A MARKETPLACE WITH UNUSUAL DYNAMICS:
AN INVESTIGATION OF SHOPPER BEHAVIOUR
IN TRAVEL RETAIL SECTOR

EMRE ÖRENDİL

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Emre Örendil

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The thesis of Emre Örendil

has been approved by:

Assist. Prof. Belgin Arısan
(Thesis Advisor)

Prof. Eser Borak
(Thesis Co-advisor)

Assoc. Prof. Neslihan Yılmaz
(Member)

Assist. Prof. Tutku Eker İşçioğlu
(External Member)

July 2019

DECLARATION OF ORIGINALITY

I, Emre Örendil, certify that

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- this thesis contains no material that has been submitted or accepted for a degree or diploma in any other educational institution;
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Date 20.08.2019......................................

ABSTRACT

A Marketplace with Unusual Dynamics:

An Investigation of Shopper Behaviour in Travel Retail Sector

This paper attempts to contribute to the previously conducted research in investigating the behaviour of shoppers in the travel retail industry, especially at airports. Revenues generated by duty-free stores have become the top non-aeronautical income sources of airports, and this sector promises to increase its impact if the actual needs of travellers and growth opportunities are studied correctly. As the nature of travel stands out of the ordinary routines, conventional rules of consumer behaviour are not sufficient to describe those at the airport environment. Explanations for the dynamics of travel retail are provided by studying the effective shopping motivators, stimuli, and circumstances in this unique context. This study relates aforementioned factors to the likelihood of shopping from duty-free stores and investigates how they are related. In order to better understand this likelihood, this study embraces a quantitative approach by analysing the data collected from Turkish respondents participated in a large-scale survey (n = 513) . The analysis of the responses leads to deeper comprehension of the travellers' inner worlds. By elaborating on the analyses, numerous managerial implications which have the potential of being notably beneficial to the business are suggested.

ÖZET

Özgün Dinamiklere Sahip Bir Market:

Gümrüksüz Alışveriş Yapan Tüketicilerin Davranışlarının İncelenmesi

Bu tez çalışması hali hazırda tüketicilerin özellikle havalimanlarında göstermiş olduğu davranışları incelemek için yapılan araştırmalara katkı sağlamak amacını taşımaktadır. Gümrüksüz alışveriş gelirleri havalimanlarının havacılık dışı gelirlerinde arasında birinci sırada yer almaktadır ve bu sektörün yolcuların ihtiyaçları ile fırsatların doğru değerlendirildiği takdirde büyüme potansiyeli son derece yüksektir. Seyahatin kendisi olağan rutinlerin dışında birçok dinamik barındırdığından havalimanı atmosferinde alışılagelmiş tüketici davranışlarına dair kabuller ve bilgiler yeterli olmamaktadır. Bu dinamiklere açıklık getirmek amacıyla, bu çalışmada seyahat eden kişilerin havalimanı bağlamındaki alışveriş motivasyonları, bu kişileri uyaran etkenler ve çevre şartlarının etkisi incelenmiştir. Bu çalışma, sözü geçen faktörler ile bir yolcunun gümrüksüz alışveriş yapma eğilimi arasındaki ilişkiyi incelemektedir. Gümrüksüz alışveriş mağazalarındaki tüketici alışveriş eğilimini daha iyi anlamak için, bu çalışma büyük ölçekli bir anket çalışmasının (n =513) ardından ilgili kantitatif analizlere yer verilmiştir. Bu analizler ışığında yolcuların iç dünyası hakkında daha detaylı bilgilere sahip olunmuştur ve işletmelere büyük ölçüde yararlı olabilecek uygulama önerilerine yer verilmiştir.

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To the truest treasure on the Earth;

my dear family.

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CHAPTER 1

INTRODUCTION

> "(…) I'm in the Shannon Airport in Shannon, Ireland. And there's something I saw on the wall here - one second. Right here - a picture of the president of Ireland. And next to him is someone called Dr. Brendan O'Regan. He's wearing a natty suit. (…) And most importantly, he created the world's first airport duty-free shop. (…) remember that in the old days, Shannon was the closest European airport to the US. Planes had to stop there to refuel. In the '40s and '50s, every famous person that crossed the Atlantic almost certainly wound up going through Shannon. (…) And Brendan O'Regan the caterer was waiting for them with Irish whiskeys and mutton. But he starts to think, perhaps these rich folks waiting around might like to buy some local products. And he comes up with a great incentive. On cruise ships, he had noticed, no one had to pay taxes on alcohol - international waters. So he said, wait; now, we're competing with these guys by air. It's not fair that I can't get the same tax advantages they have. (…) In 1951, the Irish government agreed and let him try it out here. There's a picture on the wall of that first store. They're selling what looks like ham, honey, cheese, jam and eggs. Eggs - can you imagine buying eggs at the duty-free? The farm products didn't take off, but the whiskey did. Without taxes or duties, alcohol was suddenly one-third the price that it was outside the airport. And other cities started to think, hey, we can do that, too. Amsterdam opened their duty-free in 1957. It came to the US in 1962. Some people would get very rich off of this concept, but not Brendan O'Regan. He stayed in Ireland promoting business and manufacturing here."
>
> From *All Things Considered* aired on May 18, 2018[1]

The exploitation of airports has eased and accelerated the movement of people and goods. Witnessing that globalisation and pace of business are faster than ever, the transportation is even more important today. There even exists a new form of urban settlement, aerotropolis, where cities are built around an airport following a strategic plan proposing all means of infrastructure is developed effectively and efficiently. It

[1] The script and the podcast are available on: https://www.npr.org/2018/05/18/612441091/a-look-at-where-those-duty-free-shops-in-airports-got-started

aims to be socially and environmentally sustainable while serving as a facilitator for the businesses conducted. These changes have transformed the demand diversity and intensity for the commercial activities at airports. The two major components of airport business are considered to be aeronautical and non-aeronautical products (Perng, Chow, & Liao, 2010). It has been observed that many airports are experiencing a decline in their incomes derived from aeronautical activities while non-aeronautical commercial activities started to generate relatively more profit for airport operations (Lin & Chen, 2013b; Perng et al., 2010).

Shopping, being predominant non-aeronautical activity among travellers, makes up the significant portion of non-aeronautical revenue where the global income only from duty-free shops has reached to €15.4 billion by 2015 (Lin & Chen, 2013b; Graham, 2009; Moodie, 2007). As shopping holds a special and significant place in the process of travelling, the majority of travellers are involved in shopping activities in travel retailers. It is considered as an activity that offers relaxation and enjoyment by numerous different scholars (Bussey, 1987; Gratton & Taylor, 1987; Timothy & butler, 1995). Hudman and Hawkins (1989) suggest that many tourists do not consider a trip completed unless they spend some time shopping. This case is connected to several reasons such as satisfying the needs, the culture of gift-giving, entertaining experiential opportunities, indulgence of oneself, desire to own a tangible that serves as a memoir (Geuens, Brengman, & S'Jegers, 2002; Swanson, 2004; Reisinger & Turner, 2002). However, there are numerous studies denoting that the role of shopping as a tourist activity has been underrepresented in the tourism literature and they suggest the limited studies should be expanded horizontally and vertically (Jansen-Verbeke, 1991, 1998; Yu and Littrell, 2003; Oh et al., 2004; Heung and Cheng, 2000).

Being aware of the interrelationship between tourism and shopping, people no longer consider ports and airports as media where only transportation facilities are offered to passengers. Travel retail encompasses the sale of goods or services to non-local people visiting a particular place rather than the one they are living in. Duty-free shops are the most well-known travel retail units and are widely preferred by travellers since the products are offered with tax and/or duty exemptions. Airports account for the majority of travel retail sales, but there also exist other occasions at border shops, on-board aircraft during international flights, on-board cruise & ferry vessels in international waters, some international railway stations, and in some countries' downtown stores where proof of travel is required in order to purchase ("What is Duty Free & Travel Retail? | APTRA", 2019). It is important to remind that the term *duty-free store* does not only refer to the shops with the explicit "duty-free" signage but also any store that is exempted from duties. For example, a brand can let its products to be sold at a general duty-free store[2] and also it may have its own brand duty-free store.

Some destinations of travel provide the occasion to buy goods exempt from duties on their arrival. In these places, usually airports, the practice of duty-free shopping at arrivals has become a notable source of revenue where the same applies for departures. For some other destinations, the term travel retail is being used for the sale of products or services in the travel context on which duties and taxes are still applied. This case is very familiar for the passengers travelling within the borders of the European Union even if their journey is international due to the abolition of the taxes and duties within the EU in 1999. So, the most broadened definition of travel

[2] *General duty-free stores* refer the duty-free stores those include many brands and exhibit the aforementioned signage. Their confusion with *brand duty-free stores* where a specific brand is exhibited and sold should be avoided.

retail turns out to be the sales of goods and services with or without taxes and/or duties in travel environments where customers require a proof of travel in order to access the commercial area where the business operates ("What is Duty Free & Travel Retail? | APTRA", 2019).

Travel retail is one of the indispensable revenue generators for several inter-connected industries, especially for tourism and aviation. Heung and Qu (1998) even believe that the urge people have towards shopping is a motivator to travel. Pursuing a promising and outstanding growth, travel retail has become the largest source of non-aeronautical income at airports. ACI (2007) reports that while approximately 30 per cent of airport revenues were generated from non-aeronautical sources in 1990, this figure has risen to 50-60% by 2007. The increase in the commercial revenues of airports generates financial support for the development of the infrastructure. It also creates an opportunity to lower the landing fees that the flight companies are subjected to. To improve the business and the workplace, sustainable growth of travel retail is a key element and it is realised via the engagement of effective sales and marketing strategies with the travellers. An example of a strategic response to the growing travel retail industry is increasing the amount of space dedicated to shopping activities. John Lennon Airport, located in Liverpool, announced in 2009 that they were expanding their commercial area around 45 per cent (Freathy & O'Connell, 2012). This physical expansion is usually accompanied by a significant increase in the number and mix of retail operators. For instance, Heathrow Terminal 5 was opened with 144 stores and restaurants in 2008 (Freathy & O'Connell, 2012).

Travel retail does not always perform parallel to the general trend of the economy. A solid example could be provided again from the United Kingdom where travel retailing was boomed during the early 1990s while the sales on the high street were severely affected by the recession. Also, the sales at airports per square foot are much higher than those on the high street. The book stores in Heathrow and Gatwick Airports reach up to £1800 per square foot while the average of the high street is around £240 and £340 in London (Corporate Intelligence, 1994). These figures clearly show how travel retail differs in financial means. It is estimated that the global travel retail market will grow up to $112 billion by 2023, which is a result of the growth at a compound annual growth rate of around 8% between the years 2018 and 2023 (Arizton Advisory & Intelligence, 2018). The reasons behind this noteworthy growth include but not limited to the proliferation of low-cost airlines, and the increase of international tourists and middle-class families. The international companies recognise the opportunity of levelling up their visibility and brand awareness globally by shelving their products in duty-free and tax-free stores, opening their own exclusive stores, offering products special for travel retail and displaying limited editions.

The top 10 countries in the global duty-free market list exhibit surprising results which are shown in Table 1. South Korea holds 10.4% of the market share while their duty-free sales account for more than 30% of the total duty-free sales in the Asia and Pacific region according to Fung Business Intelligence (2016). Also, out of the top 10 duty-free earners, only one of them is a ferry shop which is located in Tallink/Silja Line and is barely ranked ninth (Park, Choi & Moon, 2013). Their study shows how the airports are accounting for the overwhelmingly large proportion of duty-free shopping volume.

Table 1. Global Duty-Free Market Share Ranking by Country

2011 Rank	Location	Market Share (%)
1	South Korea	10.4%
2	United Kingdom	6.8%
3	United States of America	6.2%
4	China	5.4%
5	Hong Kong	4.6%
6	United Arab Emirates	4.2%
7	Singapore	3.5%
8	Germany	3.2%
9	France	2.9%
10	Brazil	2.3%

Source: Park et al. (2013, p.20)

Although being a hub for intercontinental flights, Turkish duty-free sector has not uncovered its full potential yet. In order to improve their effectiveness and efficiencies, the companies operating in the travel retail industry must study its dynamics well and keep their strategies up-to-date in accordance with the changes in the business environment. To achieve this aim, the behaviour of their customers should be measured and analysed both qualitatively and quantitatively.

This paper aims to exhibit how the specific motivations, circumstances and perceptions of Turkish travellers related to duty-free stores affect the likelihood of shopping from these stores by considering the unique shopping environment of duty-free stores at airports. The yielded results provide beneficial insights for the sector and smooth the path for possible further researches.

CHAPTER 2

LITERATURE REVIEW

Duty-free shops have no customers.

- Ömer Korkmaz, 2019

2.1 Airport shopping

It is obvious that the demand for air travel had a surge in the last few decades. As any sector grows and becomes a significant source of income for numerous firms operating in other sectors, it becomes more important to understand the business environment and its dynamics. Crawford and Melewar (2003) shared the four notable factors of change effective in air travel:

> *A change in consumer tastes and needs.* Consumers have changed in terms of their preferences, aspirations and outlooks. They are more discerning in terms of the service they expect and are increasingly willing to experience foreign travel and cultures.
>
> *Increased economic activity.* A link has been made between economic prosperity and airline activity. As a country's economy develops, there is an increased propensity to use air transport. Among both developed and developing nations air travel has become an increasingly important method of undertaking business.
>
> *The growth in international trade.* One of the features of the 1980s and 1990s has been the willingness of an increased number of businesses to look to international expansion rather than being confined to national boundaries.

> *A relative decline in the cost of air transport.* It can be seen that generally airfares have declined over the years especially with the emergence of companies such as Easyjet, GO and (…) in Europe. (Crawford & Melewar, 2003, p. 87)

It is essential to approach airport shopping as a specific type of shopping since the airport environment is much different compared to that of convenience shopping. It is possible to find a large variety of goods and services offered in the stores found at airports along with notable time restrictions. These stores are predominantly duty-free shops, speciality stores, convenience stores, leisure facilities, and food and beverage services. Retailers face relatively higher operating costs in travel retail compared to the domestic market. Thus, they impose higher margins. Additionally, as mostly there are no duties or taxes, travel retailers are more competitive compared to the domestic market.

It is a must to understand how travel retailers are increasing their sales and becoming among the most profitable ones. This is mostly achieved by offering promising sales promotions. Sawyer and Dickson (1984) categorise these promotions as value-adding sales promotions and price-discounting sales promotions. Values adding sales promotions such as free or premium gifts offer a new, separate benefit rather than differentiating in price. On the other hand, price-discounting sales promotions, being self-explanatory, account for the temporary discounts which are executed by using several methods such as price discounts, cash refunds, and coupons. It goes without saying that consumers show different behavioural responses to different types of sales promotions. For instance, one type of sales promotions may attract new customers while another one increases the propensity to buy of existing customers (Cotton & Babb, 1978).

Retailers have recognised the opportunity to attract the waiting passengers who are possible lucrative sources of profit (Rowley & Slack, 1999). Geuens, Vantomme, and Brengman (2004) provide examples of some airports going further with the aim of entertaining the opportunity to maximise their revenues. Amsterdam Airport Schiphol has a casino and imaginary golf facilities per se. Another example of augmented services is observed in Changi Airport Singapore which offers bathing rooms, a swimming pool and karaoke facilities to its visitors. These are aimed to ameliorate customer satisfaction and increase shopping revenue (Kim & Shin, 2001). Shopping realised within airports could be accepted as a specific combination of exotic and traditional stimuli. These circumstances lead to the birth of different motivators on consumer behaviour (Geuens et al., 2004).

Travel retailers offer a variety of products encompassing but not limited to alcohol, tobacco, perfumes, books, clothing, electronic goods, and food and beverage. Table 2 shows the frequency of product categories preferred by travellers. It is not unexpected that the leading category is composed of alcohol, tobacco and perfume which are mostly sold at lower prices than the domestic market. Newspapers, magazines and books are ranked as the second and the third categories which imply that people shop for enhancing the level of joy they experience during their travels.

Table 2. Most Preferred Product Categories at Airport Stores

Product categories	Percentage
Alcohol, tobacco, fragrance	38
Newspaper, magazine	16
Book	10
Toiletries	9
Clothing	8
Food & beverage	7
Small electricals	6
Large electricals	1
Miscellaneous	7

Source: Baron & Wass (1996, p.311)

2.2 Travel stress

The nature of the travel process and the issues emerging from this process cause airports to become unique retail environments. Along with the positive emotions attributed to travel, some negative feelings such as stress and anxiety emerge. Although travel retailing becomes an increasingly important source of revenue, it has not been clearly identified what the perceived disadvantages of airport shopping are and how they inhibit consumer behaviour within the airport environment (Han, Kim & Hyun, 2014). Travellers experiencing negative feelings are more likely to exhibit shopping habits diverging from the usual. Thus, it is vital for businesses to understand how airports, along with other channels of distribution, differ from day-to-day channels of distribution and develop pro-active approaches to maximise their profit.

As consumers are out of their daily routines and most probably comfort zones at airports, their decision-making mechanism gets affected by the emotional shifts they go through. The most common emotion of all is stress. Scholvinck (2000) developed a stress curve for travellers regarding the phases they experience throughout their airport journey. The order of travel phases may exhibit differences among airports around the world. However, it is clearly seen that the stress level is increasing with a positive trend as a traveller leaves home, completes parking, check-in, and procedures at the immigration counter. What appears to be significant is the sudden relief after the completion of paperwork at the immigration counter. Until the phase that passenger gets so close to the security control, the travel stress keeps declining. During this period, passengers usually employ high excitement in spite of lowered stress and it is called the *happy hour* (Thomas, 1997). It gets essential to entertain the opportunity to sell between the phases of immigration and security shown in Figure 1. This interval could be optimised by minimising the transaction time, spotting potential benefits of the happy hour and maximising the impulse purchasing opportunities within the happy hour (Crawford & Melewar, 2003).

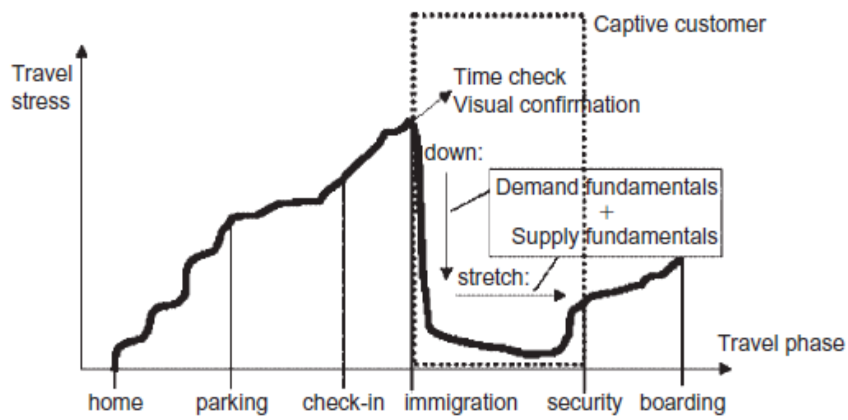

Figure 1. The Travel Stress Curve (Crawford & Melewar, 2003)

2.3 Impulse purchasing behaviour

The behaviour of impulse purchasing has been associated with negativity for a long time. Böhm-Bawerk (1959) considered impulse purchasing as immaturity, primitivism, foolishness; Valence, d'Astous & Fortier (1998) stated it was related to defects of the will and lower intelligence while it was social deviance and criminality for Scherhorn, Reisch & Raab (1990). However, the more objective and accepted definition of impulse purchasing delivered by Engel and Blackwell (1982) as "a buying action undertaken without a problem previously having been consciously recognised or a buying intention formed prior to entering the store" (Crawford & Melewar, 2003, p. 87).

The definition of this concept could be better understood by consulting to the classification put forward by Cobb and Hoyer (1986) which is exhibited in Table 3. The classification clearly exhibits that there must be any intention to neither buy the category nor the brand which clarifies a widely known wrong perception. If a customer either has an intention to buy a shampoo but change the designated brand at the moment of purchase or knows the brand they want but spontaneously decides to buy a product from the oral care category, it is not accepted as an act of impulse purchasing.

Table 3. Classification of Impulse Purchase

		Intent to buy the category	
		Yes	No
Intent to buy the brand	Yes	Planner	—
	No	Partial planner	Impulse buyer

Source: Cobb & Hoyer (1986)

Diverging from the aforementioned traditional views on impulse behaviour that affiliate negative traits with this concept, modern approaches towards the behaviour should also be mentioned. Impulsive buying is defined as the enigma within the marketing world by Hausman (2000). She further contributes that propensity to act impulsively is suppressed by the consumers themselves in order to comply with the social norms. Regarding this issue, Crawford and Melewar (2003) proposed a four-step airport impulse maximiser for reaching the pure impulse:

(1) Reduce stress and anxiety of the prospective consumer,

(2) Induce browsing so that they will get into contact with the product directly,

(3) Reduce normative traits,

(4) Pure impulse is achieved.

The more detailed findings of Crawford and Melewar (2003) for each step listed above are exhibited in Table 4.

Table 4. Airport Impulse Maximiser Elements

Airport impulse maximiser elements	
Reduce stress and anxiety	*Locate flight screens in visible locations.* *Provide customer service representatives in central area to assist passengers.* *Provide clear signage for departure gates and zones.*
Induce browsing	*Maintain the level of inherent excitement.* *Minimise onset of boredom.* *Increase store penetration.* *Provide good store layout, positioning of outlets in highest volume areas.* *Concentrate on providing an open and attractive retail environment.* *Use of psychological tactics to improve penetration.*
Reduce normative traits	*Reinforcement of 'value' through visible price comparisons.* *Stress the rationality of impulse buying in advertising efforts.* *Stress the non-economic rewards of impulse buying.* *Risk-free purchasing — guarantees, warranties and money back promises.* *Well-trained sales staff.* *Maximise the effects of the happy hour.* *Create a more complex environment, straining customers' abilities to process information accurately.* *Minimise transaction times.* *Maximise convenience.*
Pure impulse	*Cater for the '10 impulse stimuli'.* *Innovative location of identified impulse lines.* *Utilisation of trained promotional staff to maximise in-store spends.*

Source: Crawford & Melewar (2003, p.96)

Hausman (2000) further considers impulse purchasing behaviour as a hedonic need which is mostly motivated by the achievement of higher-order needs that are grouped around the hierarchy of needs proposed by Maslow (1968) as exhibited in Table 5. These reasons lead consumers to buy regardless of economic reasons. The reasons for impulse purchase could be related to fun, gratification and fantasy.

Table 5. Linking Higher-Order Needs to Impulse Buying

Maslow's Higher Order Needs	Results from Hausman's research	Testimonies
Social Needs	The shopping experience satisfies social needs. This was the most common reason given for impulse buying.	'My friends and I went shopping for some shoes… when we got there, there were sales, sales and sales!'
Self-actualisation	Consumers use the shopping experience as a means of establishing their identity.	'I like to go shopping because it allows me to have control … I am not Ernest's wife or Nicholas's mum, I am Julie.'
Esteem	Expressed esteem needs through the credence given to their desires to remain fashion conscious.	'A beautiful dress. I didn't believe it … it was cheap … everybody at the wedding looked at me … boy that made me feel good.'

Source: Hausman (2000)

Shopping is becoming a more prevalent leisure activity especially in developed societies. This trend may be one of the reasons for the increase in impulsive purchases. Regarding these circumstances, impulse traits are not necessarily bad. It is even seen that impulse decision invokes positive feelings whereas consumers sometimes experience delayed concern which should be prevented by supportive approaches.

It is advised to reach out to the passengers before their arrival at the airport. The best moment to target passengers and embed the idea of shopping is the moment they purchase or receive their flight tickets. As they spend time with a priori idea of shopping, it is assumed that it is more likely that their waiting time will result in an actual purchase. This propensity could be even strengthened by delivering shopping guides for travellers. As passengers can read, look up time after time, and absorb the written information in the guide, they will be more familiar with the shopping environment and the products offered at the airport even before they arrive there. This is expected to contribute to impulse purchasing behaviour.

2.4 Stimuli and motivations

By the courtesy of the studies being conducted, it is becoming more explicit that airport shoppers are being heavily affected by the airport environment. Omar and Kent (2001) conducted one of these field studies and draw out the conclusion that marketing and environmental influences encourage impulse purchases. According to their findings, 35% of airport passengers realise some kind of shopping while 65% of the passengers do not buy products or visit the shop at all. As the time spent in commercial areas is considered, there are some noteworthy data provided by Freathy and O'Connel (2012). They drew a conclusion pointing out that individuals travelling for business spend less time in commercial areas which results in less time actually shopping. The data was significant as 60 per cent of business travellers spent less than 20 minutes in the commercial area while the same circumstance was valid for only 22 per cent of those travelling for pleasure. Additionally, 34 per cent of passengers travelling for pleasure actualised purchase of three items or more whereas no business traveller purchased three items or more.

2.4.1 Inclination of airport shoppers

The Mintel Report Airport Retailing Review (2000) has shown the opportunities for the brands and retailers along with tax-free and duty-free shops by conducting an empirical study in the related area. It is a necessity to remind that the data collected may not reflect the current status quo due to numerous changes within the last two decades and that its only sample was the travellers using the airports in the United Kingdom. The customer behaviour at these airports is summarised in the Table 6, and clearly provides clues for the parties operating in the travel retail sector so that the number of impulse purchases could be carried to greater levels.

Table 6. Customer Behaviour in the UK Airports

Actions / Preferences	Percentage
I browse to kill time	55
I normally buy duty-free alcohol	39
I often make unplanned purchases	31
I normally buy tax-free cosmetics/fragrances	29
I normally buy duty-free tobacco	27
I am likely to buy after passport control	27
I buy last minute things I didn't pack	18
Prices at airports are less than the domestic market	17
I am likely to buy before passport control	11
I go with the intention to buy at the airport	6

Source: Mintel International Group Ltd (2000)

These findings strengthen the suggestion for the proliferation of marketing tools that serve for the impulse purchase after the phase of passport control. 27% of the respondents consider themselves having higher propensity to buy after the passport control whereas only 11% prefer otherwise. Also, 31% of the respondents are aware of the fact that they are adding unplanned items to their baskets while 55% browses to kill time. These figures lead to the questions of how to increase the size of that basket and/or find a place in it.

2.4.2 Reasons behind airport shopping

In order to attract potential customers and achieve larger sizes of basket, the key stimuli should be handled carefully. These stimuli induce and encourage impulse buying behaviour and increase passenger penetration which is realised by converting browsing potential customers into actively involving customers. Along with the stimuli, it is beneficial to look up to the findings of Crawford and Melewar (2003) for a better comprehension as they study one of the pioneers of impulsive buying behaviour maximisation in travel retail; the confectionary company Nestlé. They estimate that nearly 70% of the confectionary sales in travel retail is impulsive. Nestlé has taken travel retail sector so seriously that they employ a separate division, Nestlé International Travel Retail. This division is in charge of improving the business conducted in the travel retail channel. The specialised works they conduct have provided some useful conclusions coming directly from the industrial practices. These conclusions and the stimuli are combined together as:

— Value-driven: It is advised that retailers highlight the benefits of impulse buying such as saving money which will result in reducing normative traits and increasing the rationality of purchasing (Crawford & Melewar, 2003). Park et al. (2013) confirmed that value perception of travel retail shoppers has a big impact on their consumer behaviour. The price-discounting sales promotions incentivise shoppers to buy more and increase their overall satisfaction. As the level of satisfaction increases, a positive perceived value will be formed, and customers will tend more to shop from travel retailers during their next visits to airports. Not only will they visit but also they will recommend others to shop from travel retailers. It is concluded that value perception can be accepted as the key driver of future buying behaviour of the customers visiting travel retailers (Park et al., 2013).

— Holiday mood: The approach with the mood of 'I am on my holidays', comes along with high levels of excitement and more amount of disposable money than normal. This causes normal buying behaviour to shift in favour of bigger and impulse purchases.

— Gift giving: Travellers of different cultural and demographic backgrounds possess different perceptions of values, lifestyle, and resultantly shopping behaviour that is influenced by their personalities and the culture back at their home countries. One well-known influence could be shared as the difference between individualist and collective societies. In collective cultures as Japan, it is endemic to spend more on buying gifts compared to the tourists coming from other countries (Lin & Chen, 2013a). This example is valid is for Turkey as it is made of a collective society. On the other hand, individualist cultures such as the United States of America prioritise their personal goals.

— Guilt: It is important to denote the difference between customer, consumer, shopper, and buyer in some cases. The term customer is mostly used on a corporate level. However, customers can also be considered as individuals who perform the action of purchasing. These individual customers split into two categories; buyers and shoppers. The COO of Tophatter, Andrew Blachman, visualises this distinction giving the following statement:

> The words are often used interchangeably, but there’s a huge difference between "buying" and "shopping”. Buying is straightforward. It's when your bathroom light blows and you need to purchase a 40-watt bulb as quickly as possible. Buying is the process of locating and purchasing a product you know you want — it's intent-driven purchasing. Shopping, however, is different. Imagine you’re walking through a mall. You went out for a new pair of sneakers, but along the way you spot the perfect gift for your sister’s upcoming birthday or a pair of running shorts that match your new shoes. That’s shopping — the act of searching for inspiration and discovering a product you didn’t know you wanted. (Blachman, 2018)

Summing up the words above words of Blachman, it is clear that buying is more of a task-oriented action while shopping involves commitment, broadened browsing, and enjoyment. On the other hand, consumer is the person who uses it. For instance, passengers travelling for business purposes are more likely to feel guilt and desire to buy exclusive products for their children. Thus, as the brand makes licensing agreements with children entertainment companies, the products with the licensed figures have higher chances to be chosen over others in this context. In this case, businesspeople are customers and their children are consumers. A similar compensation for the increased amount of business travel is sought for spouses, as well.

— Rewarding: Consumers often buy products due to the desire of self-indulgence. This propensity increases as they travel.

— Occasion driven: During and before the special days such as New Year’s Day Valentine’s Day, Mother’s/Father’s Day, and religious holidays (i.e. Easter, Christmas, Eid al-Fitr, Eid al-Adha), an increase in shopping volume is observed.

— Forgotten items: As passengers forget to pack day-to-day items or luggage go missing during transit flights, travellers may buy these items from travel retailers.

— Confusion: Overloaded information provided by the sales representatives may reduce the cognitive effects for the shopper and stimulate buying behaviour, especially impulse purchasing.

— Exclusivity: Impulse buying tendency is even improved as the exclusivity of the product is emphasised. The knowledge about the unavailability of the product in any other channel of distribution urges consumers to have impulsive traits.

— Disposal of foreign currency: As travellers go back to their home country, they tend to spend the remaining amount of the foreign currency in their hands. The effect of this factor has been lessened in the European Union since the introduction of the common currency; Euro.

— In-store environment:

- The in-store stimuli such as odour, lighting, installations affect consumer behaviour,
- Impulse buying propensity level is increased by installing customised furniture,
- Promotional displays within stores invoke impulse buying behaviour.

Baron and Wass (1996) made research by distinguishing the highly motived travellers and poorly motived travellers. It is essential to have an insightful understanding of different browsing habits so that the passenger flows can be managed better, and communication can be improved. They yielded different motives for browsing and for not browsing. They figured out that almost 90% of the browsing processes result in a purchasing action. Table 7 exhibits the motives for browsing matching either fairly or very well with the reasons of travellers. It clearly shows that passengers, who are exposed to waiting, choose to browse. The managerial opportunity arises at that point; the products should be promoted by using different techniques so that browsing results in buying. This could be achieved by increasing the stimuli that incentivise impulse buying. It is also notable that 13% of respondents shopping with a friend as a significant motive. It could be clearly concluded that travellers perceive shopping as a social activity. Also, almost one-fourth of the respondents stated that they visit shops for hedonistic purposes such as to start enjoying the trip. At this point, the methods that will turn the shopping environment into a more pleasurable and exclusive atmosphere could boost sales.

Table 7. Motives for Browsing Stores

Motives for browsing	Percentage
To fill in time	69
To find a particular product	62
To see what is available	45
To start enjoying the trip	24
To hunt for a bargain	18
To see/find new things	17
To shop with a friend	13
To find something to spend on	7
To take my mind off flying	5
To watch other people	4

Source: Baron & Wass (1996, p.308)

Having mentioned the boost of sales, the motives for not browsing should also be studied for more pro-active strategies. From Table 8, it is deduced that 6 per cent of the non-browsing travellers want to buy, but there are some other reasons preventing them from performing that action. With further research, the reasons behind it should be investigated. Also, 15% of the respondents consider travel retailing as too much trouble. By easing the buying process, the prospective shoppers that fall into this category may be involved in airport shopping. The signage should be clear inside and outside the store. For outside the store, travellers should be able to easily locate where the store is. As a passenger enters the store, the in-store signage becomes more effective in the decision-making process of the prospective shopper. The in-store organisation and signage ease the shopping process and decreases the cycle time within the store. Also, personal helpers may be helpful by directing the travellers correctly, finding out the possible items they may like and informing them about the regulations.

Table 8. Motives for not Browsing Stores

Motives for not browsing	Percentage
Did not want to buy	94
Too tired	18
Too much trouble	15
Influence of others	6
Not enough time	3
Too crowded	0

Source: Baron & Wass (1996, p.308)

Additionally, Baron and Wass (1996) found out that 67 per cent of the respondents purchased because they needed or wanted that particular product for the trip while 57 per cent they liked it and 41 per cent considered it having a good value. Furthermore, 18 per cent of the same sample purchased items as a gift and 10 per cent wanted to try something different.

Geuens et al. (2002) grouped shopping motivations in three different types:

(1) experiential motivations,

(2) social motivations and

(3) functional motivations.

Functional motivations are related to the tangible aspects of the product, namely price, quality, product assortment and convenience (Sheth, 1983; Westbrook & Black, 1985; Shim, Gehrt, & Holikova, 1998; Dholakia, 1999; Geuens et al., 2002). Social motivations emerge from the need of communicating with people having the same interests and keeping up with peer groups in addition to interactions with salespeople (Tauber, 1972; Reynolds & Beatty, 1999; Dholakia, 1999; Geuens et al., 2002). Experiential/hedonic motivations reflect the desire of having new or enjoying experiences, and the need for sensory stimulation (Tauber, 1972; Sheth, 1983; Bellenger & Korgaonkar, 1980; Dholakia, 1999; Geuens et al., 2002). Naturally, the weight of each motivation exhibits differences for each individual depending on numerous reasons on different levels.

To start with, an airport may trigger the aforementioned functional motivations easily. The case in the European Union serves a good example for a better understanding of how important and advantageous remains the travel retail is in spite of some regulatory changes. In 1999, the duty-free and tax-free shopping was abolished for the intra-European flights. However, the prices offered at airports succeeded to be lower than the retailers within these countries with a few exceptions. This is achieved by the system called *the Travel Value* which functions as a compensation for the abolishment of duty-free and tax-free shopping. This practice refers to airport shoppers being price-driven. As another factor, ease of access to the shops at the airport could be given. The allocations and numbers of the shops create the chance of shopping at any time. Also, the large variety of the offered products that includes both local specialities and well-known international brands is a further satisfactory element for functional motivations. While international brands already assure quality, it has been observed that consumers trust airport products more than the products in local souvenir stores. As the process of shopping at airports carried in a multilingual environment with high-speed service surrounded by professional advice, the service delivered betters off (Vlitos Rowe, 1999).

Travel retail comes along with social motivations. As the travel itself may sometimes be affiliated with negative emotions, travellers experiencing these feelings look up for solutions to cease them. Among these negative feelings; anxiety, fear, and insecurity are the most common. Travellers often search for comforting, encouraging and reassuring behaviour from salespeople (Dube & Menon, 2000).

Another important aspect of travel retail is the experiential motivations which are mostly related to the surrounding atmosphere which has found to affect the decision of customer more than the features of the product (Kotler, 1973; Spies, Hesse, & Loesch, 1997; Turley & Milliman, 2000). Even the act of strolling around the airport has become a ritual which expresses self-fashioning of the consumers. Additionally, it has been observed that airport offerings have a positive effect on impulse buying (Sulzmaier, 2001). It is advised to be aware of the fact that 60% of the travellers are fond of impulse buying. The shop owners at airports should develop marketing strategies regarding this data. The mentioned relationship implies how the environment is influencing consumer behaviour.

In addition to these three conventional motivations, namely functional, social, and experiential, there exist travel-related motivations in travel retail. People travelling for touristic purposes consider their travel as an escape from the day-to-day routine which results in significant deviations in their shopping habits from their regular pattern at home (Timothy & butler, 1995; Brown, 1992). One of the most effective factors at airports is the waiting time. As travellers are exposed to longer waiting times, their propensity to shop increases in order to cease their boredom (Rowley & Slack, 1999). Another travel-related motivation is the desire to spend the foreign currency in hand as one leaves the country. Also, buying souvenirs and presents is a common habit, and it causes more people to buy more at airports (Sulzmaier, 2001) Moreover, international brands offer products exclusive to tax-free and duty-free shops. The customers of these brands get seduced by the idea of owning that special product (Vlitos Rowe, 1999).

2.5 Shopper typology

It has always been difficult to satisfy the expectations of the customers since people value different elements as they shop. However, the business needs to have some clusters in order to address them with different approaches. One of the most convenient shopper segmentation was done by Lesser and Hughes (1986). They identified seven different shopping segments and Geuens et al. (2004) listed them as:

(1) Inactive shoppers (not interested in shopping and not concerned about price, service or product assortment),

(2) Active shoppers (looking for value for money, and interested in exclusive products and retailers with an upper-middle-class appeal),

(3) Service shoppers (pay higher prices for additional services, seek convenient stores with friendly personnel),

(4) Traditional shoppers (not enthusiastic about shopping, neither very price sensitive nor very demanding),

(5) Dedicated fringe shoppers (continuously looking for new products and new ways of shopping, neither brand nor store loyal, not interested in socialising),

(6) Price shoppers (willing to give up quality, service and assortment for the lowest price),

(7) Transitional shoppers (young people who often switch stores). (p.617-618)

There exist several studies on constructing a shopper typology however none of those dealt only with travellers. It would be beneficial to look for clusters regarding the nationalities of travel retail shoppers. The reason behind this decision is the ease of approaching to the customers at airports regarding their nationality instead of personality. The previous studies are conducted on a national or regional basis which did not provide any clue about the reliability of this approach. It was then decided to conduct a clustering research by having inputs from the industry. After contacting several well-known multinational companies operating in the travel retail sector, *Coty, Inc.* agreed to share some of their data.

Coty, Inc. is an American public multinational beauty company listed in New York Stock Exchange (NYSE) and S&P 500 Index. The company was founded by François Coty in 1904. Having numerous subsidiaries and 77 brands as of 2018, they offer fragrances, cosmetics, skincare, nail care, and both professional and retail hair care products ("Coty Professional Beauty Opens New Headquarters", 2018). Using the data they have collected from their business units in travel retail, seven different shopper typologies regarding the origin were constructed. The most significant features of the most relevant typologies are given along with some fundamental insights.

Kattiyapornpong and Miller (2012) identified that there are several studies in the literature which analyse the consumer behaviours of travellers based on their nationalities. Zaidan (2015) provides ten different studies considering nationalities of varying from Singaporean to Portuguese visitors. The worldwide top spending travel retail customers are found to be from China, Brazil, South Korea, Middle East, Japan, North America, Great Britain, Russia and Germany (Coty Inc., n.d.). The term *shopper ID* stands for the shoppers of different nationalities segmented into categories with respect to their consuming behaviour and expectations from travel retail shopping, especially their fragrance usage habits. For each characteristic, Coty Inc. developed and recommended different practical approaches (Coty Inc., n.d.). It is beneficial for the business to guess the nationality of the consumer so that a plausible sales strategy could be developed accordingly. However, it is not advised to share the guess with the shopper since it could be misunderstood and might cause complications afterwards. Shopper IDs are not limited with the ones demonstrated below, however only the most relevant ones for the Turkish travel retail industry are given.

Russian, German, and British shopper IDs exhibit similarities such as:

- Seeking for excellent service: Be patient and give sincere compliments
- Valuing for money: Emphasise duty-free discounts and savings, convert prices to their own currency (if needed)
- Liking authentic luxury brands: Offer the new ones and bestsellers
- Liking newness & exclusiveness: Show the new arrivals and link them with travel retail exclusives
- Having relatively higher brand loyalty: Compliment their brand choice and present similar to the brand you represent

The points that these shoppers distinguish from each other is that German and British travellers are more likely to look for special offers. So, the sales representative should be aware of the latest promotional offers and present them. On the other hand, it is found that Russian customers have a high interest in beauty products and are inclined to spend more in this category more than most other nationalities do. It is easier to sell these products to them if the representative can exhibit their knowledge about the field successfully. Higher brand loyalty that all these shopper IDs employ provides is a good occasion to offer complementary products of the same brand.

The travellers coming from the Eastern countries tend to ask more questions to salespeople compared to other shopper ID’s. As they mostly travel in relatively larger groups, the number of questions asked simultaneously grows to a great extent. Since family and friends have an important role in their social lives, it is suggested to consider their gift-giving habits and recommend products accordingly.

2.6 Ethical dimensions

Another crucial element of airport shopping comes from a very often overlooked aspect; its ethical dimensions. Actually, not only the airport environment but the whole retail sector should be reconsidered, and the unethical practices should be revisited and transformed into ethical ones. Although the marketing and advertising strategies are the most controversial topics, the brands sometimes may be subject to harsh practices of the governments in spite of operating in international zones. As an example, the issue between The Body Shop and the government of the People's Republic of China (PRC) could be given. In 2014, The Body Shop removed its products from the duty-free stores located in Chinese airports (Davidson, 2014). The reason behind that action was the possibility that their products could be randomly tested on animals by the Chinese authorities. The spokesperson for the company stated that they did not have any knowledge about that post-market surveillance testing on animals and were still committed to their cruelty-free values. Furthermore, they clearly stated their stance by refusing to stay in the Chinese market if they will be asked to surrender their cruelty-free values. This stance definitely looks promising, but some criticisms also arose pointing out to the necessity that The Body Shop should have been proactive and made a more detailed research about the Chinese market they entered.

2.7 Turkish tourism and aeronautical industries

In 2018, Turkey received an inward flux of 46 million 112 thousand 592 visitors which is 21.45% higher than the realised amount in the previous year (T.C. Kültür ve Turizm Bakanlığı Yatırım ve İşletmeler Genel Müdürlüğü Araştırma ve

Değerlendirme Daire Başkanlığı, 2019). Among those, 39 million 488 thousand 401 (85.63 per cent) were foreign visitors while the remaining 6 million 624 thousand 191 were the Turkish citizens residing abroad. The most visitors were coming from the Russian Federation, Germany, Bulgaria, the United Kingdom and Georgia, respectively as displayed in Table 9. These top five countries make up 17 million visitors combined.

Table 9. Tourist Distribution for Turkey 2014-2018

#	Country	2014	2015	2016	2017	2018
1	Russian Federation	4 479 049	3 649 003	866 256	4 715 438	5 964 613
2	Germany	5 250 036	5 580 792	3 890 074	3 584 653	4 512 360
3	Bulgaria	1 693 591	1 821 480	1 690 766	1 852 867	2 386 885
4	United Kingdom	2 600 360	2 512 139	1 711 481	1 658 715	2 254 871
5	Georgia	1 755 289	1 911 832	2 206 266	2 438 730	2 069 392
6	Iran	1 590 664	1 700 385	1 665 160	2 501 948	2 001 744
7	Ukraine	657 051	706 551	1 045 043	1 284 735	1 386 934
8	Iraq	857 246	1 094 144	420 831	896 876	1 172 896
9	The Netherlands	1 303 730	1 232 487	906 336	799 006	1 013 642
10	Azerbaijan	657 684	602 488	606 223	765 514	858 506
11	Saudi Arabia	341 786	450 674	530 410	651 170	747 233
12	France	1 037 152	847 259	555 151	578 524	731 379
13	Greece	830 841	755 414	593 150	623 705	686 891
14	Poland	510 569	500 779	205 701	296 120	646 365
15	Romania	426 585	441 097	357 473	423 868	641 484
16	Belgium	660 857	617 406	413 614	419 998	511 559
17	Syria	1 176 490	847 275	291 754	404 203	477 439
18	USA	784 917	798 787	459 493	329 257	448 327
19	Israel	188 608	224 568	293 988	380 415	443 732
20	Kazakhstan	437 971	423 744	240 188	402 830	426 916

The most preferred mode of transport was air which was followed by land (T.C. Kültür ve Turizm Bakanlığı Yatırım ve İşletmeler Genel Müdürlüğü Araştırma ve Değerlendirme Daire Başkanlığı, 2019). However, the Turkish air transport industry has achieved 14 per cent growth over the last 10 years while the global average was only 5.6 per cent (İGA, 2019). The most foreign visitor intake via airways was observed in Istanbul (13,396,462), Antalya (12,405,488), and Muğla (2,225,080). In total, 97 million 587 thousand 056 passengers used international flights from or to Turkey (T.C. Ulaştırma ve Altyapı Bakanlığı Devlet Hava Meydanları İşletmesi Genel Müdürlüğü, 2019). Table 9 figure includes both foreigners and Turkish citizens travelling for leisure, business or both. Additionally, 344 thousand 878 day-trippers were registered. The average expenditure per visitor was calculated as $617 for foreign visitors and $801 for Turkish visitors which are combined to yield the mean value of $647 (Türkiye İstatistik Kurumu, 2019). In the duty-free context, TAV Yatırımcı İlişkileri (2016) stated that their income had a split as 46 per cent and 54 per cent coming from aeronautical and non-aeronautical sources of revenue respectively. They also reported the duty-free spending per pax as 14.3 Euros.

Table 10. Use of Different Modes of Transport in Turkey

Mode of Transport	Passenger Amount	Percentage
Air	30,069,776	76.15
Land[3]	8,414,461	21.31
Water	998,700	2.50
Rail	15,464	0.04

Source: T.C. Kültür ve Turizm Bakanlığı Yatırım ve İşletmeler Genel Müdürlüğü Araştırma ve Değerlendirme Daire Başkanlığı (2019)

[3] Excluding rails

2.8 Turkish Travel Retail Environment

Among numerous travel retailers, ATU Duty Free stands out with its wide operations in Turkey and many other countries such as Georgia, Latvia, Macedonia, Oman, Tunisia, Saudi Arabia, and the United States. ATU Duty Free is the joint venture of TAV and Unifree where Unifree is the managing partner ("About Us | Unifree", 2019). After its foundation in 1999, ATU Duty Free moved from its initial 80 square metres store to becoming one of the world’s top travel retail companies with 128 shops, covering 32.500 square metres of retail space, spanning 21 airports in 4 continents. Collectively, their shops serve approximately 79 million customers annually ("About Us - ATU Duty Free", 2019). It is possible to find a variety of products including but not limited to confectionary, perfume and cosmetics, fashion and accessories, liquor and tobacco, toys, local products, and souvenirs.

In Turkey, ATU Duty Free stores are present at Istanbul, Ankara Esenboğa, Milas Bodrum, İzmir Adnan Menderes, and Alanya Gazipaşa airports. Also, Istanbul Atatürk Airport was hosting ATU Duty Free stores before its shut down in April 2019. Basic information for each operating airport is provided along tables 11-15.

Table 11. ATU Duty Free in Istanbul[4]

Airport Name:	Istanbul Airport
Starting date of operation:	2019
Number of operated shops:	24
Total commercial area:	4485 sqm[5]

Source: "Locations - ATU Duty Free" (2019)

[4] The general duty-free store at Istanbul Airport is owned by Unifree. İstanbul Airport - ATU Airport Duty Free Stores (2019) states “At Istanbul Airport, we are present with our Turkish specialty concept stores: “Old Bazaar” where passengers can find a variety of local products such as (…). In addition, world famous luxury brands’ boutiques: (…)will be opened in 2019 and operated by ATU Duty Free.”
[5] Square metres

Table 12. ATU Duty Free in Ankara Esenboğa

Airport name:	Ankara Esenboğa Airport
Nominal capacity in million passengers:	11 million
Starting date of operation:	2006
Number of operated outlets:	3
Total commercial area:	2192 sqm

Source: "Locations - ATU Duty Free" (2019)

Table 13. ATU Duty Free in Milas Bodrum

Airport name:	Milas Bodrum Airport
Nominal capacity in million passengers:	5 million
Starting date of operation:	2015
Number of operated outlets:	5
Total commercial area:	2092 sqm

Source: "Locations - ATU Duty Free" (2019)

Table 14. ATU Duty Free in Izmir Adnan Menderes

Airport name:	Izmir Adnan Menderes Airport
Nominal capacity in million passengers:	10 million
Starting date of operation:	2006
Number of operated outlets:	4
Total commercial area:	1881 sqm

Source: "Locations - ATU Duty Free" (2019)

Table 15. ATU Duty Free in Alanya Gazipaşa

Airport name:	Alanya Gazipaşa Airport
Nominal capacity in million passengers:	6.5 million
Starting date of operation:	2013
Number of operated outlets:	2
Total commercial area:	291 sqm

Source: "Locations - ATU Duty Free" (2019)

“Retail Strategy - ATU Duty Free” (2019) clearly states their approach to the travel retail industry which points out to the topics covered in this paper:

> Our main duty-free stores remain our flagships. We invest heavily in the retail architecture. From floor to ceiling we want the shops to reflect our passion for great design, lighting, colour, the ease of navigation, the product range, the accessibility – all backed up with the highest quality customer service. Wherever we operate, we find individual solutions for every terminal and space that we manage.
>
> Whether for our walk-through duty-free shops or for the portfolio of prestigious mono brand boutiques that we have, our designs are intended to reflect the relaxing and ‘day out shopping’ feeling of a trip to the high street. We believe in creating unique environments that become both personal and memorable. Our aim is for our stores to be the most enjoyable part of the customers’ travel experience – apart from the destination itself! We nurture a relationship with our customers rather than just a transaction.
>
> At Istanbul’s Airport, for example, we have created a 1250 sqm and 850 sqm stores called The Old Bazaar. Inspired by Istanbul’s world-famous Grand Bazaar, at our store we offer more than 2000 local products reflecting Turkey’s rich cultural heritage in a uniquely designed environment. The Old Bazaar presents a unique sense of place.
>
> Wines of Georgia, at Tbilisi Airport, is another excellent example of a 275 sqm shop designed to reflect Georgian architecture and which offers a wide selection to passengers to taste and purchase the best of Georgian wines.
>
> (…) Our brand partners trust us to provide the best designed retail environment and platform to house and sell their products. We are honoured that many choose ATU Duty Free stores for their global launches. We are

> especially proud of some of the world's most recognisable brands that we now offer as well as major Turkish brands that trust us to handle their airport retail operations. ("Retail Strategy - ATU Duty Free", 2019)

At Istanbul Airport, Unifree operates the general duty-free store offering more than 1000 domestic and international brands over an area of 34,000 sqm ("Duty Free", 2019a). Its concept stores range from 4,200 sqm to 28 sqm ("Points of Operation | Unifree", 2019). The total sales area that Unifree runs its business including brand duty-free stores reaches up to 55,000 sqm in total at Istanbul Airport ("Duty Free", 2019a). "Duty Free" (2019a) shows how Unifree is following the technological advancements and adapt them to their business:

> Unifree Duty Free offers the latest technologies in traveling retail sector at the duty-free shops of Istanbul Airport. Various technologies including 3-D Hologram systems, rechargeable smart shopping baskets, mobile payment points, customer profiling and analysis systems elevate the shopping experience. For example, 'Magic Mirror', one of the latest and most popular technologies, allows shoppers to preview watches, sunglasses, accessories, clothes and make-up products without even trying them on. Thanks to the electronic customer profiling system, the stores are able to offer 'exclusive services and products' to their customers. PRMs[6] can also enjoy the shopping experience at Istanbul Airport with special vehicles allocated and trained sales attendants assigned.

The general duty-free store operated by Setur at Sabiha Gökçen Airport occupies 4,500 sqm of which 3,300 sqm is located in departures halls and while the remaining 1,200 sqm is in arrivals halls ("Duty Free", 2019b).

[6] People with reduced mobility

The National Civil Aviation Council had planned to reduce number of security control points at airports from two currently to one, but this plan has not been implemented yet. The motivation of this change is the belief that the aviation sector would be affected positively by the decreased amount of time spent at security, increased efficiency at the airports and higher spending at duty-free stores (Garanti Securities, 2014).

CHAPTER 3

METHODOLOGY

Moving from the highlighted information gathered from the literature review conducted along with the research question "How do the specific motivations, circumstances and perceptions related to duty-free stores affect the likelihood of shopping from these stores?", eighteen hypotheses are put forward and eight scales are used in the research.

3.1 Scales

The scales are modified in accordance with the purpose of the research. Each scale is provided along with a brief introduction about itself. The omitted scale items are indicated with an asterisk (*) at the end of the respective line. These items are omitted regarding their relevance and compliance with the research context and content in accordance with the literature research conducted which is followed by the author's assessment.

3.1.1 Pleasure

It is a multi-item, summated rating scale that measures a person's pleasure related to the emotional reaction to an environmental stimulus (Bruner II & Hensel, 1996). This semantic scale has been used in different numbers of items and points by Holbrook et al. (1984); Dawson, Bloch, and Ridgway (1990); and Mano and Oliver (1993).

This scale is taken from the work of Mehrabian and Russell (1974) in which they proposed that there are three factors encompassing all emotional reactions to an environmental stimulus. These three factors were told to be pleasure, arousal, and dominance which are to be scored separately. Having exhibited different Cronbach's alpha values in different studies varying between 0.72 and 0.89, Mano and Oliver (1993) reported that the scale has a Cronbach's alpha of 0.81.

Dawson et al. (1990) investigated how shopping motives affect the emotions triggered during retail shopping experiences. One of the clearest and most significant findings involving this scale was that product-related shopping motives had a significant positive relationship with the pleasure experienced by shoppers while that of experience related motives was weaker.

Bruner II, and Hensel (1996, p.475) list the scale items as:

Happy	*7 : 6 : 5 : 4 : 3 : 2 : 1*	*Unhappy*
Pleased	*7 : 6 : 5 : 4 : 3 : 2 : 1*	*Annoyed*
Satisfied	*7 : 6 : 5 : 4 : 3 : 2 : 1*	*Unsatisfied*
Contented	*7 : 6 : 5 : 4 : 3 : 2 : 1*	*Melancholic (*)*
Hopeful	*7 : 6 : 5 : 4 : 3 : 2 : 1*	*Despairing (*)*
Relaxed	*7 : 6 : 5 : 4 : 3 : 2 : 1*	*Bored*

3.1.2 Shopping intention

It is a three-item, seven-point, Likert-type scale that measures the self-reported likelihood that a consumer will shop at a specified store (Bruner II & Hensel, 1996). It is also called as the scale for *willingness to buy* by Baker, Levy, and Grewal (1992).

Baker et al. (1992) elaborated on the effects of the atmospheric factors in the retail environment and drew the conclusion that store environment influences shoppers' affective states and resultantly their shopping intentions. Although Baker et al. (1992) state that the scale was developed by Dodd, Monroe, and Grewal (1991), there is only a limited similarity between these two forms of the scale. So, it is accepted that the scale is original to Baker et al. (1992) for which they reported a Cronbach's alpha of 0.86.

Bruner II and Hensel (1996, p.664) list the scale items as:

Strongly disagree _1_:_2_:_3_:_4_:_5_:_6_:_7_ Strongly agree

1. *The likelihood that I would shop in this store is high.*
2. *I would be willing to buy gifts in this store.*
3. *I would be willing to recommend this store to my friends. (*)*

3.1.3 Shopping motivation (Product)

It is a five-item, seven-point scale that measures the degree of the product-related motivations of a consumer making a trip to a store (Bruner II & Hensel, 1996).

With other many findings, Dawson et al. (1990) suggest that shoppers with strong product-related motives experience higher pleasure during their shopping experience compared to those with weaker product motives. This scale is accepted to be original by Dawson et al. (1990), although drawing on the shopping motivation typology was proposed by Westbrook and Black (1985). Dawson et al. (1990) reported that the scale has a Cronbach's alpha of 0.69.

Bruner II and Hensel (1996, p.672) list the scale items as:

People visit the store for a variety of reasons. For each item listed below, please indicate how well it describes your reasons for visiting the store.

Not descriptive at all _1_:_2_:_3_:_4_:_5_:_6_:_7_ Very descriptive

1. *To find variety of products*
2. *To find unique crafts or foods*
3. *To see new things*
4. *To find good price*
5. *To keep up with new crafts and foods*

3.1.4 Shopping motivation (Experiential)

It is a six-item, seven-point scale that measures to what degree the motivation for a shopper's trip to a retail store is related to recreational and social reasons rather than the product and the purchase (Bruner II & Hensel, 1996).

With other many findings, Dawson et al. (1990) suggest that shoppers with strong experience-related motives experience higher pleasure during their shopping experience compared to those with weaker experience motives. This scale is accepted to be original by Dawson et al. (1990) although drawing on the shopping motivation typology was proposed by Westbrook and Black (1985). Dawson et al. (1990) reported that the scale has a Cronbach's alpha of 0.72.

Bruner II and Hensel (1996, p.670) list the scale items as:

People visit the store for a variety of reasons. For each item listed below, please indicate how well it describes your reasons for visiting the store.

Not descriptive at all _1_:_2_:_3_:_4_:_5_:_6_:_7_ Very descriptive

1. *To watch other people*
2. *To enjoy crowd*
3. *To see and hear entertainment*
4. *To meet new people*
5. *To experience interesting sights, sounds, and smells*
6. *To get out of the house (*)*

3.1.5 Store conveniences (Personnel & Services)

This scale is composed of six bipolar adjectives in a seven-point response format which are aimed to measure to what degree a consumer perceives a store to have helpful employees and service (Bruner II & Hensel, 1996).

Although the items were put forward by Dickson and Albaum (1977), the items were used first as a summated scale by Dickson and MacLachlan (1990). They found out that social distance between the shopper and that perceived of those who dominate a particular store has a notable role in one's shopping behaviour. However, it was also concluded that store conveniences in the form of personnel and service do not have a significant impact on shopping behaviour. Dickson and MacLachlan (1990) reported that the scale has a Cronbach's alpha of 0.78.

Bruner II and Hensel (1996, p.695-696) list the scale items as:

1= extremely, 2= quite, 3= slightly, 4= neutral, 5= slightly, 6= quite, 7= extremely

Unhelpful salespeople 1 : 2 : 3 : 4 : 5 : 6 : 7 *Helpful salespeople (r)*

Good service 1 : 2 : 3 : 4 : 5 : 6 : 7 *Bad service*

Friendly personnel 1 : 2 : 3 : 4 : 5 : 6 : 7 *Unfriendly personnel*

Easy to return purchases _1_:_2_:_3_:_4_:_5_:_6_:_7_ *Hard to return purchases(*)*

Fast check-out _1_:_2_:_3_:_4_:_5_:_6_:_7_ *Slow check-out (*)*

Good displays _1_:_2_:_3_:_4_:_5_:_6_:_7_ *Bad displays*

3.1.6 Store-price image

It is a five-item, seven-point, Likert-type scale that measures to what extent a shopper perceives that a store has high prices and low storewide savings (Bruner II & Hensel, 1996).

Although there exists no specific information about the origin of the scale, it is assumed that the scale was developed for the study of Cox and Cox (1990). Three out of the five items were provided in their article. In order to access the remaining two items, the authors should be contacted. Cox and Cox (1990) reported that the scale has a Cronbach's alpha of 0.85.

Bruner II and Hensel (1996, p.712) list the scale items as:

This store would probably offer:

Low overall prices _1_:_2_:_3_:_4_:_5_:_6_:_7_ *High overall prices (r)*

Large overall savings _1_:_2_:_3_:_4_:_5_:_6_:_7_ *Low overall prices (r)*

Large overall savings _1_:_2_:_3_:_4_:_5_:_6_:_7_ *Low overall savings*
on the things I buy *on the things I buy (r) (*)*

3.1.7 Choice confusion

It is a four-item, five-point, Likert-type scale that measures the shopping orientation characterised by a lack of certainty about where to shop and what to buy due to the great abundance of options (Bruner II, James & Hensel, 2001). Shim and Gehrt (1996) named the scale as *confused by over choice.*

The scale was developed by Sproles and Kendall (1986). Shim and Gehrt (1996) used this scale in their study in which they examined differences in shopping orientations among high school students. They reported that the scale has a Cronbach's alpha of 0.62.

Bruner II et al. (2001, p.131) list the scale items as:

Strongly disagree __1__:__2__:__3__:__4__:__5__ Strongly agree

1. *There are so many brands to choose from that often I feel confused.*
2. *Sometimes it's hard to choose which stores to shop. (*)*
3. *The more I learn about the products, the harder it seems to choose the best.*
4. *All the information I get on different products confuses me.*

3.1.8 Shopping orientation (Recreation)

It is a three-item, five-point, Likert-type scale that measures a consumer's need affiliation during shopping and enjoyment of sensory stimulation received from the experience (Bruner II et al., 2001). Roy (1994) suggests that this scale also taps a little into the need for power and authority during shopping.

Westbrook and Black (1985) were the first to use this scale as the part of different dimensions of shopping motivation. Roy (1994) concluded that a significant positive relationship exists between recreational shopping orientation and mall visit frequency. Roy (1994) reported that the scale has a Cronbach's alpha of 0.58.

Bruner II et al. (2001, p.607) list the scale items as:

Strongly disagree _1_:_2_:_3_:_4_:_5_ Strongly agree

1. *I enjoy talking with salespeople and other shoppers who are interested in the same things as I am.*
2. *I like having a salesperson bring merchandise out for me to choose from.*
3. *I enjoy seeing mall exhibits while shopping. (*)*

3.2 Pre-test

A pre-test of the survey was conducted with the participation of 10 respondents of different ages and disciplines where half of them filled in the Turkish survey while the other half filled in the English survey. Their suggestions on comprehensibility and coherence were taken into consideration during the revision of the survey. By this pre-test, the survey improved to be more fluent in grammar and more understandable for the prospective participants.

It was important that the same meaning could be drawn from English questions and their Turkish counterparts. There were noteworthy feedbacks from the pre-test respondents implying the change of meaning after translation which could mislead the respondents and thus severely affect the research results. As the English survey was given after the Turkish survey, the respondents pointed out that English questions were easily comprehensible and more meaningful compared to Turkish questions. In the light of these feedbacks, it was decided to continue only with the

English survey which employs the original questions in order to prevent any misunderstanding.

3.3 Procedure

The survey is offered in both Turkish and English using Google Forms which is an online survey tool. The English and Turkish survey questions can be found in appendices A and B, respectively.

The survey consists of four sections. The first section does not include questions but briefly explains the purpose of the survey and then asks for the consent of the respondents to use their responses for academic purposes. The approximate time to complete the survey and the owner's email address were also given.

Using the features of this tool, the second section brought two questions that were set as elimination factors. These questions ask if the respondent has ever had an international flight and visited a duty-free store. In case any of these questions receive a negative answer, the survey is terminated by the immediate submission of the form without proceeding to any further question.

The third section included questions to gather general information about the respondent. It also served as a warm-up section before proceeding to deeper questions as a part of previously selected scales which are embedded in the fourth section.

Apart from the survey, an in-person interview is held with Ömer Korkmaz, the commercial director of Setur.

3.4 Sample size and participants

The required sample size at 99% confidence level and 6.25 confidence interval is calculated as 426 for any population size approximately greater than 400,000.

Non-probability sampling methods are used throughout the research. Convenience sampling accounts for the directly or indirectly acquainted respondents who are reached by phone, email, or messages. Voluntary response sampling accounts for the respondents who chose to participate in the survey on a voluntary basis after seeing the announcements made on several different platforms.

The survey was distributed to people of different ages and of different nationalities. In total, 513 respondents filled in the survey. There were 40 respondents who had never been on an international flight and/or shopped from a duty-free store at airport. Only one of these 40 respondents has shown inconsistency by claiming they had never travelled abroad by plane but had shopped from duty-free stores at airports. Following the logical reasoning, their answer was discarded which reduces the valid respondent number to 39.

Out of the remaining 473 respondents, 435 were coming from Turkish respondents and 38 were from either dual citizenship holders or non-Turkish (hereby non-Turkish). For the main analysis, the data coming from Turkish respondents were used and then compared with the input of non-Turkish participants to seek for significant differences and suggestions for further research.

The respondents contributed to the research on a voluntary basis, they were not offered any prize or benefit. Also, seven responses (five Turkish, two non-Turkish) had to be discarded due to duplicate submissions. After the refinement process, 430 Turkish respondents (172 male, 257 female, 1 prefer not to say) remained to conduct the analysis with.

3.5 Hypotheses

18 hypotheses are constructed and then tested in accordance with the conducted literature review and the author's assumptions.

H1: The feeling of being obliged to buy gifts when returning from abroad is associated with the perceived gift expectation of the acquaintances.

H2: The gift buying habit as one returns from abroad is associated with the feeling of being obliged to buy gifts when returning from abroad.

H3: The increased gift giving habit triggers the habit of having spare money for duty-free shopping.

H4: The motivation of finding good prices triggers the habit of having spare money for duty-free shopping.

H5: The shoppers who desire to be exposed to various new, unique, and interesting experiences or products are more inclined to spare money for duty-free shopping.

H6: The travellers who spare money for duty-free shopping are more likely to actualise shopping in these stores.

H7: Personnel attitude impacts the service quality perceived by duty-free shoppers.

H8: Better service increases the pleasure levels of the duty-free shoppers.

H9: Better displays within the duty-free stores increase the pleasure levels of the shoppers.

H10: Higher pleasure levels of duty-free visitors lead to higher likelihood of shopping.

H11: As the shoppers are confused more, their likelihood of shopping from that duty-free store decreases.

H12: People having more frequent international flights tend to visit duty-free stores more frequently.

H13: Passenger who shop more frequently in their daily lives visit duty-free stores more frequently.

H14: People visiting duty-free stores more frequently are more likely to shop from these stores.

H15: The higher is the perceived price advantage of a passenger, the more likely is their duty-free shopping.

H16: Shoppers with higher social motivations are more likely to enjoy salesperson interaction.

H17: Shoppers enjoying salesperson interaction are more likely to shop from duty-free stores.

H18: The boredom experienced while waiting for boarding to the aircraft increases the likelihood of shopping from a duty-free store.

3.6 Proposed research model

In accordance with the aforementioned hypotheses, the research model is proposed as in Figure 2.

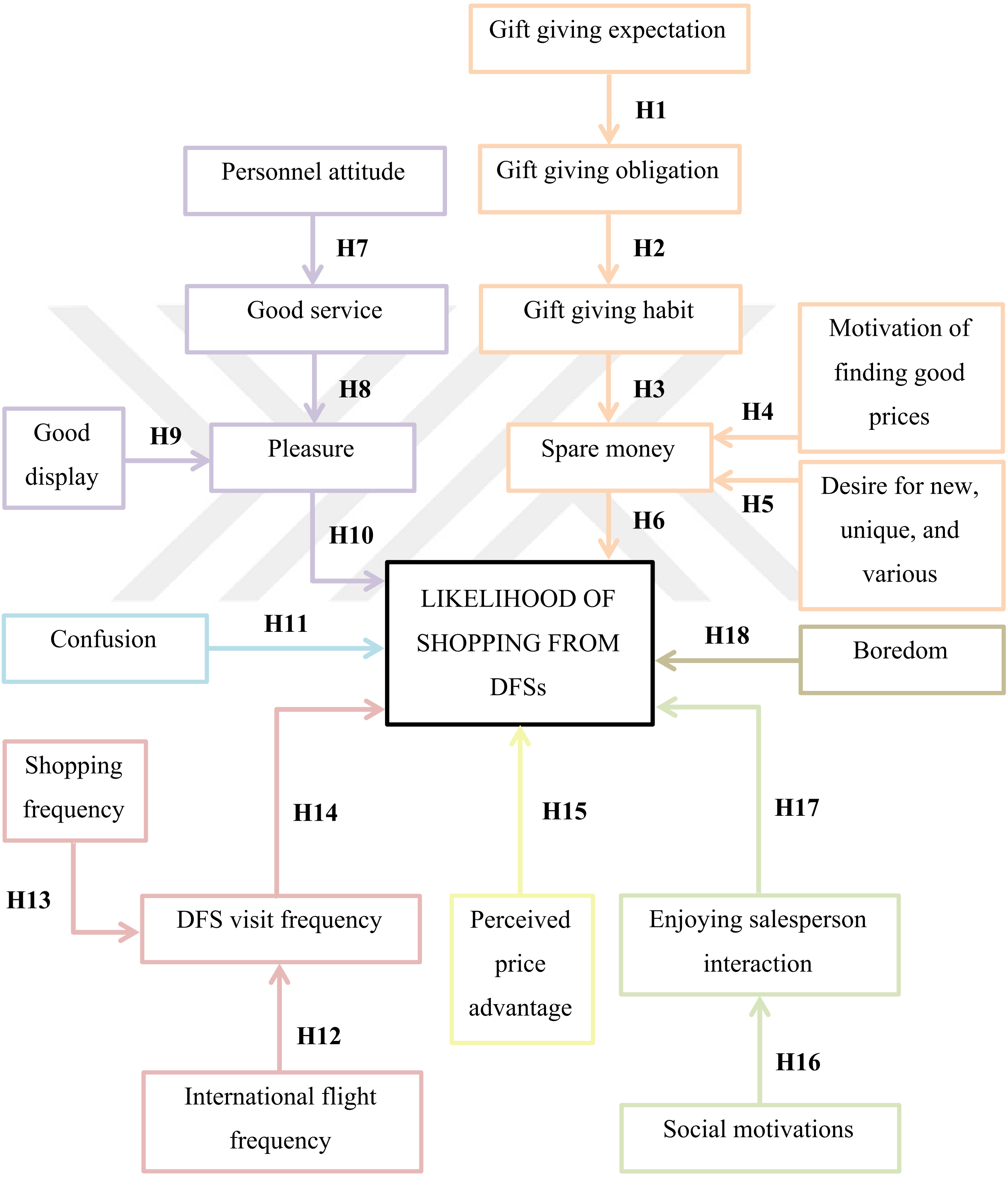

Figure 2. Proposed Research Model

CHAPTER 4

DATA ANALYSIS AND FINDINGS

After the refinement of the data and adjusting the open-ended answers collected in the questions containing “other” options, the dataset became convenient to conduct analysis with.

Malhotra (2006, 2009) states the Likert scale can be treated as an interval scale while there are controversial opinions about the semantic differential scale. After reading the literature, it was considered to be convenient to treat them as interval scales as Messick (1957) reports the existence of small deviations from the equal interval assumption and adds that the correlations between scaled and assumed boundaries were calculated to be greater than 0.98 for every scale considered. This very high level of correlation allows us to conduct the analysis in the desired way. Also, Vidali and Holeway (1975) treated a semantic differential scale as an interval measure.

The analyses are done by using IBM SPSS[7] Statistics.

4.1 Hypothesis 1

In Table 16, “Count” shows the actual answers to the survey’s related questions. “Expected count estimates” what the answers would be to the related questions if there was no association between two variables; namely gift_expectation and gift_obliged. As the count and expected count values are different than each other, a

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[7] Statistical Package for the Social Sciences

Chi-Square Test can be carried for these two nominal variables to examine their independence from each other.

Table 16. "gift_expectation * gift_obliged" Crosstabulation

			gift_obliged		
			0	1	Total
gift_expectation	0	Count	177	33	210
		Expected Count	119.2	90.8	210.0
	1	Count	67	153	220.0
		Expected Count	124.8	95.2	220
Total		Count	244	186	430.0
		Expected Count	244	186	430
0 = “No”, 1 = “Yes”					

Since neither of the cells has expected count less than 5, it is possible to continue the analysis without any re-planning. In Table 17, the Person Chi-Square (χ^2) statistic[8] is found to be 126.85 pointing out to the large deviation between the expected and observed values. The asymptotic significance, in other words, the p-value for Pearson Chi-Square test, is calculated to be 2.008×10^{-29} which is much smaller than the alpha (α) level associated with the 99% confidence level[9], 0.01. Since the p-value is smaller than the respective α level, it can be stated that the null hypothesis is rejected. Thus, these two variables are not independent of each other and there exists a statistically significant relationship between them. In other words, it can be stated that the feeling of being obliged to buy gifts as returning from abroad and the perceived gift expectation of the acquaintances are dependent on each other.

[8] It is the sum of squares of the difference between observed and expected values dividied by the sample size.
[9] Having a confidence level of 99% means that there is a probability of 1 per cent rejecting the null hypothesis although it is actually true. This is called as Type I error.

Table 17. Chi-Square Test for the Variables gift_expectation and gift_obliged

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	126.85[a]	1	.000
N of Valid Cases	430		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 90.84.

Working with a large-sized sample, it is convenient to take a look to phi (ϕ) coefficient[10] to understand how impactful the dependency is. Having seen there are many different interpretations of the ϕ values, it is decided the use the one presented in Plummer (2004). It is written that ϕ value between

- 0-0.10 implies no or negligible correlation,
- 0.11-0.30 implies weak correlation,
- 0.31-0.50 implies moderate correlation,
- 0.51-1.00 implies strong correlation.

The same interpretation applies to negative correlations, as well. Seeing the ϕ value is 0.543 in Table 18, it can be said that the correlation between these two variables is strong.

Table 18. Phi Coefficient of the Variables gift_expectation and gift_obliged

		Value	Approximate Significance
Nominal by Nominal	Phi	.543	.000
N of Valid Cases		430	

[10] A measure of the degree of association between two binary variables. It is the square root of the division chi-square (χ^2) by the sample size (n).

4.2 Hypothesis 2

As the count and expected count values in Table 19 are different than each other, a Chi-Square Test can be carried for these two nominal variables to understand their association with one and the other.

Table 19. "gift_obliged * gift_habit" Crosstabulation

			gift_habit		
			0	1	Total
gift_obliged	0	Count	80	164	244
		Expected Count	50.5	193.5	244.0
	1	Count	9	177	186
		Expected Count	38.5	147.5	186.0
Total		Count	89	341	430
		Expected Count	89.0	341.0	430.0

Since neither of the cells has expected count less than 5, the analysis can be continued without any re-planning. In Table 20, the χ^2 value is found to be 50.227 implying a smaller deviation between the expected and observed values compared to that of the previous variable set. The p-value for Pearson Chi-Square test is calculated to be $1.369\text{x}10^{-12}$ which is much smaller than the α level associated with the 99% confidence level, 0.01. Since the p-value is smaller than the respective α level, it can be stated that the null hypothesis is rejected. Thus, these two variables are not independent of each other and there exists a statistically significant relationship between them. In other words, it can be stated that the gift buying habit as one returns from abroad and the feeling of being obliged to buy gifts as returning from abroad are dependent on each other.

Table 20. Chi-Square Test for the Variables gift_obliged and gift_habit

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	50.227[a]	1	.000
N of Valid Cases	430		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 38.50.

Seeing the ϕ value is 0.342 in Table 21, the variables have a moderate correlation.

Table 21. Phi Coefficient of the Variables gift_obliged and gift_habit

		Value	Approximate Significance
Nominal by Nominal	Phi	.342	.000
N of Valid Cases		430	

4.3 Hypothesis 3

As the count and expected count values in Table 22 are different than each other, a Chi-Square Test can be carried for these variables (one nominal, one ordinal) to understand their association with one and the other.

Table 22. "gift_habit * spare_money" Crosstabulation

			spare_money					
			0	1	2	3	4	Total
gift_habit	0	Count	15	18	22	22	12	89
		Expected Count	7.0	13.9	24.6	25.0	18.4	89.0
	1	Count	19	49	97	99	77	341
		Expected Count	27.0	53.1	94.4	96.0	70.6	341.0
Total		Count	34	67	119	121	89	430
		Expected Count	34.0	67.0	119.0	121.0	89.0	430.0

Since neither of the cells has expected count less than 5, the analysis can be continued without any re-planning. In Table 23, the χ^2 value is found to be 16.558. The p-value for Pearson Chi-Square test is calculated to be 0.002 which is smaller than the α level associated with the 99% confidence level, 0.01. Since the p-value is smaller than the respective α level, it can be stated that the null hypothesis is rejected. Thus, these two variables are not independent of each other and there exists a statistically significant relationship between them. In other words, it can be stated that the gift buying habit as one returns from abroad and sparing money for duty-free shopping are dependent on each other.

Table 23. Chi-Square Test for the Variables gift_habit and spare_money

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.558[a]	4	.002
N of Valid Cases	430		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.04.

Table 23 gives ϕ value of 0.196, but ϕ cannot be used for the analysis of this hypothesis. In the previous hypotheses where there were dichotomous nominal variables, ϕ values were used to understand the strength of the correlation. However, as there is a crosstabulation table larger than 2x2 and an ordinal variable is involved, the Cramer's V should be considered. Cramer's V has the same value with ϕ for this case since there are two rows. In any table where both dimensions are larger than two, Cramer's V helps the user to rescale the ϕ value so that the new value fall between -1 and +1 and the interpretation can be made easily. It also allows the use of an ordinal variable accompanied by a nominal variable. The same interpretation given for ϕ by Plummer (2004) can be used. In Table 24, it is seen that Cramer's V is

0.196 which implies a weak association between gift giving habit and sparing some money for duty-free shopping.

Table 24. Phi Coefficient and Cramer's V for the Variables gift_habit and spare_money

		Value	Approximate Significance
Nominal by Nominal	Phi	.196	.002
	Cramer's V	.196	.002
N of Valid Cases		430	

4.4 Hypothesis 4

As the habit of sparing money for duty-free shopping is measured on an ordinal scale while the motivation of looking for good prices during duty-free shopping is a variable measured on an interval scale, a Spearman's rank-order correlation can be carried for these variables to understand about their relationship. From Table 25, it is seen that the Spearman's rho[11] is 0.213 and the footnote depicts that the correlation is significant at 99% confidence level. The p-value is $9x10^{-5}$, much smaller than associated α level. Although there is not any generalised threshold set for Spearman's rho; Schober, Boer and Schwarte (2018) reported the following categorisation:

- 0.00-0.09 → Negligible correlation
- 0.10-0.39 → Weak correlation
- 0.40-0.69 → Moderate correlation

[11] a.k.a. Spearman's correlation coefficient, denoted by ρ or r_s

- 0.70-0.89 → Strong correlation
- 0.90-1.00 → Very strong correlation[12]

Table 25. Spearman's Rank-Order Correlation for the variables good_prices and spare_money

			good_prices	spare_money
Spearman's rho	good_prices	Correlation Coefficient	1.000	.213**
		Sig. (2-tailed)	.	.000
		N	430	430
	spare_money	Correlation Coefficient	.213**	1.000
		Sig. (2-tailed)	.000	.
		N	430	430

**. Correlation is significant at the 0.01 level (2-tailed).

Using the proposed thresholds by Schober et al. (2018), the habit of sparing money for duty-free shopping and the motivation of looking for good prices during duty-free shopping are positively but weakly correlated.

4.5 Hypothesis 5

As the habit of sparing money for duty-free shopping is measured on an ordinal scale while the desire for the new, the unique and the variety is a combined variable measured on an interval scale, a Spearman's rank-order correlation can be carried for these variables to understand about their relationship. This combined variable is the mean of five different items related to keeping up with new products, finding unique and variety of products, seeing new things, and experiencing interesting things. From Table 26, it is seen that the Spearman's rho is 0.219 and the footnote depicts that the

[12] The same interpretation applies for the negatives of the written values.

correlation is significant at 99% confidence level. The p-value is $5x10^{-6}$, much smaller than associated α level.

Table 26. Spearman's Rank-Order Correlation for the variables new_unique_variety_com and spare_money

			spare_ money	new_unique_ variety_com
Spearman's rho	spare_money	Correlation Coefficient	1.000	.219**
		Sig. (2-tailed)	.	.000
		N	430	430
	new_unique _variety_com	Correlation Coefficient	.219**	1.000
		Sig. (2-tailed)	.000	.
		N	430	430

**. Correlation is significant at the 0.01 level (2-tailed).

Using the proposed thresholds by Schober et al. (2018), the habit of sparing money for duty-free shopping and the desire for the new, the unique, and the variety are positively but weakly correlated.

4.6 Hypothesis 6

Since the habit of sparing money for duty-free shopping is measured by an ordinal scale while the likelihood of shopping from duty-free stores is measured by the Likert scale which can be treated as an interval scale, one-way ANOVA can be used for the interpretation of the results. Table 27 exhibits the descriptive statistics. It can be seen that the mean likelihood of shopping from a duty-free store increases as people tend to spare money more frequently for their duty-free shopping. Also, the passengers always sparing money for duty-free shopping did not report low likelihoods of shopping from duty-free stores such as 1 or 2 in the Likert scale.

Table 27. Descriptive Statistics for H6

	N	Mean	Std. Dev.	Std. Error	95% Confidence Interval for Mean Lower Bound	Upper Bound	Min.	Max.
0	34	3.68	1.430	.245	3.18	4.18	1	6
1	67	3.49	1.295	.158	3.18	3.81	1	6
2	119	4.03	1.061	.097	3.83	4.22	1	6
3	121	4.68	.977	.089	4.50	4.85	2	6
4	89	4.99	.971	.103	4.78	5.19	3	6
Total	430	4.30	1.216	.059	4.18	4.41	1	6

Before checking the dependency of the variables, the homogeneity (Levene's test) of variances should be tested as it is the assumption to carry out the ANOVA whose data is shown in Table 29. Since all the significance levels provided in Table 28 smaller than α=0.01, the null hypothesis which assumes the homogeneity of variances is rejected and thus it is concluded that the homogeneity assumption is violated.

Table 28. Test of Homogeneity of Variances for H6

		Levene Statistic	df1	df2	Sig.
likelihood_dfs_shopping	Based on Mean	6.219	4	425	.000
	Based on Median	4.982	4	425	.001
	Based on Median and with adjusted df	4.982	4	403.185	.001
	Based on trimmed mean	6.081	4	425	.000

The R^2 value is 0.198. The calculated p-value is 1.981×10^{-19}, but it cannot be used due to the aforementioned violation of homogeneity of variances. So, a Brown-Forsythe test is conducted to have a robust test on the equality of means which leads to a valid p-value. This p-value is calculated to be 2.020×10^{-15} in Table 30. Since the p-value is smaller than the respective α level (0.01), it can be stated that the null hypothesis is rejected. Thus, these two variables are not independent of each other and there exists a statistically significant relationship between them. In other words, the habit of sparing money for duty-free shopping is correlated with the likelihood of shopping from duty-free stores.

Table 29. ANOVA for H6

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	125.367	4	31.342	26.194	.000
Within Groups	508.530	425	1.197		
Total	633.898	429			

Table 30. Robust Test of Equality of Means for H6

	Statistic[a]	df1	df2	Sig.
Brown-Forsythe	22.603	4	200.233	.000

a. Asymptotically F distributed.

4.7 Hypothesis 7

As both the personnel attitude and service in duty-free stores are measured on interval scales, a Pearson's product-moment correlation can be carried for these variables to understand about their relationship. The combined variable of personnel attitude is the mean of three different items related to helpfulness, friendliness and competency of salespeople. From Table 31, it can be seen that the Pearson's correlation coefficient (r) is 0.785 and the footnote depicts that the correlation is significant at 99% confidence level. The p-value is $5.139 x 10^{-91}$, much smaller than associated α level. Although there is not any generalised threshold set for Pearson's correlation coefficient, Evans (1996) reported the following categorisation:

- 0.00-0.19 → Very weak correlation (negligible)
- 0.20-0.39 → Weak correlation
- 0.40-0.59 → Moderate correlation
- 0.60-0.79 → Strong correlation
- 0.80-1.00 → Very strong correlation[13]

Table 31. Pearson's Product-Moment Correlation for the Variables personnel_attitude_com and good_service

		personnel_attitude_com	good_service
personnel_attitude_com	Pearson Correlation	1	.785**
	Sig. (2-tailed)		.000
	N	430	430
good_service	Pearson Correlation	.785**	1
	Sig. (2-tailed)	.000	
	N	430	430

**. Correlation is significant at the 0.01 level (2-tailed).

Using the proposed thresholds by Evans (1996), it can be stated that the personnel attitude and the goodness of service are positively and strongly correlated at the upper limit of strong correlation. Thus, this strong correlation should be kept in mind while discussing the results.

[13] The same interpretation applies for the negatives of the written values.

4.8 Hypothesis 8

As both the pleasure and service in duty-free stores are measured on interval scales, a Pearson's product-moment correlation can be carried for these variables to understand about their relationship. The combined variable of pleasure is the mean of four different items investigating if the passengers are unhappy-happy, annoyed-pleased, unsatisfied-satisfied, and bored-relaxed during their duty-free shopping experiences. From Table 32, it can be seen that the Pearson's correlation coefficient is 0.364 and the footnote depicts that the correlation is significant at 99% confidence level. The p-value is 6.039×10^{-15}, much smaller than associated α level.

Table 32. Pearson's Product-Moment Correlation for the Variables good_service and pleasure_com

		good_service	pleasure_com
good_service	Pearson Correlation	1	.364**
	Sig. (2-tailed)		.000
	N	430	430
pleasure_com	Pearson Correlation	.364**	1
	Sig. (2-tailed)	.000	
	N	430	430

**. Correlation is significant at the 0.01 level (2-tailed).

Using the proposed thresholds by Evans (1996), it can be stated that the pleasure of duty-free shoppers and the goodness of service have a positive weak correlation.

4.9 Hypothesis 9

As both the combined variable of pleasure and display in duty-free stores are measured on interval scales, a Pearson's product-moment correlation can be carried for these variables to understand about their relationship. From Table 33, it can be seen that the Pearson's correlation coefficient is 0.301 and the footnote depicts that the correlation is significant at 99% confidence level. The p-value is 1.835×10^{-10}, much smaller than associated α level.

Table 33. Pearson's Product-Moment Correlation for the Variables good_display and pleasure_com

		good_display	pleasure_com
good_display	Pearson Correlation	1	.301**
	Sig. (2-tailed)		.000
	N	430	430
pleasure_com	Pearson Correlation	.301**	1
	Sig. (2-tailed)	.000	
	N	430	430

**. Correlation is significant at the 0.01 level (2-tailed).

Using the proposed thresholds by Evans (1996), it can be stated that the pleasure of duty-free shoppers and the goodness of display have a positive weak correlation.

4.10 Hypothesis 10

As both the combined variable of pleasure and likelihood of duty-free shopping are measured on interval scales, a Pearson's product-moment correlation can be carried for these variables to understand about their relationship. From Table 34, it can be seen that the Pearson's correlation coefficient is 0.479 and the footnote depicts that the correlation is significant at 99% confidence level. The p-value is 5.227×10^{-26}, much smaller than associated α level.

Table 34. Pearson's Product-Moment Correlation for the Variables pleasure_com and likelihood_dfs_shopping

		pleasure_com	likelihood_dfs_shopping
pleasure_com	Pearson Correlation	1	.479**
	Sig. (2-tailed)		.000
	N	430	430
likelihood_dfs_shopping	Pearson Correlation	.479**	1
	Sig. (2-tailed)	.000	
	N	430	430

**. Correlation is significant at the 0.01 level (2-tailed).

Using the proposed thresholds by Evans (1996), it can be stated that the pleasure of shoppers and their likelihood of duty-free shopping have a positive moderate correlation.

4.11 Hypothesis 11

As both the combined variable of confusion and likelihood of duty-free shopping are measured on interval scales, a Pearson's product-moment correlation can be carried for these variables to understand about their relationship. From Table 35, it can be seen that the Pearson's correlation coefficient is 0.090 and the p-value is 0.061 which greater than the associated α level, 0.01. Thus, there is no statistically significant correlation between confusion and likelihood of duty-free shopping.

Table 35. Pearson's Product-Moment Correlation for the Variables confusion_com and likelihood_dfs_shopping

		likelihood_dfs_shopping	confusion_com
likelihood_dfs_shopping	Pearson Correlation	1	.090
	Sig. (2-tailed)		.061
	N	430	430
confusion_com	Pearson Correlation	.090	1
	Sig. (2-tailed)	.061	
	N	430	430

4.12 Hypothesis 12

As both of the frequency of having international flights and the frequency of visiting duty-free stores are variables measured on an ordinal scale, a Spearman's rank-order correlation can be carried for these variables to understand about their relationship. From Table 36, it can be seen that the Spearman's rho is 0.777 and the footnote depicts that the correlation is significant at 99% confidence level. The p-value is 6.534×10^{-88}.

Table 36. Spearman's Rank-Order Correlation for the variables f_abroad and f_dfs_visit

			f_abroad	f_dfs_visit
Spearman's rho	f_abroad	Correlation Coefficient	1.000	.777**
		Sig. (2-tailed)	.	.000
		N	430	430
	f_dfs_visit	Correlation Coefficient	.777**	1.000
		Sig. (2-tailed)	.000	.
		N	430	430

**. Correlation is significant at the 0.01 level (2-tailed).

Using the proposed thresholds by Schober et al. (2018), it can be concluded that one's frequency of having international flights and their frequency of visiting duty-free stores are strongly correlated.

4.13 Hypothesis 13

As the both of the frequency of shopping in daily life and the frequency of visiting duty-free stores are variables measured on an ordinal scale, a Spearman's rank-order correlation can be carried for these variables to understand about their relationship. From Table 37, it can be seen that the Spearman's rho is -0.108 and the footnote depicts that the correlation is not statistically significant at 99% confidence level, but it is significant and negative at 95% confidence level as the p-value is 0.026.

Table 37. Spearman's Rank-Order Correlation for the variables f_dfs_visit and f_mall

			f_dfs_visit	f_mall
Spearman's rho	f_dfs_visit	Correlation Coefficient	1.000	-.108*
		Sig. (2-tailed)	.	.026
		N	430	430
	f_mall	Correlation Coefficient	-.108*	1.000
		Sig. (2-tailed)	.026	.
		N	430	430

*. Correlation is significant at the 0.05 level (2-tailed).

Using the proposed thresholds by Schober et al. (2018), it can be concluded that one's frequency of shopping in daily life and their frequency of visiting duty-free stores are weakly and negatively correlated. This weak negative correlation can be visualised by the help of Figure 3 which shows the means plot for the variable of the interest.

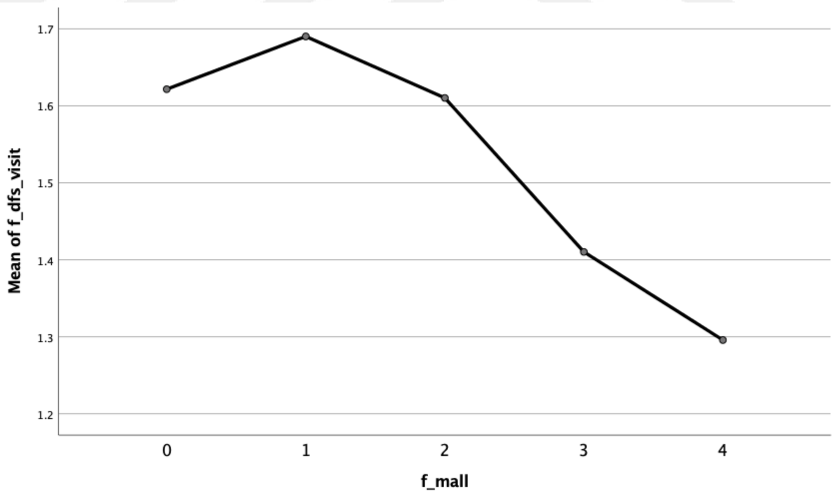

Figure 3. Means plot (f_mall versus mean of f_dfs_visit)

4.14 Hypothesis 14

Since the frequency of duty-free store visits is measured by an ordinal scale while the likelihood of shopping from duty-free stores is measured by the Likert scale which can be treated as an interval scale, one-way ANOVA can be used for the interpretation of the results. Table 38 exhibits the descriptive statistics. It can be seen that the mean of the likelihood of shopping from a duty-free store increases as people tend to visit duty-free stores more frequently.

Table 38. Descriptive Statistics for H14

	N	Mean	Std. Dev.	Std. Error	95% Confidence Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
0	86	4.06	1.231	.133	3.79	4.32	2	6
1	144	4.17	1.297	.108	3.96	4.39	1	6
2	119	4.33	1.128	.103	4.12	4.53	1	6
3	45	4.58	1.076	.160	4.25	4.90	2	6
4	36	4.92	1.052	.175	4.56	5.27	2	6
Total	430	4.30	1.216	.059	4.18	4.41	1	6

Before checking the dependency of the variables, the homogeneity of variances should be tested. Since all the significance levels provided in Table 39 are greater than α=0.01, it is failed to reject the null hypothesis and can be concluded that the homogeneity assumption is not violated.

Table 39. Test of Homogeneity of Variances for H14

		Levene Statistic	df1	df2	Sig.
likelihood_dfs_shopping	Based on Mean	1.152	4	425	.331
	Based on Median	1.043	4	425	.385
	Based on Median and with adjusted df	1.043	4	421.543	.385
	Based on trimmed mean	1.491	4	425	.204

As the significance value, 0.002, shown in Table 40 is smaller than α=0.01, it can be said that the frequency of duty-free store visits has a statistically significant correlation with the likelihood of shopping from a duty-free store. Also, the value of R^2 is 0.039.

Table 40. ANOVA for H14

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.582	4	6.146	4.287	.002
Within Groups	609.315	425	1.434		
Total	633.898	429			

4.15 Hypothesis 15

As both perceived price advantage and the likelihood of shopping from duty-free shopping are measured on interval scales, a Pearson's product-moment correlation can be carried for these variables to understand about their relationship. The combined variable of price advantage is the mean of two different items related to overall prices and savings. From Table 41, it can be seen that the Pearson's Correlation Coefficient is 0.353 and the footnote depicts that the correlation is significant at 99% confidence level. The p-value is 4.573×10^{-14}, much smaller than associated α level.

Table 41. Pearson's Product-Moment Correlation for the Variables price_advantage_com and likelihood_dfs_shopping

		price_advantage_com	likelihood_dfs_shopping
price_advantage_com	Pearson Correlation	1	.353**
	Sig. (2-tailed)		.000
	N	430	430
likelihood_dfs_shopping	Pearson Correlation	.353**	1
	Sig. (2-tailed)	.000	
	N	430	430

**. Correlation is significant at the 0.01 level (2-tailed).

Using the proposed thresholds by Evans (1996), it can be stated that perceived price advantage and the likelihood of duty-free store shopping have a positive weak correlation.

4.16 Hypothesis 16

As both the combined variables of social motivations and salesperson interactions are measured on interval scales, a Pearson's product-moment correlation can be carried for these variables to understand about their relationship. The combined variable of social motivations is the mean of four different items related to motivations of watching other people, enjoying the crowd, meeting new people, and hearing and seeing entertainment during duty-free shopping. The combined variable of salesperson interactions is the mean of two items. From Table 42, it can be seen that the Pearson's correlation coefficient is 0.312 and the footnote depicts that the correlation is significant at 99% confidence level. The p-value is 3.641×10^{-11}, much smaller than associated α level.

Table 42. Pearson's Product-Moment Correlation for the Variables social_motives_com and salesperson_interaction_com

		social_ motives_com	salesperson_ interaction_com
social_motives_com	Pearson Correlation	1	.312**
	Sig. (2-tailed)		.000
	N	430	430
salesperson_interaction_com	Pearson Correlation	.312**	1
	Sig. (2-tailed)	.000	
	N	430	430

**. Correlation is significant at the 0.01 level (2-tailed).

Using the proposed thresholds by Evans (1996), it can be stated that the social motivations of duty-free shoppers and their enjoyment of salesperson interaction have a positive weak correlation.

4.17 Hypothesis 17

As both the combined variable of salesperson interaction and the likelihood of duty-free shopping are measured on interval scales, a Pearson's product-moment correlation can be carried for these variables to understand about their relationship. From Table 43, it can be seen that the Pearson's correlation coefficient is 0.230 and the footnote depicts that the correlation is significant at 99% confidence level. The p-value is 10^{-5}, much smaller than associated α level.

Table 43. Pearson's Product-Moment Correlation for the Variables salesperson_interaction_com and likelihood_dfs_shopping

		salesperson_interaction_com	likelihood_dfs_shopping
salesperson_interaction_com	Pearson Correlation	1	.230**
	Sig. (2-tailed)		.000
	N	430	430
likelihood_dfs_shopping	Pearson Correlation	.230**	1
	Sig. (2-tailed)	.000	
	N	430	430

**. Correlation is significant at the 0.01 level (2-tailed).

Using the proposed thresholds by Evans (1996), it can be stated that the enjoyment of salesperson interaction and likelihood of duty-free shopping have a positive weak correlation.

4.18 Hypothesis 18

Since the boredom is measured by a nominal scale while the likelihood of shopping from duty-free stores is measured by the Likert scale which can be treated as an interval scale, one-way ANOVA can be used for the interpretation of the results. As seen in Table 44, the close means for the likelihood of shopping from a duty-free store of the two groups (4.23 and 4.31 for 0 and 1, respectively) gives a hint that the association between the variables may not be statistically significant.

Table 44. Descriptive Statistics for H18

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Min.	Max.
0	74	4.23	1.288	.150	3.93	4.53	1	6
1	356	4.31	1.201	.064	4.19	4.44	1	6
Total	430	4.30	1.216	.059	4.18	4.41	1	6

Before checking the dependency of the variables, the homogeneity of variances should be tested. Since all the significance levels provided in Table 45 are greater than α=0.01, it can be concluded that the homogeneity assumption is not violated.

Table 45. Test of Homogeneity of Variances for H18

		Levene Statistic	df1	df2	Sig.
likelihood_dfs_shopping	Based on Mean	.152	1	428	.697
	Based on Median	.014	1	428	.906
	Based on Median and with adjusted df	.014	1	424.950	.906
	Based on trimmed mean	.229	1	428	.632

As the significance value shown in Table 46 is much larger than α=0.01, it can be said that the boredom experienced while waiting for boarding to the aircraft does not have a statistically significant effect on the likelihood of shopping from a duty-free store.

Table 46. ANOVA for H18

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.413	1	.413	.279	.598
Within Groups	633.485	428	1.480		
Total	633.898	429			

4.19 The Summary of Hypothesis Testing

As all the hypotheses are tested, their summary is given in Table 47.

Table 47. The Summary of Hypothesis Testing

#	Hypothesis	Method	Result
H1	The feeling of being obliged to buy gifts when returning from abroad is associated with the perceived gift expectation of the acquaintances.	Crosstabs Chi-squared Phi	Supported
H2	The gift buying habit as one returns from abroad is associated with the feeling of being obliged to buy gifts when returning from abroad.	Crosstabs Chi-squared Phi	Supported
H3	The increased gift giving habit triggers the habit of having spare money for duty-free shopping.	Crosstabs Chi-squared Phi Cramer’s V	Supported
H4	The motivation of finding good prices triggers the habit of having spare money for duty-free shopping.	Spearman	Supported

H5	The shoppers who desire to be exposed to various new, unique, and interesting experiences or products are more inclined to spare money for duty-free shopping.	Spearman	Supported
H6	The travellers who spare money for duty-free shopping are more likely to actualise shopping in these stores.	ANOVA Brown-Forsythe	Supported
H7	Personnel attitude impacts the service quality perceived by duty-free shoppers.	Pearson	Supported
H8	Better service increases the pleasure levels of the duty-free shoppers.	Pearson	Supported
H9	Better displays within the duty-free stores increase the pleasure levels of the shoppers.	Pearson	Supported
H10	Higher pleasure levels of duty-free visitors lead to higher likelihood of shopping.	Pearson	Supported
H11	As the shoppers are confused more, their likelihood of shopping from that duty-free store decreases.	Pearson	Not supported

H12	People having more frequent international flights tend to visit duty-free stores more frequently.	Spearman	Supported
H13	Passenger who shop more frequently in their daily lives visit duty-free stores more frequently.	Spearman	Not Supported
H14	People visiting duty-free stores more frequently are more likely to shop from these stores.	Pearson	Supported
H15	The higher is the perceived price advantage of a passenger, the more likely is their duty-free shopping.	ANOVA	Supported
H16	Shoppers with higher social motivations are more likely to enjoy salesperson interaction.	Pearson	Supported
H17	Shoppers enjoying salesperson interaction are more likely to shop from duty-free stores.	Pearson	Supported
H18	The boredom experienced while waiting for boarding to the aircraft increases the likelihood of shopping from a duty-free store.	ANOVA	Not supported

CHAPTER 5

DISCUSSION AND CONCLUSIONS

Firstly, the conclusions drawn for the hypotheses 1 and 2 are to be discussed. As Lin and Chen (2013a) had previously stated, the collective cultures such as eastern countries have a higher tendency to buy gifts for their acquaintances. As all the respondents are Turkish, it is not surprising to observe that the majority of respondents (79.30%) have the habit of buying gifts from abroad. Hypothesis 1 has shown a strong association between the perceived gift expectation and the feeling of being obliged to bring gifts from abroad. It is then decided to look for the association directly between the perceived expectation and the habit of bringing gifts and calculated a ϕ value of 0.362 at 99% confidence level where the p-value is 5.943×10^{-14} which implies a moderate correlation. So, the inference is now validated statistically. Also, Hypothesis 2 has shown a moderate association between the feeling of obligation and the habit of bringing gifts from abroad. It can now confidently be inferred that the cultural norms shape a traveller's behaviour as they do for many other areas of life.

Hypothesis 3 validates a weak association between the habits of gift giving and sparing money for duty-free shopping. Being aware of the fact that people mostly spend more and easier on their holidays or during their trips compared to their spending habits in their daily lives, respondents might not have spared particular amount of money for their duty-free shopping. This point raises another question; the habit of bringing gifts from abroad may be directly connected to the likelihood of shopping from duty-free stores without saving money deliberately. So, an ANOVA is run, and it is found that Levene's test is valid where the p-value is 2.21×10^{-4} and the value of R^2 is 0.031. Thus, it can be stated that the habit of bringing gifts is associated with sparing money for duty-free shopping and also directly correlated with the likelihood of shopping from duty-free stores at 99% confidence level.

Hypotheses 4 and 5 which separately search for the correlation of motivation of finding good prices and desire for the new, the unique, and the variety with the habit of sparing money, exhibit weak correlations. Inferring from the hypotheses 3, 4, and 5, it can be stated that this study either could not find any impactful factor for sparing money for duty-free shopping.

Hypothesis 6, not surprisingly, explains sparing money for duty-free shopping and likelihood of shopping from those stores are correlated. Seeing a low R^2 value of 0.198, it can be concluded that the almost 20 per cent of the variations in the likelihood of realising a duty-free shopping can be explained by the variability in the existence of spare money which is a notable portion. It is also insightful to remind that exactly 30 per cent of the respondents had marked "I did not have enough money" when they were asked the reasons for not visiting a duty-free store.

As Hypothesis 7 is studied, almost a very strong correlation between the attitude of the store personnel and the perceived goodness of the service is observed. The combined variable of service was seeking for how friendly, helpful, competent the personnel was. So, it can be concluded that the personnel attitude is vitally important for the business.

In Hypothesis 8, it is seen that the pleasure and goodness of service are weakly correlated, just like the goodness of display investigated in Hypothesis 9. So, it is possible to draw the conclusion that the goodness of service and displays are important and related to the pleasure experienced by duty-free shoppers but do not have crucial impact on that. On the other hand, in Hypothesis 10, a moderate positive correlation is seen between the pleasure level of duty-free visitors and their likelihood of shopping from those stores. This correlation shows the importance of pleasure level of visitors; the higher it is, the more likely they are to shop. So, it is useful to investigate more significant factors of pleasure level in further researches.

Considering Hypothesis 11, it is expected to observe a negative correlation between the confusion level and likelihood of shopping from duty-free stores, but no statistically significant correlation is found. One possible reason could be the failure of retrieving the confusing moments from the memory since they are cognitive and instantaneous feelings.

With Pearson's correlation coefficient 0.777, Hypothesis 12 exhibits an almost very strong correlation between a traveller's international flight frequency and their duty-free shopping frequency. This hypothesis was put forward with the aim of understanding if people lose their interest in duty-free shopping as their international flight frequency increases, but it is the opposite as expected. This analysis is supported with the descriptive statistics that are exhibited in Table 48. On an increasing scale from 0 to 4, it shows how significantly the mean of the duty-free visiting frequency is increasing as the international flight frequency increases.

Table 48. Descriptive Statistics for Hypothesis 12

	N	Mean	Min.	Max.
0	88	.20	0	2
1	172	1.29	0	3
2	98	2.09	0	4
3	48	2.81	1	4
4	24	3.38	0	4
Total	430	1.54	0	4

For Hypothesis 13, it is possible to draw a conclusion which is totally against the initial guess of the author. There is a weak correlation between shopping frequency in daily life and duty-free visiting frequency, but it is negative. So, Hypothesis 13 is not valid. On the other hand, the existing correlation between duty-free store visiting frequency and likelihood of shopping validated Hypothesis 14. The descriptive statistics show how the mean likelihood of buying is increasing as the duty-free shopping frequency increases. However, great changes in means are not observed, unlikely to those in Table 48.

Table 49. Descriptive Statistics for Hypothesis 14

	N	Mean	Min.	Max.
0	86	4.06	2	6
1	144	4.17	1	6
2	119	4.33	1	6
3	45	4.58	2	6
4	36	4.92	2	6
Total	430	4.30	1	6

Another surprising result comes from Hypothesis 15 which proposed a positive correlation between perceived price advantage and likelihood of shopping. By the help of analyses, a weak positive correlation between these two variables is seen. However, a very strong one was being expected by the author. The reason why there exists no such strength may be the decreasing buying power caused by the fluctuations in the Turkish economy. As people are more inclined to perceive negative factors more, numerous responses complaining about the high prices are received. However, among these respondents, many of them also missing the obvious fact that the price gap between duty-free stores and domestic market was larger before, but it is still in favour of duty-free shopping for most of the products, namely fragrances, alcohol, and cigarettes. As this is the case, most respondents fuss about the price levels but also realise duty-free shopping due to aforementioned reason. So, it is likely that their high levels of complaint about prices have weakened the strength of the correlation.

Social motivations are weakly correlated with the enjoyment of salesperson interaction and enjoyment of salesperson interaction is weakly correlated with the likelihood of shopping from duty-free stores as drawn from the analyses for hypotheses 16 and 17, respectively.

For Hypothesis 18, no statistically significant correlation that would support the hypothesis is found. This hypothesis was looking for the association between being bored while waiting for the boarding and likelihood of duty-free shopping. The reason of it could be people are mostly stressful about catching their flights and thus do not want to leave the waiting area even if they get bored.

CHAPTER 6

LIMITATIONS AND FURTHER RESEARCH

This paper has mainly focused on the different aspects of actualised shopping in duty-free stores. However, it is important to understand why people do not visit or shop from duty-free stores. Out of 39 respondents who have never shopped from a duty-free store, 24 people had travelled abroad by plane which is a notable majority with 61.54 per cent. Also, as the reasons for not visiting duty-free stores were asked to 430 Turkish duty-free shoppers, the factors they experienced were listed as in Table 50. There were only five respondents who always visited and/or shopped from duty-free stores whenever they had a flight.

Table 50. Reasons of the Respondents for not Visiting Duty-Free Stores

Reasons for not visiting	Number of respondents	Percentage of respondents
I did not have enough time	204	47.44
I did not want to buy	139	32.32
I did not have enough money	129	30
I was too tired	116	26.98
The duty-free store was too crowded	89	20.70
Duty-free shopping is too much trouble	20	4.65
The prices offered in duty-free stores are not advantageous[14]	18	4.19
Influence of others	8	1.86
I did not need anything[15]	2	0.46
I preferred spending my time in lounge[16]	1	0.23

[14] Compilation of the answers written for "other" option of the respective question in the survey
[15] Compilation of the answers written for "other" option of the respective question in the survey
[16] From the "other" option of the respective question in the survey

The complaints and suggestions raised by the respondents are compiled below to reflect the most repetitive and significant ones in a generalised sense:

About pricing:

- Duty-free stores do not offer any price advantage, they are not budget-friendly.
- I compare the prices at the outbound airport, inbound airport, and domestic markets.
- Some domestic markets offer lower prices.
- Some products are cheaper, some are more expensive compared to the domestic market.
- More special offers/discounts (i.e. buy 3 pay 2) should be available.

About salespeople and merchandise:

- The testers of perfumes should be readily available.
- Distribution of free samples is much dependent on the customer's relationship with the salesperson. I wish everyone could receive more or less similar service.
- I want to shop freely without the interference of salespeople, but I should be able to reach them in case of necessity.

About operations:

- Duty-free shopping is a great advantage, but the burden of carrying the product bought discourages me to buy more since I usually travel with a cabin size luggage[17].
- Passengers may be either tired after their trip or in a rush to catch their flights. So, the process should be faster[18].
- I wish we could learn if a specific product is present in the other duty-free stores of smaller sizes so that we could go to the one closer to our gate and probably realise shopping without waiting in the queue compared to the main duty-free store.
- It is so important that duty-free stores are after the passport control. For instance, in Milano, it is the other way around and thus passengers be in a rush or anxious.
- There should be a duty-free store in the lounges.
- Gift packing station could be installed.

About concerns:

- I do not buy valuable items such as electronics and watches from duty-free due to lack of trust.

The points listed above may broaden the horizon for the possible further researches. Out of many possible further researches, there is one that is firmly

[17] ATU Duty-Free offers storing the purchased goods by its customers and giving them at their arrival to the airport as they come back. This practice, Shop & Collect, brings the convenience of travelling lighter and is available for the flights within the EU from and to Riga International Airport ("SHOP & COLLECT Service at Riga International Airport - ATU Duty Free", 2019).
[18] ATÜ Duty-Free offers a service named Order & Collect where the customers can order online and then directly collect their purchased items either before departure or after arrival from. This service is available at four airports for the time-being ("ATU Duty Free - Travel Happy", 2019). A similar service is offered by Setur Duty-Free at Sabiha Gökçen Airport ("Setur DutyFree | Pre-Order", 2019).

suggested, and it consists of two parts; the reasons why there are people who never visit any duty-free store although they fly internationally and the deeper reasons why duty-free shoppers sometimes prefer not visiting duty-free stores. After analysing these reasons, the solutions to eliminate these factors could be looked for in order to contribute to the industry.

It is also important to know about the most common positive feedbacks which may provide clues about the customer perception so that the respective competitive advantages would be sustained, and the related points could be further strengthened where possible:

- I like spending time in duty-free stores rather than sitting and waiting for the flight. So, I go in and stroll around even if I do not buy something.
- I become charmed by the atmosphere of the store, especially by the amazing smells of fragrances. I feel like I have to buy something.
- The prices are cheaper than the domestic market.
- Duty-free shopping is still cheap, especially for cigarettes, alcohols and fragrances. Most people shop from these categories.
- Variety and exclusivity of products make me buy things from duty-free stores.
- It is a great way to keep memories alive as you return back to home.
- It is fun and cool!

One of the hypotheses in this study the relation between duty-free store visit frequency and shopping frequency in daily life is investigated. In the further researches, it may be more insightful and accurate to look for the association between shopping frequency in daily life and the proportion of duty-free store visit frequency to the frequency of international flights that a traveller has. The options of the questions should be then arranged accordingly.

Since no concrete reason for sparing money for duty-free shopping has been found in the study, it is advised to look for the motivators which may encourage travellers to spare some money for their duty-free shopping. As travellers come back to the airport with money in their pockets, they will probably be inclined more to visit and spend at duty-free stores. This assumption is supported by the 30 per cent of the respondents who put forward “having no money” as a reason for not visiting a duty-free store.

The association of boredom and the likelihood of shopping from duty-free stores should be further studied so that the opportunities for increasing the duty-free service quality can be recognised.

As this study works only on Turkish respondents, a cross-cultural study can be conducted in the future. Also, the difference between frequent flyers and people travelling less frequently can be investigated in these further researches.

CHAPTER 7

IMPLICATIONS

7.1 Academic implications

After studying the dynamics of impulse purchasing behaviour, it is convenient to redefine *impulse purchasing* in light of the research conducted. This redefinition may not be limited to the airport environment but may be applicable in different fields of the retail sector. Impulse purchasing happens if any of the following three criteria is satisfied:

- Browser who has no intention to buy a product decides to purchase a product and becomes shopper.
- Buyer who came with the task orientation of buying specific products goes out of their designated list and buys different products and/or brands which leads to transformation into a shopper eventually.
- Shopper who came with the purpose of looking for and purchasing products ends up with prevailing affective biases rather than cognitive effects during their decision-making process and buys more than their expectation.

The measurement of the behaviours above gradually becomes more difficult but is never impossible. Further elaborations on this revisit could be made.

7.2 Practical implications

The decision-making process of a shopper does not only consist of the question of whether buying or not buying a specific product. It has many components such as the quantity, the place, the time, and the payment terms. At the end of the day, decision making is a goal-oriented process that focuses on taking advantage of possible opportunities and fighting threats (Sahney, n.d.). If this knowledge is to be applied to the airport shopping environment, duty-free retailers should be well aware of problems that travellers are facing and then should offer tailor-made solutions.

For managers, it is important to understand why duty-free stores are not retailers but a different structure much more complex. These distinctions are extracted from the in-depth interview conducted and harmonised with the results of the research to serve suggestions. The first of the four reasons is the non-stop working schedule. Duty-free stores operate 24/7 unless the airport is being closed at night which is the case for some airports. Their operations do not stop for a minute, inventory control is made while the sales are being actualised, store personnel mostly work in 3-4 shifts, and all these factors differentiate the dynamics of duty-free stores from those of everyday retailers. Thus, it is important to have a well-functioning real-time inventory management system. Once this system is set up, it is advised to share the stock amount of each product online with the travellers. This real-time stock information will be available online and help travellers to go directly to the store where the item is in stock. As they exactly know in which store the product is available, they will neither get exhausted by going from one store to another nor get disappointed by the unavailability of items. Thus, the likelihood of surrendering the shopping process decreases and the time lost can be turned into an efficient shopping process. This will perish the negative effects of timelessness that the travellers mostly experience. Going a step further, this stock information could be embedded into the in-flight entertainment system of the aircraft.

Especially in bigger airports, travellers refrain from visiting duty-free stores due to the chaotic atmosphere or artificial barriers. This is supported by this research which found out that 26.98 per cent of the respondents puts forward their tiredness as a reason for not visiting a duty-free store, 20.70 per cent affirms that the store was crowded and 4.65 per cent considers duty-free shopping as too much trouble. These high percentages imply the importance of exploiting best practices of customer-oriented operations. For instance, travellers should be able to shop online and the purchased items should be eligible to be either picked up at the airport or sent to their home. A similar system is now being applied by ATU Duty Free but the number of people who preferred using this practice is negligibly low and falls dramatically behind of amortising its set up costs (Korkmaz, 2019). The reason for this unfortunate outcome is probably the disintegrated purchasing system. Online shopping is actualised smoothly, however the customer who realises online shopping still has to go to the counter, get into the queue, and take the pre-purchased products. The probable setbacks such as the increased waiting time due to poor planning of preparing purchased products. To prevent such misfortunes, either a special section can be set up to serve only to online purchases or home delivery can be offered to extend the national laws allow.

Secondly, there is a restricted number of inventory transfer from the warehouse to duty-free stores in a day due to legal arrangements. This includes the transfer of products between the stores of the same operator. Thus, planning must be made in a way that no product should be out of stock. This problem can be addressed by well-established strategic planning and also can be reflected to the prospective customers at minimum by directing them to the stores where the product is on shelves as stated before.

Thirdly, duty-free has no constant loyal customer whose primary motivation is to shop from these stores. Customers may make plans to go to markets and malls. For instance, they go to IKEA at weekends and have family time there by using its facilities. However, no one can approach to duty-free shopping in the same manner. For the airport environment, the primary motivation is travelling and duty-free shopping is a complementary activity for some. Additionally, 32.32 per cent of the respondents indicated that unwillingness to buy has been one of their reasons for not visiting a duty-free store. So, it is important to embed the idea of duty-free shopping before and during their visit to the airport so that their likelihood of shopping from these stores will increase. In order to achieve it, although there can be many different alternatives, one of the most promising ones appears to be advertisements targeted to a specific audience. This audience can be the travellers who purchased a tour abroad or an international flight ticket. Duty-free operators can work together with airlines and travel agencies for its execution.

Last but not least, the fourth factor for Turkish duty-free environment is the direct effect of fluctuations in Turkish Lira on the products being sold. As the domestic market is run in Turkish Lira, these fluctuations do not exhibit an immediate effect but spread over time. This allows retailers to adjust the prices of imported goods in a more flexible way. On the other hand, as the gap between the domestic market and duty-free stores is closer than ever, these huge fluctuations can severely affect the balances. In fact, August 2018 was the time that cigarettes end up being more expensive than the Turkish domestic market for a very short time. To prevent such unwanted occurrences, a basic algorithm can be developed. This algorithm will be applied for specified products (i.e. cigarettes), and their prices will never exceed the Turkish Lira equivalent in the domestic market. This implementation keeps the prices reasonable and compensates the intervention that cannot be made until the beginning of the next working day. The price tags will reflect the old price until the aforementioned intervention, but it is obvious that any customer will welcome an unexpected price discount.

Moving to different aspects, it is necessary to mention the notably high distances between the gate and duty-free stores at some airports. As people proceed to the gate, they are fond of staying around there due to many reasons such as laziness or being afraid of missing the flight. However, they become bored throughout the waiting time until they get on board. 82.79 per cent of the respondents reported that they had felt bored while waiting for the boarding to the aircraft. At this point, duty-free retailers should recognise the opportunity of turning that boredom into enjoyment by quick shopping. It is possible to see good examples of this practice at some airports where small duty-free stores are located near the boarding gates. Although, no direct association could be found between boredom and likelihood of shopping from duty-free stores which is probably due to the numerous preceding factors determining the shopping behaviour at airports, it is known that boredom is likely to increase the tendency of impulse buying and thus variety-seeking buying behaviour. So, in these relatively smaller duty-free stores, the products with lower costs of switching and that the consumers usually have lower involvement with the purchase should be offered so that passengers will be attracted easier. Taking into consideration the holiday mood and all the other motivations discussed previously, it can be stated that if these products are offered along with promotions, discounts, or free samples, the bored passengers will become further encouraged to try something new. There are also passengers who like spending their times at lounges where various facilities are offered. So, it would be a wise consideration to open duty-free stores in the lounges which would promise relatively more time- and effort-efficient duty-free shopping experience to travellers compared to the conventional duty-free shopping.

As seen in Table 50, timelessness is the top reason for not visiting duty-free stores. By improving in-store operations for customers (i.e. reduced waiting time, an optimum amount of help from salespeople, easily understandable signage to guide customers, etc.), the hindrances caused by time limitations could be ceased.

It is evident that travellers have concerns about the price advantage of duty-free shopping. For the majority, it is a “so-called” price advantage. As exhibited in Table 50, 4.19 per cent of the respondents put forward the reason “the prices offered in duty-free stores are not advantageous” as their reasons for not visiting these stores. This percentage may seem low but actually is not due to two main reasons. Firstly, a marginal increase of 4.19 per cent in the annual duty-free visits can create a great impact as the global market is considered. Secondly, this reason was not written as an option but a total of 18 respondents wanted to add similar answers pointing out the perished price advantage. As the study is carried one step further, the only open-ended question in the survey is reviewed. As respondents were asked to express their opinions on duty-free shopping, the most abundant negative factor mentioned was the high prices at duty-free stores. Many of these responses were caused by and pointed to the recent changes in the Turkish economy which has been going downhill for years. To make it more comprehensible, it is better to give the figures reflecting the incredible devaluation that Turkish Lira has gone through. European Central Bank equalled 1 Euro to 1.614 TL on 16 March 2006, to 3.236 TL on 16 March 2016, to 6.748 TL on 16 May 2019 ("ECB Euro Reference Exchange Rate: Turkish Lira (TRY)", 2019). In light of these circumstances, it is not surprising that most of the respondents denoted and complained about the perished price advantage. Some of them were even in a fuss about this circumstance. Only a small proportion of the respondents are well-aware of the fact that comparative advantage is product-dependent, but the majority has just negative thoughts and feelings on the duty-free price levels which prevents them from visiting these stores and/or buying more. The study of these answers leads to the necessity of revisiting the methods of underlining the price advantages that duty-free shopping provides. The ineffectiveness of the raffles that offer luxurious cars to incentivise the spending in duty-free stores and notable impact of a basic price discount are also good indicators showing what the duty-free shoppers are looking for.

In the interview of Mr. Korkmaz, it denoted that the impact of salespeople should not be overlooked. In certain categories (i.e. cosmetics, accessories), the effect of salespeople accounts approximately for 20 per cent of the total revenue (Korkmaz, 2019). The strong correlation between the personnel attitude and likelihood of shopping from a duty-free store points out to the importance of competent, well-trained, helpful and empathetic personnel.

Recalling the 61.54 per cent of respondents who have never shopped from a duty-free store had flown internationally, the urge to canalise passenger into duty-free stores arises. This practice is also likely to decrease the impact of some demotivators listed in Table 50. The most effective solution can be the walk-through installations where travellers must pass through the store in order to reach the gates. While realising this installation, it is also important to be sure that passengers will not get exhausted by the layout and will reach their gate easily and rapidly.

APPENDIX A

SURVEY QUESTIONS

Survey on Duty-Free Shopping

This survey is created by Emre Örendil, a graduate student at Boğaziçi University Management M.A. programme, for his thesis research on duty-free shopping.

Your participation to this survey will be highly appreciated. The estimated completion time of this survey is 6-7 minutes. For more accurate and more reflective answers, a silent atmosphere purified from all distractions is advised.

Your individual responses will not be shared with anyone in regard to the principle of anonymity. No one will be able to identify you or your answers.

Should you have any questions, please send an email to (...).

*Required

1. * *Tick all that apply.*

I have understood the text above and agree to take part in this survey.

Pre-Test Questions

2. Have you ever travelled abroad by plane? *

Mark only one option.

Yes

No *After the last question in this section, stop filling in this form.*

3. Have you ever shopped from a duty-free store at airport? *

Mark only one option.

Yes

No *Stop filling out this form.*

General Information

4. Gender *

Mark only one option.

Female

Male

Other

Prefer not to say

5. Age *

Mark only one option.

<18

18-24

25-34

35-44

45-54

55-64

>64

6. Nationality *

Mark only one option.

Turkish

German

French

Other:

7. What is your employment status? *

Mark only one option.

Student

Employed

Unemployed

Retired

Other:

8. How frequently do you go abroad per year on average? *

Mark only one option.

Less than once a year

1-2 times a year

3-4 times a year

5-6 times a year

7 times a year or more

9. When do you prefer doing your duty free shopping? *

Mark only one option.

At the beginning of the trip (departure from home country and/or arrival to the country of visit)

At the end of the trip (departure from the country of visit and/or arrival to home country)

Both at the beginning and at the end of the trip

Either at the beginning or at the end of the trip

10. How frequently do you visit duty-free stores at airports per year on average? (Count the visits both before departure and after arrival) *

Mark only one option.

Less than once a year

1-2 times a year

3-4 times a year

5-6 times a year

7 times a year or more

11. Whenever you have an international flight, do you spare some amount of money for your duty-free shopping? *

Mark only one option.

Yes, always.

Yes, often.

Yes, sometimes.

Yes, rarely.

No, never.

12. Which factors listed below have been your reasons for not visiting duty-free stores?

(Check all that apply) *

Tick all that apply.

I did not want to buy

I was too tired

Duty-free shopping is too much trouble

I did not have enough time

The duty-free store was too crowded

Influence of others

I did not have enough money

Other:

13. Do you have the habit of buying gifts to the people you know (friends, family members, colleagues, etc.) as you return from abroad? *

Mark only one option.

Yes

No

14. Do you feel obliged to buy gifts to the people you know (friends, family members, colleagues, etc.) as you return from abroad? *

Mark only one option.

Yes

No

15. Do you think that the people you know (friends, family members, colleagues, etc.) would expect you to bring them gifts as you return from abroad? *

Mark only one option.

Yes

No

16. Have you ever been bored while waiting for the boarding to the aircraft? *

Mark only one option.

Yes

No

17. From which product categories do you shop at duty-free stores? *

Tick all that apply.

Packaged food

Non-alcoholic beverages

Alcoholic drinks

Tobacco and tobacco products

Perfume and cosmetics

Apparel

Accessories

Electronics

Souvenir

Other:

18. How often do you go to stores/malls for shopping in your daily life on average? (Please exclude grocery stores/supermarkets.) *

Mark only one option.

Multiple times a week

Once a week

2-3 times a month

Once a month

Once every two-three months

19. What specific remarks/insights would you like to provide about the duty-free shopping perception and habits both of yours and in general? (Longer, better!) *

<u>Specific Questions</u>

- Self-Evaluation

How would you evaluate yourself during your duty-free shopping?

20. * *Mark only one option.*

Unhappy 1 2 3 4 5 6 Happy

21. * *Mark only one option.*

Annoyed 1 2 3 4 5 6 Pleased

22. * *Mark only one option.*

Unsatisfied 1 2 3 4 5 6 Satisfied

23. * *Mark only one option.*

Bored 1 2 3 4 5 6 Relaxed

- Circumstantial Aspects

For each item listed below, please indicate how well it describes your opinion about duty-free stores.

24. The likelihood that I would shop from a duty-free store is high. *

Mark only one option.

Strongly disagree 1 2 3 4 5 6 Strongly agree

25. I would be willing to buy gifts from duty free stores. *

Mark only one option.

Strongly disagree 1 2 3 4 5 6 Strongly agree

26. There are so many brands to choose from that often I feel confused. *

Mark only one option.

Strongly disagree 1 2 3 4 5 6 Strongly agree

27. The more I learn about the products, the harder it seems to choose the best. *

Mark only one option.

Strongly disagree 1 2 3 4 5 6 Strongly agree

28. All the information I get on different products confuses me. *

Mark only one option.

Strongly disagree 1 2 3 4 5 6 Strongly agree

29. I enjoy talking with salespeople and other shoppers who are interested in the same things as I am. *

Mark only one option.

Strongly disagree 1 2 3 4 5 6 Strongly agree

30. I like having a salesperson bring merchandise out for me to choose from. *

Mark only one option.

Strongly disagree 1 2 3 4 5 6 Strongly agree

- Motivational Aspects

For each item listed below, please indicate how well it describes your reasons for visiting duty-free stores.

31. To find variety of products *

Mark only one option.

Not descriptive at all 1 2 3 4 5 6 Very descriptive

32. To find unique products *

Mark only one option.

Not descriptive at all 1 2 3 4 5 6 Very descriptive

33. To see new things *

Mark only one option.

Not descriptive at all 1 2 3 4 5 6 Very descriptive

34. To find good prices *

Mark only one option.

Not descriptive at all 1 2 3 4 5 6 Very descriptive

35. To keep up with new products *

Mark only one option.

Not descriptive at all 1 2 3 4 5 6 Very descriptive

36. To watch other people *

Mark only one option.

Not descriptive at all 1 2 3 4 5 6 Very descriptive

37. To enjoy crowd *

Mark only one option.

Not descriptive at all 1 2 3 4 5 6 Very descriptive

38. To see and hear entertainment *

Mark only one option.

Not descriptive at all 1 2 3 4 5 6 Very descriptive

39. To meet new people *

Mark only one option.

Not descriptive at all 1 2 3 4 5 6 Very descriptive

40. To experience interesting sights, sounds, and smells *

Mark only one option.

Not descriptive at all 1 2 3 4 5 6 Very descriptive

- Experiential Aspects

For each item listed below, please indicate how well it describes the duty-free store experiences you have recently had. (1=extremely, 2=quite, 3=slightly | 4=slightly, 5=quite, 6=extremely)

41. * *Mark only one option.*

Unhelpful salespeople 1 2 3 4 5 6 Helpful salespeople

42. * *Mark only one option.*

Bad service 1 2 3 4 5 6 Good service

43. * *Mark only one option.*

Unfriendly personnel 1 2 3 4 5 6 Friendly personnel

44. * *Mark only one option.*

Incompetent personnel 1 2 3 4 5 6 Competent personnel

45. * *Mark only one option.*

Bad displays 1 2 3 4 5 6 Good displays

46. * *Mark only one option.*

High overall prices 1 2 3 4 5 6 Low overall prices

47. * *Mark only one option.*

Low overall savings 1 2 3 4 5 6 Large overall savings

APPENDIX B

SURVEY QUESTIONS (TURKISH)

Gümrüksüz Alışveriş Anketi

Bu anket Boğaziçi Üniversitesi İşletme M.A. programı öğrencisi Emre Örendil tarafından tez araştırması için hazırlanmıştır.

Ankete katılımınız için teşekkür ederiz. Anketin ortalama 5-6 dakikada tamamlanması öngörülmektedir. Soruların rahat anlaşılması ve en gerçekçi cevapların verilebilmesi için dikkat dağıtan etmenlerden uzak ve sessiz bir atmosferde cevaplandırılması önerilmektedir.

Gizlilik ilkesine dayanarak tekil cevaplarınız hiç kimse ile paylaşılmayacaktır. Hiç kimse sizi veya cevaplarınızı teşhis edemeyecektir.

Herhangi bir sorunuz olması durumunda (…) adresine e-posta atabilirsiniz.

*Required

1. * *Tick all that apply.*

Yukarıdaki metni anladım ve ankete katılmayı kabul ederim.

<u>Ön-Test Soruları</u>

2. Hiç yurt dışına uçak kullanarak çıktınız mı? *

Mark only one option.

Evet

Hayır *After the last question in this section, stop filling in this form.*

3. Hiç havalimanında gümrüksüz (duty-free) alışveriş yaptınız mı? *

Mark only one option.

Evet

Hayır *Stop filling out this form.*

Genel Bilgiler

4. Cinsiyetiniz *

Mark only one option.

Kadın

Erkek

Diğer

Belirtmeyi tercih etmiyorum

5. Yaşınız *

Mark only one option.

<18

18-24

25-34

35-44

45-54

55-64

>64

6. Uyruğunuz *

Mark only one option.

Türk

Alman

Fransız

Other:

7. İş durumunuz *

Mark only one option.

Öğrenci

Çalışıyor

Çalışmıyor

Emekli

Other:

8. Bir yıl içinde ortalama ne sıklıkla yurt dışına çıkıyorsunuz? *

Mark only one option.

Yılda bir defadan az

Yılda 1-2 defa

Yılda 3-4 defa

Yılda 5-6 defa

Yılda 7 defa veya fazla

9. Havalimanında gümrüksüz (duty-free) alışverişinizi ne zaman yapmayı tercih edersiniz? *

Mark only one option.

Seyahatimin başında (ülkemden ayrılışta ve/veya seyahat ettiğim ülkeye varışta)

Seyahatimin sonunda (seyahat ettiğim ülkeden ayrılışta ve/veya ülkeme dönüşte)

Seyahatimin hem başında hem sonunda

Seyahatimin ya başında ya sonunda

10. Bir yıl içinde ortalama ne sıklıkla havalimanlarındaki gümrüksüz alışveriş mağazalarını (duty-free stores) ziyaret ediyorsunuz? (Hem gidişteki hem gelişteki ziyaretlerinizi sayınız) *

Mark only one option.

Yılda bir defadan az

Yılda 1-2 defa

Yılda 3-4 defa

Yılda 5-6 defa

Yılda 7 defa veya daha fazla

11. Uluslararası bir uçuşunuz olduğunda gümrüksüz alışveriş için önceden bir miktar para ayırıyor musunuz? *

Mark only one option.

Evet, her zaman.

Evet, sıklıkla.

Evet, bazen.

Evet, nadiren.

Hayır, asla.

12. Aşağıdaki faktörlerden hangileri sizin için gümrüksüz alışveriş etmeme nedeni olmuştur? (Uygun olan hepsini seçiniz) *

Tick all that apply.

Satın almak istemedim

Çok yorgundum

Gümrüksüz alışveriş çok sorunlu

Yeterli zamanım yoktu

Gümrüksüz alışveriş mağazası çok kalabalıktı

Diğer insanların etkisinde kaldım

Yeterli param yoktu

Other:

13. Yurt dışından dönerken tanıdıklarınıza (aile üyeleri, arkadaşlar, iş arkadaşları vb.) hediye alma alışkanlığınız var mıdır? *

Mark only one option.

Evet

Hayır

14. Yurt dışından dönerken tanıdıklarınıza (aile üyeleri, arkadaşlar, iş arkadaşları vb.) hediye almak zorunda hisseder misiniz? *

Mark only one option.

Evet

Hayır

15. Yurt dışından dönerken tanıdıklarınızın (aile üyeleri, arkadaşlar, iş arkadaşları vb.) sizden hediye beklentisi olduğunu düşünür müsünüz? *

Mark only one option.

Evet

Hayır

16. Hiç uçağa biniş için beklerken sıkıldınız mı? *

Mark only one option.

Evet

Hayır

17. Gümrüksüz alışveriş mağazalarında (duty-free stores) hangi ürün kategorilerinden satın alırsınız? *

Tick all that apply.

Paketli gıda

Alkolsüz içecekler

Alkollü içecekler

Tütün ve tütün ürünleri

Parfüm ve kozmetik

Giyim

Aksesuar

Elektronik

Hatıra ürünü

Other:

18. Ne sıklıkla alışveriş merkezlerine/mağazalara gidersiniz? (Lütfen süpermarket alışverişlerinizi değerlendirme dışında tutunuz.) *

Mark only one option.

Haftada birkaç defa

Haftada bir defa

Ayda 2-3 defa

Ayda bir defa

İki-üç ayda bir defa

19. Gümrüksüz alışveriş algısı ve alışkanlıkları hakkında önemli bulduğunuz noktaları lütfen belirtiniz. *

<u>Özel Sorular</u>

Kişisel Değerlendirme

Gümrüksüz alışveriş sırasında kendinizi nasıl hissedersiniz?

20. * *Mark only one option.*

Mutsuz 1 2 3 4 5 6 Mutlu

21. * *Mark only one option.*

Gergin 1 2 3 4 5 6 Keyifli

22. * *Mark only one option.*

Tatmin olmamış 1 2 3 4 5 6 Tatmin olmuş

23. * *Mark only one option.*

Sıkkın 1 2 3 4 5 6 Rahat

Durumsal Değerlendirme

Lütfen aşağıda listelenmiş her bir maddenin sizin gümrüksüz alışveriş mağazaları hakkındaki fikrinizi yansıtma derecesini belirtiniz.

24. Gümrüksüz alışveriş mağazalarından alışveriş yapma olasılığım yüksektir. *

Mark only one option.

Kesinlikle katılmıyorum 1 2 3 4 5 6 Kesinlikle katılıyorum

25. Gümrüksüz alışveriş mağazalarından hediye almaya hevesliyimdir. *

Mark only one option.

Kesinlikle katılmıyorum 1 2 3 4 5 6 Kesinlikle katılıyorum

26. Çok fazla marka arasından seçim yapmakta sıklıkla zorlanırım. *

Mark only one option.

Kesinlikle katılmıyorum 1 2 3 4 5 6 Kesinlikle katılıyorum

27. Ürünler hakkında ne kadar çok bilgi edinirsem en iyisini seçmekte o kadar zorlanırım. *

Mark only one option.

Kesinlikle katılmıyorum 1 2 3 4 5 6 Kesinlikle katılıyorum

28. Farklı ürünler hakkında edindiğim bilgiler aklımı karıştırır. *

Mark only one option.

Kesinlikle katılmıyorum 1 2 3 4 5 6 Kesinlikle katılıyorum

29. Satış elemanlarıyla ve benimle aynı şeylere ilgi duyan müşterilerle konuşmaktan keyif alırım. *

Mark only one option.

Kesinlikle katılmıyorum 1 2 3 4 5 6 Kesinlikle katılıyorum

30. Satış elemanlarının içinden seçim yapabileceğim ürünleri benim için getirmesi hoşuma gider. *

Mark only one option.

Kesinlikle katılmıyorum 1 2 3 4 5 6 Kesinlikle katılıyorum

Amaçsal Değerlendirme

Lütfen aşağıda listelenmiş her bir maddenin sizin gümrüksüz alışveriş mağazalarını ziyaret nedenlerinizi yansıtma derecesini belirtiniz.

31. Çeşitli ürünler bulmak *

Mark only one option.

Hiçbir şekilde yansıtmıyor 1 2 3 4 5 6 Tamamen yansıtıyor

32. Benzersiz ürünler bulmak *

Mark only one option.

Hiçbir şekilde yansıtmıyor 1 2 3 4 5 6 Tamamen yansıtıyor

33. Yeni şeyler görmek *

Mark only one option.

Hiçbir şekilde yansıtmıyor 1 2 3 4 5 6 Tamamen yansıtıyor

34. Uygun fiyatları yakalamak *

Mark only one option.

Hiçbir şekilde yansıtmıyor 1 2 3 4 5 6 Tamamen yansıtıyor

35. Yeni ürünleri takip etmek *

Mark only one option.

Hiçbir şekilde yansıtmıyor 1 2 3 4 5 6 Tamamen yansıtıyor

36. Diğer insanları izlemek *

Mark only one option.

Hiçbir şekilde yansıtmıyor 1 2 3 4 5 6 Tamamen yansıtıyor

37. Kalabalığın keyfini sürmek *

Mark only one option.

Hiçbir şekilde yansıtmıyor 1 2 3 4 5 6 Tamamen yansıtıyor

38. Eğlenceyi duyup görmek *

Mark only one option.

Hiçbir şekilde yansıtmıyor 1 2 3 4 5 6 Tamamen yansıtıyor

39. Yeni insanlarla tanışmak *

Mark only one option.

Hiçbir şekilde yansıtmıyor 1 2 3 4 5 6 Tamamen yansıtıyor

40. İlgi çekici görselleri, sesleri ve kokuları deneyimlemek *

Mark only one option.

Hiçbir şekilde yansıtmıyor 1 2 3 4 5 6 Tamamen yansıtıyor

Deneyimsel Değerlendirme

Lütfen aşağıda listelenmiş her bir maddenin sizin gümrüksüz alışveriş mağazalarına dair tecrübelerinizi yansıtma derecesini belirtiniz. (1=son derece, 2=oldukça, 3=az | 4=az, 5=oldukça, 6=son derece)

41. * *Mark only one option.*

Yardımcı olmayan reyon görevlileri 1 2 3 4 5 6 Yardımcı olan reyon görevlileri

42. * *Mark only one option.*

Kötü hizmet 1 2 3 4 5 6 İyi hizmet

43. * *Mark only one option.*

Soğuk personel 1 2 3 4 5 6 Sıcakkanlı personel

44. * *Mark only one option.*

Yetkin olmayan personel 1 2 3 4 5 6 Yetkin personel

45. * *Mark only one option.*

Kötü mağaza içi görsel 1 2 3 4 5 6 İyi mağaza içi görsel

46. * *Mark only one option.*

Yüksek fiyatlar 1 2 3 4 5 6 Düşük fiyatlar

47. * *Mark only one option.*

Düşük tasarruflu alışveriş 1 2 3 4 5 6 Yüksek tasarruflu alışveriş

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