumers' expectations in airport shopping, Wifi is highly requested as Madeira (2011) described in her study. For most of passengers, Wifi is absolutely in need through all airport processes, while when it comes to airport shopping, it is the key for consumers to use their mobile devices to communicate with others and get access to information during shopping. In Charlotte's interview, she clearly expressed her reliance on Wifi:

*"I really need WIFI, not just because I am a social media junkie, but also because I'm often asked to buy things for others when I am having international flight, like cosmetics, perfumes or sometimes luxury products, so I need to use Internet to communicate with them, wait for their confirmation to buy the specific products..."* (Charlotte)

Similar to Charlotte, Megumi is also dependent on Wifi since she likes to "check reviews about the product and compare its price to decide whether buying it or not".

Unlike the highly expectation on Wifi, respondents have exhibited different expectation level on online shopping. According to the interview of Maxence, who is a frequent business flyer, he believed online shopping is very necessary, which is in line with Griffiths' (2014) view:

*"you just put whatever you want to buy in the basket, and order it, and then you can pay before your flight, it saves so much time especially when you don't have too much waiting time, also, by shopping online, you can collect points, and when you reach a certain level, you get more discounts"* (Maxence)

However, compared with Maxence, Katherine shared different value that she felt buying directly in the airport actually saved more time since she "get to see the real product and then decide to whether buying it or not directly." Additionally, Oliver also mentioned that he enjoyed the shopping time to explore, so he didn't prefer to shop online.

As to smart phone applications, which is believed to be popular among passengers (Adderley, 2012; Sohn et al. 2013), its expectation level is not that high based on the empirical data. For example, when Alex was asked about whether or not he expect APP that provides information, location etc to function his shopping, he mentioned that:

*"I was not fond of it since it might require personal information such as name and email address, and sometimes even bank account number if you want pay through this platform, which was too risky in my opinion". (Alex)*

### ● **Facility-related expectation**

Besides technology-related expectation, airport consumers are also estimated to take other factors into consideration, especially facility-wise, such as banks, ATM, currency exchange institution, POS mechanism (card usage), signage and screen stage system (Madeira, 2011; Sickert, 2011). Judging on the basis of empirical research, POS mechanism seems to have higher expectation level than banks, ATM, and currency exchange, which is mainly due to the fact that cards almost dominate consumers' paying method, as Mikael puts it:

*"I always stick with my card since it's convenient and simple, I don't need to exchange the currency...I don't like paying by cash, I feel uncomfortable walking around with a lot of cash" (Mikael)*

Mikael's preference on cards is also shared by Simona, Alex and Oliver. However, Alex also spoke about the situation in which he had no choice but to use cash. He mentioned that sometime his credit card was not accepted by the system, so he had to bring cash to the airport instead of going to ATM or currency exchange institution:

*"I just exchange my money in advance, I don't use ATM or currency exchange since I think the (exchange) rate is not good and they sometimes take some kind of service fee." (Alex)*

Lastly, when it comes to the expectation level of signage and screen stage system, airport consumers have expressed their different standpoints. For passengers like Hansol, they don't expect to see stage screen everywhere and they are satisfied with the signage system:



*" I often check my flight information right after I pass security, and then I know my time and gate, there is really no need to have too many screens, also I think the signage at the airport is pretty good already, I can find my way" (Hansol)*

However, there also exist consumers who are different from Hansol, such as Megumi. From her perspective, the number of these facilities shouldn't be too few, since they remind her of her boarding information and help her to keep track of her current location, which makes her less nervous about missing the flight.

### ● **Personnel-related expectation**

The last type of expectation of airport consumers is all about personnel and their service. For most passengers, they expect the sales staff to have nice attitude and offer their help in a professional manner when it is needed (Lin & Chen, 2013; Medrano et al. 2016). For example, when Maxence talked about what kind of expectation he had on sales staff at the airport, he mentioned:

*"I prefer they to be very friendly and helpful. I think they should know what they are doing, be professional about their work, answer customer's question in a polite way, not letting personal emotions taking over "(Maxence)*

Along with good attitude and professional knowledge, sales assistants are also expected to have multi-linguistic skills (Adderley, 2012), especially English since it's regarded as an international language. In Simona's interview, she said unless she's at her local airport where she can speak the native language, she expect to communicate with the sales in English. Besides Simona, Megumi also commented:

*"When I'm in Narita Airport in Tokyo, I speak Japanese, and when I'm in other countries, I use English since it's so common, but when I was in some European airports, the sales don't speak English that well, and it was really hard to communicate" (Megumi)*

#### 4.2.4 Airport shopping concerns

- **Product-related concern**

According to Rowley & Slack (1999), when it comes to shopping at the airport, passengers are found out to be special concerned about the size and weight of the products. For example, Mikael has specified his dislike towards "buying things that are too big and heavy" since he felt "stressful and uncomfortable carrying everything to the gate", therefore he only bought things that he was "capable of carrying". Likewise, Maxence also mentioned that he was precautious about the size and weight of products especially when he needed to transfer in other airports. Besides size and weight, Oliver has added new content to this product related concern, which is packaging:

*"I think packaging is more important than a lot of people think...If the packaging is not right, it might break or leak during your travel, and people might even get problems later when they transfer, especially liquid"* (Oliver)

- **Regulation-related concern**

Another type of airport shopping concern is all about the regulations in terms of requirements of boarding luggage, and custom regulations (Livingstone, 2014). Consumers with this concern often worries about the products they buy would not be allowed onboard. In Charlotte's interview, she shared her experience that one time she had to abandon some of her luggage before boarding since she bought too much at the airport, the shopping bag didn't fit the requirement. She has thus been checking the rule of the air company ever since. As to custom regulations, some passengers are concerned with the purchase of alcohol and cigarettes, for instance, Alex mentioned in the interview that before his trip, he always "check the custom rule of the destination just to be sure" so that he "doesn't have to throw things away". Besides economic reason, passengers like Hansol are more concerned about legal issue regarding to custom regulation:

*"if I buy some medicines or something, I am very concerned actually, because I have seen in TV that in the airport, they catch people if there are something illegal, something people don't even know that are illegal, so I always make sure if I buy something, it's always legal to bring to the next country"* (Hansol)

- **Flying-related concern**

Thirdly, according to Livingstone (2014), consumers' shopping can also be influenced by their perception of the available time. In this case, passengers are constantly thinking about for how long they can shop without being late for the flight, for example, in Megumi's interview, when she was questioned on the concerns, she stressed:

*"My biggest worry was missing the plane, so in order to prevent such things from happening, I always make sure to spare at least 40 minutes to get to the gate, maybe even longer for international flight"* (Megumi)

Moreover, on the basis of all the concerns stated above, the empirical studies has also discovered that some consumers are afraid of getting lost in the shopping area, which will potentially cause problems for their departure. Taking Mikael as an example, when he was in Heathrow airport, he decided to "stay within the area that's close to the gate" since he thought "the airport is very big", which could makes it hard to find his way around.

- **Staff-related concern**

The last type of concerns, according to interview data, is highly associated with sales staff. Some consumer believed that the help and suggestion from the staff does not all come from the bottom of their hearts in a genuine way, instead, they might try to allure or persuade customers to purchase things that they can benefit from. For example, Oliver, who has expressed himself during the interview:

*"because I know that if I have their help, they will try to sell me something. So I would rather make decisions on myself, and not to hear them....because often when I ask for their help, they put on their whole sales speech, so I am a bit...nah...."*(Oliver)

#### 4.2.5 Airport shopping emotions

Due to the nature of airport shopping which is conducted within in the airport, the consumers there have exhibited a wide range of emotions during their shopping (Crawford & Melewar, 2003; Lin & Chen, 2013; Lu, 2014).

- **Stress and anxiety**

According to Geuens et al. (2004), it is common for some passengers to remain rather stressful or anxious during the shopping not only for they are out of daily activities, but also because of the existence of time limit to catch the flight. This claim is in line with the expression of a few respondents, such as Hansol who was stressed about the shopping area being too far from the gate especially in big airports such as Incheon Airports. Instead of distance, Jannie's has mentioned that it was time pressure that made her stressful one time:

*"I remembered one time I was late when I arrived at the airport, and after I passed immigration check, there was less than one hour until they close the door, I was super nervous and worried during my shopping because I still have to pass the security check..."* (Jannie)

Similar to Jannie, Katherine also shared a story about her stressful airport shopping experience:

*"I actually planned to do some shopping at the airport, so we arrived there at least two hours earlier, but we waited for a really long time to check in, so in the end we didn't have much time in the tax-free area, we were basically running in the airport, it was really stressful"* (Katherine)

Besides Jannie's and Katherine's description, more examples can be found to illustrate passengers being stressful and anxious during their airport shopping, for instance, it was once observed that a young couple were extremely involved in the shopping as if they had forgotten about their flight, which largely delayed their arrival at the boarding gate, therefore they had no choice but to run to the gate. However, it doesn't mean that these airport consumers are always stressed or anxious, there also existed scenarios in which they have plenty of time to go airport shopping, in which case, the stress and anxiety are very likely to be replaced by some other kind of emotions, like "peaceful", which was used by Charlotte to depict her emotion during airport shopping that she wasn't in a rush, therefore she felt rather relaxing, comfortable. Additionally to this, there are more emotion types of passengers, which will be further explained down below.

- **Excitement and anticipation**

For some consumers, their airport shopping mentalities are more about excitement and anticipation (Crawford & Melewar, 2003). For example, Maxence has mentioned that since he always tried to spare enough time when is flying, so he was "not stressed about things went wrong". When waiting for the flight, he preferred to sit in a quiet restaurant and the seeing of plane made him looking forward to what's ahead of him. In addition to Maxence, Simona has also spoken of her excitement during airport shopping and even beyond:

*" I feel when I find something that I want, that would be good for me, like the cream that will make my skin look nicer, perfume would make me smell nicer, feel good about myself, and makeup products, I feel they will have a positive impact and not only the way I look, but also about how I feel and give me confidence, so I feel when I find something, I don't know, it really makes my day and I am very excited for a long time" (Simona)*

- **Bored and "non-place"**

However, besides these positive emotions during shopping, passengers are also found to feel bored and "non-place" (Rowley & Slack, 1999; Madeira, 2011; Chung et al, 2013). Based on interview data, boredom is closely related to airport shopping in a way that this feeling can be seen as one of the reasons for consumers to go shopping, for example Alex, who has mentioned that he enjoyed walking around the commercial area just to get rid of the boring feeling. As to the feeling of "non-place", Maxence stated that he usually had this kind of feel during transfer:

*"I know what time it was, but my biological clock didn't agree with me, and I knew where I was, but it was hard to believe that I was in another continent, if it was not because of the language I saw on the signage" (Maxence)*

- **Sadness**

Apart from these airport shopping emotions that have already been discussed in previous research, the interview data of Oliver and Jannie has revealed that passengers might feel sad, especially when they are leaving a place, such as holiday sites or homeland. For example, Oliver mentioned that when he was flying back to his own country at the end of holiday, he

often felt sad through all the process, including shopping. Also, Jannie talked about her sad feeling since she lost her granddad a couple of days ago before her flight to Europe from Aisa:

*"I was extremely sad about my grandpa's leaving, and myself leaving home...if it was not because I had to buy those I need, I would probably skip shopping at all"* (Jannie)

#### 4.2.6 Prior knowledge of airport shopping

- **Prior knowledge from other airports**

For a lot of passengers, their prior knowledge gained from other airports is another crucial factor they would like to take advantage of for the next time (Phillips, 2012; Suzuki et al., 2003). For example, Charlotte mentioned that she used the "pick up on return" service in Beijing International Airport, so she would also have high hopes for the same kind of service in Heathrow airport.

To be more specific, some consumers are likely to remember the price of the similar products and services they had earlier, and then compare with what they can have in the "new" airport (Freathy & O'Connell), for instance Katherine:

*"I can roughly remember the price of some cosmetic brand, like Estee Lauder, Chanel, Dior and so on, I know how much they might cost in Pudong International Airport of Shanghai because I have been in the tax-free store for so many times, so I always compared the price to other airports, so if it's cheaper at Pudong, then there's no point buying them somewhere else "* (Katherine)

- **Prior knowledge from the same airport**

However, not only is prior knowledge generated from other airports, but also it can be obtained at the same airport, which provides airport consumers more familiarities of the shopping area, such as the layout, setting, assortment, brands and so on. The example of Katherine can also be used here, as can be seen, her words has already shown that the price of products was remembered as a part of prior knowledge she gained at the same airport, which she would take into account in her following airport shopping.

#### 4.2.7 The holistic picture of airport consumer's shopping mind state

Now that airport consumers mind states have been analyzed in each component such as goals, motivations, expectations and so on, it's time to take a look at the holistic picture of passengers' shopping mind states as a whole, since without the collective perspective, one can hardly seize the complexity and fluidity of airport shoppers' mentalities. On the one hand, the coexistence among the factors of each component was clearly detected by empirical research, for example, in Alex's interview, he mentioned that he was motivated by the thought of gift-purchasing as price, which is a kind of functional motivation, being the biggest stimulation; while on the other hand, these factors are not in a fixed state, instead, they are rather fluid, which means they can be altered. Taking another example from observation, it was noted that in the beginning of a customer's airport shopping, she had a list stating the specific products she wanted, and when she was done with the list, she started walking around the commercial area for the purpose of entertainment, which suggested that her airport shopping goal was switched from specific to abstract.

However, not only does the complexity of airport consumers' shopping mind states lie on the factors of each component, but also it generates from the components themselves as they are not isolated from each other. To be more direct, these components often associate and interlink with each other, and shape consumers' shopping mind states in a joint manner, which means that the passengers are not influenced by one component, but several components together. For example, based on observation data, there was a passenger who are under severe stress during the shopping due to a very short waiting time before departure, yet she still took the chance to purchase some cosmetic products from Lacomme for their competitive price. In this case, her shopping mind state was mostly a combination between the emotion as stress, and the motivation of functional factor: price. Finally, although obvious, it is still worthy to mention that consumers are very likely to weight the components of their mind state differently, or to say, they are influence by different combinations of the components of their airport shopping psychology, for example, the aforementioned passenger's shopping mentality involved her emotion and motivation, while another one can be affected by the combination of prior knowledge and concern.

To conclude, airport consumers' shopping mind states might be more complicated and versatile than they seem to be for the reason that they are sculptured both by their components, and the factors that belong to these components. Therefore, as consumers differ from each other, and their airport shopping situations vary from each other, it is inevitably for them to form their own personal and unique shopping mind states.

### 4.3: What influence do these elements have on airport consumers' shopping experiences?

According to the theory of experience in retail context, a shopping experience is emotional outcome that's stimulated by consumer's interaction with the products, services, environment and personnel under the influence of individual's airport shopping mind state (Pine & Gilmore, 1999; Sundbo & Sørensen, 2013). Therefore, answering this research question is answering what effects do passengers' shopping mentalities have on their interactions with products, services, physical environment and sales staff of the airport, as well as the way these interactions shape their shopping experiences accordingly.

#### 4.3.1 The influence of shopping goals

Based on empirical data, it is very obvious that for people who are looking for specific products, they are more inclined to interact with the products, for example checking the name and content, and the package of the products. However, not every consumers are able to location the ideal products themselves, which explains the reason why they sometimes asking for help from the sales assistants. Therefore, if consumers find their targets by means of a good interaction with the staff, they are more likely to form a positive shopping experience.

When it comes to consumers with semi-specific shopping goals, their interaction content would normally involve personnel to a greater extend according to the observation. Since these consumers only have rough ideas, they often communicate with sales for their advice, hence a pleasant personnel interaction would be essential to create a good airport shopping experience for these passengers. For example, one of the observed passenger tried to purchase some sweets for her colleagues, she turned to the staff for help and stated her preferences, and in the end she took the advice and bought some chocolate from the famous Godiva, which made her really happy.



Compared with consumers whose goals are more specific, passengers with abstract shopping goals often display a high tendency towards interacting with the environment since they need to look through the aisles and engage themselves in the shopping environment, which is absolutely essential for the generation of their good airport shopping experiences. Despite of this similarity, shoppers who have semi-abstract goals are more interested in personnel interaction, as shown in the picture down below (Picture 1).



Picture 1

This photo was taken when the consumer was trying to ask for suggestions from the sales in red about gift choice. He was holding the product that she recommended. This picture demonstrated the personnel and product interaction.

However, for those with are abstract goals, they are more leaning towards the prevention of being disturbed by the staff. The reason for this difference is due to the fact that passengers, who are more about time-killing, might not even have the plan to spend money, therefore when they are approached by sales staff, they often feel pressured, and moreover, they might even feel embarrassed. For example, in the observation, a Chinese passenger skipped the interaction with the sales, and when the author asked the reason, he said that he was afraid of talking with the assistant since he wasn't planning to buy anything, otherwise he would feel awkward. As can be seen, although both of these consumers' goals are abstract, they have different standpoints on personnel interaction: for consumers whose shopping orientation is semi-abstract, communicating with sales might stimulate a positive experience if the interaction is good, whereas for the other ones, the result would be the opposite.

### 4.3.2 The influence of motivations

According to earlier analysis, functional motivation is one of the most prevalent type of airport shopping motivations for passengers whose focuses are placed on price, brand, promotions, quality and so on (Geuens et al., 2004). Hence, in the eyes of these consumers, interactions of both product and environment are essential as the former offer access for them to check the price and feel the quality, while the latter give opportunities to discover the brand and spot the promotion. Here two photos (picture 1 & picture 2) taken during the observation can be used to further demonstrated these two interactions.



Picture 2



Picture 3

The first picture was taken when the passenger was attracted to the super-deal section in the tax-free store, at that moment, he was looking though the store, interacting with the environment. While the second picture was captured the moment when the passenger picked up the perfume that he was interested, which showed that he was interacting with the product.

With this being said, it is easy to draw the conclusion that consumers, who are motivated by functional factors, might not have good airport shopping experiences if their interactions with products and environment turn out to be disappointed. An example can be taken from the observation, a female consumer told the researcher that she was disappointed because she couldn't find any brand she liked in the airport, which created negative influence on her airport shopping experience at CPH airport.

When it comes to consumers with travel-related motivations, their shopping behavior become more diverse. According to the participant observation, the most two frequent interactions for

these consumers are interacting with environment and products, which is due to the reason that these type of passengers need to firstly walk around the commercial area to search for what they desire, no matter if they are souvenirs, presents, distinctive products or exclusive travel sets. After targeting the product that they are interested in, they normally will interact with the product just to actually have a look at it. Therefore, if interactions with environment and products are able to generate positive reactions of these consumers, it is more likely for them to have good shopping experiences.

As to consumer with hedonic motivation, their interaction content is almost dominated by environment in which they are able to look for fun and enjoy pleasure. On the basis of observation, it is noticed that these consumers immerse themselves into the surroundings, for example, sitting next to the window or wandering through luxury stores. In this case, the interaction with environment that is relaxing and entertaining is the key to form good shopping experiences for passengers that are motivated by hedonic value.

#### 4.3.3 The influence of expectations

Unlike other components of passengers' shopping mind states as mentioned earlier, their expectations mainly cast the shadow on their shopping experiences through a new kind of interaction, which is interacting with service. According to the findings of empirical research, airport consumers' expectations mainly relate to three types of factors, which consist of technology, facility and personnel. To begin with, passengers with the first type of expectations are looking forward to take advantage of Wifi and online shopping website, which stimulated them to interact with these service that are provided by the airport. Similarly, passengers who has facility-wise expectations are also highly involved in interaction with service since they would like to use POS mechanism, ATM, signage system, boarding screen and so on (Madeira, 2011; Sickert, 2011; Griffiths, 2014), which can be illustrated with picture 4 taken in empirical research.



Picture 4

Picture 4 mainly showed that the staff was trying to hand over the POS machine to the passenger. In that situation, the passenger asked for paying with card, which means that he expected the existence of card payment.

Therefore, for airport consumers with these two kinds of expectations, if the interaction with service is not ideal, it's very likely to have negative influence in terms of generating airport shopping experiences. For example, according to the observation, there was one time that the POS system went wrong in the airport, and consumers couldn't pay with their cards, which forced a lot of customers to cancel their purchases and it generated really negative shopping experiences. Taking another example from the participant observation, during the research, a passenger complained about the un-stability of the Wifi connection of CPH airport, he mentioned that his girlfriend asked him to buy some cosmetic products for her, so he told her to send him the pictures since he expected to open them under Wifi condition. However, his Wifi was not connected when he was in the tax-free area. He finally received her picture when he was on the way to the boarding gate (picture 4), and it was too late, which made feel really annoyed about the experience.



Picture 5

This picture was taken when the passenger stopped to check the picture his girlfriend sent to him.

In addition to technology-wise and facility-wise expectations, passengers also highly expect the sales staff to have nice and friendly attitude (Lin & Chen, 2013; Medrano et al. 2016), professional skills and knowledge, so that the communication and interaction can be relaxing and effective. In general, passengers are more likely to have positive airport shopping experiences if the personal interaction meets their expectation.

#### 4.3.4 The influence of concerns

Product-related concern is one of the most popular thoughts of airport shoppers (Livingstone, 2014), for these consumers who are quite concerned about the size and weight of products, they first would interact with the product to feel how it is like to carry it. So, if the interaction outcome is not ideal, they are very likely to give up the buying thought. However, if the airport offers creative services that alleviate customers' carrying burden, it is fully potential to create good airport shopping experiences for customers through service interaction. For example, one observed passengers mentioned the delivering service in Hong Kong airport, and it really made a positive impression for him.

When it comes to passengers regulation-related concerns, the most common interaction would be personnel. According to data from observation, consumers believe that staffs should

have knowledge about different regulations of customs and air companies, therefore they often ask the sales staff whether or not they are able to purchase something without causing any problems. Here, Picture 5 is inserted to illustrate this type of interaction.



Picture 6

This picture was taken during the interaction between the female consumer and the sales assistant in black. The passengers was trying to confirm about Chinese custom regulation for bringing in cigarettes.

In this regard, correct information might not generate good experiences, yet wrong information is very likely to cause bad shopping experiences.

Moreover, the concerns about missing the flight because of lacking of time and getting lost calls for passengers to interact with both service and personnel, like screen boarding and signage system to know about their current location, boarding gate, as well as asking direction from the staff. Therefore, for passengers with flying-related concern, good services and personal interactions are very essential for creating good airport shopping experiences.

Finally, as to passengers who are concerned about staff, instead of interacting with staff, they mostly interact with the product or environment, which makes these two interactions of great importance regarding to good shopping experiences. However, it doesn't mean that interaction with personnel should be diminished, on the contrary, if the sales assistant can be

very genuine and professional, it is possible to alter these passengers' negative perception on sales, which might give birth to good airport shopping experiences.

#### 4.3.5 the influence of emotions

In the research of Geuens et al., (2004), stress and anxiety are often closely linked to some airport consumers. For people with this kind of emotions, it's highly possible for them to skip going shopping at all, and in this sense, there will be no interaction and no experience. Compared with them, customers who are anxious but to a less degree are more inclined to ask for help from staff, the interaction with personnel is thus of great value to form a positive airport shopping experience.

Speaking of passengers who feel more exciting and anticipated about the trip, they are more interested in enjoying the environment, therefore positive airport shopping experiences for them are all about good interactions with the environment, for example, relaxing atmosphere and entertaining environment.

As for passengers who feel bored and "non-place", their interaction types mostly entail interactions with products, environment, as well as service. According to both interviews and observations, bored consumers are more inclined to kill time walking around commercial area and scanning through different stores and shelves. And by the time they find things that are appealing to them, they often interact with the products as well. In picture 7, the woman on the left was interacting with the table decoration. Through communicating with her, the author got to know that before she noticed this product, she was looking around at the store just to kill some time, and this store had provided her a really good time. Therefore, for these bored consumers, a wide range of product assortments (Freathy & O'Connell, 1998) will benefit the interaction with products and the environment, which are essential for good airport shopping experiences.



Picture 7

While for passengers who feel "non-place", their interactions are more related to service. Based on observation, these consumers are mainly transfer passengers who are normally after a long flight, therefore they would like to search for places and facilities to take a rest. As a result, a good service interaction is the key to generate good shopping experiences for them, such as lounge service, spacious seating area and so on.

Lastly, for those sad passengers, a positive airport shopping experience would be rather hard to achieve, yet if they have really good interactions with staff who are very warm and uplifting, it is possible to generate a good shopping experience out of it, for instance, in previous example Jannie has mentioned that during her shopping she was sad, and there was a sales assistant approached to her and asked her to try some bright lipsticks to cheer her up. This personnel interaction delivered positivity to her, which lightened her sadness and provide her a really special and impressive airport shopping experience.

#### 4.3.6 The influence of prior knowledge

Consumer's prior knowledge obtained from previous experience also influences their interactions. As the main component of prior knowledge, price and service remembered by consumers will trigger them to interact with products and service, so that they can compare the offers. As a result, if the price of the same product is more expensive, or similar service cannot be found in current airport, consumers might have negative impressions so that they probably wouldn't purchase, which might lead to bad shopping experiences. Similarly, if the



price is cheaper and there exist creative services, passengers are more likely to feel positive about the buying, which helps to generate good shopping experiences.

Another type of prior knowledge gained from the same airport is about the layout of the airport, which enables consumers to be less worried about finding their ways, therefore can have more time and concentration to interact with products, services, environment and staff, and create positive shopping experiences. For example, one observed passenger said that she was quite familiar with CPH airport, so she never worried about getting lost in the shopping area, and it left her more relaxed in her shopping and enjoying the meals.

#### 4.3.7 The holistic picture of consumers shopping experiences through interactions

As stated out earlier, airport consumers' shopping mentalities are full of intricacy, hence under these personal and unique mind states, their shopping interactions between themselves and the products, services, environment as well as personnel, will be extremely hard to predict in a precise manner, which will also make airport shopping experiences very personal to different individuals.

## 5. Summary and reflection

This final chapter is about to summarize and reflect upon this research. Starting with a general conclusion, all the findings in relation to the research questions will be demonstrated; Following with the second section, some critical thoughts and existed limitations will be reflected and explained; Furthermore, the third part will be discussing the contributions and implications of this research, and at last, the dedication is placed on pointing out directions for future research.

### 5.1 Conclusion

This research was trying to explore what influence passengers' airport shopping mind states have on their shopping experiences. However, just like any other types of experiences, neither is airport shopping experience an easy concept, therefore in order to answer this question, one need to have clear understandings on airport consumers' shopping mind states, their behaviors and interactions through airport shopping under these mentalities, as well as their perceptions of the shopping experiences.

#### 5.1.1 Airport consumers' shopping mind states

Starting off with passengers' shopping mentalities: as airport is different from other retail context, airport consumers has inevitably exhibited some special characteristics of their shopping mind states on the basis of ordinary consumers' shopping psychology due to the nature of airport as the shopping context. Generally speaking, passenger' shopping mind states can be categorized into 6 components, which contain: airport shopping goals, motivations, expectations, concerns, emotions as well as prior knowledge. All these components further consist of several factors, some of which are highly connected to the flying purpose, for example, when it comes to airport shopping emotions, some consumers are involved in stress and anxiety, which can be rather rare for ordinary shopping since there normally does not exist time limit. These special factors enriched the content, and increased the complexity of each components of passengers' airport shopping mind states. Moreover, during passengers' shopping processes, the coexistence and the changes of these factors, as well as the combination of components has made airport passengers' shopping mentalities full of complexity and extremely personal.

### 5.1.2 Airport consumers' shopping behaviors and interactions

Making sense of passengers' shopping behaviors and interactions during their shopping processes is of great significance for achieving the research aim. According to the findings of empirical research, passengers' airport shopping behaviors and interactions which are determined by their underlying shopping mentalities, are thus also considerably complex and special in a personal manner. However, four types of interactions can be found in terms of airport shopping interactions: products, services, the environment as well as personnel. Therefore, the way airport shopping mind states cast their shadow on the accordingly shopping experiences is through the stimulation of different types combinations of interaction.

### 5.1.3 Airport consumers' shopping experiences

According to its definition, an airport experience is an emotional reaction which is stimulated through passengers' interactions with products, services, the environment and personnel under the influence of their shopping mind states. Therefore, airport experiences will generate emotional outcomes. Based on this criteria, some passengers' airport shopping cannot be regarded as experiences for they have no specific emotional outcomes that worth being remembered. While for passengers whose shopping can be taken as experiences, they are often divided into two sections: good experience with positive feelings and bad experience with negative feelings.

Conclusively speaking, passengers' airport shopping mental states are much diverse for the fact that they not only depend on the individual, but also the specific shopping scenario, which will therefore bring out different shopping interactions. Through these interactions, passengers will come up with their own perceptions and feelings about the shopping, which might be further turned into experiences.

## 5.2 Critiques and limitations

This paper attempts to explore passengers' shopping mind states and their influence towards the shopping experience, therefore in order to collect empirical data on passengers, I made my decisions to interview people who have been airport passengers, and observe individuals

who were currently passengers at the airport back then. Although the sample population is appropriate, there still exist some imperfections that need to be addressed.

First of all, in this paper, besides consumers' gender, age, other features of passengers were neglected to a certain degree, for example whether they are frequently flyer or not, trip purpose, destination, length of stay in the airport. As a result, it might cover up the influence of these features on passengers' shopping mind states, and accordingly their shopping experiences.

In addition, the respondents volunteered in the interview were mainly youth, which leaves the viewpoint of elder passengers quite sparse. Even though I encountered some elder consumers during the observation, it is still hard to access to their thoughts since on the one hand, they only took small share of people I observed, and on the other hand, their time was limited which constrained the information. Therefore, the summary of passenger' shopping states of mind is more towards the younger generation.

Thirdly, I adopted semi-structured interviews before my observation for the purpose of a thorough and deep understanding of passengers' shopping mind states, yet the choice of this method was also due to the practical difficulties to interview real time passengers at the airport. Through the interview, I obtained rich and deep information on shopping mentalities, however, since interviews might have recollection inaccuracy (Padgley, in Livingstone, 2014), it is possible that the respondents might forget something in the interview process, which might make the conclusion biased. Therefore, if I had more time and more opportunities to interview passengers who were currently in the airport and had the time and willingness to participant, I would consider doing ethnographic studies.

Furthermore, another problem during the research was the using of language. Since English is not my mother language, I found it very hard to formulate the guiding questions, therefore, if the guiding questions were asked in another way, they respondents might interpret differently, which can potentially generate other insights. Also, it was inevitable for me to bring my own values into the research even if I tried my best to minimized it.

Last but not the least, observations were only conducted in CPH airport, which failed to take the difference among airport infrastructures into consideration. For example, in Kustrup

airport, the shopping area was established between security check and custom, while in Beijing International Airport, it was after custom but before security check. Additionally, CPH is a lot smaller than Beijing International Airport, which means that the distance among custom, shopping area and security check of airports can be significantly different, and all of these differences are believed to have their impact on passengers' shopping mentalities, shopping behaviors and potentially, experiences.

### 5.3 Contributions and implications

This paper is dedicated to connecting the theory of experience with the theory of consumer psychology, for the purpose of probing the influence of airport consumer's shopping mind states on their shopping experiences. And hopefully, it can come up with academic contributions and shine some lights on social implications.

#### academic contributions

The theoretical contribution of this thesis is that it helped to fill the research gap in terms of the application of experience theory in the airport context. Departing from experience theory, this paper investigated passengers' shopping experiences and offered valuable insights on their perceptions of the experiences, which included good airport shopping experiences with positive feelings, bad airport shopping experiences with negative feelings, as well as airport shopping for some people are not experiences due to the absence of specific feelings.

Inspired by the theory of consumer psychology, the thesis has taken the special characteristics of airport passengers into account, and achieved to summarize the components of passengers' airport shopping mentalities, which include their shopping goals, motivations, expectations, concerns, emotions as well as prior knowledge. Therefore, this paper has further developed consumer psychology to the airport context.

Moreover, this paper has looked into the way passengers' shopping mind states influence their experiences, which is through interacting with products, services, the environment, and personnel. In this regard, this thesis also extended the experience theory to the airport context, and added valuable inputs in terms of the way passengers engage themselves through the shopping processes.

## social implication

The finding of this research can largely benefit the management of airports by offering good airport shopping experiences. By knowing the components of passengers' shopping mind states, airports are able to recognize that their mind states are very personal and complicated. However, it can also be found out that no matter what shopping mind state a passenger has, his/her resultant interactions would always fall into the four categories, products, services, environment as well as personnel, which thus offers incredible inspirations for airports to improve these interactions and stimulate airport consumers' good shopping experiences.

Secondly, this paper also illuminated the development, especially the retail practice of public transportation terminals, such as train stations, bus stations, ferri stations, and onboard tax-free stores on airplanes and cruise-lines. On the one hand, the thorough and deep description of passengers' shopping mind states is able to provide suggestions for these organizations to plan their retail content, while on the other hand, the knowledge of passengers' interaction can benefits to better shopping experiences.

## 5.4 Future Study

As this thesis is only an initial application of the experience theory in the airport context, it opened more new gates to some more research possibilities for service management, especially retail studies, as well as the expansion of the domain of experience economy. Since this paper only used qualitative methods to explore and explain passengers' shopping mind states and shopping experiences, a followed-up quantitative study can be really useful to testify the co-relations between the components of consumers' shopping mentalities.

This research can also be further extended through on the one hand, exploring what influence does physical environment have on passengers' shopping experiences. In this case, the theory of Bitner's servicescape can be borrowed and connected with theory of experience. And on the other hand, infusing experience theory into other retail settings, such as supermarket, restaurants, second hand stores, convenient stores, and so on.

Based on the empirical data, it has suggested that there might exist a relationship between gender and passengers' shopping mind states, to be more specific it seems like that: compared

with male passengers, females are more involved in airport shopping, and it's easier for them to take it as an experience, which calls for confirmation in the future.

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# Appendix 1: guiding questions for Interview

Date/Time

Interviewee/Respondent

Introduction

Research purpose and topic

Recording permission

1. When you are waiting for your flight, what do you usually do?

- do you go to the shopping area of the airport?
- what do you do there in the shopping area?

2. Can you recall some airport shopping experiences that leave impressions? And could you please describe them?

- if you cannot recall any special airport shopping experiences in particular, could you describe your general airport shopping experience?

3. What do you think about your airport experiences?

- How do you feel about the experience? (Positive/Negative)
- Do you have airport shopping experiences that give you the opposite feeling?

4. What is the reason for your airport shopping?

- specific goal in mind?
- time-killing?

5. What do you often purchase in the airport?

- Cosmetic? Tobacco? Souvenir? Local specialties? Food?

6. what is your motivation of these purchases?



- Price/Promotion/Products? Brands? Distinctiveness? Bringing gifts? Travel-related needs? Experiential? Interaction?

7. What kind of facilities do you expect the airport to have in the shopping area?

- WIFI? online shopping? currency exchange? screen? signage?

8. What expectation do you have on sales staff when you shop in the airport?

- language? courtesy? professional knowledge?
- do you have any problems during interaction?
- how do you think of them?

9. Could you please describe what kind of emotion do you have during your airport shopping?

- stress? boredom? excitement? anticipation?

10. According to your experience, what concerns do you have on airport shopping? And could you please explain why?

- regulation-wise: custom? carry-on luggage?
- product-wise: size? volume?

11. Could you please estimate how many airport have you been shopping in? What is the influence of previous airport shopping experience on recent ones? Have you ever shop in the same airport for more than one time? What is the influence of earlier shopping experience you had in the same airport on the recent ones?

## Appendix 2: Summary of observation schedule

Date	Day	Time	Hours
2015/7/21	Tuesday	15:00–20:00	5
2015/7/22	Wednesday	8:00–15:00	7
2015/7/24	Friday	8:00–15:00	7
2015/7/29	Wednesday	8:00–12:00	4
2015/7/31	Friday	15:00–20:00	5
2015/8/4	Tuesday	8:00–15:00	7

2015/8/5	Wednesday	8:00–12:00	4
2015/8/7	Friday	15:00–20:00	5
2015/8/9	Saturday	8:00–12:00	4
2015/8/12	Wednesday	15:00–20:00	5
2015/8/14	Friday	8:00–15:00	7
2015/8/16	Sunday	8:00–12:00	4
2015/8/18	Tuesday	8:00–14:00	6
2015/8/20	Thursday	15:00–20:00	5
2015/8/25	Tuesday	8:00–15:00	7
2015/8/26	Wednesday	8:00–15:00	7
2015/8/31	Monday	8:00–15:00	7
2015/9/3	Thursday	8:00–14:00	6
2015/9/4	Friday	15:00–20:00	5
2015/9/7	Monday	8:00–15:00	7
2015/9/10	Thursday	15:00–20:00	5
2015/9/15	Tuesday	8:00–14:00	6
2015/9/19	Saturday	15:00–20:00	5
2016/9/21	Monday	8:00–14:00	6
2015/9/22	Tuesday	15:00–20:00	5
2015/9/25	Friday	8:00–15:00	7
2015/9/29	Tuesday	10:00–18:00	6
2015/9/30	Wednesday	8:00–12:00	4
2015/10/1	Thursday	10:00–18:00	6
2015/10/6	Tuesday	13:00–20:30	7.5
2016/10/9	Friday	15:00–20:00	6
2016/10/14	Wednesday	8:00–19:00	11
2016/10/15	Thursday	15:00–20:00	5

## Appendix 3: Examples of field notes

### Example 1:

*2015/8/4 Tuesday 8:00-15:00*

Passenger 1: a female

tax-free and T2 luxury stores;

cosmetic list, no english (not able to communicate with sales, therefore avoid the help)

gift (local brand); try to pick up things herself

*highly specific goal, distinctiveness, not willing to interaction with foreign personnel, interact with products*

enough time, not stressed, bored, time-killing, look relaxed, going into different stores;  
*interaction with environment*

bought an Hermès scarf (price is very cheap after tax-free, very satisfied about the help from the staff )

*purchase under a abstract goal, and motivated by brand name and price*

overall good impression *a good experience*

Passenger 2: (middle-aged couple)

T2 Ecco store;

knwo the brand, intrigued by the price & tax-free, no english *motivation: brand & price*  
complaining loudly to the sales (already paid, then realized it was a wrong price tag),  
*service didn't meet their expectation; poor interaction with the sales*

very angry, bad attitude to the staff, very stressful(only half an hour till taking off),  
described the experience as extremely awful *a bad experience*

Example 2:

*2015/8/9 Saturday 8:00-12:00*

Passenger 1: middle-aged couple

tax-free store, T2 luxury watch store

planned gift shopping (prefer local distinctive brand), regulation(custom), weight  
*semi-specific goal, concerns*

a few english words, simple communication with sales, want to use left over foreign  
currency (Euro, Sek)

*interaction with personnel; semi-abstract goal; expectation: flexible paying*

looking around different shops, purchased a Longines watch because of tax-free  
incentive, the sales provided a small gift,

*interaction with environment & products, motivation: price & brand & quality*

very satisfied, no time pressure

feel happy about the experience and said the airport is very considerate

a good experience

Passenger 2: male group

tax-free store, T2 watch store

cosmetic for one's wife (need wifi to video call), poor english (searching sale's help), all people planned buying gift (prefers candies and chocolate because of price), promotion, *expect wifi, semi-specific goal, interaction with products, perosnnel; motivated by price and promotion*

no stress, plenty of waiting time to avoid missing flight, time-killing, window shopping in luxury stores *interaction with environment*

Unexpected purchase: tissot watch for one consumer's daughter (intention: planned, product, category: unplanned) quality, brand, price,

*semi-abstract goal*

average feeling, similar to other airport shopping. *not a experience*

## Appendix 4: Examples of coding qualitative data

Texts in interview transcripts	Classfied Categories	Classfied Themes	Answering
"I bought a Givenchy bag there, and I remembered it was such a big discount because of the holiday promotion, so you know the price was really really good...Also, the staff works there was really friendly and helpful...and very patient! I had really good service...I cannot ask for more, that was a wonderful shopping experience, if not the best"(Jannie).	Good ariport shopping experience with positive feelings	Airport shopping: as experiences	RQ(1)
"Honestly, I was of course a bit pissed off in the beginning since I paid a ton for a wrong product. But I didn't change it myself, so I cannot blame	Bad airport shopping experience		

everything on them, but still it was not something good....It was not a pleasant experience, and I feel disappointed"(Megumi)"	with negative feelings		
"I cannot really remember any airport shopping in particular...I mean you just go to the shopping area and grab what you want, and you go to the cashier, it's just like ordinary shopping except you are doing it at an airport...So it's nothing special, at least for me" (Mikael)	/	Airport shopping: not as experiences	
1."for myself, I will buy cosmetics, and if it is for my family, I will pick up different stuff, for my mom, I will buy for example, perfumes, lotions, for my father, I will buy alcohol, and for my grandparents, I will buy some souvenirs, and for my nephew, I will buy children clothes." (Katherine) 2. "I cannot use the money anyway, so I always buy some small things, u know like the fridge stamp or things like that, just for the sake of using it up"(Alex)	/	Airport shopping goals	
"The quality has to be good, otherwise you will regret spending money. It's the same in the airport, aI want to buy things that remind me of my trip, I often take it as collection, it needs to be good, so that it lasts longer" (Jannie)	/	Airport shopping motivations	
1. "I really need WIFI, not just because I am a social media junkie, but also because I'm often asked to buy things for others when I am having international flight, like cosmetics, perfumes or sometimes luxury products, so I need to use Internet to communicate with them, wait for their confirmation to buy the specific products..." (Charlotte) 2. "I always stick with my card since it's convenient and simple, I don't need to exchange the currency...I don't like paying by cash, I feel	/	Airport shopping expectations	RQ(2)

<p>uncomfortable walking around with a lot of cash" (Mikael)</p>			
<p>1. "I think packaging is more important than a lot of people think...If the packaging is not right, it might break or leak during your travel, and people might even get problems later when they transfer, especially liquid" (Oliver)</p> <p>2. "if I buy some medicines or something, I am very concerned actually, because I have seen in TV that in the airport, they catch people if there are something illegal, something people don't even know that are illegal, so I always make sure if I buy something, it's always legal to bring to the next country" (Hansol)</p>	/	Airport shopping concerns	
<p>1."I remembered one time I was late when I arrived at the airport, and after I passed immigration check, there was less than one hour until they close the door, I was super nervous and worried during my shopping because I still have to pass the security check..." (Jannie)</p> <p>2." I feel when I find something that I want, that would be good for me, like the cream that will make my skin look nicer, perfume would make me smell nicer, feel good about myself, and makeup products, I feel they will have a positive impact and not only the way I look, but also about how I feel and give me confidence, so I feel when I find something, I don't know, it really makes my day and I am very excited for a long time" (Simona)</p>	/	Airport shopping emotions	
<p>"I can roughly remember the price of some cosmetic brand, like Estee Lauder, Chanel, Dior and so on, I know how much they might cost in Pudong International Airport of Shanghai because I have been in the tax-free store for so many</p>	/	Prior knowledge of airport shopping	

times, so I always compared the price to other airports, so if it's cheaper at Pudong, then there's no point buying them somewhere else " (Katherine)			
<b>Picture 1</b>	/	The influence of shopping goals	RQ (3)
<b>Picture 2 &amp; Picture 3</b>	/	The influence of shopping motivations	
<b>Picture 4 &amp; Picture 5</b>	/	The influence of shopping expectations	
<b>Picture 6</b>	/	The influence of shopping concerns	
<b>Picture 7</b>	/	The influence of shopping emotions	
/	/	The influence of prior knowledge	