

ETHNOGRAPHIC AND EXPLORATORY STUDY OF PASSENGERS' PERCEIVED FACTORS TOWARDS THE AIRPORT ADVERTISING

Palvi Jearth, Research Scholar, School of Management Studies, Punjabi University

Dr. Gurcharan Singh, Professor, School of Management Studies, Punjabi University

Shikhil Munjal, Research Scholar, School of Management Studies, Punjabi University

ABSTRACT

The proposed study investigated the notion of various appeals used in the airport advertising campaign, by which customers are affected. In reality, for advertisers to target a captive audience of business and leisure travellers, the airport is a unique setting. This research therefore offers a strong opportunity for global brands to do business in the Indian market and to gain a competitive edge. The research is limited to the entire nation, i.e. India. Indeed. Out of 1200 respondents, 600 respondents were from 3 domestic airports (Surat, Jammu, Ranchi) and 600 from 3 other international airports (Delhi, Bombay, Bangalore) in India. The questionnaires were completed. These airports were chosen based on India's top three busiest domestic and international airports (Airport Authority of India, 2016-17). For the purpose of the research, the respondents were those travellers who, irrespective of their age groups, flew through these chosen airports. The findings show that the most significant aspect is perceived interactivity, which influences the engagement of passengers with airport ads. In addition, attitude is found to be more influential and perceived familiarity is the least influential factor that can influence the perception of airport ads by passengers.

Keywords: Airport, Advertising, Attitude, Perceived Interactivity, Perceived Familiarity.

INTRODUCTION

The significance of understanding consumers' processes and activities that people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services to satisfy their needs and desires to marketers are very well acknowledged (Taflinger, 1996). Different definitions of the title and concept of advertising have been proposed in different documents, in which all of these definitions include several similar definitions. Advertising is the impersonal contact and introduction by different carriers of the commodity against the reception of funds for profit or non-profit organisations or for individuals defined in the message (Akören, 2015). Outdoor advertisement is a mixture of powerful media mechanisms that can reach individuals in their vehicles, subways, airports, shopping centres, and anywhere allowed by law (Mohammadian & Hosseini, 2012). The growth rate of outdoor ads in the last decade of the 20th century has risen by 7.2 percent, according to the American Marketing Committee. Attracting and targeting the consumer is very relevant in outdoor ads. With an

appealing and lovely ad, the agents of these commercials aim to build curiosity in the viewer (Sedaghat, 2011).

Ethnography is a method of qualitative analysis in which the researcher examines the interactions between members or between members and objects in a community or group of interest and records them (Eric et al., 1994). For both the study of subcultures and other aspects of general consumer behaviour, ethnographic analysis is used (Mariampolski, 1999). Ethnography makes it possible for localised phenomena to produce data and for the creation of wider theoretical frameworks. While the ethnography approach is said to differ depending on the phenomenon being studied, four primary objectives for ethnographic study are set (Eric et al., 1994). Second, in a natural environment, ethnography allows for systematic data collection. Secondly, ethnographic research allows the researcher to participate extensively and experientially in the study setting. Third, both the studied subjects and the expected reading audience must find the findings of ethnographic research to be reliable. Fourth, in the creation and analysis of the findings, ethnography involves the integration of several data sources.

The airport is one of the main facilities, showing a country's level of development (Giokas & Fragoudaki, 2017; Silva et al., 2017). There are several elements considered important for an airport's growth, namely stability, sustainability, opportunities for revenue generation, public transport links, streamlined processing of passengers, improvement of technology and a wide range of amenities (Johnson et al., 2016; Ladki & Bachir, 2018; Martín-Cejas, 2006). Without the advancement of air transportation services, the growth of tourism and the benefits it brings would not have been possible (Lohmann et al., 2009; Martín-Cejas, 2006). In addition, the air transport industry is experiencing a phase of rapid growth with the increase in the volume of tourist arrivals, especially in ways to enhance the experiences of passengers (Johnson et al., 2016). Different researchers, however, reported that more stressful and negative experiences were replaced by the excitement of air travel, resulting from crowded airports, rising passenger numbers and increased security checks (Meuter et al., 2000; Wang et al., 2012). In order to meet the tremendous demands of travellers, airport service providers need to be creative in order to meet the needs and demands of travellers (Bogicevic, 2017; Protus Seda & Govender, 2017; Shin & Perdue, 2019).

Outdoor advertising is intended to draw the interest of viewers for marketing purposes by expressing a message to convey fixed content outside the home where viewers come and go that can help with such outdoor advertising in this way, advertising programmes in the open field. One of the most significant aspects of outdoor advertising is that it can draw interest outside the home and workplace, where people are travelling, from several target audiences (Akören, 2015). The majority of messages and viewpoints are still faced by people and it is no longer possible to shield themselves from such bombardment and unintentionally expose themselves to it (Akören, 2015). Outdoor advertisement is a presentation by one of the communicative media of a marketing message to a multitude of purchasers (Akören, 2015). It should be noted that in specific environments, the mental state and the intentions of the target audiences will influence the response of the audiences to the outdoor advertisements there. Each one represents unique mental states and specificities in outdoor circumstances and open space. At certain times of the day, the audience may also be exhausted, irritable, distracted, and especially alert and sensitive to relevant messages (Roux & Van der Walde, 2014). The main feature of outdoor advertising that allows the media the flexibility to take advantage of advertising is that it is able to continually and without modifying to transmit messages to the chosen target audiences. As a separate

consideration, this subject can shift the brand from the consciousness threshold and lead it to choice and priority (Hutt & Speh, 2012).

This exploratory field research is intended to examine how passengers notice and engage with airport ads, what kind of executions seem most successful (such as travel-related themes or poster size), and what locations allow for optimal visibility inside the terminal, while paying more attention to the ads (Mariampolski, 1999). We are presenting three studies carried out at LaGuardia Airport in New York City. An ethnographic observational analysis of the relationship of people with airport ads is the first analysis. The second and third studies investigate the recall and recognition of airport ads and aim to identify important factors affecting such recall and recognition. They also shop and read airport advertisements while waiting at the airport. With the growth in passenger numbers, advertisement for airlines and airports has become a way of gaining enormous prospects. Many interesting advertisement campaigns have been planned, as the number of airports in India is growing. The behaviour of passengers at airports needs to be understood so that advertisers can better improve their ads and demonstrate that airport ads can be an effective complement to outdoor campaigns.

The airport is a unique stage made up of unique characteristics from the point of view of research and it provides a wonderful mixture of feelings and people, everyone is on a journey and the airport is part of their storey. A magnificent structure that provides magnificent advertising sites and opportunities is the airport itself. In this modern world, each time they fly, travellers spend more time at the airport. They also shop and read airport advertisements while waiting at the airport. With the growth in passenger numbers, advertisement for airlines and airports has become a way of gaining enormous prospects. Many interesting advertisement campaigns have been planned, as the number of airports in India is growing. In order for marketers to improve their ads appropriately, it is crucial to consider the actions of passengers at airports and to demonstrate that airport ads can be an effective complement to outdoor campaigns. Therefore, the purpose of this research is to identify the criteria of the effectiveness of Airport advertising based on passengers perceived factor in interacting towards advertising.

Objectives

To study the passengers perceived factors in interacting towards the airport advertisement.

REVIEW OF LITERATURE

The airport is a special stage made up of unique characteristics and provides a wonderful mix of feelings and individuals, everybody is on a journey and part of their storey is the airport. In this modern world, each time they fly, travellers spend more time at the airport. They also shop and read airport advertisements while waiting at the airport. Many interesting advertisement campaigns have been planned, as the number of airports in India is growing. In order for marketers to improve their ads appropriately, it is crucial to consider the actions of passengers at airports and to demonstrate that airport ads can be an effective complement to outdoor campaigns. Despite the growth and bright future for out-of-home ads, relative to more conventional media, academic research has not focused as much on this field. Yet some empirical research does exist, most of which centres on recall (Berneman et al., 2003; Bhargava et al., 1994; Donthu et al., 1993; King & Tinkhan, 1990; Young, 1984), retention (King & Tinkhan, 1990), audience measurement issues (Bloom, 2000; Hofmans, 1982), attitudes toward

out-of-home advertising (Rick & Brian, 2008), or some measure of campaign effectiveness (Eastlack & Rao, 1989; Fitts & Hewett, 1977); (Woodside, 1990). This exploratory field study was planned (Mariampolski, 1999) to examine how passengers notice and engage with airport ads, what kinds of executions seem to be most successful (such as travel-related themes or poster size), and what positions inside the terminal allow for optimal visibility and therefore more attention to ads. Three experiments were carried out by (Rick & Brian, 2008) at LaGuardia Airport in New York City. Ethnographic observational analysis of people's contact with airport ads was the first study. Other studies have investigated the recall and recognition of airport ads and have tried to identify relevant variables influencing such recall and recognition. Ethnography has also been used more recently in the study of the connexion of people with different advertising media (Hirschman, 1997; Ritson et al., 1999).

The researcher used a teaching position in an English high school in a study by (Ritson et al., 1999) to gain legitimacy and access to student subjects to understand how teenagers use ads in social contexts. Indeed, some scholars have proposed that ethnography must be a critical component if systematic hypotheses about advertising effects are to be produced (Buttle, 1991). He argues that advertisement is very much embedded into the social routines of our lives and that without some sort of naturalistic observation, conventional study cannot fully comprehend these impacts. A non-participatory observing position is needed for ethnographic analysis of person-object interactions (i.e. person-airport advertising) (Eric et al., 1994; Elliott et al., 2003). They obtained permission from the Port Authority of New York and New Jersey to perform the research, and performed observations of more than 3,000 people, spread over several days for a total of 20 hours.

MacInnis & Jaworski (1989) and MacInnis et al. (1991) from the message response involvement theory draw an effort to better understand the airport environment as an advertising platform. This theory uses the incentive, opportunity, and skill of message processing as determinants for the processing of messages, contributing to a measure of advertisement effectiveness. Related research found that communication efficiency was influenced in part by the incentive, opportunity, and ability (MOA) of consumers to process brand information from an ad. They suggested that executive advertisement signals could affect the efficiency of communication (MacInnis et al., & Jaworski, 1991).

Taufik & Hanafiah (2019), analysed the variables affecting the adoption and actions of self-service technology (SST) by passengers in airports. The Theory Acceptance Model (TAM) was adopted by this research and expanded the model by adding in the research context the need for human interaction (NI) construct. In addition, the factors affecting passenger satisfaction and behavioural intentions in international air travel were investigated (Michael et al., 2008). The study analysed which dimensions have a positive effect on service quality and which dimensions, as viewed by airline passengers, have the most and least significant impact on service quality in international air travel. Lu (2014) analysed the effect on their shopping intentions at airports of socio-demographic characteristics of travellers, travel characteristics and expectations of airport shopping. Attitude towards the ad (AAd) was established MacKenzie & Lutz, (1989) as a significant construct mediating the impact of advertisement on brand attitude and purchasing intention. Batra & Ray (1986), however, examined that repetition tends to increase brand attitudes and purchasing intentions in circumstances where production of support and counter-arguments is expected to be poor, but that these attitudinal gains level off under conditions where a high level of such production is expected. Lutz et al. (1986) described the attitude towards advertising as

"A predisposition during a specific exposure situation to respond to a specific advertising stimulus in a favourable or unfavourable manner."

The authors addressed the mechanism by which advertisement affects brand perceptions and purchasing intentions. Muehling (1987) leads in two ways to an interpretation of attitudes-toward-advertising-in-general and argues that attitudes toward advertising consist of an instrument and an organisation. It seems that attitudes can also be influenced by perceptions of the impact these ads have on the social and economic climate.

The effect of ad design or background design on the attitude towards the ad was clarified by (Pelmack et al., 2002). The study found that low participation individuals perceived advertisements embedded as simpler and more likeable in a congruent sense, on the other hand, high participation individuals perceived advertisements embedded in a contrasting sense as having a greater likeability and clarity. Chan & Cheng (2012) recorded that people would pay attention to imaginative, bright colour, or larger-than - life outdoor advertisements. Advertising visibility and perceptions of outdoor advertising were positively linked with the number of visits to the district in their report. As higher motivation, incentive, and skill were related to higher advertisement knowledge, their findings confirmed the hypothesis.

Mandan et al. (2013) have assessed that consumers are more likely to remember an interesting and entertaining ad than a boring one. It can therefore be said that entertainment increases advertising efficiency. Earlier research has shown that advertising entertainment generates consumer loyalty (Chang, 2006). Later empirical studies tested this assertion. For instance, Duncan & Nelson, (1985) conducted a study on how consumers are influenced by entertainment in advertising. It affects the product 's acceptance and use by consumers (Duncan & Nelson, 1985). Similarly, Chang (2006) researched entertaining ads and its effect on customer loyalty and the effect on their behavioural intentions. He found that entertaining ads could positively increase the satisfaction of consumers, thereby affecting consumer purchasing behaviour, based on his research on 152 participants. Familiarity Alba & Hutchinson (1987) is characterised by the number of product-related or service-related interactions collected by the customer. These associated experiences include direct and indirect experiences, such as advertising exposure, salesperson interactions, word of mouth contact, testing and consumption. Familiarity was seen by Johnson & Russo, (1984) as being equal to information. Experience leading to familiarity Johnson & Kellaris, (1988) was considered. The literature review shows that awareness is closely intertwined with experience and familiarity. Brand familiarity is known as the cumulative associated interactions that consumers have had with a brand according to (Alba & Hutchinson, 1987) description (Ballester et al., 2012). Zajonc & Markus, (1982) indicated that familiarity could lead to a service or item being produced with a positive impression. The customer can feel a glow of warmth and affection when faced with a familiar service or brand. Brand familiarity thus generates a feeling of trustworthiness in the minds of customers. The most effective means of transmitting these images that reflect sociocultural values is the mass media (Tiggemann, 2003). Advertising promotes social messages and lifestyles by demonstrating the role of the ideal customer and by stimulating the desire of the consumer to buy (Pollay & Mittal, 1993). Haider & Shakib (2017), focused on figuring out if '*social imaging*' succeeds in persuading people to buy a product in an advertisement by inducing their urge to belong to a certain social class.

RESEARCH METHODOLOGY

The research design of the study is of descriptive cum analytical in nature. The Study is confined to entire country i.e. India. The questionnaire has been filled up from 1200 respondents, out of which 600 respondents has been taken from 3 domestic airports (Surat, Jammu, Ranchi) and 600 from 3 international airports (Delhi, Bombay, Bangalore) in India. These selected airports based on top three busiest domestic and international airports in India (Airport Authority of India, 2016-17). The six airports are highlighted in the proposed study on the basis of the number of the passenger's count, which is high in the selected airports. These only airports are selected because from a single airport, it might be difficult to gather data from 1200 respondents which was derived from the formula (Smith, 2016). For the purpose of the study, irrespective of their age groups, the respondents were those travellers who flew through these selected airports. The selection of respondents is based on cluster sampling, since one of the key advantages of cluster sampling is that several groups are identical in nature, and one group has been randomly selected by the researcher. In this report, passengers travelling through domestic airports has been considered in one category, passengers travelling through international airports are considered in another category and the top three busiest domestic and international airports has been represented in both categories. Data has been collected from 600 conveniently selected respondents from one of the domestic and international airport out of three. The airports have been randomly chosen from domestic and international airports and from the three top busiest airports, respectively. The data was analysed using factor analysis with SPSS 21 version by factor analysis.

ANALYSIS

Validity and Reliability

Correlations between constructs / items or factors are tested for validity. Items must be more closely associated with their own constructs than with others, suggesting that respondents view them as their own theoretical items. Leech et al. (2005) stated that reliability is an indication of the degree to which variations, measures, or assessments of items are consistent with each other. Measuring or validating test scores as an ongoing method in which evidence is presented to support conformity, meaningfulness; and the precise use of assumptions is made of scores from the sample and context given about individuals. Cronbach's alpha is the method used to test hypotheses, as it's considered to be the most common reliability scale measurement (Andy, 2005). Kaiser-Meyer - Olkin sampling adequacy test is a statistic that shows the proportion of variation that may be induced by underlying factors in our variables. High values that are close to 1 usually indicate that the following research may be very suitable for factor analysis. The results of the factor analysis would not be sufficient and true if the value of the KMO is below 0.5. In this case, the overall KMO is 0.851 thus; it shows the accurate implication of the factor analysis in Table 1.

Table 1		
SAMPLE ADEQUACY VALUE OF PERCEIVED FACTORS TOWARDS THE AIRPORT ADVERTISEMENT		
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.851
Bartlett's Test of Sphericity	Approx. Chi-Square	9768.044

	Df	190
	Sig.	0.000

Source: Compiled from SPSS Software

Factor Analysis

Exploratory factor analysis was engaged to identify numbers of factors and capture the certain amount of the overall variance in the observed variable and explained the variation underlying dimensions of passenger's perception. Factor analysis technique is applied on the passenger's perceived factors in interacting towards the airport advertisement. Six factors were extracted from the 20 statements displayed the 64.893 percent of variance and each factor was explained. These specific extracted factors were given a name under label such as perceived interactivity, attitude, perceived credibility, perceived societal status, perceived entertainment and perceived familiarity. All the factors had loadings more than 0.5, so they are considered good, the loading between from 0.509 to 0.881. All the items with factor loading below than 0.5 are removed. The six factors generated have Eigen values ranging 6.482 to 1.006.

Extracted Factors of Passengers Towards Airport Advertising

Statements	Initial	Extraction	Corrected items correlation	Cronbach's Alpha if Item Deleted	Factor loading	Eigen Value
Advertisements in airport catch my attention among other content	1.000	0.735	0.724	0.812	0.834	6.482
I will visit a product website after being exposed to an ad in Airport	1.000	0.728	0.710	0.808	0.826	
I will purchase a product advertised in Airport	1.000	0.704	0.658	0.811	0.806	
It is easier for me to remember brands advertised through media channels such as TV and radio in Airport	1.000	0.605	0.585	0.814	0.759	
Airport advertising is a valuable source of information about latest fashion/ trends	1.000	0.679	0.74	0.806	0.740	
Percentage of variance explained = 32.411						

Source: Compiled from SPSS Software

Table 2 shows that the five items/statements have been loaded in factor one and this factor is named under the head "*Perceived Interactivity Factor*" which has defined 32.411% of the total variance. The statements which comes under in this factor are: advertisements in airport catch my attention among other content; I will visit a product website after being exposed to an ad in airport; I will purchase a product advertised in airport; It is easier for me to remember brands advertised through media channels such as TV & radio in airport; like to lead others, and airport advertising is a valuable source of information about latest fashion/ trends. Result shows that the attention of the passengers towards advertisement on airport have major influence on perceived interactivity with the highest factor loading 0.834. The factor loading ranges from 0.740 to 0.834 and the scale reliability of alpha is 0.862. It includes the 6.482 of Eigen values in Table 2.

Statements	Initial	Extraction	Corrected items correlation	Cronbach's Alpha if Item Deleted	Factor loading	Eigen Value
It becomes beneficial for me to see the advertisement who gives me an immense knowledge	1.000	0.623	0.635	0.813	0.749	1.716
I feel frustrated when I seeing advertisement on repetitive mode	1.000	0.666	0.521	0.818	0.866	
It becomes interesting for me to see the advertisement in my mean time on airport	1.000	0.550	0.618	0.813	0.735	
Boring advertising will not sustain in consumers mind long enough	1.000	0.553	0.596	0.814	0.709	
Percentage of variance explained = 8.582%						

Source: Proceed from SPSS 21 Software

Table 3 shows that the four items/statements have been loaded in factor two and this factor is named under the head “Attitude” which has defined 8.582% of the total variance. The factor loading ranges between from 0.709 to 0.866 and the scale reliability of 0.78. It covers 1.716 of the Eigen values. The different items that have been included in this factor are it becomes beneficial for me to see the advertisement who gives me an immense knowledge, I feel frustrated when I seeing advertisement on repetitive mode and it becomes interesting for me to see the advertisement in my mean time on airport. Result shows that passengers feel frustrated when they see advertisement on repetitive mode and that affect the most to the attitude of passenger towards airport advertising.

Statements	Initial	Extraction	Corrected items correlation	Cronbach's Alpha if Item Deleted	Factor loading	Eigen Value
Airport advertising increases the intelligence of the average consumer	1.000	0.552	0.691	0.819	0.690	1.443
There are too many exaggerations in Airport advertising.	1.000	0.780	0.506	0.821	0.642	
Because of Airport advertising, people buy a lot of things that they do not really need.	1.000	0.770	0.589	0.836	0.582	
Percentage of variance explained = 7.246%						

Source: Proceed from SPSS 21

Three items have been loaded in this factor “Perceived Credibility” and this factor explained 7.246% of the total variance. The variables which have been included in this factor are airport advertising increases the intelligence of the average consumer, there are too many exaggerations in airport advertising, Because of airport advertising, people buy a lot of things that they do not really need. Result shows that passenger’s perception towards airport advertising that are under Perceived Credibility is that airport advertising increases the intelligence of the average consumer and it has the highest factor loading is 0.690 and others variables have less effect on this factor. The factor loading ranges exist from 0.582 to 0.690. It covers 1.443 of the Eigen values in Table 4.

Items	Initial	Extraction	Corrected items correlation	Cronbach's Alpha if Item Deleted	Factor loading	Eigen Value
Due to Airport advertisement exposure, I have started living better amenities of life	1.000	0.620	0.553	0.837	0.709	1.296
I feel some advertisement have their impact on my mind	1.000	0.659	0.549	0.825	0.611	
I feel that possession of well-advertised brands makes my social status	1.000	0.677	0.536	0.843	0.565	
Percentage of variance explained = 6.481%						

Source: Compiled from SPSS Software

Three items have been loaded in the factor “*Perceived Societal Status*” and this factor explains 6.481 percent of the total variance. The variables that have been included in this factor are due to Airport advertisement exposure, I have started living better amenities of life, I feel some advertisement have their impact on my mind, I feel that possession of well-advertised brands make my social status. Table 5 shows that due to airport advertisement exposure, passengers have started living better amenities of life and it has the highest factor loading which is 0.709 that affect the Perceived Societal Status and others variables put less effect on the factor. Table 6 shows that the factor loading ranges exist from 0.565 to 0.709 and the scale reliability of alpha is 0.648. It includes 1.296 of the Eigen values.

Items	Initial	Extraction	Corrected items correlation	Cronbach's Alpha if Item Deleted	Factor loading	Eigen Value
An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one	1.000	0.578	0.532	0.824	0.732	1.028
Entertainment increases the effectiveness of advertising	1.000	0.589	0.575	0.837	0.603	
Entertainment influences consumers into accepting and consuming the product	1.000	0.584	0.541	0.827	0.509	
Percentage of variance explained = 5.142%						

Source: Compiled from SPSS 21

Five statements have been loaded in factor “*Perceived Entertainment*” and this factor explains 5.142 percent of the total variance. The variables which have been included in this factor are: An interesting and entertaining ad is more likely to be remembered by consumers rather than a boring one, Entertainment increases the effectiveness of advertising, Entertainment influences consumers into accepting and consuming the product. Table 7 shows that an interesting and entertaining ad is more likely to be remembered by passengers rather than a boring one and it has the highest factor loading which is 0.732 under the factor Perceived Entertainment. The factor loading ranges from 0.509 to 0.732 and the scale reliability of alpha is 0.842, it covers 1.028 of the Eigen values.

Items	Initial	Extraction	Corrected items correlation	Cronbach's Alpha if Item Deleted	Factor loading	Eigen Value
Advertising spending also creates positive impression about a brand in the minds of the consumers	1.000	0.838	0.549	0.848	0.881	1.006
Familiarity with the brand thus creates a sense of trustworthiness in consumer's minds	1.000	0.788	0.594	0.838	0.867	
Percentage of variance explained = 5.032%						

Source: Compiled from SPSS 21 Software

Fifth factor is “*Perceived Familiarity*” and this factor explains 5.032 percent of the total variance. The variables that have been included in this factor are advertising spending also creates positive impression about a brand in the minds of the consumers, familiarity with the brand thus creates a sense of trustworthiness in consumer's minds. Result shows that amount spent on Advertising creates a positive impression about a brand in the minds of the passengers that affect the perceived familiarity with the highest factor loading 0.881. The factor loading ranges exist from 0.867 to 0.881 and the scale reliability of alpha is 0.817. It covers 1.006 of the Eigen values in Table 6. Thus, perceived familiarity is the least influential factor that affected the perception of the passengers towards airport advertising.

FINDINGS

Airport Advertising is that medium that has been frequently used to enhance passenger behaviour. A few studies have been found with regard to airport advertising whereas no study have been found with regard to understanding the passenger's perspectives with different dimensions of airport advertising in India. This study investigates the factors that influence passengers' perceived factor in interacting towards the airport advertising. The study examines which dimensions have most significant influence on perception of the passengers and which dimensions have the most and least important impact on perception of the passengers in interacting towards the Airport Advertising. The findings of this study were based on the analysis of a sample of 1200 passengers. The dimensionality of passengers' perception was explored and six dimensions were identified. These dimensions include Perceived Interactivity, Attitude, Perceived Credibility, Perceived Social Status, Perceived entrainment and Perceived Familiarity. Findings of this study indicated that perceived interactivity factor of passenger's is the most significant factor while interacting towards the airport advertisement. Hence, it concluded that perceived interactivity is the most significant factor with the highest factor loading 0.834 whereas Attitude is more influencing as variance explained of this factor is 8.582% and perceived familiarity is the least influential factor with 5.032% variance explained that can affect the perception of the passengers towards airport advertising.

LIMITATION AND FURTHER DIRECTIONS FOR THE STUDY

This research is not without limitations. The study is based on understanding the behaviour of passengers towards advertisement at the airports, and it depends upon the time and mood of the passengers, leading to difficulty in getting exact information. As far as study revolves around different national and international airports, language problem to interact with them might be faced. The other limitation in this research will be of limited area, as this research

comprises only in the selected six airports so it does not represent the whole population.

IMPLICATIONS OF THE STUDY

The proposed study investigated the notion of various appeals used in the airport advertising campaign, by which customers are affected. At present, the bulk of airport advertising is directed at the business-to-business and technology industries. These categories are well suited to the business traveller, but this analysis would also offer an excellent platform for luxury products and entertainment providers to achieve upscale goals (Chandran, 2014). This research would also lead to a strong chance for global brands to do business in the Indian market and to gain a competitive edge. Airport ads could be more effective for businesses that have broadly defined consumer segments that coincide with airport passenger demographics, such as business and leisure travellers, similar to the results of (Franke & Taylor, 2003) findings on manager perceptions of using billboards.

REFERENCES

- Airport Authority of India. (2016-17). *Airport Authority of India*. Retrieved February 7, 2018, from <https://www.aai.aero/>.
- Akören, A.N. (2015). Interaction of outdoor advertising improved by innovative methods with digital art. *Procedia-Social and Behavioral Sciences*, 195, 799-805.
- Alba, J., & Hutchinson, J. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13, 411-454.
- Bakhshin, Z., Kordnaeij, A.R., Khodadad Hosseinnie, A., & Ahmadi, P. (2016). 'Studying the effect of the visual aspect of environmental advertisement in commercial passages on brand awareness, brand preference and customer loyalty. *Journal of Modern Marketing Research*, 6, 1-24.
- Ballester, E., Navarro, A., & Sicilia, M. (2012). Revitalising brands through communication messages: The role of brand familiarity. *European Journal of Marketing*, 46(1), 31-51.
- Batra, R., & Ray, M. (1986). Situational Effects of Advertising Repetition: The Moderating Influence of Motivation, Ability, and Opportunity to Respond. *Journal of Consumer Research*, 12(4), 432-445.
- Batra, R., & Stayman, D.M. (1990). The Role of Mood in Advertising Effectiveness. *Journal of Consumer Research*, 17(2), 203. doi:doi:10.1086/208550
- Berneman, C., & Marie, J., & Kasparian. (2003). Promotion of Cultural Events Through Urban Postering: An Exploratory Study of Its Effectiveness. *International Journal of Arts Management*, 6(1), 40-49.
- Bhargava, M., Donthu, N., & Caron, R. (1994). Improving the effectiveness of outdoor advertising: lessons from a study of 282 campaigns. *Journal of Advertising Research*, 34(2).
- Bloom, D. (2000). Measuring the Audience to Poster Advertising. *International Journal of Market Research*, 42(4), 395-412.
- Bogicevic, V. (2017). The impact of traveler-focused airport technology on traveler satisfaction. *Technological Forecasting and Social Change, Elsevier*, 123(C), 351-361.
- Buttle, F. (1991). What Do People Do with Advertising. *International Journal of Advertising*, 10(2), 95-110.
- Chan, K., & Cheng, B.K. (2014, May). Tourists' Awareness and Liking of Outdoor Advertising. *Journalism and Mass Communication*, 4(5), 293-302.
- Chan, K., & Cheng, B. (2012). Awareness of outdoor advertising in Hong Kong. *International Journal of Consumer Research*, 1(1), 81-97. Retrieved from https://repository.hkbu.edu.hk/coms_ja/8
- Chandran. (2014). *Forget China, this is the next big luxury market*. Retrieved July 2016, from CNBC: <http://www.cnbc.com>
- Chang, C. (2006). Beating the new blues:mood repair throuth exposure to advertising. *Journal of Communication*, 56, 198-217.
- Donthu, N., Cherian, J., & Bhargava, M. (1993). Factors influencing recall of outdoor advertising. *Journal of Advertising Research*, 33(3), 64-72.
- Duncan, C., & Nelson, J. (1985). Effects of humor in a radio advertising experiment. *Journal of Advertising*, 14(2), 33-64.

- Eastlack, J., & Rao, A. (1989). Advertising Experiments at the Campbell Soup Company. *Marketing Science*, 8(1), 57-71.
- Elliott, Richard, & Jankel-Elliott, N. (2003). Using Ethnography in Strategic Consumer Research. *Qualitative Market Research*, 6(4), 215-223.
- Eric, J., Arnould, & Melanlie, W. (1994). Market-Oriented Ethnography: Interpretation Building and Marketing Strategy Formulation. *Journal of Marketing Research*, XXXI, 484-504.
- Fitts, R.L., & Hewett, W.C. (1977). Utilizing the Before After with Control Group Experimental Design to Evaluate an Outdoor Advertising Campaign. *Journal of Advertising*, 16(1), 26-39.
- Field, A. (2005). *Discovering statistics using SPSS* (2nd edition ed.). London: Sage Publications.
- Franke, G., & Taylor. (2003). Business Perception of the Role of Billboards in the U.S. Economy. *Journal of Advertising Research*, 43(2), 150-161.
- Giokas, D., & Fragoudaki, A. (n.d.). Airport performance in a tourism receiving country: Evidence from Greece. *Journal of Air Transport Management*, 52, 80-89.
- Haider, T., & Shakib, S. (2017). A Study On The Influences of Advertisement On Consumer Buying Behavior. *Business Studies Journal*, 9(1), 4-8.
- Hirschman, E.C. (1997). Why Media Matter: Toward a Richer Understanding of Consumers' Relationships with Advertising and Mass Media. *Journal of Advertising*, 26(1), 43-60.
- Hofmans, P. (1982). Coverage and Frequency in Urban Outdoor Advertising. *European Research*, 10(1), 21-36.
- Hutt, M.D., & Speh, T.W., Hutt, M.D., & Speh, T.W. (2012). South-Western Publishing). Business Marketing Management. South-Western Publishing.
- Johnson, E.J., & Russo, J.E. (1984). Product familiarity and learning new information. *Journal of Consumer Research*, 11, 542-550.
- Johnson, K., Bennett, S.E., Highway, A.S., Rock, L., Potts, E., & Mckee, L. (2016). *Improving the Airport Customer Experience*. Retrieved April 5, 2020, from http://www.fd.cvut.cz/projects/k621x1ml/dokumenty/acrp_rpt_157.pdf.
- Johnson, R., & Kellaris, J. (1988). An exploratory study of price/perceived quality relationships among consumer service. *Advances in Consumer Research*, 15, 316-322.
- King, K.W., & Tinkhan, S.F. (1990). The learning and retention of outdoor advertising. *Journal of Advertising Research*, 29, 47-51.
- Ladki, S.M., & Bachir, N.A. (2018). The influence of airport services on tourism destination: the case of Beirut international airport. *Journal of Tourism Challenges and Trends*, 11(2), 111.
- Leech, N., Barrett, K., & Morgan, G. (2005). *SPSS for intermediate statistics: Use and Interpretation* (2 ed.). Lawrence Erlbaum Associates publisher.
- Lohmann, G., Albers, S., Koch, B., & Pavlovich, K. (2009). From hub to tourist destination—An explorative study of Singapore and Dubai's aviation-based transformation. *Journal of Air Transport Management*, 15(5), 205-211.
- Lu, J.L. (2014). Investigating factors that influence passengers' shopping intentions at airports—Evidence from Taiwan. *Journal of Air Transport Management*, 35, 72-77. doi:doi:10.1016/j.jairtraman.2013.11.009
- Lutz, R.J., Belch, G.E., & MacKenzie, S.B. (1986). The Role of Attitude toward the Ad as a Mediator of Advertising Effectiveness: A Test of Competing Explanations. *Journal of Marketing Research*, 23(2), 130.
- MacInnis, D., & Jaworski, B. (1989). Information Processing from Advertisements: Toward an Integrative Framework. *Journal of Marketing*, 53(4), 1-23.
- MacKenzie, S.B., & Lutz, R.J. (1989). An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53(2), 48-65.
- MacInnis, D.J., Moorman, C., & Jaworski, B.J. (1991). Enhancing and Measuring Consumers' Motivation, Opportunity, and Ability to Process Brand Information from Ads. *Journal of Marketing*, 55, 32-53.
- Madden, T., & Weinberger, M. (1982). The effects of humor on attention in magazine advertising. *Journal of Advertising*, 11(3).
- Mandan, M., Hossein, S., & Furuzandeh, A. (2013). Investigating the impact of advertising on customer's behavioural intentions. *Business and Economic Research*, 3(1), 24-28.
- Mariampolski, H. (1999). The Power of Ethnography. *Journal of the Market Research Society*, 41(1), 75-86.
- Martín-Cejas, R.R. (2006). Tourism service quality begins at the airport. *Tourism Management*, 27(5), 874-877.
- Meuter, M.L., Ostrom, A.L., Roundtree, R.I., & Bitner, M.J. (2000). Self-service technologies: understanding customer satisfaction with technology-based service encounters. *Journal of Marketing*, 64, 50-64.
- Michael, D., Christopher, G., Tzu-Hui, K., & Choong, M. (2008). An empirical analysis of customer satisfaction in international air. *Innovative Marketing*, 4(2), 49-52.

- Mohammadian, M. (2009). *Advertisement Management from Marketing Viewpoint*. Tehran: Horoufie Pub Co.
- Mohammadian, M. (2016). Outdoor advertisement needs intellectuality. *Journal of Advertisement Knowledge*, 43(1), 5-7.
- Mohammadian, M., & Hosseini, J.P. (2012). *Outdoor Advertisement*. Tehran: Ketab Mehraban Pub Co.
- Muehling, D.D. (1987). An Investigation of Factors Underlying Attitude-Toward-Advertising-in-General. *Journal of Advertising*, 16(1), 32-40. doi:doi:10.1080/00913367.1987.10673058
- Pelmacker, P., Geuens, M., & Anchaert, P. (2002). Media context and advertising effectiveness: The role of context appreciation and context-ad similarity. *31*(2), 120-131.
- Pollay, R.W., & Mittal, B. (1993). Here's the beef: Factors, determinants and segments in consumer criticism of advertising. *Journal of Marketing*, 57(3), 99-114.
- Protus Seda , O., & Govender, K. (2017). Managing airport service quality – the impact of self-service technologies. *Investment Management and Financial Innovations*, 13(2), 387-393.
- Rick , W.T., & Brian , T.D. (2008). Airport Advertising Effectiveness. *Journal of Advertising*, 37(1), 59-72.
- Ritson, M., & Richard, E. (1999). The Social Uses of Advertising: An Ethnographic Study of Adolescent Advertising Audiences. *Journal of Consumer Research*, 26(3), 260-277.
- Roux, A.T., & Van der Waltd, D. (2014). Out-of-home advertising media: theoretical and industry perspectives. *Communitas*, 19(1), 95-115.
- Sedaghat, N. (2011). New outdoor media advertisement in outdoor graphic. *Journal of Educational Development*, 8(3), 33-37.
- Shin, H., & Perdue, R.R. (2019). Self-Service Technology Research: a bibliometric co-citation visualization analysis. *International Journal of Hospitality Management*, 80, 101-112.
- Silva, E.A., Queiroz, M.P., & Fortes, J.A. (2017). Establishing A priority hierarchical for regional airport infrastructure investments according to tourism development criteria: a Brazilian case study. *Journal of Spatial and Organizational Dynamics*, 5(4), 351-375.
- Smith, S.M. (2016). *Determining Sample Size: How to ensure you get the correct sample size*. Retrieved January 23, 2017, from Qualtrics: <http://www.qualtrics.com>
- Taflinger, R.F. (1996). *A Definition of Advertising*. [Online] Available: public.wsu.edu/~taflinge/addefine.html.
- Taufik , N., & Hanafiah, M. (2019). Airport passengers' adoption behaviour towards self-check-in Kiosk Services: the roles of perceived ease of use, perceived usefulness and need for human interaction. *Heliyon*, 5, 4-6.
- Tiggemann, M. (2003). Media exposure, body dissatisfaction and disordered eating: Television and magazines are not the same! *European Eating Disorder Review*, 11(5), 418-430.
- Wang, C., Harris, J., & Patterson, P.G. (2012). Customer choice of self-service technology: the roles of situational influences and past experience. *Journal of Service Management*, 23(1), 54-78.
- Woodside, A.G. (1990). Outdoor Advertising as Experiments. *Journal of the Academy of Marketing Science*, 18(3), 229-237. doi:doi:10.1177/009207039001800305
- Young, E. (1984). Visibility achieved by outdoor advertising. *Journal of Advertising Research*, 24(4), 19-21.
- Zajonc, R., & Markus, H. (1982). Affective and cognitive factors in preferences. *Journal of Consumer Research*, 9, 123-131.