AIRPORT SHOPPERS: A STUDY OF HABITS TO VISIT RETAILERS AT AIRPORT

SYED AZHER ALI

Research Scholar

Swami Ramanand Teerth Marathwada University,

Nanded **(MS) INDIA**

ABSTRACT

Airports are not just the travel gateways but also the gateways to the world of shopping. Travelers get leisure time at the airports. They spend their leisure by listening to music, reading, interacting with people and shopping. The present paper discuses habits of buyers to visit retail shops at airport.. The study included secondary data collected from different sources such as journals, books, magazines etc. The primary data was collected through structured questionnaire. Statistical tools such as descriptive statistics and Chi – Square Test were used to analyze the data.

Keywords: Airport Retailing, Airport Retailers, Visiting Habits

INTRODUCTION

The retail shops at airports have seen exponential growth due to a sudden increase in air traffic and the number of passengers. The passengers spend a lot of time in the closed environment of airports. Check in times, gate arrival times, security checks, transferring passengers and flight schedules etc. define the movement of passengers inside airports. The airports operate 24X7; it ensures that retailers have bundle of opportunities at all times. This makes airport retailing unique than other forms of retail.

Objective of the Study:

The primary objective of the study was to study the visiting habits of buyers at airport retail shops.

Research Methodology:

Sample Design: The present study is based on the primary data. The primary data were collected from sample respondents. These respondents were selected by using convenience sampling technique.

Data Collection: The present study is purely based on the primary data. Questionnaire method was used to collect data. The questionnaires were distributed and mailed.

Area of the Study: This study is confined to Pune city (Maharashtra, India). The respondents were the frequent travelers from Pune airport.

Framework and Tools for Analysis: Data collected through questionnaire were presented in a master table and required sub-tables were prepared. For analyzing the data, descriptive statistics, Friedman Chi-squire test were applied. Statistical calculations and computations were done through IBM SPSS statistical package (version 19.0).

Limitations of the Study:

Following are the limitations of the study.

- The information can be biased due to use of questionnaire.
- Area of the study was restricted to travelers of Pune airport only.

Data Analysis and Findings:

Descriptive Statistics for Visiting Habits:

	N	Mean	Std. Deviation	Skewness	Kurtosis	m/2	Result	Conclusion
I visit shops to kill time	30	3.5333	1.47936	-0.686	-0.951	1.76665	SD < m/2	Agree
I buy tax free products	29	3.1034	1.04693	-0.821	-0.58	1.5517	SD < m/2	Neither agree nor disagree
I want to explore new products	30	3.6667	0.88409	-0.226	-0.498	1.83335	SD < m/2	Agree

It was found that most of the respondents "agree" that they visit shops at airport to kill time, to explore new products and neither agree nor disagree that they visit shops at the airport to buy tax free products.

Hypothesis Testing:

Friedman Chi-squire Test: Friedman Chi-squire Test was conducted to study if there is difference in the importance respondents attach to various visiting habits. Respondents were presented with three factors on visiting habits. (I visit shops to kill time, I buy tax free products, I want to explore new products)

Each factor was measured on a five point scale (Strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)

H0: There is no difference in the importance respondents attach to the various factors of visiting habits.

H1: There is a significant difference in the importance respondents attach to the various factors of visiting habits.

Test Statistics^a

N	29
Chi-Square	3.553
df	2
Asymp. Sig.	.169

$\lambda^2 = 3.553$, P = 0.169, N = 29

CONCLUSION:

Since the P value is less than level of significance the null hypothesis is rejected. Hence it is concluded that there is a significant difference in the importance respondents attach to the various factors of visiting habits.

In order to identify where the difference lies we refer to Rank Table.

Ranks

	Mean Rank

SYED AZHER ALI   3 P a g e

Vol 1, Issue 2   www.puneresearch.com/discovery   Aug-Oct 2016
(IMPACT FACTOR 2.01) INDEXED, PEER-REVIEWED / REFEREED INTERNATIONAL JOURNAL

I visit shops to kill time	2.16
buy tax free products	1.76
want to explore new products	2.09

Conclusion:

It can be concluded that " I visit shops to kill time " has a mean rank of 2.16, " I want to explore new products" has a mean rank of 2.09, "I buy tax free products" has a mean rank of 1.76.

Hence it can be concluded that most airport shoppers visit shops at airport to kill time and to explore new products.

REFERENCES

1. Kasarda, J. D. (2008). "Shopping in the airport city and aerotropolis". *Research Review*, 15(2),p. 50-56.
2. Ramsay, Fiona, (2006) "Airport alert has boosted sales" *Bookseller*, 00067539, Issue 5243
3. Smith, Stuart, (2008) **"**Nemesis follows shopping hub-rise at Airstrip One" *Marketing Week*, 01419285, Vol. 31, Issue 34
4. Thomas, D. (1997). "Retail and leisure developments at London Gatwick. Commercial Airport", *British Airport Authority*, August, 38e41.
5. Tovar B., Roberto Rendeiro Martin-Cejas (2008), "Are outsourcing and non-aeronautical revenues important drivers in the efficiency of Spanish airports?" *Journal of Air Transport Management*

SYED AZHER ALI   4 P a g e

Vol 1, Issue 2   www.puneresearch.com/discovery   Aug-Oct 2016
(IMPACT FACTOR 2.01) INDEXED, PEER-REVIEWED / REFEREED INTERNATIONAL JOURNAL