

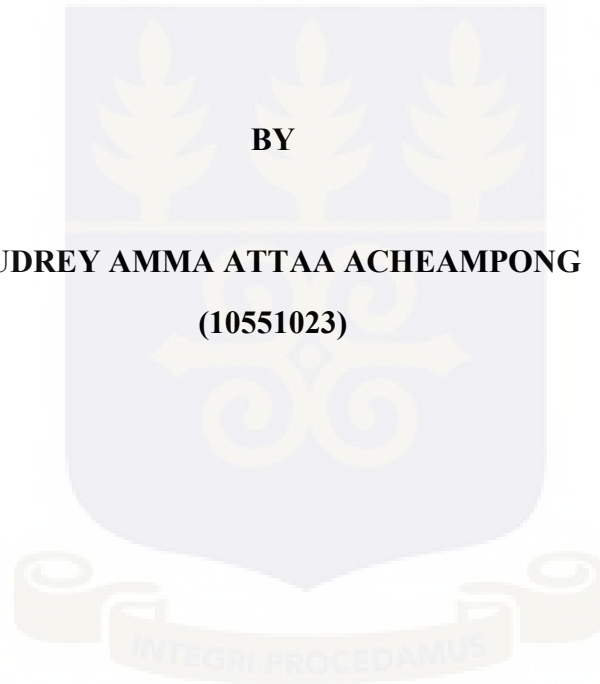
UNIVERSITY OF GHANA

**EXPLORING CUSTOMER RETAIL PREFERENCES IN THE PROPOSED
KOTOKA INTERNATIONAL AIRPORT TERMINAL 3**

BY

AUDREY AMMA ATTAA ACHEAMPONG

(10551023)



**A THESIS SUBMITTED TO THE DEPARTMENT OF MARKETING AND
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REQUIREMENT FOR THE AWARD OF MPHIL MARKETING DEGREE**

JUNE 2017

DECLARATION

I do hereby declare that this long essay is the result of my own research and has not been presented by anyone for any academic award in this or any other university. All references used in this work have been fully acknowledged.

.....
AUDREY AMMA ATTAA ACHEAMPONG

(10551023)

.....
DATE



CERTIFICATION

I hereby certify that this thesis was supervised in accordance with procedures laid down by University of Ghana, Legon.

.....
PROF. ROBERT EBO HINSON
(SUPERVISOR)

.....
DATE

.....
DR. MAHAMA BRAIMAH
(CO-SUPERVISOR)

.....
DATE



DEDICATION

This project is dedicated to the Almighty Most Gracious Lord who has made this possible and to all family and friends whose great effort has contributed to my education.



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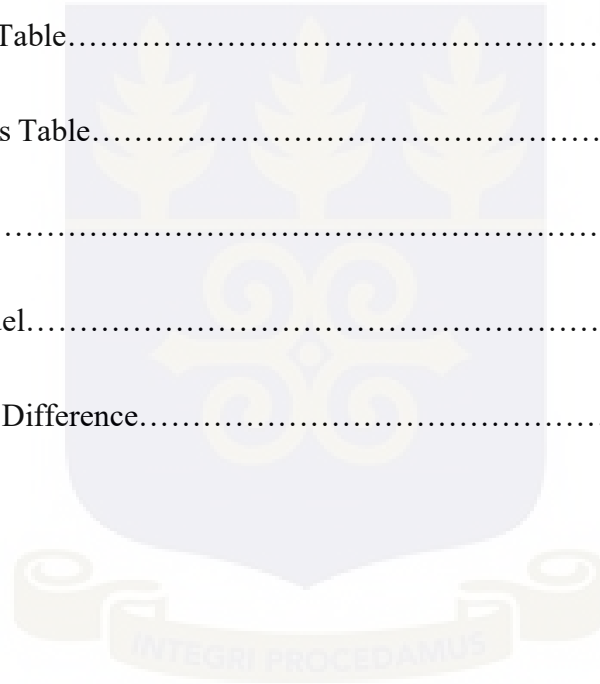
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ABBREVIATIONS

| | |
|-------|---|
| AMOS | Analysis of Moment Structures |
| ANOVA | Analysis of Variance |
| ATM | Automated Teller Machine |
| AVE | Average Variance Extracted |
| CR | Composite Reliability |
| ECT | Expectation Confirmation Theory |
| GACL | Ghana Airport Company Limited |
| GCAA | Ghana Civil Aviation Authority |
| IATA | International Air Transport Association |
| IS | Information Systems |
| IV | Independent Variables |
| KIA | Kotoka International Airport |
| MSV | Maximum Shared Variance |

| | |
|----------|--|
| SEM | Structural Equation Modeling |
| SERVQUAL | Service Quality |
| SMS | Short Message Service |
| SPSS | Statistical Package for Social Sciences |
| T3 | Terminal Three |
| VIKOR | ViseKriterijumska Optimizacija I Kompromisno Resenje |
| IPA | Importance Performance Analysis |
| ORTIA | OR Tambo International Airport |
| ISP | Information Service Providers |
| CS\D | Customer Satisfaction or Dissatisfaction |

ABSTRACT

This research focuses on the study of customer retail preferences at the Kotoka International Airport terminal three. Many studies have in the air transport industry, focused on the aeronautical (the aircraft or aerospace) part of the airport, with specific attention to the airport environment and the overall quality at the airport. Despite the academic contributions made however, the airport retail shops have over the years seen little or no improvements and have little or no meaning to the airport passenger. Some of the studies have sought to identify these commercial activities at the airport as revenue generation avenues, however, the triggers for such purchases at the airport terminal has seen very little attention from academia. The study employed a survey research design using structured questionnaire. The target population for this study was international passengers at the Kotoka International Airport travelling through the airport at the time of the study. The analysis of a moment structures (AMOS) was the method used to test the formulated hypothesis. The research developed and tested empirically, a model which led to the understanding of the relationship between determinants of airport retail purchase, satisfaction with overall airport service quality and the intention of the airport customers to purchase at the Kotoka International Airport (KIA). This study sought to understand the moderating role of income on purchase intention and the relationship established between the determinants of airport retail purchase and purchase intention.

The findings indicated that items under Marketing Factors had a direct relationship with purchase intention. The study also identified satisfaction as a determinant for airport retail purchase. It is therefore recommended that, future studies can explore other retail purchase factors within a similar context to enhance findings and knowledge of the study area. It will also be worthwhile for future researchers to consider other moderating factors such as age, gender, culture and race.

CHAPTER ONE

1.0 Introduction

This study seeks to evaluate the cause-and-effect relationship between customers' airport retail preference retail purchase and the intention of purchase with the airport passengers. In order to achieve this aim, this chapter will provide a background to the study, the problem statement of the study, objectives of research, research, the significance of the study and the disposition of chapter in this study.

1.1 Background of the Study

Air transport is a necessary piece of transport infrastructure and a critical segment of the economy. According to the statistics from ATAG (2012), the air transport industry generates a total of 29 million jobs globally (through direct, indirect, induced and catalytic impacts) and aviation's global economic impact (direct, indirect, induced and catalytic) is estimated at US\$ 2,960 billion, equivalent to 8% of world Gross Domestic Product (GDP). However, the contribution of air transport to GDP varies among and within countries, as in some parts of the world, entire cities or at least fully-functioning suburbs with office space, industrial buildings, and residential and retail districts/shops are being built around airports in a phenomenon known as the aerotropolis (Waters, 2007). The European air transport industry in particular, per Freathy and O'Connell's (1999) research, has seen significant change due to factors that go beyond the control of any individual authority, and have consequently been forced to reconfigure the activities of the airport towards a more commercially oriented operation. Thus the inclusion of non-aeronautical to the existing aeronautical (Bezerra and Gomes, 2015). According to Freathy and O'Connell (1999) aeronautical is that part of the

airport activities that consist of only the travel processes, whereas non-aeronautical activities consist of any other commercial activity that generates revenue for the airport.

Accounting for half of all generated revenues, airports today have increased their dependence on non-aeronautical revenues (Fasone et al., 2016). The increasing success of profit maximizing strategies based on non-aeronautical revenues can be qualified to the idea that shopping is the oldest and most important aspect of tourism (Geuens et al., 2004). The waiting time at the commercial area has to be managed in such a way that shopping and shopping spaces can be part of the experience for air travelers (Castillo-Manzano, 2010), especially those who spend long hours waiting at the airport (Geuens et al., 2004) due to circumstances that cannot be controlled by the airport management. In reducing wait time at the airport, there has been the supply of a variety of goods and services that serve the dual function of maximizing sales and entertaining the traveler through the enhancing of their satisfaction and service delivery at large (Pesaran et al., 2001; Kasarda, 2009) while waiting to board their flight.

Over the past three decades, this strategy of reducing waiting time has helped most airport authorities to generate more revenue from both commercial and landside activities, thus, leading to the expansion of dedicated retail spaces in airports all over the globe (Freathy and O'Connell, 1999). Other scholars also posit that because retailing in the terminals and duty-free shops have succeeded in generating additional revenue, a lot of airport operators have expanded their retailing facilities to improve revenues (Freathy and O'Connell, 1999; Perng et al., 2010; Tsai et al., 2011). Airport retailing is the largest market in the broader international travel retail market according to the Global Airport Retailing 2016-2021 report (2017). The Global Airport Report also states that global airport retailing is expected to grow

at a CAGR of 5.0% to reach US\$49 Billion over the next five years and with a market worth 47.81 Billion USD by 2021. Accordingly, Bogicevic et al. (2013) and Chiappa et al. (2015) postulate that airport retailing is a global industry with significant market growth that has been changing at an exceptional rate. For instance, the management of the airport sector is gradually moving away from the state to the private sector and global players. Again, airports have evolved from just transporting people and goods from one location to the other, to a more complex and diverse range of enterprises including restaurants, cafes, banks, Automated Teller Machines (ATMs), and other retail shops. These commercial or non-airline investments made at contemporary international airports increase activities at the airport thereby generating additional income (Perng et al. 2010).

However, given the dynamic and global nature of the airport retail industry it is imperative for airport managers to understand customer expectations because meeting their expectations is an important part of satisfaction and shopping behavior of the airport customer. It is therefore important to understand the factors affecting consumer behavior. As the airports attract a wide array of individuals (local and international) with peculiar interests, needs and wants and it is important that those needs be met as much as possible.

1.2 Problem Statement

Air travelers and passengers, perceive airports as special environments (Geuens et al., 2004) where their engagement in commercial activities is influenced by various shopping motivations, mainly related to the use of their dwell time to reduce anxiety and boredom (Lin and Chen, 2013). The customary need for shopping, the specific infrastructure and atmosphere can arouse the traveler to consume according to Geuens et al (2004). Tsai et al., (2011) also

postulates passengers' perception and expectation of airport service quality as a variable that contribute to the airport's overall attractiveness, thereby influencing purchasing. The literature documents several recent studies that have empirically examined the determinants of behavior intention in the hospitality, hotels (Ariffin, Maghzi, and Aziz, 2011; Ariffin, and Maghzi, 2012) and restaurant (Chen, Peng, and Hung, 2015; Fakih, Assaker, Assaf, and Hallak, 2016) industries. Also, similar studies have been done on online retailing patronage behavior (Pan, and Zinkhan, 2015; Davari, Iyer, and Rokonuzzaman, 2016), retail stores patronage intention (Das, 2015) and fashion retailing industry (Park, Jeon, and Sullivan, 2015). These studies are an indication that consumer purchase intention of airport retailing products and services are determined by a multiplicity of factors.

Most studies in the aviation industry have focused on the aeronautical (the aircraft or aerospace) part of the airport (Gillen, 2011; Bogicevic, Yang, Bilgihan, and Bujisic, 2013; Freathy, 2004; Suárez-Alemán and Jiménez, 2016). Authors who studied the airport environment and the overall quality at the airport, which in this case does not include the retail spaces. For instance, a more recent study from Bezerra and Gomez (2015) identified and discussed the effects service dimension at the airport have on customer satisfaction with an airport, however, this was limited to the process involved with aerospace dimensions. Even though passengers' airport-shopping behavior is unique, few articles have discussed passengers' expectation level and shopping preferences in relation to terminal products. For example, Torres, Domínguez, Valdes and Aza (2005) and Lin and Chen (2013) who examine passenger shopping motivation and commercial activities at airports focused on the effect of waiting time, time pressure and impulse buying tendency. Nonetheless, Perng, Chow and Liao (2010) indicated that in order to succeed in the airport retailing industry it is important to

consider it as a typical market with similar international characteristics. This will help in understanding the determinants of airport retail purchase intentions. Although their study explored shopping preferences of retail products at TTIA using typical marketing it focused on the advantages and opportunities enjoyed by retailers, without examining the cause-effect relationship (Perng, Chow and Liao, 2010). With all studies conducted within the developing economic context.

For this reason, the determinants of the customer retail purchase at the Kotoka International Airport (KIA) will be studied in this research. In consideration, as Ghana does not own or run an airline, revenue generation therefore is almost non-existent for the Ghana Airport Company Ltd. (GACL). This research therefore studies customer (passengers') expectation to airport retail shops (ARS) and products at the Kotoka International Airport Terminal three (T3), which will serve as an income generation source for GACL. In order to achieve this objective this study will treat KIA airport retail shops as a typical market as per the suggestion by Perng, Chow and Liao (2010) using the issues of product-relevant factors and market-relevant factors. As these factors are a synthesis of previous empirical studies through a formal, critical review of retailing literature identify by (Pan and Zinkhan, 2006). Customer satisfaction was also included as a determinant of retail purchase in the study as studies have shown that it is important within the airport service industry (see in Bezerra and Gomez, 2015) and also due to the fact that the goal of marketing is customer satisfaction for a profit. In addition, the study will incorporate the customer's demand factors and income and/or allowance level, to establish demand and purchasing power of the customer at the airport retail shop.

1.3 Research Purpose

Research indicates that, airports have been conventionally run and controlled by the state or by a professional management team or an organization following an appointment by government to perform such task (Freathy and O’Connel 1999; Freathy and O’Connel 2004; Kasarda, 2009). Maintaining an airport has been noted to be capital intensive, such maintenance uses capital/resources from both the aeronautical (charges paid by airlines to airports) and commercial or non-aeronautical services provided by the airport. Airport retail spaces have come in time to achieve the objective of generating alternative income for the authorities of the airport.

This study, will therefore aim to evaluate the cause-and effect relationship between drivers of airport retail intention of purchase with the airport passenger.

This study will also highlight determinants of retail purchase and the anticipated effect on customer purchase intention, using income as a controlling factor.

1.4 Research Objectives

1. To identify the airport customer’s retail preferences and their effect on purchase intention.
2. To determine the effect of satisfaction with the overall airport service quality on purchase intention
3. To determine the moderation effect of income on retail purchase determinants and the intention to purchase

1.5 Overview of Research Methodology

This study will adopt a quantitative approach (Boateng, 2014; Neumann, 2000). In order to ascertain the needs of travelers in respect of their retail choices (products, brands, service type, etc), it is crucial that a survey be conducted. A questionnaire was designed to aid this research in determining the effects of the expectations of the airport customer on various shops and terminal spaces (services and products) at the Kotoka International Airport (KIA). The available terminal retail products, in accordance with other reviewed international airports was classified into groups and product priority has been outlined by the shopping requirement (Horner and Swarbrooke, 2016). Geuens et al. (2004) established that, direct survey has a strong influence in collecting data from air passengers to fully understand their satisfactions and expectations. Dobson (2002) stipulates that the theoretical view of the researcher plays a very important role in the selection of research methods which explains the research tools to be used in gathering, examining, and interpreting data. When dealing with airport-level data, size is one of the most crucial elements to account for (Papatheodorou and Lei, 2006) as it is highly correlated with many candidate explanatory variables (Fasone et al., 2016) of non-aeronautical revenues. The Airport market survey will measure client profiles, customer value, customer expectations and customer purchase intentions.

The study will obtain user opinions on the type of services and/or product that is expected at the new KIA terminal three (3) retail shops. This aim will be achieved by conducting a passenger survey at the Kotoka International Airport. Revealed preference technique will be employed, this means that the customer's preferences at the terminal three will be discovered and evaluated based on purchasing habits of the consumer, at their last visit at an international airport. Thence there will be evaluation of existing experiences. Questionnaires will be

completed in the departure lounge and arrival halls (international and local). International students in Ghanaian universities will take part in this study, be categorized as customers of the airport, and thus users of an airport terminal. The same questionnaire will hence be administered to the classified international students.

The data collection process at the airport terminal was guided by the purposive sampling technique to ask passengers to complete a set of questions outlining the purpose of the exercise. All qualified respondents would have had to make a purchase or service experience in duty-free outlets and shops at an international airport in the past year. This restriction is adopted to reflect the shopping experience of respondents in terminals more realistically (Lin and Chen, 2013). A sequence of logical steps that must be followed to develop a good questionnaire, as suggested by Aaker et al. (1998), will be applied. Saunders et al. (2011) suggest that survey approach is appropriate for deductive research approach. Data collection instruments in survey research include questionnaires, which allow researchers to understand respondent's opinions, attitudes as well as establishing cause-and-effect relationships (Ghauri and Gronhaug, 2010). To facilitate convenience in the completion of survey questionnaires by customers, the researcher will deploy three (3) different data collection and customer feedback tools; face-to-face, Web (Online) and SMS.

The questionnaire has sections describing the: respondent profiles; customer value; customer expectations and customer purchase intentions, using income as a controllable factor between satisfaction and purchase intention. A five-point Likert scale will be used as a benchmark for measurement of expectation in the questionnaire. The completed questionnaire was then pre-tested on some selected international students at the University of Ghana business school and some faculty members, who are frequent users of the airport terminal.

1.6 Significance of the study

The ultimate goal of this research is to study customer preference and the retail buying trends of air travelers to design a retail portfolio design for Kotoja International Airport, Ghana. This study focuses on exploring the retail space and service quality expectations of potential passengers to the upcoming Kokota International Airport Terminal 3.

This study will furthermore contribute to the body of knowledge in the area of study with focus on customer preferences and retail spaces. The findings of this study can be used by future researchers as a reference point for further studies on the satisfaction of airport terminal service quality on purchase intention from the perspective of the customer or study on related topics. This study will also contribute to the airport industry in Ghana in understanding the subjective view of the customer expectation to providing airport terminal service quality and their overall effect on purchase intention at the airport terminal.

1.7 Chapter Outline

The research is in six (6) chapters. The first chapter will consist of an introduction to airport retailing as well as customer expectations, problem statement, the research objectives, the significance, and the organization of study. The second chapter will comprise of a review of literature in related study. The third chapter will focus context of the study. Chapter four will concentrate on the methodology that will be adopted to conduct the research, how data will be collected and analyzed as well as the tools that will be used. Chapter five will present and discuss findings of the research and the final chapter will make conclusions and recommendations for further research.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

This chapter explains the theoretical underpinning of the study; expectation confirmation theory (ECT), the ECT theoretical constructs, and further goes on to describe the airport terminal with its facilities, the airport customer and who a customer is, customer expectations effect of expectation on purchase, determinants of airport retail purchase, and empirical review of the area of study.

2.1 Theoretical Framework - Expectation Confirmation Theory

According to Oliver (1977), expectation confirmation theory, also known as ECT or expectation disconfirmation theory is a cognitive theory which aims to provide understanding on post adoption or post purchase satisfaction as a function of expectations, perceived performance, and disconfirmation of beliefs. The theory has since been adopted in several other scientific fields, notably including information systems and customer research, though the theory was originally used in marketing and psychology literature. You have to have an expectation, according to the theory, prior to any event. The idea behind ECT (Expectation Confirmation Theory) is simple; if an expectation is met negatively, there can be said to be dissatisfaction. If that expectation is met in a positive manner, then there is satisfaction. It is this elegant simplicity that makes Expectation Confirmation Theory such a powerful explanatory element. If a customer signs a contract with a service provider and the customer's expectations are met in a positive way, the customer is satisfied with the service and vice

versa. The client goes to buy a product, if the product exceeds or meets performance expectation, the client is satisfied. If an employee is hired by a manager and the employee outstrips manager's performance expectations, then the manager is satisfied. If any employee, good or service does not meet expectations, then the client, manager or customer is dissatisfied (Jiang and Klein, 2002). It is in this regard, that the study dwells on this theory to formulate a relationship between satisfaction with service provided at the airport and purchase at the airport retail shop. The foundation or origin of ECT (Expectation Confirmation Theory) dates back many decades. Experts in the military have long believed that expectation fulfillment leads to positive changes in morale (Spector, 1956). General satisfaction models have considered a discrepancy between a person's standard and outcome as influential (Locke, 1969). Job performance satisfaction is considered a function of deviation from expectations and expectations (Ilgen, 1971).

Experiments to test the impact of discrepancies in the customer arena, go back to the middle of the previous century (Cardozo, 1965), even though more recent thought that relates to the resulting satisfaction of a discrepancy of future behavior is usually pegged to later work (Oliver, 1980). The primary consideration in each of these and subsequent studies is that both the subsequent evaluation after an event and expectation prior to an event combine to determine satisfaction with an event. The event usually concerns some sort of a service, performance consumption or product, but the event in question can be any number of items.

The figure below (Figure 2.3) shows a basic model of ECT (Expectation Confirmation Theory). Expectation, perceived performance, positive or negative disconfirmation beliefs, and satisfaction are the four main constructs in the model. The comparison anchor in Expectation Confirmation Model is 'Satisfaction'. Consumers use 'Expectation' to evaluate

performance and form a disconfirmation judgment (Halsted, 1999), and based on their 'Satisfaction' received make further commitment. Churchill and Suprenant (1982) once said expectations reflect anticipation. At some point in the future, 'Expectation' serves as predictive over product attributes (Spreng, MacKenzie and Olshavsky, 1996).

Performance serves as an evaluation by a customer after an event, such as a perception of the quality of a product. Post-purchase will result if a product outperforms or meets expectations (confirmation). The consumer is likely to be dissatisfied if a product falls short of expectations (disconfirmation) (Spreng, MacKenzie and Olshavsky, 1996). Disconfirmation is typically a difference score between expectation and performance components or could be measured directly. Nevertheless, when expectations and performance are taken directly into satisfaction the disconfirmation measure is redundant. Expectation Confirmation Theory Models are reported in a variety of contextual settings in the information systems (IS) literature. Some researchers use the model to test for factors influencing satisfaction (Susarla, Barua and Whinston, 2003). Many researchers extend the model to consider other influences to satisfaction (Au, Ngai and Cheng, 2002). Some focus on a particular context (Mckinney, Yoon and Zahedi, 2002). Some also use the resulting satisfaction to determine continued use of a system or a system product (Liao, Chen and Yen, 2007). Others combine other theories with Expectation Confirmation Theory to determine a fuller picture of how satisfaction is derived (Sorebo and Eikebrokk, 2008). Matching expectations is crucial to practitioners and an important modeling tool for researchers regardless of the exact approach (Nevo and Wade, 2007).

According to Oliver (1980) and Spreng et al. (1982), ECT suggests that expectations together with perceived performance will lead to post-purchase satisfaction, in this case, an actual

purchase. The effect is reconciled with negative or positive disconfirmation between performance and expectation. Customers are likely to be dissatisfied if products fall short of expectations (negative disconfirmation). Post-purchase satisfaction will result if products outperform expectations (positive disconfirmation). ECT (Expectation Confirmation Theory) suggests that satisfaction is determined by the interplay of perception of delivery and prior expectation. As such, there are many applications in practice and research that make use of an Expectation Confirmation Theory Model. The descriptive power allows independent investigations manipulation either of the components and a format to examine just why customers are not satisfied (or satisfied) with a service or product. To deliver better services, it is very significant in knowing customers need and expectations. Using the ECT model, managers can easily achieve this.



Figure 2.3 Expectation Confirmation Theory (source: Oliver, 1973; 1980)

2.1.1 ECT Theoretical Constructs

The theory structure was developed in a series of two studies written by Oliver, R. O. in 1977 and 1980. Expectations, perceived performance, disconfirmation of beliefs and satisfaction are the four main constructs involved in the expectation confirmation theory.

2.1.1.1 Expectation

These are the characteristics or attributes that an individual predicts or anticipates will be related to an entity such as technology artifact, product, or service. Expectations influence disconfirmation of belief and perceptions of performance. By way of a mediational relationship, disconfirmation belief and perception of performance are posited to indirectly influence post adoption or post purchase satisfaction through the disconfirmation construct. Based on Oliver (1977) studies, the basis of comparison against which the service, product or technology artifacts are ultimately judged is pre-adoption or pre-purchase expectations. Pretrial belief about a product according to Olson and Dover (1979) is referred to as customer expectation, and serves as reference points or standards against which product performance are judged. Halstead (1999) in his paper said what customers use in evaluating performance is expectations servings as a comparison standard in ECT and form a disconfirmation leading to satisfaction and negative disconfirmation leading to dissatisfaction. There are three types of customer expectations. These are desired service, which reflects what the customer wants; adequate service, this is the standard that a consumer is willing to accept and lastly the predictive service that reflects the level of service a consumer believes is likely to occur (Zeithaml, Berry and Parasuraman, 1993).

2.1.1.2 Perceived Performance

Perceived performance according to Oliver (1980) is an individual's perception of the actual performance of a technology artifact, product or service. Santos and Boote (2003) in his article said predictive expectation is the comparison standard for perceived performance. Perceptions of performance according to the expectation confirmation theory are influenced directly by

pre-adoption or pre-purchase expectations and in turn, directly influence disconfirmation of beliefs and post-adoption or post-purchase satisfaction by way of a mediational relationship through the disconfirmation construct. Santos and Boote (2003) noted that confirmation of negative expectations is not likely to lead to satisfaction.

2.1.1.3 Disconfirmation of Beliefs

The evaluation or judgment of an individual with respect to a technology artifact, service or product is referred to as disconfirmation of beliefs. Disconfirmation is negative when a technology artifact, service or product underperforms a customer's original expectations, which is posited to reduce post-adoption or post purchase satisfaction (that is increase in dissatisfaction). Disconfirmation is positive, which is posited to increase post-adoption or post-purchase satisfaction when a technology artifact, service or product outperforms an individual's original expectations (Oliver, 1980).

2.1.1.4 Satisfaction

Post-adoption or post-purchase satisfaction according to Oliver (1977) and Oliver (1980) is the extent to which individuals are contented or pleased with a technology artifact, product or service after having gained direct experience with the artifact, product or service. Satisfaction is when a customer or consumer is contented with either the service or product (Kotler and Keller, 2009) and will further make a much bigger commitment to an organization. Satisfaction can also be a state of being happy with a situation. Rego et. al. (2013) considered satisfaction as customers' overall post purchase evaluation. A person's feelings of

disappointment or pleasure that can result from comparing a product's perceived outcome or performance with their expectations can also be referred to as satisfaction. Satisfaction is directly influenced by disconfirmation of beliefs and perceived performance as posited by the expectation confirmation theory and is by means of a mediational relationship indirectly influenced by both expectations and perceived performance which passes through the disconfirmation construct. Satisfaction is based on the gap between service quality and customers' expectation. As such static customer satisfaction evaluation does not help in making a good decision anymore. This is because consumer satisfaction and service quality change continuously, as consumer's expectations and technology change. Models also vary in the incorporation of direct links from the two components directly to satisfaction. In other words, Jiang, Klein, Van Slyke and Cheney (2003) stated that in addition to the cognitive comparison process between expectation and performance, each component may directly influence satisfaction. This means expectation and performance have a predictive effect on satisfaction. Also, Oliver (1980 and 1977) revealed that consumer satisfaction is dependent on the customer's expectations, perceived performance and disconfirmation of the customer formed beliefs of a product and/or service.

Satisfaction is a utility, as such satisfaction varies from one individual to another. A study by Merket and Pearson (2015) established that there is no simple relationship between customer satisfaction and repeat business as customers' satisfaction does not necessarily lead to customer loyalty. Oliver and Desarbo (1988) confirmed in their studies that customer satisfaction depends not only on the actual quality of a product or service experienced but also the deviations of actual service quality, Ostrowski et al. (1993) based on their studies stated that customer loyalty occurs when the service quality of carriers experienced by

consumers is much higher than what they expect. The derived satisfaction is often used in Expectation Confirmation Theory models as an antecedent to further variables to explain behavior (Oliver, 1980). The logic according to Oliver (1980) being that satisfaction, in turn, will lead to an action, such as a repurchase of a product. With a prime focus on the review of literature on a service, product or performance, this should hold for most any event.

2.2 Airport Terminal and its Facilities

The airport must look unforgettable and even fabulous to appeal to its passengers, as it has been said to be the “business card” of a country. Airport users can be grouped into five; airline companies, passengers, airport personnel, airport administrators and finally the country itself (Edwards, 2015).

An airport is an exchange point and a meeting ground for goods and people arriving and departing on a variety of surface and air vehicles having different spatial and other requirements. Airports with the view of operational control are divided into two (2) zones. These are land side (LAND) and air side (AIR). All airports on the assumption of international context can be divided into three (3) categories, they are gateway airport, regional international airports, and domestic airports.

A building that serves as an interface between AIR and LAND of an airport is defined as a terminal. Terminals mainly operate for air travelers and air load. Terminals based on their functions are grouped into two groups, each airport has a terminal for cargo and one for passengers (Edwards, 2005; Freathy and O’Connell, 1999). According to Edwards (2005),

terminal buildings mostly consist of four (4) territories on arrival (arrivals lounge, baggage reclaim, customs and immigration control, and exit hall) and six (6) territories on departure (entrance concourse, flight check-in and information, shops, bars, restaurants, passport control, departure lounge, duty-free shops, pier, and gate to plane). Terminals for passengers have four vital roles. The terminal serves as a transport hub for passengers (e.g from bus to plane, vice versa). The terminal also controls and checks passengers, by means of ticket checks, immigration and customs control. One of the most important functions is providing passengers with different services such as restaurants, duty-free shops, and cafes, all known as retail shops (Freathy and O'Connell, 1999; Edwards, 2005). The last vital role of an airport terminal is the organization of passengers into separate groups, according to destination and class of travel (Edwards, 2005).

The construction of terminal two (2) at Munich airport according to Kuchinke and Sickman (2010) increased the efficiency of the airport on the passenger side. Nefville, Odoni, Belobab and Reynolds, (2013), argue that passenger terminals are fundamental to both airline and airport success as their configuration considerably impact the flow of passengers at an airport. Fodness and Murray (2007) and Chen (2002) propounded that, there is an increasing urgency among airport managers to differentiate their airports by meeting the needs of the airport passenger. This has generated the supply of a complementary variety of services that serve the two-fold function of maximizing sales and entertaining the traveler through the improvement of their satisfaction and service delivery at large (Kasarda, 2009; Kim and Shin 2001; French, 1994).

2.2.1 Terminal Feature

Airports are all different in terms of architecture. However, there are some features that inhere in every terminal building. One of an essential quality is the functionality of an airport. The operations within an airport must function at all times to enable evaluation of such services (Edwards, 2005). According to Wand and Pizam (2011), an airport is the first and last point of tourists contact in their holiday destination. Passengers spend some portions of their earnings while waiting for their flight and need to be entertained. Areas where passengers tend to appear should therefore be legible. Terminals additionally should have the sense of safety and security as these are very imperative for the airport passenger (Edwards, 2005). While creating terminal design, security issues should be well considered.

The airport terminal area is the major interface between the airfield and the rest of the airport. It includes the facilities for passenger and baggage processing, cargo handling, airport maintenance, operations and administrative activities. Correia and Wiransinghe (2008) posit that the airport terminal system has three major functional areas; the access interface, the processing interface, and the flight interface. Involving a highly complex large-scale system (Manataki and Zografos, 2009), the airport terminal comprises of a large number of entities including retail shops, a large variety of service types, and complex interrelations between processes (Freathy and O'Connell, 1999; Manataki and Zografos, 2009)

2.3 The Airport Customer

Customers during the marketing era of the 1950s became very vital when organizations were not just selling what they can produce as it was during the productions era but could produce

what they can sell (Armano, 2009). Customers have been classified as those who buy services or goods provided by organizations (Solomon, 2009). A customer can also be a stakeholder of a company with the objective of maximizing satisfaction and fulfilling a need. The airport customer is not very different from the definitions presented in the preceding paragraphs.

According to Solomon (2009), not all consumers are customers. He postulates a customer to be one who purchases products or engages in a particular service, whereas a consumer is one who ultimately accepts the product and/or service for final consumption. Thence, a consumer may not necessarily be a customer but a customer can be a consumer. Organizations must first know who their customers are in order for customer management to be successful. In the transport industry, the airline industry to be precise, there is the leisure traveler and the business traveler (Roesler, 2014). The leisure traveler, who is a customer may not have a problem with longer waits in queues, whereas the business traveler, also a customer, may not accept longer waits in queues (Roesler, 2014). It is therefore invariably important for the airport management to focus on the expectations of their travelers.

The customers' overall experience can be greatly affected by different service standards, for example, different customer orientation to the immigration or customs officer, a retail personnel can influence the service experience of the customer. This highlights the great essence of communicating and educating the entire airport community, the mutual vision and setting customer standards (Grönroos 2000; Roesler, 2014; Lovelock and Wirtz, 2004). Communicating service quality standards aids airport personnel to align with the organization's aim of delivery of exceptional service quality.

Perng et al. (2010), postulated the usefulness in considering airport retailing as a typical market with comparable international market characteristics. With gender, females have been

known to spend more on confectionaries, fragrances, and books at retail shops than any other available product. Male customers on the other hand, prefer to spend their earnings mostly on electronics and photographic products (Perng et. al, 2010). Based on a study at the Brussels Airport, Geuens et al. (2004), developed a typology of shoppers. According to their study, mood shoppers are mostly inspired by atmospheric and mood elements in terminals. Whereas shopping lovers only browse and purchase in larger stores. To learn about passenger purchasing behavior, Omar and Kent (2001), studied London's Gatwick Airport and reported 35% passengers as purchasers and the remaining 65% are passengers with no intent of purchase. They also categorized the passengers as shopping travelers, browsers, and occasional shoppers. It was demonstrated in the study that, retailers should adopt a supermarket-style display of products to time driven passengers.

Crawford and Melewar (2003), proposed ten (10) stimuli to impulsive shopping; value-driven, holiday, gift-giving, guilt, reward, occasion-driven, forgotten items, confusion, exclusivity, and disposal of foreign currency. In reviewing time pressure on grocery shoppers, Geuens et al. (2004) proposed three (3) types of domestic shopping motivations; functional, social, and experiential/hedonic. Based on the customer's available time, it was identified that there are six (6) important factors in shopping motivation and experience; low-price, social, intense, social, experiential and recreational.

Jarach (2005), classifies retail activities into four (4) main groups; commercial services in a strict sense (Boutique, jewelry, tobacco, newsstand, car rental, and financial services), food and beverage services (traditional restaurant, fast food, and snack-bar), complementary services (ATM, religious service, local gourmet shop, miscellaneous corner, internet café, pharmacy, salon services, and kiosks), and advertising services.

Amongst all the variance at airport terminals, Li and Chen (2013), stress the effect of price and quality on purchases at retail shops, especially on luxury and travel products. The terminal environment, communication motivation, culture, and atmosphere however were identified as drivers for dining and leisure activities (Li and Chen, 2013). Their suggestion about the need to create a comfortable atmosphere is highlighted by the positive effect of impulse purchase and time pressure. Graham (2009), however argues that some passengers can be less familiar to the airport environment and thus be more stressed to shop there. He continues to stress the different motivation for shopping is constantly affected by the significant increase of revenue sources as compared to shopping outside of the airport. In effect, the higher the percentage of impulse purchases, the higher the fluctuations in demand, as also affected by the growing traffic congestion at many airports.

Other contributors (Torres et al., 2005; Huang and Kuai, 2006; Castillo-Manzano, 2010) tested individual motivations to consumption from passenger-level data, of which most were surveyed at a single airport. Torres et al (2005) for instance pointed out that there is a higher level of consumption for leisure travelling than there is for business travel, and also pointed the absence of any relationship between waiting time and consumption. Huang and Kuai (2006), also reported the significance of the consumer's age on purchase, psychographic factors such as impulse buying, awareness of brands and prices and lower risk perception. Castillo- Manzano's (2010), study on a large sample of seven Spanish airports finds positive effects of waiting time on retail shopping, prior to embarking the journey unlike Torres et al. (2005), who reported absence of any relationship between waiting time and consumption.

2.3.1 Passenger Segmentation

In managing customer service, airport management must identify the target groups to better understand the key elements that have the greatest impact on meeting the expectations and needs. Traditionally, the airports' customers were defined as the airlines and passengers as customers of the airlines (Francis, Humphreys and Ison, 2004). Francis et al. (2004), established a relationship between airport and airline which includes the airport passenger. This relationship was termed as the traditional airport-airline relationship. They also argued that the relationship between airport and airlines is gradually becoming complex. Today however, airports are focusing directly on airlines' passengers, meeters and greeters, users of general aviation services and other airport visitors. Thus, the airport management has begun to place more emphasis on non-aeronautical revenues such as rent, concessions, car parking, consultancy, and property development. This construct of growth of the traditional and modern relationship at the airport are illustrated in the figures below;



Figure 2.1 Traditional Airport Airline Relationship (Source: Francis et al., 2004)

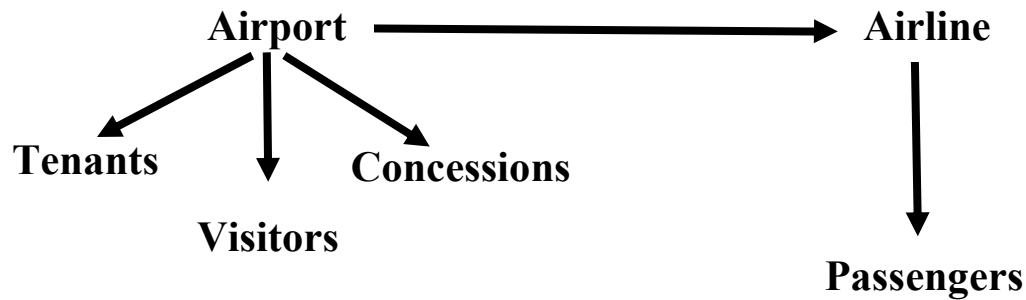


Figure 2.2 Modern Airline-Airport Relationship (Source: Francis et al., 2004)

Passengers' behaviour and expectations of the airport experiences depend highly on the type of traveler - demographic characteristics (i.e. gender, age group, income, the compositions of the group), purpose of trip (i.e. leisure, business, educational) and their circumstances (Fodness and Murray, 2005). The different categories of airport passengers (arriving and departing), with their different needs and expectations and how they use the facilities and services of the airport, will have a great influence on their purchasing behavior at the retail shops at the airport (Fodness and Murray, 2005). For example, arriving passengers may need most airport facilities including car rental, baggage services, security checks, and forex services.

2.3.2 Evolving Passenger Expectation

Expectation is a customer's anticipation about the performance of a specified service or product (Churchill and Surprenant, 1982). In the process of purchase, theories of expectation can help define multiple variations of customers. The customer firstly has an initial expectation according to an earlier experience with a product or a past encounter with a

service. A new customer buys from a specific business because he or she does not have first-hand experience about the product performance. Advertising (word-of-mouth) and feedback received from other customers thence are initial expectation for a service and/or product (Halsted and Hartman, 1994).

It has become imperative that airports understand the key drivers of customer expectation and focus on getting it right at service delivery because the days of an airport being a conduit of getting from one location to another is long overdue (Roesler, 2014). According to Roesler (2014), customers currently expect technology enabled check-in processes and boarding facilities, diverse ground transport options, state of the art communications, unique shopping and dining experiences, modern services offered in the terminal, amongst other things. Today, the airport customer expects a seamless and efficient experience the moment they arrive at the airport facility (Patehsoter, 2012). It is all wasted and will not improve overall satisfaction level if the airport management does not understand the basic key drivers to meet the expectations of these well-informed passenger (Roesler, 2014).

2.3.3 Perceived Customer Expectation on Purchase Intention

Customer expectations are the totality of those needs and preferences, both tangible and intangible, which a customer brings to bear on the supplier of any good and/or service (Denham, 1998). Customer expectation can influence a customer's perception of the product or service and can be created by previous experience, advertising, hearsay, awareness of competitors, and brand image (Grönroos, 2000; Lovelock and Wirtz, 2004). Whereas customer satisfaction defines the emotional state of the customer, their post-purchase

reactions can also involve anger, dissatisfaction, irritations, neutrality, pleasure, or delight (Lovelock and Wright, 1999).

Performance from one airport management to another may differ from the customer's perspective. When an airport is perceived as unresponsive by its users, then they are considered unresponsive, independent of how its performance is viewed by the airport's management (Roesler, 2014). This merely emphasizes that customer satisfaction is driven by their perceptions, and not that of the service providers (Grönroos, 2000; Roesler, 2014), essentially defined as the customer's willingness to make a purchase. In managing customer expectation, airports must continually measure and improve how well they meet the needs of their customer. According to Boone and Kurtz (2013), three (3) major steps are however involved in this process; understanding customer needs, obtaining customer feedback, and instituting an ongoing program to ensure customer satisfaction.

2.3.4 Effect of Expectation on Purchase

According to Boulding, Staelin and Zeithaml. (1993), purchase intent is a customer's intention to patronize a service organization or to buy a product. Hellier et al. (2003) define purchase intention as "the individual's judgement about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances".

Personal actionable tendencies that relate to a product, according to Bagozzi et al.(1989), transmits purchase intention. Eagly and Chaiken (1993) strike a clear difference between attitude and intention by indicating that evaluated summaries of a product by consumers are their attitudes towards it; whereas the motivation based on plans to execute behaviour is the

intention. A study by Chen and Chang (2008) also found that brand equity relates positively with intention to buy although their study was moderated by low switching cost. This study proposes consumers' purchase intention as the dependent variable.

According to Timothy and Butler (1995), outbound shopping for passengers is one of the most popular tourist activities that can satisfy human need for enjoyment and leisure (Perng et al., 2010). It is closely related to the terminal environment, facility, products, and atmosphere. Thomas (1997), found that once passengers have their boarding passes, their tension is relieved and replaced by excitement, in what is called the opponent-process theory of emotion. This excitement period or 'happy hour' allows travelers to spend their free time before flight departure shopping or browsing (Perng et al., 2010). It is useful to consider airport retailing as a typical market with similar international characteristics.

Rust, Zahorik and Keiningham (1995), contend that customers' personal behaviour in the future are not always transformed into actual intention or service and/or product purchase. Bojei and Hoo (2012), provide empirical evidence to show that brand awareness and brand association have a significant relationship with customer purchase intentions.

2.4 Determinants of Retail Purchase

An understanding of patronage behaviour is a crucial issue for retail managers because it enables them to identify and target those consumers most likely to purchase (Kumar, 2016). Reflecting on this managerial need, one research stream has focused on explaining retail patronage with respect to various elements (Pan and Zinkhan, 2006). In a retail environment, selection of a preferred retail store has become an important aspect of the consumer purchase

decision process. The patronage decision can therefore, be viewed as a comparison between certain evaluation attentions and perceived retail store characteristics (Philpot et al, 1972).

According to Pan and Zinkhan (2006), literature has over the years revealed 16 antecedents, and to organize these antecedents, they categorized them into three (3) large groups; market-relevant factors, product-relevant factors, and personal factors. Product attributes and features, such as price and quality of the product were classified under product-relevant factors. The retailer's interest such as the service provided was classified under market-relevant factors (Pan and Zinkhan, 2006). However, personal factors such as income of passenger (customer) which was another classification as a determinant, will in this study be classified or categorized as a moderating factor. This factor will be used as a controlled variable as it was classified as a trait that identifies or categorizes the consumer in a certain measurable group (Pan and Zinkhan, 2006; Wedel and Kamakura, 2012). Though some researchers report no evidence of a significant relationship between low-price offerings and retail choice (e.g., Lumpkin and Burnett 1991 - 1992), others suggest a significantly positive relationship (e.g. Thelen and Woodside, 1997). As a result of the heterogeneous findings and diverse study conditions in the extant literature, the relationship between various predictors and a shopper's retail patronage are unclear, which in turn complicates our efforts to develop a comprehensive understanding of what affects the customer's decision to patronize a retail outlet. Given these limitations, it is somewhat difficult to translate academic findings into a form that is useful for retail managers.

Considering income as a controlled variable, it has been said to play a vital role in the determination of retail purchase (Lu, 2014). He continued to emphasize the importance of this personal factor as a pre-planned buying attitude of the retail customer. Comparatively,

Archana and Subha (2012) in their study reported high-income earners to frequently use flight services.

2.4.1 Customer Satisfaction

Development of a specific customer satisfaction measurement process is the main principle of continuous improvement. Any improvement action in this way is based on standards that take into consideration customers' needs and expectations (Grigoroudis and Siskos, 2010). Tse and Wilton (1998) purported customer satisfaction as the "consumers' response to the evaluation of the perceived discrepancy between prior expectations and the actual performance of the service or product as perceived after its consumption". Customer satisfaction according to Asian Productivity Organization is when a customer gets a little bit more than he or she was promised to. In other words, it is a function performance relative to the customer's expectations. When a customer is not satisfied with provided service, it could be as a result of not delivering as promised (Lovelock and Wirtz, 2007). Dissatisfaction with a product is failure to meet customer's needs and expectation (Zeithaml et al. 2009; Lovelock and Wirtz, 2007; Prasongsukarn and Patterson, 2012). Customer satisfaction according to Anderson et al (1994) is generally constructed to be a post-consumption evaluation dependent on perceived value or quality, expectations and disconfirmation or confirmation in the degree of discrepancy between expected and actual value/quality. Customers' satisfaction survey is currently often used for these purposes. Taking into account that customer satisfaction measurement provides a meaningful, effective, objective and direct way for customers' expectations and preference determination, it is now considered as the most reliable feedback (Grigoroudis and Siskos, 2010).

Customer satisfaction is a priority of management, and obvious that customers are important stakeholders in every organization (Agbor, 2011). According to Anderson and Sullivan (1993) many studies have shown that, satisfied consumers exhibit considerable loyalty in respect of a service or that consumers have already bought previously from the same supplier.

The core goal of any organization, is to satisfy each customer. It is however not an easy task as every single person has his or her own idea of what a perfect customer service is (Zeithaml, et al. 2009; Freathy and O'Connell, 1999). For instance, one will want a highly comfortable chair with a convertible seat while waiting for his or her flight in the waiting room, but another will be satisfied with a simple waiting seat. This preference will be highly determined by the personal preference of the individual. Customer satisfaction is important because there are significant short- and long-term costs associated with poor customer service, including recovering a service failure. Short-term dissatisfaction could result in a walkout, whereas a long-term dissatisfaction response might lead to customer defection (Lovelock and Wirtz, 2007). When studying service companies, Reichheld and Sasser (1990) measured the economic impact of profit loss due to defecting customers and found that these companies increased profits by almost 100 percent by Customer Expectations and Perceptions of Service Quality in Retail Apparel Specialty Stores retaining just 5 percent more of their customers. Not only did losing a customer represent the lost value of the long-term sales potential of that customer, but it also represented the additional costs of replacing that customer (Lovelock and Wirtz, 2007).

Customer satisfaction in airline operations has become critically important and Dennett, Ineson, Stone and Colgate (2000) suggest that as competition created by deregulation has become more intense, service quality in the airline industry has also received more attention.

Organizations have to take proper account of preferences of clients who have higher level of expectations, to all appearances, in considering total satisfaction for all. A customer's happiness is a sign of satisfaction (Lovelock and Wirtz, 2007).

2.4.2 Determinants of customer Satisfaction

There are things which might affect customer satisfaction on received service. For example, personal factors such as customer emotions, age, and gender may influence satisfaction. Often product features serve as determinants for customer satisfaction. More precisely, service features create the impression, which the customer later estimates (Zeithamal et al 2009). Cronin and Taylor (1992) said service quality is a determinant of customer satisfaction because customer satisfaction is considered to be based on customers' experience of a particular product or service encounter. Essential service features in an airport might include cafes and restaurants, terminal services, waiting rooms comfort, staff's friendliness and efficiency, availability of space for children, etc. Service customers often make compromises between different service features. For instance, customers in case if they were totally satisfied with a low price for a service can turn a blind eye on service quality. It mainly, however, depends on the service type and its criticality (Ostrom and Iacobucci, 1995).

Customers do not always depend on only one specific feature for satisfaction. The emotional state of the customer might greatly influence the satisfaction of the service received. A bad mood can negatively affect service perception. On the contrary, good emotional state may strengthen positive feelings about a product (Zeithaml, Bitner and Gremler, 2009).

Customers are partly responsible for the outcome of perceived products as long as they take part in the process of product production. And in service, the service provider and the customer are both co-creators of the service (Lovelock and Wirtz, 2007). Customers can even evaluate services before their consumption, due to different attributions, which are defined as the perceived causes of events (Zeithaml, Bitner and Gremler, 2009). Passengers, for instance, might or might not feel displeased if a flight is delayed because of a heavy storm as this reason is external and the airline cannot control this. Nevertheless, delay caused by the strike of airline workers is a serious issue. Since in this case, the airline company can do its best in order to take the situation under control, passengers might feel quite dissatisfied with such way of service performance. This can sometimes affect the overall perception of satisfaction and may greatly influence purchase at the airport retail shops.

2.5 Empirical Review and Conceptual Framework Development

In every research as stated by Boateng, Hinson, Heeks, and Molla (2008), it is vital to review previous studies as it plays an important role in an academic study. The empirical review highlights the difference between what is known and what needs to be known. This is a review on what other writers have established, in order to differentiate this study from what they have propounded. The relationship between previous studies and this study was highlighted to develop and establish hypothesis to make key contributions.

2.5.1 Shopping Intention and the Airport Traveler

Chow (2015) analyzed on-time performance, passenger expectations, and satisfaction in the Chinese airline industry. The relationship between customer satisfaction measured by customer complaint and their expectation of the on-time performance of Chinese carriers was the prime aim of the paper. Monthly balanced panel data set covering nine medium and large carriers were used. Results from the research paper shown that an increase in actual on-time performance reduces customer complaints. Also, it was revealed that poor weather affects customer complaints as increase in rainfall or a decrease in temperature raises consumers compliant.

Lu (2014) investigated factors that influence passengers shopping intentions at airport-evidence from Taiwan. The research examined the influence of socio-demographic characteristics and perceptions of airport shopping on their shopping intentions at airport. Collecting a sample of passengers' survey data from two major international airports in Taiwan. Two main shopping intentions namely impulse and pre-planned shopping were identified based on result factor analysis. To measure the relationships between the two buying tendencies and potential determinants, a seemingly unrelated regression (SUR) model was adopted. It was discovered that perceptions of passengers on airport shopping have a positive impact on their shopping intentions. Based on this understanding, it can therefore be hypothesized that:

H1: Customer Retail Preference has a predictive effect on airport retail purchase intention.

2.5.2 Service Quality and Purchase Intention

Observed evidence attributed to Bezerra and Gomez (2015) examined the effect of service quality dimensions on passengers' overall satisfaction with an airport together with variables related to passengers' characteristics and to also identify service quality dimensions related to airport. Using data from an extensive survey applied data in a main Brazilian international airport. Researchers used exploratory factor analysis to extract dimensions of airport service quality as perceived by passengers. The effect on overall satisfaction was estimated by applying probabilistic approach. Results from the studies underlined the implications relating to the use of meaningful service dimensions instead of a large set of variables as predictors of passengers' satisfaction. The study furthermore stressed the need for taking into consideration behaviors of passengers, because this may relate to the different perceived levels of service quality.

Chumakova (2014) with the main goal of finding appropriate solutions to problems which were related to facility services in terminal two (2) of Tampere Airport, also examined customer satisfaction services in terminal 2 of Tampere Airport. The researcher in order to evaluate customer satisfaction on service which is offered to customers made use of various methods. Quantitative research method was conducted in this particular case. Data was collected using online questionnaire. Microsoft Excel was utilized in processing received statistical information and analyzed received information using SERVQUAL technique and theory which is related to airport terminal technical requirements and characteristics. Chumakova concluded that the level of customer satisfaction on terminal facilities was poor. Passengers were mostly displeased with obsolescence of interior, facilities size, and level of comfort in premises. There were also some others not that serious problems related to airport

signage that allows passengers to easily orientate between zones of terminal, cleanliness of facilities and its safety.

Gures, Arslan and Tun (2014) examined customer expectation, satisfaction and loyalty relationship in Turkish Airline Industry. The prime aim of the study was to investigate the relationship among passenger expectations, satisfaction, and loyalty in Turkish airline industry. Data was collected via a 5-point Likert-type self-report questionnaire including demographic variables. Data was gathered from four hundred (400) international flight passengers and four hundred and twenty-one (421) domestic flight passengers. Data for this study was collected in June and July 2012 with voluntary participation of passengers waiting in Turkish airport. As such, structural equation modelling was used in analyzing data for this study. Results from the research revealed that customer satisfaction was a significant determinant of customer loyalty which could lead to future purchases. In addition, it was shown that reliability and facilities had a significant positive effect on customer satisfaction.

Seyanont (2011) revealed a paper entitled “Passengers Perspective toward Airport Service Quality at Suvarnabhumi International Airport”. The researcher adopted the quantitative research approach assumed the concept of expectations to test an objective approach to measuring passengers’ perception and satisfaction of airport service quality at Suvarnabhumi Airport (The Bangkok International Airport), Thailand. Five hundred (500) questionnaires were collected from passengers who had travel by transit, departure or arrival at the airport. Findings from the studies indicated that in comparing passengers’ demographic profiles (frequency of travel, purpose of travel, and trip orientation) and perception of airport service quality attributes among foreigners and Thai passengers, there were significant differences in airport service quality attributes among foreigner and Thai passengers. It was also revealed

that a passenger's satisfaction perceptions of airport service quality have positive influence on overall passenger satisfaction.

Ahmed et al. (2010) in their studies using SERVQUAL model conducted a mediation of customer satisfaction relationship between service quality and repurchase intentions for the telecom industry among university students. It was dictated that service quality can influence repurchase intentions.

Magri and Alves (2005) using six (6) Brazilian Airports examined passengers' perceptions of service quality. In addition to the airport installations that most affect passengers, researchers defined thirty-six (36) attributes involving not just services, making for quite a sound data set. Some of these 36 attributes are thermal comfort, acoustic comfort, availability of luggage carts, etc. Results from the paper propounded that perception of quality was fragmented, offered managers a poor view of how improving any given attribute will impact passengers' overall perception of airport quality. Following the discussion, it can thus be hypothesized that:

H2: Satisfaction with overall airport service quality has a predictive effect on airport retail purchase intention

2.5.3 Determining Customer Preference with Income

According to Lu (2014), income variable plays major roles in the determination of passenger's airport shopping intentions, especially their pre-planned buying tendencies. An increase in passengers' income decreases their preplanned shopping intentions. Mid-high passengers, however, do not seem to buy on impulse either. Nevertheless Volkova (2009) according to

his studies said, some purchases at the airport might still be made with pre-planned decisions.

The following hypothesis is thus formulated:

H3: Customer Retail Preferences are statistically significantly different across income levels

2.5.4 Customer Satisfaction and Income

Archana and Subha (2012) examined the underlying forces of service quality influences on passengers' satisfaction in an aircraft transport. As perceived by airline passengers, the study examined which dimensions have a positive influence on service quality and which dimensions have the most and least important to service quality in international air travel. The study based on 270 sampled passengers analyzed data from three (3) classes of passengers (premium, business, and economy). Results from the research revealed that customers are satisfied with the service quality delivered by back office operators, in-flight service, and in-flight digital service. From the three classes of journey options, passengers are highly rated to 9W airlines. While analyzing demographic profile of the passengers, high income, and educated customers are using flights more frequently. Failure to provide quality services to passengers can cause negative impact on passengers' behavioral intentions and damage the formation of airline image.

Naiwikul (2007) also in his paper investigated satisfaction of airport users on the service of Ubon Ratchathani International Airport and compared satisfaction of airport users classified by users' occupation, gender, education level, age, users service using and income. Using the simple random sampling technique, a sample of 384 was selected. Data was analyzed with the aid of t-test and descriptive statistics (percentage, mean, and standard deviation). It was

found that comparison of users' satisfaction by educational level, gender and occupation was not different significant but users' overall satisfaction by income was different significant. It was also indicated that individual and overall aspect satisfaction of users of the airport was at a high level. It is thus hypothesized that:

H4: *Satisfaction with ASQ is likely to be statistically significantly different across income levels.*

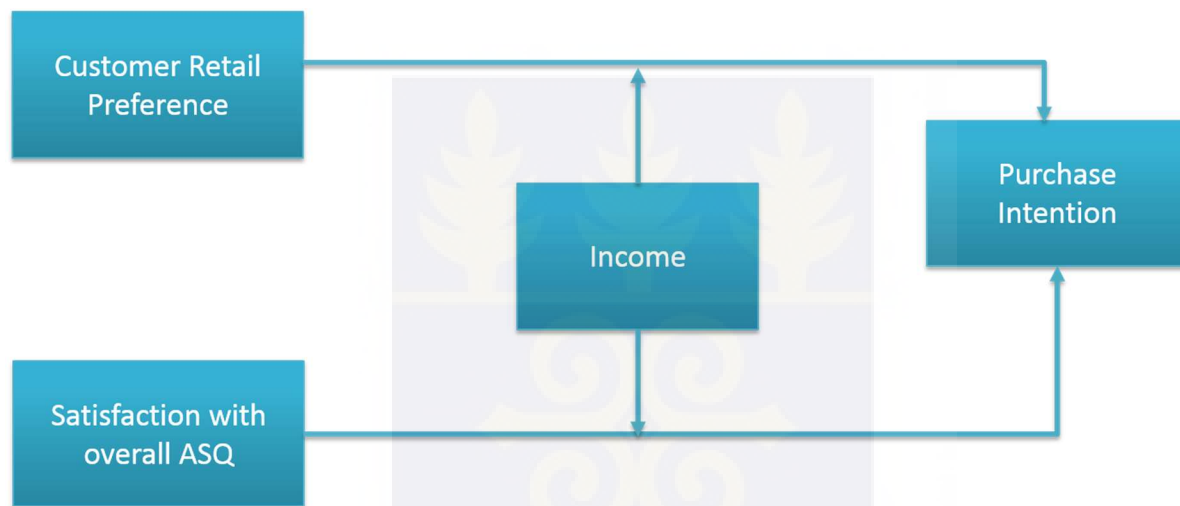


Figure 2.4 Conceptual Framework (Adopted from Oliver, 1977 and 1980)

2.6 Methodological and Analytical Gaps in Previous Studies

In 2011 Tsai et al., postulated that passengers' perception and expectation of airport service quality as only one of several variables (e.g. routes, scheduling, location and prices) that contribute to overall satisfaction, which is a very important variable due to the increasing importance of customer orientation to competitive advantage in the airport and airline industry. This study is a confirmation of Pakdil and Aydin (2007), which noted that high airport service quality has implication in the ever-growing airline and airport competitive

pressure to satisfy passengers and customers. The studies also confirm what was said by Kien-Quoc and Simpson (2006) that service quality leading to customer satisfaction results from a comparison of actual performance of the product and/or service delivery with expectations of the consumer.

Tsaia, Hsub and Cho (2011), also aimed to develop a multi-criteria evaluation model to evaluate the gap between passengers' perceptions and their expectations and diagnosed managerial strategies of gap reduction within the airport passenger service context. This multi-criteria evaluation model was combined with the importance performance analysis (IPA), analytic hierarchy process method, and the VIKOR (VIseKriterijumska Optimizacija I Kompromisno Resenje in Serbian, which means Multi-Criteria Optimization and Compromise Solution) method. It was propounded that the multi-criteria model can not only overcome the weaknesses of traditional IPA, it can also consider passenger preferences and satisfaction simultaneously to analyze managerial strategies for reducing the customer gap, thus improving service quality and meeting passengers' expectations.

Chen, et al. (2010) examined confirmation of expectations and satisfaction with the internet shopping: the role of internet self-efficacy. Using three different theories (Technology Acceptance Model, Expectation Confirmation Theory and Social Cognitive Theory). Chen et al (2010) thence assessed the hypotheses within the context of internet shopping repurchase intentions. Yielding 342 valid samples, empirical data for hypotheses testing were collected from Taiwan. Findings from the study indicated that internet self-efficacy has no significant impact on perceived usefulness and repurchase intention. Customer's intention to repurchase a product or service is determined by satisfaction and perceived usefulness. Confirmation is affected by internet self-efficacy, whereas in turn perceived usefulness is influenced by

confirmation. Finally, confirmation and perceived usefulness influence consumers' satisfaction. Findings from the research paper proved that leisure and business travelers have different opinions with respect to the importance of services offered by airports and of the level of performance at ORTIA in particular. With respect to infrequent and frequent travelers, significant differences also occurred.

This research paper with its focus on passengers' expectations in service quality applied the concept of expectations underlies the selection of Fodness and Murray (2007) methodology for measuring service quality. Researchers applying a conceptual model for service quality investigated passengers' perceptions of airport service quality at O. R. Tambo International Airport in South Africa.

Manataki and Zografos (2010) in their paper entitled "assessing airport terminal performance using a system dynamics model" proposed that related to the fundamental changes in the operations and structure of airport terminal system, there is the need to develop a flexible decision support tool that will facilitate high-level decision making. Using different demand and resource deployment scenarios the paper presented an easily and generic customizable system dynamics based tool for assessing Athens International Airport passenger terminal performance. Results from the studies revealed that passenger delays occur in most of the critical processes with significant effect on the security screening facility; delays are also observed at the passenger control facility, along with LOS deterioration and at the business and economy check-in; it was also discovered that there is an intense traffic on airport terminal performance.

Atalik (2009), revealed on voice of Turkish customer: importance of expectations and level of satisfaction at airport facilities. The researcher noted that high quality service delivery to

passengers is very significant for airports survival. Writer proposed that service quality conditions can affect airport competitive advantage by probability. Primary data was gathered in Istanbul which is the biggest airport in Turkey from passengers departing Ataturk airport. The face-to-face interview was conducted. The studies dictated low satisfaction level for transportation to terminals but revealed satisfaction level perceived by passengers about cleanliness and size of terminal.

Sorebo and Eikebrokk (2008) studied system use in mandatory environments. Writers employed the ECT model. The conclusion drawn from the studies indicated that satisfaction is improved or increase as a result of confirmation, which in turn influenced continuation.

Yu (2008) wrote on the topic, applying ECT to probe what influences online banking continuance. The writer incorporated internet self-efficacy with ECT (Expectation Confirmation Theory). Results from the study indicated that the two strongest influencers on user intention to continue banking online are satisfaction and internet self-efficacy. The study by adopting service quality measurement model concept, concluded that perceived performance strongly impacts customer satisfaction. The analytical results in this study by breaking performance into usefulness, trust and service revealed that trust is the strongest performance dimension whereas usefulness and service quality significant but weaker performance dimensions. Researcher analyzing service quality using three aspects of content, function, and system indicated that the most service quality valued by adopters is function followed by system and content.

Fondness and Murray (2007) research aimed at contributing to the development of a conceptual investigation into passengers' expectations for airport services. The mixed research approach was used (both qualitative and quantitative research approach). Review of

relevant literature was combined with a qualitative exploration of airport expectation from passengers to clarify basic concepts, identify variables and to generate a conceptual model of airport service quality expectations. To measure passengers' expectations, evaluate scale of reliability and validity and to test dimensionality, researchers quantitative research was used in developing a self-report scale. The study found that expectations of airport passengers are multidimensional, hierarchical construct that includes three (3) key dimension (function, interaction, and diversion).

Nevo and Wade (2007) with the prime objective of identifying satisfaction with information system via ECT wrote on the topic "How to Avoid Disappointment by Design" Communications of the ACM" and concluded that in order to improve satisfaction, expectation of each stakeholder should be met.

Yeon, Park and Kim (2006) researched on a dynamic diffusion model for managing customer's expectation and satisfaction. Three major attempts were proposed: The first attempt was to investigate the entire process of the adoption and diffusion of technology innovation with reasonably well-accepted models in each area. Secondly an integrated model by concatenating in a structured manner the three prominent models for the management of technology innovation such as customer satisfaction model, diffusion model, and adoption model. Lastly, the dynamic mechanism underlying outward behaviors of the integrated model proposed in the study were explored which shown the causal relationships that influence technology adoption and diffusion behaviors. By introducing the system dynamics simulation technique, an exploration of the dynamic mechanism underlying outward behaviors of the integrated model was presented in the study. Findings from the studies concluded that a single

perspective model is not enough to discover the sources of a problem and understanding better the technology diffusion process.

Lin, Wu, and Tsai (2005) also using ECT wrote an article entitled "Integrating Perceived Playfulness into Expectation Confirmation Model for Web Portal Context". With the prime aim of examining continued use of a web portal, researchers found that confirmation increase satisfaction, which in turn influences continued use.

By using a questionnaire to measure travelers' evaluation of airport services, Sohail and Al-Gahtani (2005) studied the King Fahd International Airport in Dammam, Saudi Arabia. The study reviewed development of King Fahd International Airport and its efforts at increasing operational efficiency and customer satisfaction. Twelve broad factors that mostly affect airport operations quality (they include shopping and restaurant services, parking, waiting, capacity, operations and ground transportation) were identified using Rhoades et al (2000) as a guideline in designing a quantitative index of characteristics and factors that comprise quality in airport facilities.

With the aid of the ECT model Erevelles, Srinivasan and Rangel (2003) researched on "Consumer Satisfaction for ISP (Information Service Providers): An Analysis of Underlying Processes". Findings from the paper concluded that expectations from prior experience and market conditions influence satisfaction.

According to Susarla, Barua and Whinston (2003) in their studies "Understanding the Service Component of Application Service Provision: An Empirical Analysis of Satisfaction with Application Service Providers Services", noted that disconfirmation will lead to less satisfaction.

Au, Ngai and Cheng (2002) using expectation confirmation theory, with emphasis on end-user satisfaction information system satisfaction, concluded that disconfirmation is a crucial explanatory variable in determining end user satisfaction.

Jiang and Klein (2002) using Expectation Confirmation Theory tried to extend their understanding of satisfaction by comparing an expected level of a delivery to perceived levels received. Using polynomial regression analysis, this concept was demonstrated by an example where information system personnel skill impacted satisfaction with job performance. Findings from the study stated that job performance satisfaction will not be the same for both high versus low expectation and performance. It was also found that skill expectation and performance were not equally weighted nor have a flat response surface. Expectation Confirmation Theory richness becomes evident through this more thorough analysis. The more complex relationships allowed by Expectation Confirmation Theory can be explored, by not collapsing skill expectation and skill performance into a single difference score. According to the researchers, different scores reduce the inherently three-dimensional relationship between expectations, performance, and satisfaction to two dimensions. It can confound the separate relationships between expectation and performance. Lastly, can impose a restrictive set of constraints that may not be supported.

McKinney, Yoon and Zahedi (2002) studied the measurement of web-consumer satisfaction, Employing ECT. It was established that confirmation of information and system quality will lead to satisfaction.

Using the ECT constructs, Wong and Seddon (2002) examined perceived benefits of a system and concluded that expectations which are unrealistically high lead to decreasing or lessening of perceived benefits.

Bhattacharjee (2001a) with the aid of ECT, revealed information systems continuance decision. It was found that in explaining satisfaction which in turn leads to continued intentions, confirmation expectations from previous system use are very important.

Bhattacharjee (2001b), using ECT this time with emphasis on e-commerce continuance decisions again established that in explaining satisfaction which in turns leads to purchase intention, confirmation expectation from prior use is crucial.

Robledo (2001) measuring and managing service quality: integrating customer expectations pressures driving successful organizations toward top quality services, compares four different approaches for measuring service quality within an airline setting. Six instruments were used to measure the service quality of three international airline companies. It was concluded that three factors appear as determinants: tangibility, reliability, and customer care exploring dimensionality of quality in airlines. Based on the writer's studies understanding customer expectations is a prerequisite for delivering superior service since customers evaluate service quality by comparing their perceptions of the service with their expectations.

Johnson, Nader and Fornell (1996) researched on expectations, perceived performance and customer satisfaction for a complex service: the case of bank loans. Researchers used disconfirmation model, expectation artifact model, performance model and a rational expectations model to describe consumers' satisfaction with service and products that presume that consumers have well-formed performance expectations. The study made use of data from Swedish Customer Satisfaction Barometer to reveal models mentioned above failed to describe consumer satisfaction with bank loans. Performance expectation, in this case, has no effect on satisfaction, because it is more likely an artifact of performance. Findings from

the study are not in agreement with other services and products where expectation has a positive effect on consumer satisfaction and also a stronger predictor of performance.

Oliver (1993) considering the relationship between customer satisfaction and service quality first noted that regardless of whether these constructs were transaction-specific or cumulative, service quality is the antecedent to customer satisfaction. Spreng and Macky (1996) also suggested that customer satisfaction came as a result of service quality

Finally, Tse and Wilton (1988) using path analysis noted that more than one comparison standard may be involved in CS\D (Customer Satisfaction or Dissatisfaction) formation because both expectations (prediction) and ideal relate individually to satisfaction. To them, ideal and expectation appear to represent different constructs contributing separately to the CS\D formation process. The single standard model fails to represent underlying processes adequately to comparison with multiple standard paradigms.

There have not been any studies in Ghanaian airline industry, which made use of Expectation Confirmation Theory (ECT) model in studying customer expectations of airport terminal services. The research will at least contribute to literature in two areas. It will contribute to airport industry in Ghana in understanding the subjective view of the customer expectation to providing airport terminal service quality. Findings of this study can also be used by future researchers as a reference point for further studies on the satisfaction of airport terminal service quality on purchase intention from the perspective of the customer or study on related topic.



CHAPTER THREE

CONTEXT OF THE STUDY

3.0 Introduction

To aid the researcher's understanding of the sub-region in which the study was conducted, a confab of adequate is required. This chapter therefore provides a brief history and development of the Kotoka International Airport and a brief profile of its passengers in statistics.

3.1 Ghana in Context

Ghana is geographically located in the west of Africa. It has a population of 28,308,301 with its capital city, of which 49.1% account for the total male population (Ghana Statistical Service, 2016). The Greater Accra Region constitute 16.3% of the total population. The country's neighbor on the west is Cote D'Ivoire, on the east - Togo, on the north - Burkina Faso. Formed from the merger of the British colony of the Gold Coast and the Togoland trust territory, Ghana in 1957 became the first sub-Saharan country in colonial Africa to gain its independence (CIA, 2014). Ghana has ten regions – Greater Accra, Eastern, Ashanti, Central, Volta, Western, Brong Ahafo, Northern, Upper East and Upper West.

3.3 History and Development of KIA

Ghana Airports Company Limited (GACL) was established as a result of the decoupling of the existing Ghana Civil Aviation Authority (GCAA) in line with modern trends in the aviation industry (GACL, 2017). GACL was established with specific responsibility for planning, developing, managing and maintaining all activities in Ghanaian airports including Kotoka International Airport, KIA.

Kotoka International Airport was originally a military airport used by the British Royal Air Force during World War II in 1946. The facility was handed over to the civilian authority after a successful pull-out by the military. In response to globalization and the growing demand for air travel at the time, a development project was launched to reconfigure the structure into a terminal building in 1956. The airport was originally designed and commissioned to accommodate a maximum of five hundred thousand (500,000) passengers annually. In 1969, the Accra International Airport was renamed Kotoka International Airport in memory of the late Lt. General Emmanuel Kwasi Kotoka, who was then the president of the country (1966-1969). The airport has since witnessed significant improvements in infrastructure and facilities to meet the growing demand.

In November 2004, a new civil aviation law, the Civil Aviation Act, 2004 (Act 678) was enacted. The law mandated the separation of the airports' management functions of the Ghana Civil Aviation Authority (GCAA) to a new entity. The Ghana Airports Company Limited (GACL) was eventually set up for that purpose. The objective was for GCAA to focus on its role as the Regulator of the air transport industry and provider of the air navigation services. In line with that Act, GACL was incorporated in January 2006 but commenced operations in January 2007 with responsibility for planning, developing, managing, and maintaining all airports in Ghana. Until the last quarter of 2010, Kotoka International Airport (KIA) had only two (2) boarding gates. GACL in partnership with the United Airlines and Star Alliance constructed three (3) additional boarding gates to improve facilitation. Three (3) more gates have subsequently been constructed bringing to eight (8) number of boarding gates at KIA.

In 2014, work commenced on the expansion of the arrival hall to ease the congestion experienced during peak hours. Currently, the existing floor area of the arrival hall has been

expanded by 5,148m². Additional works include electrical installations, fire detection and protection systems, provision, and installation of two new baggage handling equipment to bring to four the number of baggage carousels in the arrival hall, provision and installation of twenty-six immigration booths, 10 e-gates, a moving walkway, new air-condition systems among others. Other works include the creation of a Data Centre, transit lounge and additional floors to serve as offices for GACL and other stakeholders at the airport.

GACL has aimed at the rehabilitation the Kotoka International Airport to increase the capacity of the airport to serve the increasing passenger throughput at the facility. One of such rehabilitation is the construction of the new Terminal three (3) as an expansion of the already existing terminals one (1) and two (2).

| Aircraft Movements | | | | Passengers | | | Freight Tonnage | | |
|--------------------|---------|-----------|--------|------------|-----------|-----------|-----------------|-----------|--------|
| International | | | | | | | | | |
| Year | Arrival | Departure | Total | Arrival | Departure | Total | Arrival | Departure | Total |
| 2007 | 7,952 | 7,771 | 15,723 | 524,613 | 541,385 | 1,065,998 | 26,014 | 33,496 | 59,510 |
| 2008 | 8,738 | 8,743 | 17,481 | 587,745 | 598,812 | 1,186,557 | 22,807 | 32,706 | 55,513 |
| 2009 | 8,655 | 8,646 | 17,301 | 601,584 | 603,202 | 1,204,786 | 17,369 | 28,324 | 45,693 |
| 2010 | 10,534 | 10,538 | 21,072 | 694,927 | 692,814 | 1,387,741 | 19,462 | 26,498 | 45,960 |
| 2011 | 11,145 | 11,139 | 22,284 | 795,384 | 790,218 | 1,585,602 | 22,907 | 27,353 | 50,260 |
| 2012 | 11,041 | 11,041 | 22,082 | 792,355 | 933,696 | 1,726,051 | 21,231 | 25,346 | 46,577 |
| 2013 | 11,720 | 11,041 | 23,437 | 832,735 | 836,868 | 1,669,603 | 19,988 | 23,700 | 43,688 |
| 2014 | 12,451 | 12,420 | 24,871 | 812,199 | 838,321 | 1,650,520 | 24,393 | 29,996 | 54,390 |
| 2015 | 11,634 | 11,623 | 23,257 | 833,657 | 834,018 | 1,667,675 | 22,439 | 28,886 | 51,325 |

Figure 3.1 Annual Statistics for KIA

3.4 Defining Airport Terminal/Retailing for KIA

As part of providing quality service to their passengers, GACL, offers a unique platform of advertised wide array services and products to their international travelers. This platform

helps inform KIA passengers on best services and products of choice, at prime locations across all the terminals and at strategic points in and around the airport. Forex Trading services are available at Kotoka International Airport. With competitive rates, all major and widely used currencies can be traded at the terminal, departure check-ins and arrivals hall of the KIA. These outlets operate a 24-hour schedule, 7 days, which gives the airport user the flexibility and convenience of forex trading.

3.5 Role of Airport Retail Spaces in Service Quality

Airport Retail space all over the world contributes to the overall service quality of an airport. In this regard, there are recognized bodies that evaluate and rank airport retail shops all over the world. A table illustrating the world's top 30 retail shops of which Singapore's Changi International Airport is ranked first is shown below in Table 3.1 of which the Cape Town International Airport (No. 19 in world's top 30 Airport) ranked number one in Africa.

Table 3.1 (World's Top 30 Airports)

| Rank | Airport | Major Retail Shops |
|------|------------------------------|---|
| 1 | Singapore Changi | Toiletries, Accommodation, Electronics. |
| 2 | Tokyo Int'l Haneda | Restaurants, Books, Confectionary. |
| 3 | Incheon Int'l Airport | Banks, Pharmacy, Business Lounges. |
| 4 | Munich Airport | Restaurants, Apparel, Broker Services. |
| 5 | Hong Kong Int'l Airport | Beauty and Personal care, Fast food. |
| 6 | Hamad Int'l Airport | Beauty and Skin Care, Books, Electronics. |
| 7 | Chubu Centrair Int'l Airport | Restaurants, Gift shop, Massage and Spa. |
| 8 | Zurich Airport | Restaurants, Gifts and Souvinirs, Stationery. |
| 9 | Heathrow Airport | Apparel, Bookshops, Restaurant. |
| 10 | Frankfurt Airport | Apparel, Souvinirs, Confectionary. |
| 11 | Amsterdam Schiphol | Transportation, Food and Beverage shops, |
| 12 | Kansai Intl Airport | Restaurant, Convenience and Drug stores. |
| 13 | Vancouver Airport | Fast Food and Cafés, Lounges. |
| 14 | Narita Airport | Restaurants, Convinience stores, electronics. |
| 15 | Copenhagen Airport | Restaurants, Liquor shop, Perfume shop. |
| 16 | Brisbane Airport | Financial Services, Jewelry, Food Courts. |
| 17 | Helsinki Airport | Beauty shop, transportation, Restaurants. |

| | | |
|----|---------------------------------|---|
| 18 | Shanghai Hongqiao | Tourism and Transportaion, Lounges. |
| 19 | Cape Town International Airport | Hotels, Banks, Restaurants and Cafés. |
| 20 | Dubai Airport | Food and Restaurants, Personal and Beauty Care. |
| 21 | Taiwan Taoyuan Airport | Restaurants, Toys, Games and Apanel. |
| 22 | Auckland Airport | Apparel, Restaurants, Electronics. |
| 23 | Sydney Airport | Pharmacy, Apparel, Food and Cafés. |
| 24 | Vienna Airport | Food and Drinks, Entertainment, Lounge. |
| 25 | Beijing Capital Airport | Food and Cafés, Securty Services. |
| 26 | Cincinnati/Northern Kentucky | Confectionary, News and Gifts, Food and Cafés |
| 27 | Hamburg Airport | Restaurants, Books, Fashion and Accessories. |
| 28 | Denver Airport | Baggage centre, Confectionary, Apparel. |
| 29 | Cologne / Bonn Airport | Drinks and Snacks, Fashion, ATM. |
| 30 | Melbourne Airport | Lounge, Food and Drinks, Baggage services. |

Source: World Airports Awards, 2017

Table 3.2 Africa's Top 10 Airports

| Rank | Airport | Major Retail Determinants |
|------|--|--|
| 1 | Cape Town International Airport | Terminal Cleanliness, friendly staff. |
| 2 | OR Tambo International Airport | Shopping options, Cleanliness and easy Navigation. |
| 3 | King Shaka International Airport | Excellent Facilities and Friendly staff. |
| 4 | Cairo International Airport | Excellent Facilities and Friendly staff. |
| 5 | Hurghada International Airport | Cleanliness, friendly staff and easy Navigation. |
| 6 | Sharm El-Sheikh International Airport | Excellent Facilities, Terminal Cleanliness. |
| 7 | Mohammed V International Airport | Good Facilities, shopping options. |
| 8 | Murtala Muhammed International Airport | Dependable security, Terminal Cleanliness. |
| 9 | Jomo Kenyatta International Airport | Shopping options, Cleanliness and easy Navigation. |
| 10 | Port Elizabeth International Airport | Clean Terminal, good security. |

Source: African Business Review, 2016

3.5.1 Importance of Terminals to Airport Service Quality

Terminal 3 is designed to have modern airport terminal facilities that will undoubtedly position KIA among the best equipped airport in the region. Some of the outstanding features include: Capacity to handle 5 million passengers a year, Process 1,250 passengers per hour, six boarding bridges, a large commercial and retail area, three business lounges, Purpose built transit facilities.



CHAPTER FOUR

RESEARCH METHODOLOGY

4.0 Introduction

In order to achieve and address the objectives and hypotheses of this study, there is the need to look at the general approach the researcher will take in carrying out this research project. This section of the study examines the methodological approaches which were used in the conduct of the study on “customer preferences at the Kotoka International Airport”. The research paradigm, research design, research population, sample size and sampling technique. Data collection and analysis methods that would also be used is discussed under this section.

4.1 Research Paradigm

Research Paradigm has been defined various in academic literature. Weaver and Olson (2006) define research paradigm as patterns of beliefs and practices that seek to regulate inquiry within a specified academic discipline by providing the lens through which investigation is accomplished. These definitions reveal the effect of individual differences and how researchers are affected and guided by the choice of a specific paradigm. Paradigms are general conception of the nature of scientific endeavor within which a given inquiry is undertaken (Mangan et al., 2004).

A review of management research literature suggests three main philosophical assumptions: ontology, epistemology and methodology (Arbnor and Bjerke, 2008; Saunders et al., 2011; Guba and Lincoln, 1994; Guba, 1990). These paradigms act as structures to explain the

underlying differences of their importance and essence for research. Crotty (1998) however categorizes research paradigms into four main areas: ontology, epistemology, methodology, and methods.

These assumptions are essentially inter-dependent and inform the choice of a research method for a particular study. Dobson (2002) stipulates that the theoretical view of the researcher plays an important role in the selection of research methods which explains the research tools to be used in gathering, examining and interpreting data. Arbnor and Bjerke, (2008) opine that a paradigm rests on the research assumptions. Understanding these research assumptions will help clarify the structure of this study and guide the choice of methodology and approaches that will be appropriate for collecting data and thus, its analysis. This section will explain the different assumptions and explore the paradigm to be adopted for this study prior to discussions about the choice of methodology and methods.

4.1.1 Ontology

The definitions and explanations on ontology describe the nature of reality, knowledge and truth studied by researchers (Guba, 1994; Healy and Perry, 2000). Ontology describes a researcher's philosophical belief system about the nature of social reality (Boateng, 2014). Building on the postulation of the above authors, Blaikie (1993) described ontology as the “study of being; claims of what exist, what it looks like, what units make it up and how these units interact with each other”. Ontological assumptions thus aid the researcher to declare their positions regarding their perceptions of nature and how things work. A review of literature on research paradigms within managerial and social contexts describe two aspects

of ontology; objectivism and subjectivism (Bryman, 2001; Hatch and Cunliffe, 2006; Saunders et al., 2011).

Objective ontology holds the assumption that social entities exist in reality external to social actors (Saunders et. al, 2011; Creswell, 2007).). In objective ontology, the researcher is independent of the phenomenon being studied (Creswell, 2014; Boateng, 2014) and does not allow personal sentiments to influence the outcome of the study.

Subjective ontology on the contrary holds the view that the study of a social phenomenon is influenced by the perception and actions of the social actors (Saunders et. al, 2011). This helps researchers to understand and explain the motivations behind the actions of the social actor. Personal factors influence the outcome of a study.

4.1.2 Epistemology

Epistemology is a philosophical assumption which means how we come to know (Henneberg, 2008) the existing reality. Epistemology describes views about the applicable means of studying the nature of the world, what constitute knowledge and the sources and limits of knowledge (Easterby-Smith et al. 2008; Eriksson and Kovalainen, 2008). Crotty (1998) defines epistemology as the ‘way of understanding and explaining how we know what we know’. It provides the strong philosophical basis for deciding on what type of knowledge are possible and how one can ensure that they are both adequate and legitimate (Maynard, 1994). In 2014, Boateng explained epistemology as a research paradigm where the researcher focuses on the study of knowledge and how it is acquired (Boateng, 2014). Thus, epistemology

basically explains how knowledge about reality is acquired and how it can be understood with a valid way of it being generated.

Scotland (2012) summarizes these views and opines that epistemology is concerned with how researchers acquire, build and communicate their knowledge of reality. Thus, epistemological assumptions inform the choice of research methodology and approaches that guide how data is collected and analyzed to understand a phenomenon.

4.1.3 Methodology and Methods

Methodology involves the strategy, action plan, and the various processes designed to inform the choice and use of methods for attained a desired outcome (Crotty, 2003). Methodology is the practical approach adopted to acquire knowledge of an existing reality. It is the theoretical lens that guides the researcher to decide on the research methods to study the reality (Dobson, 2002). Methodology can thence be opined as the describing, evaluating and the justification the choice and use of a particular method’.

Boateng (2014) opines that, methodology can be differentiated from research methods which is solely independent methodologies and paradigms. Research methods are therefore specific tools, techniques or procedures employed to gather and analyze data about a social reality or evidence (Crotty, 2003; Boateng, 2014). Methods provide researchers the opportunity to choose and work with different tools depending on the data to be collected. In terms of data generation, research methods are categorized into qualitative and quantitative research (Healy and Perry 2000). Studies have revealed that the philosophical assumptions of qualitative approach is different from that of quantitative research (e.g. Kraus, 2005).

Bryman (2006) defined qualitative research as “an approach to study the social world with the aim of describing and analyzing the culture and behavior of humans and their groups from the point of view from those being studied”. Myers (1997) and Bryman (2006) have grouped the sources of qualitative data in two; participant observation and unstructured interviews. Qualitative researchers make use of different tools to gather data from different sources. Case studies, focus group discussions, unstructured or semi-structured interviews and observation are some of the techniques linked to qualitative studies (Myers, 1997; Krauss, 2005; Bryman, 2006). Qualitative researchers make use of inductive reasoning to generate theories from data. Thus, qualitative research is inductive (focuses on theory building).

Quantitative researchers employ research techniques such as experiments, surveys, and structured interviews, and questionnaires to gather data presented in numbers and analyzed using statistical tools (Myers, 2004). Quantitative approaches can be used to test for hypotheses and establish relationships between variables. In view of its characteristics, quantitative research uses deductive reasoning to test theories or hypotheses against data.

The inter-relationship therefore, between the research paradigms makes it impossible for a study to be conducted in academia without committing to ontological and epistemological stance.

4.2 Explanation of Scientific Paradigms

Guba and Lincoln (1994) identified and discussed four main research paradigms namely positivism, realism, critical theory and constructivism. Gephart (1999) reduced these paradigms into three groups as positivism, critical postmodernism, and interpretivism. In management research, Saunders et al. (2011) suggested two other paradigms – interpretivism and pragmatism to the existing paradigms. Boateng (2014), also expressed the existence of positivism, interpretivism, realism, relativism and critical realism as practical research paradigms. This section will attempt to explain the various research paradigms and how they inform research assumptions.

Paradigms are general conception of the nature of scientific endeavor within which a given inquiry is undertaken (Mangan et al., 2004). They are sets of beliefs, values and techniques, which form the essential philosophical assumptions which explain what a valid research is and the appropriate approaches that can be adopted in that research (Myers and Avison, 2002).

4.2.1 Positivism

Positivism as a research paradigm has its source from the natural science and assumes that science is the only means to know truth and understand the world so as to be able to predict and control it (Guba and Lincoln, 1994; Trochim, 2000). By this position, Positivists isolate themselves from the world under study. A Positivist Researcher is an objectivist who seek to inquire about a phenomenon without interfering in the process. A positivist holds the belief that the world exist objectively and externally and that we can only know what we need to know through objective observation (Guba and Lincoln, 1994).

Easterby-Smith et al., (1991), opine that researchers who follow the positivism approach believe that the world is external and objective and that definite structures affect people in similar ways and vice versa. The positivist paradigm focuses on testing for hypothesis developed through existing theories using quantitative data (Easterby-Smith et al., 1991). A Positivist researcher therefore adopts a quantitative methodology and tend to use quantitative research techniques and tools that are useful for verifying set hypotheses. Hence, Positivists employ deductive reasoning to advance theories that can be tested through observable social realities (Krauss, 2005; Flowers, 1999).

4.2.2 Constructivism

This paradigm also described as interpretivism has been given different interpretations in literature. Hatch and Cunliffe (2006) described this paradigm as ‘anti-positivist’ while other views have projected it as ‘post-positivism’ (Phillips and Burbules, 2000; Blaikie, 1993). Academic studies that follow the constructivism approach believe that social reality is based on one’s subjective experience of the external world and not objective knowledge (Gephart, 1999). Interpretivists try to understand the world through meaning that people assign to them (Deetz, 1996). This paradigm uses observation and interpretation to collect data and to make meaning by drawing inferences (Denzin and Lincoln, 2003). Meaning is therefore constructed and re-constructed over time through experience resulting in different interpretations by different individuals. Thus, constructivists have subjective research orientations and would interact and interfere with the phenomenon under study (Arbnor and Bjerke, 2008).

In line with its subjective nature and the strong emphasis on language, constructivism is mostly associated with qualitative research method (Eriksson and Kovalainen, 2008) and

hence rely on meaning and measurement related to methodologies such as interviewing and observation as the main data collection approaches. This position may be related to inductive or theory building approach.

4.2.3 Realism

Realism is born out of the limitations of both positivist and interpretivist. However, realism takes some aspects of the two paradigms (Flowers, 1999; Boateng 2014). It holds that knowledge is an outcome of social conditioning and it is socially created (Blaikie, 1993; Saunders et al. 2011). Significant differences exist between realism and the other research paradigms in terms of philosophical assumptions (ontology, epistemology and methodology).

Realism is an epistemological stance which holds the view that what the senses show us as reality is the truth (Saunders et al., 2011). The realist believes that our knowledge of reality is the outcome of social conditioning and cannot be understood independently of the social actors involved in the generation of knowledge (Dobson, 2002). Realists believe that sampling different perspectives and at multiple levels will enhance knowledge building since reality can exist on multiple levels (Chia and Shi 2002; Bryman, 2006). Realist researchers have subjective epistemology and would interpret scientific data based on their perception.

Realists use a mixture of theoretical reasoning and experimentation in their methodology to discover knowledge of the real world. Realists adopt qualitative research methodology. The most appropriate and acceptable research methods used by Realists include case studies, focus group discussions, unstructured (semi-structured) or in-depth interviews (Bryman, 2006; Myers, 1997).

4.3 Philosophical Position of the Study

Decision on research methodology is of primary significance (Hurmerinta-Peltomäki and Nummela 2004) in social sciences studies and as a matter of fact all other studies in academia. These decisions are usually informed by two main criteria; a researcher's philosophical position (Easterby-Smith et al. 2008) and research objectives (Collis and Hussey, 2009). It is therefore important for a researcher to declare his/her philosophical position and clearly state the objectives guiding the study. According to Bryman, (1988) the philosophical position of the researcher authorizations an ontological and epistemological justification that inform the choice of research methodology.

The philosophical position of a researcher is an attempt to understand his/her views about the “nature of reality” and what constitute knowledge. These are ontological and epistemological assumptions that help researchers to state their research paradigms: positivism, constructivism, interpretivism, realism, relativism, and critical realism. According to Easterby-Smith et al. (2008) in-depth understanding of the philosophical issues (assumptions and paradigms) will help the researcher to identify the appropriate methodology and approaches to use in relation to the stated objectives, research questions and hypotheses. In this direction, this section will clarify the philosophical position taken for this study.

4.4 Research Design

According to Polit, Beck and Hungler (2001), research design is the general plan that the researcher will employ in the quest to answer stated research questions or test research hypotheses, pertaining to a topic under study. Boateng (2014), defines research design as the researcher's plan on how to implement the research in practice. The design describes the how,

when and where data needed for the research will be collected and analyzed (Boateng, 2014). This research plan should be able to accurately test and measure assumption made in the study and correctly answer question pertaining to the research. In research study, there is the deductive and inductive approaches of conducting research, of which one is used by the researcher in a particular study.

The researcher's belief in social reality and nature is that the subject being studied is independent from the researcher. In this study objective epistemology is preferred to subjective epistemology which is influenced by the researcher's perception and intuition (Collis and Hussey, 2009). This research studies the expectation and preferences of the air passenger at the landside of an international airport, specifically the retail space at airport terminals. The factors that influence their purchase at the retail shop was studied. It is the aim of this study to examine the effect of overall service quality on customer satisfaction and their expectation of retail spaces on their satisfaction and purchase using the consumer expectation theory and other measures developed from previous empirical studies in the services marketing literature. Consequently, the study developed constructs to operationalize airport terminal service quality and purchase using income as a moderating role to validate the level of effect between the established determinants in previous chapters of retail purchase and the decision to purchase, using quantitative and qualitative research designs. Researchers with this philosophical position aim at establishing causal relationships between the fundamental elements of the social phenomenon under study (Easterby-Smith et al. 2008). Thus, preference of objectivism over subjectivism may be justified taking into consideration the main and specific research objectives.

Research assumptions usually inform decisions regarding the researcher's position about knowledge claims (Creswell and Designm, 2003). Each of these paradigms (i.e. researcher's position about claims on knowledge) have different characteristics which determine and inform the kind of argument; deductive or inductive (Saunders, Lewis and Thornhil, 2011), the researcher will present and the paradigm to be followed. In accordance, Teyi (2014), postulates that deductive approach normally adopts existing theories as a guide in understanding data, while the inductive approach in research takes on data to gain new insight, such as building a theory. Gathering from Teyi (2014), one can say that the inductive approach to research normally moves from specific situations to general ideas or theories, whereas the deductive deals with general ideas or theories to specific situations. Taking the philosophical position and the research objectives into consideration, this study adopted the deductive approach (quantitative research), where research questions and hypothesis pertaining to this study will be tested. The Expectation Consumer Theory was used to guide the researcher in understanding and collecting empirical data in a controlled environment.

This study, using the deductive approach, developed hypotheses from existing literature (Neuman, 2007), operationalize the key constructs, and collected empirical data to test the hypotheses to establish the effects and relationships of the underpinning constructs (Sandelowski, 1995; Polit and Beck, 2004; Hsieh and Shannon, 2005).

4.5 Research Strategy

Based on the philosophical assumptions (objective ontology and epistemology), this study adopts the realism paradigm which allows a social phenomenon to be understood through the testing of formulated hypothesis to establish patterns of associations and thus present the most possible explanation for a social behavior. Deductive approach is associated with quantitative methodology and methods of data collection and analysis (Ghauri and Gronhaug, 2010; Collis). Saunders et al. (2011) suggest that survey approach is appropriate for deductive research approach. Data collection instruments in survey research include questionnaire, which allows researchers to understand respondent's opinions, attitude as well as establishing cause-and-effect relationships (Ghauri and Gronhaug, 2010).

4.6 Choice of Population and Sample

Passengers with diverse background from different culture use the Kotoka International Airport and as reported over 1,667,675 passenger travels through the airport annually (Ghana Airports Company Ltd, 2016). This population of travelers include both arriving and departing passengers excluding domestic travels. Out of this population 833,657 (49.99 %) consist of arriving passengers and 834,018 (50.01 %) for departing passenger (GACL, 2016). Research population consist of all the elements that share common characteristics that comprise the universe for the purpose of the understanding the research problem (Malhotra and Birks, 2007). For instance, the personnel at the airport terminal and retail shops, airport facilities at the terminal, check-in processes, baggage, retail products/services, and passengers of the airport all form part of the travelling process at an airport, here, the Kotoka International Airport. These elements, when in sync represent the total service quality delivered by the

airport, with a vivid focus on the air passengers who are core target in measuring and evaluating the desired service quality at the airport. The air passengers are however categorized into international and domestic arrival and departures.

With regards to the purpose of this study, both passenger classification travelling both at the airport and identified group/bodies who are international travelers will also be a part of this study. The study randomly selected passengers at the airport facilities: departure halls and lounges, arrival halls and lounges, baggage centres, to give a fair representation of air travelers. This will ensure that the selected passengers are fairly represented to develop a relationship between the preference of the customer at the retail spaces and their decision to buy and/or use services and/or products available at the airport retail spaces.

4.6.1 Sampling Techniques and Sample Size

Cavana (2001) explains sampling as the process of selecting a sample from a given population in a way that it would be possible to generalize the properties or characteristics of the population. According to Saunders et al (2011) sampling is important in every academic research because it “provides a range of methods that enable a researcher to reduce the amount of data to be collected by considering only data from subgroups rather than all possible cases or elements”. In accordance with Saunders et al. (2011), a chosen sample reflects the major characteristics of the entire population. This sample may be used to draw conclusions about an entire population (Cooper and Schindler, 2001). In accordance to above suggestions from scholars, this study used a sample size of three-hundred and thirty (330).

Amongst the sampling techniques in academic research, Teddlie and Yu (2007) discusses four broad categories of sampling procedures; probability, purposive, convenience and mixed methods sampling procedures. Saunders et al. (2011) captures purposive sampling techniques as part of non-probability sampling. Which is the researcher's chosen technique used in this study.

Though argued that purposive as a non-probability is associated with qualitative studies (Creswell, 2003; Tashakkori and Teddlie, 2003; Saunders et al. 2011; Teddlie and Yu, 2007), this study uses the said sampling technique. Being the only international airport in the context of Ghana, the Kotoka International Airport is the study's focus. Malhotra and Birks (2006) undernoted that probability sampling procedures rely, to an extent, on personal judgments indicating it may not be entirely representative of the populace; however, generalizations could still be made from it. Some classifications of non-probability sampling include; quota sampling, purposive sampling, snowball sampling, and convenience sampling procedures. Non-probability sampling was therefore used in this study to determine the sample as the population was large and data was being collected from the only international airport in Ghana. Following the above discussion and the research problem to be investigated, the sampling procedure for this study was the purposive sampling as it relies on researcher's own judgement (Malhotra and Birks, 2007) and based on the methodology of this study. This study adopted stratified sampling approach for selecting respondents. Since the population of interest is large, it will be difficult for the researcher to gather relevant data from the target respondents during the period of the study (Saunders et al. 2011). One advantage of using stratified sampling is that it provides reliable results than random sampling (Saunders et al. 2011).

4.6.2 Survey

Surveys have been reputed to be effective in attaining opinions, attitudes, and descriptions as well as cause-and-effect relationships (Ghauri and Grønhaug, 2005; Saunders et al, 2011). It has been defined as the use of questionnaires or interview techniques in recording verbal behaviours of respondents (Ghauri and Grønhaug, 2005). According to Saunders et al (2011), surveys are a common and popular strategy used in answering the ‘who’, ‘what’, ‘where’, ‘how much’ and ‘how many’ in business and management research. They further suggested that this strategy is usually associated with the deductive approach, thus explaining quantitative data being analyzed quantitatively using descriptive and inferential statistics.

4.7 Types of Data

There are two generally accepted sources used in collecting data; primary and secondary source (Ghauri and Gronhaug, 2005). Sources that contain data generated by a researcher for the specific purpose of addressing a current study is what Malhotra (2007) referred to as Primary data. Secondary sources can be defined as sources that contain data which have been gathered and assembled for the purpose other than the current research work, but have some significance and usefulness to the current work (Hair et al. 2006; Malhotra, 2007). While the latter has some advantages; less expensive, less of a badger in the collection of data and many more, the former was selected for this study due to the fact that the content of secondary data might correlate poorly with the researchers’ current need (Hair et al. 2014).

4.7.1 Choice of Data Collection Instruments

Research instruments in academic research constitute all the tools which a researcher would use to gather relevant data from targeted respondents (Saunders et al. 2011). Quantitative researchers rely on the collection of quantitative data (numeric data). The primary data collection instruments used in quantitative research is standardized questionnaires (closed ended questions). For the purpose of this study, interviews and questionnaires were utilized to gather relevant data from respondents. An initial draft of the questionnaire was developed and administered based on discussed literature in previous chapters.

4.8 Questionnaire Design

The questionnaire was designed to constitute two (2) main parts. The first section focused on demographics of the selected respondents at the Kotoka International Airport (gender, age, , educational qualification, income/allowance level, country of origin, type/class of traveler, profession).

The second section captured the main variables of the framework where four constructs were developed and addressed. Questions were thence derived from previous review of literature on service quality, customer expectation, determinant of retail purchase, aeronautical and non-aeronautical services (see Appendix A for a copy of the survey questionnaire). Scales adapted from empirical review was in accordance with the wide recognition of the review in the airport and customer satisfaction literature.

These constructs were scored on a five (5) point Likert scale (ranging from 1 = totally disagree to 5 = totally agree). The designed questionnaire was validated using expert opinion and pilot test.

A pilot test was conducted with students from the University of Ghana Business School (UGBS), specifically the Master of Philosophy (MPhil) year two (2) Executive MBA marketing students. This was to ensure the clarity of the developed questionnaire and to eliminate errors during the data collection period with the design questionnaire (Hair et al., 2006). On the basis of their feedback, all ambiguity or difficulty with regards to clarity, relevance and instruction were modified, thereby increasing the quality of the designed questionnaire (Dodds et al. 1991; Nunnally and Bernstein 1994; Saunders et al. 2011)

Data were thence collected through at the Kotoka International Airport with permission from the authorities at the GACL. The data were collected at the international arrival and departure halls, airport lounges, cafés, retail shops and at the airport terminals.

4.9 The Reliability and Validity of Scale

The test of reliability and validity of all scales in the questionnaire is vital for obtaining absolute and accurate result in a study (Roberts, Priest, and Traynor, 2006). Reliability and validity are methods of evaluating the soundness for the measurement to ensure they are free of all biases and distortion as according to Read, 2013 and Golafshani, 2003.

Validation is operationalized as the mechanisms adopted to establish the authenticity of the data gathering instrument before it is administered to target respondents. Validity is termed as the accuracy of a measurement or the extent to which a score represents a score in all scrupulously (Zikmund et al., 2012). Comparatively, Hair et al (2014) refers validity as the degree to which a measure accurately represents what it is supposed to.

In the first stage in the process, samples of the questionnaire were distributed to academic scholars with services marketing expertise. The second stage of the exercise engaged graduate students in University of Ghana Business School in a pilot study. The pilot study is to ensure that the validity of the questionnaire is tested and proven and to be sure they are meaningful and well understood by respondents (Blumberg et al. 2005; Cooper and Schindler 2001).

Generally, the validation process will aim at ensuring that the various items measure what they will be expected to measure (Blumberg et al. 2005; Hair et al., 2014). This will ensure that although information will be gathered from large number of respondents, the incidence of bias is reduced if not eliminated.

According to Malholtra (2007), there are three approaches for measuring reliability namely; test-retest, alternative-forms and internal consistency reliability. Among these three, the most commonly used approach is the internal consistency measure (Hair et al., 2014). The internal consistency measure considers the stability of a certain measure across its various items (Carmines and Zeller 1979; Peter 1979). Split-half reliability, the simplest form of measuring the internal consistency of a scale (Malholtra, 2007) uses the coefficient alpha or Cronbach's alpha as the most widely used approach in such measurement (Guy et al., 1987, Hair et al., 2014; Malholtra, 2007). The most commonly adopted test however is the Cronbach's alpha (Guy et al., (1987). Cronbach's alpha is however of a lower bound and therefore underestimates true reliability test (Peterson and Kim, 2013). In combusting this argument, the composite reliability which assess the overall reliability of a collection of hetregeous but similar items (Hair et al., 2014) was used with the Cronbach's alpha for this study (Hair et al., 2014; 2015; Ghauri and Gronhaug, 2005).

4.10 Data Analysis and Presentation

Descriptive statistics and multiple regression analysis was used to report the findings of the study. Descriptive statistics was used to show the mean and standard deviations of the variables. The descriptive statistics (means and standard deviation) was used to show the differences in the predictability of the independent variables on the dependent variable following which the multiple regression was used to test for significance among the variables (Tabachnick and Fidell, 1996). The study employed SPSS version 20 and AMOS version 20 as the main statistical software to analyze the gathered field data. The data was initially screened for any errors in giving responses such as wrong input, and issues of out of range scores were corrected.

A combination of descriptive statistics and multivariate data analysis techniques such as multiple regression models were employed in the study. Firstly, descriptive statistics were used to measure the central tendency such as mean. Discriminant validity was also assessed using the Fornell-Lacker to verify reliabilities between the variables in the framework. Multiple regression analysis was subsequently used to test and establish the relationships between the constructs in the framework in order to achieve the stated objectives of the study. The multiple regression analysis was used on the basis that two (2) main drivers of purchase were measured as independent variables (Marketing Factors: - Product Relevant Factors (PRF) and Market-Relevant Factors (MRF), and the second IV being Satisfaction with the Overall Airport Service Quality (SKIA). The independent variables stated above was moderated by the income and/or allowance level of the traveler with the dependent variable Purchase Intention (PurInt). Multiple regression, as indicated by Saunders et al. (2011), is used to “assess the strength of a relationship between one dependent and two or more

independent variables”. Malhotra and Birks (2006) also indicate that it is used to test connections that exist between two or more autonomous variables and an interval-scaled dependent variable as it will determine how well a set of variables will be able to predict an outcome. The prime aim of multiple regression is to make a prediction about the dependent variable based on its covariance with all the concerned independent variables (Kothari, 2004), thus it was deemed appropriate to use this analysis technique for the survey. Discriminant validity was also assessed using the Fornell-Lacker criterion and cross loadings

4.11 Ethical Consideration

Scholars have cautioned researchers not to take lightly, issues pertaining to ethical considerations such as openness with respondents and appropriate treatment of confidential information when conducting a study (Miles and Huberman 1994; Malhotra and Birks 2007). Based on this, a letter of permission to collect data from passengers at the airport was obtained from the management of Kotoka International Airport. The purpose of the study was explained to all selected participants to eliminate any possible misunderstanding for the use of information being collected. Podsakoff et al. (2003) reported this procedure as evaluation apprehension reduction that helps the likelihood of attaining more desirable and consistent data for the objectives of the study. Approval from selected participants was also sought to avoid uncompleted answers for the collection process. The participants were also assured that the information being gathered was going to help improve service quality at the retail shops at the airport. It is also to be noted that none of the respondents were forced or threatened in any way to partake in the study and that those who did, did so voluntary.

CHAPTER FIVE

DATA ANALYSIS AND DISCUSSIONS OF FINDINGS

5.0 Introduction

Having collected the data through the process in the preceding chapter, the results of the study and data interpretations are conducted using passengers of the Kotoka International Airport. The findings are presented in key areas as; respondents demographic background, variables descriptives, construct tests validity and reliability, test of correlations, group moderation and regression analysis used to test relations between drivers of purchase at the Kotoka International Airport and the purchase intention of the travelers. Findings of the study are discussed as well.

5.1 Data Analysis and Presentation

The data were analyzed using AMOS statistical software as an added SPSS module was used for this study. As a visual program for SEM, AMOS was used for the computation of data for this study and to determine the causal (cause-effect) relationships between the items identified in the research model for this study. Preliminary data analysis was performed however, before the actual data analysis to be sure of a well cleaned dataset.

5.1.0 Respondents' Description

General background and information of the respondents were gathered for this study. This was done by profiling then according to gender, age, educational qualification and the mobile

device brands they often purchase and use. The study looked at respondents who responded to the questionnaires biographic data. This is summarized in table 5.1 below.

Table 5.1 Demographic Profile of Respondents (n=330)

| Profile | Measurement | Frequency | Percent |
|--------------------------|---|-----------|---------|
| Gender | Male | 222 | 67.3 |
| | Female | 108 | 32.7 |
| Age | 20 years or under | 20 | 6.1 |
| | 21-30 years | 94 | 28.5 |
| | 31-40 years | 101 | 30.6 |
| | 41-50 years | 83 | 25.2 |
| | 51 – 60 | 28 | 8.5 |
| | 61 -70 years | 2 | .6 |
| | 70 years and above | 2 | .6 |
| Education | No Formal Education | 1 | .3 |
| | Secondary | 35 | 10.6 |
| | Tertiary | 294 | 89.1 |
| Monthly Income/Allowance | Less than \$ 500 | 75 | 22.7 |
| | \$501 - \$1,499 | 70 | 21.2 |
| | \$ 1,500 - \$2,499 | 64 | 19.4 |
| | \$2, 500 - \$3,499 | 65 | 19.7 |
| | \$3,500 - \$4,499 | 37 | 11.2 |
| | \$5,000 and above | 19 | 5.8 |
| Origin | Ghanaian living in the diaspora | 77 | 23.3 |
| | Ghanaian living in Ghana | 87 | 26.4 |
| | African | 106 | 32.1 |
| | Non-African | 60 | 18.2 |
| Traveler Type | Regular Traveler (by this I mean travel economy most often) | 264 | 80.0 |
| | Lounge Occupant | 33 | 10.0 |
| | Premium Travel (by this I mean travel business or first class most often) | 33 | 10.0 |

Source: Field Study, 2017

From the table above (Table 5.1), it is observed that male respondents formed the majority of the sample for this study at 67.3% while female respondents at the Kotoka International Airport formed the remaining 32.7% of the total sample. 30.6% of the sample for this study were between the ages of 31-40, representing the highest age group for this study while the least of the respondents were between the ages of 60-70 and above 70 years with a representation of 0.6% each. Amongst the respondents, only one (1) representing 0.3% had no formal education with 10.6% having some form of high school education and the remaining 89.1% (the highest) representing 294 of the respondents having tertiary and above certification. One most important information needed for this study was the income/allowance level of the respondents, with 75 with a monthly earning of less than \$500 forming the majority of the respondents (22.7%) and the least of the respondents with an earning of \$5,000 (5.8%) and above. The rest were with an earning of \$501 - \$1,499, \$ 1,500 - \$2,499, \$2, 500 - \$3,499, \$3,500 - \$4,499 which represents 21.2%, 19.4%, 19.7%, and 11.2% respectively. Some recommendable facts to note about our respondents were their origin and their travelling preference. With 77 (23.3%) respondents being Ghanaians living in the diaspora, 87 representing 26.1% being Ghanaians living in Ghana, 32.1% Africans, and 60 respondents, representing 18.2% who were non-Africans were presented in the summary of table above. Competitively, 66 of the respondents representing 20% of the sample were premium travelers (by this I mean travel business or first class most often) and lounge occupants, while 264 respondents were regular travelers (by this I mean travel economy most often) representing 80% of the total sample.

5.1.1 Descriptive Statistics of Variables

Table 5.2 illustrates the descriptive statistics of the data used in this study. Descriptive statistics is a method by which variables used in a study can be assessed. The statistics presented are the mean, standard deviation, skewness and kurtosis which enabled the test for normality of distribution of the data set. Scholars have advocated the need for a dataset to be tested for normality of distribution in order to perform SEM analysis of data (Kline, 2005; Hair *et al.*, 2010). The mean results indicate the extent to which respondents agreed or disagreed with issues on the questionnaire. The highest mean as seen in the table was 3.58 (It is probable that I will purchase from this airport retail shop) while the lowest mean was 3.14 (Store Image). It can hence be deduced that most respondents had a higher tendency of purchasing at the airport retail shop. The thirteen (13) variables displayed in Table 5.2 represent the components of the four (4) main constructs which are represented in the conceptual framework used in this study; Overall Airport Service Quality (SKIA), Product-Relevant Factors (PRF), Market-Relevant Factors (MRF) and Purchase Intention (PInt).

The skewness and kurtosis were used to test for the normality of the dataset (Hultman, 2008). When values for skewness and kurtosis are not significant, variables can be assumed to be normally distributed. Studies with large sample sizes which have over 200 respondents can have small deviations from normality which are significant although they may not be substantive. According to Kim (2013), skewness is a measurement of asymmetry of distribution whilst the measure of data point's peak is the Kurtosis. A data is normally distributed when the value for skewness and kurtosis lies within the range of +2 or -2 (Field, 2000; Gravetter and Wallnau, 2014; Trochim and Donnelly, 2006; George and Mallery, 2003). The results from the table indicate that the data was normally distributed.

Table 5.2 Descriptive Analysis of Measurement Statements

| | Code | Mean | N | Std. Deviation | Kurtosis | Skewness |
|---|---------|------|-----|-------------------|----------|----------|
| Overall Airport Service Quality | SKIA | 3.26 | 330 | .877 | -.113 | -.635 |
| I consider price as a relevant factor in purchasing | PRF1 | 3.31 | 330 | .965 | .267 | -.551 |
| The store quality is very important when it comes to purchase | PRF2 | 3.29 | 330 | 1.025 | -.139 | -.481 |
| I would like a wide variety of products/service to select from | PRF3 | 3.18 | 330 | 1.040 | -.267 | -.327 |
| The location of the shop matters to me when purchasing | MRF1 | 3.16 | 330 | 1.027 | -.202 | -.502 |
| How long the shop is opened in a day matters to me when purchasing | MRF2 | 3.14 | 330 | 1.140 | -.588 | -.264 |
| The sales persons' friendliness is very important when it comes to purchase | MRF3 | 3.44 | 330 | 1.176 | -.520 | -.513 |
| Being able to quickly checkout at a shop would motivate me to purchase | MRF4 | 3.42 | 330 | 1.020 | -.280 | -.314 |
| The store atmosphere is very important when it comes to purchase | MRF5 | 3.39 | 330 | .987 | -.100 | -.458 |
| The store image is very important when it comes to purchase | MRF6 | 3.14 | 330 | .952 | .108 | -.076 |
| It is probable that I will purchase from this airport retail shop | PurInt1 | 3.58 | 330 | .900 | -.117 | -.291 |
| It is certain that I will purchase from this airport retail shop | PurInt2 | 3.43 | 330 | .831 | .222 | -.955 |
| There is chance that I will buy from this airport retail shop | PurInt3 | 3.44 | 330 | .835 | .370 | -1.014 |

Source: Field Study, 2017

5.2 Measurement Model Analysis

A constructs validity and reliability is vital in every research study. They show the confidence level associated with the research. The variables of the study were tested for validity, reliability, and internal consistency. Validity is termed as the accuracy of a measurement or the extent to which a score represents a score in all scrupulously (Zikmund et al., 2012). Hair et al (2014) refers to validity as the degree to which a measure accurately represents what it is supposed to.

Studies have stated the importance of testing for validity and reliability of measurement in every research as the structural may be meaningless unless there is an establishment that validates the measurement model (Bagozzi and Yi, 2012). The measurement model assessment was the first step of analysis conducted in this study. The assessment was however performed using three (3) main criteria: the convergent validity, reliability and discriminant validating as suggested by Hair et al. (2013).

Bagozzi (1981) indicates that the measurement model helps with the analysis of causal relationships within the structural model. The first stage was done through the specification of a relationships between the dependent and independent variables used in the study. The importance of this was to establish the reliability of the unidimensionality of the composite and underlying constructs. This was necessary as it ensure that the items used in empirically testing the relationships achieved its objective of measuring a single dimension. This is presented in the table below.

Table 5.3 Model Fitness Table

| Model Fit Measures | | | |
|---------------------------|-----------------|------------------|-----------------------|
| Measure | Estimate | Threshold | Interpretation |
| CMIN | 140.138 | -- | -- |
| DF | 51 | -- | -- |
| CMIN/DF | 2.748 | Between 1 and 3 | Acceptable |
| CFI | 0.965 | >0.95 | Acceptable |
| SRMR | 0.059 | <0.08 | Acceptable |
| RMSEA | 0.073 | <0.06 | Acceptable |
| GFI | 0.932 | >0.95 | Acceptable |

Source: Field Study, 2017

Employing at least three measures of fit indices is highly recommended for authenticating the fitness of the model. Bollen (1989) advocates that determining acceptable fit measures rest ultimately with the researcher. Based on this premise acceptable fit indices such as Root Mean Squared Error of Approximation ($RMSEA \leq 0.08$), Goodness of Fit Index ($GFI \geq 0.90$), and Comparative Fit Index ($CFI \geq 0.90$) were employed to test the fitness of the model (Bagozzi and Yi, 2012; Hair et al., 2014). The first incremental measure reported was the Comparative Fit Index (CFI) this revealed an acceptable value of 0.965. Further reported on the table above is Root Mean Squared Error of Approximation (RMSEA) with an estimate of 0.073 which also validates the fitness of the model (Byrne, 2010; Diamantopoulos and Siguaaw, 2000). Goodness of Fit Index (GFI) was the last deployed fitness indicator, this revealed an acceptable value of 0.932.

5.2.1 Confirmatory Factor Analysis (CFA)

The Table below gives a report of CFA that was run to establish the dimensionality of variables used in the study. According to Hair et al. (2010); Bagozzi and Yi, (2012) CFA has an advantage of estimating multiple inter-related dependence relationships. Variables tested under the CFA were Product-Relevant Factors, Market-Relevant Factors and Purchase Intention. Using a threshold of 0.50 as indicated by Heir et al. (2010) all the factor were found to be within an acceptable range with the highest loading being 0.999 (There is chance that I will buy from this airport retails ship) and the least being 0.562 (It is probable that I will purchase from this airport retails shop).

Table 5.4 Factor Loadings Table

| Constructs | Items | Estimate | |
|-------------------|--------------|---|------|
| Product-Factors | Relevant | I consider price as a relevant factor in purchasing | .728 |
| | | The store quality is very important when it comes to purchase | .812 |
| | | I would like a wide variety of products/service to select from | .654 |
| Market-Factors | Relevant | The location of the shop matters to me when purchasing (Convenient of location) | .640 |
| | | How long the shop is opened in a day matters to me when purchasing | .735 |
| | | The sales persons' friendliness is very important when it comes to purchase | .769 |
| | | Being able to quickly checkout at a shop would motivate me to purchase | .822 |
| | | The store atmosphere is very important when it comes to purchase | .679 |

| | | |
|--------------------|---|------|
| | The store image is very important when it comes to purchase | .712 |
| Purchase Intention | It is probable that I will purchase from this airport retail shop | .562 |
| | It is certain that I will purchase from this airport retail shop | .982 |
| | There is chance that I will buy from this airport retail shop | .999 |

Source: Field Study, 2017

5.3 Reliability of Constructs

Validity is termed as the accuracy of a measurement or the extent to which a score represents a score in all scrupulously (Zikmund et al., 2012). Hair et al (2014) refers validity as the degree to which a measure accurately represents what it is supposed to. Reliability tests the consistency of items when using multiple measurements of a construct (Hair et al., 2010). This helps measure the stability of the data. Separate measurement items should each measure the same construct and should be highly correlated (Hair et al., 2010). If the separate measurement items are not contributing to the overall construct, they may be measuring something else, which makes the data unreliable (Bryman and Bell, 2015).

Table 5.5 Reliability

| | CR | AVE | MSV | Product Relevant Factors | Market Relevant Factors | Purchase Intention |
|---------------------------------|-----------|------------|------------|---------------------------------|--------------------------------|---------------------------|
| Product Relevant Factors | 0.777 | 0.539 | 0.404 | 0.734 | | |
| Market Relevant Factors | 0.871 | 0.531 | 0.404 | 0.636 | 0.729 | |
| Purchase Intention | 0.899 | 0.759 | 0.149 | 0.304 | 0.386 | 0.871 |

Source: Field Study, 2017

According to Werts et al. (1974), the Composite Reliability (CR) as seen in Table 5.5 is the construct reliability or in other words Internal Consistency. CR values falls within a satisfactory level when they meet a threshold of >0.7 (Hu et. al., 1999). The CR values attained after the CFA were; product-relevant factors 0.777, market-relevant factors 0.871 and Purchase Intention 0.899. Discriminant validity was also assessed using the Fornell-Lacker criterion and cross loadings. Square roots of AVE's ought to be more than the correlation shared among the constructs in emphasis and the other constructs. The results in Table 5.5 checks for the interrelation of constructs across each other. AVE values fall within a satisfactory level when they meet a threshold of >0.5 and there can be said to be no validity concerns when MSV is $>$ AVE. Composite Reliability was calculated in assessing the reliability of each item and the table below revealed the reliability measures in this study are above the acceptable satisfactory levels.

5.4 Assessing Structural Model

After affirming the constructs measures as dependable and substantial, the next step was to assess the structural model results. This involved evaluating the model's predictive capabilities as well as the relationship between constructs (Hair et. al., 2013). The structural model is a feature of modelling which presents the means by which underlying variables interact and relate with each other (Arbuckle, 2005). The results for the structural modelling are presented in the table below.

Table 5.6 Structural Model

| | Estimate | S.E. | C.R. | P |
|---|-----------------|-------------|-------------|----------|
| Purchase Intention <- -- Marketing Factors | .259 | .042 | 5.307 | *** |
| Traveler Type (Control) | -.084 | .023 | -1.783 | .075 |
| Origin (Control) | .062 | .016 | 1.303 | .192 |
| Purchase Intention <- --Satisfaction with overall service quality | .407 | .028 | 8.361 | *** |
| Frequency of travel (Control) | -.026 | .036 | -.568 | .570 |

Source: Field Study, 2017

5.4.1 The Association between Marketing Factors and Purchase Intention

The study first assessed the relationship between the marketing factors (Product-Relevant Factors and Market-Relevant Factors) and the intention of purchase at the airport retail shop at the Kotoka International Airport. This was hypothesized as H1 on the conceptual framework. A significant positive relationship was established between marketing factors and purchase intention (Estimate 0.224; $p < 0.000$).

5.4.2 The Association between Airport Service Quality Satisfaction and Purchase

Intention

An assessment of the relationship between the traveler's overall satisfaction of the airport service quality and purchase intention was conducted. This relationship was hypothesized as H2 in the formulated framework. There was a significant positive relationship established between the airport's overall service quality and purchase intention with an estimate of 0.234 and p -value of 0.000.

5.4.3 Group Differences

In understanding the relationship between the determinants of purchase intention (MRF, PRF), satisfaction with the airports overall service quality, the purchase intention (PurInt) and the moderating variable income and/or allowance level, an ANOVA test was conducted. This type of test was to describe the accuracy of the moderation within and between groups of the relationship between the independent and dependent variables as well as the state of inter-correlation among the independent variables.

From the reviewed literature, there was an establishment of a passenger's income or allowance level serving as a prediction effect on the passenger's ability to purchase. This research therefore conducted tests to examine the level of prediction of income as a moderating variable on intent of purchase at the airport retail shops. The proposed moderator was first tested on the marketing factors for this study and secondly tested on the overall service quality of the airport. The results have been presented in Table 5.7 below.

Table 5.7 Test for Group Difference

| Descriptives | | | | | | |
|--|--------------------|-----------------------|-------------|-----------------------|----------|-------------|
| | | N | Mean | Std. Deviation | | |
| Marketing Factors | Less than \$ 500 | 75 | 2.85 | .45158 | | |
| | \$501 - \$1,499 | 70 | 2.68 | .53850 | | |
| | \$ 1,500 - \$2,499 | 64 | 2.67 | .54673 | | |
| | \$2, 500 - \$3,499 | 65 | 2.61 | .66633 | | |
| | \$3,500 - \$4,499 | 37 | 2.41 | .61824 | | |
| | \$5,000 and above | 19 | 2.42 | .70170 | | |
| | Total | 330 | 2.66 | .58164 | | |
| Satisfaction with Overall Airport Service Quality | Less than \$ 500 | 75 | 3.49 | .760 | | |
| | \$501 - \$1,499 | 70 | 3.33 | .775 | | |
| | \$ 1,500 - \$2,499 | 64 | 3.16 | .963 | | |
| | \$2, 500 - \$3,499 | 65 | 3.29 | .879 | | |
| | \$3,500 - \$4,499 | 37 | 2.95 | .880 | | |
| | \$5,000 and above | 19 | 2.89 | 1.100 | | |
| | Total | 330 | 3.26 | .877 | | |
| ANOVA | | | | | | |
| | | Sum of Squares | df | Mean Square | F | Sig. |
| Marketing Factors | Between Groups | 6.333 | 5 | 1.267 | 3.910 | .002 |
| | Within Groups | 104.969 | 324 | .324 | | |
| | Total | 111.302 | 329 | | | |
| Satisfaction with overall service quality | Between Groups | 11.352 | 5 | 2.270 | 3.043 | .011 |
| | Within Groups | 241.755 | 324 | .746 | | |
| | Total | 253.106 | 329 | | | |

Source: Field Study, 2017

The influence of marketing factors from Table 5.7 above on the travelers purchase intention differs significantly based on their income, $F(5, 324) = 3.910, p < 0.002$. This indicates that travelers with less than \$500 income/allowance were more influenced by the marketing factors (Product and Market Relevant factors such as price and location of retail shops) as a determinant of purchase at the airport retail spaces ($m = 2.85$). While travelers with an income range of \$3,500 - \$4,499 were less influenced by the marketing factors as a determining factor of purchase at the retail shops ($m = 2.41$).

Table 5.7 again present a significant difference in the travelers' satisfaction with the overall airport service quality on their intent of purchase $F(5, 324) = 3.043, p < 0.011$. Similarly, the table indicates that travelers with income/allowance of \$500 less who were satisfied with the overall service quality at the airport indicated their willingness to purchase from the airport retail shops ($m = 3.49$). However, travelers with an allowance of over \$5,000 were least willing to purchase at the airport retail shops based on their satisfaction with the overall service quality.

5.5 Discussion of Findings

The aim of the study was to identify the determinants of purchase within the Kotoka International Airport retail space. As defined by Pan and Zinkhan (2006) determinants of retail purchase consists of market relevant factors (price, quality and selection in terms of product variety) and product relevant factors (Convenient store location and opening hours, Friendliness of salespeople, Store atmosphere and image) and personal factors (income, age, gender). Satisfaction with overall ASQ has also been identified as a determinant of purchase (Oliver, 1980; Gures, et al 2014). This study conceptualized drivers of retail purchase as

market relevant factors, product relevant factors and satisfaction with overall airport quality. Purchase intent as defined by Hellier et al (2003) is “the individual’s judgment about buying again a designated service from the same company, taking into account his or her current situation and likely circumstances. The study revealed the drivers of airport retail purchase as market-relevant factors, product-relevant factors, and satisfaction with overall airport service quality. Drivers of airport retail purchase had direct significant effects on customers’ intention to purchase. However, when moderated with income, there is a better relationship between the drivers of airport retail purchase and travelers’ intention to purchase.

The first hypothesis was to determine the predictive effect of the customer’s retail preference on airport retail purchase intention. This was supported as the results of the structural model showed a positive effect between marketing factors and airport retail purchase intent. This confirms suggestions of Yang, Lu and Hsu (2014) who found that perceptions of passengers on airport shopping have a positive impact on their shopping intentions. This implies that the ability of airport retail shops to put in place well organized marketing actions in their shopping space can induce travelers’ intention to buy from the airport retail shops.

Secondly the study hypothesized the relationship between satisfaction with overall airport service quality its predictive effect on airport retail purchase intention. This was very well supported with findings from the study revealing significant positive effects between satisfaction with overall airport service quality and airport retail purchase intention. This has equally been suggested by previous scholars such as Archana and Subha (2012) who stress that failure to provide quality services to passengers can cause negative impact on passengers’ behavioral intentions and that quality service can influence repurchase intentions (Ahmed et al., 2010). Also, Gures et al. (2014) revealed that customer satisfaction was a significant

determinant of customer loyalty which could lead to future purchases. Thus, achieving customer satisfaction can lead to airport traveler traffic as well as increased purchases within airport retail shops.

The third hypothesis indicates that customer retail preference is statistically significantly different across income levels, thus the less a travelers' income the more likely to be influenced by marketing factors. Findings indicated that the customer's retail preference is significantly difference in income levels and that the higher a traveler earned the less likely they were influenced by factors such as price, selection, shop location, and opening hours of the retail shop. Thus, the third hypothesis was accepted and confirms suggestions by Kotler and Keller (2006) as well as Iqbal, Ghafoor and Shahbaz (2013).

The final hypothesis was that satisfaction with overall airport service quality is statistically significantly different across income levels and that as passenger's income levels are lower the more likely they are to have purchase intentions based on their satisfaction of overall airport service quality. This hypothesis was accepted as the findings suggested that satisfaction with overall airport service quality is statistically significantly different across income levels and that lower income earners will be more willing to purchase based on their satisfaction with overall airport service quality. This has previously been advocated by Bhattacharjee (2001b) explaining that satisfaction together with income levels leads to purchase intention and Naiwikul et al. (2007) users' overall satisfaction by income was differently significant and brings about purchase intentions.

CHAPTER SIX

SUMMARY, CONCLUSION AND RECOMMENDATION

6.0 Introduction

This chapter seeks to conclude the study by summarizing and providing its major findings. It finally ends with appropriate recommendation and implications as well as future research directions. Conclusions made in this study are in accordance with the research objectives outlined in the first chapter of this study.

6.1 Summary

The research developed and tested empirically, a model which led to the understanding of the relationship between airport retail shop determinants, satisfaction with overall airport service quality and the intention of the airport customers to purchase at the Kotoka International Airport (KIA). The study sought to understand the group moderation of income on purchase intention and the relationship established between the airport retail purchase and purchase intention. In detail, the study examined the relationship between customer retail preference (identified as product-relevant factors and market-relevant factors) and purchase intention. The study also sought to understand the relationship between satisfaction with overall airport service quality and purchase intention of the airport customer. As well to understand the group moderation of income on customer retail preference, airport service quality both as predictive variables and the intention to purchase as the outcome variable.

With identified objectives outlined for the study, a review of literature was conducted on the airport customer, passenger expectation on purchase intention, satisfaction determinants of retail purchase and satisfaction (Archana and Subha, 2012; Ahmed et al., 2010; Oliver, 1977; Gures et al., 2014; Sorebo and Eikebrokk, 2008). In accordance with the review Pan and Zinkhan (2006), had conceptualized determinants of retail purchase in three (3) dimensions; Market-Relevant Factors, Product-Relevant Factors, and Personal Factors. This study thus, adopted two of these determinants as Lu (2014) posited that income plays a major role in the determination of airport passengers' shopping intentions as against income being a personal factor in Pan and Zinkhan (2006) conceptualization. Based on the review of literature, a conceptual framework was developed. The framework led to the formulating of the hypotheses for this study. A structured questionnaire was further developed based on existing scales from the literature.

A quantitative method was adopted in this study where a survey strategy was used for this research. In the study, a total of three hundred and thirty (330) respondents were selected purposively at the Kotoka International Airport as the study sample. The data collected for the study was analyzed using Statistical Package for Social Sciences (SPSS v 20) which generated results in descriptive and inferential statistics. Also, Confirmatory Factor Analysis and Structural Equation Modelling was conducted using AMOS version 20 as the analytical tool in this study because it enables the demonstration of numerical data for a rigorous analysis that seeks to evaluate the model fitness for the dataset.

6.2 Major Findings

Results obtained from the analysis is discussed in this section according to the objectives for this study.

6.2.1 Determinants of airport retail purchase and their effect on purchase intention

The first objective sought to identify factors that can be classified as determinants of airport retail purchase. The findings indicated that items under Marketing Factors (i.e. Price, Quality, Selection (product assortment/variety), Convenient of location, opening hours, Friendliness of salespeople, Store Atmosphere, and Store Image.) had a direct relationship with purchase intention. This implies that marketing factors as determinants of airport retail purchase has a positive effect on the airport passenger's intent of purchase. Thus, from the pricing strategy to the location of the airport retail shop, there is a major influence of various marketing factors on airport customers' intention to purchase. From the study, it can be deduced that a bigger space for retail shops at the Kotoka International Airport will allow product assortment (selection), which could increase visibility of retail shops at KIA.

The study also identified satisfaction as a determinant for airport retail purchase. Having a direct relationship with purchase intention, it was established that satisfaction with the overall airport service quality can be categorized as a determinant of airport retail purchase.

6.2.2 Effect of satisfaction with the overall airport service quality on purchase intention

The findings of the second revealed the existence of a relationship between satisfaction with the airport service from check-in to immigration and baggage and the intention to purchase at the airport retail shops. The relationship however has been revealed as not strong compared to the relationship between the marketing factors and purchase intention. Thus, air travelers being satisfied with the airport's service does not connote the intention of such passengers to purchase at the airport retail shops.

6.2.3 Group difference of income on retail purchase determinants and the intention to purchase

The the findings of the third objective also revealed an understanding relationship between the airport's customer's preference with their monthly earnings and their intention to purchase. Thus, the customers' intention to purchase is significantly influenced across their income levels. A customer with a lower income will be more willing to purchase based on their satisfaction with overall airport service quality. The individual preference of the airport customer is determined and different at every level of earning, thus income and/or allowance. This indicates that travelers with less than \$500 income/allowance were more influenced by the price and location of retail shops. Whiles travelers with high income were less influenced by such factors.

6.3 Conclusion

The preceding discussions and analysis of the study has established key drivers of purchase at the Kotoka International Airport as; product-relevant factors, market-relevant factors, and Satisfaction with overall Airport Service Quality. However, it is imperative to note that, satisfaction was found not to be a strong predictor of the customers purchase intention at the airport retail shop although it had significant effects. The relationship between the determinants of airport retail shop and purchase intention has been established in this study as vital. Thus, to be able to influence the airport passenger to purchase (pre-planned or impulse) at the airport retail shop, factors identified in this study must be taken into consideration. The customer's satisfaction however should not be undervalued as its effect is not great, it equally has significant effect as a determinant of retail purchase.

6.4 Managerial Implications

Management of airports and retail centers within the should have a strategic focus on Airport service quality as well as marketing efforts as they influence the consumers purchase intention. Retail centers within airports which are able to take advantage of the overall airport service should also have a good marketing strategy in place to be able to attract customers and also achieve continuous purchases. Also, airport retail shops should make it a point to have variety of merchandise as it has implications on consumer's intention to purchase. This is because shoppers most often are willing to continuously visit shops which provide them with a wide variety of product they can choose from, as ultimately shoppers want the freedom to select.

Tourist Marketers should ensure that their products and services at the terminal retail shops are moderately priced.

Related airport operators as well as various stakeholders at the airport must work together to improve the overall service quality at the airport. The overall experience air travelers have within the few hours they spend at airports should be memorable at each point or time of visit. When travelers experience at the airport is quite awful their desire to do any other thing within the airport environment aside boarding a flight is reduced drastically.

6.5 Theoretical Implications

The main aim of the study was to identify the customer retail preferences at the Kotoka International Airport in Ghana. Appreciable empirical findings were established with respect to the study objectives, which give worth to previous literature and findings on the study area. Findings established that Marketing Factors comprising of Product-Relevant Factors and Market-Relevant Factors, and satisfaction with airport service quality, are in this study, determinants of purchase at the Kotoka International Airport Retail shops, whereas they were identified by Pan and Zinkhan (2006), as diversified factors that only determines a customer's ability to buy. The study confirms Wedel & Kamakura's (2012) hypothesis of a consumers classification in a particular measurable group per their earning.

Conclusion drawn from this study indicates that the preference of the airport traveler when improved by the customer's satisfaction within the airport, may increase the customers' intent of purchase. This study further indicates two most strong influencers on the airport travelers' intention to purchase; product-relevant factors and market-relevant factors. Satisfaction has

an impact on the travelers' intention to purchase though not a strong impact as the customers' preferences at the retail shop. The study contributes contextually on drivers of airport retail purchase and purchase intention in a developing economy.

The study findings offer practical grounds to claims within literature that marketing strategies put in place by retail shops has effect on purchase intentions. This is so because air travelers have the intention to purchase from airport retail shops due to the product-relevant factors and marker-relevant factors put in place by these retail shops. The study also contributes by moderating the effect of income on the identified determinants of retail purchase and purchase intention.

6.6 Limitations and Directions for Future Research

The study took place in the context of an international airport, thus future researchers can focus on local airports as well as other industries. Secondly, the evaluated the drivers of airport retail purchase (Price, Quality, Selection, Store Image, Friendliness of salespeople, opening hours, convenient of shop location, fast checkout, store atmosphere) future studies can therefore can explore other retail purchase factors within a similar context to enhance findings and knowledge of the study area.

The relationship between drivers of airport retail purchase and purchase intention was moderated by income, it will worthwhile for future researchers to consider other moderating factors such as age, gender, culture and race. The study adopted a cross sectional approach, there is therefore the need to adopt longitudinal research approach by future researchers. A quantitative approach was adopted for the study, future studies are therefore recommended to

consider the qualitative or mixed method approach. Survey strategy was adopted, there is the need for future researchers to consider strategies such as focus group discussion, interviews and observational research strategies.



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APPENDIX

Appendix A: Sample Questionnaire

**UNIVERSITY OF GHANA
UNIVERSITY OF GHANA BUSINESS SCHOOL
DEPARTMENT OF MARKETING AND ENTREPRENEURSHIP
RESEARCH QUESTIONNAIRE**

Dear Respondent: This questionnaire is designed to purely for academic purpose, therefore any information provided will be treated with confidentiality. The research focuses on consumer preference of airport retail shops, using the Kotoka International Airport. Kindly spare a few minutes of your time here at the terminal to answer these questions noting that there are no right or wrong answers.

Section A

Respondent's Profile

(Kindly tick one)

1. Gender Male Female
2. Age 20 years or under 21-30 31-40 41-50 51-60 61-70 71 years and above
3. Education No Formal Education Secondary Tertiary
4. Monthly Income Less than \$500 \$501-\$1,499 \$1,500-\$2,499
\$2,500-\$3,499 \$3,500-\$4,499 \$5,000 and above
5. Origin Ghanaian living in the diaspora Ghanaian living in
Ghana African Non-African

6. Traveler Type Regular (by this I mean travel economy most often) []

Lounge Occupant [] Premium Travel (by this I mean

travel business or first class most often) []

SECTION B

Kindly indicate your opinion on the following statements by rating your level of agreement on a scale of 1 to 5 (1- Strongly disagree, 2- Disagree, 3- Neither Agree or disagree, 4- Agree, 5- Strongly Agree)

| No. | Overall Airport Service Quality | 1 | 2 | 3 | 4 | 5 |
|-----|---|---|---|---|---|---|
| 1. | I am satisfied with the airport's overall service quality (from check-in to boarding) | | | | | |
| | | | | | | |
| | Customer Retail Preference | | | | | |
| 2. | I consider price as a relevant factor in purchasing | | | | | |
| 3. | The store quality is very important when it comes to purchase | | | | | |
| 4. | I would like a wide variety of products/service to select from | | | | | |
| 5. | The location of the shop matters to me when purchasing | | | | | |
| 6. | How long the shop is opened in a day matters to me when purchasing | | | | | |
| 7. | The sales persons' friendliness is very important when it comes to purchase | | | | | |
| 8. | Being able to quickly checkout at a shop would motivate me to purchase | | | | | |

| | | | | | | |
|---------------------------|---|--|--|--|--|--|
| 9. | The store atmosphere is very important when it comes to purchase | | | | | |
| 10. | The store image is very important when it comes to purchase | | | | | |
| | | | | | | |
| Purchase Intention | | | | | | |
| 11. | It is probable that I will purchase from this airport retail shop | | | | | |
| 12. | It is certain that I will purchase from this airport retail shop | | | | | |
| 13. | There is chance that I will buy from this airport retail shop | | | | | |

THANK YOU VERY MUCH

