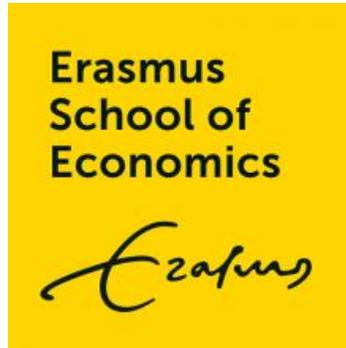


Erasmus University Rotterdam



Urban, Port and Transport Economics

Master Thesis

How do passengers experience the retail offer at the airports based on their travel profile (Business traveler Vs Leisure traveler)?

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Abstract

In this research, it is examined how travelers experience the retail offer at an airport, dependent on the purpose of their trip, where the purpose can be defined as business or leisure.

In that content, the research question is: **How passengers experience the retail offer at the airport based on their travel profile (business and leisure travelers)?** To address the research question a qualitative approach of in-depth interviews was chosen, since the goal is to deeply understand the traveler's behavior.

The sample for the in-depth interviews was taken from the employees of Unilever Netherlands. That opportunity was given since I had an internship in the homecare procurement department. The results of this research indicate the following. Activities, emotions and their travel companion inside the airport, are the three "characteristics" that change the most in their retail experience inside the airport. That means that when people travel for business, they tend to do different activities, experience different emotions and travel with different group of people compared to a leisure travel. Still, there are some "characteristics" that are not affected in a big extend from the purpose of the trip. Those seems to be the arrival time at the airport, the perception of the retail atmosphere and the products that people tend to buy.

Concluding, when participants travel for business they are still on a working mood and are not willing to get involved in shopping activities, in contrast, they prefer to spend their time working. When it comes for leisure, the same people are much happier and more relaxed. They are already in a vacation mood which means that they are much more prone to get involved in shopping activities and spend money at the airport.

Table of Contents

Acknowledgements	1
Abstract	2
1. Introduction.....	6
2. Literature review	8
• 2.1 Airport revenue sources & the role of the retail in the non-aeronautical revenues	8
2.1.1. Main sources of airport revenues	8
2.1.2. The shift to the non-aeronautical revenues.....	10
2.1.3 Distribution of the non-aeronautical revenues: The role of retail.....	12
2.1.4 An insight to airport retail products.....	14
• 2.2 How the retail environment has been transformed over the last 50 years.....	15
2.2.1 Evolution of airport retailing & environment.....	15
2.2.2 Examples of European airports investing in retail.....	17
2.2.3 Reasons for the airport retail transformation.....	18
• 2.3 Effect of airports retail environment on shopping motivation and traveler’s behavior.....	19
2.3.1 Shopping motivations inside the airport.....	19
2.3.2 Understanding how airport retail environment affects the traveler	20
• 2.4 Understanding traveler’s profile	23
2.4.1 Passenger groups.....	24
2.4.2 Business VS Leisure travelers	25
• 2.5 Summary of the literature review	26
3. Methodology.....	28
• 3.1 Research question	28
• 3.2 Research Method	29
3.2.1 A qualitative approach	29
3.2.2. Examples of quantitative methods.....	29
• 3.3 Setting up the scene	30
3.3.1. Planning the interview	30
3.3.2. Conducting the interviews	31

- 4. Results 34
 - 4.1 Relevant information..... 34
 - 4.2 Key findings 34
 - 4.3 “Characteristics” that do not significantly change in the experience of the traveler along with the purpose of the trip 37
 - 4.4 Other interesting findings 38
 - 4.5 Similarities and dissimilarities with the literature review..... 39
- 5. Conclusion 42
- 6. Limitations of the research 44
- 7. Further Recommendations 45
 - 7.1 Recommendations for further research..... 45
 - 7.2 Recommendations for airport retailers..... 45
- 8. Bibliography..... 47
- APPENDIX A 52
- APPENDIX B 53

List of Tables

Table 1: Use and Lease Agreement included fees, (Source: ACI, 2014).....	9
Table 2: Non-aeronautical sources of revenue, (Source: ACI, 2013)	9
Table 3: Regional distribution of non-aeronautical revenues-% of total non-aeronautical revenue (Source: ACI Survey ,2014)	13
Table 4: Airport sales by product category 2005 versus 2000, (Source: Generation Databank 2007)	14
Table 5: Examples of the quantitative methods from papers that were used in the literature review	30

List of Figures

Figure 1: Global Share of non-aeronautical activities for the years 2014- 2016 (Source: ACI 2017, 2018).11	
Figure 2: Global revenues generating from non-aeronautical activities for 2014-2016(Source: ACI 2017, 2018).....	11
Figure 3: Global Distribution of the non-aeronautical activities in 2016 (Source: ACI,2018)	13
Figure 4: Duty free sales per departing passenger, by category in Europe and Asia 2014, (Source: DFWC, 2016).....	15
Figure 5: Air passengers carried include both domestic and international aircraft passengers of air carriers registered in the country (1970-2017), (Source: International Civil Aviation Organization,2017) 18	
Figure 6: Travel Stress Curve	21

1. Introduction

The retail sector is a significant factor, contributing to a country's economic position (Omar & Kent ,2001). Consumerism and consequently shopping have been evolved to a focal and essential part of the contemporary lifestyle. As the retail business sector is developing around the world, so does airport retailing industry, being characterized as one of the most rapid growing retail sectors (Livingstone, 2014). In the twenty past years the increased involvement of retailers in airports and more specifically in departure lounges was more than obvious. Nowadays, the availability of products and services in the airports vary from spa services and jewelers to books, food items, clothes, accessories, perfumes, gifts, souvenirs and local goods (Zion Market Research, 2017).

Airport environment in combination with the constraints coming from traveling (such as time), can generate specific emotions that drive shopping decisions and behavior. In an airport, the traveler can experience feelings such as anxiety, pressure or enthusiasm, which can make him eager to be involved in different activities, with the most widespread to be shopping and eating (Kim & Shin, 2001). Therefore, retail occupies a valuable function in airport operations (Crawford & Melewar, 2003), being an important source of revenue (Rowley & Slack, 1999). Compared with normal shops and daily shopping behavior, stimuli and circumstances that can be found in an airport may cause shopping incentives that are different such as impulse shopping or shopping due to laziness (Geuens et al. ,2004).

A quite big extent of research has already been conducted (Scholvinck J, 2000; Bowes ,2002; Crawford & Melewar, 2003; Geuens et al., 2004) to investigate the shopping motivations of airport passengers and how they are influenced from the retail environment of the airport. But in which extend their motivations to purchase goods from the airport change along with the reason they travel? The aspect of business and leisure travelers has already taken into consideration. With this thesis topic, I would like to contribute to the existing literature by investigating the changes in the retail behavior of the same people when they travel for work and when they travel for leisure. Thus, the research question is: **How do passengers experience the retail offer at the airports based on their travel profile (Business traveler Vs Leisure traveler)?**

This question will be answered in a qualitative way by conducting in depth interviews with the employees of a big multinational company named the Unilever Netherland where I am currently having an internship at the Category Procurement department. Unilever has a very big number of international employees who

travel very often for work purposes but also for leisure so it can be consider as a quite representative sample for that paper.

The structure of this paper is the following. First, the literature overview is provided with the aim to provide to the reader an understanding of the airport retailing history, the developments and the current trends. At the same time, the effect of the airport retail environment on both the shopping motivations and the feelings of the traveler, is being explained. Second, the methodology section follows which describes the qualitative approach that is going to be implemented and explains analytically all the interview questions for the Unilever employees. The third part is the presentation of the results. The thesis will end with the conclusion, the limitations and recommendations for further research.

This research can contribute to the knowledge of airport operators as it provides an alternative way to investigate the motivations of travels to purchase goods and services at the airports. This paper is differentiated by focusing more on the way that the same person adjusts his travel behavior and more specifically his consumer habits/attitude inside the airport when he travels for business and when he travels for leisure.

2. Literature review

This section will provide a general background about the airport retail industry and how it affects the shopping decisions of the travelers. It is focusing in two main parts. The first part analyses how an airport generates revenues, why non-aeronautical revenues are so important and what is the role of the retail in airport's function and profitability. The second part of the literature review connects the airport retail environment with the shopping decisions of the travelers. First it is explained how the airport retail environment can affect the shopping motivation of the traveler. Lastly the more common traveler's profiles are being analyzed.

2.1 Airport revenue sources & the role of the retail in the non-aeronautical revenues

This chapter analyses the main sources of revenue for the airports and examines the distribution of commercial revenues. The focus is to understand the role and the growing importance of the retail sector in the non-aeronautical revenues.

2.1.1. Main sources of airport revenues

According to Airports Council International (ACI) organization, global airport revenues have three main sources of income: aeronautical revenues, non-aeronautical revenues and non-operating revenues (ACI, 2014).

Aeronautical revenues: Aeronautical or airside revenues are those that coming from the provision and usage of the airport. In other words, they are related directly to the use of the airport and its infrastructure charges (as aircraft landing and takeoff fees, aircraft parking charges, passenger services fees). Airlines have to pay a fee to the airport for the use and maintenance of its facilities. This is usually confirmed by the "Use and Lease agreement" which is a contract signed between the airlines and the airports, framing their relation. Table 1 shows the kind of fees that an airline pays to the airport for the usage of its facilities based on "Use and Lease Agreement" (ACI,2014):

Fee	Description
Terminal rents	Terminal rents are estimated in accordance with the size of space that an airline occupies inside the terminal
Landing fees	Landing fees are the fees based on per plane charge and usually are estimated based on the weight of an aircraft
Other charges	Those kinds of charges are related to the extra services that an airport may offer (e.g. use of a jet bridge). Not all airlines have a contract for an airport that regulates its use

Table 1: Use and Lease Agreement included fees, (Source: ACI, 2014)

Non-Aeronautical revenues or commercial revenues: Non-Aeronautical revenues are gathered from sources such as landing fees which are restricted by regulated tariffs, contractual agreements between carriers and airports, or a combination of them. For that, airports are greatly depended on the non-aeronautical revenues of the business as a key driver of growth (ACI, 2013). Table 2 illustrates the main sources of commercial revenues.

Fee	Description
Concessions	Rents paid by all kind of shops, restaurants, cafes, and newsstands. If it is agreed in the concession contract sometimes, they also pay to the airports a percentage of their profits
Access to the airport and Parking Fees	Fees for parking lots owned by the airports. In some cases, off-airport permits transporting travelers to and from the airport premises
Rental Car Services	Revenue generated from rental car services inside or outside an airport terminal
Land rent Fee	Extra airport land may be leased hotels, business buildings, farming or other uses.
Advertising	Revenues generating from advertisements which are located on airport walls, buses and posters (billboards)

Table 2: Non-aeronautical sources of revenue, (Source: ACI, 2013)

Non-operating revenues: Non-operating revenues include revenues generated from activities that are not associated to the action either of the aircraft, or the passengers and cargo that pass through the airport. Representative examples of this category are revenues coming from real estate ventures, consulting services and investments at other airports (Odoni, 2007).

2.1.2. The shift to the non-aeronautical revenues

As in any other sector, airports keep investigating how to become more profitable and increase their operational efficiency. This is why they are shifting their business model from an infrastructure provider to a more complex commercial profile, turning their attention to the non-aeronautical revenues.

Airport operators shifted their attention to airport commercial revenues mainly because of three reasons. The first one is the commercialization or privatization of the airport industry which created freedom and fertile ground to the airports to invest more in the existing commercial ideas. The second reason was the pressure from the aviation industry to control the amount of the aeronautical revenues. That came from the intensity of competition among the airlines which was getting stronger, resulting to a need of a more careful administration of airport charges (especially for LLC as they cannot compete easily on their aeronautical activities and revenues). The third reason is the recent trends related to the general retail and consumer's developments, such as the rapid growth of the on-line shopping that gave another meaning to commercial revenues (Graham, 2009). The strong link between tourism and shopping, made airport operators to provide a variety of services to travelers besides the basic traditional shopping facilities that were present found in 1980s and 1990s (Geuens et al., 2004).

Nowadays, commercial revenues are an essential contributor to airports bottom line since they critically determine the financial viability of an airport, as they tend to yield higher profit margins compared to aeronautical revenues (ACI, 2017). The share of the non-aeronautical activities in the revenues of an airport follows a stable strong trend in the very last years. As figure 1 illustrates non-aeronautical activities, in a global scale, occupy almost 40% of the total revenues for the years 2014 until 2016, whereas aeronautical revenues occupy 56% for those years.

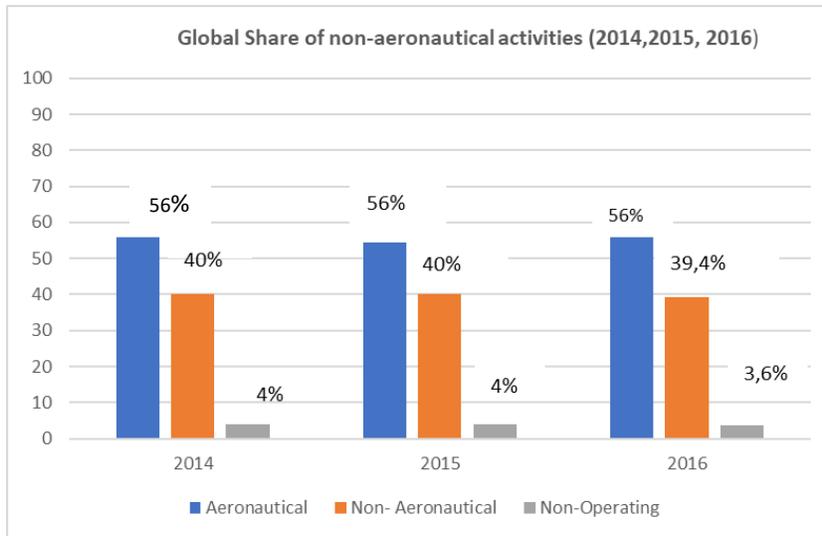


Figure 1: Global hare of non-aeronautical activities for the years 2014- 2016, (Source: ACI 2017,2018)

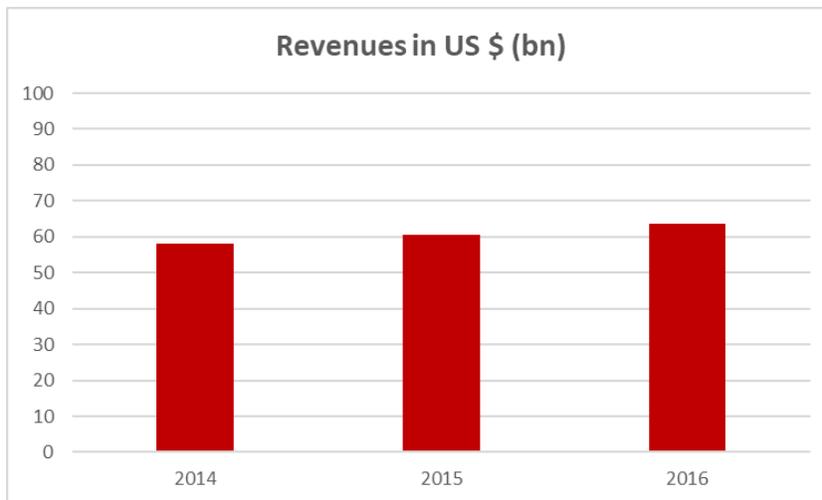


Figure 2: Global revenues generating from non-aeronautical activities for 2014-2016, (Source: ACI 2017,2018)

According to Gittens, the general director of ACI World, “Commercial or non-aeronautical sources of income such as retail concessions and car parking contribute to the diversification in an airport’s income portfolio and provide an additional cushion during adverse economic times”, (2016). Figure 2 illustrates that commercial income was very high during 2014 to 2016, from 58 bn. US\$ to 20154, to 63.5 bn. US\$ on 2016, globally. With a percentage of 39.4% of global airports’ revenues generating from the non-

aeronautical, there is no question why more and more airports are focusing to this industry to raise their overall economic benefit (ACI, 2018).

2.1.3 Distribution of the non-aeronautical revenues: The role of retail

When it comes to non-aeronautical revenues, retail holds the major role, as it is the biggest and most significant commercial source of revenue (Graham, 2009).

“Airport Retailing” or “Travel Retail” consists of all the goods and services that retailers can provide in the airport’s facilities and create extra revenue (Shukla, 2013). Travel retail includes all sales that are made in travel environments, such as airports, where costumers require a proof of travel to access the commercial area. Taxes and duties are applicable on sales in these areas (Duty Free World Council, 2018).

Shopping is one of the most popular activities that travelers engage in at airports, thus retailing plays an important role in airport operations (Crawford & Melewar, 2003). From 2010 to 2016 the share of commercial revenues in total revenues increased in a very high extend. More specifically, in 2010 retail occupied 10% of the total global commercial revenues followed by car parking revenues at 7% (Dermot, 2018). For 2014 and 2015 there is an obvious increase in the revenues coming from the retail concessions, reaching an average percentage of 27,5% (Appendix A). Finally, in 2016, retail remains globally the primary source of non-aeronautical revenues accounting for 28,8% of the total non-aeronautical revenues (more than double increase from 2010) with car parking be the second most profitable source of commercial revenues, reaching 20,5% (figure 3).

Distribution of the non-aeronautical activities (2016)

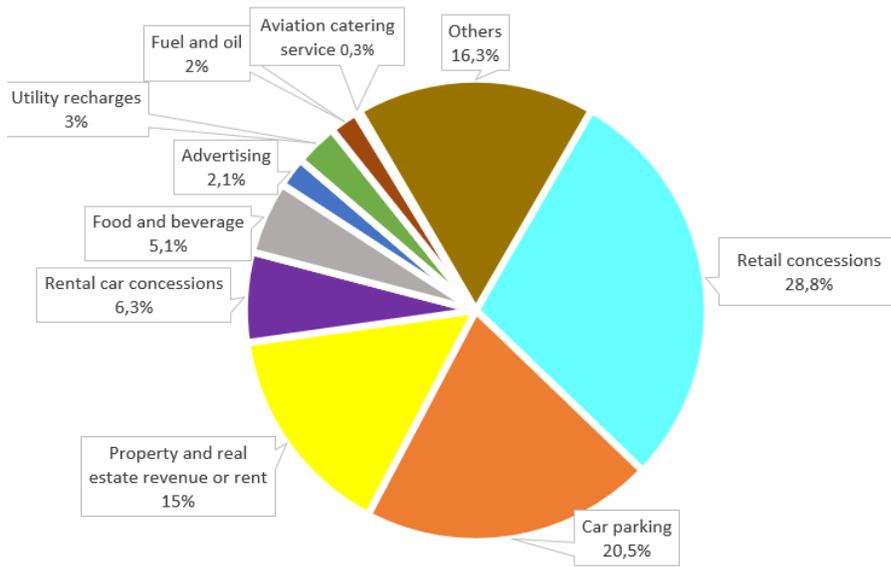


Figure 3: Global distribution of the non-aeronautical activities in 2016, (Source: ACI,2018)

It can be concluded that globally the distribution of commercial revenues appears to be stable. Retail concessions remain the leading source of non-aeronautical revenue for airports followed by car parking revenue and property revenue/rent as the 3rd biggest source remains.

The importance of retail concessions as a part of the non-aeronautical revenues is strong not only for Europe but also for the rest of the world. Table 3 shows the regional distribution of the commercial revenues for the year 2013.

Region	Retail concessions	Food and beverage	Car parking*	Rental car concessions	Advertising	Fuel and oil	Aviation catering services	Utility recharges	Property and real estate revenue or rent	Other
Africa	37.1%	1.3%	15.1%	3.9%	7.1%	3.2%	0.3%	4.4%	14.9%	12.6%
Asia-Pacific	39.7%	3.4%	9.2%	1.2%	4.5%	1.7%	0.5%	4.1%	27.9%	7.9%
Europe	34.6%	4.8%	15.1%	2.2%	2.2%	0.8%	0.3%	5.6%	18.7%	15.7%
Latin America-Caribb.	25.3%	6.0%	8.9%	2.6%	4.7%	3.6%	0.4%	1.8%	13.1%	33.6%
Middle East	48.6%	4.9%	7.7%	2.2%	3.0%	7.0%	1.4%	2.7%	10.7%	11.9%
North America	8.3%	7.1%	39.3%	16.6%	5.7%	N/A	N/A	N/A	13.5%	9.4%
World	27.7%	5.2%	20.3%	6.2%	3.9%	1.1%	0.3%	3.4%	18.3%	13.7%

*: Car parking revenue includes revenue from airport-operated parking lots and car parking concession revenue.

Table 3: Regional distribution of non-aeronautical revenues-% of total non-aeronautical revenue, (Source: State of Airport Economics, ,2015)

With the exception of North America, retail concessions were the first source of non-aeronautical revenues in all continents in 2013, occupying a global percentage of 27.7%. The Middle East has the highest proportion of non-aeronautical revenue attributed to revenue-sharing from retail concessions at almost 49%. Europe also has a quite big percentage of revenues (34,6%) generating from retail. A possible explanation for the high retail performance of Europe is British airports which are considered as an expert in airport retailing. That is because British airports were the first to be fully privatized so they were able to transform airports earlier in a contemporary, commercial environment (Shukla, 2013). Retail is a key for the economic profitability of the airports and that is why even more airports are engaging in initiatives to enlarge and enhance their retailing activities.

2.1.4 An insight to airport retail products

There is an enormous variety of products that are being sold in airports. Wine and spirits, tobacco, cosmetics and perfumes, luxury goods, candies and chocolates and all the kind of fine goods consist a common portfolio of any airport retailer. Back to 1997 alcohol and tobacco were the dominant product categories, accounting for approximately 48% of all goods sold (ETRF, 1997). However, those days seems to belong to the past (Table 4). Changing and modernized customer behavior shows cosmetics to take alcohol place. Another reason, contributing to this trend, is that the high prices imposed on tobacco and liquors led the airport retailers to supply products that were less driven by price and more focused on impulse oriented products such as cosmetics and confectionaries (Shukla, 2013).

Product	Sales 2000 (US \$ mil.)	Sales 2005 (US \$ mil.)	Growth (%) 2000-2005	Market Share (2000)	Market Share (2005)
Wine and Spirits	1.531	2.233	45,8	17,1	15,8
Perfumes and Cosmetics	2.223	5.042	88,8	29,8	35,8
Tobacco Goods	1.124	1.457	29,6	12,6	10,3
Luxury Goods	2.960	4.313	45,9	33,1	30,6
Confectionery and Fine Food	667	1.049	57,1	7,5	7,4
Total	8.954	14.096	57,4	100	100

Table 4: Airport sales by product category 2005 versus 2000, (Source: Shukla 2013)

Coming to Europe and 2014, product preferences seem to be similar. Fragrance and cosmetics are the primary sales category for duty free and travel retail sales in European airports, followed by wines and spirits and then tobacco as shown in Figure 4 below.

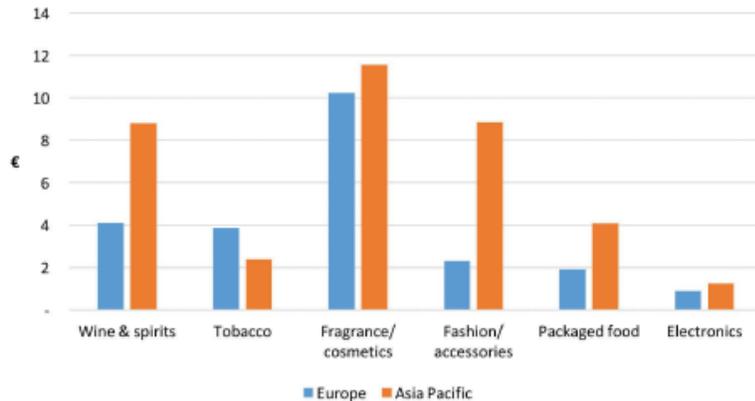


Figure 4: Duty free sales per departing passenger, by category in Europe and Asia 2014, (Source: DFWC, 2016)

In the methodology part, it will be examined if the traveler changes or not his preference to buy a specific product due to the reason that he travels. Is he buying the same product when he travels for work (an expensive wine for a customer) or this can be change when he travels for leisure (e.g. a nice perfume for his wife)?

2.2 How the retail environment has been transformed over the last 50 years

2.2.1 Evolution of airport retailing & environment

The general business role and function of ‘Retailing’ has been researched extensively from many points of view. Those concepts and methodologies have been applied in the airport retail business as well. In this context, airports are considered to be “another areas” to purchase products and services (D Klann, 2009).

The concept of airport retailing was present from 1947, although from an academic point of view, it was broadly ignored before the 1990s (Freathy & O’Connell, 1999). Once a way for travelers to purchase cheaply spirits and tobacco, travel retail has come a long way. From the first duty-free stores opened in 1950s in Ireland at the Shannon airport, to today, playing a significant part in the revenue’s strategies of the airports. Back at the Shannon airport, duty-free alcoholic and tobacco goods were sold to the

passengers that were traveling from Europe to North America as they were waiting their airplanes to be refilled. This retail model was an immediate success and has since been implemented worldwide (Crawford & Melewar, 2003). In 1980s airports profile began to change, being transformed from central or local government organizations to businesses that could achieve substantial revenues. A decade later, non-aviation sources of revenue started to present considerable growth (Fasone & Maggiore, 2012). International Civil Aviation Organization (ICAO) estimates that about 30% of the airport revenue was coming from the non-aeronautical activities already in 1990s. In 1995 Fernie regarded airport retailing as a niche market, but with high spending customers. Indeed, already in 1996 commercial activities at airports contributed between 36% and 56% towards the overall income (Cerovic 1998). The abolition of duty-free sales within the European Union in 1999 was a big shock for the industry as it seemed like the end for a big part of the business. Yet, that was not the case. According to the ACI commercial revenues increased to 51% in 2000 and to 53.5% in 2001 (Duty Free World Council, 2005).

Retail environment at the airports is considering as a mix of many factors. It is mainly the atmosphere of an airport, the accessibility to the retail stores and outlet, their design (colors, smell etc.) and their staff's behavior and attitude (Freathy, 2004). In early 1980s retail environment at the airports was quite poor and the availability of products relatively scarce with time hardly sufficient to relax at the gate and watch the air planes taking off (Herring, 2002). In the 1990s the airport environment starts to be more pleasant and a number of airports (mainly around the United States) start to radically change the way they manage the retail space in their terminals, experimenting with branded leasing programs and outsources as a third party developers (Graham, 2009). After that, the revolution in the airport as a commercial venue was obvious; branded retail stores, variety of restaurants, even minute spas, became more and more commonplace. Over the past three decades the importance of the retail environment took a serious financial extent for the airport industry and the percentage of the revenue coming from the aeronautical activities fell (Freathy & O'Connell, 1998). This led to a huge rise in the number and the kind of the retailers operating within airport terminals (Rowley & Slack, 1999). Consequently, that increased considerably the variety of retail experiences available to passengers. Nowadays, a plethora of commercial facilities are available such as luxuries boutiques, shops, tax-free goods, cafes and restaurants, making the airport retailing a crucial parallel business for the European aviation world (Fasone & Scuderi, 2012). Non-aeronautical growth is obvious and the investment on the retailing sector is profound in many airports throughout Europe.

2.2.2 Examples of European airports investing in retail

In November 2008, Hamburg airport introduced its newly big retail plaza, consisting of 4450 square meters of retail space and 2630 square meters of food and beverage facilities. Hamburg's airport CEO Eggenschwiler regarded this huge retail investment as essential since there is a profound economic correlation with airport's retailing and airport's profitability. In the case of Hamburg's airport, the connection between its retail and aviation strategy is clear according to Heineman, the CEO of Gebr. Heinemann (The Moodie Report, 2008).

Schiphol airport in the Netherlands provides another important example about the transformation not only of the airport's retail environment but mainly of its whole identity. Schiphol tries to introduce the concept of the airport city. This is mainly being achieved by offering a number of commercial activities which are not associated directly with the transportation. Schiphol's airport shopping center operates on the groundside of the airport security, attracting not only the visitors of the city but also the 59,000 people who work in the airport. It is worth mentioned that in 2018 the average retail spend per departing passenger in the shops of Schiphol was €13.21 and the average spend for the same passenger in food and beverage €4.74. In July, 2018 TR Business reported that Schiphol was planning a new commercial setup. The platform is currently under construction. The new platform will cover over 55,000 square meters, divided over three stores. It will add eight new gates upon completion. The expectation is that it will be open at the end of 2018 (Turner, 2018).

2014 was a successful year for the duty-free airport retailing market in the Middle East growing by 4.3% compared to the previous year. The UAE, KSA, and Qatar airports were amongst the top performers in this market (Wood, 2016). On April 2014 Qatar opened its new airport. The airport offers to the traveler a "state of the art" terminal, occupying 25,000 square meters of shops and restaurants.

The cases of Hamburg, Schiphol and Qatar are only a few, illustrating that the transformation of the retail environment in airports occupies a key role in the revenue strategies of airport's authorities. Nowadays, more airports prove that airport retailing is a professionalized market that offers to the travelers a unique sense of place while they move. The retail at the airports has a new role; not only to attract customers but mainly to create a unique sense of environment in order to differentiate the passenger experience. For this to be achieved the construction of elegant terminals and the provision of effective processes are not enough. Airports managers and operators are aiming to create a distinct

environment with a unique and flexible portfolio of retail, food & beverage. This uniqueness is linked to the development of modern and special concepts which aim to give a “local flavor” to each airport by promoting their local brands along with global brands (glocalization). The biggest examples of this new tendency are Edo Market, Holland Boulevard and Food market in Tokyo Haneda, Amsterdam Schiphol and Copenhagen Kastrup airports respectively, aiming to develop an intense ‘feeling of place’ across their airport network (Hildegard, 2014).

2.2.3 Reasons for the airport retail transformation

As it can be understood from the above cases in the last 50 years airport retailing market has gone through major developments. Airport retail revenues are predicted to grown by 73% from 2013 to 2019 according to consultant Verdict Retail (Economist, 2014). But which are the main reasons for such a strong transformation? The key drivers can be mainly identified in two arguments. The first one is the rise in the number of passengers, specifically in countries such as India and China, where the frequency of transportation is high. Based on Figure 5 the increase in the number of air passengers worldwide is tremendously, rocketing from 310 billion in 1970 to 3.979 billion in 2017.

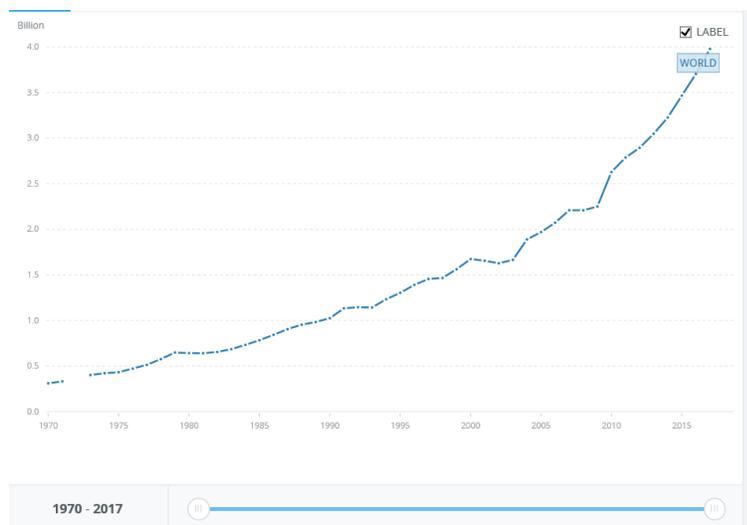


Figure 5: Air passengers carried include both domestic and international aircraft passengers of air carriers registered in the country (1970-2017), (Source: The world bank,2018)

Secondly, airport retailing sector is encouraged from both the travelers’ desire for shopping on-the-go and the retailers’ advanced skills for advertising their products. Travelers at airports spend more time there due to the early check-in time posed by the airlines to avoid security and operational problems. This has provided to the retailers an opportunity to sell their products more efficient. Retail store at airports are

duty-free which means that those stores do not pay local or national taxes to the government. Thus, travelers can buy products available in these stores at cheaper rates. Feasible prices combined with the provision of re-known brands at discounted prices are crucial factors driving travelers to purchase at airport retail stores. Brands are customizing their offers to ameliorate the shopping experience of the travelers. Shifting passenger's flows will carve a new retail landscape. There has been a clear trend over the past decades and predictions indicate that airport retailing will continue to rise in the future, hitting 90 bn US\$ by 2023 (Satyam, 2017). L'Oréal which is among the biggest cosmetic and perfume producers, perceives airport retailing as their "sixth continent (Economist, 2014). The one thing that is sure is that a new century for airport retailing is rising.

2.3 Effect of airports retail environment on shopping motivation and traveler's behavior

2.3.1 Shopping motivations inside the airport

For tourists, airports are the initial and final point of contact during their travel, where airports operators have to meet the expectations of the travelers by decreasing the travel time and at the same time by providing a variety of options for leisure and entrainment inside the airport's commercial area (Martin-Cejas, 2006). Consumers see the airport's environment as a particular environment where their decision to be involved in retailing activities can be affected by different shopping motivations (Geuens et al., 2004).

Geuens et al. (2004), classifies the airport purchasing incentives in four main different categories:

1. Functional motivations: Motivations refer to tangible features of the products such as price, quality, variety and accessibility.
2. Hedonic or experiential motivations: This category includes motivations related to experience such as shopping for entertainment but also motivations deriving from the external environment such as promotions or sensory stimulation.
3. Airport's atmosphere-associated motivations: This category includes motivations which are directly associated with the travel experience and circumstances. Factors that motivate people to purchase such as time constraints (time pressure or excessive time), boredom, pre-planned purchases or impulse shopping etc.

4. Airport's infrastructure-associated motivations: Motivations such as service in the shops, foreign currencies and multilingual staff. This category also partly combines the social need of the passenger to communicate with peer groups, sales people to ask a professional advice etc.

The findings of Geuens et al. (2004), demonstrate that 35% of airport passengers are transformed to buyers, highlighting the strong influence that airport's atmosphere and the psychology of the traveler have in his shopping behavior.

In the next part of the literature review the effects of time constraints and impulse buying tendency inside the airport environment are examined.

2.3.2 Understanding how airport retail environment affects the traveler

Outbound shopping - shopping that occurs when passengers are departing from an airport - is a famous tourist activity that satisfies the need for amusement and relaxation while it is highly associated to the terminal's atmosphere, amenities, goods, and environment (Timothy & Butler, 1995). Airport retail market is very different from other retail markets. This is because passengers experience a big range of different and unique feelings during the dwell time such as disinterest or boredom, anxiety or annoyance, enthusiasm. Emotions which affect traveler's perception of time, shopping decisions and even their opinion for the airport's service quality (Berry et al., 2002).

Time constraints

Time constraints are widespread considered as a circumstantial variable that influence consumers' choices inside a shopping environment (Vermeir & Van Kenhove, 2005). Time and emotion are two substantial factors that affects passengers' shopping motivations when he is in an airport terminal (Bowes ,2002). Within the airport terminal traveler experiences time constraints which create complex emotions. Both negative and positive travel-associated feelings have a big effect on traveler's retail activities. Rowley (1999) states that travelers' emotion of timelessness and placelessness derive from the fact that airports are characterized by a sense of non-place. As a non-place can be defined a place which is unfamiliar, with no related identity for the passenger and thus insecure (Augé,1995). This fact may rise travelers' level of anxiety, as people feel less safe in non-places rather than in places where they have developed emotional attachments (Relph et al, 1976). High levels of stress are believed to influence negatively passenger's shopping behaviors. In the airport, the distance from the check-in to boarding is becoming bigger and bigger. Consequently, this has increased the level of anxiety for the passengers, whose goal is to reach the departure gate, rather than get involved in additional activities that can be found in airport's retail

environment (Crawford & Melewar, 2003). In fact, every additional minute that the passenger can spend in the travel-related process immediately declines his predisposition to purchase (Bowes, 2002). Stress and time pressure related to travel can provoke passengers to impulse buying as the traveler has a limited amount of time to judge a good or service (Hoch & Loewenstein, 1991).

Travelers are more willing to be involved in airport's retail market and make purchases when their stress levels are fallen. Then positive travel-associated emotions such as anticipation and enthusiasm are most probably to rise, encouraging travelers to potentially make a purchase (Bowes, 2002). This happens when passengers have received their boarding pass and the emotion of stress is weaker while the emotion of excitement remains very intense (Thomas, 1997). According to Thomas (1997) that period of high enthusiasm and eagerness it is called the 'happy hour', mentioning that shopping at the airport is about handling this 'hour' with the most efficient way.

Scholvinck (2000) developed the idea of the "travel stress curve" which illustrates the shifts in the levels of stress while passengers are in the airport.

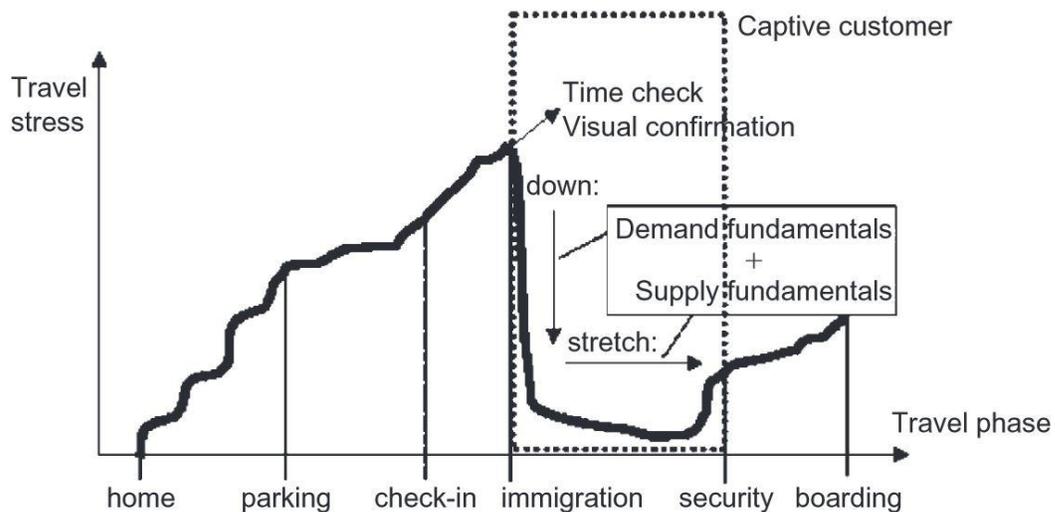


Figure 6: Travel Stress Curve¹

¹ Based on Scholvinck J. (2000)

Travel stress curve (Figure 6) indicates an important fall in passenger's stress level between 'immigration' and 'security' periods, showing that during this time stress is at its lowest level and excitement at its peak. Thus, suggesting that period as the best for airport operators to focus on when promoting airport retail.

All passengers inevitable experience time constraints related to the travel process activities in the airport but not all passengers experience time pressure. In contrast, sometimes passengers encounter the adverse situation: excess time. Excess time can affect the amount of money passenger spends on retailing since the amount of time that a passenger spends in the terminal is straightly related to the level of retail spending (Bowes, 2002). The research of Torres, Dominguez, Valdes and Aza (2005), indeed found that longer waiting times in the airport equals to higher amounts of retail spending since the longer the waiting time the stronger the need of the passengers to entertain themselves by shopping, eating and drinking (Chung, Wu, & Chiang, 2013).

Available time at airport terminals plays a vital role in a passenger's shopping motivation and perception and can be very beneficial both for airport and retail operators but also for passengers. This is why, airport terminals should "attract" passengers to get involved in retail environment by endorsing the positive retail experiences that a traveler could have in order to transform the long waiting times of boredom to time of enjoy and excitement (Lloyd, 2003).

Impulse shopping behavior

An impulse purchase describes a state in which there is no intention to buy a certain product of a firm, before entering the shop (Cobb C.J & Hoyer W.D. ,1986). In other words, impulse buying indicates a behavior characterized by a non- planned and sudden decision to make a purchase (McGoldrick, 1990). Factors such as the economic situation or social influence and norms, may trigger the consumer to make an impulse purchase (Hausman, 2000). Similarly, factors found in the airport environment such as marketing, time pressure and emotional confusion can develop a need to make a purchase faster and impulsively (Hoch & Loewenstein, 1991). Of course, the effects of impulse buying vary significantly among the different customer segments since effects related to psychology (such as past travel experiences, self-judgements, impulse buying habits) are different in different groups of people (Crawford & Melewar ,2003).

Thomas D. (1997) investigated the impulse shopping behavior thoroughly and highlighted two emotional changes developed inside the airport terminal that influence the purchasing decision. The first one is a rise

in stress levels due to the fact that consumers are outside their daily habits and routines. The second one is a rise in levels of enthusiasm and anticipation. In addition to these reasons, later, Crawford and Melewar (2003) pointed out impulse buying as a way for passengers to handle both their boredom due to excess time but also their anxiety.

The abovementioned reasons make impulse purchasing a key that can be utilized by the airport retail operators to transform passengers to consumers (Omar & Kent, 2001). Already from 1991 the findings of the research of Morgan, Kotsiopoulos and Kang-Park's verifies Omar and Kent. In more details, Morgan, Kotsiopoulos and Kang-Park's research focused on travelers spending, found that 60% of purchases are planned and decided before entering the shop. This indicates that 40% of all airport purchases could be seen as impulse purchases. In 2004, Geuens et al. state that almost 60% of airport passengers are impulsive purchasers, while Volkova in 2009 estimated that a percentage of 70% of the sales at airports are deriving from impulse purchases. As far as products are concerned, confectionary seem to be an important impulsive product category inside the airport terminal, with 70% of confectionary sales to come from impulse purchases. Confectionary sales have a very important growth in travel retailing, beating most of the other categories (Crawford & Melewar, 2003). The example of the confectionary category illustrates a good example on how impulse buying can be promoted effectively inside the airport retail and how important the results can be for both passengers and airport management. Understanding travelers' impulse shopping tendencies and profile is a key for the airport management in order to improve their financial efficiency (Omar & Kent, 2001).

2.4 Understanding traveler's profile

The economic value of the retail sector inside the airports is getting bigger and bigger which means that airports have increased chances and opportunities to raise their revenues. In order for this to be achieved airport operators have to use market-oriented approaches so as to understand more the customers' needs and affect them in a more efficient way when they are in the airport environment (Freathy & O'Connell, 2000). One of the biggest difficulties that airport operators are facing is that shopping is not the primary reason for a traveler to go to the airport terminal (Bowes, 2002).

According to Weinstein (2004), one effective approach is market segmentation which allows to the airport retail operators to understand passenger's incentives and apply the best retail strategies according to their needs. With that approach passengers are classified in categories based on their retail motivations, behavior and needs. Developing an effective market segmentation for airport passengers is essential since

travelers as consumers do not follow the same retail segmentation pattern (Omar & Kent, 2001). Broadly, airport users are split into two groups: Non-passengers and passengers. In contrast with the normal consumers that they will visit a shop to purchase, passengers and non-passengers' groups will go to the airport to travel or work as an employee's respectively (Freathy & O'Connell, 2000). For that reason, the challenge is to transform travelers into consumers. In order for this to be done first airport operators should have a clear view about the identity and profile of the travelers and potential consumers. Between those two groups, passengers are the most important for the airport retail environment since they use much more the commercial and retail facilities of the airport compared to non-passengers (Shukla, 2013). The passenger's group is the vast majority of consumers in the airport and this is why the following section is focusing on the analysis of that group.

2.4.1 Passenger groups

Airport passengers can be split in three categories based on:

1. Destination: domestic or international travelers
2. Duration: short- distance or long-distance travelers, and
3. Reason for traveling: business or leisure travelers

Domestic versus International travelers

The airport retailing behavior of a domestic traveler is importantly different from the behavior of an international traveler, mainly because they experience different environments inside the airport terminal. Time is an example of this difference. It is logical that international travelers spend more time inside the airport terminal compared to a domestic traveler. Consequently, there is a higher probability to get involved in shopping. In addition, many times they are together with relatives (non-passengers) who accompany them something that also increase the chance for purchases (Freathy & O'Connell, 2000).

Short versus Long haul travelers

Airport retailing is also affected in a big extend by the duration of the trip. The kind of products but also the amount of money that the passenger will spend while he is in the airport terminal are both influenced by the length of the trip: short or long haul? For example, the latter ones, according to Freathy and O'Connell (2000), spend more money inside the terminal compared to the short haul travelers, and there is a higher possibility that they will buy presents for their relatives.

Business versus Leisure travelers

As the name states business travelers are the ones who travel for business related purposes, compared to leisure travelers who travel for amusement and personal satisfaction. Business travelers usually travel more often than the leisure ones and that is why they are considered to be more experienced than the 'average' traveler (Freathy & O'Connell, 2000). Business or leisure as a reason for traveling has been considered as a key factor to determine airport retail environment and revenues since it influences the way that people purchase inside the airport terminal (Doganis, 1992).

This report has as a goal to analyze deeply the differences in the way that retail is perceived in the airport environment based on the reason of traveling. The following section provides a general overview of the differences between leisure and business travelers as they have been identified based on the existing literature.

2.4.2 Business VS Leisure travelers

Researches and surveys that have been conducted in the past show that leisure and business travelers have different spending trends and adopt different shopping behavior (Dresner, 2005).

Time spent in the airport terminal, shopping behavior, amount of spending but also choice of product may differ according to the reason of travelling.

Arrival time & Time spent on the airport terminal

The amount of time spent in the airport changes importantly according to the profile of the traveler.

Leisure travelers seem to sacrifice more time in the airport terminal in contrast with the business travelers who are more restricted due to the time pressure (Tosic, 1992). This is why the latter usually arrive at the airport closer to the time of departure, having a specific time to waste in the airport's terminal environment. They are usually more focused to do the travel related process (check-in, drop luggage etc.) and thus they have a limited amount of time to wander in the airport terminal and investigate their shopping choices. On the other hand, leisure travelers who probably are not so familiar with the travel process usually arrive earlier to the airport which indicates more dwell time for shopping (ACPR, 2011).

The importance of dwell time in the airport's retail area is very big since it is associated also to the spending that a traveler does in the airport (Torres et al., 2005). This is why airport management should manage the waiting time in a way that shopping consists a part of everyone's travel (Castillo & Manzano, 2010).

Spending pattern

On average, business travelers tend to spend less money on shopping compared to leisure travelers (Torres et al., 2005). Except for the available time, there are maybe some other reasons behind this. One explanation is that business travelers purchase less because they travel more frequently and consequently, they show less excitement and amusement coming from shopping and leisure activities (Baron & Wass, 1996). In addition to that Freathy and Connell (2000), proposed that the understanding and the intimacy of the airport environment that a business traveler has, decrease his spending levels. Although, there are some indications that the reverse pattern applies when the boarding time is smaller than 45 minutes. Then, business travelers have the tendency to spend more in shopping and consumption of food and beverages (Torres et al., 2005). Finally, as far as pricing is concerned leisure travelers seem to be more sensitive compared to the business travels since they use their remaining income after the deduction of the taxes and mandatory charges- discretionary income (ACPR, 2011).

Shopping Behavior

Leisure travelers have the tendency to engage more in impulse purchasing but also to pre-arrange their purchasing decisions compared to business travelers who are more time restricted and may only be engaged in emergency purchases (Lu, 2013).

Product choice

Leisure travelers, tend to purchase more souvenirs and presents for their families or friends when they are in the airport of departure. In addition, in most of the cases leisure travelers are traveler together with relative members or friends something that will also affect the product choices and services they will decide to buy and enjoy. As far as business travelers are concerned, they tend to make a higher usage of car rental services, hotels and banks compared to the leisure travelers (Shukla, 2013).

2.5 Summary of the literature review

This chapter gives an overview about airport retailing and its growing importance for the profitability of the airports. First of all, it distinguishes the main sources of revenue at the airport which are aeronautical and non-aeronautical sources deriving from the core and non-core function of the airport respectively. The later years, the percentage of the revenues generating from the non-aeronautical sources is becoming bigger, reaching 39,4 % of the total revenues in 2016, with retail to hold a significant role on that occupying almost 29% (ACI, 2017). Nowadays, airport retailing environment provides a plethora of products such as

souvenirs, chocolates, liquids, confectionary, clothes, accessories even services for amusement or leisure such as spa. This big variety of goods and services accompanied with the transformation of the airport terminals in state-of-art buildings across the world illustrate the power of retail to the contemporary airport industry. Based on the literature review the reasons behind this transformation were mainly the rise in the number of passengers and the travelers' desire for shopping on-the-go.

Airport retailing environment has a unique impact on passengers' behavior and creates a lot of different motivations that lead to purchase. Geuens et al (2004), identify four different types of shopping motivations inside an airport terminal: functional motivations, experiential motivations, airport's atmosphere related motivations and airport's infrastructure related motivations. The airport's environment is a very special retail place since it creates unique emotions to the passenger. Bored, anxiety or anticipation coming from factors that can be found in an airport such as time pressure or impulse shopping tendency, can influence the shopping decisions of the passenger. Freathy and O'Connell (2000), separate the passengers to three categories based on destination, duration and reason of the trip since those criteria change the way that people perceive the retail inside an airport terminal. As far as the reason of travelling is concerned existing literature state time and money spend in the terminal as the two main differences between those groups.

This thesis topic tries to investigate deeply how passengers experience the retail environment inside the airport terminals related to the reason of traveling. Attention will be given in all aspects of the retail experience such as emotions, time spend in the airport terminal, amount of money given, products that are usually purchased and other factors that may influence the shopping decision in the two cases (retail or business). This will be achieved by in depth-interviews that will be conducted in the Unilever employees in order to investigate how the same person feels and reacts in terms of buying when he travels for a business case or when he travels for leisure purpose. The surveys will try to spot the differences in the perception of airport retailing has for the same person based on the reason of travel. The details are described analytically in the following section of the methodology.

3. Methodology

In this chapter, the methodology which will be applied to evaluate the differences in the retail behavior between business and leisure travelers is going to be described. It consists mainly from two parts. The first one is a detailed explanation of the research question and the second one is the analytical description of the methodology that will be followed in that paper.

3.1 Research question

The main topic of this thesis is to identify and explain deeply the differences in the retail behavior between leisure and business travelers inside the airport terminals.

Accordingly, the research question of the thesis is: **How do passengers experience the retail offer at the airports based on their travel profile (Business traveler Vs Leisure traveler)?**

In this thesis the retail experience is defined as a deep understanding of how and why people have different characteristics on their retail behavior when they travel as leisure or business travelers. In more details the following aspects will be identified:

- ✓ Behavioral pattern in terms of the activities that travelers do in the airport terminal
- ✓ Airport related factors that influence their behavior & decisions
- ✓ Emotions that the traveler experience in the airport terminal
- ✓ Perception of the airport environment

This thesis wants to contribute to the existing literature by investigating further the behavioral differences **of the travelers by focusing to the retail behavior of the same person** inside the airport environment based on the reason of travelling. The scope is to identify and explain deeply how the same person adjust his retail behavior according to the reason that he travels. Does he realize that his retail behavior changes? Does he experience the same level of anxiety when he travels for leisure and when he travels for business?

The methodology that is going to be implemented to answer those kinds of questions is described in the next session.

3.2 Research Method

3.2.1 A qualitative approach

The method that was chosen to answer the research question is a qualitative approach by conducting twenty in-depth intensive individual interviews in the employees of Unilever Netherlands. Participants are mainly travelling from Schiphol airport towards other destinations in the world. This is why Schiphol is considered as the reference point under the majority of the participants.

The reason why this method was chosen is because this thesis is focusing on the retail experience of the traveler in order to answer the 'why' and 'how'. In other words, the method of in-depth interview was chosen since the goal is to get detailed information about individual's travelers' thoughts and retail behavior inside the airport terminal (Boyce, 2006).

The main advantage of that specific method is that it gives much more detailed data and information for the traveler's behavior than it would available with other data collection methods, such as surveys and questionnaires (Boyce, 2006).

3.2.2. Examples of quantitative methods

As analyzed in the literature review there is already research which identifies the main differences in the retail behavior of the business and leisure travelers, mainly using questionnaires/surveys and adopting a more quantitative approach. Table 5 presents some examples of the respectively methodology from papers which were used in the literature review (section 4.2.4):

Author(s)	Title of the Paper	Purpose	Research Method	Findings
Dresner (2005)	Leisure versus business passengers: Similarities, differences, and implications	Investigate the passengers' characteristics and travel patterns of the airports' customers	Survey. Data obtained by the Metropolitan Washington Council of Governments (COG) at the three bigger airports which serve the Washington-Baltimore area from the period of 1998-2000	Leisure and business travelers show similar preferences in terms of airport choice, parking requirements and the number of luggages they check
Jin-Long Lu (2013)	Investigating factors that influence passengers' shopping intentions at airports e- Evidence from Taiwan	Investigates passengers' shopping tendency and their ideas regarding airport shopping	Questionnaire. A Passenger survey was conducted at two big international airports in Taiwan in August 2012	Airport commercial environment plays a significant role in travelers' both impulse and pre-arranged buying tendency. Quality and brand of the airport products were identified as determinants for the impulse and pre-planned shopping behavior of the passengers
Torres et al. (2005)	Passenger waiting time in an airport and expenditure carried out in the commercial area	Estimate the relationship between the spendings in the commercial area of the airport and the waiting time until to board, for business and leisure travelers	Regression models. Data obtained from the Asturias Airport (Spain). A fourth stages analysis of the monthly passenger flows of the airport; the commercial services; of the main characteristics of the travellers; and of the relationship between the expenditure on commercial services and the waiting time in the airport	The biggest is the amount of time spent in the airport, the biggest is the consumption by the passengers

Table 5: Examples of the quantitative methods from papers that were used in the literature review

3.3 Setting up the scene

This section describes in detail the process that will be followed in order to set up the interviews. The first step will be to plan the interviews and the second one to conduct the interviews.

3.3.1. Planning the interview

First step is to plan the interview details. Planning the interview means to determine the details such as sample, place and time as well.

Interview details

Here are all the background details of the interview such as sample, basic assumptions and instruments to conduct the interviews as well as the period that the interviews will take place.

- Sample of the interview

The sample of the interviews are twenty employees of the Unilever Netherlands. Unilever is a British-Dutch multinational consumer goods company with headquarters in London (UK) and Rotterdam (NL). It

offers a big variety of products including food and beverages, homecare/home hygiene products and personal/skin care products. Unilever is one of the oldest and most successful multinational companies and its products are available in more than 190 countries (Unilever, 2018). As a consequence, its employees are a mix of many nationalities with different cultural, educational and economic backgrounds. For these reasons this sample is considered to be quite differentiated so accurate for the in-depth interviews. Employs that are willing to get involved in the interviews will be identified. A list will be made and the respectively appointments will be booked.

- Basic assumptions of the interview

The two basic assumptions of the interviews are:

- ✓ Each one of the twenty people travels for both business and leisure purposes during the year
- ✓ Mode of transportation is the airplane

- Basic Instruments for the interview

The basic instruments that will be used to conduct the interviews will be recording (where it will be permitted), notes and the combination of both. Duration will be approximately 30 min.

- Period of the interviews

The interviews will be held between the months of January to February 2019 during the working hours (Monday to Friday from 9:00pm to 17:00 am) in the two offices of Unilever in Rotterdam (Unilever Weena and Unilever Nassaukade).

3.3.2. Conducting the interviews

Second and main step will be the interviews.

Interview structure

The interview consists of three main parts: Introduction, main theme and end.

- Introduction of the interview

At the beginning of the interview process, the following details will be clear stated to the interviewers:

- ✓ The purpose of the interview
- ✓ Interview will be anonymous and confidential

- ✓ Duration of the interview (approx. 30 min)
 - ✓ A permission to record the conversation will be asked
 - ✓ Any possible questions that the interviewer may have
- Demographic profile of participants

Before the main part of the interview starts the profile of the participant has to be structured. For this to be done the participants will be asked to give details for:

- ✓ Age
- ✓ Nationality
- ✓ Sex
- ✓ Function in the business
- ✓ Annual Frequency of traveling for business and leisure purposes

- Main theme of the interview (Questions):

The main theme of the interview will be composed by 8 open questions in order to get more insight in individual perception of retail at the airport.

Q1. What influence your decision of the time that you arrive at the airport when you travel?

Is that decision change based on the reason (business vs leisure) that you travel for?

Please explain

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious,)? Those feelings are stronger when you travel for leisure or business? Please justify

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

Q8. In general, do you think that you show different behavior as a consumer and individual when you travel for work and when you travel for leisure and why? Please give an example

The questions were designed to investigate what travelers do in the airport retail environment and how they feel about the whole retail experience. More specifically, to address the retail aspects mentioned in paragraph 3.1:

- ✓ Behavior pattern: the activities that they do inside the airport terminal-Questions 2 & 3
- ✓ Airport related factors that influence behavior & decisions - Questions 1 & 7
- ✓ Emotions that the traveler experience in the airport terminal – Questions 5 & 6
- ✓ Perception of the airport environment and individual's behavior- Questions 4 & 8

and with this way reply to the research question: How do passengers experience the retail offer at the airports based on their travel profile (Business traveler Vs Leisure traveler)?

- End of the interview

At the end of the interviews:

- ✓ Ask participants if they may want to add something
- ✓ Thank them for their time

Key findings and result deriving from the interviews will be presented in the next chapter.

4. Results

In this section the findings of the in-depth interviews that took place in Unilever Netherlands as described in the previous chapter, are going to be presented. Before that the next paragraph presents some relevant information regarding the travel policy of Unilever Netherlands and the sample of the interviews.

4.1 Relevant information

Travel policy of Unilever

The travel policy of Unilever Netherlands is the following. The company arranges and pays the return flight tickets as well as the accommodation in the ongoing destination for its employees. Only if the flight is above 6 hours the employee can travel in business class. In addition, independently of the destination, the company provides an amount of 50- 60 euros for personal expenses per day which the employee can spend as he wishes in order to cover his daily expenses there (transportation, food etc.). If the employee spends more than that amount then the company “challenges” him to explain the reason of the over-expenses and then decides to compensate or not the extra money.

Sample

The sample consists of twenty employees of Unilever. Six male and 14 female employees of Unilever participated in the in-depth interviews. The participants are working in the departments of procurement, supply chain and finance. Their function inside Unilever ranges from assistant to more senior levels as manager. Participant’s age ranges from 28 to 43 years old. Finally, there is a wide range of nationalities in the sample such as Bulgarian, Dutch, UK, Greek, Russian, German, Australian, Argentinian, Philippines, French and South- Africa.

4.2 Key findings

In this thesis, the research question was: **How do passengers experience the retail offer at the airports based on their travel profile (Business traveler Vs Leisure traveler)?**

In order to answer this research question, the differences in the way (how) participants experience the retail environment of the airport based on the purpose of the trip were identified. More specifically, the

answers of the participants were grouped based on common “characteristics” which are changing in the way they experience the retail environment of the airport when they travel for work and when they travel for leisure. The key findings are deriving from their answers. As a “key finding” is defined an “answer” which was widespread between the participants. In other words, a “key finding” is a common pattern that changes in the travel behavior of the majority of the participants when the purpose of the trip changes too. All the interviews can be found in Appendix B.

More specifically, the three most common and important “characteristics” that participants admitted to change in their behavioral pattern when they travel for business compared to when they travel for leisure are:

- Activities that they do inside the airport
- Travel companion and their influence on traveler’s behavior
- Emotions that they experience

Activities

The vast majority of the participants agreed that they do different activities inside the airport when they travel for work and when they travel for leisure. More specifically, when traveling for business, eating and spending their time with work-related stuff, are the activities that are strongly preferred from most of the participants. Those activities usually are sitting on a lounge or a quiet place and work on the laptop, check their emails, prepare material for the on-going trip. During the business trip there is very specific or even zero shopping involvement.

That activities seems to change almost radically when the same people travel as leisure travelers. To be more specific, window-shopping on duty-free and shopping seems to be the prevalent activities when people are traveling for leisure. On this case, participants prefer to spend their free time mainly walking through the retail part of the airport, checking the prices and looking for deals/offers. By the majority of the participants, there is much more shopping involvement and consequently spending of money when it comes to a leisure trip. In contrast, during a business trip the majority will not purchase anything rather that food or only something as a gift/souvenir for their colleagues in the country they are going to.

Travel Companion

Participants were asked with whom they are traveling with when they travel for leisure and business and if their “travel companions” affect their shopping behavior inside the airport. Indeed, travel companion seems a critical factor that affects the shopping choices and the behavior of the participants inside the airport terminal. When traveling for business, participants stated that usually they travel alone or with colleagues. So, when they are accompanied by their colleagues’ participants seems to be more restricted on their shopping choices and activities they will do.

“I cannot drag my colleague around the shops”, Female, age 40

“If my colleague wants to buy then I also go to the shops”, Female, age 34

It seems that as higher is in the hierarchy the person who accompany the traveler in the trip, the biggest is his influence on the participant’s behavior. The few participants who are traveling with their managers instead of colleagues, all stated that they adopt a very serious and official behavior, since traveling with your manager implies a more formal type of behavior which is not leaving space for shopping.

“Keep it more professional”, Female, age 31

“Maybe you will be judged for your shopping decisions, from your manager”, Female, age 33

According to the participants, when they travel for leisure they usually are accompanied by their friends and relatives. Directly, that kind of companion seems to have an opposite effect on the shopping behavior of the participants since they feel more relaxed and not restricted on “norms” so they can really enjoy and spend their time as they like (usually having a coffee, snack and shopping).

“When I travel with my boyfriend, I often buy more stuff or I am more prone to buy stuff because he likes shopping at the airport”, Female, age 34

Emotions

The emotions of the participants are changing when they travel for leisure and when they travel for business, having a close relation to the purpose of the travel. For leisure, the prevalent feeling is enthusiasm. Participants strongly feel enthusiast when they go for leisure trip already from the moment that they arrive at the airport since they are going on vacation. In addition, their curiosity to explore the

airport retail environment is much bigger when they travel for leisure since they have more free time to spend, they feel much happier and more relaxed, being already on a "vacation mood".

"Vacation starts from the airport", Female, age 40

"I am more prone to treat myself when I travel for leisure", Female, age 38

On the other hand, when it is for business those feelings are changing. Several participants agreed that when they travel for business they are focused on the purpose of the trip and they consider the time that they are at the airport as "working time", not being interested to explore the shops. Several participants stated that they feel bored when they travel for business and quite stressful too, compared to a leisure trip.

"I am so focused on my job that I do not even notice the shops", Male, age 29

As it is logical, the behavior of the traveler does not change completely when he travels for different reason. But not all "characteristics" of the retail and travel behavior of the participants are affected from the purpose of the trip.

4.3 "Characteristics" that do not significantly change in the experience of the traveler along with the purpose of the trip

Based on the interviews there are some "characteristics" that are not affected by the purpose of the trip. Those "characteristics" remain quite stable or they change very less in their travel behavior, without following a specific pattern.

- Arrival time at the airport
- Perception of the retail atmosphere and relation of quality-price of the retail products
- Products that the participants purchasing

Arrival time to the airport

It seems that there is no a clear answer on the extend that the purpose of the trip affects the arrival time of the traveler at the airport. Some participants answered that they do arrive earlier when it is for business because they want to be sure that everything will go smoothly but other stated that they arrive later when it comes for business since they do not have to check-in luggage's. Finally factors like destination (trip inside or outside Europe), travel class (e.g. business class) as well what kind of process

you have to do at the airport are playing an equally important reason on the arrival time of the participants.

Perception of the retail atmosphere and relation of quality-price of the retail products

Similarly, the perception of the retail atmosphere in the airport (positive, negative etc.) is not affected when people travel for different reason. In other words what the majority of the participants think or believe for the atmosphere in the retail area of the airport is not changing along with the purpose of the trip. Of course, the retail atmosphere may be different on each airport so the perception on that also depending on the airport. However, several participants answered that in general they would characterize as “a nice and positive surrounding” the retail environment of the airport whereas only a few stated that they found the airport retailing environment as negative since it is always hectic and expensive. An appropriate result cannot withdraw as far as the retail atmosphere of the airport is concerned. Regarding price almost unanimously participants agreed that products in airports are very expensive compared to the prices in the market, especially when it comes to food. The interesting fact is that many participants stated that “There is a perception that the products are tax free but I do not believe it or see it any more”.

Products that the participants purchasing

Similarly, there is not a clear answer if the participants purchase different products when they travel for leisure and when they travel for business as the answers where quite split, so not an appropriate pattern can be identified. However, the two most common products that people seem to buy when they travel for business are only food or souvenirs/gifts for their colleagues.

4.4 Other interesting findings

After the above analysis is clear that people who do travel for leisure and business adopt a different behavior regarding the activities that they do and the feelings that they experience. But do they understand that they show a different retail behavior? The answer is yes. Almost all the participants admitted that they realize that they adopt a different behavior as a consumer and as an individual when they travel for work and when they travel for leisure. That means that they know beforehand their attitude inside the airport, the activities that they will do when they travel for business or leisure.

During the interview process and after analyzing the questions there were some facts that are also interesting to be mentioned.

✓ **Level of stress: How work and how family affects it**

The majority of participants seems to experience stress when they travel in general. Several stated that they are more stressed when they travel for business since you are in a work-related purpose. Also, some of them admitted that they are both times stressed because they do not want to miss the flight in any case, even it is for a leisure or a business trip.

Family and especially children also seem to affect the behavioral pattern of the participants when they are in the airport. The very few participants who have children stated that they feel less stress when they travel for business since they are on their own compared to leisure when they have to take care of their children in the airport and they have to check-in more luggage's.

✓ **Frequency of traveling and retail "expectations"**

It seems that there is a relation between the frequency of traveling and the "expectations" of what you can find in the airport retailing environment. The sample can be considered as "experienced" travelers since they travel at least four times per year by plane (for business and leisure purposes). Based on that several participants who travel with an even higher frequency stated that they know what to expect from an airport and its retailing environment which means that feel a kind of "boredom" to explore the airport since they know what to "expect" and they believe that they can find similar products in every product as well as the market.

"Once you have been to one you have been to all", Female, age 31

"You find the same shops and stuffs", Female, age 29

4.5 Similarities and dissimilarities with the literature review

In this section the findings of this research will be compared to the literature review (paragraph 2.4.2) in order to identify similarities and dissimilarities between them.

Main similarities to the existing literature review

After reviewing the literature review the following “characteristics” were identified as “similar” between the existing literature and the findings of that research. Those “characteristics” are spotted as different in the behavior of the people when they travel for business and when they travel for leisure in the literature as well as in that thesis research.

- **Spending pattern & Shopping behavior**

Both literature review (2.4.2) and the key findings (4.2) identify the spending pattern and the shopping behavior as “characteristics” that change based on the reason of the travel. In more details, literature review suggest that business travelers tend to spend less money on shopping compared to leisure travelers (Torres et al., 2005). Indeed, this is verified also by the findings of this research (4.2) since the majority of the participants stated that when they travel for leisure there are more prone to treat themselves and spend more money since they feel that they are already on vacations.

Similarly, as their shopping behavior is concerned, according to the literature review (2.4.2) leisure travelers will engaged much more in shopping, both pre-arranged and impulse shopping, (Lu, 2013). This is in accordance with the findings of the research. More specifically, most of the participants agreed that when they travel for business are much more focused on the purpose of the trip and they are not engaged to shopping. If they do, they will usually purchase only products that they really need at that moment. In contrast, when they travel for leisure, they are very keen to look to the shops, and search for offers and products they want to buy.

- **Product choice**

Shukla 2013, states that leisure travelers are accompanied with their relatives or friends and this affects their product choices that they will make and the activities that they will do in the airport. This finding highly matches the finding of this research. In more details, the vast majority of the participants admitted that when they travel for leisure, their companion (relatives or friends) affects very much their shopping behavior in the airport. Which shops they will visit, what products they will buy and in general how they will spend their time inside the airport.

Main Dissimilarities to the existing literature review

- **Arrival Time & Time spent on the airport terminal**

According to Tasic (1992) business travelers tend to be stricter on the time that they have to spend in the airport since they arrive later on the airport compared to the leisure travelers. This cannot verify by the findings of this research. Many participants stated that when they travel for business they tend to arrive earlier in the airport since they are more anxious and they want to ensure that everything will go smoothly. Other participants agree with Torres, mentioning that they arrive later since they travel alone and they do not have to check-in luggage. Consequently, not a proper result can be withdrawn.

5. Conclusion

Shopping motivations and the differences on the behavior of business and leisure travelers have been analyzed many times in the past, mainly through quantitative approaches in two different samples: business travelers and leisure travelers. The novelty of this research is that it is concentrated on one sample: in the analyses of the shopping behavior of the same people when they travel for business and when they travel for leisure. The goal is to interpret deeply how the same person adjusts his behavior inside the airport, how he feels and how he reacts against the retail offers, when the purpose of the trip is changing.

Thus, this thesis has focused on the following research question: **How do passengers experience the retail offer at the airports based on their travel profile (Business traveler Vs Leisure traveler)?** In order to answer the research question twenty employees of Unilever Netherlands were in-depth interviewed to spot what change in the way that they experience the retail offers in the airport when they travel for leisure and business. After the detailed explanation of the key findings (paragraph 4.2) the research question can be answered as following.

In the majority of the participants there is a clear difference in their attitude and mood between traveling for business and traveling for leisure. People experience differently the retail offer at the airport when they travel for work and leisure. More specifically, most of them when they travel for business, they are still on a working mood which means that there is not time or space in their mind for shopping. They do not shop or if they do, they only purchase very specific products, spending most of their time working. Traveling as a business traveler means that the majority is clearly focused on the purpose of the trip (work). When the same people are traveling for leisure, they experience the retail offer much more intense. They are happy, relaxed and on a vacation mood. They travel together with familiar people so they get much more easily engaged in shopping and leisure activities (such as having coffee, eating, drinking etc.). They are keen to walk through the shops and search for offers or the products they like. This means that they are much more prone to make purchases and spend more money when they travel as leisure travelers. An interesting fact is that the vast majority of the participants do realize that they adopt a different behavior when they travel for business and they travel for leisure. Although they are still the “same” person the majority adjust their behavior on the needs of the trip. The arrival time on the airport, the products that they buy and their perception of the airport retail environment seems that are not being affected in a big extent by the purpose of the trip.

Finally, very frequent travelers seem to feel more “bored” or “unwilling” to explore the retail environment of the airport, since they know exactly what to expect and what kind of products they can find. An interesting question would be how the airport retailers could arise their excitement again and target that group of people.

6. Limitations of the research

In this section the main limitations of the research are presented. First, the results are only based on a certain company named Unilever Netherlands. It can be assumed that every company has people with a common “mindset” that matches the profile of the specific company. In addition, a different travel policy (a higher or smaller daily amount limit) maybe could have a different effect on the travel behavior and decisions of the participants when they are inside the airport. So, maybe if employees of a different company were interviewed the results could be different. However, Unilever is an international company and its employees are coming from different countries with different backgrounds. That means that even though they all working for the same company they have different experiences which affect the way they think and experience they retail offer at the airport. Second, the number of the participants can be considered as a limitation. A number of twenty people gives a good indication of the situation but the results would be stronger when a bigger sample would be used. Finally, it can be assumed that they were traveling as “business travelers” also before Unilever, for other employers, so their current attitude towards the retail offer at the airports has also been affected from their previous employers.

7. Further Recommendations

In this last section of that thesis, some further recommendations for both future research and airport retailers are being described.

7.1 Recommendations for further research

As far as future research is concerned some further recommendations could be to extend in more companies the method of in-depth interviews to investigate the differences in the way that the same people experience the retail offer in the airports based on the reason that they travel. Different companies in different geographical regions of Europe would be of a highly interest. Keeping in mind that the departure airport of the sample is Schiphol it would be really interesting to investigate if the results could be similar in another European county where employees are departing from a different European airport. Different companies in different countries, with different profiles and travel policies are an interesting recommendation for further research to investigate how the results are different or similar with the findings of this thesis.

Another recommendation could be to interview people from more departments of a company and more different levels of hierarchy. Finally, more research questions could be added to have an even more detailed view on the way that people how travel as both leisure and business travelers experience the retail offer at the airport.

7.2 Recommendations for airport retailers

It would be interesting to think how airport retailers could “catch” the attention of business travelers. As people are traveling more and more their expectations are growing too. Experienced travelers such as business travelers, want to use effectively their time inside the airport, they know what they can expect and what they are looking for. So, how airport retailers could make this group of travelers to get involved more to the retail offers of an airport?

Travelers, and maybe even more experienced travelers such as business travelers are looking for specific services and products which match their mood and interests. Consequently, product and service differentiation maybe be the key to attract them.

Airport retailers should use in the maximum the technology to stay connected with the travelers through mobile apps, and channels they use such as social media. Business travelers should be a “target” even before the time they enter at the airport. Airport retailers could use the relative flight information (timetables, destination etc.) to offer tailored services to the travelers.

What if travelers got notifications from an application to be informed beforehand for all the offers or the new products from the shops they are subscribed to? For example: a traveler is subscribed on the x-brand that he likes. One day before his flight he receives a pop-up message that tomorrow the x-brand has an offer on those products. This would not only save him time but if he knew beforehand that there is a product that he wants to buy in the airport then he could arrange their schedule respectively. Additionally, it would be much more effectively for the traveler to be informed without the need to scroll in an app. Similarly, destination-based services would create unique experiences and maybe attract the passengers. For example, a business traveler flies at 4 in the afternoon. What if he could receive an information that the x-restaurant inside the airport could have ready for him a menu for lunch inspired from the country he is going to, on a specific price and time? Passengers’ data which is connected to the boarding passes should be used to convert the retail activity in a highly personalized shopping experience (Carol L.,2018)

Retailers, and airport designers getting more and more aware of the traveler’s needs. *“Items purchased at the airport, or even on the plane, could be delivered to where the shopper wants: their hotel upon landing, their home for when they return or to collect before their flight”* as Carroll, an experienced designer at Seymourpowell, states (2018).

Retail industry seems to be really promising sector and could significantly benefit not only the airport managers but also ameliorate the travelers experience.

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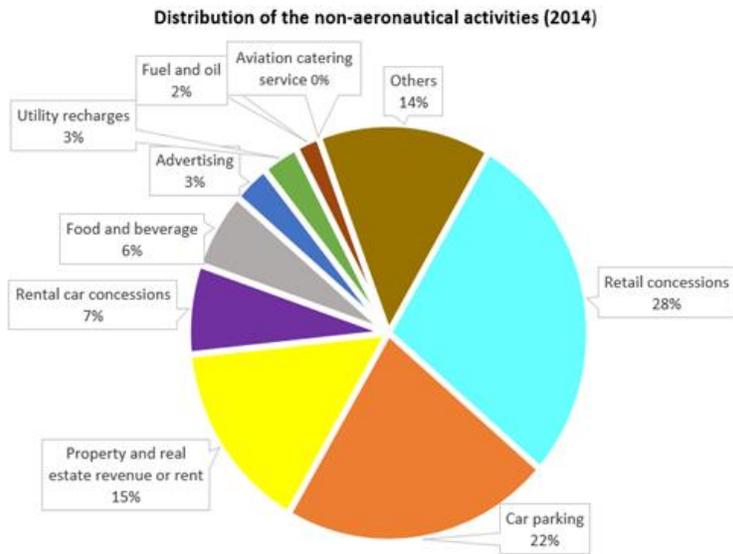
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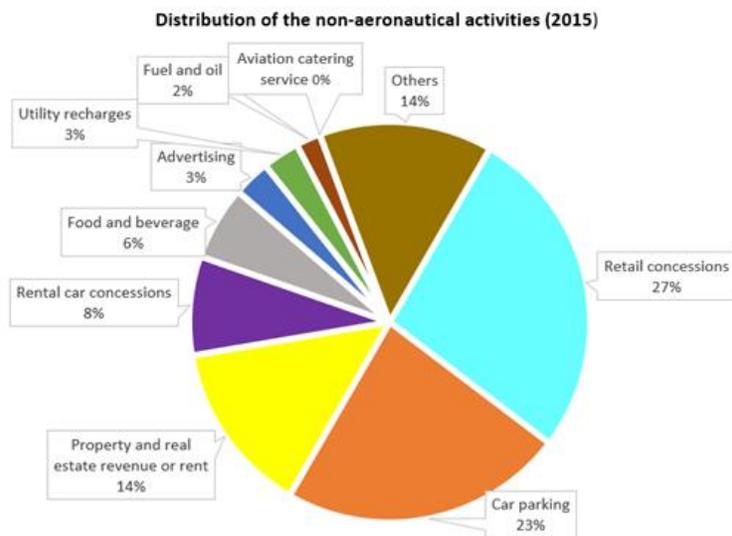
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APPENDIX A



B 1: Global distribution of the non-aeronautical activities for 2014, (Source: ACI,2016)



B 2: Global distribution of the non-aeronautical activities for 2015, (Source: ACI, 2017)

APPENDIX B

Interview n.01

Characteristics of the participant:

- Age: 28
- Nationality: Bulgarian
- Sex: Female
- Function in the business: Procurement Assistance
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 8 times/year

-Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

It depends if I am going on a flight overseas /out of Europe or if I am going on a flight inside Europe. If my flight is outside Europe, I will be for sure 3,30 hours in advance since you have the visa, luggage's and the check in takes longer.

Also, if I have to travel for business even if it is inside Europe, I will be there 2,30 to 3 hours in advance because I want to make sure that everything goes smooth and I am not late because you travel for a business purpose somewhere, people expect you and you want to be in time. For leisure within Europe I will try to be there max 1.30 earlier. I take it more relaxed.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please give some examples.

Definitely I go and grab coffee, some drinks. For business I buy something like local souvenirs or presents to show some nice gestion to the colleagues/ partners there and I usually spend most of my time there working. For leisure I usually go and pass form the shops to buy some perfumes and see if I like something else.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

For leisure I travel my boyfriend or my friends. For business I always travel with my manager.

Yes, it affects. When I travel with my manager if we had to go for a coffee or to eat something the company covers those expenses. You are more free on your choices but you will not go to most expensive places. Even though my previous manager was very friendly and encouraging me for shopping I wouldn't go with to a shop to buy underwear or cosmetics for example. Now with my current manager in Unilever I would be even more formal. Keep it a bit more professional compared to leisure where I am more relaxed and I enjoy shopping whatever I like and want.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I would say I perceive the airport retail environment as a positive surrounding. I wouldn't say that is a place that avoid to be. I like traveling so for me is a nice environment. The kind of business travel also affects the feelings. An example: Once I went for a business trip, I wasn't so eager to go because it was a very intense business trip. It was for 3 days and we arrived back very late in the night and the next day I had to be early again in the office. So sometimes when you know it is a very intense business trip then your vibes are not that great that you want to go. For pleasure I always enjoy more and I want to go.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

When I travel for business. Because when I am in the airport, I always think the business trip and the situation I will meet there. You want to make a good impression and the business trip to have a good end. For leisure I don't feel any stress.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please explain.

If I go for leisure, I am more curious to go around and explore more in the shops. For business I am not so interested to explore the airport since usually I need to prepare something for my job. I usually find a

corner where I can sit and go through my papers, prepare some notes and the things that I have to do there.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

It depends. Sometimes they have deals. For perfumes, cosmetics then you can expect to catch a deal. Souvenirs and touristic stuffs are much higher than outside the airport. For leisure definitely I go and check the prices/deals for perfumes, cosmetics and make up. For business I am not interested on these, I will go and check if I can bring some gifts and souvenirs especially of, I didn't have time to buy them outside the airport. Depending on the purpose of my trip I look for different products.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? Please give an example

Yes. Because if I travel for leisure I will go and check the shops if they have a new area. If I am traveling for business, I will find a nice coffee corner to go through my stuff and prepare some notes for my meetings there.

Interview n.02

Characteristics of the participant:

- Age: 31
- Nationality: Bulgarian
- Sex: Female
- Function in the business: Procurement Assistance
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: more than 4 (5-6) times/year

-Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

When I am traveling for work, I schedule the arrival time around my meetings and my work schedule. When I am traveling for leisure, I am more flexible. The arrival time is almost the same 1,30 to 2 hours in both cases.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

More or less the same. I just go through the shops, the duty free and I buy if I have already planned to buy some gifts beforehand. I am more investigating and not buying.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

Yes. Leisure with my husband and for work with my manager. Usually I am more relaxed when I travel for leisure. When I am travelling with my manager that implies some kind of more formal professional type of behavior so I don't spend time to go through the shops. It is a more efficient and effective type of behavior.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I perceive it more neutral to negative for both reasons. Usually it is very crowded, the lighting is artificial, no sun coming in, cold atmosphere. Very crowded and I am not a big fan of the products (cosmetics and perfumes) that the airport offers and also of that kind of atmosphere and surroundings.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

In general, more or less the same. Example: Last business trip was extremely stressful because there was a big delay, a lot of people, huge lines.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

I feel curious but more or less I know what I can expect from an airport. Once you have been to one it is like you have been to all of them. They all offers the same kind of products (perfumes, food, sweets etc). I don't expect to find some treasure product that I have been looking for.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

I don't really purchase different type for products. Except if I know that I will go for a business trip and I want to purchase/prepare a gift for my partner and I haven't prepare/buy anything beforehand so I know I will find something suitable at the airport. This is the only difference in my shopping pattern.

Price- quality: When you are at the airport you know the prices that would be higher. It makes sense and you can expect it.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? Please give an example

Yes. When I travel for leisure, I am more prone to treating myself. I will buy a beer, a coffee or something to eat that I would not normally buy when I am traveling for work. Usually because when I travel for business, I am very concentrated to go to the right gate, follow the right directions to go to my plane. I have a more official behavior. When I travel for leisure, I am more relaxed.

Interview n.03

Characteristics of the participant:

- Age: 35
- Nationality: Dutch
- Sex: Female
- Function in the business: Procurement Assistance
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 6 times/year

-Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

My decision of the arrival time is not affected from the reason that I am traveling. I usually arrive 2-2,30 hours before independently of the reason.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

Normally for business I just work in my laptop since it is working time. I also print and check some materials that I bring with me. For leisure I also do work sometimes but more I do some shopping and scroll around the shops.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

Business I travel with colleagues or alone for leisure with my friends. Yes, the company affects my behavior. Definitely when I travel for business, I do not do any kind of shopping but when I travel for leisure I do sometimes shopping.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

It depends on the airport. If it is very busy and I am stressed then at the same time I perceive it as a negative surrounding. If there are nice drinks, nice shops and comfortable chairs then as a positive.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

I feel a bit more stressed when I travel for work because actually, I am working, but no big difference.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

For business I always have to work as most efficiently so I don't feel bored since I keep myself busy. When I travel for leisure maybe a bit more bored and frustrated especially when I have to wait long for my flight.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

I think everything is basically overpriced. Regarding products, I purchase much more food, coffee and coke when I travel for work since I am working which means that I need to stay awake while for leisure I would rather take a juice.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? Please give an example

Yes definitely. I think for business if I need something I just go and grasp it since I know it is under working hours so I want to use my time in the most efficient way. For leisure sometimes I just go for shopping because I don't have anything else to do. I walk more around the shops to look what they offer.

Interview n.04

Characteristics of the participant:

- Age: 33
- Nationality: Dutch/German
- Sex: Female
- Function in the business: Senior Procurement Assistance
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 3 times/year

-Business: 1 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

No, it doesn't depend. Regardless if I travel for leisure or business I always want to be much earlier at the airport, usually 2 hours before boarding time.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

I do get a coffee and maybe a piece of cake since I am way to early. I do window shopping a lot and it doesn't depend on the purpose of my travel.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

For business sometimes alone and other times with my colleagues. For leisure I go with friends or my family. My company doesn't not affect my shopping behavior at the airport. I like window shopping and my friends usually accompany me in that shopping and look around, whereas when I travel for work, I meet with my colleagues outside the gate so before than I spend again the time as I want.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

Schiphol for sure positive in any case. My perception of the airport it doesn't change based on the reason that I am travelling for.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

I feel more stressed when I travel for business because I know that during the time, I am traveling for business I know that I have to check my emails and receive calls.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

When I travel for leisure, I am more relaxed. I don't worry about my meetings. My mind is more relaxed so I have more "space" in my mind to explore the shops. Then I am quite curious to walk and see what the shops may offer.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

In general, it is too expensive. If you go to the duty free then you can find a good deal. Before I buy something even in the duty free, I will always check on-line if I can purchase it cheaper somewhere else.

I don't purchase different products because whatever I buy is for personal use, I don't buy something working- related.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? Please give an example

Yes. When I travel for work coffees and snacks are compensated, so I know there is a budget for me to spend so I will not bother to pay so much attention on the price. When I am traveling for leisure, I pay more attention to the prices (e.g. I will not buy a piece of cake for 5 euros).

Interview n.05

Characteristics of the participant:

- Age: 33
- Nationality: French
- Sex: Male
- Function in the business: Finance assistance
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 10 times/year

-Business: 5 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

Not really from the purpose of the trip it is more depending from the type of the trip (time, international or outside Europe etc.). If I have to check in luggage it will be 2-2,30 hours before otherwise 1 hour before.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

I don't do anything, I just sitting in the waiting area, I usually do not purchase anything to drink or eat.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

For leisure friends and family and for work for colleagues or my manager. When I am alone as I said I will not do anything, I will just sit and wait. With my friends usually I will have a coffee.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I don't perceive it as a positive experience sine it is always very busy. I considered as overpriced and without many options. What you can get it is not good in terms of price and quality. For example, food is very expensive and the quality not as good as you can eat outside.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

I don't feel stressed in general when I travel. My feelings are neutral in both cases.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

I am always curious to walk around and see what the shops may offer and what it maybe changed from the last time. For leisure I am excited because I know that I am going for holidays.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

It is very pricing since you are on the spot. I don't buy products on the airport. Very limited purchases, may if I need a bottle of water after the security. I am not the type to go into a full restaurant or go foe shopping inside the airport. I prefer to do it outside the airport.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

No. As a consumer I will not change my pursues when I travel for business or leisure and similarly my feelings are the same in both cases.

Interview n.06

Characteristics of the participant:

- Age: 40
- Nationality: Greek
- Sex: Male
- Function: Finance Business Partners department
- Annual Frequency of traveling for Business and Leisure purposes:

Leisure: 4 times/year

Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

When traveling for business sometimes I arrive a bit earlier in order to ensure that nothing will go wrong with schedule. Also, it depends on the things that I will have to do in the airport (e.g. if I have to check-in baggage then I will arrive at least 30 minutes earlier than the usual). Usually when I flight with other people, co-workers or friends I arrive earlier compared to when I travel alone.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

More or less the same things pass the controls and window shopping. If I have time and I am with friends or co-workers, most of the times, we will have a coffee or light snack. When traveling alone usually I don't. When traveling for leisure usually it's a bigger trip in terms of duration) I will spend more time in the stores for things I am going to need in at the destination.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

Usually for leisure I am traveling with family. When for business I travel alone. Yes, the company affects my shopping behavior. Usually when with company I may spend more while staying in the airport.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

In general, my perception is positive. It doesn't change based on the purpose of the travel.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

When traveling for work there is a little bit more stress in order to ensure that everything will go well and according to the schedule.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

Excited, usually. It's always better when for leisure because usual the duration of the trip is bigger and the destination is new (most of the times). For business I am not so excited as I am not going for vacations.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

I perceive price as higher than in the city. Quality might be better in general. When traveling for business usually I don't purchase anything other than snacks. When traveling for leisure I may shop more.

Q8. In general, do you think that you show different behavior as a retailer when you travel for work and when you travel for leisure and why? Please give an example

Yes, when traveling for leisure is more probable to shop items that I will need in the destination. Most of the times the staying to the destination is longer when you travel for leisure and sometimes this is a reason to buy a few things in the airport.

Interview n.07

Characteristics of the participant:

- Age: 33
- Nationality: Greek
- Sex: Female
- Function in the Business: Finance manager
- Annual Frequency of traveling for Business and Leisure purposes:

Leisure: 3 times/year

Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

My arrival time always depends on my schedule ahead. Given that, my time selection changes radically depending on my purpose of traveling. In case of business I tend to prefer morning weekday flights to be able to carpe diem, while in case of leisure for small getaways straight after and to work flights. For long travels for pleasure I don't mind that much about the specific time but for several other factors such as duration of flights, layover etc.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

Business:

- Checking emails, reading the news, etc. (looking for chargers and plugs)
- Make exchange
- Buying some small snacks for the flight

Leisure:

- Instagram, chatting
- Make exchange
- Buying some small snacks for the flight
- Mani / Pedi, Small spa services
- Visiting retail stores and rarely shop

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

No, I wouldn't say that my company affects my buying routine/ habits neither in case of business nor in case of leisure.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I would characterize the surrounding positive in general, with high end choices. I am always looking for regional products with a flair (apparel, home accessories, food, toys, souvenirs etc). Renowned brands are not appealing for me inside the airports as they don't actually offer the same pleasure of a buying experience in a high-end shopping road across the globe.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

I feel more stressed while traveling for business as I have to catch up with several other things, such as meetings, deadlines and corporate calls.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

Always excited no matter what the purpose, as I am a genuine travel enthusiast. In case of delay I feel anxious and I am trying to rationalize it. I am always curious to discover new places, and by places I refer to every single spot that catches my attention inside the airport.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

My perception is not affected by the purpose of travel and usually I buy the same products.

Price/quality ratio perception

For food: too pricey but necessary

For fashion brands: very good choice

For home accessories: a little higher than average

Q8. In general, do you think that you show different behavior as a retailer when you travel for work and when you travel for leisure and why? Please give an example

My buying preferences tend to be very specific and accurate, as I love to make a proper research ahead. Taking this into account, a travel for me, no matter its purpose, is always a good opportunity to gain access to products and services, in reasonable prices, that are not available in my hometown neither in a physical store nor online.

Interview n.08

Characteristics of the participant:

- Age: 33
- Nationality: Greek
- Sex: Female
- Function in the business: Global supply chain assistance
- Annual Frequency of traveling for Business and Leisure purposes:

Leisure: 3 times/year

Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

The decision of the time might slightly differ depending on the type of the reason, actually for business travel, I personally tend to arrive half hour earlier that I would for a leisure travel. This is mainly because I tend to feel more exposed to the company in case of missing the flight instead of a leisure trip where I pay my own ticket and can issue another one without being exposed and embarrassed at the office.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

Business Travel: I usually first check for the boarding gate, where it is located and then I go to a star alliance lobby area to have a coffee/drink before the departure time and check my emails. In case required, I will withdraw some cash from the ATMs or make money exchange depending on the destination of arrival. When I travel for leisure, I will go for the Duty frees, check the prices and make some shopping if I have enough time. If the trip is going to be a long one, most probably I would eat something in advance as well.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

When travelling for business usually I'm accompanied with my boss, which is not much of a shopping person so I cannot go for shopping. We would stay all the time together and discuss job related issues, so there is no time for shopping actually. When travelling for leisure with my husband, for example, shopping time is significantly reduced and is more targeted I would say, rather than going on a trip with my girlfriends, with whom we would visit almost every duty-free shop available.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

The airport retail environment depending on the country you are visiting can be very interesting shopping wise due to very different brands that you may encounter on different countries. I would

rather say that, it gives you a sense that you are having free time to spend in a positive surrounding, due to the multicultural atmosphere created by the different materials/things you may find and the of the people as well.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure?

Please explain

I feel more stressed when travelling for business in order not to miss the flight and overcharge the company with additional spend that would cause some issues to me, accounting wise. However, I feel also stressed when travelling for leisure and the destination is let's say outside Europe or need a visa or is far away (more than 7-8 hours trip). This is mainly due to being afraid of missing the flight due to non-sufficient paper/visa/passport documentation or arriving delayed on a long trip flight which if being missed, would most likely mean cancelling the trip or a huge cost of finding another ticket.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

When I travel for business, I feel bored, because usually the destination is well known, might have been already there many times within a year. On the other hand, for a leisure trip I always feel excited, curious, happy and I have a better mood. This different behavior could be driven from the company I have with me. Travelling with my husband or my friends is different than travelling with your boss, where there is no intimacy.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

The retail products in the airport cannot be characterized as value for money products and have higher price compared to the same product outside the airport even with the tax being included. So, in an airport I would choose to purchase wines/cigarettes and fresh local products that should be packaged only within the special bag allowed on airplanes. Depending on how rare are these products I would buy them either travelling for leisure or business. But in general, when travelling for leisure, I would purchase products for gifts that I didn't have the time to purchase outside the airport whereas on a business trip, I don't purchase gifts unless I find a very rare product that we don't have in my homeland.

Q8. In general, do you think that you show different behavior as a retailer when you travel for work and when you travel for leisure and why? Please give an example

Yes, my behavior is completely different when traveling for leisure, as I feel already on a vacation mood, shopping is considered for me a happy time so in this way I enjoy more my vacations and feel that even I have not started my flight yet, my vacation has already begun when starting to look around the shops in the retail airport area. On the other hand, when travelling for business, I feel that I'm on duty and have no time to spend wondering around the shops, which is also made more difficult when traveling with your boss or colleagues that might "judge" you or comment on the products you are purchasing.

Interview n.09

Characteristics of the participant:

- Age: 30
- Nationality: Bulgarian
- Sex: Female
- Function in the business: Finance partner
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 2-3 times/year

-Business: 2-3 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

For leisure minimum 2 hours before and for business 1 hour before. Definitely for business I arrive later at the airport since I do not have to check in luggage so time is enough for the security and go through the processes.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

For business I have a cup of coffee, maybe something to eat and go to the shop and check if I want to buy something and then I go to the gate. For leisure first where is the gate is to know where we are and then we usually don't take something for consumption and I am more focused on the child. In the past, if I was traveling for leisure, I was more prone to spend money to buy something nice. But now actually

that I have a family this is the same when I also travel for work because then I am alone so I can buy things for myself I have more time to go to the shops compared when I travel for leisure and I spend my time looking the child on the airport.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

Yes definitely. When I travel with my husband and my child, I am more focused on the child and its needs than me looking what I want to buy. So, I will think beforehand if I need to buy something on the airport and then go straight to get what I need but don't spend time looking around to see if it is something else I may something. For business I am not stressed to take care of my child so when I travel for business, I spend time to buy the things that I want and also look around at the shops for anything else that I may like.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

As positive in any case. I am exciting when I am inside the airport terminal regardless the purpose of the trip.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

Both times. For work you don't want to miss your flight and the things that are planned for work. For leisure is also stressing since again you want to be on time and having enough time on the airport to do the necessary processes.

In addition, when you travel for work is usually less busy because traveling for leisure is usually inside the holiday period so more families are traveling, busier and more stressful. For business is more relaxed.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

Both times I feel exciting. More curious to look for offers when I travel for business because I have the time to think about it, I am more relaxed whereas with my family I look only the things that I know that I need and not what else can be there.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

I doubted if it is really cheaper and it worth to buy at the airport rather that the shops in the cities. I don't believe that there is a tax benefit anymore as it was in the past. Even on perfumes I still don't see if it is much more affordable that in a normal shop. Cosmetics for example I do see a benefit and I try to buy them on the airport.

Yes. For leisure I look for the alcoholic beverages to buy. For business I look for offers on the cosmetics and perfumes.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

Yes. During the business trip I have more time to think what I want and what I would like to buy compared to leisure. During the business trip I am more prone to buy something spontaneous compared to leisure where I will only buy something that I know beforehand that I need.

Interview n.10

Characteristics of the participant:

- Age: 31
- Nationality: Greek
- Sex: Female
- Function in the business: Supply chain project manager
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 3 to 4 times/year

-Business: 5 to 6 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

I have a consistent behavior. Both times I arrive quite earlier, like 2 hours in advance since I want to be sure that I will be on time. Yes. However, when it is for business, I am not so motivated, when it is for leisure, I am super motivated I am enjoying going to the airport.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

For business I go directly to the platform and open my laptop in order to work a bit before my traveling. I do not check any shops or offers. I am not in the mood for shopping. For leisure yes, I will go to the shop check the offers, have a coffee, relax and enjoy being at the airport.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

For leisure I travel with my friends and for business usually alone. Yes, the company affects my shopping behavior. For example, when I travel for leisure with my friends I tend to shop more like a book or chocolates compared when traveling for business and I am alone I will just wait the flight to leave.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I think I used to like it more in the past. Now that I am traveling more, I have been fed up with the airport. It feels like it is the same and the same. I just want to go to the platform and wait for my flight rather than shopping around or I may just buy the chocolate that I like and go and sit on the platform.

Also, I cannot find shops that I am interested in every airport. They usually have chocolates and everything but not the shops that I like. For example, Eleutherios Venizos has "Masimo duty" and then I enjoy more because I go to shop the brand that I like, so it also depending on the brands that every airport offers.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

For business I feel more stressed. I usually have workshops and prepare presentations, you don't know the audience there so I was feeling insecure and not confident. I am a fun of traveling but in such a case I am more like should I stay or should I go?

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

For leisure trips and especially when it is a new long destination, I am super excited and looking forward for that. For business reasons I am more bored and not excited, I just want to go there and come back. My feelings inside the airport are depending more on the reason that I am traveling not from the airport retailing environment itself.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

I found it very expensive. Even in offers like buy one and take the other one-half price, if you take for example a "Milka" chocolate from the supermarket is much cheaper. So, I think that it is much more expensive than you would expect. You have the feeling that there is "tax free" and there is no tax free in the reality.

What I buy very consistently is a chocolate. When I am traveling for business, I am quite anxious so I don't purchase anything else. For leisure for example on my way back from Greece I will buy from the airport local products or alcohol as gift for my friends here.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

Yes, I am more relaxed when I travel for leisure, I am more prone to see the shops and check what I could buy. When traveling for work I am more stressed and I just want to open my laptop and focus on the job.

Interview n.11

Characteristics of the participant:

- Age: 32
- Nationality: Russian
- Sex: Male
- Function in the business: Global strategies; supply chain analyst
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 4- 5 times/year

-Business: 4 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

It is the same, it doesn't change. I try not to arrive too early. For international flight is like 2 hours before and for internal flight is usually 1 hour before the flight. It might depend a bit if you are traveling economy or business class because you might assume that it will be faster for business class but I do not change my arriving times since I want to be sure.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

Whenever I travel, I actually try to eat at the airport before the flight because I don't like the food during the flight. For business, since I have access to the business lounge I eat and work there and I do not use the other restaurants of the airport. For leisure I go to a cafeteria or a restaurant, then I will check souvenirs shops to bring something back for my family and my friends.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

Yes, it affects. When I am traveling with friends, I go to the shop less because we usually go to a food place to talk rather than shop around. When I am alone for leisure, I find ways to spend my time such as book store, electronic store and stay there. I do not do clothing shopping at the airport because I think it is very expensive.

For business I usually travel alone. I will go to the lounge and spend most of the time there doing some job.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

It depends on the airport. Some airports are nicely organized and you don't need to walk long distances to get into your gate and the shopping areas. I found that more comfortable. Sometimes when it is too hectic with big groups of people, I find it quite annoying and I am getting frustrated from that.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

I usually do not feel stressed in none of the two cases. The only reason that could made me feel anxious is when I am late even this is for business or even this is for a leisure trip.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

I would say I feel curious. When I travel back home from a business or leisure trip, I usually want to grasp some last-minute souvenirs and maybe experience more the local culture/things than the common things you find on every airport. For example, in Turkey they have a huge airport and they have a lot of souvenirs and the traditional Turkish delight which they offer in every store but also you can taste it for free. I think that this raises the curiosity of the passengers to get a feeling of the local products.

When I travel for business, I need a place to work, with good wi-fi and electric plugs to use my charger and be comfortable place for working. For leisure is more like shopping browsing.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

They are overpriced. In all restaurants and shops inside the airport you pay more. I have a negative feeling about that since I feel that the shops are exploiting the situation that passengers do not have an alternative. Whenever I am somewhere, I try to purchase everything before going to the airport and I will only buy some last minutes shops in the airport if there is need.

When I travel for business, I try to bring some local food for the team to taste which I will not necessarily buy when I travel for leisure. This is the main difference in terms of shopping in my behavior.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

No, I wouldn't say that I have a different behavior as a consumer inside the airport when I travel for business and when I travel for leisure.

Interview n.12

Characteristics of the participant:

- Age: 40
- Nationality: Dutch
- Sex: Female
- Function in the business: Procurement assistance
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 3 times/year

-Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

Yes, for sure. Normally when I travel for business, I try to check in from home so normally I arrive at the airport 1 h before just to have some little time. When I travel for leisure, I will be 2h-3h before the boarding time.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

For business I will normally grab something to drink and just relax at the gate. For leisure I will also grab something to drink, take a walk through the entire tax-free shopping and just look at everything since you have time to enjoy those things.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

For work I am normally with colleagues or alone so you are a bit more official. For leisure I am with my friends or with my husband. Then it is more fun just to walk and discuss with each other, investigate the things you can buy, so that makes a big difference.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

For business we normally try to travel from Rotterdam airport and this airport is a lot smaller than Amsterdam so when I travel from there you have one store and then is finished. So maybe at that case is more that you think ok I will wait to go through the tax free and just relax a little outside the airport to wait. When I travel from Amsterdam you have a lot of shops and you think I will buy from there. In Rotterdam airport you getting more easily bored.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

No big difference because regardless of what you are doing you want to catch your plane and it is the same important for business and leisure. I am not the type of person who when travels for business I will be completely occupied with work because I will check my emails during the flight.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

The excitement is stronger when I travel for leisure because you go for holidays. For business I am a bit more relaxed and just go with the flow. I am here and it is something I must do. For leisure is more like "yes" it is nice that I am going somewhere.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

I think you have some very good offers. What I normally do and I do it always even if it is business or leisure, I always buys my perfumes there. Because it makes such a big difference in price so regardless of what I am doing I always get a bottle of perfume before I leave and when I travel for leisure sometimes, I also buy a good bottle of alcohol because that also saves a lot of money.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

No. I don't think so, I am just the same person.

Interview n.13

Characteristics of the participant:

- Age: 34
- Nationality: South-Africa
- Sex: Female
- Function in the business: Supply chain analyst
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 4- 5 times/year

-Business: 4-5 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

No, my decision of the time that I will arrive at the airport it is not depending from the purpose of my travel but mainly from the type of the flight (international or local). When it is an international flight, I am 3 hours in advance at the airport and when it is a flight inside Europe, I am trying to be there like 1,30 hours in advance at the airport.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

For leisure I always drink and eat something and after that I go and do browsing. I do not necessarily buy but I will always go and check the shops and the offers.

For business I normally find a coffee area or a lounge and I spend most of my time working.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

For work usually traveling with a colleague or alone. For leisure I travel with my boyfriend. Yes, my company it does influence my shopping behavior a lot. If the person who is with me buys stuffs then I also buy stuff. My boyfriend for example always buys products at the airport even if he doesn't need them. He just feels that he should go shopping when he is at the airport. When I am with him, I often buy more stuff or I am more prone to buy stuff because he likes shopping at the airport.

The person who accompanies me during my business trip also affects my shopping behavior since you usually want to stick with him so if he enjoys shopping then you end up to also do some shopping if he prefers to sit quietly in a lounge then that's the sort of the activity that you will do. If he buys a book, I might also buy a book as well.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I always find it fancy. It always looks expensive and luxury and this is another reason why I never believe that it is indeed cheaper than the market. I like to do price checking in the airport and only buy something if I am really convinced that is cheaper.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

When I travel for business, I feel more anxious because it is usually before a big project. And this is why I am more less likely to shop when I travel for business compared to leisure. When I travel for work, I am more focused on my job and the situation I will face there.

However, it is different when I am coming back from the business trip because then it is the opposite, I am overly relaxed so then I will buy something for my boyfriend or family because at that point I am totally relaxed.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

I am definitely more relaxed when I travel for leisure and I think that I enjoy the airport environment more. When I travel for business, I am very stressed normally, even if I am going to a nice destination and I normally find the airport environment more frustrating and annoying, not a pleasant environment. I perceive it as an admin that I need to get through to reach my destination.

I am always excited for a flight but this is because I think that this is the first year in that position that requires a lot of traveling. It is still very new and fresh, I do not think that I will have the same level of excitement if I keep doing this for longer.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

The quality is the same with the one that you will find in a normal mall but it is more expensive as price is concerned. They used to be a perception that you get the things cheaper at the airport but I don't see it anymore. For example, alcohol is normally 3 or 4 times the price compared to normal stores. E.g we went to Russia recently and we wanted to buy a vodka (Belunga). On the store was around 17 euros and I found the same bottle at the airport 240 euros. Maybe for electronics it is cheaper but for alcohol like a bottle of wine, which I usually tend to buy as a local gift-particular to the region it is always more expensive.

I don't think that I am purchasing different kind of products. I am always looking for souvenir type of things at the airport and then I often look for food or alcohol as a gift.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

Yes. When I am more relaxed, I tend to want to spend more so I am more prone to buy things at the airport when I am traveling for leisure compared to a business trip. Even when I shop during a business trip it is an admin shopping, maybe something for the team so I make sure that I do that on the airport. It is still like working related stuff.

Interview n.14

Characteristics of the participant:

- Age: 43
- Nationality: Australia
- Sex: Female
- Function in the business: Product and Innovation supply chain analyst
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 3-4 times/year

-Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

I usually try to get there very early. I had times that although I was there early, I just got the flight, so in order not to get panic I am trying to arrive at the airport very early. If it is an international flight, I try to get there 3 hours in advance and if it is within Europe 2 hours early minimum. For business it is not so complicated but for leisure you have to check-in more luggage, 2 children to go through the security checks so I tend to arrive a lot earlier compared to business travel.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

For business I am usually by myself so I will go and get something to eat for the flight and a book. I will take a coffee, sit somewhere and usually read a book. If I am traveling with my kids, we will probably look for entertainment in order to “kill” the time so we may look more though the shops, walk around. With leisure since I am traveling with a group of people it is a lot busier.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

Yes, it affects. With leisure I usual travel with my family or friends and there is much more shopping involvement. If I travel for business, I am trying to get it done quickly as possible, I don't have the mood to hung around or shop, I just want to get to the plane and get back.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I find it quite negative. It always very hectic, I perceive it a bit aggressive since all people want to proceed fast. The retail area in the airport is like a shopping mall. Really expensive, lots of busy people with trolleys, everyone is looking around, just like you went for shopping in a shopping mall.

My feelings are stronger when I travel for leisure. For business you are a single entity so you can move through easier. When you travel with your friends and your kids, then you have to keep in a group but it is more difficult because the probably the ones wants different things from the others. This makes me more frustrated.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

Probably for leisure. In general, my leisure trips are more expensive that the business ones (more tickets and further distance compared to business trip). So, I am getting more stressed not to miss that because I will not get the money back. Whereas when it is for business it is only me, I didn't pay by myself in any case and I will just take another ticket if I miss this one.

In general, I am getting stressed until to get at the airport. Once I am there, I don't feel stressed.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

The shops are always the same, they are all selling the same stuffs. It doesn't really matter in what airport you are, there is going to be a Channel, all the expensive shops which are not at all of my interest. There is not something I will say "wow" I can't wait to catch a flight to visit that "exclusively" shop that I really like. There is nothing inside the airport that you cannot get somewhere else.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

I think is really expensive. For food is extremely expensive and they really "get you" because you have to hand your water and then you have to buy another one for the x3 price. Expensive clothes I do not buy

anyway, expensive sunglasses etc. A long time ago it used to be tax free, so when you were going to the airport you could get perfumes, watches and everything was tax free but it doesn't have that saving any more that used to have in the past. It is just a super mall.

I always get a book and for leisure I will buy something for the kids so they can entertain themselves during the flight.

For business I will buy them something from the departure airport, on the way back, as a small gift because I was away.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

Yes. For leisure you are going for a holiday, so you are probably more excited and willing to treat yourself and spend more money. Let's buy a new pair of sunglasses because you are going on holidays whereas for work you just grab a coffee and sandwich and go through. I tend to buy more when it is for leisure

Interview n.15

Characteristics of the participant:

- Age: 40
- Nationality: UK
- Sex: Female
- Function in the business: Product and Innovation supply chain analyst
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 12 times/year

-Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

Yes, it is actually. When I travel for leisure but back to UK I arrive at the airport at latest as possible because I travel quite frequently and the airport is not so special (Schiphol) because I have already seen all the shops, there is nothing that I need, so I arrive as later as I can. When it is for business, I arrive a

little bit earlier (1,30 h), since the flight tend to be more expensive so I want to be sure that I will get the flight.

Flights for holidays: we will get to the airport a lot earlier (2-3 hours before) since it is a part of the holiday and we like to relax or have a drink, have some food and start the holidays from the airport.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

For leisure I am more likely to visit the shops but not on business. Usually they are very short distant trips so I don't have the space or the luggage to carry stuff around. For business I have the laptop with me so I am more focused on emails that coming in or things that I have to do for the work and preparing for the trip. For leisure I look to find offers.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

Yes. When I travel for leisure I travel with my boyfriend or on my own. When I travel for business I am usually with a colleague and I am less likely to walk around the shops because obviously I don't want to drag my work colleague around. When I am on my own, I am much more likely to look around the shops.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I think is a nice and positive environment but I am not a big fun of shopping inside the airport since it very expensive. So, I always have a quick look to see if indeed I can find a cheaper price for the things that I am interesting in. I usually buy low value items such a face cream.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

Neither. I only feel stressed when I am late. If I am late and I need to run through the airport then I would feel stressed. In general, I don't see traveling as a stressful experience. Also, I am a frequent flyer executive club membership so I don't feel stressed because I think that the most stressed in the airport is coming from the handling of your luggage and if you will find a spot to put it on the airplane. In my case a can put mine first on the airplane so this minimize my first.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

When I travel for business, I am more bored to travel but also to look around the shops. When I travel for leisure obviously, I am much more excited for the upcoming trip and more curious to see around the shops if I many find something that I would like to buy. I could say that because I fly a lot during the year, I tend also to feel more tired from that.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

There is the perception that there is a good quality and cheaper, but I do not believe that any more. When I travel for leisure it is more likely to buy alcohol. In addition, when I travel for leisure, I will usually buy something for my family. In general, I do not buy foods, I may buy a fruit. For business I do not usually purchase things.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

Yes. Because when I am traveling for leisure, I think more my family and friends and if I want to buy anything for them. So, if I know that my mother uses a specific face cream or if that my sister likes a perfume I will go and buy those things. When I am traveling for business, I will not keep any thought time to buying presents for people. For example, Christmas presents I will buy form the airport but only if I travel for leisure. For business I will not do that because I am not in that mood and also, I don't have the necessary space to carry them.

Interview n.16

Characteristics of the participant:

- Age: 29
- Nationality: Argentinian
- Sex: Female
- Function in the business: Global strategies; supply chain analyst
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 6-8 times/year

-Business: 6-8 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

I try to arrive at the airport as late as possible. It depends. If I travel for business, I usually travel with business class so I do not have to wait in the queue to drop my luggage. For leisure, if it is a short trip, I will be there like 2 hours in advance, if I have to drop luggage then 2,30 hours in advance.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

If I am traveling for business I usually work. I go to the lounge, sit eat and work. Probably I will buy something presents for the colleagues in the team that I will go and see there (chocolates or waffles).

For leisure I mostly waiting if I am there too early, I will eat something but no more than that.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

For business is either alone or with a colleague. For leisure I will travel with my husband. My company do not affect my shopping behavior because in general I do not buy anything on the airport unless there is a specific need and this is mostly food. I will not go to the duty frees.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I would say it is mainly boring since you usually find the same stuffs and shops over and over again and if you want to buy clothes are very expensive. You don't have cheap options like H&M. There is one at Schiphol but not in the waiting area. In general, whatever activity you have to do is really expensive.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

Maybe for leisure. I usually travel low cost airlines so I am stressed not to face any problem in the necessary processes.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

I am completely bored but this is mainly because I am in the airport a lot of times. There is nothing new to see or to buy.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

The quality is good but the prices are very expensive. No, it is just I do not buy anything.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

Yes. This is mainly that that I travel for business if I purchase something as a present for the colleagues since I buy it with the company card I do not care much about the price.

Interview n.17

Characteristics of the participant:

- Age: 30
- Nationality: French
- Sex: Male
- Function in the business: Supply chain planner
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 3 times/year

-Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

I tend to arrive always way earlier to the airport. If it is a low-cost company 1h.30 min, if I have to check in luggage's I will arrive at the airport 2.30 h in advance. No, my arrival time is not really depending on the reason of my travel, most of the time that I am leaving and what processes I have to do there.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

For business, I mostly checking what I have to prepare for the upcoming appointment. How much time do I have to get at the hotel, to get to the Unilever factory there and in general I try to organize myself. I am not so relaxed as I use to be when I travel for leisure.

For leisure, I mostly look at the duty-free shops. Sometimes I may want to spend all the rest of my money there on the way back. I also spend time on my phone, chatting or using the Instagram and Facebook apps. Finally, I maybe also drink a coffee and read a magazine.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

Yes, my company affects my shopping behavior. For work I always travel alone, so I usually have a coffee, sit somewhere and prepare for my work. For leisure I travel with my friends or my family. We may go to duty free to buy some perfumes or go to have a coffee, talk and play cards for our entertainment. We may also walk around the airport to find a stand for beers. Usually I spend more money when I travel for leisure.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I would say neither positive or negative. It is something that I expect. It is a very industrial surrounding, with a lot of space and you know beforehand your options in terms of the products that you can buy.

My perception does not change based on the reason that I travel for, I do not get any pleasure from the airport retail environment. I never buy clothes and I will never buy something from the airport when I travel for business. Maybe only a magnet for my family.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure?

Please explain

Usually when I am late. Maybe a bit more for business since I need to travel for business which means that I must be sure that my work is still progressing. For leisure I am already in a vacation mood so I am not stressed. In general, I don't want to be late.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

Most of the times arrive excited at the airport because I love traveling. However, when I travel alone (business trip) I feel bored and I may be more easily frustrated and annoyed if there are a lot of people and it is very hectic.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

I find prices at the airport really interesting. They have no taxes for cigarettes and alcohol. I never purchase anything when I am in a business trip maybe only some souvenirs, something traditional. I usually prefer to buy them in the country I travel to but if I cannot I will buy them from the airport. For Leisure I will maybe buy alcohol or a perfume.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

Yes, first of all I do not buy anything when I travel for business and second, I have a totally different state of mind. I am relaxed and already in vacation mood for leisure, and still on working mood for business travel.

Interview n.18

Characteristics of the participant:

- Age: 29
- Nationality: Philippines
- Sex: Female

- Function in the business: Global strategies; supply chain analyst
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 2-3 times/year

-Business: 6 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

It mostly depending on the airport. If it is a big airport it usually takes more time to get through the checks. When I travel for job, I usually travel business class so I arrive at the airport 1h.30 before the flight so you need more time. If I am traveling for leisure, I have more luggage's to check-in and I will try to arrive 3h. in advance.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

I always eat. When I travel for business, I do not do much things. I usually go to the lounge take something to eat and work, check my emails. I am quite on time so I do not have more free time for other activities. For leisure I also buy something to eat and then I will go to the shops and check if I like something to buy or some souvenirs/chocolates for friends.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

For business I travel alone so I do not usually do shopping because the airplane provides anything so I do not worry much. For leisure I travel with my friends and we usually go to duty free to check the discounts. Yes, my company affects my behavior. Usually I am more relaxed when I travel alone since friends are rushing and that makes me more stressed.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

In the good airports you have a lot of choices in terms of shopping. You are not bounded with the retail options. Then for me is positive. Otherwise when it is too hectic and too noisy then it is negative. My perception on that is mainly based on the airport and not on the reason that I travel for.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure?

Please explain

I am more stressed when I travel for leisure since I have to plan anything by myself. I feel more secure and comfortable when I travel for Unilever.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

I like airports. I enjoy walking around. It is very interesting because a lot of technology is happening there. You can find the latest updates or the latest version of products. I always enjoy the retail environment and I always feel excited no matter what the reason of my trip is.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

All the products are overpriced. You need it last minute and they know it that is why they target on that. No, I do not really purchase different products. I always buy something to eat and drink but usually not more than that.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

Yes, I guess so. I am more relaxed in the process of business but also more serious in my behavior. I am in a different mood as an individual but not as a consumer. Because I travel quite a lot, I can say that I have higher expectations which means that I notice much more intense the inconveniences that I may have during a trip.

Interview n.19

Characteristics of the participant:

- Age: 31
- Nationality: Greek
- Sex: Male
- Function in the business: Pricing Analyst
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 4 times/year

-Business: 2 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

Yes, for sure. It is not something that I am aware of but I can sense the difference in my mood when I travel for business and when I travel for leisure. The arrival time is usually the same in both situations because I don't want to be late, but I am more alert when I am going on business trips and I am always checking laptop and phones, to be sure that everything is working.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please recall and describe examples

When I travel for business, I have a routine. I usually get something to eat, get a coffee, find a place with good wi-fi connection and signal, plugs and I make sure that there is not so much noise and not much distraction so I can stay there and work. For leisure I go for shopping, I will try to find a nice book to read during the flight, find a coffee place with a nice view to see airplanes taking off and in general walk around and explore the airport.

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

For business I travel alone and for leisure I travel mainly with my girlfriend or with my friends. Yes, definitely my behavior is influenced by that. In general, I am not really a shopping guy but when I am with other people, they mostly tend to go to the retail shops and seek for specific things to buy so I just

go with them, so 100% they influence which shops I will get in, or what things I am going to look at. When I am alone, I will only go to get a book, a coffee and then work.

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

I would say it is a positive environment but not extremely positive because I can see the way that they try to influence my buying decision and they have more high prices than normal. In general, I believe that they “target” very well the customers since I will always find something that interested me and always something I would like to buy. My perception is not changing based on the reason of my travel. The only difference is that I don’t really notice the shops of the airport when I am for business because I am so much focused on my goal, so many times I forget about them. So, when for business I am not getting distracted by the music or the people around me. When I travel for leisure is exactly the opposite. I am more relaxed, I will talk with other people and general observe around.

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

For sure when I am traveling for business. Because there have been cases which I have received calls to do something urgent and I only had like 15 min. before boarding time. So, cases like these are making me very anxious because I always have to be in alert.

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please justify and give examples

For leisure I am mostly curious to explore the airport and very enthusiast than I am going for vacations. For leisure the intensity of those feelings is reduced, because again I am in a different and more alerted stay of mind. Although I do want to spend time and satisfy my curiosity, I don’t really do it because I have limited time so this makes me a bit sad, I would say when I travel for business.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

The relation is not good. It makes a kind of sense that prices are so high but in general I would say it is really expensive and sometimes when I have time and I have planned my trip well I try to have water and food beforehand with me so not to be forced to pay these extreme prices. So, this is something that does not satisfies me exact the opposite.

Yes, I purchase different products when I travel for business and when I travel for leisure. For leisure I might by the gadget that I don't even want because I am in a good mood and I might have some money left. For business I don't even spend the time to look for such products, I only buy stuff that I really need and maybe at the best case a book for the flight in order to kill sometime.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? If yes, please give an example

Yes, definitely I really believe that and I can sense that and I think that it is also communicated by my body language and the way I look around and I see the things. It is a really significant difference between the 2 stages. When travel for leisure I have mood to look around and explore the airport but when I travel for business I am in a working mood.

Interview n.20

Characteristics of the participant:

- Age: 24
- Nationality: Dutch
- Sex: Male
- Function in the business: Supply chain analyst
- Annual Frequency of traveling for Business and Leisure purposes:

-Leisure: 3 times/year

-Business: 4 times/year

Q1. What influence your decision of the time that you arrive at the airport when you travel? Is that decision change based on the reason (business vs leisure) that you travel for? Please explain

The time of arrival does not change when I go for business, compared to when I travel for leisure purposes. I always choose for the safest option and even come 2.5 hours before instead of 2.

Q2. What kind of activities you usually do at the airport when you travel for business and when you travel for leisure? Please give some examples.

Leisure: drinking a coffee/beer at a bar and walk around to see if they have nice technical stuff that I can buy, like earplugs. I also visit the perfume shops when I travel for leisure

Business: when I go for business, I just grab a coffee and work on my laptop to prepare the meetings

Q3. With whom are you traveling with when you travel for leisure and when you travel for business purposes? Does your company affect your shopping behavior and activities that you do inside the airport terminal? Please explain

Leisure: When I travel for leisure I go with my parents, girlfriend or friends.

Business: When I travel for business I travel with my colleagues. Generally, around 2 or 3 of them.

When I am travelling for business, I don't go for shopping. I just grab a coffee and discuss with my colleagues about the meeting

Q4. How do you perceive in general the airport retail environment? As positive or negative surrounding? Does your perception change if you travel for leisure or if you travel for business purposes? Please justify

My perception is good. Most shops look very clean and the variety is good. My perception of the shops is not changing when the purpose of the trip changes. I just don't pay attention when I go for business

Q5. When do you feel more stressed/anxious and why? When you travel for business or leisure? Please explain

When I go for business because I feel more pressed to get the job done

Q6. Can you describe your feelings when you are at the airport (ex. Are you bored, excited, curious, etc.)? Those feelings are stronger when you travel for leisure or business? Please explain.

Generally, I feel excited, both for leisure and for business. I like to travel and to see new things, even if I have serious things to do in another country. However, I am more relaxed when I travel for leisure.

Q7. How do you perceive the relation of price and quality of retail products in the airport? Do you purchase different products when you travel for business and when you travel for leisure? Please give an example

The relation between price and quality is good at the airport, they have nice discounts. I buy generally the same things when I go for business or for leisure because in most of the cases I just grab a coffee.

Q8. In general, do you think that you show different behavior as a consumer and as an individual when you travel for work and when you travel for leisure and why? Please give an example

Yes, as a consumer I tend to buy even less when I am going for business. The presence of being with colleagues changes the amount of freedom I experience to do my own thing.

