

## IMPACT OF WAITING TIME ON RETAIL CONSUMER BEHAVIOR: THE CASE OF DUBAI INTERNATIONAL AIRPORT

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### ABSTRACT

*Purpose – This research aims to investigate the impact of waiting time on retail customer satisfaction and in-store behaviors, especially when they shop under time pressure as they wait for their connecting flights at an airport. The study is about finding the impact of various elements associated with the cashiering/ billing process on the retail customer buying experience.*

*Design/Methodology/Approach – The study covered around 10 retail units (duty free shops) located at the Dubai International Airport. For the purpose of the study, 100 respondents were chosen using convenience sampling technique. Survey method is used for collecting the data.*

*A structured questionnaire having strictly closed ended questions with a five point Likert scale is used for collecting the data. After completing the field edit, tabulation of the data was done by using SPSS.*

*Findings – The results of this study revealed that 1) Longer waiting time in the ‘Q’ results in a negative shopping experience. 2) Longer ‘Q’s for billing builds tension of missing the connecting flight and customers tend to give up shopping from the store. 3) Increase in the number of billing counters would solve the problem of longer ‘Q’s 4) faster checkout possibilities would improve chances of buying from a store. 5) Faster billing and reduced waiting time for billing contributes in happy buying experience.*

*Practical Implications – The findings of this study indicate that retailers need to pay attention not only to the pleasantness of the store environment, but also to reduce the customers waiting time for billing, which would stimulate customer purchases under time pressure and offers them a positive shopping experience with the store.*

**KEYWORDS:** *Retailing, Consumer Behavior, Waiting Time, Billing, Buying Experience, Etc*

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