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Emotions Involved in Shopping at the Airport

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Emotions Involved in Shopping at the Airport

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Abstract

This paper examines the emotional motivations that drive consumers to shop at airport retailers. Airport retailing is a rapidly growing segment as airports continue to expand retail areas and the number of passengers increase each year. With larger retail areas, airports are beginning to resemble shopping areas. However, with higher prices and consumers experiencing time and space constraints, the airport is a very unique shopping environment. This paper explored two unique emotional motivations for shopping at airports: (1) to escape the stress of travel and (2) to eliminate boredom. Analysis of the in-depth interviews led to the development of four emotional motivators and one situation motivator. These important findings provide marketing managers with a better understanding of how the unique shopping situation impacts shopping behavior, and provide direction for marketers looking to increase airport shopping by creating a more emotionally rewarding experience for customers.

Key words: airport marketing, emotions, consumer behavior, retail environment, travel,

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Chapter 1: Introduction

A few decades ago, air travel was a rare experience for a very select few. Today, most Americans have traveled on an airplane, and many people fly rather frequently. In 2014, 848.1 million travelers flew in or out of United States airports ("Summary 2014 U.S.-Based Airline Traffic Data"). According to the Federal Aviation Administration, approximately 452.9 million will fly in or out of the United States by 2035 ("FAA Aerospace Forecast, Fiscal Years 2015 – 2035*"*). In addition, air travel has changed dramatically over the last two decades due to tighter security regulations and stricter airline carry-on regulations. This has made air travel even more stressful, especially with the extra security measures put in place since the terrorist attacks on the World Trade Center in New York City, New York on September 11, 2001, the liquid explosives plot in Britain in 2006, and other incidents. Past research on airport shopping found that increased levels of stress and excitement experienced within an airport can impact shopping behaviors (Torres, Domínguez, Valdés, and Aza, 2005 Fernie, 1995; Rowley and Slack, 1999). Given the recent changes that have occurred within the airport environment, these, and other emotional motivations may have an even greater impact on airport shopping behaviors.

Considering these issues, it is important to examine consumer shopping behavior within this new context. Therefore, this study attempts to answer the following research questions: *What emotions do consumers feel when shopping at airports? Do emotional responses impact consumer shopping at airports?* These questions are an important starting point for research in the area of emotional motivations for airport shopping. In order to answer these questions, in-depth interviews were conducted, coded, and

analyzed. Results provide insight into these issues, and provide both theoretical and managerial implications.

Chapter 2: Literature Review

In order to accomplish the goals of this study, several key areas of literature will be discussed. First, the transformation of the airport environment will be detailed. Next, research examining how this new and unique airport environment impacts shopping behavior will be discussed, followed by a review of emotional shopping motivations.

The Transformation of the Airport Environment

Formerly, airports contained limited dining, retail, and convenience options once passengers moved past the security check. This changed due to the increase in air travel and introduction of new security measures. Air travel began to increase due to four main factors: (1) changes in consumer needs and tastes, (2) increased economic activity, (3) growth in international trade, and (4) declining costs related to air travel (Crawford and Melewar, 2003). This made retail opportunities more attractive to investors. With the airport security measures put in place post 9/11, retailers saw an opportunity to expand into gate areas and raise profits. Travelers were instructed to arrive at airports earlier, which often led to longer wait times at gates. Airports capitalized on the increased interest from retailers and demand from travelers by transforming their retail spaces into mini shopping malls. These expanded shopping areas often include a mix of high-end retail shops, spas, hotels, and other amenities. In 2012, the Airports Council International North America surveyed eighty airports and found that 95% of airports included gift shops/newsstands like Hudson Group, 56% contained clothing stores like Lacoste, and

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43% of airports incorporated express vending machines from stores such as Best Buy or Apple (Airport Council International, 2012).

These shopping areas are becoming a primary source of revenue for airports. On average, commercial revenues account for about half of all airport revenue (Moodie, 2007; Graham, 2009). At the largest passenger airport in the United States, Hartsfield-Jackson Atlanta International located in Atlanta, Georgia, over 44.31 million travelers generated around $110 million in retail sales and $235.4 million in food and beverage sales in 2011 (Chapter 7: Airports). Airports continue to find more ways to attract potential consumers and gain repeat customers. With expanding retail areas, consumers have more reasons to shop and spend money.

The Emotional Impact on Airport Shopping Behavior

Because air travel has changed so much over the last two decades, airport shopping has become a very unique experience that creates consumer behavior that may not correspond with traditional retail shopping behavior (Dholakia 1999; Omar and Kent 2001). Two key characteristics of airport shopping that may influence shopping behavior are (1) higher prices and (2) time and space constraints. In addition, the traveling situation itself, often induces specific and heightened emotions such as stress and boredom, which are expected to impact the traveler's shopping behavior. Most travelers can identify with feeling stressed because of a gate change or overcome with boredom during a flight delay in an airport with unreliable Wi-Fi. These unique situations, along with the airport environment itself, affects consumer shopping behaviors.

High Prices: The retail environment is a mix of specific airport stores and those also found outside of the airport. For example, Brookstone, an electronics retailer,

invested in both the traditional shopping mall and airport environments, while Hudson Group, a travel retailer, is located only in airports. In airport stores, prices tend to be noticeably higher. At the Los Angeles International Airport (LAX) located in Los Angeles, California, 1 liter of Glaceau Smartwater retails for $4.99 at Hudson Group. Ralphs, a grocery store chain in Los Angeles, sells the same liter of Smartwater for $1.44 (CBSLA.com, 2015). Even with the more expensive items, shops tend to have heavier than average foot traffic and sales. In fact, airport stores often report $1,000 or more retail sales per square foot, making it a very attractive opportunity for many retailers. That figure is well above regional mall shops, which averaged $470 per square foot and $513 per square foot for upscale outlets (Chapter 7: Airports). The data suggests that, regardless of price, some consumers see value in airport retail options and are willing to pay a price premium.

Space Constraints: Travelers are limited to the amount of merchandise they can purchase at the airport, due to increasingly tight regulations on carry-on items. Most airlines restrict carry-on baggage to one personal item and one carry-on bag, while budget airlines have even tighter constraints (Gavin, 2016). Any merchandise bought, with the exception of duty free items, must be able to fit in passenger's bags. Therefore, some shoppers may not buy items simply because they cannot fit them in their baggage. For retailers, this highlights distinct opportunities to serve these customers. Best Buy established quick service kiosks to help travelers purchase a forgotten phone charger without missing their flight. L'Occitane offers to send products directly to customer's homes or hotels to avoid dealing with space constraints.

Time Constraints: Travelers often feel stressed in airports due to issues such as long security lines, flight delays, weather issues, lost baggage, and getting to the gate on time. In some cases, travelers are in a rush, and unable to even take a quick restroom break between flights, while other travelers experience long layovers and look for activities to rescue them from boredom. Chetthamrongchai and Davies (2000) found time-sensitive consumers may make fewer purchases, suggesting that the excitement, stress, and unfamiliarity of the airport environment impact shopping behavior.

Each of the three United States major airlines in 2014 by passenger size, Southwest Airlines, Delta Air Lines, and United Airlines, ("Domestic Bliss"), recommends a different check in time. Southwest Airlines suggests that passengers arrive at airports anywhere from 60-180 minutes before their flight depending on their chosen airport (Airport Information). Delta Air Lines recommends arriving at the airport around 75 minutes prior to departure when passengers are traveling within the United States (Check-In Requirements). United Airlines recommends that passengers traveling within the United States arrive at least an hour before departure if not checking bags, and those traveling with bags arrive 90 minutes prior to departure ("Check-in and Airport Processing times.").

These early recommendation times allow passengers to check in with their airline, pass through security, and arrive at their gate with time before their flight departs. The amount of time leftover leaves passengers with dwell time that can be used to sit at the departure gate, shop, or eat.

When travelers have too much time on their hands, shopping can be done in airports to 'kill time' (Crawford and Melewar, 2003). The amount of 'kill time' depends

on the amount of dwell time a traveler has within an airport. Bohl (2014) defined dwell time as the "consumer's time spent in an area featuring shops and restaurants, as reported by the consumer on exit" (p.15). Multiple studies (Freathy and O'Connell, 2012; Torres, et al., 2005) found passenger dwell time highly influenced their likelihood to buy items and the total amount of money spent. Dwell time varies for each traveler. However, most travelers plan to be at the airport at least an hour or two before their flight boards, leaving excessive dwell time once they pass security, as reflected by anecdotal evidence. Steven Clark, a senior vice president for customer service for British Airways in the Americas, said, "Since 9/11, what you've found is the dwell time in airports is generally longer. People for the most part don't know how long it's going to take them to get through the security line, so they tend to show up earlier" (Altman, 2007).

Airport Environment: Bohl (2014) defined an airport environment as "all of the physical factors of an airport's retail area, that can be influenced to enhance (or constrain) customer actions, as reported by passengers when leaving" (p. 14). Airport environments could contain signs, shops, seating areas, help desks, currency exchange stations, and phone charging stations to change customer actions. Mehrabian and Russell (1974) found consumers respond positively to well-designed retail environments and that happy consumers wanted to spend more time in the store, look around, and interact with other shoppers and personnel. The general airport environment, however, may not be evaluated as positively. The non-retail spaces typically contain uncomfortable seating areas, loud announcements, and drab color schemes and decor. Retail shops located within the airport, however, may crease noticeably more pleasant spaces, thus encouraging travelers to shop in order to escape the airport.

The Role of Emotions in Airport Shopping Behavior

The airport environment, along with time and traveling constraints can create very specific emotional drivers of shopping behavior. Emotions are defined as "a specific psychobiological reaction to a human appraisal" because they are tied to both psychological processing and physical responses (Babin & Harris 2012, pg. 92). Consumers react immediately to their feelings, and these reactions impact their behavior. Emotions are generally based on two characteristics: valence (positive versus negative) and arousal (high versus low) (Russell, 1980; Russell and Barrett, 1999). Prior research suggested that higher levels of arousal increase the effects of mood valence or, in other words, higher arousal levels lead to more intense mood effects (Aylesworth and MacKenzie, 1998; Clark, 1981; Clark, Milberg, and Erber, 1984; Clark, Milberg, and Ross, 1983, Mehrabian and Russell, 1974; Schachter and Singer, 1962). Humans feel negative emotions, such as worry, stress, or sadness, from daily activities. One example is worrying whether they will be late for an important interview because of heavy traffic or an accident on the road. However, these negative emotions tend to decrease once the person reaches their destination because the stressor disappeared. Within airports, the stress does not disappear once arriving on time for the flight. Travelers experience stress from long lines at the check-in counter, slow moving security check points, and walking to find the correct departure gate. These higher feelings can lead to more intense feelings of stress or other negative emotions.

Emotions, particularly excitement and stress, play a role in consumers' shopping behavior. Russell (1980) defines excitement as a positive emotional state consisting of high levels of pleasure and arousal and a key component of a consumer's shopping

experience. High excitement levels are a key factor in a customer's motivations to shop at malls (Lesser and Kamal, 1991), which have been compared to airports in terms of excitement levels. Airports causes excitement levels to increase as consumers look forward to an upcoming trip or returning home (Torres et al., 2005). Higher levels of excitement could influence consumers to purchase items in airport stores that they might not have normally purchased there. For example, a customer may buy a pair of sunglasses for their Caribbean trip at the airport, though the items could have purchased cheaper outside of the airport. The high excitement levels influence the person to purchase the sunglasses.

Boredom is an additional emotion commonly experienced by airport travelers while they are waiting in long lines for security or waiting to board their flight in the airport lounges. It has been described as the "plague of modern society" (Goetz, T., Frenzel, A., Hall, N., Nett, U., Pekrun, R., Lipnevich, A., 2013; Klapp 1986; Pekrun et al. 2010; Spacks 1995). Rowley and Slack (1999) found that waiting travelers often shop because they are bored and want to find entertainment in the shopping experience. Goetz and Frenzel (2006) proposed four different types of boredom discovered in academic settings. Two of them, calibrating boredom and searching boredom, are most likely to be felt by airport travelers. Calibrating boredom was associated with a slightly negative emotional state where recipients wanted to reduce the boredom, but were not motivated enough to actively seek out those options. When in an airport, travelers may be content with feeling "bored" and may resort to keep playing games on their phone or reading a book. With searching boredom, people actively searched out boredom reducing activities

and associated it with general unpleasantness. Travelers may leave their chair and walk to the diverse shops and restaurants in an attempt to reduce their boredom.

Additionally, consumers gravitate towards products that are consistent with their current mood or ones that allow them to pursue a pleasant mood and mitigate from unpleasant moods (Andrade, 2005; Kim, Park, and Schwarz, 2010; Manucia, Baumann, and Cialdini, 1984; Raghunathan and Pham, 1999; Raghunathan, Pham, and Corfman, 2006). For example, research demonstrated people with "good" moods tended to purchase products that allow them to maintain that positivity (Isen 1987; Isen and Patrick, 1983; Kim et al., 2010; Mayer and Salovey, 1995; Zillmann, 1988), which might be especially relevant in the often chaotic airport environment. Consumers tend to purchase more items when they experience positive moods. In an airport setting, a woman's positive mood may influence her purchase a water bottle and impulse buy a chocolate bar. The woman may only purchase chocolate bars when she feels happy, and therefore the positive feelings led to a higher amount of spending.

In this research, consumers are motivated to shop to either approach positive or negative emotions. Positive emotions could be feelings of wanting to be on vacation or excitement for the upcoming trip, while negative emotions refer to wanting to escape the stress-filled airport. Bohl (2014) argued negative arousal, or emotions, could lead to increased levels of shop penetration and spending due to consumers shopping to distract themselves from anxiety or nervous emotions. Therefore, consumers who experienced higher level of stress may purchase a book or other item that will distract them from the stressful airport. Fernie (1995) supported this theory stating "the agitated, emotionally

charged passengers are unlikely to behave 'normally' in such an [airport] environment and tend to make impulsive, even irrational, purchase decisions" (p. 9).

Chapter 3: Methodology

As supported in the literature review, emotions have a direct effect on human behavior. In order to address the first research question, it seems appropriate to gather exploratory qualitative data from travelers. Exploratory research is done when the concept is new and not clearly defined (Cooper and Schindler, 1998). This approach will provide insight into which specific emotions are affecting airport shopping behavior. Past research points towards the roles of positive and negative emotions. Analysis followed Spiggle's (1994) fundamental operations, which include the processes of categorization, abstraction, and comparison. Spiggle's method was used since the study is descriptive and the goal is to uncover the emotions driving airport shopping.

Sample and Procedure

An interview guide (Appendix A) was used to conduct 12 in-depth interviews from individuals who flew commercially within the last six months. Additionally, 66% of people flew within one month of the interview. Participants were chosen from personal contacts. The study featured 6 females and 6 males, with all of them residing in southern Mississippi, Louisiana, or Alabama (table 1 provides additional information).

Table 1: Sample Participant Description

ID	Gender	Age	Occupation	Education	Length of Interview	Travel Frequency per year
A	M	19	Student	Some college	15:55	4-5x
B	F	33	RN/Mom	Bachelorette in Nursing	14:32	1x
C	M	20	Student	Some college	15:51	10x
D	F	56	Teacher	Bachelor of Education	25:28	1x
E	F	48	Writer	Bachelor of Arts	16:41	4x
F	F	22	Student	Some college	8:11	12x
G	F	49	Academic Advisor	Master	18:51	6x
H	F	24	Student	Bachelor of Science	20:15	12x
I	M	30	Personal Trainer	Bachelor	12:22	1x
J	M	41	Professor	PhD	10:28	4x
K	M	65	Professor	PhD	15:03	14x
L	M	50	Consultant	Master	13:93	96x

The primary researcher served as the sole interviewer. The interviewer followed a list of questions, while allowing for probing questions as needed. Each interview was digitally recorded (an average of 15.44 minutes per interview) and transcribed (average length of text: 4.5 pages) for analysis. The interviews were designed to gain a better understanding of how consumers' emotions impact their shopping habits within an airport. The goal was to have consumers talk about their recent shopping experience within the airport and probe as needed to discover the underlying emotions. Travelers were first asked to describe their most recent airport experience and their airport shopping habits. Specific questions were asked about participant's actions when faced with boredom, stress, and a long layover. Finally, the respondents were asked about others' shopping habits in the airport environment. The interview guide can be found in Appendix A.

Analysis and Results

The analysis followed three processes as determined by Spiggle (1994) – categorization, abstraction, and comparison. Within the categorization and abstraction processes, each interview was initially coded for individual themes. The goal was to identify emotions felt by an individual while shopping or browsing in the airport. Text that seemed to indicate each theme was highlighted. After this process was followed in all interviews, the goal was to combine all the examples and examine the similarities and differences (Spiggle, 1994). Therefore, the interview themes were considered as a whole only after the individual themes had been discovered. For this study, each individual interview needed to be examined to see if the theme occurred which required multiple reviews of each interview transcript so all themes were considered (Arnold and Reynolds, 2003; Spiggle, 1994).

Results show five emergent themes (Tables 2 and 3) - four emotionally driven themes and one situationally driven theme. As shown in Table 2, the strongest emotional motivator is when a traveler bought souvenirs to remember their trip or share their trip with others. People felt nostalgia and excitement when buying souvenirs for themselves or others back home. Many people bought souvenirs at the end of their trip.

Travelers sought out distractions (67%) and comforting activities (58%) within the airport. The passenger felt negative emotions such as boredom, worry, and stress; they then engaged in activities to eliminate or lessen those emotions. People often distracted themselves by buying food or an item to read. Both eating and reading could be comfort sources in the chaotic airport environment.

The weakest theme, which was still experienced by nearly half (42%) of the participants, is shopping in an airport to kick-start a vacation. The traveler experienced "vacation-mode," and indulged themselves with an alcoholic drink or a new book in honor of their vacation.

Table 2: Emotional Motivations

Description	*Illustrative Quote*	*Presence*
Traveler shops to kick start their vacation. They feel excitement to be beginning their trip.	"… I've literally known of people who like, part of the trip is going to the store buying a book or whatever **and that's the beginning of the vacation for them**. Cause they got through the hard part, you know, packing and planning part and now they are on the part where they **get to relax**." "…I've shopped at airports like when I get there I've gotten a drink so that exact reason because you know like **'I'm here, deep breathe, you know we're on vacation'**."	42%
Traveler seeks a comforting or familiar activity to do at the airport to decrease their stress levels.	"…it's something familiar to them like in an electronics store, people go in there because it's like something like they're thinking about something other than traveling. Like in a bookstore I've gone to a bookstore a million times and I go to them a lot of times outside of an airport, so it's not an airport, it's a bookstore to me." "…things that are comforting to them, so things that calm them down like chocolates, or trying to find little gifts and stuff."	58%

Table 2: Emotional Motivations (continued)

Traveler buys items to distract themselves from the airport or upcoming trip. The traveler feels bored or worried at the airport.	"Generally, I buy a book because I've kinda exhausted my options or I have a long, longer flights and I read quickly enough that like I've realized that 'oh no I need another book to read'" "…people love distractions and spending their money is a great distraction"	67%
Traveler buys souvenirs to remember their trip or to share their trip with others. The traveler feels nostalgia and excitement.	"…souvenirs because I'm happy I've been to that place to remember what happened in that place, buying a t-shirt from London, like nostalgic" "They're probably more souvenir because I'll buy them in Dublin for people here. Like one time I bought um Sister Delores a beautiful beige cashmere scare, I thought 'that will look good with her habit!'"	92%

The only non-emotional motivator was a situational theme, which was found in 75% of participants. Passengers felt a need to buy a necessary item for the upcoming flight or trip and bought a range of items such as electronics, candy, medicine, neck pillows, or gum. The product purchase felt necessary in the moment in order to experience a better trip. This theme was expected, but not the focus of this study.

Table 3: Situation Needs

Emotional Motivation	*Illustrative Quote*	*Presence*
Traveler buys a "necessary" or "needed" item because of the upcoming flight or they are in the airport.	"…books, people always in bookstores, travel things like neck pillows, gum, I buy gum because of ears popping" "…I bought a charger cord for my phone a few trips ago because I noticed the one that I had packed had gotten broken and **I need one** of these and I was like I'm going to get it here because I wasn't sure if I could get it where I was going."	75%

Chapter 4: Discussion

Theoretically, this research supplements the existing literature on airport retailing, especially in the area of shopping behavior of travelers at airports. However, this is a first attempt to gain insight into the emotional component of shopping motivations. As a result, these findings have important theoretical implications. Baron and Wass (1996) discovered people's browsing habits in airports is related to people trying to fill time and finding a particular product for a situation. Participants browsed to escape boredom, relieve stress, and to kill time before their flights. One person said, "*If I have time before I fly, almost always to kill some time*," when asked their frequency of shopping or browsing in airport retail shops, supporting Baron and Wass (1996)'s first browsing theory. The second part of their finding, finding a particular product, is supported as participants (90%) stated they shopped or browsed to find a needed item for their upcoming trip or flight.

All participants felt boredom at the airport and sought to lessen its effects in different ways. Goetz and Frenzel (2006) proposed four different types of boredom. Of those four types, two are relevant for this research. Calibrating boredom, where recipients wanted to reduce the boredom and did not feel motivated enough to seek out options, was experienced by 66.7% of participants. One quote illustrating this point says, *"[I] sit, complain about being bored. Usually I call people on the phone, it's a good pastime.*" The other type of relevant boredom is searching boredom, where people actively search out boredom reducing activities. A majority of participants (58%) left their seats to eat or look at the various airport stores. Since calibrating boredom is felt before searching boredom, the lower percentage for searching boredom is accurate.

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One limiting motivation for airport shopping is the high prices for the majority of items with airports. Many participants believed that the airport mark-up is around 15-30% higher than a convenience store like Walgreens – which is correct. A 15 oz. Naked Juice Smoothie cost $3.89 at a Los Angeles convenience store and $4.29 at a New York store. Comparatively, the Naked Juice Smoothie cost $5.29 at LaGuardia (LGA) in Los Angeles, California and $4.99 at New York Kennedy (JFK) airport in New York City, New York. Another example is a Kind bar which costs $2.29 at a Los Angeles store and $2.99 at a New York convenience store. The product costs $3.59 at LaGuardia (LGA) and $3.49 at New York Kennedy (JFK) airport (McCartney, 2015). According to these prices, the Naked Juice is marked up 36% in Los Angeles and 15.5% in New York City, while the Kind bar is marked up 20% in Los Angeles and 35% in New York City. Many participants cited high prices as a reason for feeling negatively towards airport shopping. One participant, when asked if she bought items in airports, said, "*I try not to because I think that airports are way more expensive than they are normally.*" In a separate question, a male participant stated, "*Well at the airport, I'm a big believer that everything is way overpriced and for impulse buyers, and so I don't buy anything.*"

Managerial Implications

Traveler shopping and dining are the primary non-aviation sources of revenue for airports. Previous studies (Crawford and Melewar, 2003; Hausman 2000; Lin and Chen, 2013; Omar and Kent 2001) state that traveler's retailing actions are influenced by various shopping motivations. Passengers use their dwell time to shop to reduce negative feelings and increase positive emotions. Most consumers are likely to make a purchase within the airport retail environment, whether it is a bottle of water, magazine, or a pair

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of headphones. Airport managers should use multiple retail strategies to trigger traveler shopping and thus increase revenue.

As presented in this research, travelers exhibit aversion to the higher prices within the airport environment. Though they may expect the higher prices, they do not see the value or understand the reason for the higher prices. Managers should investigate ways to bring value into the shopping environment such as hiring employees to assist customers in-store, investing technology so customers can order at their seats and then pick it up at their leisure, or offering a self-checkout line for faster shopping. Stores could also entice shoppers by offering a percentage of their sales to a specific charity. Managers could also post signs detailing the costs so customers better understand why the items are higher prices.

In addition, the emotional shopping motivations highlighted by this study can help airport marketers better segment airport travelers and develop more effective marketing strategies. Geuens, Vantomme, and Brengman (2003) identified three types of airport shoppers: mood shoppers (driven by airport-atmosphere related motivations), apathetic shoppers (feel indifferent towards shopping), and shopping lovers (enjoy all aspects of airport shopping). The 'mood shopper' airport typology corresponds with this research in terms of emotional motivators. Airport operators could build an atmosphere and environment to reduce travelers' negative emotions, and encourage them to shop more.

Airport managers should not forget about the time constraints travelers face while in the airport; for example, travelers must pass through airline check-in lines, the security process, and then board the flight about a half hour before it leaves. These processes can invoke negative emotions, mainly stress, within passengers. Retailers should be aware of

these issues when designing stores and choosing the proper retail mix. Store managers should capitalize upon these emotions by providing "comforting" places and items along with items that help travelers "escape" the airport.

Chapter 5: Limitations and Future Research

The current research does have some limitations, which allows for future opportunities. First, the sample is limited by the size and convenience of the participants. It would be desirable to increase the number of participants and interview those throughout the Southeast region of the United States in future studies. This would provide more generalizable results. Next, participants should be interviewed within a shorter time span than six months. Time elapsed can impact a participant's recall of their actions and emotions while shopping. Finally, due to resource constraints, the study did not employ the use of a second coder to ensure accuracy with the analysis. A second coder is used to determine reliability with the qualitative analysis. Since the data has been collected and stored, this process can still be conducted. Assuming inter-coder reliability is acceptable, this research can be study 1 of a larger project.

From this research, a starting point can be established for examining shopping motivations in the new airport environment in theoretical research. Future research could employ using a mall-intercept survey or a scenario-based experimental design to delve deeper into these emotional motivations and the impact on shopping behavior. There are, of course, pros and cons to each approach. A mall-intercept survey accounts for all the situational influences, but it may be difficult to gather data from those travelers who are especially rushed. This would skew the data and hinder the validity of the results. These passengers may be the outliers, however, their information and perspective is still needed

within the context of the study. A scenario-based experimental design would allow the

researchers to better control for conditions, but may not generalize as well to real-world

shopping situations. In addition to the research approach, gathering data from various

regions of the United States of America would make the results more generalizable, and

due to the nature of airport consumers, a cross-cultural study would be recommended.

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Appendices

Appendix A: Questionnaire

Emotions Involved in Shopping at the Airport
Subject _____ Questionnaire

Reminder that this questionnaire will be kept confidential. This project has been reviewed by the Institutional Review Board, which ensures that research projects involving human subjects follow federal regulations. Any questions or concerns about rights as a research participant should be directed to the chair of the Institutional Review Board, The University of Southern Mississippi, 118 College Drive #5147, Hattiesburg, MS 39406-0001, 601.266.6820.

Date of Interview: _____

Age: _____

Gender: _____

Highest Education Level: _____

Occupation: _____

Approximate Income Level: _____

Approximate date of last flight: _____

Travel Frequency (times per week, per month, per year):_____

Emotions Involved in Shopping at the Airport
Subject _____ Interview Questions

1. When was the last time you traveled?
    a. Tell me about that experience.
    b. What was your retail shopping experience like?
2. How often do you fly on an airplane?
    a. Do you consider yourself a frequent flyer?
    b. Why do you fly?
    c. Who do you usually fly with?
3. When do you consider to have begun your trip?
    a. Have you ever shopped to begin your trip? Tell me about that experience.
    b. Have you ever shopped to extend your trip? Tell me about that experience.
    c. Do you think others in airports shop to begin or extend their trip?
4. What do you do in an airport when you have a long layover?

      a. How about when you feel bored?
      b. Or when you feel stressed?
      c. Do you ever shop to escape the stress of the airport?
5. How often do you shop and/or browse in retail areas in airports?
      a. What do you buy there?
      b. Why do you buy these items?
      c. Who(m) do you buy items for at the airport?
      d. Do you shop in retail areas more when you are flying for pleasure or for business? Why?
      e. How do you feel when buying retail items in airport?
6. How much time do you approximately spend shopping in retail areas?
      a. Does this change depending on your travel companions?
      b. Does this change depending on the purpose for your travels?
7. Do you ever buy retail items because you are beginning your vacation?
      a. If so, what items do you buy?
      b. How do you feel when buying these items?
8. Do you ever buy retail items because you are ending your vacation?
      a. If so, what items do you buy?
      b. How do you feel when buying these items?
9. Do you ever buy retail items because you are on vacation?
      a. If so, what items do you buy?
      b. How do you feel when buying these items?
10. Do you ever buy retail items because you are beginning a business trip?
      a. If so, what items do you buy?
      b. How do you feel when buying these items?
11. Do you ever buy retail items because you are ending a business trip?
      a. If so, what items do you buy?
      b. How do you feel when buying these items?
12. Do you ever buy retail items because you are a business trip?
      a. If so, what items do you buy?
      b. How do you feel when buying these items?
13. When you see others shopping in retail areas, how do you think they feel?
      a. What do you think they buy?
14. Do you think people shop in retail areas to get away from the stress of the airports? Why?
      a. What do you think people buy in these situations?

Appendix B: IRB Approval

THE UNIVERSITY OF SOUTHERN MISSISSIPPI.

INSTITUTIONAL REVIEW BOARD
118 College Drive #5147 | Hattiesburg, MS 39406-0001
Phone: 601.266.5997 | Fax: 601.266.4377 | www.usm.edu/research/institutional.review.board

NOTICE OF COMMITTEE ACTION

The project has been reviewed by The University of Southern Mississippi Institutional Review Board in accordance with Federal Drug Administration regulations (21 CFR 26, 111), Department of Health and Human Services (45 CFR Part 46), and university guidelines to ensure adherence to the following criteria:

- The risks to subjects are minimized.
- The risks to subjects are reasonable in relation to the anticipated benefits.
- The selection of subjects is equitable.
- Informed consent is adequate and appropriately documented.
- Where appropriate, the research plan makes adequate provisions for monitoring the data collected to ensure the safety of the subjects.
- Where appropriate, there are adequate provisions to protect the privacy of subjects and to maintain the confidentiality of all data.
- Appropriate additional safeguards have been included to protect vulnerable subjects.
- Any unanticipated, serious, or continuing problems encountered regarding risks to subjects must be reported immediately, but not later than 10 days following the event. This should be reported to the IRB Office via the "Adverse Effect Report Form".
- If approved, the maximum period of approval is limited to twelve months.
  Projects that exceed this period must submit an application for renewal or continuation.

PROTOCOL NUMBER: 15070701
PROJECT TITLE: Emotions Involved in Shopping at the Airport
PROJECT TYPE: New Project
RESEARCHER(S): Alexis Tymkiw
COLLEGE/DIVISION: College of Business
DEPARTMENT: Marketing
FUNDING AGENCY/SPONSOR: N/A
IRB COMMITTEE ACTION: Expedited Review Approval
PERIOD OF APPROVAL: 07/21/2015 to 07/20/2016
Lawrence A. Hosman, Ph.D.
Institutional Review Board

Appendix C: Participant Consent Form

Emotions Involved in Shopping at the Airport Study Consent Form

Main Researcher: Alexis Tymkiw
       Alexis.tymkiw@eagles.usm.edu
       Marketing Major in the College of Business at the University of Southern Mississippi

      The purpose of this study is to investigate the emotions felt by travelers as they shop in retail areas of airports. Participation in this study will take approximately a half hour of your time. A total of approximately ten individuals will participate in this study, conducted in individual interview sessions. During this study, you will answer a few questions about your background characteristics on the questionnaire on the following page, then answer questions about your experiences in an airport. These questions will ask about your travel habits, emotional responses in an airport, and what emotions you experience while shopping.

Consent to Participate in Research

Participant's Name: _____

Consent is hereby given to participate in this research project. All procedures and/or investigations to be followed and their purpose were explained to me. Information was given about all benefits, risks, inconveniences, or discomforts that might be expected.

The opportunity to ask questions regarding the research and procedures was given. Participation in the project is completely voluntary, and participants may withdraw at any time without penalty, prejudice, or loss of benefits. All personal information is strictly confidential, and no names will be disclosed. Any new information that develops during the project will be provided if that information may affect the willingness to continue participation in the project.

Questions concerning the research, at any time during or after the project, should be directed to the Principal Investigator with the contact information provided above. This project and this consent form have been reviewed by the Institutional Review Board, which ensures that research projects involving human subjects follow federal regulations. Any questions or concerns about rights as a research participant should be directed to the chair of the Institutional Review Board, The University of Southern Mississippi, 118 College Drive #5147, Hattiesburg, MS 39406-0001, 601.266.6820.

_____   _____

Research Participant   Main Researcher

_____   _____

Date of Interview   Date of Interview