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## **ADDIS ABABA UNIVERSITY COLLEGE OF DEVELOPMENT STUDIES**

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**Center for Environment and Development  
Tourism Development and Management Program**

**Airport Shopping: Practices and Motivations of Transit Passengers  
at Addis Ababa Bole International AirPort, Ethiopia**

**Thesis Submitted in partial fulfillment of the requirements for the  
Degree of Master of Arts in Tourism Development and Management.**

**By: Ayenachew Buzuwork**

**July, 2021**

**Addis Ababa, Ethiopia**



## **DECLARATION**

I declare that the project "Airport Shopping practices and Motivations of Transit Passengers" is my original work, that it has not been presented at Addis Ababa University or any other university, and that all sources of information utilized in the project have been properly acknowledged.

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## **Abstract**

*The number of passengers carried by Ethiopian Airline has climbed to roughly 12 million, with 8 million or 70% of these being transit passengers. These promising numbers of travelers provide a huge opportunity for airport shopping tourism. However, it is neglected by researchers, hence; the purpose of this study was focused on the motivation, practice and the influence of socio-demographic characteristics of transit passengers on their shopping behaviors at Bole International Airport. A cross-sectional design and mixed method approach (both qualitative and quantitative) descriptive surveys were utilized in a research. Data was collected from 18 interviews and 387 questionnaires of transit passengers using convenience sampling. Qualitative data were analyzed using thematic analysis and social practice theory framework and inferential statistics for analyzing quantitative data processed via using Statistical Package for Social Sciences (SPSS).more specifically, quantitative data were analyzed via Kruskal Wallis Test, Independent sample Mann Whitney U-Test and Chi-square test of independence. The findings revealed that the practice of transit passenger shopping practice consists of three interconnected elements: material, competences, and meaning. The most frequently mentioned material aspects include the cosmetics, perfumes, duty-free liquors, chocolates, and souvenirs. Furthermore, the study also reveal that five shopping motive factors of transit passengers, such as “Airport associated motivation “and “Hedonic motivation”, accomplishment motivation, utilitarian motivation, and “social motivation” were identified using principal component analysis (PCA). In addition, socio-demographic factor such as age, gender and marital status have significant influence on shopping motivation at the airport. In conclusion, retailers and airport shopping area management should place a high priority on these characteristics in order to maximize their effectiveness of transit passenger shopping practice. Hence; airport management should plan renovations on shopping design, number of shops and variety.*

**Keywords:** *Airport shopping, Transit passenger, motivation theory, social practice theory.*

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## **LIST OF ABREVAITIONS AND ACCRONYM**

GDP: Gross Domestic products

IATA: International Air Transport Association

UN: United Nation

UNWTO: United Nation World Tourism Organization

SUR: Seemingly unrelated regressions

SPSS: Package for Social Sciences

SPT: Social practice theory.

IIMC: Indian Institute of Management Calcutta

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# CHAPTER ONE

## 1. INTRODUCTION

### 1.1. Background of the study

Tourism is a global phenomenon with a multiplier impact in many aspects on the development of both developed and developing countries. According to the UNWTO, international arrivals are likely to reach 1.6 billion by 2020 with receipts of two trillion USD. This increasing of the tourist demand during their travel is driven by a number of factors that motivate travelers to engage in tourism activities. Shopping is one of the determinant factor affecting destination choice and the primary motivation for travel (UNWTO, 2014). As a result, shopping Tourism which refers to a contemporary form of tourism carried out by people for whom the purchase of goods outside their place of residence has emerged as one aspect of tourism activities. Shopping is the most common phenomenon among tourists, and the development of retail products is critical to tourism promotion, as many destinations employ shopping as a positioning strategy (Xinran Y Lehto, 2013). Despite shopping is becoming the primary motivation of tourist activities in tourist destinations, the involvement of the academic community in shopping tourism has been relatively scarce (Saayman & Saayman, 2012). Therefore, Shopping could be a driving force in attracting tourists to a region, particularly in developing countries where things are relatively inexpensive.

In Africa annual average growth rate of foreign tourist arrivals reached four per cent per year and the comparable growth rate of transit passenger spending has had a positive impact on GDP, employment and new jobs in many countries (UNWTO,2019). In terms of shopping, South Africa's shopping tourist destinations include Lesotho, Botswana, Namibia, Swaziland, Zimbabwe, and Mozambique. Other Sub-Saharan African countries, such as Malawi and Zambia, regard South Africa as a shopping tourism destination. This is owing to the destination's ability to deliver items at a fair cost, as well as goods that are inaccessible or difficult to locate in other countries.(Saayman & Saayman, 2012). Despite the fact that retail has become more competitive in recent decades and travellers demand has changed. Surprisingly, considering the region's potential for shopping tourism, the literature analysis found that little or no studies had been undertaken in Africa, including Ethiopia. Ethiopia has arguably enormous advantage in terms of passenger arrivals over most other African countries due to the fact that it receives a substantial share of African transit passengers. As a result of the investigation, the impact of these transit passengers to Ethiopia's tourism industry is very low.

Shopping for transit passengers, allowing them to spend their money on goods and services, is a significant aspect. Additionally, Ethiopia has a tremendous opportunity to provide the essential goods and services in order to fully exploit this massive market. This will also aid in gaining a better understanding of the shopping patterns of these transit passengers. Therefore, to identify the practice and motivation of travelers interested in shopping tourism, this research has focused on airport shopping as a great source of income for both airport retailers in particular and the country of a destination. Hence, it is essential to take into account a number of factors such as shopping location, shopping practice, target group and shopping services. Nowadays, Airports are serving both as a public transportation service and a place for commercial business including shops and restaurants since travellers are not only demands a high level of service, but also a wide range of product offering. Due to the fact that a huge influx of people in the Airports, which makes them a guaranteed business area, airports are considered as prominent place and plays an important role for retailers and travelers for shopping (Gunay,2018). Likewise, shopping is one of the tourist activities that have increased significantly in recent years (UNWTO, 2018).

In a similar way, Bole International Airport provides a range of shopping facilities. The increasing number of Air passengers carried by Ethiopian Airline including both domestic and international aircraft passengers reached about 12 million and out of these 8 million or 70 % of them are transit travellers. (Ethiopian Airline, 2020). Under the current trends scenario, Ethiopia's air transport market is expected to rise by 226% in the next 20 years. This will result an extra 16.3 million passenger journeys by 2037 Around 4.3 million passengers, or 60%, account for the largest number of passenger flows from Africa to or from Ethiopia, followed by one million passengers (14%) in the Middle East and 900,000 passengers in Asia-Pacific. If these increased demand fulfilled it would support about US\$13.5 billion of GDP and nearly 2 million jobs. (IATA, 2018).

These promising numbers of travelers are therefore an enormous opportunity of shopping tourism at the airport that adds value to both visitors and the country's economic growth. Likewise, the retail facilities at Bole International Airport which include a wide range of shops such as duty free shops, liquors, galleries and cultural clothes will also evoke transit travellers for shopping tourism. Hence, it is imperative to investigate the practices and motivations of transit passengers shopping at bole international airport. This is because shopping tourism is one of the diversification of the tourism product and its multiplier significance for the development of tourism as an integral element of the national stop over tourism plan.

## **1.2. Statement of the problem**

Ethiopian Airlines has become one of the continent's leading carriers, and connects the passengers from various parts of Africa to the global world via its Hub in Lome, Togo and Lilongwe, Malawi. As a result the increased number of transit passenger that stopover at bole international airport. The airport terminals are now providing a different service including restaurant and shops. Shopping is one of the facilities that traveller can get at the airport terminal and one of the potential services as an activity for a transit passengers. Similarly shopping is becoming the primary motivation for travellers (UNWTO, 2020). Hence, the increasing number of transit passengers at the airport terminal will therefore contribute to an increased demand for shopping. However, compared to other tourism components, less is known about the transit segment, which is crucial for transit regions but is frequently underestimated and overlooked by both industry and academician. On the basis of systems theory, Leiper (1979) developed the entire tourism system and identified five basic components: tourists, generating regions, transit region, destination regions, and a tourist industry operating in physical, cultural, social, economic, political, and technological environments.

Countries have made an attempt and succeeded in providing several facilities such as shopping, restaurant; massage and bar are being advertised to transit passengers as stand-alone tourism destinations, bridging the gap between transit and destination components of Leiper's approach. Therefore, in order to better support other components of the transit segment, more emphasis should be placed on transit regions' capacity to meet the needs of transit passengers. The increasing demand by transit passengers for shopping, resulting in shopping tourism, has a substantial effect on jobs, retail income and economic growth in countries, making it a key focus for the industry. In line with this, Ethiopia's air transport market is forecast to rise from 8 million current transit passengers in 2018/19 to 24.3 million in the next 20 years (IATA, 2018). It is therefore, crucial for retailers, airport operators and tourism planners to be at the forefront of the traveler's mind right from planning process. Hence, identifying factors on passengers shopping motivation is needed. However, there is no study conducted on shopping practice and motivation of passengers at Bole International Airport. Therefore, taking into account this fact and its positive multiplier impact on the industry, it needs an investigation to assess the transit travellers shopping practice and motivation.

There are studies conducted at Addis Ababa Bole International Airport, some of these studies include, the effect of service quality of tourist satisfaction on taxi service (Demeke kibru, 2020), the effect of wildlife hazard on aviation industry (Fikadu Assefa, 2020), air traffic schedule (Thomas Wetere, 2011), and Factors affecting quality service delivery (Wubshet Belayneh, 2017). However, there are no studies regarding Shopping at the airport. On the other hand, Dalavoura Konstantina, (2019) studied on how do passengers experience the retail offer at the airports based on their travel profile indicate the activities, emotions and their travel companion inside the airport, are the three “characteristics” that change the most in their retail experience inside the airport and identified male passengers do not pre-plan their shopping, but shop impulsively at airports.

Jin-Long Lu, (2014) investigated the influence of passengers’ socio-demographic characteristics, trip characteristics, and perceptions of airport shopping on their shopping intentions at airports. Results revealed two primary shopping intentions, pre-planned shopping and impulse shopping, and found that passenger’ perceptions of airport shopping have positive impacts on shopping behavior and significant differences among the personal profiles of passengers in determining various shopping tendencies. With reference to the empirical review almost no research were found which focus on specifically in transit passengers motivations and shopping practices either globally or in Ethiopia. Similarly research in the field of shopping tourism is only at an early stage (MiJu Choi, 2015). In addition, despite a huge potential with a number of transit passengers, Ethiopian researchers have given inadequate attention to the explorations of shopping practice at Bole International Airport. Moreover, transit passenger shopping practice in terms of the utilization of the social practice frameworks as well as relation with socio-demographic characteristics was also not studied.

Therefore, the focus of this study is to fill this gap in the literature and to assess the practice and motivation of transit passenger shopping at bole international airport with the fact that a rapid growth in transit passengers more than 8 million a year, and the demand for shopping at the airport also immense. With this thesis topic, the researcher would like to contribute to the existing literature by investigating the gap of knowledge on shopping practices and motivations of transit passenger’s as an integral element of stopover tourism and new dimensions of tourism product development in Ethiopia.

### **1.3. OBJECTIVES OF THE STUDY**

#### **1.3.1. General Objective**

The general objective of this study was to assess transit passengers' motivations and practices of shopping at Addis Ababa Bole International Airport.

#### **1.3.2. Specific Objectives.**

1. To describe shopping practices of transit passengers at Bole Int`l Airport
2. To identify the most often shopping items by transit passengers Bole Int`l Airport.
3. To investigate factors that motivates transit passenger for shopping Bole Int`l Airport.
4. To examine the relationship between socio-demographic factor and shopping motivation of transit passenger at Bole Int`l Airport.

#### **1.3.3. Research question**

1. What are key features of transit passengers shopping practices at Bole Int`l Airport?
2. What are the most often shopping items by transit passengers at Bole Int`l Airport?
3. What are the factors that motivates transit passenger for shopping Bole Int`l Airport?
4. What is the influence of socio-demographic factor shopping motivation of transit passenger at Bole Int`l Airport?

### **1.4. Scope and limitation of the Study**

The scope of the research can be discussed in terms of geographical areas, restrictions in terms of content (i.e., the independent and dependent variables), and time frame of the study.

#### **1.4.1. Geographical scope**

Spatial scopes of the study were in the city of Addis Ababa, Bole sub city Woreda 01 specifically limited to Bole international airport. This is because the most convenient place for collecting data from transit passengers.

#### **1.4.2. Content scope**

The study was limited in scope to assess the motivation and shopping behavior of transit passengers. The research was focus on airport shopping's and its contribution to the development of shopping tourism and will provide new information for airport retailers in order to utilize the potential of transit passenger. Furthermore shopping motivation with socio-demographic characteristics also covered.

### **1.4.3. Methodological Scope**

The use of social practice theory to analyze shopping practices resulted in the development of themes (meaning, material and competency) and a cross-sectional mixed method approaches both qualitative and quantitative approaches were utilized in this research and the study was conducted from February, 2021 to June, 2021.

### **1.4.4. Limitations of the Study**

This study has a number of shortcomings, including survey sample selection, and data for this study was collected in a convenient manner from transit passengers, and the qualitative interview was conducted with only eighteen transit passengers, although the results might be better if a larger sample was employed. Furthermore, the study was limited to transit passengers.

Nonetheless, the study's main contribution is to describe practices and investigate factors that influence transit passengers' shopping motivation at airports. The study's conclusions may be useful to airport shop managers, service providers, and the tourism sector as a whole. In addition, by offering insight into transit passenger's airport purchasing practices, these insights can assist airport shopping management and the retail industry in developing better marketing campaigns

## **1.5. SIGNIFICANCE OF THE STUDY**

### **1.5.1. Policy Significance**

The study are expected to help to design transit passengers behavior on shopping tourism and will indicate how tourism industry incorporate transit passengers shopping in the tourism policy formulation by identifying the factors that motivate transit visitors to engage in shopping and change the potential to the economic and social significance of the country.

### **1.5.2. Academics Significance**

The research also add knowledge on shopping tourism practice and contribute insight for other researchers to explore and investigate more in shopping tourism in different venue in Ethiopia and also intended to close this gap in transit shopping literature, which is aimed to understand shopping practice.

### **1.5.3. Practical significance**

These studies also assist airport shopping management and shop retailers in shaping their marketing approach to satisfy the motivational elements of transit passengers. As a result, it

contributes to practical knowledge of shopping practices and passenger motivation, allowing for a reconsideration of shopping delivery strategy.

#### **1.5.4. National significance**

The study also provides relevant information and link between knowledge and understanding for shopping tourism in Ethiopia. Tourism organizations and stakeholders can use it to evaluate the opportunity to develop Shopping Tourism strategies together with Stopover tourism to revive the tourism industry. It will also suggest methods on how to develop shopping as tourist destination in relationship to transit passengers.

### **1.6. Organization of the study**

This study is organized in five main chapters. Chapter one is dealing with the background information of the research, statement of the problem, objectives of the study, research questions, and significance of the study and scope of the study. Chapter two consists of the related literature on theories of motivation, factor influencing shopping behavior, shopping motivation, airport shopping and typology of airport shoppers. The third chapter discusses research methodology including data types, data Source, sampling techniques, the instruments used to collect data and data analysis method used in the study .The fourth chapter describes the data presentation and interpretation of the study. The final chapter deals with the conclusion and recommendation of the researcher for future studies.

### **1.7. Operational Definition**

**Shopping:** is a type of activity in which passengers buy products or services from one or more distributors, with the possibility of purchasing a variety of commodities.

**Motivation** is defined as those forces within an individual that push or propel him to satisfy basic needs or wants

**Shopping motivation:** the internal state of a buyer in order to meet his/her needs.

**Transit passengers:** passengers who take a layover between the starting point and final destination of their journey and then board a connecting flight with the same flight number.

**Shopping Tourism:** shopping Tourism refers to a contemporary form of tourism carried out by people for whom the purchase of goods outside their place of residence (WTO, 2014).

# CHAPTER TWO

## 2. REVIEW OF LITERATURE

### 2.1. Theoretical review

#### 2.1.1. Theories of Motivation

There are several theories of motivation that illustrate motivation in various ways, hence in order to understand explain or predict human behavior it's important to illustrate motivation theories in modern science. Because it is not possible to clearly understand human behavior without some of motivation theories. Therefore, the Existence of many motivation theories and to choose from those theory that fit within the researchers objectives of the study matters (Attaway, J, 1989). To answer the researcher's objective of study it's important to assess motivation theories that are applicable to passengers shopping behavior. Since Maslow's Hierarchy of Needs is the most commonly known theory applied by researchers trying to understand human behavior, it is also applied in tourism; we will concentrate on this theory to examine the motivation of shopping for passengers.

Theories of motivation can broadly be divided into two categories: 1) Content Theories, (What motivates people) 2) Process Theories. (How people are motivated.) Content theories discuss the question of what motivates individuals and four main areas of theory are seen by the study of classical literature and recent motivation theory. These theories aim to identify the needs that cause an individual to act in certain ways. The Theories are: Maslow's Theory, McGregor's Theory, McClelland's Theory and Herzberg's Two Factor Theory

#### 2.1.2. Content theories of Motivation

##### 2.1.2.1 Maslow's need Theory

Maslow's Hierarchy of Needs is a motivational theory in psychology comprising a five level model of human needs, often depicted as hierarchical levels within a pyramid. Physiological, safety, love, esteem, and self-actualization are the needs from the bottom of the hierarchy to the top. According to Abraham Maslow (1943) Human beings have needs that are hierarchically ranked. There are certain conditions that are basic to all human beings, when we fulfill these basic needs, we begin to look to satisfy higher order needs. Therefore, if a lower level criterion is met, it no longer acts as a motivation. In order to motivate the individual, the next higher level of need must be activated.

Accordingly, in an ascending order of importance, Maslow defined five levels in his need hierarchy. Accordingly, physiological needs, safety and security needs (lower level needs) and social needs, esteem or ego needs and self-actualization also called higher order needs. The need to know, understand and aesthetic needs have recently been added to the list (Maslow, 1970). The motivation of passengers to shop is comparatively linked to individual characteristics and is therefore expressed in their relationships with retailers. According to Maslow needs is the central variable in motivation since it influences the decision process of buyers.

#### **2.1.2.2. Maslow's need theory and shopping motivation of passengers**

There has been a major and urgent need to recognize the most appropriate factors that could have an important effect on the motivation of passengers to shop, due to the growing tourism demand associated with various business entities. As a result, retailers should reconsider their product lines accordingly. Identifying the motivating factors that affect traveller's behavior could help retailer in developing and modifying their offerings in order to cater and meet the needs of target consumers. Accordingly, Maslow's hierarchy of needs physiological needs is associated with the individual basic needs such as food, drinking, shelter and medicines. In similar way these concepts can be applied to the transit passengers in whom physiological needs are the basic needs that transit passengers expect at destinations to meet. Therefore, travellers expect different facilities offered during their stay at destinations include, but are not limited to, adequate lodging (shelter), drinking water and restaurants.

The second lower level needs proposed by Maslow is safety and security needs associate with travelers safety and access of clean, secure atmosphere in which travelers feel secured from any threats during their stay in a given destinations that motivate travelers to engage in shopping at the destination. Similarly airports are one of the secured places and that the facilities at the airport will evoke passenger to be free from any fear and trigger for shopping.

As suggested by (Maslow, 1943), social needs apply to establishing relationships with people in order to establish a sense of social identity and affirm their desire to build relationships with others. Travellers prefer to participate in such activities (shopping) to establish close relationships with shop employees, peer groups or to become acquainted with the local communities of destinations. The fourth motivation of Maslow's hierarchy of needs is self-esteem, categorized under higher order needs, which is connected to passengers shopping in order to gain acceptance

from others by making them appear affluent and impressing friends, family, social groups, and other individuals, as well as to gain a higher social status.

Self-actualization is the final need in the Maslow's hierarchy. Travellers consider shopping as an activity in which they can develop their special skills and broaden their knowledge of items, facts, and interest while doing shopping that is both challenging and enjoyable for them.

### **2.1.2.3. Motivation Needs theory and behavior of consumers**

Jagdish N. Sheth suggested a modern way of categorizing needs that is more applicable to marketing management. Consumers want to meet their own goals and the products are instrumental in achieving the aims. Five dimensions of motivation were established in 1975, according to (Sheth, 1975). Functional motives, emotional-esthetic motives, social motives, situational motives, and motives for curiosity. The technical functions the product performs are related to functional motives. The overall functional utility of a product is formed by the combination of product attributes. Passengers are also motivated by purchasing items that are related to the characteristics and practical utility of the product available at the airport.

On the other hand, Aesthetic-emotional motives which relays on the style, design, luxury, and comfort of a product. These factors affect not only the individual product choice but also the generic decisions of shopping. The travellers fundamental values in the motive areas of, social concern, appreciation for quality of life, emotional feeling, enjoyment of fine arts, faith, and so on are used to assess the product class. Therefore, it can be argued that people prefer to choose certain product categories that conform to their lifestyles and enjoyment that allow them to express their fundamental values. The third motives that categorized under Social motivations are linked to the influence of consumption on the others. The possession and use of products and their conspicuous features can derive rank, prestige, and esteem. Some items are chosen primarily for their conversational value, while others are chosen in accordance with aesthetic considerations. In addition, people prefer other people from their social background to have social acceptance. Items such as clothing and foods and even hobbies and interest relate to one's social class.

Therefore, the motivation of passenger on shopping will be influenced by their social background. These ideas also supported by psychologist, McClelland proposed a theory of Motivation that has come to be known as the Three Need Theory which overlaps with Maslow's Need Theory. Need for power, closely relates with safety and esteem need; the need for affiliation relates to social

needs and the need for achievement relates to the esteem and self-actualization need. According to affiliation need suggested by McClelland states that People like to buy products and services that relate to their culture, social class and lifestyle.

The fourth dimension of motivation proposed by (Sheth,1975) is Situational motivations that aren't the same as long-term desires to accomplish a particular objective. Situational motivations are affected by number factors such as availability, price reduction and accessibility may cause the selection of a product. These situational factors typically refer to a particular brand or type of product. In these circumstances, the brand choice is typically made without a detailed review of the product category. This is directly related to the location of shopping, where brand goods are available, and hence passengers are stimulated to purchase products that are only available at the airport, such as duty-free items.

Furthermore (Dawson, Dawson S., and Ridgway N., 1990) proposed that selecting shopping center is dependent on convenience and economic characteristics, such as the presence of services (e.g., banks and restaurants), leisure facilities (e.g., range of shops) and accessibility. The final aspect of motivation is Motives for curiosity are motives that are intended to provoke searching of new and/or creative products. A new product may be tried by the consumer; however, its repeat-purchase may be independent of such trials.

Furthermore, consumer behavior is described by Kotler and Keller (2009) as “the study of how consumers, communities, and institutions select, buy, use, and dispose items, services, ideas, or experiences to meet their needs and desires” Three factors can affect such behavior: culture, social, and personal. The social factors influencing shoppers buying behavior can range from reference groups and family to social roles and statuses. References groups may influence members from different angles. Personal factors, ranging from age and stage of life to lifestyle and core values, have been shown to have a major influence on consumer behavior. A person's lifestyle is a pattern of living that involves particular habits, preferences, and opinions. (Kotler and Keller, 2009)

### **2.1.3 Consumer Buyer behaviors theory and Models**

The studies of how people choose, buy, use, and dispose of things, services, ideas, and experiences to meet their needs and desires is known as consumer behavior (Walters, 1974). Behavior is a complex process that begins with stimuli and culminates in a reaction. It starts with some inputs, which are subsequently processed, and eventually the output appears. correspondingly, Consumer

behavior theory is about how people make purchasing decisions, with the goal of assisting business owners and salespeople in capitalizing on these behaviors by forecasting how and when a customer will buy. It aids in the identification of factors that influence these decisions, as well as the identification of tactics for proactively manipulating behavior

As a result, the model of consumer purchasing behavior is a stimulus response model. Consumers acquire motivation from their internal (need, tension, worry, etc.) or exterior (advertising, family, friends, etc.) settings in marketing, and they evaluate these stimuli based on their cultural, social, and economic backgrounds. In evaluating various products, consumer psychology plays an essential part. Consumer buyer behavior is viewed as an indistinguishable piece of marketing (Kotler and Keller ,2011) express that customer purchasing behavior is the investigation of the methods of purchasing and discarding products, administrations, thoughts or encounters by the people, gatherings and associations to fulfill their necessities and needs.

Consumers' buying behavior is critical in achieving the company's main goals. It is affected by many external and internal factors, but the business can also have a significant impact on the final process of the buyer's decision-making process through its activities. Therefore, Consumer buying behavior is the subject of many studies, mainly in the field of marketing. In the historical development of management, certain directions have directly or indirectly characterized buyer behavior problems. They include the psychological and social methods of paying close attention to motivation.

In spite of that, in this model it is additionally conceivable to discover some motivation for comprehension of standards and thought processes of purchaser conduct of customers. The decision making utilized by the consumer buying on impulse is portrayed by a low level of involvement and experience. These buys are by and large impulsive and item position or the shadings on the bundling are sufficient to provoke the shopper to purchase.

#### **2.1.3.1. Models of consumer behavior**

Prior to giving a meaning of models of customer behavior, it could be valuable to initially characterize the expression "model". Model "A worked on portrayal of reality intended to show the connections between the different components of a framework or interaction being scrutinized." (Schiffman and Kanuk, 1997). Then again, model is a reproduction of the phenomena it is planned to assign, (Engel and Blackwell, 1982). In the travel industry literature, an extensive number of analysts have considered individual tourists' travel decision. Large numbers of them applied

traditional buyer behaviors models. Grand models depend on a theory which shows shopper dynamic as a multi-organized and complex interaction includes five primary stages: issue identification, information search, alternative assessment and choice, outlet determination and buy, and post-buy measures.

This theory talks about dynamic interaction as a pipe like one, in that travelers narrow down decisions among choices. The decisions affected by socio- psychological components like perspectives, thoughts, values, individual attributes and furthermore non-mental variables like item, shop design, cost and promotion (Sirakayaa and Woodsideb, 2005). Hence, the focus point of this investigation is on the inspiration factor of voyagers in which various variables thought processes, individual qualities and furthermore non-mental elements like item configuration, cost are talked about. Along these lines, the focus point of this study is on the motivation factor of travellers in which various elements thought processes, individual characters and furthermore also non-psychological factors like product design, price are discussed.

Gilbert (1991) clarifies that Grand models have 6 main focuses: (1) it sees shopper behavior to be a steady decision making process; (2) the behavior of individual purchaser is accentuated; (3) behavior is treated as a useful (or utilitarian) idea that can be clarified; (4) a purchaser is seen as a person who look, assesses and stores data; (5) purchasers narrow down the scope of information on schedule, and browse the options they created during the choice interaction; (6) and input from the last buy is remembered for the models to stress the impact of the choice on future buys.

The Bettman information processing model, as indicated by (Runyon and Stewart, 1987), endeavors to a particular field of buyer behavior, information gathering. The model spotlights on the information processing viewpoint by review the kind of information utilized by purchasers, how the data is assessed lastly, how choices are made. On the other hand Nicosia model gives a modern endeavor to show the interrelationship between characters of the customer, the purchaser decision making interaction, the showcasing correspondence of an organization and criticism of the reaction of the shopper to the organization. It endeavors to expressly incorporate the marketing activities of the organization inside a model of buyer behavior. Besides the model shows that the examination of purchaser behavior given here depends with the understanding that customers consistently base their choices on a specific measure of information. This information might be partitioned into two classifications: internal (past experience) and external.

#### **2.1.4. Practice Theory**

Theories of practice emerged as an alternative to the agency-structure debate and are based on Bourdieu's (1977) and Giddens' publications (1984). Practice theory is the relationship between specific instances of human action and the social world or the system in which the action takes place (Ortner, 2006). According to Shove et al. (2012), practices are constituted by combining three main components: materials (e.g. bodies, things, technologies, and tangible physical entities), competences (e.g. skills, know-how, techniques) and meanings (e.g. symbolic meanings, ideas and aspirations). Practice, according to Reckwitz (2002), is "a routinized type of behavior that consists of elements such as interconnected forms of bodily activities, forms of mental activities, 'things' and their use, a background knowledge in the form of understanding and emotional states.

It is therefore difficult to use a practice-based approach without considering the importance of material objects, symbols, things, technologies and infrastructures as the main part of social hardware. Logically, activities are prior to intervention, and most practices include consumption, and possibly all integrative practices. Consumption is therefore a mechanism through which individuals participate in the acquisition of products, resources, performances and/or knowledge whether purchased or not, for utilitarian and hedonic purposes, over which the individual has some degree of preference (Harvey et al., 2001).

Theoretically, the shopping practice approach will be used in this paper. Hence, Shopping is conceptualized as a dynamic social activity that involves different cognitive strategies, embodied environment experience and understanding, as well as basic body signs, meanings and material objects. Recently, shopping is seen as a leisure activity as such, satisfying social life that goes beyond buying products for requirements and other items as travelers participate in shopping for the purpose of knowledge searching and peer interaction and socialization. Practices are geared towards the consumption process. An individual is involved in purchasing goods or services and consider the appropriation of products, the learning, appreciation and usage processes; identifies which items are to be preferred and also which producers are often preferred; and prescribes modes of enjoyment.

Taking shopping practice approach the paper will clarify how airport shopping practice will connected with the element and how the experience of passenger shopping practice is structured. Therefore, based on practice theory a variety of reasons for passengers to go shopping would be established, including recreation, to relieve from boredom or depression, learning or finding

information, communication, and product acquisition. In addition, in the learning, appreciation and use processes, the goods and services purchased by the passengers will then be defined on the basis of the appropriation of things in the manner that the travelers need.

A current model of practice theorists has developed in recent years, notably Shove et al (2012). The Three Elements Model (Figure 1) proposed by Shove et al.,(2012) conceptualizes social practice theory, implying that practices are developed as a result of the interconnections and interactions between meanings, materials, and skills. **Material aspects** (bodies, things, technologies, and tangible physical entities) Practice researchers, according to Nicolini (2012), advise analyzing the numerous formulations of the concept of social practices currently in use and using them to create research designs that best fit the theoretical or empirical objectives at hand. As a result, material such as shopping items, tools, infrastructure, and technology are closely intertwined in the performance of a practice when it comes to shopping at the airport. Materials include handicrafts, souvenirs, apparel, and retail items. There are other links to wider socio-technical networks available materials may limit practices, or a practice may create a desire for new objects or technologies.

The second component, **competence**, refers to as practical consciousness, intentionally acquired skill, and common understandings of excellent or appropriate performance range from complex intellectual operations to simple, in terms of which individual enactments are appraised. Moreover Competencies take into account the abilities and knowledge needed to properly complete a practice, as well as the ability to handle equipment and follow instructions. (Giddens, A., 1984)

The third component is **meaning as** Schatzki (2002) describes that the convergence of elements of practice simply informs “what makes sense for someone to do., as a combination of mental activity, emotion, and motivation. It basically refers to the social, ideas, aspirations and symbolic value of individual practice. Buying souvenirs at an airport, for example, is influenced by various images and meanings that influence how transit passengers purchase. Buying souvenirs at an airport may help to remember you of a certain destination.

### 2.1.5 Theoretical framework

This study utilized the social practice theory framework (SPT) proposed by Shove et al., (2012). They suggested that social practice theory, which focuses on the interaction of meanings, materials, and competencies, is an effective method for evaluating shopping practices. This is the most generally used and acknowledged paradigm for theory of practice.

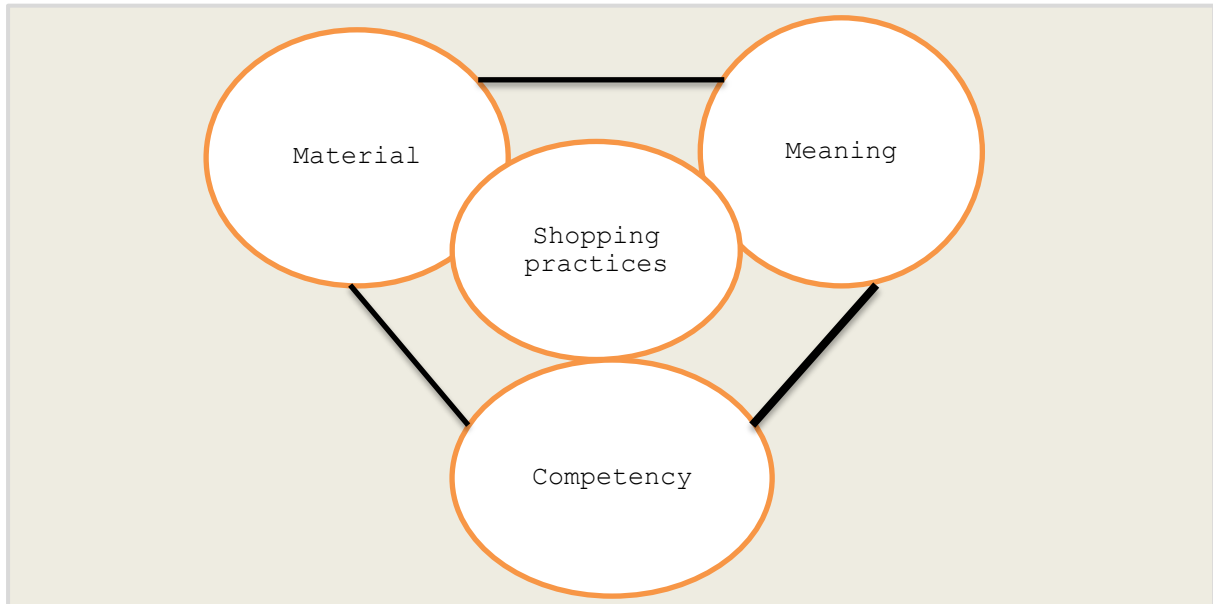


Figure.1. Social Practice Theory  
Source (Shove et al., 2012)

#### **Material**

- Infrastructure (tangible physical entities)
- Things (Variety of product ,handicrafts, souvenirs, apparel, and retail items)
- Technology (use of technology in payment method etc.)

#### **Meaning**

- Cultural significance of the product
- Symbolic
- Ideas
- leisure

#### **Competency**

- know how
- Skill
- Technic

The study of shopping entails, engagement, memory, motivation, store atmospheres, store format, and product preference has traditionally been part of retail consumer behavior (Pucinelli, 2009). The above approaches are focused on individualized theories of behavior, which emphasize the individual as the primary decision maker and in complete control of his or her actions. Since shopping is basically a social activity, theories of practice will greatly aid in the understanding and study of retail consumer behavior. This perspective argues that social phenomena such as shopping cannot be completely understood outside of the activities with which they are interconnected. (Bourdieu, 1977).

Doings are a matter of practice, Routinized physical actions (such as bodily motions and handling items in specific ways) are included in practices, as are routinized mental and emotional activities (such as talking, and interaction with others). Thus, activities are collections of routinized bodily performances involving mental habits such as know-how, competences, specific forms of perception, and specific objectives. Meanings are also a feature of practices. Within the context of a practice, meanings emerge as Objects; for example, take on new meaning as a result of the practice. Practices, on the other hand, produce meaning for those who bear them. Individuals build a sense of the environment and the self through participating in practices (Warde, 2005).

Consumption behaviors, in other words, identify because they function as symbolic expressions of social status. Consumption behaviors, on the other hand, are categorized because they originate from social positions. As a consequence, theorization of how social class constructs and is structured through consumption behaviors. Then, following the approach of practice theory to define all of the activities of transit passengers shopping that combine shopping with other practices that connect and overlap with it. Since this approach can provide information about shopper behavior in retail stores, which can then be used to enhance store layout, product assortment, and other aspects of retail management in the airport.

#### **2.1.6. Concept of Shopping and shopping Tourism**

Shopping can be defined in many ways as any form of transaction or purchase activity. Shopping is an activity in which customers purchase a products or services available from one or more distributors with the potential to buy a range of items (Wikipedia,2020). According to Neufeldt (2000), defines shopping as “to visit shop or shops so as to look at and buy or price things for sale”

Furthermore, according to business literature, there are two specific forms of shopping. The first is economic or utilitarian shopping (Backstrom, 2006), which is undertaken to purchase products that are needed on a regular basis. This kind of shopping is known for being task-oriented and logical. Its primary objective is normally product acquisition. The second category is Recreational shopping, on the other hand, is usually referred to as a recreational activity. The emphasis of leisure shopping is on "enjoyable use of time without regard to the purchase of goods or services.

Shopping is associated with traveling to purchase items that are not accessible at nearby destination or items that are cheaper or better quality than in other places or countries. Likewise, Shopping can also be connected with purchasing of travel supplies and travellers plan trips to a place where shopping opportunities are available.

Moreover, Shopping is one of the oldest travel-related practices and one of the most common events and vital elements of travel (Tosun et al., 2007). Correspondingly, Shopping also explained as contemporary form of tourism and has been regarded as a prime activity among tourists (Miju Choi, 2017). In the same way UNWTO (2014), described Shopping as one of the principal-motivations for travelling and millions of travellers from both advanced and emerging economies on the rise, due to that the development of shopping tourism is a phenomenon that is attracting increased attention.

Therefore, the idea of shopping tourism is very new concept, and in the tourism sector it is expanding in recent years. Like many changes that are taking place today, its market demand is driven by the new behavior of travelers. Shopping in the tourism industry has been considered as a recreational activity for years. This condition has now become the primary reason for many shoppers to travel. Hence, travelers plan to travel abroad to purchase goods instead of purchasing products from their own countries.

Timothy (2005) also argues that Shopping is an opportunity for tourists to closely and intimately experience cultural artifacts and symbols, which are considered as a leisure activity during a visit. Moreover, (Kent et al., 2003), supports that the trip of tourists is incomplete if they have not participated in shopping. Henderson, Chee, Num, and Lee (2011) Shopping, is a rewarding tourist activity that plays a critical role in tourism management and development. Therefore, shopping can be one of the components of travel that are practiced by travelers as either leisure activity. Furthermore, shopping tourism means that the main reason for the travel is shopping and the primary focus is a products or services that can be bought at the tourist destination (Rabbiosi,

2011). Hence, Shopping tourists are those whose main purpose of the trip is to shop (Sandstorm, Lundberg & Stavroula, 2011). In addition, shopping tourists are spending more on shopping and constantly visiting the destination for the purpose of buying goods. In general, “shopping is a way of satisfying numerous non-purchase objectives as well as an instrumental means of purchase,” or, in the broadest sense, “shopping is a sort of consumption; the individual who shops is consuming the potential for shopping shown by the shopping area. (Natarajan and Goff, 1992).

### 2.1.7. Factors influencing Shopping Behavior

Shoppers' characteristics contributed for many modes of consumption that were specifically connected to retailers, including leisure and tourism shopping. Consumer behavior can be affected by several factors including Shop location; pricing, product selection and quality, and physical layout are among the most critical concepts involved in effective retailing. In addition, according to (Ramya N, 2017), the buying behavior of consumers is influenced by a number of internal or psychological factors Motivation and Perception are among the most important factors. **Likewise**, two key characteristics area identified in airport shopping that may influence shopping behavior are (1) higher prices and (2) time and space constraints. Tymkiw, Alexis D. (2016)

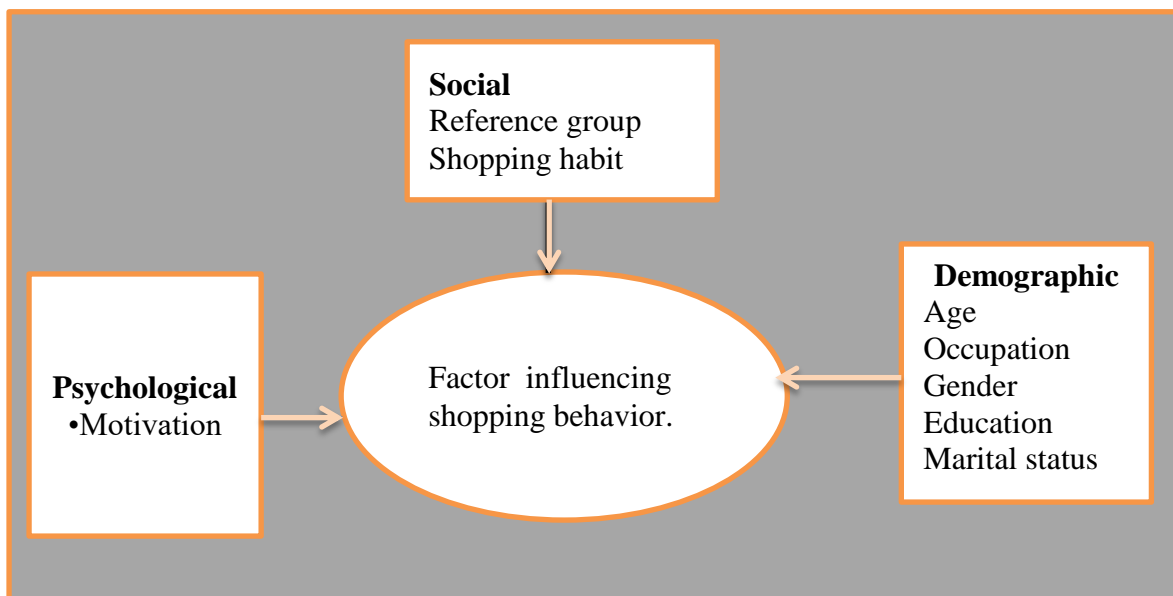


Figure 2 Factor Influencing Shopper Behaviors  
Source (Kotler 2000)

### **2.1.8. Shopping Motivation**

Shopping motivations defined as the internal state of a buyer in order to meet needs. (Kumar et al.,2018).Besides, Babin et al.,(1994) described as Shopping motivation is the reasons that encourage consumers' behavior which leads to them to the market in order to fulfill their internal needs. Moreover, shopping motivations also explained as the internal state of a buyer in order to meet needs. (Kumar et al.,2018). According to Babin et al.,(1994) shopping motivations classified into two major categories this are, utilitarian and hedonic shopping motivation.

#### **2.1.8.1. Utilitarian shopping motivation**

Utilitarian shopping motivation is a characteristic associated with individual activities that must be performed, product-oriented, logical and driven by extrinsic motivation. Moreover, utilitarian motivation of shopping is characterized by task-related or success accomplishment. Instead of leisure, it is linked to need and is often defined in terms commonly used to assess work efficiency. As well as shopping to be utilitarian in value, a purchase of a product customer can only go to the shop for the purpose of gathering information out of necessity.

#### **2.1.8.2. Hedonic Shopping Motivation**

In fulfilling the needs, hedonic shopping motivation itself can be interpreted as shopping activity related to intrinsic reason, multi-sensory, fantasy and emotional aspects and more likely in the aspect of leisure and pleasure. According to Bloch et al.,(1994) Hedonic motivations for shopping possibly include shopping entertainment so that consumers can experience the benefits of shopping without buying the product.

Arnold and Reynolds (2003) identified six dimension of Hedonic shopping motivation these are *Adventure shopping*, which is done for the sake of adventure and feel a different world, *Social shopping* refers shopping for social benefit with friends or family, and communicate with others during shopping, *Shopping for gratification*, which is done to lift the stress of customers, minimize boredom, and satisfy themselves, *Idea shopping*, is customers shop because they follow fashion trends and new model, as well as to explore new products and information, *Role shopping* is to buy something for someone else or to offer gifts to others, and *Shopping for value*, that is done for searching the discounts and the products or services with low price.


However, the motivation for airport shopping varies from other shopping malls in that airport terminals are closed with potential shoppers waiting at the terminal under specific psychological factors, such as time constraints, excitement and anxiety that vary by passenger. (Wu, 2010). However, the recent study reveals that three different types of shopping motivations these are

functional motivations, social motivations and experiential or hedonic motivations. The three listed above were mainly the general motivations for shopping in various settings, but it can also be seen as a motivation for the airport environment Geuens et al., (2002). Because, there is no reason to believe this motivation at the airport would not apply. . Moreover, Bloch et al., (1994) described six shoppers' motivations in proposing the shopping mall as a consumer habitat: enjoying the esthetics, escaping from routine and boredom, exploring new products or shops, engaging in a state of absorption, learning new store and product knowledge, and social interaction and association. Similarly, Zhang et al., (2011) conducted a study in regards to the effect of the mall environment or atmosphere on the shopping value and the behavior of Chinese consumers. The results showed that the mall environment and product quality have a positive effect on utilitarian shopping value. Kotler and Armstrong (2012) stated that consumer buying behavior is influenced by four characteristics, cultural, social, personal, and psychological. Individual motivation, perception towards the things, knowledge, beliefs, and attitudes has all had a significant impact on psychological aspects. Therefore, shopping atmosphere, shopper's characteristics and knowledge about the shopping areas will have its own influence on shopping motivation. Since, Motivation plays an important role in shopping behavior because without motivation there will be no sale and purchase transactions.

### 2.1.8.3. Shopping motivation and black box model

For personal consumption, some people buy the same goods and services as others, while others choose different ones. The reason lies in the elements that influence customer purchasing decisions. The buyer's characteristics are one of these elements. These variables have an impact on what happens in the buyer's black box. The purchase behaviors of end customers are influenced by a variety of factors. The model used in this study for the analysis of passenger shopping behavior, suggests that what happens in the consumer's (transit passengers) 'black box' of the mind can be inferred from an evaluation of observed stimuli and responses.

**Table .2.1. Shopping motivation and Black Box Model**

External stimuli (4ps)	Black box (passengers mind)	Response
Products	Motivation 	Product
Price		Brand
Promotion		Method of payment
Place		Currency

### **2.1.9. Airport shopping: a new field of research**

Nowadays, international airports compete with range of services based on the superior travel connections they can offer to travellers including the quality and range of shopping they offer. Moreover, Airport is becoming the place where you can buy a lot of products and services such as sales of the duty-free and retail shops and the usage of leisure facilities such as casino and imaginary golf are available (Kim & Shin, 2001). It is not unusual that airport shopping is providing grocery stores, duty-free shops, food and beverage services, passenger service facilities, or telecommunications services located at the airport. The availability of airport goods and services ranges from spa and jewelry services to books, food items, clothing, shoes, perfumes, gifts, souvenirs and local products. (Zion Market Research, 2017). Shopping is essentially an interaction with and in place, according to Gregson, Crew, and Brooks (2002), the value of a particular good is relationally constructed, drawing on the tastes, motivation, and understandings of some ideal used to compare various shopping venues by the shoppers.

Furthermore, some shopping venues are designed to cater to specific styles of shopping. They demonstrate how a shopping experience can become a leisure activity or treat when it is set within the framework of a charity shop and is different and distinct from ordinary shopping in their work on charity shopping. Besides that, shoppers compare their ideal shopping place to real locations as they engage in both ordinary and treat shopping. Shopping becomes a pleasurable experience in and of itself, with the success of the settings being measured in part by how well it meets ideal and routine standards. Then pleasure can be found in locations where regular shopping isn't handled. Airport shopping is a new area of study which crucial because they shed light on the emerging phenomenon of shopping for pleasure and utilitarian shopping. However, finding research on airport shopping practices is hard or nearly impossible; which investigate the actual practice of transit passenger airport shopping. Airport shopping activity studies are entirely lacking in the region, and a new emerging stream can now be observed.

Therefore shopping at the airport is convenient for the traveller, enabling them to buy food or other travel goods at any time and leading for various motivations such as airport atmosphere related motivation availability of exclusive product, duty-free imported products and credible brand and travel-related motivations (Geuens et al.,2004). Bohl (2014) described an airport environment as

all of the physical factors of the retail area of an airport that can be influenced to enhance or limit customer behavior.

Hung (2015) described that Shopping at airports differs from other forms of shopping because of the purpose of being at the airport is different from being at the mall, since the primary purpose is being at mall is to shop, whereas it is to fly at an airport. Tymkiw, Alexis D, (2016) studied using exploratory qualitative approach to identify emotional motivations that drive consumers to shop at airport retailers. The finding revealed that two emotional motivations for shopping at airports to escape the stress of travel and to eliminate boredom. Therefore, shopping at the airport will drive different motivation from other shopping environment.

### **2.1.9.1 Motivation for airport shopping**

Studies indicate that additional shopping motivations which considers the airport environment. According to Geuens et al., (2004) finding shows there are four types of air passengers' shopping motivations these are two general shopping motivations including Functional motivation that relates to tangible aspects, such as product assortment, quality, and price, Experiential or hedonic motivations refer to the need for sensory stimulation and enjoyable experiences including motivations deriving from the external environment such as promotions or sensory stimulation.

A travel-related motivation includes Airport's atmosphere-associated motivations directly associated with the travel experience and circumstances such as time constraints (time pressure or excessive time), boredom, pre-planned purchases or impulse shopping and Airport's infrastructure-associated motivations such as service in the shops, foreign currencies and multilingual staff, passenger to communicate with peer groups, to ask a professional advice etc.

### **2.1.9.2 Typology of Airport Shoppers**

According to Geuens et al.,(2004) three type of airport shopper are identified. Mood Shoppers are those motivated by the environment of the airport and moderately by experiential reasons, thus valuing the airport-related facilities. These are mostly male, impulsive, like the airport's basic environment. The mood shopper can only be found in an airport environment because the desire to shop is primarily determined by the atmosphere of the airport and other typical features, such as shopping out of boredom while waiting. Apathetic or Indifferent shoppers:-They are mostly male, do not consider airport shopping as part of the trip, consider airports merely as airplane terminals, and are more likely to schedule their purchases before.

Shopping Lovers motivated by the experiential and functional motivation including the airport-infrastructure prefer large shop than several small shops experience travelling by plane as exciting and/or causing tense, and are more inclined to buy on the rare occasion rather than pre-plan their purchases. Shopping lovers are mostly female therefore; gender is a much more determining factor of airport shopping segments than other shopping environment. As a result, it is fair to expect that experience, travel-related and atmospheric factors as well as functional factors will affect airport shopping more. The functionality of the airport environment seems to be an additional motivation to buy, but not a key motivation.

## **2.2. Review of Empirical Literature**

### **2.2.1. Shopping motivation and passengers**

A study Jin-Long Lu, (2013) on the influence of passengers' socio-demographic characteristics, trip characteristics and perceptions of airport shopping on their shopping intentions at airports. Data collected from a sample of 471 air passenger respondents from two major international airports in Taiwan using seemingly unrelated regressions (SUR) modeling to measure the relationships between the two buying tendencies and potential determinants. The result revealed that Passengers' perceptions of airport shopping has positive impacts on their shopping intentions. As well as there is a significant differences among the personal profiles of passengers in determining various shopping motivations.

According to the study conducted by Indian Institute of Management Calcutta (IIM C, 2016) on airport shopping behavior found that there is a high correlation between feeling about an airport and the decision to enter at airport shopping areas. The study found that 50 percent of respondents suggested that they would not visit any shop if they had a negative opinion about the airport, on the other hand sixty-five percent of the respondents who had a good opinion about the airport shop engaged in shopping after entering the store, as opposed to 28 percent of those who did not like the airport. Therefore, the study indicates that there is a significant correlation between perception about the airport and the decision to shop at the airport. Yi-Shih Chung (2012) study conducted from a sample of more than 500 individuals on the motivations of shoppers at Taiwan's Taiyuan International Airport. The result reveals that functional, experiential, and rational factors have been found to drive airport shopping behavior, and airport motivations are a special factor depending on the shopping environment of the airport and local shopping cultures Lin YiHsin and Chen Ching fu (2013) also showed that the relationship between passengers' shopping motivations and their

commercial activities at airports including the moderating effects of time pressure and impulse buying. Identified three shopping motivations, namely, "favorable price and quality", "environment and communication", and "culture and atmosphere," are identified based on the results of factor analysis. Likewise, passenger shopping motivations have positive impacts on commercial activities at the airport, and furthermore both time pressure and impulse buying tendency moderate the relationship between shopping motivations and commercial activities.

### **2.2.2 Airport shopping and product attributes**

Siu Lan Kwan, (2008) had studied the purchasing and shopping behavior of Chinese travelers, and evaluate their satisfaction with the service at duty-free shops in Helsinki-Vantaa Airport. Found that Male and female travelers have the same product preferences and the only difference lies in the rank order of the category Tobacco and Food. Airport shopping, for both multinational brands and local specialties, enables the purchasing of a wide and varied product range. Since most goods come from international brands that are well-known, quality is typically guaranteed. Therefore it can be said that, customers have more interest in airport products than in local souvenir shop products. (Geuens et al., 2004).

### **2.2.3. Airport shopping, purpose of travel and travel experience**

Dalavoura Konstantina (2019) examined how travelers experience the retail offer at an airport, based on the purpose of travel as business or leisure. The result shows that business travelers are not willing to engage in shopping activities, but they prefer to spend their time working. In comparison, leisure travelers are much more likely to engage in shopping activities and spend money at the airport. Weng Hang Kong (2017) conducted a study to examine the relationships between travel motivations, souvenir shopping, and travel experience; specifically, how travel motivations affect souvenir shopping, and how souvenir shopping influences travel experience. Based on a survey of travel motivations are found to correlate with souvenir shopping and their perceived importance. According to the finding the travel motivations has significant relationship with perceived importance of souvenir attributes.

On the other hand, there is no significant relationship between souvenir shopping and travel experience. Airport shopping, for both multinational brands and local specialties, enables the purchasing of a wide and varied product range. Since most goods come from international brands that are well-known, quality is typically guaranteed. Therefore it can be said that, customers have

more interest in airport products than in local souvenir shop products. (Geuens et al.,2004). Similarly, airports are one of the main places for shopping for transit passenger shopping during their lay over time.

#### **2.2.4. Socio-demographic factor and airport shopping**

According to Ma et al., (2018), Socio-demographic factor used by researcher include age, gender, marital status, education, income, and origin are common socio-demographic criteria considered by tourism specialists. It is believed that these variables are accurate in describing the tourism market and predicting patterns of travel behavior. Demographic, socioeconomic, and travel-related determinants have been found to have a major influence on tourist behavior, affecting the most purchased products and money spent on shopping. Rendon's (2003) argues that the shopping decision of a traveler is typically affected by cultural, social, and individual factor such as gender, age, trip purpose are among the significant factors that influence passenger behavior.

Shopping motivation varies between men and women differ based on their travel motivation. Studies indicate (Andronikidis et al., 2008), that women are more active in shopping than men and are more influenced by structural restraints such as cost, time, and family obligations. Therefore, studies confirmed that socio-demographic factors have influence on shopping motivation. Shopping motivations defined as the internal state of a buyer in order to meet needs. (Kumar et al.,2018). Babin et al., (1994) described as Shopping motivation is the reasons that encourage consumers' behavior which leads to them to the market in order to fulfill their internal needs.

Moreover, the associated with the travel experience and circumstances such as time constraints, time pressure or excessive time, boredom, pre-planned purchases or impulse shopping and Airport's Therefore airport are enabling passengers to buy food or other travel goods at any time and leading for various motivations such as airport atmosphere related due to the availability of exclusive product, duty-free imported products and credible brand. Furthermore, Airport infrastructure such as terminal services includes shops, availability of foreign currencies and multilingual staff, banking services, information, check-in facilities, parking places for private cars and ticket processing, luggage labeling, including fast bag drops, and issue of boarding cards , a kiosk providing check-in facilities and offering automatic ticket processing, boarding cards will also have its own impact on travellers.

### 2.2.5 Conceptual Framework of the study

Based on the empirical finding above it can be concluded that, functional,( price, quality, and product assortment) ,Hedonic (leisure and recreation), and travel related motivation such as Airport’s atmosphere-associated motivations (time constraint, boredom, pre-planned purchases or impulse shopping) and. Airport’s infrastructure-associated motivation( service in the shops, foreign currencies and communicate with peer groups, professional advice) related with airport shopping decision has an effect of shopping at the airport.

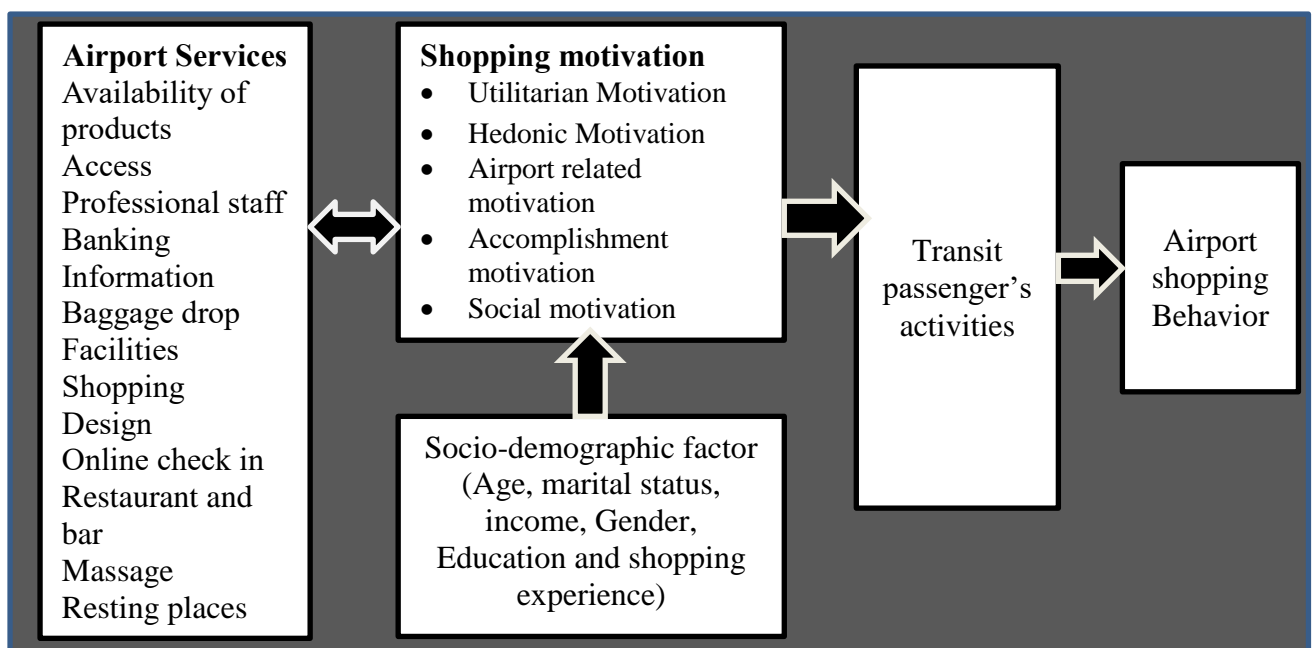


Figure 3 .Conceptual Framework (authors construction)

The study's conceptual framework reveals that transit passenger activity and socio-demographic factors are intimately linked to airport amenities, which trigger the motivation to purchase products at the airport. This is because socio-demographic factors such as age, gender, family life cycle, education, and income have a significant impact on tourist behavior, particularly on their choice of products and money spending (Ma et al., 2018). And the motivation component is varied, and there must be a relevant link between shopping practices and the availability of items and services at the airport. The shopping practices of transit passengers are influenced by information regarding shopping places, design, and layout. The relationship between motivation, buying habits, and transit passenger socio-demographic factors is described in this conceptual framework.

## 2.2.6 Research Hypothesis

### **H1: shopping motivation transit passenger is different across age group**

- H1a: Hedonic shopping Motivation is different across the categories of age group.
- H1b: Accomplishment shopping Motivation is different across categories of age group.
- H1c: Social shopping Motivation is different across categories of age group
- H1d: Utilitarian shopping motivation is different across categories of age group.
- H1e: Airport related shopping motivation is different across categories of age group.

### **H2: Shopping motivation of transit passenger is different across Gender**

- H2a: Hedonic shopping Motivation is different across categories of gender.
- H2b: Social shopping Motivation is different across categories of gender.
- H2c: Accomplishment shopping Motivation is different across categories of gender.
- H2d: Airport related shopping motivation is different across categories of gender.
- H2e: Utilitarian shopping motivation is different across categories of gender.

### **H3: shopping motivation of transit passenger is differ in terms of marital status**

- H3a: Hedonic shopping Motivation is different across categories of marital status.
- H3b: Accomplishment shopping Motivation is different across categories of marital status.
- H3c: Social shopping Motivation is different across categories of marital status.
- H3d: Utilitarian shopping motivation is different across categories of marital status.
- H3e: Airport related shopping motivation is different across categories of marital

### **H4: shopping motivation transit passenger is differ in terms of place of origin (African and Europe)**

### **H5: shopping motivation of transit passengers differ in terms of Occupation (Government and private)**

### **H6: shopping motivation is different across different level of shopping experience**

- H6a: Hedonic shopping Motivation is the same across categories of shopping experience.
- H6b: Accomplishment Motivation is the same across categories of shopping experience.
- H6c: Social shopping Motivation is the same across categories of shopping experience.
- H6d: Utilitarian shopping motivation is the same across categories of shopping experience.
- H6e: Airport related motivation is the same across categories of shopping experience.

### **H7: shopping motivation of transit passenger is different in terms of monthly income.**

# CHAPTER THREE

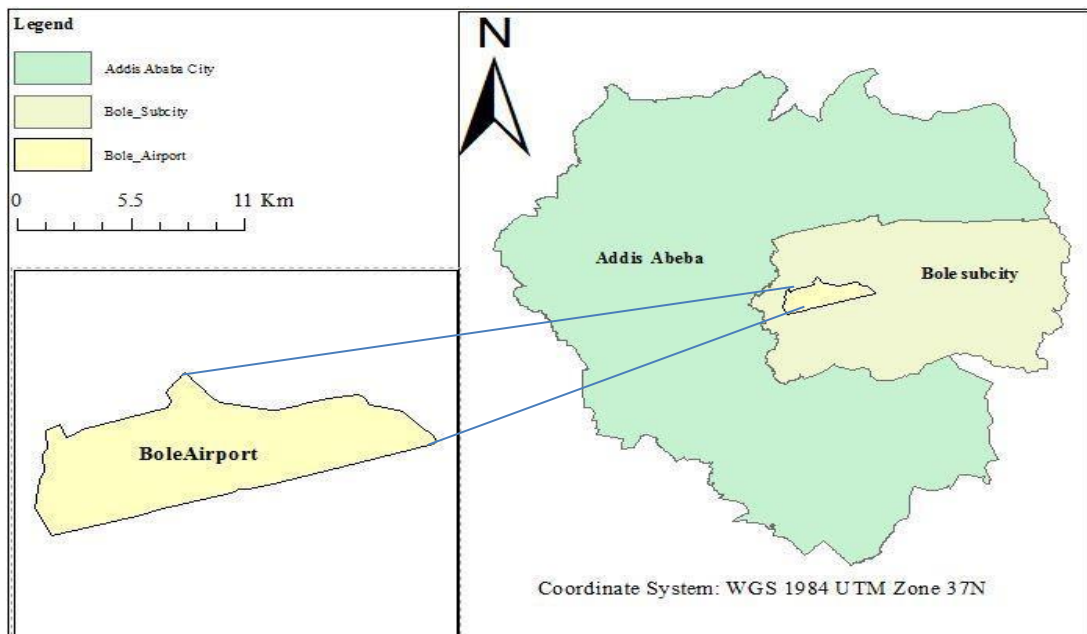
## 3. RESEARCH METHODOLOGY

### 3.1. Introduction

The study's conceptual framework, shopping motivation, airport infrastructure, socio-demographic factor and airport shopping are briefly identified. Moreover, it discusses the research design, method of data collection, technique of sampling and sample size, as well as method of data analysis and tools. Consequently, in this chapter, validity, reliability and ethical considerations were followed to gain insight from transit travellers, shopping practices, and experiences of passengers was addressed and its practical significance for the development of stop over tourism in Ethiopia.

#### 3.1.1. Description of the study areas

Addis Ababa is the capital of Ethiopia. Bole International Airport is a major international airport in Ethiopia's capital city of Addis Ababa. It is 6 kilometers southeast of the downtown area, in the Bole district. Passengers of Ethiopian airline on domestic and international flights reached 12,110,297 million, with transit passengers accounting for 8 million (or 70%) of the total. There are two terminals at the airport, one for domestic and regional aircraft and the other for international flights. Beyond transportation, there are shopping and dining alternatives, including well-known restaurants and cafes, as well as free Wi-Fi.



(Source: Demeke kibru, 2020)

Figure.4 .Map of the study area

### **3.2. Research design and Approach**

A cross-sectional mixed method approaches both qualitative and quantitative approaches were utilized in this research. It has advanced and comprehensive ways for dealing with both qualitative and quantitative data (Creswell, 2014). Therefore, the researcher collected a mixture of qualitative and quantitative data. A detailed qualitative data that enables to get deep understanding about the practice of shopping and the research problem interviews were used to gather the qualitative approach.

Quantitative methodology was utilized to evaluate the relationship between socio-demographic characteristics of transit passenger and their effect on airport shopping motivations. The quantitative approach involves measurement, relationship building, generalization and replication, (Bryman, 2016). As a result, a concurrent triangulation mixed methods study design was employed to better understand the perspectives of transit passengers. Both qualitative and quantitative data were collected and processed with equal priority, and the analyses were conducted independently but converged during the data interpretation stage.

### **3.3. Target population and Sampling Techniques**

The target population for the study was transit passengers at Addis Ababa Bole International Airport. The transit travellers are identified from other traveller by asking first their purpose of traveling. The study's total population consisted of 8,000,000 transit passengers at Bole International Airport who were chosen at random. However, for this study, the researcher only used samples that were conveniently available using shop intercept approach.

Therefore, non-probability conveniences sampling more specifically shop intercept survey were used in the study. Because, in a shop-intercept survey the researcher attempt to recruit shoppers or other travellers that take part in shopping in the study area and it is suited with objective of study. In addition, when gathering data from actual tourist sites, convenience sampling is the best strategy to employ. (Madrigal, and Kahle, 1994). Due to the population is too large to examine and consider the entire population took sample. Because, of its speed, cost-effectiveness, and ease of accessibility of the sample, the researcher selected convenience sampling, which is the most popular non-probability sampling method. Therefore, a total of 400 questionnaires were distributed and 387 samples were collected conveniently.

### **3.4. Data source and type**

**The data sources were a combination of both primary and secondary data.**

#### **3.4.1. Primary Data sources**

Primary data were collected from transit travellers and shopping areas via questionnaire, interview, observation, pictures and photograph. The questionnaire and interviews for shop employee and the management were designed to obtain the details of information needed to achieve the objectives of the study.

#### **3.4.2. Secondary Data sources**

In order to gather secondary data different sources were reviewed. These include reports, project documents, tourism journals, records, researches, books, newspaper, magazines, websites, different articles, review of related theoretical and empirical literature. The data also obtained from policies, regulations and periodical newsletters. Therefore, the following institutions are the source of secondary data such as, Ethiopian Airline, and Ethiopian Airport Enterprise, Ministry of Culture and Tourism and Tourism Ethiopia

### **3.5. Data Collection instruments**

Both quantitative and qualitative methods were used in this study. The qualitative approach is to observe the practice of shopping at the airport and qualitative data were gathered via interviews and observation. Quantitative approaches were use questionnaire in order to collect data from transit passengers respondents selected by sampling procedures.

#### **3.5.1. Qualitative data collection instrument**

##### **3. 5.1.1. Interview**

Semi-structured Interviews with 18 transit passenger and naturalistic observation of shopping at the airport were used to explore and clarify their perspectives on the research problem. Because it allows the researcher to gather deeper understanding about ask about a complex issues, learning more about the qualitative factors that affect airport shopping experiences attributes of airport facilities.

##### **3.5.1.2. Naturalistic observation**

Shopping facilities, the shopping setting, available products and staff are all observed. Particularly naturalistic observation has been used to observe transit passengers' shopping activities as a tool

for collecting data regarding shopping practices, when they occur, and under what conditions they purchase products at the airport. In addition, the observation aided the researcher in determining what questions to ask and record, as well as whom to interview.

### **3.5.2. Quantitative data collection method**

Questionnaires were distributed to transit passengers to collect quantitative data. Quantitative data on, socio-demographic data, age, gender, income, factor influencing airport shopping, and transit passenger's motivation for shopping and their experience, as well as the service offered at the airport was obtained from transit passengers.

Consequently, quantitative data on shopping service and its significance was collected from shop employees who provide shopping services at the airport. Data includes transit passenger's socio-demographics character, shopping expenditure, activity, and nationality of travellers. Structured questionnaires were used using a 5-point Likert scale that can quantify factors that affect shopping motivation, shopping service evaluation and facilities.

## **3.6. Data Analysis**

### **3.6.1. Qualitative data analysis method**

The qualitative data were continuously analyzed as it is collected to define and refine important concepts, documentation of words, meaning, travelers' comments and opinions, as well as emerging themes and patterns. Content analysis is then applied to determine, summarize and tabulate the data by categorizing verbal or behavioral data. In addition, the use of practice theory gives a framework for analyzing and interpreting data gathered from transit passengers. The theoretical framework of practice theory helped to provide coherent interpretation of evidence and clarification of reasoning.

Participant observations in the study were conducted in the airport duty-free store, a supermarket handicraft shops and jewelry shops at the departure gate of terminal 2. The relevance and accessibility of these study sites were the main factors in the selection. The data gathering approach included participant observation because it allows researchers to work directly in the field, examining natural social processes as they occur.

### **3.6.2. Quantitative Data Analysis method**

In order to interpret quantitative data in a meaningful manner data gathered using the self-administered questionnaire related with the socio-demographic data of travellers, motivation

factors that influence transit passengers shopping decision at the airport is processed using Statistical Package for Social Sciences (SPSS). Logical and well described processing and interpretation are carried out in order to make meaningful interpretation.

Consequently, descriptive statistics,( such as percentage and frequency) are used in order to avail demographic variables. On the other hand, correlation analysis is employed to test the relationship between demographic variables and factors of airport shopping motivation. In addition, the differences among Socio-demographic variables (age, gender and marital status) in relation to the motivational factor were analyzed using the independent Mann Whitey U-test and Kruskal Wallies test. The demographic information is assumed as independent variable and shopping motivation at the Airport as dependent variable.

### **3.7. Quantitative data collection instrument and reliability**

The research questionnaire was divided into four sections. Demographic data such as age, gender, marital status, occupation, education, income, and continent were covered in the first section. The second section contained data on the motivation of transit passengers to shop at the airport. The third part questionnaire related to shopping practice and fourth cover about shopping item at the airport during transit. Questions were required to rate a list of shopping motivation statements by participants based on their level of agreement, indicating if they fit their shopping motivation at the airport on a Likert scale of 1 (Strongly Disagree) to 5 (Strongly Agree).Some of the statements of the Likert scale developed by Kozak (2002) were used in this study, while others were produced by the researcher.

#### **3.7.1. Reliability and Validity of quantitative data**

Reliability is the degree to which the same answers may be achieved using the same instruments multiple times or if the study is connected with high levels of reliability, other researchers must be able to produce the same results under similar situations, using the same study methodologies. (Patton, 2002). Cronbach's alpha coefficient was utilized to examine the internal consistency of variables in the research scale in this study. The stronger Cronbach's alpha is, the more reliable the internal consistency is (Griethuijsen et al., 2014). Cronbach's alpha was used to measure internal consistency for each of the dimension scales. A total of 17 item were identified using PCA and alphas were moderate, 0.638 for airport related motivation (4 items), 0.798 for hedonic shopping motivation (3 items), 0.747 for Accomplishment shopping motivation (3 items), 0.710 for social

shopping motivation (3 items), and, 0.726 for utilitarian motivation (3 items). For the practice Dimension three component which is (meaning, Competence and material) with overall Cronbach alpha 0.746 (**See Appendix A**)

Cronbach alpha values for each dimension range from 0.638 to 0.798, indicating that it is important to evaluate the inter item correlation between items because Cronbach alpha is dependent to the number of items in the loading (Pallant 2010). As a result , under each dimension, all items computed transit passenger shopping motives and shopping practices had inter item correlations ranging from 0.2 to 0.4, which is close to the suggested value (Pallant 2010). According to Zikmund et al.,(2010), scale with coefficient alpha between 0.6 and 0.7 indicate fair reliability. So for these study a Chronbach"s alpha for motivation factor ranges from 0.6 to 0.798 and the practice dimension also Chronbach"s alpha is 0.746 which is adequate to determine reliability.

### **3.7.1.1 Pilot Testing**

To evaluate the reliability of the instrument, a pilot test was done on 20 replies to the questionnaire, and alpha values were found to be above 0.7 (in table 1.2 below), indicating that the measure was determined to be reliable. The cronbach alpha of all sample sizes was also conducted, and the results were confirmed to be within the range.

### **3.7.2. Variables**

The research focuses on shopping motivation and practice as they relate to socio-demographic factors. The independent variable is the variable that is manipulated, which might be more than one in some cases, and the dependent variable is the variable that is expected to be impacted by the independent variable. In other words the independent variable is also known as the input variable and/or Cause, predictor while the dependent variable, which is also known criterion or outcome variable. In this study the independent and dependent variables are identified below.

#### **3.7.2.1. Independent variable**

From empirical review Socio- demographic data of transit passenger such as Age, sex, income, Education, marital status, and shop experience were identified an input variable used in this study.

#### **3.7.2.2. Dependent variable**

The five dimensions of transit passenger shopping motives are the study's dependent variables. Therefore, the outcome variable is the motivation factor for buying at the airport, which is examined using a five-point Likert scale. As a result, the association and its effect on the dependent variable were examined using independent variable (age, gender, education, and married status).

### **3.8. Qualitative data reliability**

#### **3.8.1 Trustworthiness of qualitative data**

The qualitative data reliability was enhanced by assuring credibility, reliability, and transferability. Thus, the research tool's credibility was established by triangulation procedures, which are part of quantitative data; qualitative data was obtained through an in-depth interviews. The triangulation method allowed each data set's deficiencies to be compensated for by quantitative data. Furthermore, triangulation of data is crucial to the reliability of qualitative studies. As the study progressed and new information from the interview emerged, methods were implemented to double-check each piece of information using at least one other methodology, such as retail observation.

As a result, more exact, complete, and reliable data can be produced. To assess the reliability of the qualitative study, interviews and observation were compared. Furthermore, interview guides were used to maintain consistency and dependability throughout the interview process. Importantly, reliability was accomplished by recording all study methodologies in detail so that future researchers could assess how well correct research techniques were followed. The issue of transferability was addressed by including enough data in the research report for readers to examine and evaluate the data's application in various contexts. Manuscripts were evaluated and data coding were done appropriately in order to validate the data. Moreover, pilot studies were conducted to assure the reliability of qualitative data.

#### **3.8.2 Qualitative Pilot Interview**

A pilot interview with three volunteer transit passengers was done to ensure that the interview guide was suitable for the study and that the researcher was capable of conducting interviews. Then, during the actual interviews, some interview questions are modified. The semi-structured, qualitative interview approaches that had been used for data collection helped for this flexibility.

The pilot study was conducted in April, 2021. Ethnographic observation and semi-structured interviews were undertaken during the pilot study.

The pilot study included:

- Two days of participant observations within the shopping areas near boarding gate
- Two semi-structured interviews with shop employee and transit passenger shoppers.
- Observation of shopping design and location as well as transit passenger activity.
- Checking transit passenger arrival time and stay time at the airport.

### **3.8.3. Interview protocols**

Certain techniques were employed to conduct in-depth interviews with transit passenger shoppers in order to successfully complete the study, as outlined below. Firstly, an interview guide was developed to serve as a road map for the interviewer, with many questions designed to extract the interviewees' experiences and opinions, on the issue of shopping motivation factor, as well as practices and activities carried out during layovers at the airport.

Second, semi-structured in-depth interviews focusing on airport shopping practices and motivation were pre-arranged in the form of open-ended questions to investigate the perspectives of participants. The interview questions for transit passengers included all of the problem questions that needed to be addressed, as well as various shopping motive variables. Furthermore, the interview dialog was versatile and not solely based on the questions list.

Finally, Participants were Recruited and conducting interviews. Participants were chosen from among those who were shopping at the airport during their transit waiting time near the boarding gate, (shopping area) and they included both male and female participants.

### **3.9. Research Ethics**

For research, researchers need to get a permission paper from collage of development studies of Addis Ababa University and Airport authorities before engaging in distributing questionnaire. Bole international airport departure gate and transit passengers allow the research process working as well. Moreover, Permission was also obtained for a researcher to interview transit passengers as well as to conduct the interview using a phone recorder and to ensure that all results were kept confidential to preserve respondents' privacy.

## Chapter Four

### 4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter presents, analyzes and interprets the data gathered of the study. The quantitative sections of all questionnaires were double-checked for accuracy. Incomplete answers were found and removed; only 387 of the 400 distributed surveys were relevant for study. As a consequence, 387 valid questionnaires were identified and used in the final analysis. The information gathered during the interview was discussed simultaneously.

**Table 4.1.Socio-demographic Characteristics of respondent**

Dimension	Category	Frequency	Percent
Gender	Male	246	64.1
	Female	138	35.9
Age	Below 25	48	12.5
	26-35	128	32.8
	26-45	126	33.3
	46 -55	50	13.0
	56 And Above	32	8.3
Marital Status	Married	145	37.8
	Unmarried	167	43.5
	Divorced	45	11.7
	Widowed	19	4.9
	Separated	8	2.1
Education	Primary School	7	1.8
	High school	39	10.2
	TVET College	87	22.7
	Bachelor	123	32.0
	Master And Above	128	33.3
Occupation	Government	133	34.6
	Private	206	53.6
	Retired	16	4.2
	House Wife	10	2.6
	Student	19	4.9
Monthly Income	Below 2000\$	118	30.7
	2001-7,000\$	99	25.8
	7,001-12,000\$	73	19.0
	17,001-23,000\$	48	12.5
	23,001-28,000\$	45	11.7
	Above 28,001\$	1	0.3
Place of Origin(Continent)	African	243	63.3
	Europe	56	14.6
	North America	41	10.7
	South America	27	7
	Asia	13	3.4
	Australia	4	1.0
Shopping Experience (Frequency)	1-3 Times	171	44.5
	4-6 Times	109	28.4
	7-10 Times	59	15.4
	Above 11 Times	45	11.7

#### **4.1. Description of Socio- Demographic Characteristics of Respondents**

As of the study result indicates above in the (Table, 4.1), 64.1 percent of the respondents were male and 35.9% were female, 12.5 percent were under the age of 25, and 33.6 percent were between the ages of 26 and 35. (Table.4.1.). 34.6 percent worked for the government, while 53.6 percent worked for private companies. The findings suggest that male transit passengers account for the majority of respondents in the research. Hence, the analysis of independent t-test implies that majority of respondents are male those who are more motivated by utilitarian shopping motive as compared to female. Therefore the airport retail should more focus presenting a variety of products in order to meet transit passenger shopping needs. In line with above analysis of (Arnold and Reynolds, 2003), argues that male are common in utilitarian shopping motivations than females.

In terms of marital status, 43.8 percent of the respondents were singles, and 37.5 percent were married (167 single and 145 married). However, 11.7 percent of the total respondents reported that they are divorced, while just 2.9 percent stated that they are separated. The finding supported that marital status has an effect on shopping motivation, such as social shopping motivation is more by single respondents and therefore shop retailers should focus materials such as (gift). Building on the previous argument, (Shahriar A, 2011) singles score much higher than married people on the desire to have social experiences outside of the home, demonstrating the relevance of social contact to singles due to their living situation.

The educational level of the respondents ranges from primary school to master's degree and beyond. Only 1.8 percent of respondents had completed primary education, while 10.2 percent had completed high school, according to the findings. About 22.7 percent of those surveyed stated they had received TVET certification. The majority of respondents 123(32%) had a bachelor's degree, while 128 (33.3 percent) had a master's degree. This shows that most of the respondents are highly educated as more than 65.3% of them have at least bachelor, master and above. With regard to educational background there was no significant evidence were found in this study either in shopping motivation or preferred shopping item.

In terms of airport shopping experience at the airport, 44.5 percent of respondents have had fewer than one to three times shopping experience, while 22.8 percent have an experience in shopping at the airport four to six times a year. Only 11.6 percent of respondents have more than 10 times per year, whilst 15% have seven to ten times per year. This suggests that the majority of respondents had not shopped more than four times. This could be due to one of two factors: they may not plan to shop at the airport or they may have limited time at the airport.

Furthermore, 63.3 percent of respondents were African, 14.6 percent were European, 10.6 percent were North American, 7% were South American, 3.4 percent were Asian, and only 1% were from Australia when it came to passenger continents. As a result, it's possible to conclude that Africans account for the vast majority of sample population. This implies that Ethiopian Airlines extended its international flight and transfer passenger capacity to Africa, making it one of the busiest airports in the region, with more than 127 international destinations across five continents which transfer from/to Ethiopia to and other destination.

Table 4.1.1.espondent Gender Versus age Cross tabulation

<b>Gender * Age Cross tabulation</b>								
		Age						
		below 25	26-35	36-45	46 -55	56 and above	Total	
Gender	Male	Count	40	65	78	38	27	248
		% within gender	16.1%	26.2%	31.5%	15.3%	10.9%	100.0%
	Female	Count	9	64	49	12	5	139
		% within gender	6.5%	46.0%	35.3%	8.6%	3.6%	100.0%
Total		Count	49	129	127	50	32	387
		% within gender	12.7%	33.3%	32.8%	12.9%	8.3%	100.0%

**Source :( Author survey, 2021)**

Respondents were divided into five age groups: under 25 years old (n = 49), 26-35 years old (n = 129), 36-45 years old (n = 127), 46-55 years old (n = 50), and over 56 years old (n=32). The majority of transit passengers in this sample demographic were aged 26 - 35, 33.3 percent and 36-45 32.8 accounting for a cumulative over 66.1 percent of the population. The data collected from interview also assured that these age groups are higher in number. This is suggestive of the fact that the majority of transit passengers respondents are between the ages of 26 and 45, which may be due to the fact that the majority of transit passengers are African and the African population is younger compared to other continents(UN,2019). From male respondents 31.5% are in age group

of 36-45, whereas 46% of female respondent were in between the age of 26-35. As a result of the study's findings, the majority of sample respondents are between the ages of 26 and 35, which indicates individuals who are more motivated by "Hedonic shopping motivation" than any other age group. Therefore, airport retail areas management should focus on the hedonic factor of motivations.

**Table .4.1.2. Interview of Respondent**

.Code	Sex	Origin	Age	Length of stay In transit
p01	M	Nigerian	42	4 hours
p02	F	Kenyan	45	6 hours
P03	M	Italian	35	4 Hours
p04	M	France	56	3 hours
p05	F	Malawi	50	2hours
p06	M	Indian	46	2 half hours
p07	M	DR.Congo	31	3 hours
p08	M	Nigerian	34	3hours
p09	M	Germen	49	4 hours
p10	F	Spain	33	3 hours
p11	M	Uganda	25	5 hours
p12	F	Armenian	57	3 hours
p13	F	France	28	6 hours
p14	M	Rwanda	38	2 hours
p15	M	Namibia	40	4 hours
p16	M	USA	51	4 hours
p17	F	Zambia	44	3 hours
p18	M	South Africa	26	2 hours

### 3.4. Profile of interview respondents

Prior to the interviews, participants were asked to provide demographic information such as their age, sex, origin and length of stay in Transit. The study involved a total of 18 Transit passengers. There were six females (33 percent) and twelve (67 percent) male participants among the interviewees. Hence, transit passengers were asked about their shopping activity, specifically shopping motivation. After 12 interviews, the researcher detected a progressive saturation in terms of the fundamental desire of airport shopping motives. The remaining interviews backed up the same feeling, offering fewer new perspectives on the subject but confirming the emerging findings. As a result, more data input, including more interviews, was not required. Therefore, eighteen transit passengers between the ages of twenty six to fifty seven were interviewed. All of the interviewees were conducted between with the end of April and May 2021.

## 4.1.2. Airport Shopping practices of Transit passengers

### 4.1.3. Aspects of Transit Passenger airport Shopping

To elicit transit passenger's opinions about airport shopping using social practice theory framework consists of three components: competency, material, and meaning structuring practices. The analyses of the result show that the majority of transit passengers' responses in the semi-structured interview for the qualitative study mostly explain practical actions related to airport shopping. The findings of the airport's Transit passenger shopping practice were divided into two groups. The first of the three components of practice theory explains planned shopping practices, while the second elaborates on accidental shopping practices. The practice theory is the relationship between specific instances of situated action and the social world in which the action takes place.

According to the finding the majority of transit passengers we spoke reported that convenience (availability of time), buying gifts and duty-free shopping were their key motivations for shopping at the airport, while some mentioned that the airport environment and shop design enticed them to do so. Some transit passengers prepared a buying plan and sticks to it, while the majority of transit passengers make an unplanned shopping because they have extra time available at the airport. In keeping with this, the majority of respondents (63.5%) stated that they had engaged in shopping accidentally without any purchasing plan while in transit. This could be due to a lack of awareness regarding shopping at Bole International Airport among the respondents.

**Table 4.1.3. Decision of Airport shopping**

		Frequency	Percent
Decision for shopping at the airport	Accidental	246	63.6
	Planned	141	36.4
	Total	387	100.0

**(Source own survey, 2021)**

This quantitative data is further strengthened by qualitative data gathered via interviews

As explained by respondent p09:

(As explained by p09 male age 49)

*Actually I don't have plan to shop at the airport, but sometimes depending on availability of time in transit at the airport I buy presents specifically clothes for my little children such as t-shirts and off course I buy also coffee for my wife*

P18 also stated that

*Shopping during transit for me is a way to see new things if there are any, as well as to refresh my mind after a long hour on the plane, otherwise I will get bored sitting here, so you can enjoy the moment of stopover shopping*

As we have seen above Transit Passenger often shop during the period they have left time before departing for their destination. The material aspect of transit passenger shopping activities in airports is stated below according to the identified categories.

**Table 4.1.4. Average time shopping on shopping at the airport**

		Frequency	Percent
Average time spend	1hrs	168	43.4
	2hrs	135	34.9
	3hrs	54	14.0
	more than 3 hours	5	1.3
	Total	362	93.5
<b>Missing</b>	System	25	6.5
<b>Total</b>		<b>387</b>	<b>100.0</b>

As we can see in the (Table.4.1.3. above) spending hour for shopping at the airport 43.4% spend almost one hour in shopping, while around 34.9 % spend 2 hour on average. However, only 14% and 1.3%, spend three hour on shopping at the airport and more than three hours respectively. This is may be the majority of transit passengers spend at the airport less than six hours. Moreover, 93.3 percent of the respondents are system missing in which those who did not take part in shopping at the airport.

#### **4.1.5. Material aspect of Transit passenger shopping practices**

The material aspects of Transit passenger shopping practices have received a significant amount of attention by most of the respondents/interviewees. The evidence for the material meaning of transit shopping activities is related to purchasing a range of items, with the price and choice determined by the length of time spent in transit at the airport and the shopping experience. This argument claims that transit passengers choose the material feature of shopping (utilitarian) that provides them with the greatest benefit or relative advantage to them.

The material factors of shopping at the airport include the most basic motives for doing so, such as purchasing physical goods for consumption. The most frequently mentioned material aspects include the cosmetics, perfumes, duty-free liquors, chocolates, jewelry, souvenirs and traditional cloths. These features were all discussed with an in-depth interview with Transit passenger shoppers. Transit passengers' shopping characteristics were found a noticeable some similarity in

shopping products. According to the interviewees, airport shopping items are assumed to be of high quality and free of counterfeits, which is why most shoppers rely on it regardless of price. However, few of those who mentioned duty-free products are not really duty-free products because they think they are too costly.

From the interviews, the researcher discovered that there are a variety of elements that influence transit passenger buying behavior, which is also important to consider. Even if they are merely a question of personal preference, they have a significant impact on airport goods purchases. Some of those practical factors involve the design and the location and product varieties and looking for bargains. The majority of the participants in this study want to buy cosmetics and perfumes items. This could be due to the fact that tax-free and are assumed to be less expensive than other products. The quantitative part of the data was analyzed using descriptive statistics (means and percentage) were produced for the shopping practices statements, in line with the qualitative interview. Furthermore, the findings were provided in the form of a table and a figure. According to Pimentel, (2010), the range of strongly disagree is (1.00 – 1.80), disagree (1.81 – 2.60), neutral (2.61 – 3.40), agree (3.41 – 4.20), and strongly agree (4.21 – 5.00).

**Table 4.2. Material aspect of transit Passenger Shopping**

	<b>strongly disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>strongly Agree</b>	<b>Mean</b>
Most of the time I shop duty free liquor at the airport	5.2%	3.4%	22.5%	52.2%	16.8%	3.72
I buy books at the airport	11.6%	28.9%	29.5%	24.3%	5.4%	2.88
I often prefer shopping of cosmetics perfumes at the airport	2.1%	1.6%	17.5%	46.8%	30.7%	4.02
I always purchase cheapest products.	5.2%	2.8%	24.3%	53.2%	14.5%	3.69
I always buy chocolate from the airport	3.1%	5.2%	21.7%	39.5%	30%	3.98
I usually shop local products such as traditional cloths & handicrafts	2.3%	3.1%	19.9%	51.4%	23.3%	3.90
<b>Aggregate mean</b>						<b>3.683</b>

**Source : ( own survey, 2021)**

**Note:** 1=strongly disagree / 2=disagree /3=neutral /4=Agree / 5=strongly Agree

### **Category 1: Practice of buying duty free liquor**

As we can see in the (Table.4.2.) the for the statement “Most of the time I shop duty free liquor at the airport” mean score of 3.72, and 52.2% agree with buying practice of duty free liquor, while around 16.8 % strongly agree. However, only 5.2% and 3.4%, strongly disagree and disagreed respectively. The interview also supported that the majority of the participants have a practice of buying a variety of liquors illustrating that their travel experiences aided them in deciding what to buy at the airport, which is a the tax-free products available. For instance respondent po9 said:

*I have long hour here in transit. I am travelling to Istanbul; I bought liquor from duty free shops, because it is a bit cheaper than other products*

This is consistent with the fact that, as one of the tax-free products, duty-free products are the most essential motivators for shopping of transit passengers at the airport. Another element in buying at the airport in a larger sense can be explained as providing them with a discounted edge over other retail areas.

### **Category 2: Practices of buying Cosmetics and perfumes**

Purchasing cosmetics is the number one reported purchase made by transit passengers. The combination of its quality and ease of transportation through luggage were also highlighted as features that made the most favored products among transit passengers shopping practices at the airport. According to the finding about 46.8 percent of transit passengers confirmed that they have a practices of buying Cosmetics and perfumes from the airport. While 17.5% of respondents are neutral, 2.1 percent and 1.6 percent strongly agree and disagree respectively. The results of the interviews also confirmed the idea that even if passengers did not intend to shop at the airport, they did so for cosmetics and perfumes.

This explained by respondent (po4)

*In the airport even if you didn't planned to shop you may buy products, mostly at the airport I buy perfumes and if I have time I go restaurant for meal*

Another respondent (p17 female age 34)

*I usually shop perfumes for gift to my family*

As it is generally agreed that the most common things that transit passenger shop from the airport is the practice of buying Cosmetics and perfumes. This allows us to deduce that passengers engaged in airport shopping were enticed to purchase items such as perfume and cosmetics because they were less expensive.

### **Category 3: practice of buying Food and chocolates**

The practice of shopping for foods or snacks in the airport are popular because travelers have more free time and can sample a variety of delicacies. Additionally, a long journey may drive passengers to buy for refreshments. Chocolates and Food also another material aspect of transit passengers shopping practices at the airport. As shown in Table 4.2, on nthe practice of buying checolate at the airport, and around 39.5 percent and 30% of transit passengers have agreed and strongly agreed, respectively.

(As p13 Female 29) stated:-

*For me, when I am hungry off course because I want eat, I go shopping for snacks, such as chocolate and food to spend some time because I have a long transit time*

Another respondent (p17 female age 34)

*I usually shop chocolate for others for gift because, the price are attractive.*

Respondents said they buy chocolate and perfume for others at the airport, which confirms Joy's (2001) idea that gifting chocolates is one way of giving and receiving pleasure. Many of the participants stated that they bought chocolate for their immediate family. Furthermore, since relationship maintenance occurs not only among family members, friends, and coworkers, but also among romantic partnerships, the practice of shopping for chocolate is mentioned by most of the respondents.

### **Category 4:- Practice of Buying traditional staff**

The majority of those who took part in the study confirmed an agreement on buying Ethiopian traditional products made locally. That is, people are motivated to buy Ethiopian traditional cloth because they believe they will not be able to find similar things elsewhere. As seen in Table 4.2 on the Practice of Purchasing Traditional Staff at the Airport, approximately 51.4 percent and 23.3 percent of transit passengers, respectively, agreed and strongly agreed. With a combined percentage of 74.7 percent and a mean score of 3,9, transit passengers are interested in traditional staff shopping. Moreover, (P09 age 49 male) respondent noted that:-

*During transit Mostly I buy traditional stuff from Ethiopian airport such as clothes, souvenirs and handicrafts for example I bought traditional Ethiopian clothes for my wife, it's because she is originated from Ethiopia.*

In addition, many who go shopping simply look for traditional things in order to remember the location and make sensible purchases. Therefore, airport retailers should focus on providing traditional local products to entice transit passengers to shop. Consequently; it will assure the quality of service offered to passengers and boost passenger satisfaction. Furthermore, the findings

are consistent with those published by (Akhil et al. 2008), who stated that tourists encounter other cultures, their materials and handicrafts represent local customs, as well as the sites visited by travelers are major motives for purchasing of the products. Therefore, a similar pattern of transit passenger shopping practices were identified regarding shopping traditional stuff and handicrafts.

#### 4.1.5. Meaning Aspect of Transit Passenger Airport Shopping

Meanings are one of the "building blocks of practice theory," which focuses on Symbolic or shared meanings, social expectations, ideas, and collective goals that enable to explain transformation of the processes. We found several related categories from the interviewees those who involved in shopping at the airport during transit, for instance shopping for items that have symbolic/cultural significance to them while purchasing products from airport explained why they buy specific products: As a result, the goal of the element meaning is beliefs, values and shared understandings that represent the social and symbolic value of involvement in the practice are the meanings aspect (Shove, et al., 2012).

According to a study that looked at various motives for purchasing products, four types of meaning were revealed for transit passengers shopping activities at the airport (symbolic, gift buying, and time pressure, using tax free incentive). This is due to the fact that the majority of passengers go shopping on occasion.

**Table.4.3. Meaning of Transit Passenger Shopping**

	strongly disagree	Disagree	Neutral	Agree	strongly Agree	Mean
To use brand values.	2.1%	6.2%	24.8%	52.2%	14.7%	3.71
I like to purchase souvenir	1.3%	1.6%	23.8%	54.8%	16%	3.87
Because Airport product is quality and authentic.	3.6%	1.8%	17.8%	36.2%	29.7%	3.78
I always want to Shop Gift	1.6%	2.3%	27.9%	35.9%	32.3%	4.01
<b>Aggregate mean</b>						<b>3.85</b>

**Note:** 1=strongly disagree / 2=disagree /3=neutral /4=Agree / 5=strongly Agree

(Source: field survey, 2021)

#### Category 1:- For buying presents

Buying gift is the main aspect meaning of transit passenger shopping practice with a mean score of 4.01. In terms of gift-buying practices, the phrase "I always want to Shop Gift" was agreed with by 35.9% of respondents, with 32.3 percent strongly agreed, and confirmed that they have a practice

of buy gifts when at the airport. Table 4.3 shows that this variable has an average score of 4.01, indicating that respondents are in agreement. This is an important finding in understanding of a practice of shopping presents (Gifts) that can communicate a variety of symbolic messages, including "the status of a relationship, a commitment of future contact, or a declaration of love, respect, or dominance."

Moreover, it also illustrated by: (As explained by p09 age 28 male)

*Actually I am not a good shopper, but sometimes because I have time in transit at the airport I buy presents specifically clothes for my little children such as t-shirts (Other respondents, p17age 34, Female)*

*I usually shop chocolate for others and perfumes for gift because the price are attractive.*

(Respondent P16 age Male)

*The meaning is because I usually buy gifts for my family and sometimes it is good to buy liquor from the airport and perfume because duty free products which are not available anywhere*

Buying gifts is the most popular way of maintaining relationships with others; therefore it's only logical that passengers would buy gifts for their family and friends while returning from their trip onboard. Furthermore, as shown (Table 4.3.) above and as substantiated by the interview, buying and giving gifts is one of the most commonly stated shopping activities among transit passengers. This could be due to the cost, their travel experience, and as a reminder of their travel, as well as to show their family and friends where they've been and to indicate that they're thinking about them while aboard. This also supported by other researchers pointed out that Passengers according to (Timothy 2005,) tend to buy larger and more expensive souvenirs for themselves, but less expensive mementos for their family and friends back home. As a result, the practice of purchasing gifts may stem from the fact that materials such as (perfume, chocolates, and other gift items) are less expensive than in other parts of the airport. However, because gift-giving is linked to a variety of social factors, the motivation for purchasing a gift at the airport may not be solely based on price.

## **Category. 2. To purchase souvenir and coffee (symbolic meaning)**

Regarding souvenir 54.8 percent of respondents agreed, and 16 percent strongly agreed, with the statement "**I like to purchase souvenir**," and confirmed that that having a **souvenir**," from the airport have symbolic meaning to them (Table 4.4.above ) reveals that the average score for this variable is 3.87, indicating that respondents are in agreement. In line with this, we observed multiple comparable reports throughout the interviews of how respondents were involved in

shopping as a result of frequently random occurrences, which drove impulses to purchase at the airport while in travel. For example, the following quotation explains why he bought a particular local brand of products and souvenirs. Respondent explained that

*For me sometimes airport shopping is to walk around to see and in Ethiopian airport mostly I buy Ethiopian things, like souvenirs but, for international product I prefer other bigger airport*

Other respondents

*I think it is just to buy something that you cannot find anywhere you buy from the airport and sometimes souvenirs and mostly from Ethiopia I buy coffee*

(Armenian women, age 57)

*Let say for example I bought lion coffee from Ethiopia because coffee originated from Ethiopia so you have to buy coffee from here*

*(Respondent P11 male, age 25)*

*I want to buy souvenirs that describes the country and the people, their culture and history, therefore shopping for me depends on where I am shopping*

Other respondents (p14 age 38, male)

*I actually buy traditional cloths and souvenirs of Ethiopian because to share Ethiopian culture to other people and to show the life of Ethiopia to other people and it's also nice, for example I bought Ethiopian leather jacket which is local brand and quality Even though it's made in Ethiopia*

Other respondents supported the ideas p13 female age, 28

*Well! The meaning of the product I bought, Let say about cigarettes because I am smoker and I want buy cigarettes especially, selam menthol cigarettes because in Armenia you cannot find menthol cigarettes since last year*

As a result, it appears to be a critical factor for transit passenger shoppers in the hands of meaning. The finding from interviewees were asked about the meaning of shopping, many said that it provided them with "memories" such as experiencing the destination's distinctive products, but that it was also associated with emotions of feeling the culture and purchasing local brands. Other studies conducted by Kim and Littrell's (2001) on leisure visitors found that the more experience the tourists had, the less symbolic marker souvenirs they would buy.

However, the focus of this survey is on transit passengers, with the majority (44.5%) of respondents having had less than three times purchasing experiences at the airport. Therefore, the finding confirms that travelers with less shopping experience are more likely to purchase for souvenirs. This may explain, transit passengers who are just staying at the airport for a short time and have limited experience are more likely to shop for souvenirs.

### **Category .3. Searching for quality products and brand values**

In terms of product quality, 36.2 percent agreed, and 29.7 percent strongly agreed, with the statement "Airport product is quality and authentic," and stated that they buy things because of their quality when buying from the airport. The remaining 8% strongly disagreed with this assertion, while the remaining 8% disagreed. The average score for this variable is 3.78, according to Table 4.3. Furthermore, it is identified that brand values 52.2 percent agreed, and 14.7 percent strongly agreed, with the statement " To use brand values," and stated that they buy things because they value brands when buying from the airport. Therefore, it can be concluded that the meaning that transit passengers practice of buying product is because they consider product from the airport is quality and brand values to them than other shopping areas. These conclusions are supported by:

(Nigerian Respondent, male, age 42)

*I know that most of the products in the airport are original; outside the airport, the products you get are not genuine; they are sub-standard, so if you miss buying the product, you will not be able to find it again*

### **Category 4:- Time pressures and having long lay over at the airport**

Shopping during transit at the airport seemed to have embodied a good positive view about passing the time and also to relieve stress at the airport during transit. Throughout the interviews, we explored a number of common themes in how interviewees/transit passengers became involved in shopping at the airport while in transit, mostly as a result of chance encounters( occasional shopping) or to refresh them self and pass time. For instance, the following quote describes why he bought something at the airport.

Respondent explained (P12 female, Age 57)) explained:-

*Shopping at the airport is to pass time because I have six hours to sit here, so rather than sitting long it is better for me to walk around and see the shop and the product available*

( Respondent P02 male, Age 35)

*Shopping during transit for me is a way to see new things if there are any, as well as to refresh my mind after a long hour on the plane, otherwise I will get bored sitting here, so you can enjoy the moment of stopover shopping. You know some time products in the airport are unique if you miss it you cannot find it again*

As indicate in the quotation above the amount of time available at the airport also other motivation factor for shopping at the airport. This also supported by other researchers (Chung.Wu, 2013).discovered that passengers who spend too much time in the airport terminal have an impact

on their shopping spending since the length of time spent in the terminal is directly linked to the amount of money spent on shopping. They also discovered that longer airport wait times are associated with greater levels of retail spending, because the longer the wait time, as the longer the wait time, the higher the amount of money spent on shopping, drinking and eating in the airport.

#### 4.1.6. Competences aspect of transit passenger shopping

This question addressed the competencies and skill of transit passengers when purchasing products and how they select the appropriate product while shopping at the airport. The component of “competences” refers to the practical knowledge and skills required for airport shopping practice. Regarding to transit passenger shopping practices, most of participant stated that the option of paying with a visa card is available in almost every shop at the airport. According to participant observation, the majority of shoppers prefer to pay with using of credit- cards. As a result, an increasing number of passengers are acquiring the skills necessary to carry out the practice of purchasing through visa. Shopping competency is gained through experience; shoppers have gained applicable competences in relation to the particular location in general through general experience over time, which they then enable while performing the practice on site. However, unlike open-air shopping, airport shopping necessitates a set of shopping competencies, experience, and skills specific to the airport shopping environment. When it comes to the airport shopping practices of transit passengers, the listed competencies include product awareness, negotiating skills, and buying buy visa card, looking for discounts by comparing the prices of similar items is identified.

**Table .4.4. Competence aspect of Transit passenger shopping practice at the Airport**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean
I know what to buy at the airport	2.3%	3.1%	23.3%	56.3%	15%	3.84
I have developed negotiation skill	6.7%	8.8%	17.8%	40.3%	26.4%	3.71
I have Communication skill with shop employee	6.5%	11.4%	23.3%	32.6%	20.4%	3.76
Because able to pay in Visa card	6.5%	12.4%	15.2%	37.7%	28.2%	3.57
<b>Aggregate mean</b>						<b>3.766</b>

**Note:** - 1=strongly disagree / 2=disagree /3=neutral /4=Agree / 5=strongly Agree  
**(Source: Field survey, 2021)**

### **Category 1:- Knowledge of what to buy from the airport**

The highest mean score with this statement is “I know what to buy at the airport,” as seen in (Table 4.4.) above mean of 3.84 indicates that the respondents have trust and confidence in the airport's product knowledge. While 23% of transit passengers are undecided, 2.3 percent strongly disagree and 3.1 percent agree with the statement "I know what to buy at the airport. This could be attributed to a lack of awareness about airport shopping due to a lack of travel expertise.

(Female p-05 respondent age)

*I usually shop something specific I am looking for, usually I know what I am going to buy from the duty-free which is convenient, because of my experience I know which are the stuff I found convenient like perfume ,or liquor or specific wine of that country*

Many transit passengers claimed to have gained a better, internalized understanding of what to buy at the airport as they gained more travel experience, according to the interviews. Their product selection grew, and they became less hesitant to purchase items from the airport. One respondent also stated that he was unwilling to buy items from the airport because he believes that products from the airport are pricey at first, before becoming more accustomed to airport shopping. Without a doubt, the experience of learning-by-doing parts of shopping at the airport proved to be a more interesting activity, the products undoubtedly distinctive and of high quality, and the users became more engaged in shopping at the airport. Therefore, passengers with prior airport shopping experience have a wider range of products selection knowledge than those who have no prior airport shopping experience.

### **Category 2:- Negotiation skill**

As shown in Table-4.4, 26.4 percent strongly agree and 40.3 percent agree with the statement "I have developed negotiation skills. “While roughly 17% and 8.8% of transit passengers, respectively, react neutral and disagree. Around 6.7 percent of respondents strongly disagree with their ability to negotiate.

(As noted by p01 Male, age 42 Transit Passenger)

*The only shopping experience I've had at the airport is the price difference. You know, in this airport, there are more similar shops, because when I see something I like, I ask the price, and they tell me, and in most cases, I find the item expensive, and sometimes I go to other shops for the same items, and the price is discounted, which is different from the original price, so I automatically buy it*

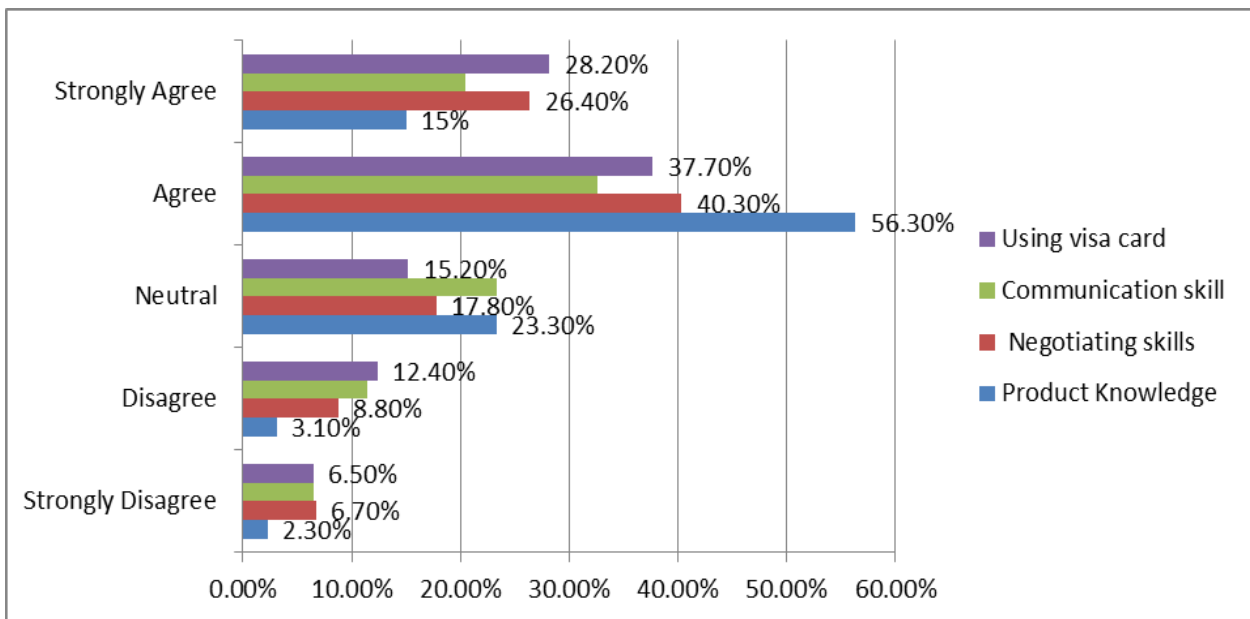
The researcher noticed that several practical considerations, such as pricing concerns, influenced passenger shopping practices. Some of them buy products at the airport through negotiating. As

stated in the above quotation, the study discovered transit passenger shopping practice also confirms the element of social practice theory ability to perform specific tasks. As some respondents were unaware of pricing differences between different product categories, therefore they would like to negotiate and obtain a discount.

**Category.3. Able to pay in visa card**

As shown in Table-4.4, approximately 37.7% and 28.2% of transit passengers say they "agree" and "strongly agree" that they use credit cards to pay for their shopping at the airport. While 15.2 percent and 12.4 percent of transit passengers, respectively, said regarding the practice of paying with credit as "neutral" and "disagree." respectively. Around 6.5 percent said they "strongly disagree" with the practice of paying using a credit card. One factor could be that many people who do not have a credit and /or card prefer to pay with cash since they cash on their hand Visa cards allow travellers to make purchases with visa cards that may be the reason that passenger can save their time while paying in cards rather than cash.

**Competence aspect of transit passenger shopping practices**



**Figure. 6. Chart Competence aspect of transit passenger airport shopping**

#### 4.1.7 Summary of Transit passenger airport shopping practice (SPT)

**Material aspects includes** (bodies, things, technologies, and tangible physical entities) Practice theory Nicolini (2012), In line with practice theory the materials aspect of transit passenger shopping practice (See **Figure. 4**) includes cosmetics and perfumes liquor, traditional local products and chocolate and food. **Competence** is the abilities and knowledge needed to properly complete a practice, as well as the ability to handle equipment and follow instructions. (Giddens, A., 1984). As the finding shows (**figure.4**) the competence aspect of transit passenger shopping practice includes negotiation skill, product knowledge and using credit card for properly function payment. The third component is **meaning as** Schatzki (2002) describes that the convergence of elements of practice simply informs “what makes sense for someone to do, as a combination of mental activity, emotion, and motivation. Purchasing souvenirs, gifts, and discount searching at an airport are all factors that influence how transit travelers make purchases.

#### Key feature of transit passenger shopping

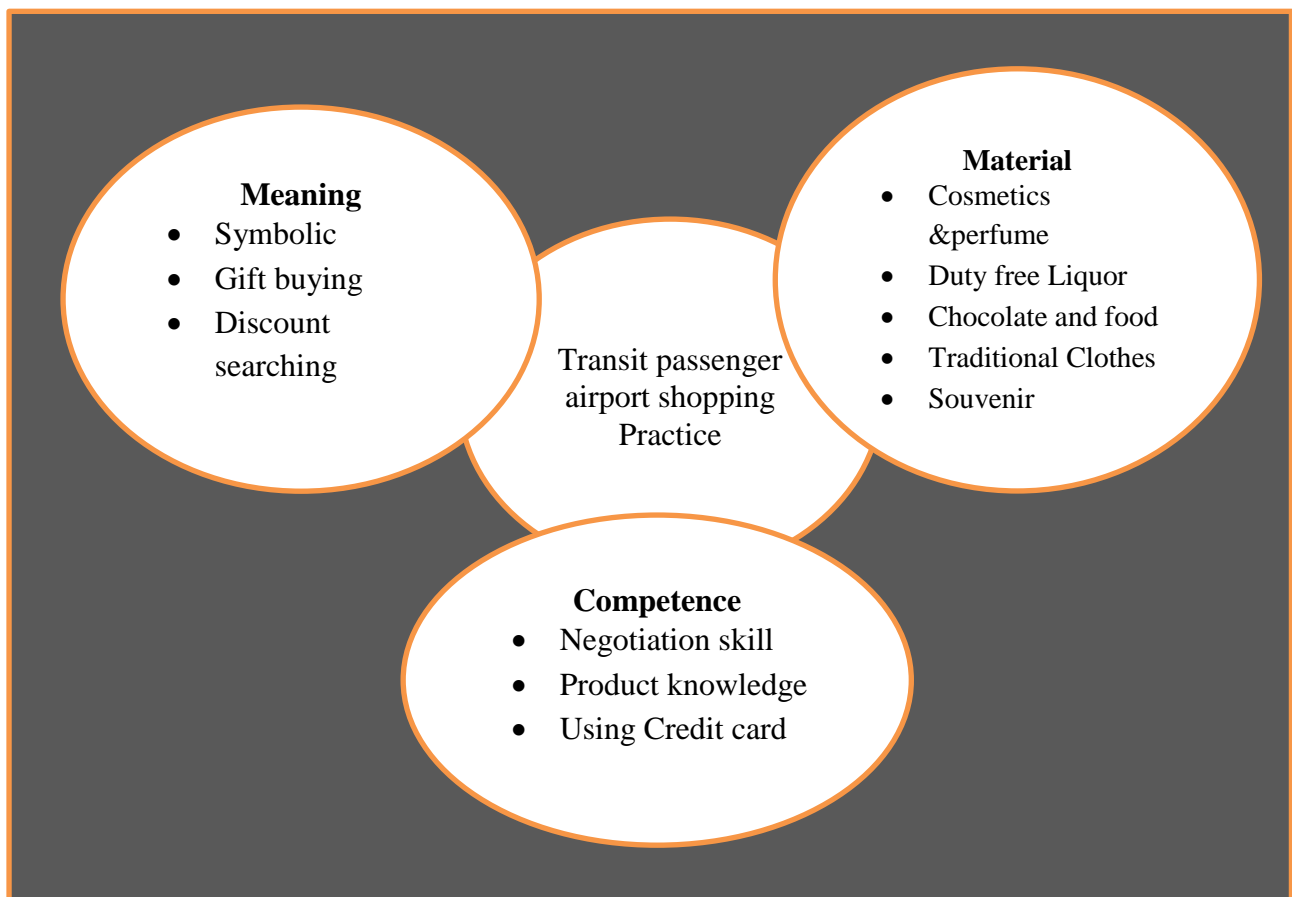


Figure 5 .Key Features of Transit Passengers Shopping

## 4.2. The Most often shopping items by transit passenger

Chocolate, food, perfume & cosmetics, liquor, and souvenirs are among the most common items purchased by transit passengers at the airports. Cigarettes, jewelry, traditional local clothing, shoes, electronic, coffee, leather jackets, mobile accessories, artworks, bags, eyeglass, watches and books are among the other items purchased by transit passengers.

**Table 4.5. The most Preferred shopping Item of Transit Passenger .**

	Frequency	Percent
Cosmetics and perfume	101	26.1
Electronics	18	4.7
Souvenirs	58	15.0
duty free liquor	73	18.9
chocolate and food	66	17.1
cloth and jewelry	37	9.6
Other	34	8.8
Total	387	100.0

**(Source field survey, 2021)**

Chocolate, perfume, cosmetics, souvenirs, and liquor were among the items mostly purchased by transit passengers. If there were differences in preferred shopping item between male and female respondents, cross tabulation was done to see if there was a significant association between these factors (See table 4.5). However, when it comes to purchasing chocolate, food, souvenirs, and electronics were found with the majority of respondents had no substantial differences between Gender.

The evidence in adjusted residuals in Table 4.5.1 below, on the other hand are critical in identifying how the connection in the sample data differs depending on the gender of the shopping item. If the adjusted residual is greater than or equal to 1.96 (or less than or equal to -1.96) as advised by Delucchi, 1993) the actual frequency value differs significantly from the predicted frequency. Therefore, the evidence of significance difference of shopping item was observed between men and women as indicated in the table below.

**Table 4.5.1. Gender and most preferred Shopping Item Cross tabulation**

		Gender * Most preferred Shopping item Cross tabulation								
		Most preferred shopping item							Total	
		cosmetics and perfume	electronics	Souvenir s	duty free liquor	chocolate and food	cloth and jewelry	Other	Total	
gender	Male	Count	55 <sub>a, b, c</sub>	13 <sub>a, b, c</sub>	38 <sub>a, b, c</sub>	56 <sub>c</sub>	45 <sub>a, b, c</sub>	14 <sub>b</sub>	27 <sub>a, c</sub>	248
		Expected Count	64.7	11.5	37.2	46.8	42.3	23.7	21.8	248.0
		% within gender	22.2%	5.2%	15.3%	22.6%	18.1%	5.6%	10.9%	100.0%
		% within most preferred item		72.2%	65.5%	76.7%	68.2%	37.8%	79.4%	64.1%
		Adjusted Residual	-2.3	.7	.2	2.5	.8	-3.5	2.0	
Female	Count	46 <sub>a, b, c</sub>	5 <sub>a, b, c</sub>	20 <sub>a, b, c</sub>	17 <sub>c</sub>	21 <sub>a, b, c</sub>	23 <sub>b</sub>	7 <sub>a, c</sub>	139	
		Expected Count	36.3	6.5	20.8	26.2	23.7	13.3	12.2	139.0
		% within gender	33.1%	3.6%	14.4%	12.2%	15.1%	16.5%	5.0%	100.0%
		% within most preferred item	45.5%	27.8%	34.5%	23.3%	31.8%	62.2%	20.6%	35.9%
		Adjusted Residual	2.3	-.7	-.2	-2.5	-.8	3.5	-2.0	
Total	Count	101	18	58	73	66	37	34	387	
		Expected Count	101.0	18.0	58.0	73.0	66.0	37.0	34.0	387.0
		% within gender	26.1%	4.7%	15.0%	18.9%	17.1%	9.6%	8.8%	100.0%
		% within most preferred item	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Each subscript letter denotes a subset of most preferred item categories whose column proportions do not differ significantly from each other at the .05 level. **(Source field survey,2021)**

The relationship between gender and preferred shopping item of Transit passengers was examined using a chi-square test of independence chi-square (6, N = 387) = 24.721, p =.000, showed an evidence of significant relationship between most preferred shopping item and Gender. Women were more likely to purchase clothing and jewelry than men and there is evidence of significance difference in shopping duty free liquor between men and women, in which men are more likely to buy duty free liquor than women. Therefore, it can be conclude that significantly more women than men were buying clothes and jewelry. In addition women spend more on cosmetics and perfumes than men. This conclusion, however, contradict studies from (Siu Lan Kwan, 2008), which imply that female and male travelers had the same product preferences.

From the review above the implication of these finding shows that cosmetics and perfumes are primarily used by women. This may be women use cosmetics to improve their appearance, and they are concerned about the long-term effects that a change in their skin can have. With the data on airport shopping motives, the analysis found that buying cosmetic and perfume products at the airport is linked to the idea that quality and brands, together with price, are two of the most important factors in determining cosmetic and perfume product purchases.

**Table 4.5.2. Chi-square Test**

<b>Chi-Square Tests</b>			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.721 <sup>a</sup>	6	.000
Likelihood Ratio	24.708	6	.000
Linear-by-Linear Association	1.713	1	.191
N of Valid Cases	387		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.47.

(Source: Field survey, 2021)

Chi-squared tests are only useful when the sample size is large enough, and less than 20% of cells have an expected count of less than 5, with none having an expected count of less than 1. As can be seen in table 12, above the analysis is valid, and no cells have expected counts of less than 5.

**Table 4.5.3. Symmetric measure of Significance**

<b>Symmetric Measures</b>			
		Value	Approximate Significance
Nominal by	Phi	.253	.000
Nominal	Cramer's V	.253	.000
N of Valid Cases		387	

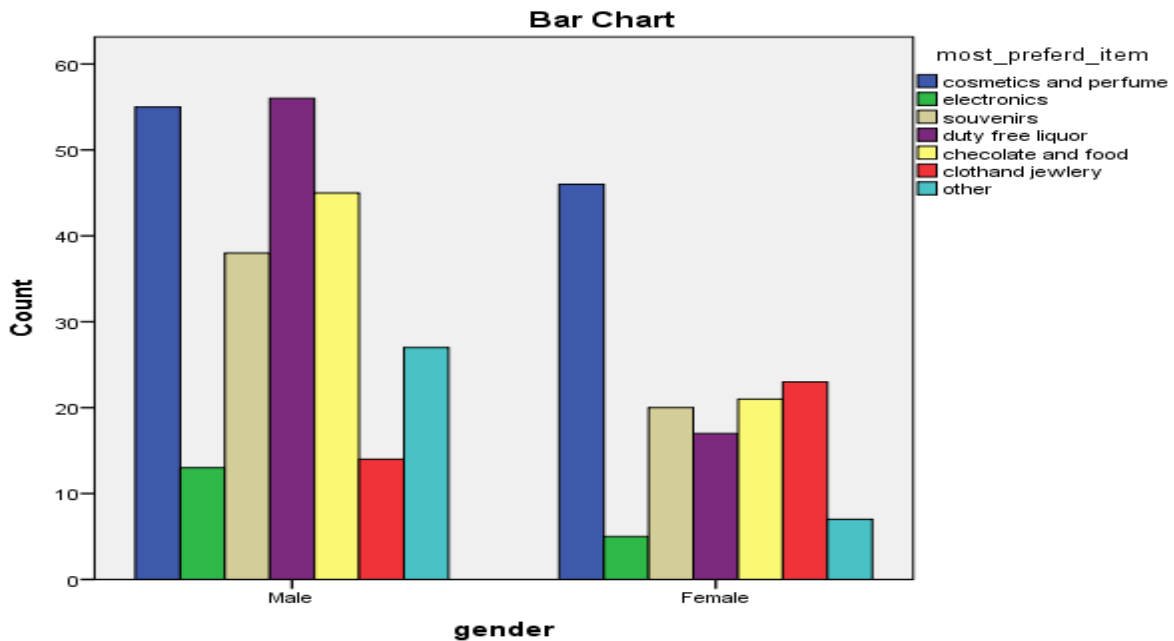


Figure. 7. Bar charts of gender and most preferred item cross tabulation.

### 4.3. Transit passenger Motivation factor for shopping at the airport

One of the objectives of the study is to investigate the motivation of transit passenger to shop at the airport. The factorability of the 23 shopping motivations statements used to determine transit passenger shopping motivation was initially investigated. The statements with an eigen value greater than 1.00 and a factor load greater than 0.5 were evaluated in the factor analysis. According to Hair et al. (2010), factor loading estimates should be higher than 0.5, and ideally, 0.7 or higher. Factor analysis with the statistical package for social science version 24 was used to validate these items (SPSS). To see if the items measure the same concept, a convergent validity test was undertaken for each of the shopping motive dimensions, it was observed that 17 of the 23 items correlated at least .3 with at least one other item, suggesting reasonable factorability (see Appendix A).

Second, the principal component analysis was conducted, and the Kaiser-Meyer-Olkin measure of sampling adequacy was 0.749, which was higher than the usually recommended value of 0.6, and Bartlett's test of sphericity was significant ( $\chi^2 (136) = 1738.985, p.000$ ). Finally, the communalities were all above 0.3 (See Appendix A), indicating that each item had some variation in common with others.

Because the purpose was to identify the factors affecting transit passengers' shopping motivation, principal components analysis was conducted. Seven items were removed because they did not contribute to a simple factor structure and did not fulfill the minimum criterion of a major factor loading of 0.5 or higher and no cross-loading of 0.3 or higher. For the final stage, a principal components factor analysis of the remaining 17 items, using varimax rotations, was conducted, with five factors explaining 60.952% of the variance. **(See appendix A)**

**Table .4.6.Item removed from analysis**

	Item	Adapted from
1	Shopping for me is adventure	Arnold and Reynolds ,2003
2	Shopping at the airport is fun experience	Arnold and Reynolds ,2003
3	Airport is convenient for shopping during transit	Arnold and Reynolds ,2003
4	To make new friends while shopping at the airport	Arnold and Reynolds ,2003
5	I go shopping to use the remaining local currency I have	Author
6	Because Shopping areas are close to boarding gate	Arnold and Reynolds ,2003

**(Source field survey, 2021)**

**Table .4.6.1. Principal Component Analysis**

<b>Rotated Component Matrix<sup>a</sup></b>					
	Component				
	1	2	3	4	5
<b>F1: Utilitarian shopping Motivation</b>					
I shop at the airport Watching to find new products	.781				
Because for buying country-specific local products when I am in transit I shop at the airport to buy duty free products	.771 .750				
I shop at the airport Because I get quality product	.598				
<b>F2: Hedonic shopping Motivation</b>					
To me shopping at the airport is to relieve stress.		.826			
If I have a long layover, I go shopping to pass the time before my flight		.811			
I enjoy shopping for hunting bargains or searching discount		.802			
<b>F3: Accomplishment shopping Motivation</b>					
I go shopping for buying products that I had planned in the airport			.820		
I go shopping during transit time for buying snacks			.785		
I go shopping at the airport for buying new fashion available			.750		
<b>F4: Airport Related shopping</b>					
Need for professional advice while shopping at the airport				.717	
Because Easy to get foreign exchange at the airport				.713	
Because of the availability of different payment method				.645	
Unique architecture of shopping center encourages me for shopping at the airport				.591	
<b>F5: Social shopping Motivation</b>					
Go shopping with others to experience airport shopping					.837
To interact with shop employee at the airport					.810
I Enjoy shopping products for my family					.719

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

**(Source field survey 2021)**

#### 4.3.1. Descriptive statistics and Cronbach's Alpha value of each dimension scale (N=387)

Cronbach's alpha was used to measure internal consistency for each of the dimension scales. The alphas were moderate, 0.638 for airport related motivation (4 items), 0.798 for hedonic shopping motivation (3 items), 0.747 for Accomplishment shopping motivation (3 items), 0.710 for social shopping motivation (3 items), and, 0.726 for utilitarian motivation (3 items). Eliminating more items would not have resulted in a significant boost in alpha for any of the scales. Cronbach alpha values for each dimension range from 0.638 to 0.798, indicating that it is important to evaluate the inter item correlation between items because Cronbach alpha is dependent to the number of items in the loading (Pallant,2010). As a result , under each dimension, all items computed transit passenger shopping motives had inter item correlations ranging from 0.2 to 0.4, which is close to the suggested value (Pallant,2010).

**Table .4.6.2.Descriptive Analysis and alpha of each dimension**

Dimension	No of items	Mean	St.dev	Inter-item correlation	Cornbrach's alpha
Utilitarian shopping Motivation	4	3.812	0.711	.296	0.726
Hedonic shopping Motivation	3	3.935	1.000	.490	0.798
Accomplishment Motivation	3	3.803	1.000	.421	0.747
Airport associated Motivation	4	4.00	0.623	.216	0.638
Social Shopping Motivation	3	2.721	0.967	.377	0.710

(Source: **Field survey 2021**)

According to the findings, the complete rotations of factor analysis of motivation items of transit passengers for shopping at the airport using principal component extractions generated five components with a cumulative variance of 60.952 percent. The five shopping motive factors of transit passenger shopping at the airport are described below based on these findings.

According to a mean analysis, “Airport associated motivation” (mean score of 4.0) and “Hedonic motivation” (mean score of 3.935) were the most dominant motivators for transit travelers to shop at the airport (See Table.4.6.3). The second part of airport shopping motivation was discovered to be accomplishment motivation, which obtained a mean score of 3.83, and utilitarian motivation, which received a mean score of 3.812. .In contrast, transit passenger rated ‘social motivation” (mean score of 2.721).

**Table .4.6.3. Means of each statement**

Descriptive Statistics		
	Mean	Std. Deviation
<b>Hedonic motivation</b>		
<b>HM1:</b> If I have a long layover I go shopping to pass the time before my flight	3.94	1.198
<b>HM2:</b> To me shopping at the airport is to relieve stress.	3.92	1.208
<b>HM3:</b> I enjoy shopping for hunting bargains or searching discount	3.95	1.153
<b>Aggregate mean</b>	<b>3.935</b>	
<b>Accomplishment motivation</b>		
<b>AM1 :</b> I go shopping at the airport for buying new fashion available	3.79	1.233
<b>AM2:</b> I go shopping for buying products that I had planned in the airport	3.87	1.190
<b>AM3:</b> I go shopping during transit time for buying snacks	3.83	1.134
<b>Aggregate mean</b>	<b>3.803</b>	
<b>Utilitarian motivation</b>		
<b>UM1:</b> Because for buying country-specific local products	3.71	1.043
<b>UM2:</b> when I am in transit I shop at the airport to buy duty free products	3.75	.937
<b>UM3:</b> I shop at the airport Because I get quality product	4.05	.847
<b>UM4:</b> I shop at the airport Watching to find new products	3.75	0.939
<b>Aggregate mean</b>	<b>3.812</b>	
<b>Social motivation</b>		
<b>SM1:</b> I Enjoy shopping products for my family	2.93	.976
<b>SM2:</b> Go shopping with others to experience airport shopping	2.78	1.061
<b>SM3:</b> To interact with shop employee at the airport	2.51	1.073
<b>Aggregate mean</b>	<b>2.721</b>	
<b>Airport associated motivation</b>		
<b>ARM1:</b> Because Easy to get foreign exchange at the airport	3.99	.997
<b>ARM2:</b> Need for professional advice while shopping at the airport	3.80	1.055
<b>ARM3:</b> Unique architecture of shopping center encourages me for shopping at the airport	4.18	.916
<b>ARM4:</b> Because of the availability of different payment method	4.03	.942
<b>Aggregate mean</b>	<b>4.00</b>	

(Source: own survey,2021)

### **Factor 1:- Utilitarian Motivation**

The first shopping factor identified here is Utilitarian Motivation within combinations of item (I shop at the airport because I get quality product, because for buying country-specific local products, when I am in transit I shop at the airport to buy duty free products and I shop at the airport watching to find new products). This factor's Eigen value and total variance are 3.856 and 22.685 percent respectively.

*Respondent (P06) added on*

*I bought souvenirs because it's quite popular for Italians to travel through Ethiopia and have some pleasant memories about Ethiopia, such as Ethiopian coffee and local wear, these is all about my motivation to shop when I am in transit in Ethiopia.*

*(Respondents, p17, Female, age 46 explains as)*

*I'm mostly motivated to buy local products, such as souvenirs and gifts from the country, because I want to learn about the culture of the place I'm visiting, and I want to buy something symbolic to take home because foreign products can be found everywhere, and it also shows that I've been to Ethiopia and I can tell to my family stories about Ethiopia using the product, you know it also creates a conversation*

The utilitarian shopping motivation appears to be the first main factor that motivates transit passenger shopping motivation, indicating that transit passengers shop at the airport for functional reasons such as product price, quality, and availability of different products that entice them to shop at the airport. This finding is consistent with a recent study (Arnold and Reynolds, 2013), which found that consumers prefer products with high value, low cost, and a variety of options.

### **Factor 2:- Hedonic motivation**

The second shopping motivations factor transit passenger is hedonic motivations with possible combinations of ( To me shopping at the airport is to relieve stress, If I have a long layover, I go shopping to pass the time before my flight, I enjoy shopping for hunting bargains or searching discount). The eigenvalue of this factor is explained as 1.973 and the variance of 11.603% of total rotations. This research indicates that transit passengers want to enjoy and learn about the airport environment. Their reasons for visiting shops and the surrounding area are not exclusively for the purpose of purchasing goods, but also to view and spend the time available at the airport. It can be argued that hedonic motivation is an essential component for transit passengers at the airport. As a

result, airport management should focus on entertainment facilities and other activities that motivate transit passengers to participate in activities while they are waiting.

This supported by interview Respondent P04 Male, age, 56) explained:-

*My primary motive for shopping at the airport while in transit is a combination of material and recreational reasons, to an equal degree. But it depends on the material I found in the airport I go walking around to see what is there and if I found interesting things I will buy ,especially I buy things that I couldn't found in other places for example duty free products*

Another P05 Male respondent age 32) explained:-

*Shopping is about more than just buying things; it's also about seeing or learning about the country you're in. For example, if you go to a European airport, you'll see some specialized shops here that appear to be copy pests; you'll find four or five shops for liquor, but they all sell the same liquor; in other airports, you'll find some with different marks, electronics, and so on, but you can find some items here, such as souvenirs, traditional clothes that you won't find anywhere else and are very expensive (laugh)*

### **Factor 3:- Accomplishment Motivation**

The third possible transit passenger Shopping motivation is Accomplishment Motivation within items including (I go shopping for buying products that I had planned in the airport I go shopping at the airport for buying new fashion available, I go shopping during transit time for buying snacks) within total Eigen value of 1.774 and 10.445% variance.

As illustrated by (P13 Female, age 28):

*I usually motivated to shop something specific I am looking for, usually I know what I am going to buy from the duty-free which is convenient, because of my experience I know which are the stuff I found convenient like perfume ,or liquor or specific wine of that country*

We speculate that this might be due to Transit passengers persuaded to shop at the airport if they need essential necessities stemming from internal forces or a passenger's plan to accomplish a specific activity while traveling in order to get recognition or remember the destination.

*(Another female p12 age, 57) shopper added,*

*Because of searching for bargains or because I know that I can find the product that I am searching for, from the airport like cigarettes I am smoking these kind of cigarettes and I can find it here or perfumes that's the main motivation*

The findings are consistent with other studies and theories that show that a larger proportion of customers are more concerned with receiving praise from others, so they are encouraged to shop for new fashion and complete their shopping lists in order to improve their public image or achieve their individual identity (Japutra, Ekinci, & Simkin, 2019).Furthermore, the findings support

(McClelland's theory, 1985), which is described as "the extent to which individuals differ in their need to seek for rewards, such as praise from others and feelings of personal mastery, over the course of their lifetime." As a result, unique products play an essential role in encouraging transit passengers to shop. Hence, a wide range of products is required, and the findings of this study indicated that personal achievement is one of the motivating elements for transit passengers to shop at the airport.

#### **Factor 4 –Airport associated motivation**

Airports associated motivation of shopping at the airport factor which has scored eigenvalue of 1.426 within four items loaded. These item number (Unique architecture of shopping center encourages me for shopping at the airport, Because Easy to get foreign exchange at the airport, Because of the availability of different payment method, need for professional advice while shopping at the airport,) and the cumulative variance of this factor is 8.391 percent contributions to the total rotations.

The unique architecture of the shops that transit passengers may come across during their stay at the airport may have an effect on the purchasing motivations. This study determined the most important shopping motivation elements by examining them. As a result, airport management should focus on shop design and the attractiveness of the environment in order to increase transit passengers' motivation to shop at the airport. Providing them with more recreational opportunities and shopping experiences. Interview also supported this finding:-

As explained by respondent P01 *male age 42 explained:-*

*You know, the product in the airport is unique; for me, the reason for shopping at the airport is depend on the situation for example the shop arrangement and design; the show can activate me because even though I don't know what's going on there, I go to see and shop if anything interests me; of course, I'll compare prices as well, but the shop arrangement and design motivates me more.*

(P07, male Age 33) supported by saying:-

*Oh! For me the motivations for shopping at the airport, of course the design and of course the location, but the main thing that motivates me to shop is just the thing that I need to buy, because it looks like oh! My God I need that stuff and I have to buy it know and otherwise I will not find it again*

Other studies also supported that Passengers respond positively to well-designed retail settings, according to (Bloch, 2014), who observed that satisfied customers desire to spend longer time in well-designed shop and, look around, and connect with other customers and employees.

## **Factor 5:- Social Motivation**

The fifth shopping factor identified here is Social Motivation within combinations of item (Go shopping with others to experience airport shopping, to interact with shop employee at the airport, I Enjoy shopping products for my family) This factor's Eigen value and total variance are 1.331 and 7.829 percent respectively. This is evidence for transit passengers who were inspired by an interaction with a salesperson while at the airport, either for information or to pass the time while waiting for their flight. Social Motivation, on the other hand, obtained the lowest average score. Despite this, some transit passengers may still regard social motivation as a compelling reason to purchase at the airport, but our study suggests that social motivations should not be a top focus for airport management. (P14 female, age, 38) supported this argument by explaining

*It's a personal experience that I can't really explain." The feelings I had while shopping at the airport during my transit were related to connecting with other people, particularly if I was alone. I went shopping to talk with salespeople to learn about the country, but mostly to meet people to share my excitement and interest, especially with young people*

### **4.4. Association between airport shopping motivation and socio-demographic characteristics**

#### **4.4.1. Mann-Whitney U-test for transit passenger shopping motivation factor and gender**

The Mann-Whitney U-test (non parametric test) is employed since the sample was gathered using a convenience sampling technique and assumes a non-normal distribution. This is identical to Conducting an independent sample t-test (parametric test) with ranking values is the same. The Mann-Whitney U-test does not require a particular distribution of the dependent variable in the analysis because it is a non-Para continuous level test. One of the most powerful nonparametric tests is the Mann-Whitney U test. When the dependent variable is not normally distributed and the sample is acquired using a non-probability sampling technique, this is the appropriate test to compare mean scores. When compared to the independent sample t-test, the Mann Whitney U is less likely to produce an incorrectly significant result.

The Mann-Whitney U test is also one of the most powerful non-parametric tests. Thus it is the best test to compare mean scores when the dependent variable is not normally distributed and if sample is collected using non probability sampling technique. By comparison with the independent sample t-test, the Mann-Whitney U is less at risk to give a wrongfully significant result when there is presence of one or two extreme values in the sample under investigation

(Nachar, 2008). It is used to test the null hypothesis that two samples come from the same population (i.e. have the same median) or, alternatively, whether observations in one sample tend to be larger than observations in the other.

An Independent-sample Mann-Whitney U-test was used to see if transit passenger Hedonic shopping motivation differ significantly by gender, and the results show that Asymptotic. Sig. (2-tailed), is .002 (  $p < 0.05$ ). Therefore, significant evidence was found to reject the null hypothesis that the distribution of hedonic Shopping motivation of transit passenger is the same in the two groups. Hence, gender category Female had (See Table.4.7.1) (N = 139) larger mean rank (217.74) than gender category male (N = 248) with mean rank (180.69). These findings imply that hedonic shopping motivation differed by gender among transit passengers while shopping at the airport. Based on the finding the evidence of statistically significant difference was found (see Table 4.7.1.1.below) that (U=13935.500, P<0.005) shows females are largely dominated by hedonic shopping motivation than males. Therefore, the finding suggests that gender does have an impact on the hedonic shopping motivation of transit passenger shoppers.

**Table .4.7 1.Hedonic shopping Motivation and ranking of gender category**

		<b>Ranks</b>		
	<b>Gender</b>	<b>N</b>	<b>Mean Rank</b>	<b>Sum of Ranks</b>
<b>Hedonic shopping Motivation</b>	Male	248	180.69	<b>44811.50</b>
	Female	139	217.74	<b>30266.50</b>
<b>Total</b>		<b>387</b>		

(Source: =Field survey, 2021)

In conclusion, the find allows the conclusions that female are more motivated by Hedonic shopping motivation than male shopper. Comparison to prior studies the finding of this study also similar with other researchers were Female are found to be common in hedonic shopping motivations over utilitarian shopping motivations when shopping, analogous to the findings of (Arnold and Reynolds, (2003) and Asraar Ahmed (2015) that hedonic motivation are more common in female than males.

**Table .4.7.1.1. Test statistics of Hedonic Shopping motivation**

Test Statistics <sup>a</sup>	
Hedonic shopping Motivation	
Mann-Whitney U	13935.500
Wilcoxon W	44811.500
Z	-3.138
Asymp. Sig. (2-tailed)	.002

a. Grouping Variable: gender

**Table 4.7.2. Transit passenger Utilitarian shopping Motivation and Gender**

Ranks				
	Gender	N	Mean Rank	Sum of Ranks
Utilitarian shopping Motivation	Male	248	206.25	51151.00
	Female	139	172.14	23927.00
	<b>Total</b>	<b>387</b>		

(Source: =Field survey, 2021)

The findings of an independent sample Mann Whitney U-test to investigate if transit passenger utilitarian shopping motive differ by gender show that an evidence of significant difference ( $p < 0.05$ ) between male ( $N = 248$ ) and female ( $M = 139$ ) among transit passengers. These findings imply that while shopping at the airport, the utilitarian shopping motive differed by gender among transit passengers while shopping at the airport. According to the findings, males ( $N = 248$ )  $P < 0.05$ ), who are predominantly motivated by utilitarian shopping motivation with a mean rank of (206.25), outperformed females ( $N = 139$ ,  $P < 0.05$ ) with a mean rank of (172.14) (see table 4.7.2.1 above)

This result demonstrates that gender influences the utilitarian purchase motive of transit passenger shoppers. Therefore, evidence that male transit passengers are motivated by utilitarian shopping behavior more than female transit passenger. Other research (Alreck and Settle, 2002) indicated similar finding with this study findings that males have a larger utilitarian motivation for shopping than females.

However, there is also a contrast to some of prior research (Davis et al., 2014) suggested that females have a higher utilitarian drive than males. As a result, this is an essential finding in the understanding of the airport retail industry. Because there are disparities in shopping motive among transit passengers, the results found that they are not meant to be treated equally. What matters to a male transit passenger could not matter to a female transit passenger. As a result, retailers must ensure that they present themselves as a place where all transit passengers can buy new things, thereby attracting all types of customers.

Table 4.7.2.1 Test statistics of Utilitarian Shopping motivation

Test Statistics <sup>a</sup>	
	Utilitarian shopping motivation
Mann-Whitney U	14197.000
Wilcoxon W	23927.000
Z	-2.892
Asymp. Sig. (2-tailed)	<b>.004</b>
a. Grouping Variable: gender	

**Table 4.7.3.Independent-sample Mann-Whitney U-test Shopping Motivation and Gender**

<b>Hypothesis Test Summary</b>				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of <b>Hedonic shopping Motivation</b> is the same across categories of gender.	Independent-Samples Mann-Whitney U Test	.002	Reject the null hypothesis.
2	The distribution of Social shopping Motivation is the same across categories of gender.	Independent-Samples Mann-Whitney U Test	.097	Retain the null hypothesis.
3	The distribution of Accomplishment shopping Motivation is the same across categories of gender.	Independent-Samples Mann-Whitney U Test	.651	Retain the null hypothesis.
4	The distribution of Airport related shopping motivation is the same across categories of gender.	Independent-Samples Mann-Whitney U Test	.471	Retain the null hypothesis.
5	The distribution of <b>Utilitarian shopping motivation</b> is the same across categories of gender.	Independent-Samples Mann-Whitney U Test	.004	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

**Table 4.7.4. Difference between Social Shopping Motivation and Marital Status**

		Ranks		
	Marital status	N	Mean Rank	Sum of Ranks
<b>Social shopping Motivation</b>	Married	146	177.37	25895.50
	Unmarried	241	204.08	49182.50
Total		387		

(Source: field Survey, 2021)

#### **4.4.2. The differences between Social shopping motivation and marital status**

According to the findings of an independent sample Mann Whitney U-test to see if transit passenger utilitarian shopping motive, hedonic shopping motivation, airport associated shopping motive and accomplishment shopping motivation differs by marital status demonstrate that there is no significant difference (see table 4.7.5.below ) between married and unmarried in utilitarian shopping motive, hedonic shopping motivation, airport associated shopping motive and accomplishment shopping motivation.

However, there is significant difference in social shopping motivation among married and unmarried transit passenger. The finding indicates that among transit passengers, social shopping motive differed by marital status, while shopping at the airport. According to the findings, Unmarried (N= 241, P<0.05) who are predominantly motivated by social shopping motivation, than married (N = 146). A statistically significant evidence of difference unmarried who mostly Motivated by social shopping motive with a mean rank of (204.08) than married with a mean rank of (177.37). This finding suggests that the social shopping motive of transit passenger shoppers is influenced by marital status. Therefore, evidence that unmarried transit passengers are more motivated by social shopping behavior than married transit passenger.

Table 4.7.4.1 Test statistics of Social Shopping motivation

Test Statistics <sup>a</sup>	
	Social shopping Motivation
Mann-Whitney U	15164.500
Wilcoxon W	25895.500
Z	-2.287
Asymp. Sig. (2-tailed)	.022

a. Grouping Variable: Recoded marital status

This is an interesting finding when compared to other studies on shopping motivation, which have discovered that marital status has a significant impact on social shopping motivation. Prior studies also affirm this finding (Azizi, S., & Shariffar, A. 2011) studied on non-functional shopping motives among Iranian consumers. Results show that there is statistically a significant difference between single and married consumers. Similarly, the motives such as showing one's status, peer group attraction and pleasure of bargaining are more important for married persons than singles;

moreover, previous study certifies this finding (Azizi, S., and Shariffar, A. 2011) concentrated on non-practical shopping thought processes among Iranian purchasers. Results show that there is measurably a significant difference among single and married buyers. Also, the thought processes like appearance one's status, peer group attraction and delight of bargaining are more significant for married people than singles. However, the study found that singles score significantly higher than married persons on the motive of having social experience outside the home non-functional shopping motives.

That shows the significance of social motivation to singles on account of their status of living; correspondingly, the intentions of pretending, self-satisfaction, and tangible incitement are more significant for singles than married people.

**Table. 4.7.5. Independent sample Mann Whitney U-test shopping motivation and marital status**

<b>Hypothesis Test Summary</b>				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Hedonic shopping Motivation is the same across categories of Recoded marital status.	Independent-Samples Mann-Whitney U Test	.249	Retain the null hypothesis.
2	The distribution of Accomplishment shopping Motivation is the same across categories of Recoded marital status.	Independent-Samples Mann-Whitney U Test	.136	Retain the null hypothesis.
3	The distribution of Social shopping Motivation is the same across categories of Recoded marital status.	Independent-Samples Mann-Whitney U Test	.022	Reject the null hypothesis.
4	The distribution of Utilitarian shopping motivation is the same across categories of Recoded marital status.	Independent-Samples Mann-Whitney U Test	.204	Retain the null hypothesis.
5	The distribution of Airport related shopping motivation is the same across categories of Recoded marital status.	Independent-Samples Mann-Whitney U Test	.251	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

#### **4.4.3. The differences between shopping motivation and place of origin (African and Europe)**

According to the findings of an independent sample Mann Whitney U-test to see if transit passenger utilitarian shopping motive, hedonic shopping motivation, airport associated shopping motive and accomplishment shopping motivation differs by place of origin (African and Europe) demonstrate that there is no significant difference (see Appendix hypothesis test summary ) between African and European transit passenger in utilitarian shopping motive, hedonic shopping motivation, airport associated shopping motive and accomplishment shopping motivation.

#### **4.4.4. The differences between shopping motivation and Occupation (Government and private)**

The finding independent sample Mann Whitney U-test to see if transit passenger utilitarian shopping motive, hedonic shopping motivation, airport associated shopping motive and accomplishment shopping motivation differs by occupation (Government and private) demonstrate that there is no significant difference (see Appendix hypothesis test summary ) between government and private employee transit passenger in utilitarian shopping motive, hedonic shopping motivation, airport associated shopping motive and accomplishment shopping motivation.

#### **4.4.5. The differences between shopping motivation and income**

Independent-Samples Kruskal-Wallis Test Summary	
Total N	387
Test Statistic	12.581 <sup>a</sup>
Degree Of Freedom	5
Asymptotic Sig.(2-sided test)	.028

a. The test statistic is adjusted for ties.

The insignificant p value 0.028 in the above Independent-Samples Kruskal-Wallis Test Summary table is less than 0.05 ( $p < 0.05$ ) for social shopping motivation. However, for pair wise comparison the Significance values of adjusted Bonferroni correction is not significant which is ( $P > 0.05$ ). (see appendix A). As result no additional Post Hoc analysis for group comparison is required due to minor differences in Airport associated shopping motivation among transit passengers of various income level.

## 4.5. Analysis of kruskal-willies Test

### 4.5.1. The difference between shopping motivation and age groups

Kruskal-willies test is a statistical technique for detecting relationships between one or more categorical variables and a quantitative variable (dependent) which is similar with one way Anova. It allows us to look at the relationship of two or more independent variables with one dependent variables as well as test for significant differences between two or more groups.

Due to the violation of one of the assumption (random sampling) of one way Anova the alternative Kruskal-willies test was conducted to compare the means of independent groups (age groups of transit passenger) with shopping motivation (dependent) in order to determine whether there is statistical evidence that the associated age group means are significantly different in shopping motivation of transit passengers

**Table 4.8. Airport related shopping motivation between age groups**

Independent-Samples Kruskal-Wallis Test Summary	
Total N	387
Test Statistic	9.380 <sup>a,b</sup>
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.052

a. The test statistic is adjusted for ties.  
b. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

**(Source: field survey, 2021)**

The insignificant p value 0.052 in the above Independent-Samples Kruskal-Wallis Test Summary table is greater than 0.05 ( $p > 0.05$ ). As a result, the findings did not support the hypothesis that there are significant differences in shopping motivation among age groups in terms of airport related shopping motivation. This implies that there is no statistically significant variation in airport-related shopping motivation across age groups. This result of analysis provide an evidence for airport shopping motivations, it may be concluded that, there is no significant difference in shopping motivation of transit passengers across age groups. As a consequence of this study, we can conclude that no additional Post Hoc analysis for group comparison is required due to minor differences in Airport associated shopping motivation among transit passengers of various age groups.

**Table 4.8.1. Hypothesis Test Summary Airport related shopping motivation between age groups**

<b>Hypothesis Test Summary</b>				
	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Hedonic shopping Motivation is the same across categories of age.	Independent-Samples Kruskal-Wallis Test	.015	Reject the null hypothesis.
2	The distribution of Accomplishment shopping Motivation is the same across categories of age.	Independent-Samples Kruskal-Wallis Test	.722	Retain the null hypothesis.
3	The distribution of Social shopping Motivation is the same across categories of age.	Independent-Samples Kruskal-Wallis Test	.881	Retain the null hypothesis.
4	The distribution of Utilitarian shopping motivation is the same across categories of age.	Independent-Samples Kruskal-Wallis Test	.753	Retain the null hypothesis.
5	The distribution of Airport related shopping motivation is the same across categories of age.	Independent-Samples Kruskal-Wallis Test	.052	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

**Table .4.8.1.1 Difference between Hedonic motivation and age groups**

Independent-Samples Kruskal-Wallis Test Summary	
Total N	<b>387</b>
Test Statistic	<b>12.397<sup>a</sup></b>
Degree Of Freedom	<b>4</b>
Asymptotic Sig.(2-sided test)	<b>.015</b>
<b>a. The test statistic is adjusted for ties.</b>	

(Source: field survey, 2021)

Independent-Samples Kruskal-Wallis Test shows that Asymptotic significant alpha value  $p$  (.015) that  $p < 0.05$ , indicating that at least one of the groups differ significantly in their hedonic shopping motivation among different age groups. The Asymptotic Sig.(2-sided test)  $p$  value for the Independent-Samples Kruskal-Wallis Test in the above table is 0.015, which is less than ( $p < 0.05$ ). Therefore, there is an evidence that the finding supports that different age groups have different levels of Hedonic shopping motivation. Hence, it is concluded that there is a significant difference in transit passenger shopping motivation across age groups. Because of the significant differences in hedonic shopping motivation among the different age groups, a Post Hoc analysis for group comparison also conducted below to avail which age groups of transit passenger are more motivated in hedonic shopping motivation

**Table .4.8 2.Pairwise comparison of Hedonic motivation and Age groups**

Pairwise Comparisons of age					
Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. <sup>a</sup>
46 -55-56 and above	-25.258	25.227	-1.001	.317	1.000
46 -55-36-45	55.292	18.564	2.979	.003	.029
46 -55-26-35	57.211	18.604	3.075	.002	.021
46 -55-below 25	58.333	22.400	2.604	.009	.092
56 and above-36-45	30.034	22.007	1.365	.172	1.000
56 and above-26-35	31.953	22.041	1.450	.147	1.000
56 and above-below 25	33.075	25.327	1.306	.192	1.000
36-45-26-35	1.919	13.930	.138	.890	1.000
36-45-below 25	3.041	18.700	.163	.871	1.000
26-35-below 25	1.122	18.740	.060	.952	1.000

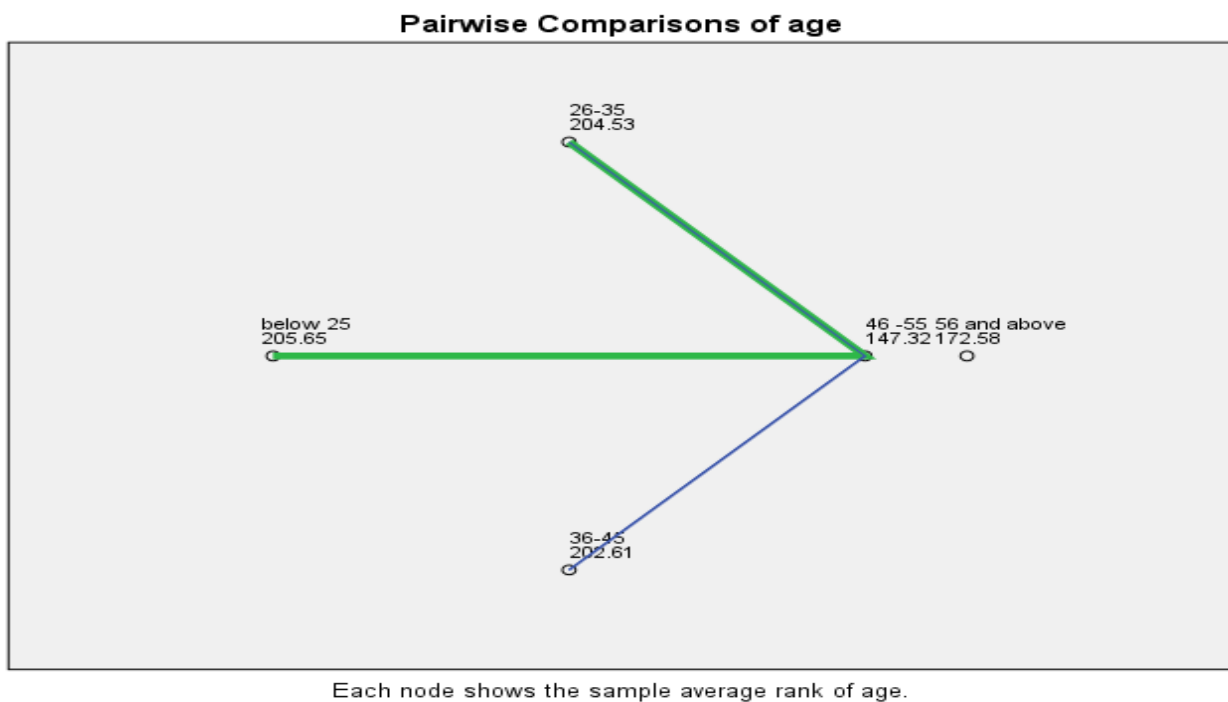
Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.

Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

(Source: field survey, 2021)

Table above shows the findings of the post hoc analysis for group comparison used in the study. A Kruskal-Wallis test provided strong evidence of a difference ( $p < 0.05$ ) between the mean ranks of at least one pair of groups. Dunn's pairwise tests were carried out for each age group. There was strong evidence ( $p < 0.05$ , adjusted by the Bonferroni correction) of a difference between the group who had the age group of 26-35 and those whose age group are between 46-55. The median hedonic shopping motivation for the age group 26-35 was 204.53 compared to 147.32 in the age group 46-55 (see figure.8 Below.). Moreover, the age group below 25 had a median of 205.65. Therefore, from the evidence Kruskal-Wallis test post hoc analysis of age group finding suggest that younger are more influenced by their desire for hedonic motivation than older ages



**Figure 8. pairwise comparison of each age group**

Hedonic motivation is more abstract and more close to home as far as results which make likely enjoyment and passionate worth. Moreover, purchasers are more animated, take part in the shopping system, feel them free, have a dream inspiration, and however for a brief time, disregard their issues (Babin et al., 1994). Rani (2014) states age makes a basic distinction among shopper decisions and buyers' utilization propensities and examples. The current investigation finding affirms that the examination by Rani (2014) states age makes a basic difference among buyer decisions and buyers' and consumers' consumption habits and patterns.

**Table .4.8 3.Difference between Social shopping motivation and age groups**

Independent-Samples Kruskal-Wallis Test Summary	
Total N	387
Test Statistic	1.183 <sup>a,b</sup>
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.881

a. The test statistic is adjusted for ties.

b. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

**(Source: field survey, 2021)**

**Table.4.8 4.Accomplishment Motivation and age Groups**

Independent-Samples Kruskal-Wallis Test Summary	
Total N	387
Test Statistic	2.074 <sup>a,b</sup>
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.722

a. The test statistic is adjusted for ties.

b. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

**(Source: field survey, 2021)**

**Table.4.8 5.Utilitrain shopping motivation and Age Groups**

Independent-Samples Kruskal-Wallis Test Summary	
Total N	387
Test Statistic	1.907 <sup>a,b</sup>
Degree Of Freedom	4
Asymptotic Sig.(2-sided test)	.753

a. The test statistic is adjusted for ties.

b. Multiple comparisons are not performed because the overall test does not show significant differences across samples.

**(Source: field survey, 2021)**

The p value 0.881 in the above table Independent-Samples Kruskal-Wallis Test Summary is insignificant for social shopping motivation, which is the p value greater than 0.05 and (p-values.722 and 0.753 for Accomplishment and Utilitarian motivation, respectively). As a result, the findings did not support the hypothesis that among the age groups of transit passenger have different levels of accomplishment shopping motivation, Utilitarian shopping motivation and social shopping motivation. This means there is no statistically significant difference in social, accomplishment, Utilitarian shopping motivation and airport related shopping motivation between different age groups of transit passengers. Due to insignificant differences among the different age groups, further Pairwise comparison analysis for group comparison is not required.

#### 4.5.1. The differences between shopping motivation and shopping experience

Independent-Samples Kruskal-Wallis Test Summary	
Total N	387
Test Statistic	8.333 <sup>a</sup>
Degree Of Freedom	3
Asymptotic Sig.(2-sided test)	<b>.040</b>

a. The test statistic is adjusted for ties.

An Independent-Samples Kruskal-Wallis hypothesis summary indicates that only accomplishment motivation has significant difference among different level of shopping experience of transit passenger. Independent-Samples Kruskal-Wallis Test shows that Asymptotic significant alpha value p (.040) that  $p < 0.05$ , indicating that at least one of the groups differ significantly in their Accomplishment shopping motivation among different level shopping of experience at the airport. Therefore, there is evidence that the finding supports that shopping experience have different levels of shopping motivation. Hence, it is concluded that there is a significant shopping experience has in influence on transit passenger shopping motivation at the airport. Because of the significant differences in hedonic shopping motivation among the different level of shopping experience(Frequency), a Post Hoc analysis for group comparison also conducted below to avail which group of transit passenger are more motivated in Accomplishment shopping motivation.

Pairwise Comparisons of Shopping Experience at the airport					
Sample 1-Sample 2	Test Statistic	Std. Error	Std. Test Statistic	Sig.	Adj. Sig. <sup>a</sup>
4-6 Times-7-10 Times	-8.187	19.737	-.415	.678	1.000
4-6 Times-1-3 Times	9.714	13.627	.713	.476	1.000
<b>4-6 Times-Above 11 Times</b>	<b>-49.956</b>	<b>17.911</b>	<b>-2.789</b>	<b>.005</b>	<b>.032</b>
7-10 Times-1-3 Times	1.527	18.604	.082	.935	1.000
7-10 Times-Above 11 Times	-41.769	21.937	-1.904	.057	.341
1-3 Times-Above 11 Times	-40.242	16.654	-2.416	.016	.094

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.

Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

Table above shows the post hoc analysis for group comparison among different categories of shopping experience (Frequency). A Kruskal-Wallis test provided an evidence of a difference ( $p=.032$ ,  $p < 0.05$ ) between the mean ranks of at least one pair of groups. Dunn's pairwise tests were carried out for each age group. There was an evidence ( $p < 0.05$ , adjusted by the Bonferroni correction) of a difference between the group who had the shopping experience more than 11 times and those whose shopping experience is 7-10 times a year. The median for Accomplishment shopping motivation for the category 7-10 times was 189.12 compared to 230.89 in the category of above 11 times shopping experience (see figure.9 Below.). Moreover, the category 1-4times had a median of 180 and category 4-6 times shopping experience had a median of 180.94. Therefore, from the evidence Kruskal-Wallis test post hoc analysis of shopping motivation in terms of shopping experience suggest that those who had more shopping experience are more influenced by their desire for accomplishment motivation at the airport than those who had less shopping experience at the airport.

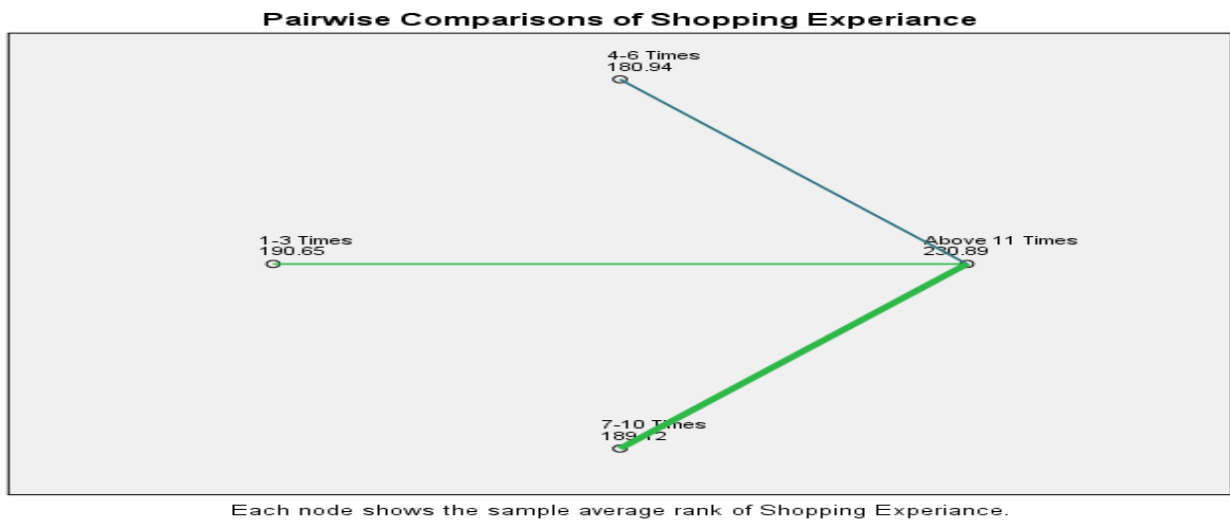


Figure 9. pairwise comparison of each category of shopping experience at the airport

Compared to prior studies results are consistent with Donthu and Garcia (1999) and Kim (1996); they found that as compared to infrequent or light shoppers, frequent or heavy shoppers were more motivated by aspects of the merchandise available. This might be the more experienced customer have plan to shop at the air terminal since they know the accessibility of items and go out to shop at the air terminal for purchasing new design accessible and achieve what they plan.

### Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Hedonic shopping Motivation is the same across categories of shopping experience.	Independent-Samples Kruskal-Wallis Test	.067	Retain the null hypothesis.
2	The distribution of Accomplishment Motivation is the same across categories of shopping experience.	Independent-Samples Kruskal-Wallis Test	.040	Reject the null hypothesis.
3	The distribution of Social shopping Motivation is the same across categories of shopping experience.	Independent-Samples Kruskal-Wallis Test	.804	Retain the null hypothesis.
4	The distribution of Utilitarian shopping motivation is the same across categories of shopping experience.	Independent-Samples Kruskal-Wallis Test	.829	Retain the null hypothesis.
5	The distribution of Airport related motivation is the same across categories of shopping experience.	Independent-Samples Kruskal-Wallis Test	.273	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

## CHAPTER FIVE

### 5. Conclusion and Recommendation

The purpose of this research was to investigate Transit passenger shopping practices and motivations at Addis Ababa Bole International Airport. Furthermore, the analysis identifies the most often purchased item by Transit passengers. Finally, the study wanted to see if there was a link between shopping motivations and a transit passenger's socio-demographic profile. The study found that transit passenger shopping comprised of three interconnected elements: such as material, competences and meaning. The finding confirm that transit passengers choose the material aspect of purchasing (utilitarian) that gives them the most benefit or relative advantage such as acquiring physical goods for consumption. Materials aspect of transit passenger shopping practice includes cosmetics and perfumes liquor, traditional local products and chocolate and food. This aspect of the research suggested that retailers should focus presenting wide variety of products to transit passenger in order to utilize the immense potential of shopping at the airport.

The second element identified is competence includes Product knowledge, negotiating abilities, and buying by visa card are highlighted as competency aspects of transit passengers' airport shopping practices. Looking for discounts by comparing the costs of similar things is also identified. In addition, the symbolic (souvenirs), gift-buying, and exploiting the tax-free incentive were the meaning aspects of transit passenger shopping practice were revealed. The most frequently mentioned material aspects include the cosmetics, perfumes, duty-free liquors, chocolates, and food. This could be owing to the fact that the bulk of shops offered at the airport are limited to selection of variety of products.

However, transit passengers' shopping practice were found a noticeable some similarity in shopping products but, significant difference in gender and preferred shopping item cross tabulation using a chi-square test of independence  $\chi^2(6, N = 387) = 24.721, p = .000$ , showed an evidence of significant relationship between most preferred shopping item and gender. Women were more likely to purchase clothing and jewelry than men and there is evidence of significance difference in shopping duty free liquor between men and women, in which men are more likely to buy duty free liquor than women. From the interviews, I discovered that there are a variety of elements that influence transit passenger buying behavior, which is also important to consider. Some of those practical factors involve the design and the location and product varieties and looking for bargains.

Five dimensions are identified that determine the motivation of transit passengers shopping at the airport: airport associated motivation, Hedonic motivation, utilitarian motivation, social motivation, and accomplishment motivation. The most significant effects discovered are utilitarian shopping motivation and hedonic shopping motivation. Transit Passengers respond favorably to well-designed retail environments, preferring to spend more time, pass the time, and relieve stress at the airport. The motivation factors of transit passengers were driven to buy at the airport because of the demand for duty-free products, the desire to manage available time, and the desire to achieve a goal. It can also be inferred that airport environment aspects such as the availability of foreign exchange are the primary motivators for transit passengers.

Regarding the relation between shopping motivations factor and a transit passenger's socio-demographic profile the motivation dimensions of sampled transit passenger do not differ due to their educational background. Contrary to educational background the marital status of the respondents on the motivation dimensions has significant relationships were indicated between married and single respondents. The research has shown that social shopping motive differs significantly between married and single transit passengers. This finding suggests that the social shopping motive of transit passenger shoppers is influenced by marital status. Therefore, evidence that unmarried transit passengers are more motivated by social shopping behavior than married transit passenger. The finding allows the conclusion that socio-demographic characteristics and airport shopping motivation among transit passengers have an impact. In terms of age, gender, and marital status and shopping experience the socio-demographic characters that influence airport shopping motivation, such as hedonic motivation, social motivation, and utilitarian motivation, accomplishment motivation are found among transit passengers.

Furthermore, the Mann Whitney U-Test analysis supported the Hypothesis that have an evidence of the statistically significant difference among social shopping Motivation (H3c) and marital status, as well as Utilitarian shopping Motivation (H2d), hedonic motivation (H2a) by gender. On the other hand the Krsukal Wallis test analysis supported the existence of the statistically significant difference among different age groups in hedonic shopping motivation (H1a), and accomplishment shopping motivation (H6b) among those who have different shopping experience of transit passengers. However, three hypotheses weren't supported by Krsukal Wallis and Mann Whitney U-Test analysis.

There was no Evidence that shows statistically significant Difference on Shopping motivation and place of origin (H4), shopping motivation and Occupation (H5) and shopping motivation in terms of monthly income (H7). On this base we conclude that shopping at the airport helps passengers to reconsider their travel destinations to some degree because it increases consciousness and memories that most journeys are taken in a short amount of time in transit to that destination. Passengers may be attracted to visit that country as a result of the shopping activities during transit. Paradoxically, it is the same as if the transit stay is not convenient while shopping during transits that appeal to discourage passenger towards planning the country for visit. Hence, the development of airport shopping has more similar effect likes other tourist destination it may desensitize passengers awareness of that specific country. Therefore, this research contributes significantly to the tourism literature in terms of shopping tourism, transit passengers, airlines and airport shopping, and destination image.

### **5.1. Recommendations**

Shopping tourism is one of the newest tourism features in the tourism industry, with direct and indirect benefits to retailers, airlines, and other businesses. As a result, by properly growing the airport shopping sector, the destination might gain social, economic, and political benefits. The researcher came up with some important recommendations based on the study's findings and conclusions that Governemnt, policy makers, academician's, stakeholders and airport management might apply to attain the desired goal.

**For Airport shopping area management:** - The main motivation of transit passenger for shopping at the airport observed in this study is hedonic and utilitarian motivation. Therefore, Standardization of shop design and increasing the variety of shops should be ensured by airport management in order to entice transit passenger's engagement in shopping. Airport related motivation should be viewed as a primary threat for transit passenger shopping.

Furthermore, airport management should place a high priority on Commercial areas layout and should be developed in the way that changes transit passenger mind to engage in shopping. Hence, airport management should plan renovations to the shopping design, number of shops and variety. Furthermore, such airport expansions must take into account both the number of transit passengers arriving and the physical location of the shopping areas at the airport, as well as other connected services, in order to maintain international airport retail standards.

**For Stakeholders** such as Tourism Ethiopia, Et-holiday together with Ethiopian airline and retailers should develop shopping Tourism marketing plan for airport shopping tourism in line with stopover tourism. In addition, there should be an emphasis on transit passengers, with incentives to encourage shopping at the airport.

**For retailers at the airport :-**Due to the fact that the majority of transit passengers are concerned about price, there must be mechanisms in place to influence purchases, such as incentive programs and the provision of retail services that fit transit passenger expectations.

**For Government:-** To utilize the potential of transit passengers for shopping at the airport the government should work on develop infrastructure (shopping zone) at Bole International Airport as a favorable shopping tourism destination and efficient promotion should be done through advertising, web-site, and e-marketing, with a focus on airport shopping tourism. Therefore, the study underlines the benefits of shopping tourism to the community and the government's economic basis, as well as recommendations for future rebuilding of airport retail zones for efficient use of transit passenger shopping.

#### **5.1.1. Future research recommendation**

The study focused on transit passengers' shopping practices and motivation, as well as the relationship between socio-demographic characteristics. This could be useful information for airport shopping area management and airport retailers. As a result, the Researcher has highlighted some areas in which more research is required in order to ensure product diversification in the industry and to examine shopping tourism in Ethiopia.

- There is a need for more research regarding transit passenger shopping satisfaction and availability. Because there has been little or no research on Ethiopian airport shopping,.
- Majority of transit passengers about 63.6 % did not have a plan to shop at the airport Therefore, there should be a research on why transit passenger did not engaged in shopping at the airport.
- There should be a research on Transit passenger airport shopping practices and motivation compared to other international airport.
- Studies on visitor expenditure on shopping tourism should be also considered as one of the areas of study to be conducted in the future.

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## APENDIX: - A Statistical Analysis

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.749
Bartlett's Test of Sphericity	Approx. Chi-Square
	1738.985
	Df
	136
	Sig.
	.000

### Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.856	22.685	22.685	3.856	22.685	22.685	2.219	13.053	13.053
2	1.973	11.603	34.288	1.973	11.603	34.288	2.127	12.511	25.564
3	1.776	10.445	44.732	1.776	10.445	44.732	2.072	12.189	37.753
4	1.426	8.391	53.123	1.426	8.391	53.123	2.008	11.810	49.564
5	1.331	7.829	60.952	1.331	7.829	60.952	1.936	11.388	60.952
6	.990	5.821	66						
7	.806	4.741	71.514						
8	.691	4.067	75.581						
9	.646	3.798	79.379						
10	.578	3.400	82.779						
11	.535	3.147	85.927						
12	.501	2.946	88.873						
13	.469	2.760	91.632						
14	.423	2.486	94.118						
15	.395	2.326	96.445						
16	.315	1.854	98.298						
17	.289	1.702	100.000						

Extraction Method: Principal Component Analysis.

### Reliability for motivation Dimension

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.747	.749	3

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.798	.798	3

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.726	.723	4

**Communalities**

	Initial	Extraction
I go shopping at the airport for buying new fashion available	1.000	.594
I go shopping for buying products that I had planned in the airport	1.000	.722
I go shopping during transit time for buying snacks(AC3)	1.000	.669
I shop at the airport Watching to find new products (Um4)	1.000	.658
Because for buying country-specific local products(Um2)	1.000	.673
when I am in transit I shop at the airport to buy duty free products(UM3)	1.000	.583
I shop at the airport Because I get quality product (UM1)	1.000	.397
I Enjoy shopping products for my family(sm2)	1.000	.544
Go shopping with others to experience airport shopping(sm3)	1.000	.710
To interact with shop employee at the airport(sm4)	1.000	.668
Because Easy to get foreign exchange at the airport(AM1)	1.000	.565
Need for professional advice while shopping at the airport(AM2)	1.000	.561
Unique architecture of shopping center encourages me for shopping at the airport(AM3)	1.000	.376
Because of the availability of different payment method(AM4)	1.000	.495
If I have a long layover, I go shopping to pass the time before my flight	1.000	.680
To me shopping at the airport is to relieve	1.000	.769
I enjoy shopping for hunting bargains or	1.000	.698

Extraction Method: Principal Component Analysis.

## Reliability for shopping practice dimension

### Competence dimension

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.726	.725	4

### Meaning Dimension

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.709	.730	4

### Overall cronbach alpha

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.769	15

**shopping motivation intemis of occupation (Government and Private)**

**Hypothesis Test Summary**

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Hedonic Motivation is the same across categories of occupation.	Independent-Samples Mann-Whitney U Test	.516	Retain the null hypothesis.
2	The distribution of Accomplishment Motivation is the same across categories of Occupation.	Independent-Samples Mann-Whitney U Test	.414	Retain the null hypothesis.
3	The distribution of Social Motivation is the same across categories of Occupation.	Independent-Samples Mann-Whitney U Test	.598	Retain the null hypothesis.
4	The distribution of Utilitarian motivation is the same across categories of Occupation.	Independent-Samples Mann-Whitney U Test	.435	Retain the null hypothesis.
5	The distribution of Airport related motivation is the same across categories of Occupation.	Independent-Samples Mann-Whitney U Test	.672	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

**shopping motivation intemis of place of orgin ( African and Europe)**

**Hypothesis Test Summary**

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Hedonic Motivation is the same across categories of place of origin.	Independent-Samples Mann-Whitney U Test	.134	Retain the null hypothesis.
2	The distribution of Accomplishment Motivation is the same across categories of place of origin.	Independent-Samples Mann-Whitney U Test	.403	Retain the null hypothesis.
3	The distribution of Social Motivation is the same across categories of place of origin.	Independent-Samples Mann-Whitney U Test	.318	Retain the null hypothesis.
4	The distribution of Utilitarian motivation is the same across categories of place of origin.	Independent-Samples Mann-Whitney U Test	.158	Retain the null hypothesis.
5	The distribution of Airport related motivation is the same across categories of place of origin.	Independent-Samples Mann-Whitney U Test	.146	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

### Pairwise Comparisons of Monthly income

Sample 1-Sample 2	Test		Std. Test Statistic	Sig.	Adj. Sig. <sup>a</sup>
	Statistic	Std. Error			
above 28,001\$-17,001-23,000\$	30.198	66.262	.456	.649	1.000
above 28,001\$-23,001-28,000\$	33.384	66.346	.503	.615	1.000
above 28,001\$-2001-7,000\$	68.998	65.260	1.057	.290	1.000
above 28,001\$-below 2000\$	75.730	65.089	1.163	.245	1.000
above 28,001\$-7,001-12,000\$	83.201	65.591	1.268	.205	1.000
17,001-23,000\$-23,001-28,000\$	-3.186	22.973	-.139	.890	1.000
17,001-23,000\$-2001-7,000\$	38.800	19.616	1.978	.048	.719
17,001-23,000\$-below 2000\$	45.532	19.038	2.392	.017	.252
17,001-23,000\$-7,001-12,000\$	53.003	20.690	2.562	.010	.156
23,001-28,000\$-2001-7,000\$	35.614	19.900	1.790	.074	1.000
23,001-28,000\$-below 2000\$	42.346	19.331	2.191	<b>.028</b>	<b>.427</b>
23,001-28,000\$-7,001-12,000\$	49.817	20.960	2.377	<b>.017</b>	<b>.262</b>
2001-7,000\$-below 2000\$	6.731	15.188	.443	.658	1.000
2001-7,000\$-7,001-12,000\$	-14.203	17.214	-.825	.409	1.000
below 2000\$-7,001-12,000\$	-7.471	16.553	-.451	.652	1.000

Each row tests the null hypothesis that the Sample 1 and Sample 2 distributions are the same.

Asymptotic significances (2-sided tests) are displayed. The significance level is .05.

a. Significance values have been adjusted by the Bonferroni correction for multiple tests.

### Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of Hedonic shopping Motivation is the same across categories of Monthly income.	Independent-Samples Kruskal-Wallis Test	.635	Retain the null hypothesis.
2	The distribution of Accomplishment Motivation is the same across categories of Monthly income.	Independent-Samples Kruskal-Wallis Test	.612	Retain the null hypothesis.
3	The distribution of Social shopping Motivation is the same across categories of Monthly income.	Independent-Samples Kruskal-Wallis Test	<b>.028</b>	<b>Reject the null hypothesis.</b>
4	The distribution of Utilitarian shopping motivation is the same across categories of Monthly income.	Independent-Samples Kruskal-Wallis Test	.649	Retain the null hypothesis.
5	The distribution of Airport related motivation is the same across categories of Monthly income.	Independent-Samples Kruskal-Wallis Test	.164	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .050.

**Apendix :- B:- Observation of Shopping Areas And Shopper**

**Figure 1:-Observation of shopping areas**



**Figure2:-Women Shopping Tradtional Clothes**



**Figure 3:-Data Collection by Shop Intercept Method**



**Figure 5:- Souvenir shop**



**Figure 6:-Duty free shops and passengers buying liquor**



Figure 7:-Jewelry shop



## APPENDIX. C: - Questionnaire

# ADDIS ABABA UNIVERSITY

College of Development Studies Center for Environment and Development  
Tourism Development and Management program

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### Questionnaires Filled by Transit passenger.

Dear respondents,

The questionnaire is prepared to gather data necessary for a study on **Airport Shopping: practices and Motivations of Transit passengers at Addis Ababa Bole International AirPort, Ethiopia** for partial fulfillment of Master of art degree in Tourism Development and Management.

As a result, your thoughts and opinions are important in developing a clear understanding of the research topic and it's crucial for successful completion of the study. Your responses will be kept strictly confidential and private, and the information you provide will only be used for academic purposes and evaluated by the researcher alone. So cooperate freely with no doubt, as your responses will be used only for academic purposes and assessed by the researcher alone. Your information will be combined with information from other participant of the study. This survey will only take 10-15 minutes to complete.

Thanks in advance for your relevant answers and cooperation!!

Ayenachew Buzuwork, (researcher)

Contact address

Phone: 0922 044825

E-mail: [ayuubuzuwork@gmail.com](mailto:ayuubuzuwork@gmail.com)

### Note

- No need to write your name
- To fill questions with choices (part I) please circle under your choice.
- And write your answer clearly on space provided for open ended questions.



**Part II: - Survey Question to measure the motivation factor for shopping at the airport?**

The items in the table below focus on the aspects that may influence transit passengers' shopping motivation. Please circle your best choice for each statement on the rating scale below. A 5-level Likert's scale was used to evaluate the replies to each item. The following is how each scale is represented.

1=strongly disagree / 2=Disagree /3=neutral /4=Agree / 5=strongly Agree /

What factor motivates you for shopping at the airport?	1	2	3	4	5
If I have a long layover, I go shopping to pass the time before my flight	1	2	3	4	5
Shopping for me is adventure	1	2	3	4	5
To me shopping at the airport is to relieve stress.	1	2	3	4	5
I enjoy shopping for hunting bargains or searching discount	1	2	3	4	5
Shopping at the airport is fun experience	1	2	3	4	5
I go shopping at the airport for buying new fashion available	1	2	3	4	5
I go shopping for buying products that I had planned in the airport	1	2	3	4	5
I go shopping during transit time for buying snacks	1	2	3	4	5
I shop at the airport Watching to find new products	1	2	3	4	5
Because for buying country-specific local products	1	2	3	4	5
when I am in transit I shop at the airport to buy duty free products	1	2	3	4	5
I shop at the airport Because I get quality product	1	2	3	4	5
Airport is convenient for shopping during transit	1	2	3	4	5
To make new friends while shopping at the airport	1	2	3	4	5
I Enjoy shopping products for my family	1	2	3	4	5
Go shopping with others to experience airport shopping	1	2	3	4	5
To interact with shop employee at the airport	1	2	3	4	5
Because Easy to get foreign exchange at the airport	1	2	3	4	5
Need for professional advice while shopping at the airport	1	2	3	4	5
Unique architecture of shopping center encourages me for shopping	1	2	3	4	5
Because of the availability of different payment method	1	2	3	4	5
Because Shopping areas are close to boarding gate	1	2	3	4	5
I go shopping to use the remaining local currency I have	1	2	3	4	5

**PART III:-Practice of transit passenger shopping at the airport, practice theory approach.**

The item in the table below focuses on the practices of transit passenger shopping at the airport.

Please rate each statement by circling your best choice, from strongly agree to strongly disagree and the value of each is labeled below.

1=strongly disagree / 2=disagree /3=neutral /4=Agree / 5=strongly Agree /

Statement measuring shopping practice	Scale				
Statement	1	2	3	4	5
<b>Material</b>	Circle under your choice				
Most of the time I shop duty free liquor at the airport	1	2	3	4	5
I buy books at the airport	1	2	3	4	5
I often prefer shopping of cosmetics /perfumes	1	2	3	4	5
I always buy chocolate from the airport	1	2	3	4	5
I always purchase cheapest products	1	2	3	4	5
I usually shop local products traditional cloths & handicrafts	1	2	3	4	5
<b>Competency /skill</b>					
Because able to pay in credit card	1	2	3	4	5
Easy to communicate with sales man	1	2	3	4	5
I have developed negotiation skill	1	2	3	4	5
I know what to buy at the airport	1	2	3	4	5
<b>Meaning</b>					
I prefer Brand product values	1	2	3	4	5
To purchase souvenir	1	2	3	4	5
Airport product is quality and authentic.	1	2	3	4	5
To use tax free-incentives	1	2	3	4	5
I want to Shop Gift wrap	1	2	3	4	5

**PART IV: - Shopping item of transit passengers**

Please indicate your answer by circling the corresponding letter for each question stated below.

1. Which of the following item do you **mostly** buy at the airport?
  - a. Cosmetics/perfume
  - b. Electronics goods
  - c. Souvenirs
  - d. Duty free liquor
  - e. Chocolate and food
  - f. Cloths and jewellery
  - g. Other specify \_\_\_\_\_
2. What is the average time you take in shopping at the airport?( **skip this if you don't make shopping at the airport**)
  - a. A, 1 hrs.    B, 2 hrs.    C, 2-3 hrs.    D, more than 3 hrs.
3. Do you prefer to shop international or Ethiopian products?
  - A, International products                      B, Ethiopian products    c, both
4. How do you make decisions for shopping at the airport?
  - A. I made decisions accidentally    B. I planned to shop at the airport.
5. Please write your main shopping motivation at Addis Ababa Bole international airport, Ethiopia? -----  
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## **APENDIX .D:- Interview**

### **Part I: Interview Questions Related to Practices of shopping and motivation**

This interview is designed to obtain information about shopping practices and motivation of transit passenger in order to triangulate the questionnaire and get opinions of transit passenger.

#### **Interview questions for transit passenger and shop employee**

1. Please tell me briefly about yourself. ? Your origin and age?
2. How long will you stay in transit?
3. What activities do you do during layover?
4. What is shopping to you? (Probe:-
  - 4a).Do you prefer shopping Ethiopian product or international products? Why?
  - 4b).Do you purchase local product because of its symbolic significance? (Probe: - what cultural meaning provide to you because of buying this product)
  - 4c) please describe for me the item you bought from airport)
5. Do you have experience on shopping at the airport? (Probe: If so
  - 5a). what competency / knowledge /skill is involved in shopping at the airport?
  - 5b).In your opinion what makes airport shopping different as compared to other shopping?
6. From your own experience how do you describe passengers' engagement in shopping? (Probe: - if passengers often engage in shopping what motivates them to do so? time, price and brand, convenience, product?)
7. Is there any preference of products/item you want to buy from airport and why?