

# The impact of servicescape and traveller perceived value on affective destination image: An airport retail services case

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## ABSTRACT

The present research presents tourists' perspectives of service treatment at the OR Tambo International Airport in Johannesburg from a retail point of view. Furthermore, empirical evidence was obtained on the effect that servicescape and traveller perceived value had on both cognitive and affective destination image. Airports have generally been viewed as merely public utilities for facilitating the transportation of passengers. However, the purpose of the present research is to make a case for the commercial retail value that airports provide. A survey was administered randomly to a sample of 503 willing tourists at the airport. The net promoter score was calculated based on customer ratings of the service they received at the airport. In addition to the net promoter score, a research conceptual model was developed with set hypotheses emerging from the following constructs; servicescape, traveller perceived value, cognitive destination image and affective destination image. Confirmatory factor analysis (CFA) was undertaken on the constructs mentioned which was then followed by path analysis. Furthermore, five hypotheses emanating from the research conceptual model were tested. Cognitive destination image and affective destination image were seen to have the strongest correlation while traveller perceived value and affective destination image were seen to have the weakest correlation. A key Managerial implication and contribution of the research was that managers of airport retail outlets should direct resources towards improving servicescape of airports as this was observed to have the strongest correlation with traveller perceived value.

**Keywords:** Servicescape, traveller perceived value, Destination image, airports, net promoter score

## INTRODUCTION AND RESEARCH BACKGROUND

Airports represent a crucial element of the transport system, as they provide travellers with essential infrastructure and facilities to transfer them from surface to air modes of transport, and facilitate airlines' arrivals and departures (Graham, 2014). In addition, airports have recently been transformed from merely being a point of transit for visitors into extravagant attractions that provide many facilities and services (Du Plessis, Saayman & Potgieter, 2014). The aviation industry globally is expected to transport 16 billion passengers in 2050, and therefore airports have to develop in order to meet this growing demand for services (Suárez-Alemán & Jiménez, 2016). The travellers' satisfaction at airports have become a central issue as far as airport services are concerned (Suárez-Alemán & Jiménez, 2016). Florida, Mellander, and Holgersson (2015) emphasise that airports connect places to the global economy while Florida et al. (2015) add that airports are much more than facilities for travellers to get flights, attend in-transit business meetings, or conduct duty-free shopping, stating that airports are a vital component of regional economic development.

In recent years, airline and airport competition, positive experiences, expensive airports, airport operations' efficiency, airport competition, business opportunity, and access to the metropolis have received priority in research (Dziedzic & Warnock-Smith, 2016). The purpose of the present research is to make a case for the commercial retail value that airports provide through empirically assessing perceptions of travellers based on their airport experiences at the O.R. Tambo International Airport retail outlets.

According to Florida et al. (2015), airports are usually the first entity that travellers see when they visit a new place. Therefore, this provides motivation for studying the airport industry within the context of tourism. The airport industry is of significance in light of the fact that in numerous parts of the world airports have turned out to be all the more industrially orientated (Halpern and Graham, 2015). Marketing has turned into a center capacity of various airplane terminals and one that is thought to be fundamental for progress (Halpern and Graham, 2013). The choice to utilize the O.R. Tambo international airport for reasons for the investigation was haphazardly made. However, justification for using this particular airport stemmed from the consideration that the airport is Africa's Largest Airport according to (Airports Company South Africa, 2017). This therefore allowed for the best possible sample size due to the airports size in comparison to the other airports in the region.

O.R. Tambo International Airport is Africa's largest and busiest airport where over half of South Africa's air travelling passengers are processed (Airports Company South Africa, 2017). Due to the potential high traffic that the airport receives it further motivated its use for the research in question. The aim of this research was also to comprehend the impact of servicescape and traveller perceived value on both affective and cognitive destination image within airport retail outlets.

The following sections will explore the motivation for the research, problem statement as well as the research gap identified

## **MOTIVATION FOR RESEARCH**

This research focuses on the retail side or the non-aviation side of airports. This implied that only commercial aspects of the airport business were utilised for purposes of the present research. Non-aeronautical revenues have become paramount for airport sustainability, which has led to the increasing interest in the marketing of retail areas within airport terminals (Gillen, 2011; Bezerra & Gomes, 2016). This therefore presents an opportunity for recommendations to be made for a South African airport such as the O.R. Tambo International airport in relation to its non-aeronautical revenues that include its retail outlets and restaurants.

## **PROBLEM STATEMENT**

Airports were customarily thought to be open utilities instead of business contemplations, and concentrated to a great extent on encouraging the protected and proficient development of airports and travellers (Halpern and Graham, 2015). The present research therefore seeks to make a case for the retail business of airports. Furthermore, Du Plessis et al. (2014) conducted a study to determine the key success factors that influence visitors' experiences at an airport in South Africa. However, Du Plessis et al. (2014) did not proceed to investigate the impact of servicescape and traveller perceived value on both affective and cognitive destination image.

### ***Gap in Conceptual Model***

Fodness and Murray (2007) assessed service quality at airports. They also proposed future research in airport service quality to investigate how servicescape contributed to customers' frustrations. However, Fodness and Murray (2007) did not investigate whether their airport service quality model shaped travellers' perceptions of the destination based on their service experience at airports.

## HYPOTHESES STATEMENTS

A conceptual research model was developed where five hypotheses were created. Below is a presentation of each the five hypotheses. The hypothesis is denoted by H and the null/alternative hypothesis is denoted by N.

### ***Hypothesis 1: Servicescape and cognitive destination image***

In prior research conducted by Lin (2004) it was established that servicescape is associated with cognitive images. This therefore supported the following relationship:

H<sub>1</sub>: Servicescape directly and positively impacts cognitive destination image

HN<sub>1</sub>: Servicescape does not directly and positively impact cognitive destination image

### ***Hypothesis 2: Servicescape and traveller perceived value***

A broad body of literature has uncovered that product quality and service quality fill in as indicator of customer perceived value (Bolton & Drew, 1991; Chen & Hu, 2010; Lai Griffin & Babin, 2009; Zeithaml, 1988). In this manner, surmising from the writing and the exact proof said over, the study hypothesised the following statements:

H<sub>2</sub>: Servicescape directly and positively impacts traveller perceived value

HN<sub>2</sub>: Servicescape does not directly and positively impact traveller perceived value

### ***Hypothesis 3: Traveller perceived value and cognitive destination image***

According to Stylos, Vassiliadis, Bellou and Andronikidis (2016) destination image theory provided the basis for the relationship that existed between traveller perceived value and cognitive destination image. Therefore, inferring from the prior literature mentioned above, this study hypothesised that:

H<sub>3</sub>: Traveller perceived value directly and positively impacts cognitive destination image

HN<sub>3</sub>: Traveller perceived value does not directly and positively impact cognitive destination image

### ***Hypothesis 4: Traveller perceived value and affective destination image***

Cognitive destination image contributes to affective destination image (Chen & Phou, 2013). In addition, Papadimitriou, Kaplanidou and Apostolopoulou (2015) stated that affective destination image is influenced by cognitive destination image. Based on sources cited above the following statements were developed.

H<sub>4</sub>: Traveller perceived value directly and positively impacts affective destination image

HN<sub>4</sub>: Traveller perceived value does not directly and positively impact affective destination image

### ***Hypothesis 5: Cognitive destination image and affective destination image***

Prior literature has made mention of the relationship between cognitive destination image and affective destination image. Tan and Wu (2016) hypothesised that cognitive destination image had a direct and positive effect on affective destination image. This therefore supports the hypothesis that follows:

H<sub>5</sub>: Cognitive destination image directly and positively impacts affective destination image.

HN<sub>5</sub>: Cognitive destination image does not directly and positively impact affective destination image.

## REVIEW OF LITERATURE

### ***The Airport Industry and Management in South Africa***

In the half-century since the inception of commercial air travel, the aviation industry has matured and the nature of air travel has changed dramatically (Harrison, Popovic & Kraal, 2015). Airports Company South Africa (ACSA) is an organisation that manages nine of South Africa's major airports, including the three main international gateways of

O.R. Tambo International, Cape Town International, and King Shaka International Airports. In 2013, the nine airports facilitated nearly 39.5 million passengers (Airports Company South Africa, 2017).

ACSA relies mainly on two distinct revenue streams, which have generated substantial income for the organisation (Airports Company South Africa, 2017). ACSA's first source of income is the aeronautical income and is derived from regulated charges or tariffs (Airports Company South Africa, 2017). While the other source is the non-aeronautical income, which is generated from commercial undertakings and flows from retail operations, car parking, car hire businesses, advertising, property leases, and hotel operations (Airports Company South Africa, 2017). The following section explores airport complaints which are central to service experience at airports.

### ***Airport Complaints***

Associated with the importance of airport studies is the comprehension of the complaints that airport customers have, and studies such as Chang, Liu, Wen and Lin (2008) and Fodness and Murray (2007) emphasise the importance of air travel customers' complaints. Chang et al. (2008) discuss issues that include airport receptionists' attitudes, airline timetables, passenger check-ins, information broadcasting at the airport, security, access to public transportation, and the hygiene levels of airport washrooms. The issues formed the basis of customer complaints at the airport. In addition, Fodness and Murray (2007) also considered airport customer complaints regarding issues such as customer expectations concerning the response time of airport staff to customer complaints, waiting for services, baggage delivery, and check-in.

### ***Challenges Facing Airports***

According to Chinomona and Maziriri (2015:839) "a challenge is a situation that tests someone's abilities and points out that a challenge is a thing, action or situation that causes an obstruction; it blocks or hinders progress". Challenges could be analogous to barriers. In line with this thought, Chinomona and Maziriri (2015:839) "define barriers as obstacles that prevent movement or access". Thus, in this paper challenges will be viewed as hurdles that make airports not run effectively and efficiently. The following table presents challenges that face airports.

**TABLE 1: CHALLENGES FACING AIRPORTS**

<b>Challenge</b>	<b>Author</b>
Building the airport infrastructure	
Leasing space to the airport service providers	
Effective management of the airport service providers to ensure that quality service is delivered to customers	Schaar and Sherry (2010)
Ultimately supporting the growth of the regional economy	
Airports are dependent on access to sources of capital funding for infrastructure development projects	
The rapid air traffic growth experienced during the last decade has resulted in severe congestion and delay problems, which, in turn, have constrained air transport growth globally	Madas and Zografos (2010)
Effective customer service, reduction of mishandled baggage, ticket over-sales, and on-time performance are all related to airport customer complaints	Steven, Dong and Dresner (2012)

The most prominent challenges that are faced by airports ranged from management, funding and establishing the best approaches to increase traffic.

## *Servicescape*

Servicescape is commonly described as the physical environment of a service company (Balakrishnan, Muthaly & Leenders, 2016). The degree of service quality in an environment would have an impact on perceived customer service, therefore improved service quality within the retail servicescape could help ensure travellers' satisfaction, and ultimately provide a competitive advantage in retail (Mazibuko, Zinhumwe & Sharp, 2014).

## *Traveller Perceived Value*

According to Zeithaml (1988) perceived value is based on the trade-off between perceived benefits and perceived costs, thus these two constructs are important determinants of perceived value. The perceived value of a service pertains to the benefits customers believe they receive relative to the costs associated with its consumption (Pike & Bianchi, 2016). In addition, perceived value is an overall assessment of a service's utility, based on customer's opinions on what is received on what price. Past studies have established that perceived value positively influences intention or willingness to buy (Sweeney, Soutar & Johnson, 1997; Liu, Leach & Bernhardt, 2005).

## *Destination Image*

Destination image is defined as an attitudinal theory consisting of the beliefs, ideas and perceptions that a tourist holds of a destination (Hosany, Ekinici & Uysal, 2006). Destination image holds a significant role in tourists' decision making and subsequent travel behaviour (Zhang, Fu, Cai & Lu, 2014). Prayag and Ryan (2012) postulated that destination image was an antecedent of place attachment and overall satisfaction while in-turn also was being influenced by personal involvement. Due to the increasing competition in tourism, destination marketers have had to seriously consider branding to differentiate their destinations to convey a positive message that will motivate tourists to visit them (Roodurmun & Juwaheer, 2010; Chen, & Phou, 2013).

## **RESEARCH METHODOLOGY**

This study adopted the positivist research paradigm. According to Collins (2010), research philosophy is involved with the nature of knowledge and its progression. The positivist paradigm was relevant for the present research as it is a philosophy in agreement with the empiricist perspective that knowledge is developed through human experience (Collins, 2010). The research population was solely international tourists that passed through the O.R. Tambo International airport and the sample size was 503 participants. All participants were tourists that had received and experienced services at the retail outlets of the airport and a survey was administered to them in order to measure their experiences. Due to the absence of a sample frame convenience sampling had to be adopted in selecting respondents. According to Acharya, Prakash, Saxena and Nigam (2013) there is no requirement for a list of all the population elements in convenience sampling.

## *Research Measurement Instrument*

The design of this study was quantitative in nature. Seven-point Likert-scales were utilised for the collection of data from respondents. The scales and sources adapted for the study were as follows: Servicescape (Fodness & Murray, 2007), Traveller Perceived Value (Murphy, Pritchard & Smith, 2000), Affective Destination Image (Stylos et al., 2016) and lastly Cognitive Destination Image (Stylos et al., 2016).

Convenience sampling was considered to be an appropriate sampling method since the researcher did not have a list of potential respondents (sample frame). Surveys were administered to 503 voluntary international tourists at the OR Tambo International airport. These participants were accessed through mall intercepts. Only international tourists were used as this research sort to understand international tourists' experiences of service treatment at the O.R. Tambo International airport retail side.

**TABLE 2:  
TOURIST PROFILE AT THE O.R. TAMBO INTERNA-  
TIONAL AIRPORT**

	Frequency	Percentage
<b>Gender</b>		
Male	294	58
Female	196	39
Preferred not to say	13	3
Total	503	100.0
<b>Age</b>		
18-19	33	7
20-25	113	23
26-35	163	32
36+	194	38
Total	503	100
<b>Travels</b>		
Once a week	21	4
Often a week	25	5
More than once a month	117	23
At least once a year	262	52
Other	74	15
No response	3	1
Not applicable	1	0
Total	503	100

In order to analyse the research data collected, SPSS 24 was utilised for the descriptive statistics while AMOS 24 software was used for structural equation model in order to tests the proposed hypotheses. This was conducted so as to establish whether or not to reject a proposed hypothesis. A key metric of the study, the net promoter score was also calculated based on how the international tourists rated the service quality experience they received at the airport. The following section presents the research findings in which the methodology was now implemented in order to obtain results that were later used in the conclusion and development of recommendations of this research.

## RESEARCH FINDINGS

It is observed that in table 2, male tourists constituted the majority of all the participants of the study while females had a lower representation as indicated by 58% and 39% respectively. However, 3% of the tourists elected to remain anonymous as far as their gender was concerned. As for age, at least 93% were above the age of 20 and only 7% were between the ages of 18 to 19. Another category that was used to profile tourists was that of frequency of travels. This saw travellers that indicated traveller more than once a month and those indicating more than once a year dominating significantly accounting for 75 % of all the travellers. Findings for the purpose of trip are in the following section.

**FIGURE 1:  
THE PURPOSE OF TRIP**

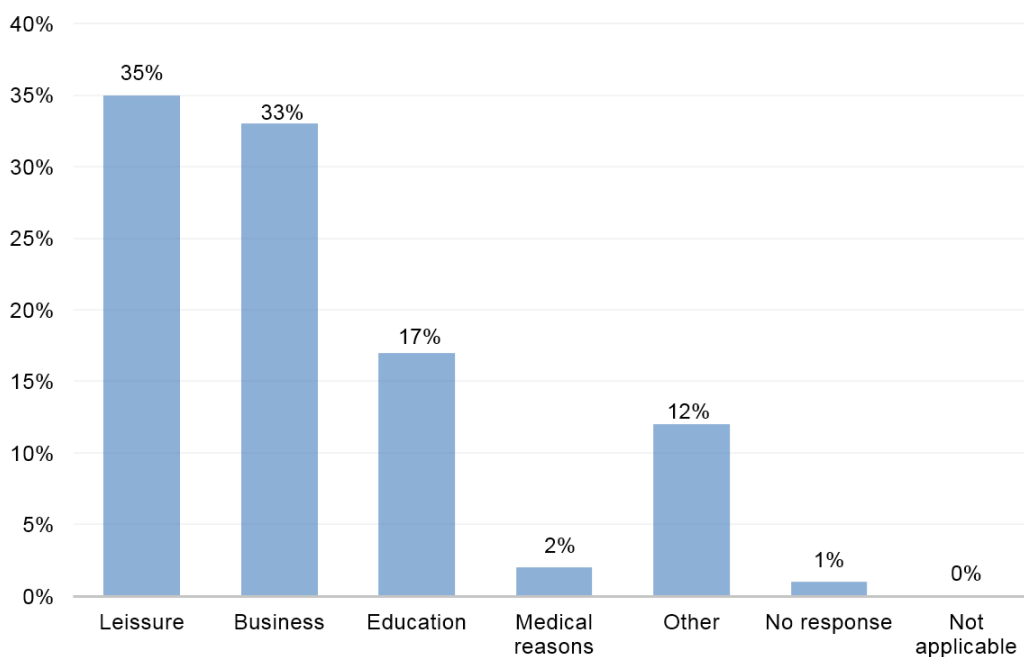


Figure 1, presents “The Purpose of Trip” as stated by the travellers intercepted at the OR Tambo International airport. Leisure and business travellers dominated with 35% and 33% of all travellers respectively. These travellers were followed by those that travelled due to medical reasons and various reasons that also included educational purposes were indicated in the same table by 17% and 12% respectively. Only a small percentage of travellers decided not to state their purpose of traveller and these were about 0 to 1% of all travellers intercepted at the airport. Findings for the accuracy analysis statistics are in the following section.

Table 3 provides the accuracy analysis statistics for the study. This is then followed by a discussion of those statistics. The accuracy analysis table presents descriptive statistics, the Cronbach’s alpha test, composite reliability test, average variance value. The highest shared variance and the factor loadings are also presented in this table. All reliability estimates for the Cronbach’s Table 3:

**TABLE 3:  
ACCURACY ANALYSIS STATISTICS**

Research Construct	Descriptive Statistics				Cronbach’s Test		CR Value	AVE Value	Highest Shared Variance	Estimate	
	Mean Value	Standard Deviation	Item total	$\alpha$ value							
SS	SS 1	5,396	5,254	1,893	1,780	0,689	0,915	0,913	0,558	0,181	0,739
	SS 2	5,581		1,761		0,796					0,884
	SS 3	5,489		1,771		0,802					0,899
	SS 4	5,410		1,730		0,784					0,863
	SS 5	5,406		1,713		0,780					0,875
	SS 6	5,604		1,677		0,822					0,884
	SS 7	4,801		1,802		0,544					0,400
	SS 8	4,700		1,871		0,543					0,421
	SS 9	4,903		1,799		0,608					0,507
TPV	TPV 1	4,648	4,721	1,617	1,593	0,692	0,833	0,888	0,562	0,245	0,756
	TPV 2	4,761		1,520		0,705					0,822
	TPV 3	4,853		1,543		0,689					0,792
	TPV 4	4,620		1,692		0,575					0,610
CGDI	CGDI 1	5,177	5,024	1,527	1,537	0,620	0,888	0,892	0,457	0,245	0,716
	CGDI 2	4,748		1,645		0,600					0,632
	CGDI 3	4,932		1,532		0,645					0,707
	CGDI 4	4,630		1,639		0,567					0,601
	CGDI 5	5,205		1,454		0,702					0,743
	CGDI 6	4,899		1,521		0,590					0,582
	CGDI 7	4,873		1,639		0,517					0,522
	CGDI 8	5,368		1,450		0,684					0,741
	CGDI 9	5,201		1,465		0,700					0,767
	CGDI 10	5,209		1,496		0,645					0,702
ADI	ADI 1	5,354	5,322	1,382	1,405	0,717	0,914	0,913	0,600	0,386	0,743
	ADI 2	5,378		1,374		0,708					0,700
	ADI 3	5,252		1,419		0,711					0,742
	ADI 4	5,161		1,475		0,739					0,770
	ADI 5	5,398		1,383		0,814					0,868
	ADI 6	5,316		1,386		0,753					0,793
	ADI 7	5,396		1,412		0,727					0,793

Key: SS: servicescape, TPV: Traveller perceived value, CGDI: cognitive destination image, ADI: affective destination image; CR value: composite reliability, AVE value: average variance extracted

alpha and composite reliability tests were above the recommended threshold of 0.7 by (Atashzadeh-Shoorideh & Yaghmaei, (2016).while the most average variance extracted values reach or exceed the recommended threshold

of 0.5 by (Fraering & Minor, 2006). It could also be noted that mean and standard deviation values illustrated fair distribution of respondents with the mean ranging between 4 and 5 while the standard deviation ranged from -2 and +2. Item to total values also presented evidence of data reliability with all of them being at 0.5 and upwards. The majority of the estimates were above 0.5 as illustrated in table 3. Discriminate validity of the constructs was evident since the highest shared variances for all constructs were lower than the average variance extracted values for the same constructs. This was in line with definition for discriminate validity provided by (Nusair, & Hua, 2010). The next section will explore the net promoter score.

## THE NET PROMOTER SCORE

The net promoter score (NPS) was calculated for servicescape - the variable that was directly associated with service quality at the OR Tambo International Airport. The NPS is a customer loyalty metric score that was introduced by (Reichheld, 2003) as a predictor of growth in organisations (Keiningham, Cooil, Andreassen & Aksoy, 2007). According to Reichheld (2003) the NPS is obtained in two stages. The first requiring calculation of the percentage of participants who select 9 to 10 (based on a 0-10 Likert scale survey), this group is known as promoters then calculation of the percentage of participants who select 0 to 6 (based on a 0-10 Likert scale survey), this group is known as the detractors. The second stage is subtracting the percentage of the detractors from the promoters (Reichheld, 2003).

Promoters (score 9–10) are committed enthusiastic customers who will keep buying and refer others, fuelling growth while passives (score 7–8) are pleased but unenthusiastic customers who are vulnerable to competitive offerings (Titko, & Lace, 2010). Detractors (score 0–6) are dissatisfied customers who can damage your brand and obstruct growth through negative word-of-mouth (Titko & Lace, 2010).

However for purposes of the present study participants who chose 1 to 3 were the detractors and those that chose 4 and 5 were the passives and finally 6 & 7 were the promoters as this study used a 1-7 point Likert scale survey. Servicescape was the construct used to measure the net promoter score and it comprised of 9 questions. The calculation for the net promoter score is present in table 4 below.

**TABLE 4:  
THE NET PROMOTER SCORES FOR THE STUDY**

	Promoters Count out of 503	Detractors Count out of 503	Promoters Score	Detractors Score	Net Promoter Score
Servicescape 1	288	78	57%	16%	42%
Servicescape 2	303	59	60%	12%	49%
Servicescape 3	290	65	58%	13%	45%
Servicescape 4	276	57	55%	11%	44%
Servicescape 5	281	52	56%	10%	46%
Servicescape 6	300	50	60%	10%	50%
Servicescape 7	187	98	37%	19%	18%
Servicescape 8	184	109	37%	22%	15%
Servicescape 9	207	84	41%	17%	24%

### **Formula:**

#### *Net Promoter Score Calculation*

(% of promoters) minus (% of detractors)

Overall Average Net Promoter Score (NPS)

Total of individual NPS scores / Number of servicescape questions

Stage 1: (42% + 49% + 45% + 44% + 46% + 50% + 18% + 15% + 24%) = 331

Stage 2: 331/9

NPS= 37%

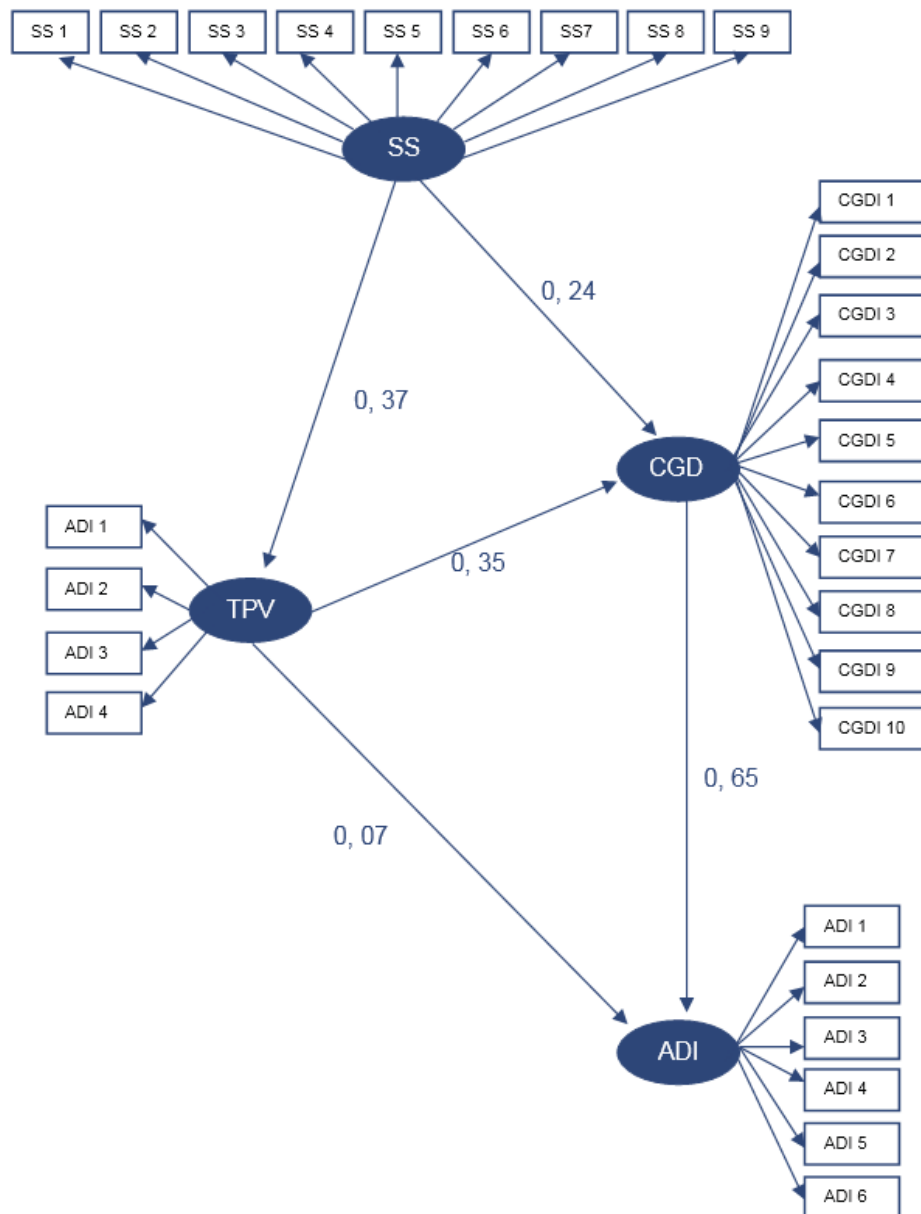


The net promoter score calculations were conducted solely for the study based on tourist responses to airport service quality at the OR Tambo International Airport. It therefore important to note that this net promoter scores including the overall average net promoter was neither an official evaluation nor reflection of how the OR Tambo International Airport operates or serves its customer. This net promoter score was calculated only for academic and research purposes with permission from the governing body responsible for the management of the OR Tambo International Airport, Airports Company South Africa (ACSA). The net promoter score was adapted to suit the nature of the questions used therefore for purposes of the study it could be considered a modified approach to the net promoter score. However the basics of the metric were kept in place for instance it was calculated based on the standard formula which is as follows: % of promoters minus % of detractors. The structural model that was used to test the study's hypotheses is presented below in figure 2.

### STRUCTURAL MODEL

This section presents an illustration of the structural model that was used for path analysis. This was to establish whether or not to reject the proposed hypotheses.

**FIGURE 2:  
STRUCTURAL MODEL**



The structural model presented a diagrammatic illustration of the proposed research hypotheses which included the following constructs: servicescape, traveller perceived value, cognitive destination image and affective destination image. The following section presents the hypotheses table (table 5) showing the proposed relationships, estimates, p-values and ultimately the outcome for each relationship.

## HYPOTHESES RESULTS

The table below presents the results of the tested hypotheses.

**TABLE 5:  
HYPOTHESES TABLE**

Relationship	Hypothesis	Estimate	P-Value	Outcome
Servicescape & Cognitive destination image	H1	0.24	***	Supported and significant
Servicescape & Traveller Perceived value	H2	0.37	***	Supported and significant
Traveller perceived value & cognitive destination image	H3	0.35	***	Supported and significant
Traveller perceived value & affective destination image	H4	0.07	0.115	Supported and significant at $p < 0.05$
Cognitive destination image & affective destination image	H5	0.65	***	Supported and significant

### *Discussion of hypotheses*

H<sub>1</sub>: Servicescape is seen as having a direct and positive impact on cognitive destination image. This relationship is supported at the 99% level of confidence ( $p < 0.01$ ), therefore suggesting that the physical environment inside the O.R. Tambo International airport had in effect on how tourists perceived the image of the destination that they were visiting.

H<sub>2</sub>: It is also observed that servicescape and traveller perceived value have a direct and positive relationship as indicated by an estimate of 0.37 which is significant at the ( $p < 0.01$ ) level of significance. This relationship is supported which therefore suggests that the environment inside the airport was directly related to how travellers perceive the value they receive from the airport.

H<sub>3</sub>: Based on the findings traveller perceived value and cognitive destination image are directly and positively related at 0.35 suggesting that “what travellers think about a destinations image” has a correlation to their perception of value that the airport presented to them.

H<sub>4</sub>: Traveller perceived value and affective destination image are found to have an estimate of 0.07. This hypothesis is supported however not significant of a relationship. This suggests that even though travellers associate their emotions to the value they receive from an airport they however believe that emotions towards the destination are not much of a factor in their perception of price.

H<sub>5</sub>: Cognitive destination image is observed to have a direct effect on affective destination image with an estimate of 0.65. This relationship is notable as it is the strongest of all relationships. This possibly implies that traveller’s thoughts towards a destinations image are strongly correlated with their emotional connections towards that destination.

## IMPLICATIONS OF THE STUDY

The research brought about important academic and practical implications for academics and practitioners alike. Academics stand to benefit from an enhanced understanding of the relationship that existed between servicescape and traveller perceived value on destination image particularly within the airport environment. Furthermore, practitioners such as destination marketers, tourism organisations and airport management companies also benefit as this research provided an understanding of airport customer perceptions towards retail services at airports. Governments and policy makers can learn from the study by implementing strategies that encourage the improvement of the retail side of airports as that was seen to have great potential and would probably be of interest to interested parties such as government officials and policy makers alike.

## CONCLUSION AND RECOMMENDATIONS FOR FUTURE RESEARCH

Based on the findings of the study it could be recommended that future researchers consider examining the potential relationship between service scape and affective destination image. The present research was limited in terms of using only one airport as a study focus; therefore future researchers could consider comparison studies between different airports so as to establish whether or not unique findings could be obtained. Furthermore, servicescape as a predictor variable produced useful findings however it would be interesting to observe its effect on traveller perceived value at a restaurant in a shopping mall or hotel located in the city, considering that it was influenced by the fact that it was measured within an airport environment. This would mean that factors impacting servicescape within the airport space could have strongly influenced the outcomes therefore testing the same research model outside the airport space could yield thought-provoking results.

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