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The moderating role of demographic variables on customer expectations in airport retail patronage intentions of travellers

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ABSTRACT

The international airport retail business is expanding annually, yet most research into traveller's experience with the aviation industry have centred on aeronautical features. The study gathered information that would guide the understanding of airport customer retail expectations. Specifically, the study examines the effects of product-relevant factors, market-relevant factors, and perceived service quality on retail patronage intentions, taking into account the moderating role of demographic variables. The purposive sample of three hundred and thirty (330) travellers that were selected at the Kotoka International Airport Terminal 1 and 2 (KIA T1&2) in Accra, the capital of Ghana. The findings show that product-relevant factors, market-relevant factors and overall service quality significantly influence airport retail patronage intention. The effect demographic variables was noticeable among older and high-income consumers. Building on previous studies, we find that product-relevant factors, market-relevant factors, and perceived service quality function as viable signals that drives customer expectations.

1. Introduction

Extant literature on marketing and tourism have fairly covered studies on customer expectations of airport business in developed countries (see Bezerra and Gomes, 2019; Prentice and Kadan, 2019; El-deen et al., 2016). However, research has focused mainly on the aeronautical commercial activities, with the non-aeronautical commercial activities such as airport retail services still uderexplored in depth (Fasone et al., 2016; Han et al., 2018). The non-aeronautical commercial activities also generate revenue for an airport business and make up about fifty percent of all airport-generated incomes (Fasone et al., 2016). The success of non-aeronautical revenues strategies is based on the assumption that shopping is the ancient and predominant aspect of tourism (Geuens et al., 2004).

Nevertheless, studies on airport retail patronage mainly focus on the consequence of waiting moment, time stress and compulsive buying tendencies (Torres et al., 2005; Lin and Chen, 2013; Omar, 2002 Omar and Kent, 2001) while ignoring other aspects/factors linked to the marketing mix for airport retailing. Since the airport retail business operates similarly to commercial service stores, it is important to also study airport retail space as a typical market (see Perng et al., 2010). Though, in a recent study, Han et al. (2018) examines travellers' shopping behaviors by probing the function of many standard factors, value dimensions, believe and contentment, the study was limited to Korean travellers and duty-free shopping only. Additionally, documentation on the ebbing effect of the demographics in airport retail shopping is relevantly scanty. Demographic variables must be examined by virtue of their paramount capacity as arbitrators of the correlation between emotional constructs (Homburg and Giering, 2001).

Ghana is one of the countries in Sub-Saharan Africa that does not own or run a national airline. Yet, Ghana Airport Company Limited (GACL) generates revenue from other sources such as airport taxes and other charges that are levied in all parts of the world. Also, airport retail is the finest way to increase non-aeronautical revenues. Studies have revealed that, travellers use "20% of their airport journey undertaking mandatory processes, and 80% engaging in discretionary activities such as shopping and retail" (Wattanacharoensil et al., 2015 as cited by Prentice and Kadan, 2019, p. 40). However, in order to maximise the

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revenue generated from airport retail shops there is the need to understand air travellers' commercial activities. This research, therefore address this by studying travellers' expectations of Kotoka International Airport Terminal 1 and 2 (KIA T1&2) retail stores.

To achieve this, we regarded the airport retail stores as a typical market, and apply a twofold theoretical approach by integrating insights from the signalling theory and the social exchange theory (SET). As recently noted by Oghazia et al. (2018), marketing signals are marketing activities that provides information beyond the activities themselves to convey signals that impel behavioral mechanisms that influence future purchase. We suggest that typical market factors of airport retail stores such as product-relevant factors, market-relevant factors, and perceive service quality could convey information or signals that drive customer expectations. Furthermore, we argue that the customers demographic variables may influence how they perceive these signals, as these signals are subject to the receiver (customers) interpretation (Connelly et al., 2011). However, the signalling theory cannot explain how consumers respond to favourable and unfavourable expectation formed by signalling actions during service encounter. In marketing literature, such a phenomenon (i.e. consumer response) has been explained using the SET (Jiang and Kim, 2015). According to the SET, consumer response (patronage intentions) is positive when consumer perceived high or equal benefit compared with the cost in obtaining the product based on their expectation formed (Boateng et al., 2019). The SET satisfactorily indicates the attributes of consumer decision-making phase, as consumers alter their purchasing style by virtue of their expectations. It is therefore appropriate for the airport retail context, since customer expectation can affect travellers patronage intention.

Therefore, as one of the initial steps to a better assessment of travellers' patronage behaviour at airport retail stores from developing country context, this research offers insights into two research questions: (i) what are the customer expectations of airport retail stores, and how do these expectations influence patronage intentions of travellers? and (ii) does travellers demographic variables (e.g., sex, age, education and income) affect these relationships?

Our study offers two main contributions. First, the study reveals that product-relevant factors, market-relevant factors, and perceive service quality serves as a feasible signal that forms customer expectation. Thus, our study contributes to literature on the understanding of the particular marketing signals of airport retail stores. Our study also contributes to the understanding of the airport retail purchase decision process of travellers by applying the social exchange theory. In connecting the signalling theory with the social exchange theory we show how the receiver of the signal sends feedback to the sender, because a favourable perceived expectation is correlated with patronage intentions. Particularly, an effective signal must be appropriately perceived and that influences purchase intention. This research is sectioned into five: theoretical framework, conceptual framework and hypothesis development, methodology, results and implications.

2. Theoretical background

2.1. Signalling theory

Signalling theory emphasises on the use of "brand signals to reduce uncertainty and help stakeholders (i.e. the receivers of brand signals) make inferences about the quality and value of a brand's offering" (Karanges et al., 2018, p. 256). The signalling theory has three key elements, thus: signaller, signal and the receiver (Rahman et al., 2018). For this study, the signaller are the airport retail stores where managers display various triggers of the retail store that attracts the receiver who are the travellers (Connelly et al., 2011). The signals/brand signals (tiggers) are extrinsic to the brand that do not contain exhaustive information about the brand, providing a basis for receivers to make inferences and form expectations (Kirmani and Rao, 2000; Bloom and Reve, 1990). However, the receivers could interpret these signals as either negative or positive (Connelly et al., 2011). Brand signals are used by signallers to reduce information asymmetry. Information asymmetry creates uncertainty and makes it difficult for customers to evaluate the quality of information about expectations of the brand (Nelson, 1970). Drawing on signalling theory we argue that product relevant factors, market-relevant factors and services quality serves as effective signals to airport retail managers in creating favourable traveller expectations.

2.2. Social exchange theory

SET is one of the most important theories in management, sociology, and social psychology for understanding relationship formation, maintenance and dissolution (Hamon and Bull, 2016). The underlining principle of the SET is that potential entrants into a relationship weigh the anticipated cost and benefit (Emerson, 1962; Blau, 1964; McGehee and Andereck, 2004); and individuals would select those relationships that maximise their benefit and minimise their cost (Boateng et al., 2019). Value for money represent important benefit customers expect in the exchange process. However, with the likelihood of uncertainty, the use of marketing signals is imperative to consumer patronage. Thus, when an organisation wants to influence consumer patronage intentions, the organisation is expected to influence consumers expected value via marketing factors in order to maintain equilibrium. For this study, SET reflects "the mutually beneficial relationships between the retailer and customers; where retailers need to understand their customers' needs and wants for effective organisational performance, and to share mutual benefits" (Antony et al., 2018, p. 872).

3. Conceptual framework and hypothesis development

3.1. Customer patronage intentions

The goal of any business strategy is the fulfillment of its customer expectations (Antony et al., 2018). Customer expectations are factors that stimulate subsequent consumer outcomes such as intentions and readiness to patronize (Bagozzi, 1992; Dodds et al., 1991; Overby and Lee, 2006). Given the nature of these factors to stimulate consumer outcomes, signals from these factors play an important role in forming expectation. Fishbein and Stasson (1990) have stated that intentions are motivational in nature, Bagozzi (1992) believes that intentions are different from expectations. Goolsbee et al. (2013) argue that consumers are logical and clever to "optimize" utilisation resolutions, therefore, consumer expectations are complete and rankable. That is, before an intention to purchase is formed, consumers collate a whole lot of goods and grade them (Goolsbee et al., 2013). Intentions may not be activated without expectations (Bagozzi, 1992). Expectations are those characteristics a consumer seeks in a good or service that make it more desirable when compared with other goods or services. Expectations can also be defined as the partial views' costumers have towards a specific brand and may be the main factors that influence consumer intention to purchase (Chang and Liu, 2009).

Hult and Kelly-Holmes (2019) notes that the conjecture construct grabs a customer's pre-purchase "experience with the firm's offering—including non-experiential information available through sources such as advertising and word-of-mouth—and a forecast of the supplier's ability to deliver quality in the future" (Fornell et al., 1996, p. 9). For this reason, we propose that consumer expectation are formed by product-relevant factors such as price, quality, and selection; and market-relevant factors such as convenient location, convenient opening hours, friendliness of salespeople, fast checkout, store atmosphere, and airport retail store image. These expectations influence consumer intentions (as illustrated in Fig. 1). This aligns with previous studies that link customer retails store expectation and retail patronage intent (Chang and Liu, 2009; Chen and Chang, 2008; Overby and Lee, 2006). These arguments, leads to the following hypotheses:

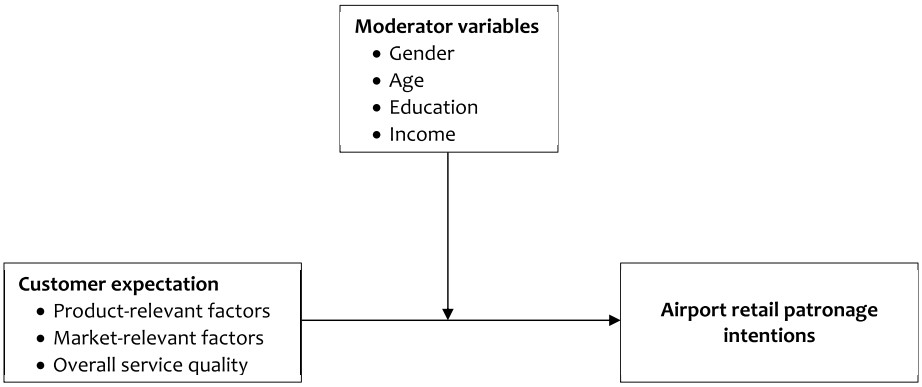

Fig. 1. Conceptual framework.

H1a. *Product-relevant factors is positively related to airport retail patronage intentions.*

H1b. *Market-relevant factors is positively related to airport retail patronage intentions.*

Delivering satisfactory service experiences to customers has also been found to be a key element for achieving success in the service industry (Prebensen et al., 2014) and according to service marketing literature, this forms a part of customer expectation (see Zeithaml et al., 1990; Parasuraman et al., 1991; Wilson et al., 2016). Service quality refers to service performance at the attribute level; while experience quality refers to the psychological outcomes that result from customer participation in tourism activities (Chen and Chen, 2010). Quality of experience can be conceptualized as tourists' affective reactions to their desired social–psychological benefits (Chen and Chen, 2010). It also refers to a specific service transaction such as contact with people who contribute to the actual experience (Manhas and Tukamushaba, 2015). In the airport business, quality of experience might also refer to specific service transactions such as faster check-in processes, readily access of luggage carts, wait time at check-in, departure lounge comfort, comfortable and accessible washroom/toilets, hygienic washroom/toilets, cleanliness of airport facilities, and open spaces that prevent crowding (Bezerra and Gomes, 2015). These assistance and professionalism combine to shape the general assistance present – the "service package" or "bundle". Such a package typically consists of a core service together with a peripheral service (Gronroos, 2001; Normann, 2000).

The airport business is an example of an assistance-intensive field that depends on the ability of services delivery offered to customer. Hence, in the airport business, creating memorable experiences for customers by providing satisfactory service is key to success. Pine and Gilmore (2000, p. 11) predicted success when a "company intentionally uses services as the stage, and goods as props, to engage individual customers in a way that creates a memorable experience". Bateson (1992) found that when a customer acquires an assistance, he or she acquires an "experience" configurated in the assistance process. When customer's assistance experience is good, that customer might want to engage in additional or future purchases. An unpleasant experience would likely result in brand avoidance, brand dislike, or even brand hate (Lee et al., 2009). De Chernatony and McDonald (2003) argued that service offerings embody a conglomerate of emotional and functional advantages that augment a distinctive and accepted (implicit or explicit) pledge. Because consumers have expectations of a service encounter (Dall'Olmo Riley and de Chernatony, 2000), any perception of a service delivered below expectations often results in dissatisfaction and disconfirmation.

In summary, unsatisfactory customer service experiences, according to Zarantonello et al. (2016), could trigger hatred for the service firm. The eventual consequence is that the consumer may avoid the brand in future endeavours (Thompson et al., 2006; Odoom et al., 2019). When travellers are dissatisfied with the general airport assistance standard, they are more likely to avoid its extensions, including the airport retail stores, while satisfactory service experiences could result in the reverse. Thus, we hypothesis that:

H2. *Overall airport service quality is positively related to airport retail patronage intentions.*

3.2. Customer patronage intentions and demographics

Past study has documented the influence of various demographic variables on customer purchase intention (Hernández et al., 2011; Henrique and Matos, 2015; Schirmer et al., 2018; Antony et al., 2018). These studies propose that demographic variables moderate the correlation between customer expectations and purchase intention. We argue that customers demographic variables affect their way of interpreting brand signals. For instance, a demographic variable like gender has often been used as a moderator in predicting customer behaviour, as previous studies have shown that males and females show different buying etiquette in a range of situations (Dittmar 1989; Dittmar et al., 1995; Coley and Burgess, 2003). Similar, Deshwal (2016) noted that education level and family income categories affect the perceptions of customer experience quality in retails store. This could be due to the way individuals within different demographic categorisation interpret brand signals. Other demographic variables that have been studied in this context include age (Ghalandari, 2012; Barlett and Coyne, 2014), education (Srivastava et al., 2016; Bock et al., 2014) and income (Homburg et al., 2010; See-To et al., 2014). Nonetheless, the results from these provide inconsistent findings. Nevertheless, the study proposes the following hypotheses:

H3a. *Gender difference will affect how travellers interpret product-relevant and market-relevant factors, overall service quality, and influence its relationship with airport retail patronage intentions.*

H3b. *Difference in age will affect how travellers interpret signals of product-relevant and market-relevant factors, overall service quality, and influence its relationship with airport retail patronage intentions.*

H3c. *Difference in educational level will affect how travellers interpret signals of product-relevant and market-relevant factors, overall service quality, and influence its relationship with airport retail patronage intentions.*

H3d. *Difference in income level will affect how travellers interpret signals of product-relevant and market-relevant factors, overall service quality, and influence its relationship with airport retail patronage intentions.*

4. Methodology

4.1. Measures

Some of the measurement items used for the questionnaire that supported this study were adapted from previous studies: Product-relevant factors and market-relevant factors were defined by Pan and Zinkhan (2006) in their presentation on determinants of retail patronage whiles overall service quality perception of airport retail store was acquired from the three-item scale developed by Taylor and Baker (1994). Additionally, patronage-intention measures were drawn from Lee and Yang's (2013).

Before distributing the questionnaire to airport travellers, a reliability experiment was organised with University of Ghana Business School Executive MBA marketing students. Also, the questionnaire was distributed to academic scholars with services marketing expertise to seek their input regarding its validity. All items were calculated on a five-point Likert-scale with responses varying from "strongly disagree" to "strongly agree."

4.2. Participants and procedure

The data for this research were collected from travellers at the KIA T 1&2. Every year over 1,667,675 passengers with diverse backgrounds and from different cultures make flight arrangements through KIA (Ghana Airports Company Ltd, 2017). Five teaching assistants from the Department of Marketing & Entrepreneurship at the University of Ghana Business School received permission to collect data at the airport after undergoing security training by airport security staff. They were given an identification tag that gave them access to some restricted areas of the airport. Using the intercept approach, with a standardized introduction recruitment message, the teaching assistants asked random travellers in the lobbies, arrival, and departure halls if they would be willing to fill out a survey. They approached 903 travellers, 349 of whom concurred to finish the survey. After dropping 19 answers due to misplaced statistics, 330 complete surveys were used for the analysis, a 36.54% answer rate. The final sample was made up of 222 males and 108 females (see Table 1).

Respondents age 31–40 made up 30.6% of the sample, the most representative age group for the study. The smallest age group was respondents ages 60–70 and those older than 70 years, each with a representation of 0.6%. Only one (0.3%) respondent had no formal education; 35 (10.6%) had some form of high school education, and 294 (89.1%) held tertiary and above certification.

Important information needed for this study was the income/allowance level of the respondents: 75 people or 22.7% of the respondents had monthly earnings of less than $500; 19 people or 5.8%, the smallest group of the respondents, reported earnings of $5000 or more per month; with the remainder, in order of number of respondents represented, 70 (21.2%) $501-$1499; 65 (19.7%) $2, 500 - $3499; 64 (19.4%) $1500 - $2499; and 37 (11.2%) $3500 - $4499.

Seventy-seven (23.3%) respondents were Ghanaians living in the diaspora, 87 (26.1%) were Ghanaians living in Ghana, 106 (32.1%) were Africans from other countries, and 60 (18.2%) were non-Africans.

Sixty-six (20%) of the respondents were premium travellers (i.e., they travelled business- or first-class most often) and lounge occupants, while 264 (80%) flew economy-class most often.

Table 1
Demographic profile of respondents (n = 330).

Profile	Measurement	Frequency	Percent
Gender	Male	222	67.3
	Female	108	32.7
Age	20 years or younger	20	6.1
	21–30 years	94	28.5
	31–40 years	101	30.6
	41–50 years	83	25.2
	51–60	28	8.5
	61–70 years	2	.6
	70 years and older	2	.6
Education	Secondary	36	10.5
	Tertiary	294	89.1
Monthly Income/ Allowance	Less than $500	75	22.7
	$501 - $1499	70	21.2
	$1500 - $2499	64	19.4
	$2, 500 - $3499	65	19.7
	$3500 - $4499	37	11.2
	$5000 and above	19	5.8
Origin	Ghanaian living in the diaspora	77	23.3
	Ghanaian living in Ghana	87	26.4
	African	106	32.1
	Non-African	60	18.2
Travel Type	Regular Traveller (travels economy class most often)	264	80.0
	Lounge Occupant	33	10.0
	Premium Travel (travels business or first class most often)	33	10.0

5. Results

5.1. Assessment of measurement model

Before testing our hypothesis, the measurement replica was assessed for goodness-of-fit. Confirmatory factor analysis (CFA) was employed to examine the validity and reliability of the measures. The goodness-of-fit data of the CFA model exhibited acceptable fit ($\chi 2/df$ (170.255/69) = 2.467., CFI = 0.970, SRMR = 0.062, RMSEA = 0.067, PClose = 0.015). All homogenised path weights were outstanding (t-value > 1.96) and above 0.5 (see Table 2).

The composite reliabilities (CR) for all constructs were higher than 0.7 and the average variance extracted (AVE) was higher than 0.5 (see Table 3). Discriminant validity was evaluated using the Fornell and Larcker (1981) procedure. None of the inter-construct correlations was greater than the AVE on the diagonal, an indication that discriminant validity is not an issue in this study.

5.2. Hypothesis testing

After confirming the construct measures were dependable and

Table 2
Measurement model: CFA for latent variables.

Construct/Scale item	Standardized Regression	T-value	P
Product-relevant factors			
Price	0.725	13.605	***
Quality	0.813	15.588	***
Selection	0.656	12.057	***
Market-relevant factors			
Convenient location	0.643	12.428	***
Convenient opening hours	0.733	14.805	***
Friendliness of salespeople	0.765	15.717	***
Fast checkout	0.821	17.412	***
Store atmosphere	0.672	13.412	***
Store image	0.712	14.278	***
Overall service quality			
I believe that the general quality of this airport's services is low [r]	0.988	23.484	***
Overall, I consider this airport's services to be excellent	0.960	22.363	***
The quality of this airport retail services is generally excellent	0.946	21.078	***
Airport retail patronage intentions			
There is a probability that I will shop at these airport's retail stores	0.648	11.009	***
If I had to shop, I would shop at these airport's retail stores	0.844	13.762	***

Notes: ***p < 0.001, **p < 0.01, *p < 0.05.

Table 3
Construct properties and shared correlations.

Details	CR	AVE	MSV	MaxR(H)	1	2	3	4
1. Product-relevant factors	0.777	0.539	0.405	0.792	**0.734**			
2. Market-relevant factors	0.871	0.531	0.405	0.879	0.637	**0.729**		
3. Airport retail patronage intentions	0.72	0.567	0.33	0.762	0.37	0.574	**0.753**	
4. Overall service quality	0.976	0.931	0.33	0.984	0.436	0.344	0.283	**0.965**

Notes: Diagonal numbers are average variance explained by each construct (AVE).

substantial, the next step was to test the hypothesis by assessing the structural model results. This involved evaluating the model's computing potentials as well as the correlations among constructs (Hair and Lukas, 2014). AMOS max imum-likelihood-estimation was the method used in estimating the parameters of a statistical model (Arbuckle, 2008), relationships product-relevant factors, market-relevant factors, overall airport service quality, and patronage intentions. The general fit of the model was acceptable, thus, ($\chi 2/df$ = 1.339, CFI = 0.989, GFI = 0.992, SRMR = 0.041, RMSEA = 0.032).

The results show that the three hypothesized relationships are supported in the estimated structural model (see Table 4). The relationship between product-relevant and market-relevant factors on airport retail purchasing intentions was significant at the 0.001 level, supporting H_1. H_2 was also supported as satisfaction with overall airport service experience was significantly positively related to airport retail purchasing intentions ($p < 0.001$). Also, our results show that providing excellent customer service at all customer touch points is requisite to achieving superior customer experience.

5.3. Moderation effect

In order to assess the moderation result of the demographic variables, analysis of variance (ANOVA) and Amos multi-group analysis were performed using a cross-validation sample. Hence, we first analysed the distribution of each demographic variable, then separated the groups and created the dummy coded variables (e.g., low income = 0 and high income = 1), with the exception of gender (male and female) following the suggestion of Henrique and Matos (2015) in an attempt to have unbiased groups and avoid impartial analysis.

After dividing all the demographic variables into two groups, an ANOVA test was preformed to examine the difference between groups in relationship to product and market relevant factors and overall service quality. Table 5 shows the ANOVA results of the demographic variables and brand signal factors that drive customer expectation in the airport retail store context. Results of the ANOVA test revealed that some factors that form customer expectation significantly differ when related -to travellers demographic variables. With regards to gender, male and female travellers did not have significant mean difference in relations to product relevant factors, market-relevant factors and overall airport service quality. Further the results for education was also found not to be significant in relation to these factors. A significant difference was found in the means of age category with respect to product and market relevant factors. Also, a significant difference was found in the means of income category with respect to all three factors. Thereby, giving credence to the assertion that some demographic variables (such as: age and income) affects how travellers interpret product-relevant and market-relevant factors, overall service quality.

Furthermore, a sequence of analyses was conducted to examine if their trace were not changing in relationship to its relationship with airport retail patronage intentions. Hence, two models were constructed: (1) An unconstrained model (U) in which two paths are estimated separately within each group, and (2) a constrained model (C) in which the regression weights between the two factors were specified to be equal across groups. Therefore, for the unconstrained model we employed a "model trimming" approach to invariance testing "where the baseline model for invariance testing was specified as a fully unconstrained model, with all parameters allowed to vary freely within the two groups separately, thereby estimating two complete sets of parameter estimates from two sets of sample moments" (LaNoue et al., 2015, p. 9).

When gender was the moderator: $\chi 2/df_U = 1.075$ vs $\chi 2/df_C = 1.013$, $CFI_U = 0.998$ vs $CFI_C = 1.000$, $GFI_U = 0.987$ vs $GFI_C = 0.983$, and $RMSEA_U = 0.015$ vs RMSEAC = 0.006. The model comparisons chi-squares ($\Delta\chi 2 = 4.310$, Δd.f. = 5, p = 0.506) showed no significant difference between the male and female groups. For age: $\chi 2/dfU = 1.363$ vs $\chi 2/dfC = 1.090$, CFIU = 0.992 vs CFIC = 0.997, GFIU = 0.984 vs GFIC = 0.982, and RMSEAU = 0.033 vs RMSEAC = 0.017. The model comparisons chi-squares ($\Delta\chi 2 = 2.180$, Δd.f. = 5, p = 0.824) showed no significant difference between the younger and older travellers. For education: $\chi 2/dfU = 1.535$ vs $\chi 2/dfC = 1.558$, CFIU = 0.988 vs CFIC = 0.982, GFIU = 0.982 vs GFIC = 0.974, and RMSEAU = 0.040 vs RMSEAC = 0.041. The model comparisons chi-squares ($\Delta\chi 2 = 8.068$, Δd.f. = 5, p = 0.153) showed no significant difference between the lower and higher education. For income: $\chi 2/dfU = 1.543$ vs $\chi 2/dfC = 2.862$, CFIU = 0.987 vs CFIC = 0.939, GFIU = 0.982 vs GFIC = 0.954, and RMSEAU = 0.041 vs RMSEAC = 0.075. The model comparisons chi-squares ($\Delta\chi 2 = 30.150$, Δd.f. = 5, p = 0.000) showed significant difference between the low- and high-income level. Results of regression weights between the groups are presented in Table 6.

Regarding hypothesis H3, there was significant difference in retail patronage intentions of travellers in relation to income level. However, there was no significant difference between retail patronage intentions of travellers in relation to gender, age and education. Thus, only H3d was supported.

Table 4
Structural parameter estimates.

Hypothesized paths	Estimates (t-values) p-value
Paths	
Product relevant factors - > Patronage Intentions (H1a)	0.116 (2.069) 0.039
Market-relevant factors - > Patronage Intentions (H1b)	0.239 (4.173) ***
Overall service quality- > Patronage Intentions (H2)	0.516 (12.394) ***
Controls	
Origin - > Patronage Intentions	-0.047 (-1.204) 0.228
Traveller type - > Patronage Intentions	-0.039 (-1.007) 0.314
R square	0.509

Notes: ***p < 0.001, **p < 0.01, *p < 0.05.

6. Discussion of findings

The study aimed at identifying the determinants of airport retail patronage. The proposed model provides statistical support using responses from travellers at KIA T1&2 to show that product-relevant factors (price, quality, and selection in terms of product variety), market-relevant factors (convenient store location and opening hours, friendliness of salespeople, and store atmosphere and image); and airport service quality influence airport retail patronage intentions. The findings suggest that passengers' perceptions of airport shopping have a positive impact on their shopping intentions (Yang et al., 2014). This

Table 5
ANOVA results-Demographic variables with customer expectation.

Details			Sum of Squares	df	Mean Square	F	Sig.
Gender	Product relevant factors	Between Groups	.160	1	.160	.195	.659
		Within Groups	268.788	328	.819		
		Total	268.947	329			
	Market-relevant factors	Between Groups	.039	1	.039	.043	.836
		Within Groups	292.826	328	.893		
		Total	292.864	329			
	Service quality	Between Groups	2.345	1	2.345	2.374	.124
		Within Groups	323.952	328	.988		
		Total	326.297	329			
Age	Product-relevant factors	Between Groups	16.597	1	16.597	21.573	.000
		Within Groups	252.350	328	.769		
		Total	268.947	329			
	Market-relevant factors	Between Groups	8.999	1	8.999	10.399	.001
		Within Groups	283.865	328	.865		
		Total	292.864	329			
	Service quality	Between Groups	1.712	1	1.712	1.730	.189
		Within Groups	324.585	328	.990		
		Total	326.297	329			
Education	Product relevant factors	Between Groups	.372	1	.372	.454	.501
		Within Groups	268.575	328	.819		
		Total	268.947	329			
	Market-relevant factors	Between Groups	.337	1	.337	.378	.539
		Within Groups	292.527	328	.892		
		Total	292.864	329			
	Service quality	Between Groups	.011	1	.011	.011	.915
		Within Groups	326.286	328	.995		
		Total	326.297	329			
Income	Product relevant factors	Between Groups	9.508	1	9.508	12.021	.001
		Within Groups	259.439	328	.791		
		Total	268.947	329			
	Market-relevant factors	Between Groups	6.831	1	6.831	7.833	.005
		Within Groups	286.034	328	.872		
		Total	292.864	329			
	Service quality	Between Groups	4.692	1	4.692	4.785	.029
		Within Groups	321.605	328	.981		
		Total	326.297	329			

implies that the ability of airport retail stores to put in place well-organized product and marketing strategies in their shopping space can induce travellers' intention to buy from those stores. The findings also show that failure to meet service quality expectation of passengers can have a negative impact on passengers' behaviour, and that providing quality service can influence repurchase intentions (Ahmed et al., 2010; Archana and Subha, 2012).

The data also support the effect of the ebbing capacity of income on the correlation between product-relevant factors, market-relevant factors, airport service quality on airport retail patronage intentions. Hellier et al. (2003, p.1764) argue that patronage is driven by an "individual's judgment about buying a designated service from a company, taking into account his or her current situation and likely circumstances". Consequently, the extent to which customer retail preference and satisfaction with overall airport experience affect patronage intention is contingent on the disposable income of the traveller.

6.1. Theoretical implications

The study extends the current body of airport business literature specifically in a developing context where it identifies the drivers of customer expectations of airport retail patronage from the signalling theory and SET lens. In relations to the signalling theory, our study highlights the important of product-relevant factors, market-relevant factors, and service quality as signals in respects raising capital when associated with the SET.

In doing so, we foster our current understanding of the customer expectation of airport retail patronage by finding that product-relevant factors, market-relevant factors and service quality influence customer's intention to buy. This study confirms Wedel and Kamakura's (2012) hypothesis of consumer classifications in measurable groups defined by earnings. Dabholkar and Bagozzi (2002) argued that it is more critical to investigate the moderating effects of consumer characteristics, though other existing literature has established the direct effects of consumer characteristics. Consequently, this study makes a vital contribution to the research stream investigating the moderating role of consumer income.

This study contributes contextually on drivers of airport retail purchases and patronage intentions in a developing economy. The findings offer practical grounds for research that demonstrates that marketing strategies put in place by retail stores have an effect on patronage intentions. This is so because air travellers have an intention to purchase from airport retail stores when the desirable service experience and product-relevant factors and market-relevant factors are put in place. The study also contributes by moderating the effect of income on the identified determinants of retail purchase and patronage intentions.

6.2. Managerial implications

The conceptual model benefits retail managers by describing the role that brand signalling plays in communicating the brand promise. Based on the results of the study, it is plausible that managers of airport retail stores can use product-relevant factors, market-relevant factors and the delivery of excellent service to manage customers' retail expectations. Hence, management of airports and retail centers within the airports should have a strategic focus on both the service experiences as well as the marketing efforts that influence consumers' patronage intentions. Airport retail centers that take advantage of the overall airport service and have a good marketing strategy in place will attract customers and achieve repeat purchases.

Airport retail stores should make it a point to stock a variety of

Table 6
Moderating effect of demographic variables.

Hypothesized paths	Estimates (t-values) p-value	
Gender	**Male**	**Female**
Product relevant factors - > Patronage Intentions (H1a)	0.154 (2.119) 0.034	0.050 (0.581) 0.561
Market-relevant factors - > Patronage Intentions (H1b)	0.241 (3.258) 0.001	0.215 (2.417) 0.016
Overall service quality- > Patronage Intentions (H2)	0.475 (9.304) ***	0.604 (8.567) ***
Origin - > Patronage Intentions	-0.059 (-1.227) 0.220	-0.028 (-0.438) 0.661
Traveller type - > Patronage Intentions	-0.065 (-1.354) 0.176	0.025 (0.393) 0.694
R square	*0.501*	*0.549*
Age	**Younger**	**Older**
Product relevant factors - > Patronage Intentions (H1a)	0.044 (0.459) 0.646	0.141 (2.048) 0.041
Market-relevant factors - > Patronage Intentions (H1b)	0.236 (2.360) 0.018	0.247 (3.558) ***
Overall service quality- > Patronage Intentions (H2)	0.520 (6.731) ***	0.514 (10.351) ***
Origin - > Patronage Intentions	-0.030 (-0.431) 0.666	-0.059 (-1.235) 0.217
Traveller type - > Patronage Intentions	0.010 (0.141) 0.888	-0.059 (-1.244) 0.213
R square	*0.476*	*0.525*
Education	**Lower**	**Higher**
Product relevant factors - > Patronage Intentions (H1a)	0.015 (0.107) 0.915	0.130 (2.118) 0.034
Market-relevant factors - > Patronage Intentions (H1b)	0.435 (2.940) 0.003	0.205 (3.292) ***
Overall service quality- > Patronage Intentions (H2)	0.399 (3.198) 0.001	0.533 (12.127) ***
Origin - > Patronage Intentions	0.185 (1.550) 0.121	-0.066 (-1.608) 0.108
Traveller type - > Patronage Intentions	0.101 (0.847) 0.397	-0.044 (-1.074) 0.283
R square	*0.532*	*0.514*
Income	**Low**	**High**
Product relevant factors - > Patronage Intentions(H1a)	-0.087 (-1.240) 0.215	0.362 (4.193) ***
Market-relevant factors - > Patronage Intentions (H1b)	0.379 (5.365) ***	0.031 (0.352) 0.725
Overall service quality- > Patronage Intentions (H2)	0.488 (8.823) ***	0.582 (9.893) ***
Origin - > Patronage Intentions	0.041 (0.784) 0.433	-0.116 (-2.077) 0.038
Traveller type - > Patronage Intentions	0.006 (0.118) 0.906	-0.020 (-0.351) 0.726
R square	*0.444*	*0.644*

Notes: ***p < 0.001, **p < 0.01, *p < 0.05.
Younger are those with age up to 30 years old; (2) low education: up to secondary level; high education: tertiary level. Total sample were used to separate the groups; (4) low income are those receiving up to $2499 per year, and high income those receiving more than $2, 500 per year.

merchandise as this has implications for consumers' intentions to purchase. Shoppers want the freedom to select and are more likely to return to shops that offer a wide variety of products. Managers should ensure that their products and services at the terminal retail stores are moderately priced. For example, some international airports offer a wide range of price points, from an inexpensive souvenir to extravagantly-priced jewelry, perfumes, and clothing. Therefore, airport managers should consider constructing a wide variety of stores that will attract consumers from varied economic backgrounds. Relevant airport operators and stakeholders must also work together to improve the overall airport service experience. The few hours most air travellers spend at airports should be memorable each time they visit. When travellers' experiences at airports are dissatisfactory, their desire to do anything within the airport environment besides boarding a flight is reduced drastically.

7. Limitations and directions for future research

This study is limited in selection of samples. The study took place in the context of an international airport in a developing economy. To provide as precise an analysis as possible, we limit our study to one airport only (see Heinberg et al., 2016), this however, did not allow us the opportunity to loop the correctness of the results obtained. Given that there are geographical factor and consumer level factor in purchase decisions, future studies could examine airport retail stores in a number of different countries to strengthen the robustness of this model since this is a partial study that serves as a starting point for further research. Further studies could also identify other product and market-relevant drivers of airport retail purchases (price, quality, selection, store image, friendliness of salespeople, opening hours, location, fast checkout, store atmosphere) and explore these and other retail purchase factors within a similar context to enhance findings and knowledge of the study area.

Appendix A. Supplementary data

Supplementary data to this article can be found online at https://doi.org/10.1016/j.jretconser.2020.102033.

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