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# **Customer-oriented approach to airport business: focus on Foods and Beverages**

**Eric Tchouamou Njoya  
University of Applied Sciences, Bremen  
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# Outline

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1. **Overview**
2. **Market for airport catering**
3. **Key facts Hamburg Airport**
4. **Measuring restaurant performance:  
conceptual background**
5. **Research results**
6. **Conclusion**



# Situation of the Airport business

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- Commercialisation
- Privatisation
- Globalisation
- Increased competition between airports
- The entry into the airline market of the low cost
  - High traffic growth



## Managerial implications

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- Business redefinition
- Increase emphasis on quality
- Priorities given to commercial facilities



# The market for airport catering

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- *F&B services at the airport.*
- F&B is important when dealing with passenger independent demand for airports.
- The market for airport catering has enjoyed a boom period during the past five years.



# The market for airport catering

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- The airport catering experience increasingly reflects the trends on the high street.
- Convenient stores dominate the market.
- The rise of budget travel has stimulated demand for grab 'n' go options.
- Dissatisfaction over price.

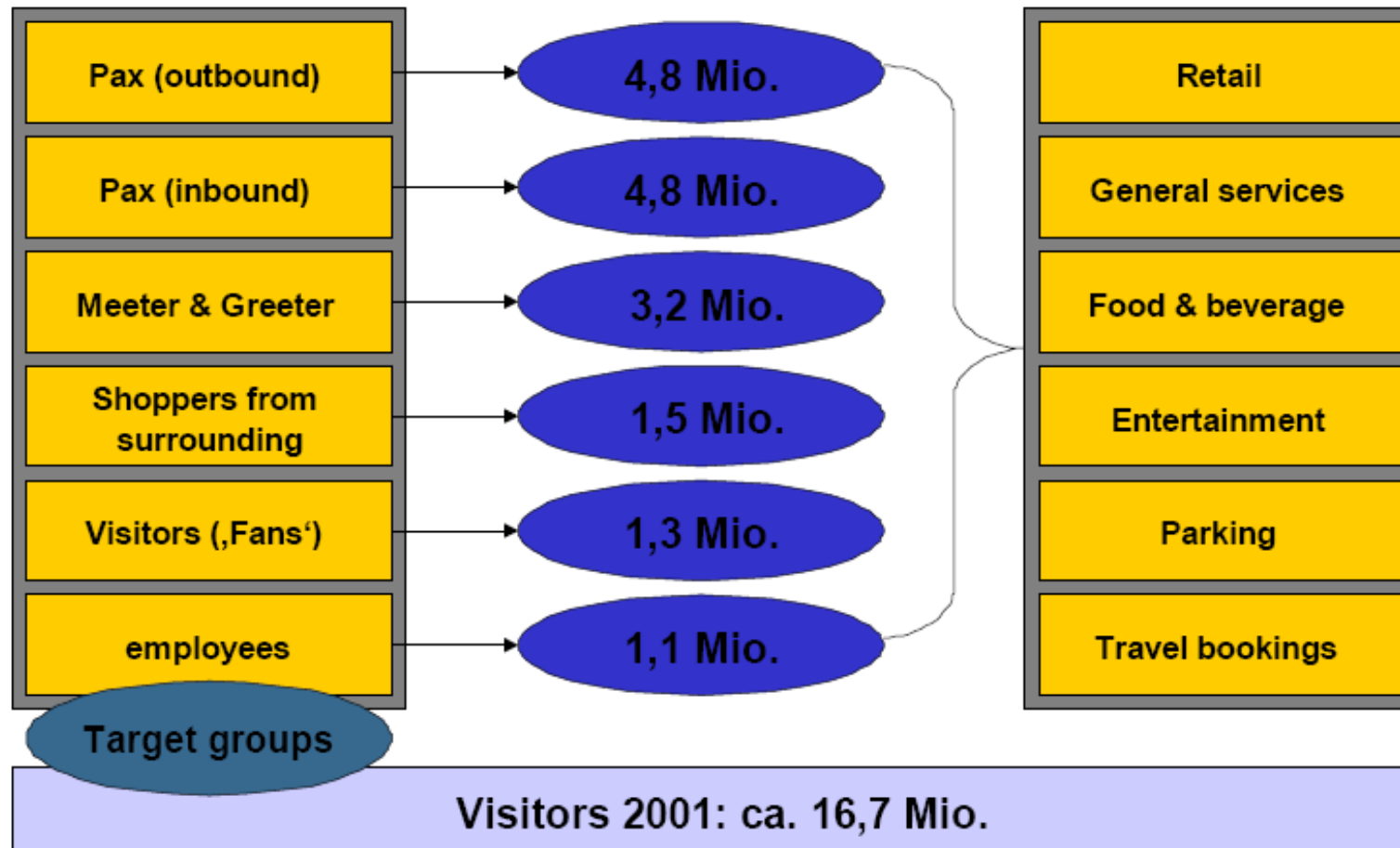


## Key facts Hamburg airport

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- 12.8 million passengers in 2007 (growth 6.7%)
- Hamburg Airport is the fifth largest of Germany's sixteen commercial airports
- Non-aviation activities in Hamburg airport are managed by the business unit called Center Management.
- 20 F&B location in total

# Target groups and consuming activities at Hamburg Airport



Source: Visitor survey, Hamburg Airport, 2001



# Measuring restaurant performance

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- Perceived service influences purchase behaviour (Zeithaml, 1988).
- SERVQUAL instrument of measuring service quality. Their dimensions are:
  - Tangible, Reliability, Responsiveness, Assurance and Empathy.
- Customer satisfaction and loyalty



## Measures

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- The opinions were measured by a means of a 5-point Likert type scale ranging from 1 = “very good” to 5 = “very bad”.
- The Likert type scale contains six items:
  - (1) Quality of offerings, (2) Variety of offerings, (3) Friendliness of the service personal, (4) Price performance relation, (5) Faster service and (6) Quality of the food offered.



# Sample characteristics

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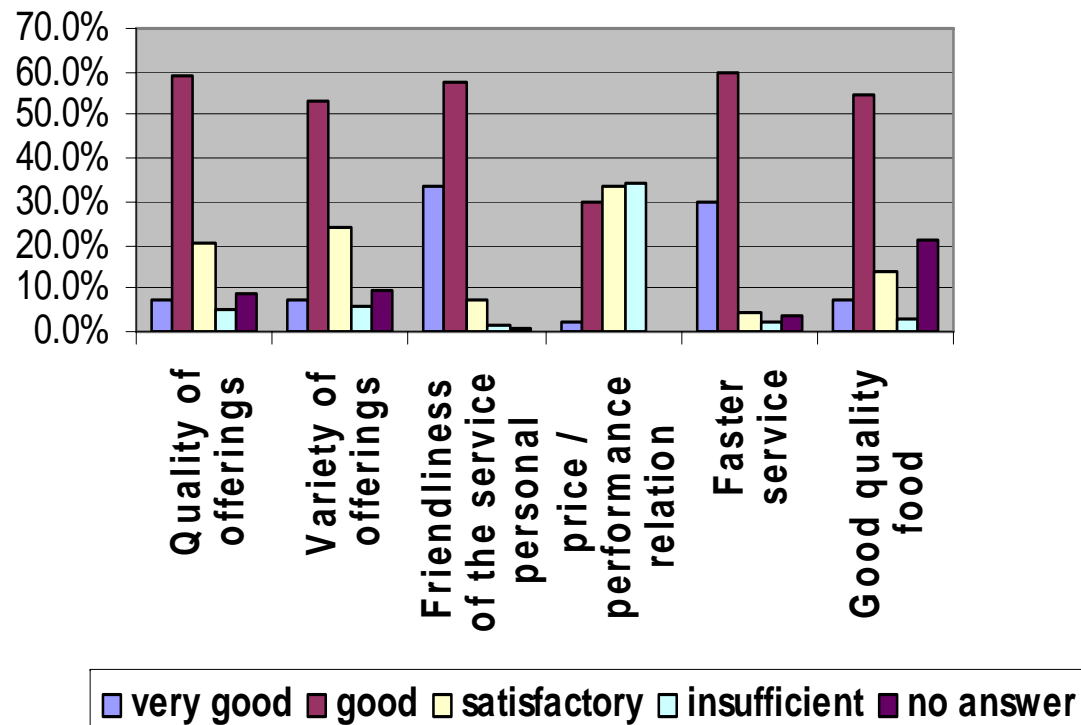
The characteristics of the catering users at  
Hamburg airport (N = 801)

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<i>Sex</i>	<i>%</i>	<i>Occupation</i>	<i>%</i>
Male	61.0	Self-employed	22.0
Female	39.0	Managerial employee	23.8
		White-collar worker	33.1
		Blue-collar worker	2.9
		Other worker	2.9
		Student	7.7
		Housewife	2.1
		Not in workforce	5.5
<i>Age</i>	<i>%</i>		
Under 20	2.5		
21-30	20.3		
31-40	26.2		
41-50	27.1		
51-60	15.9		
60-51	7.0		
70 plus	1.0		

# Business travellers perceptions of catering services

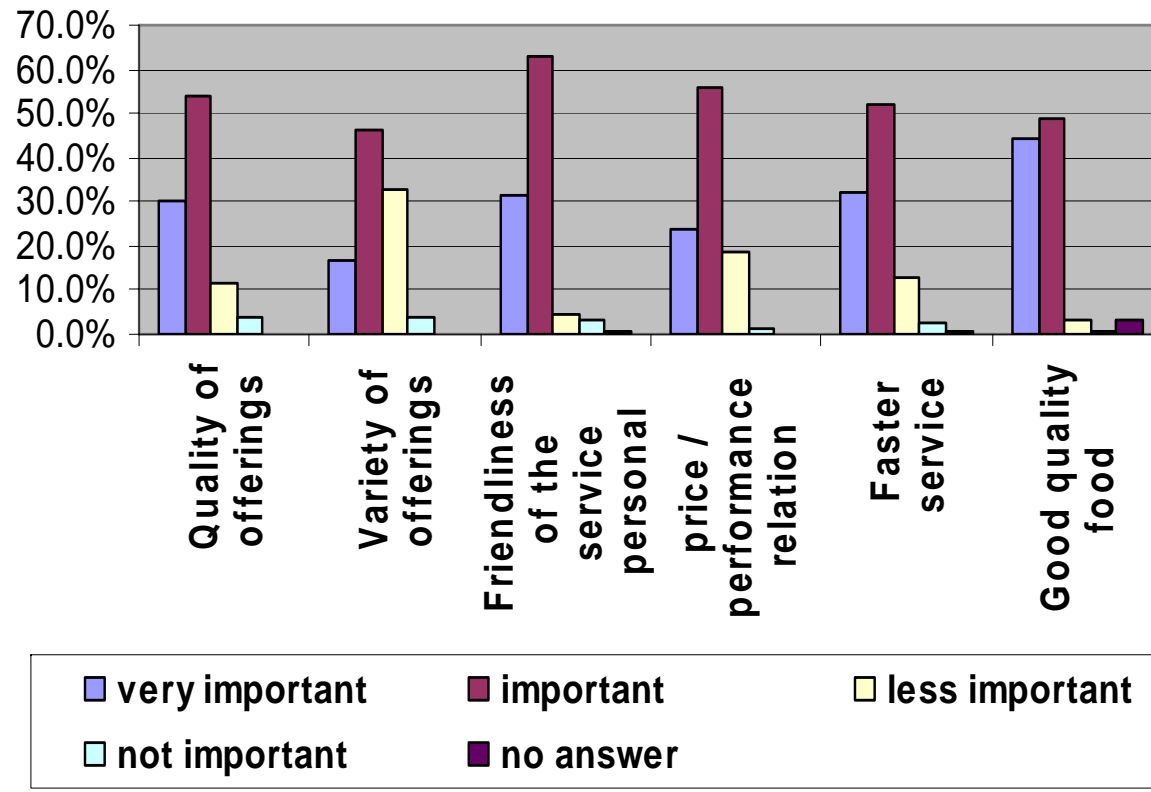
How do you assess the following catering offerings at Hamburg airport?



- 34.1% of the respondents perceived the price/performance relation as insufficient

# Business travellers preferences

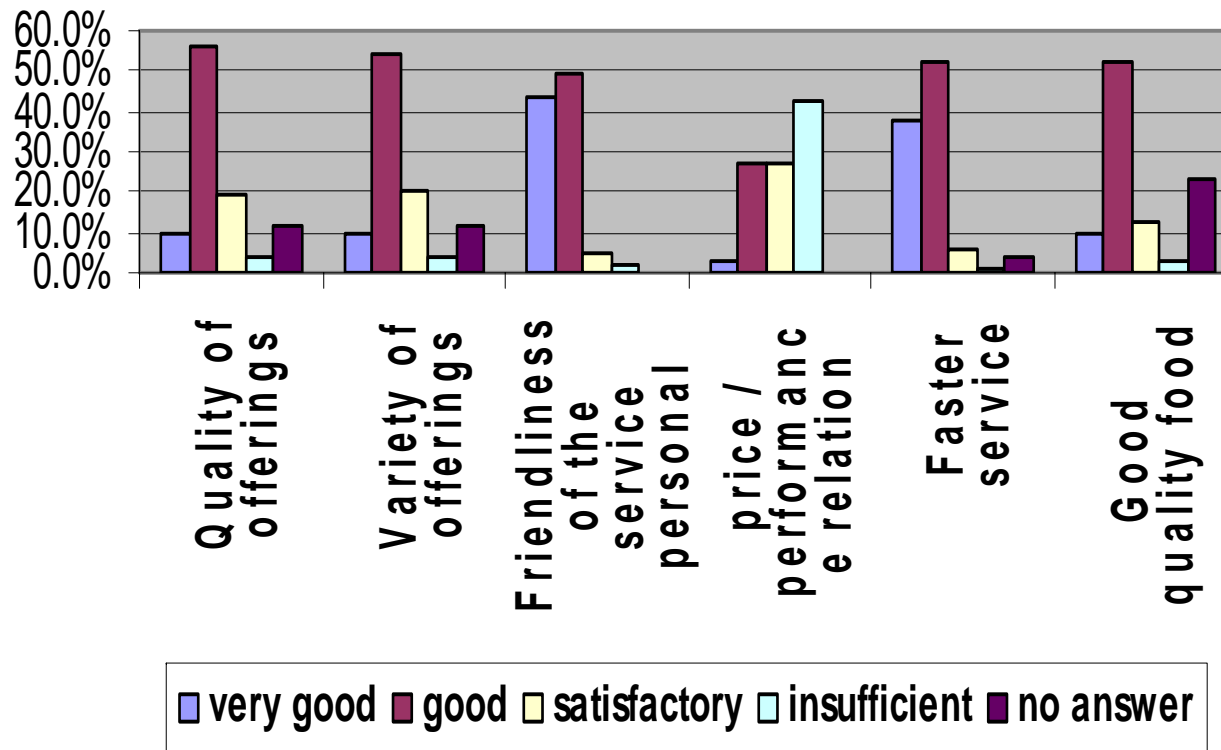
How important are the following catering offerings at the airport for you?



- Friendliness of the service (94.3%),
- Quality of the food offered (93.22%),
- Faster service (84.2%)

# Private travellers perceptions of catering services

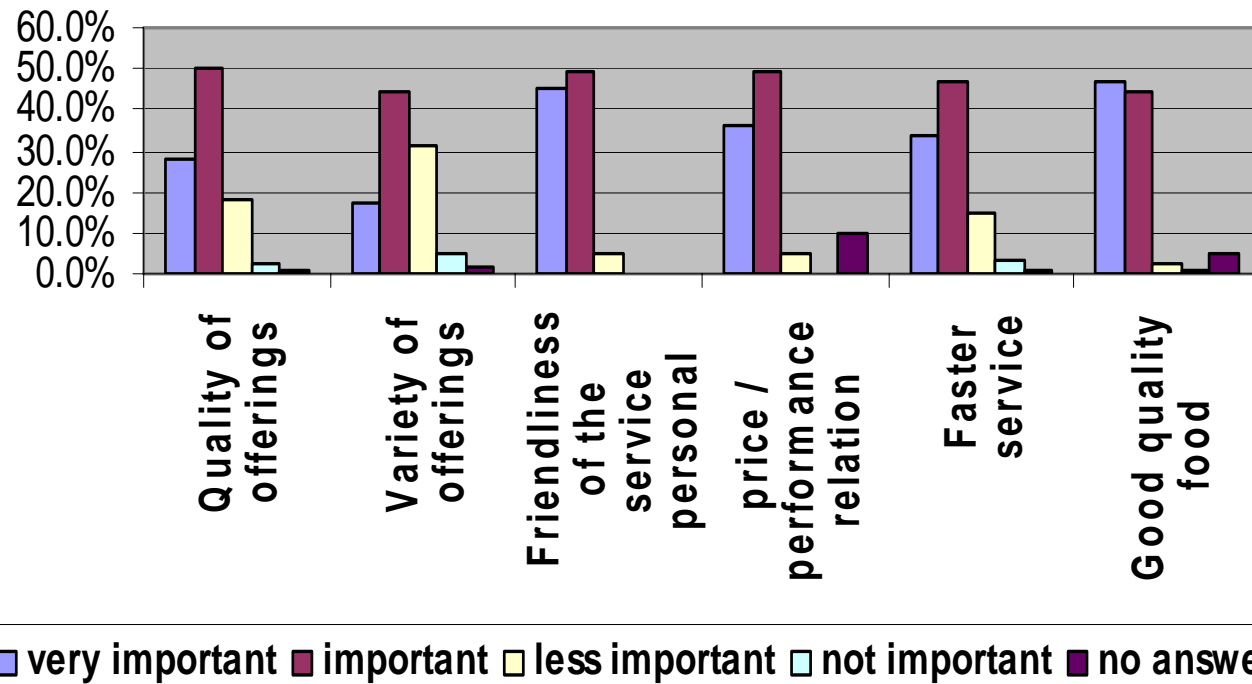
How do you assess the following catering offerings at Hamburg airport?



- 43% of the respondents are dissatisfied with the price/performance relation

# Private travellers preferences

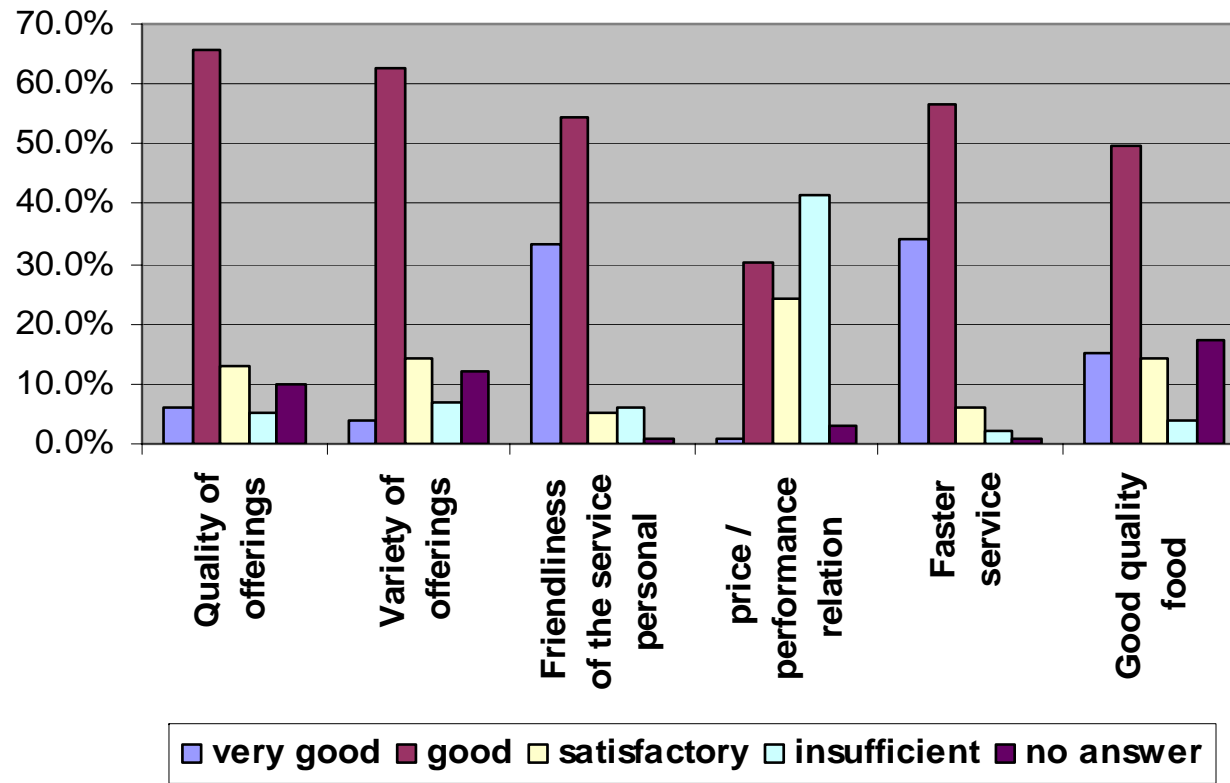
How important are the following catering offerings at the airport for you?



- Friendliness of the service (97%)
- Price / performance relation (90.9%)
- Quality of the food offered (88.8%)

# Meeters and greeters

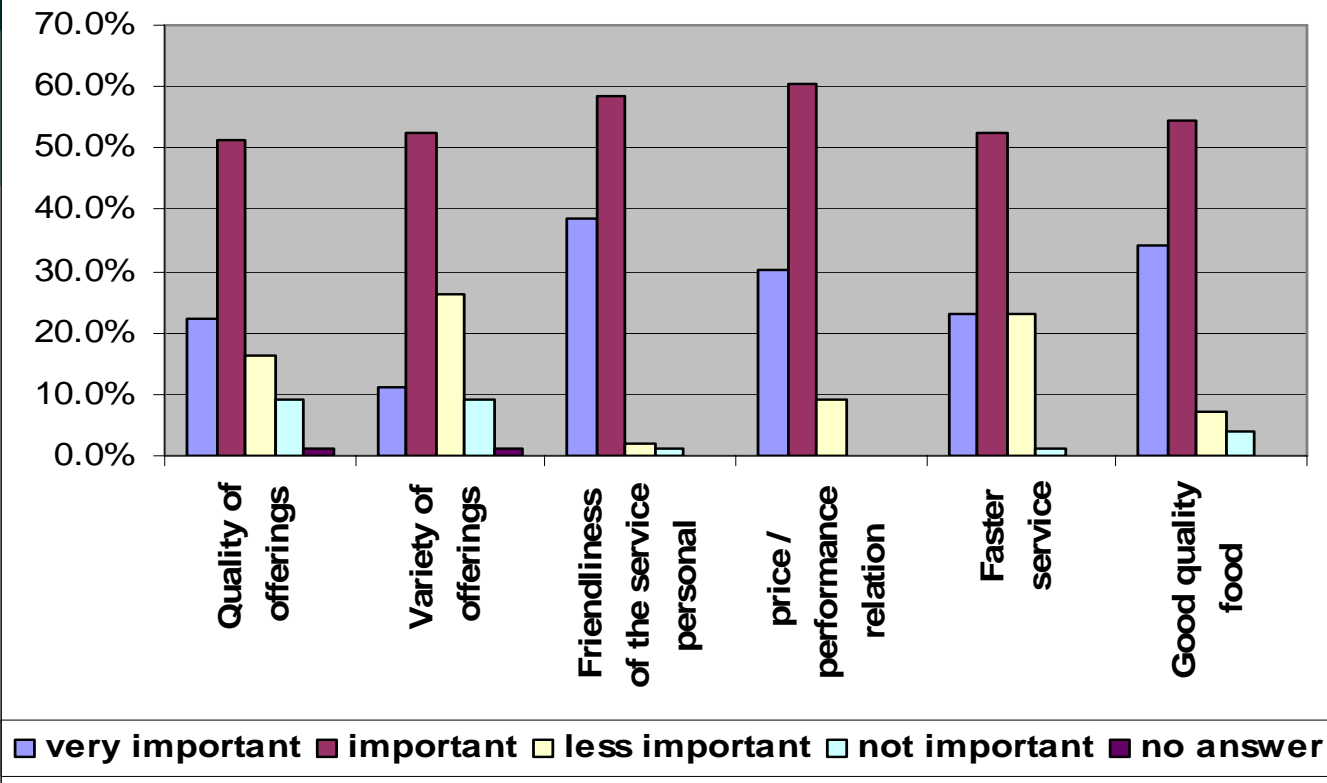
How do you assess the following catering offerings at Hamburg airport?



- 41% of the respondents perceived the price / performance relation as insufficient

# Meeters and greeters preferences

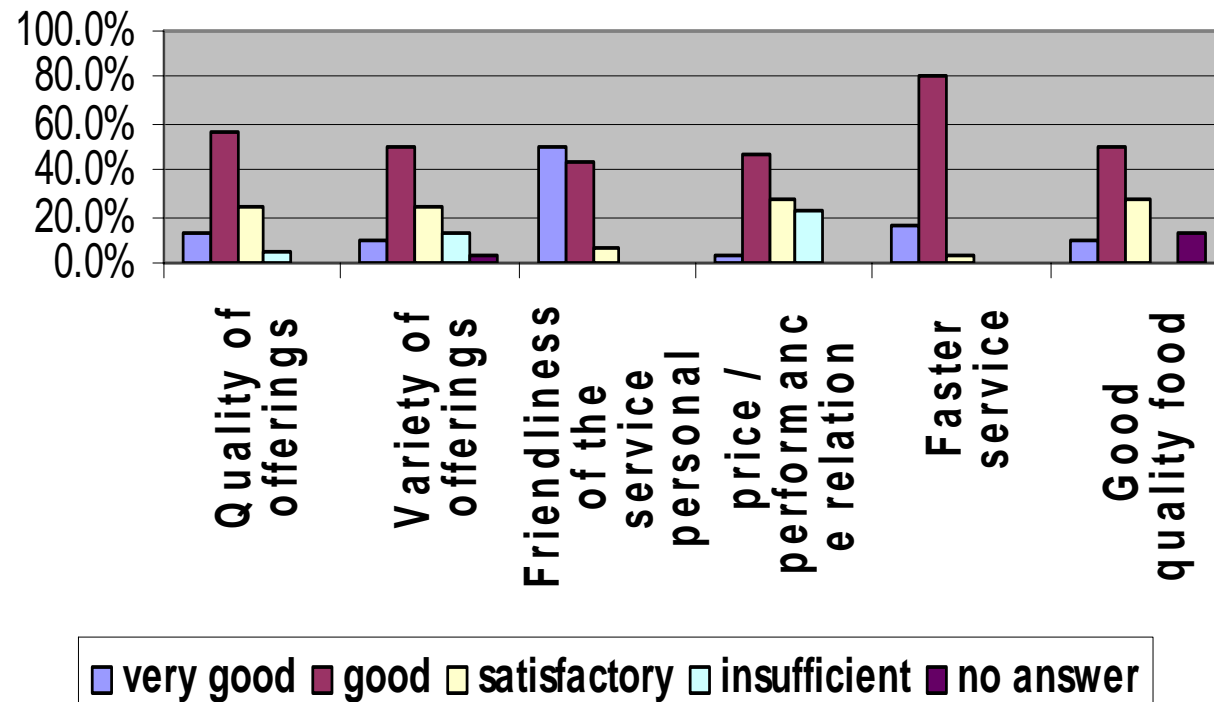
How important are the following catering offerings at the airport for you?



- Friendliness of the service (97.0%),
- Price / performance relation (91%)
- Quality of the food offered (88.8%)

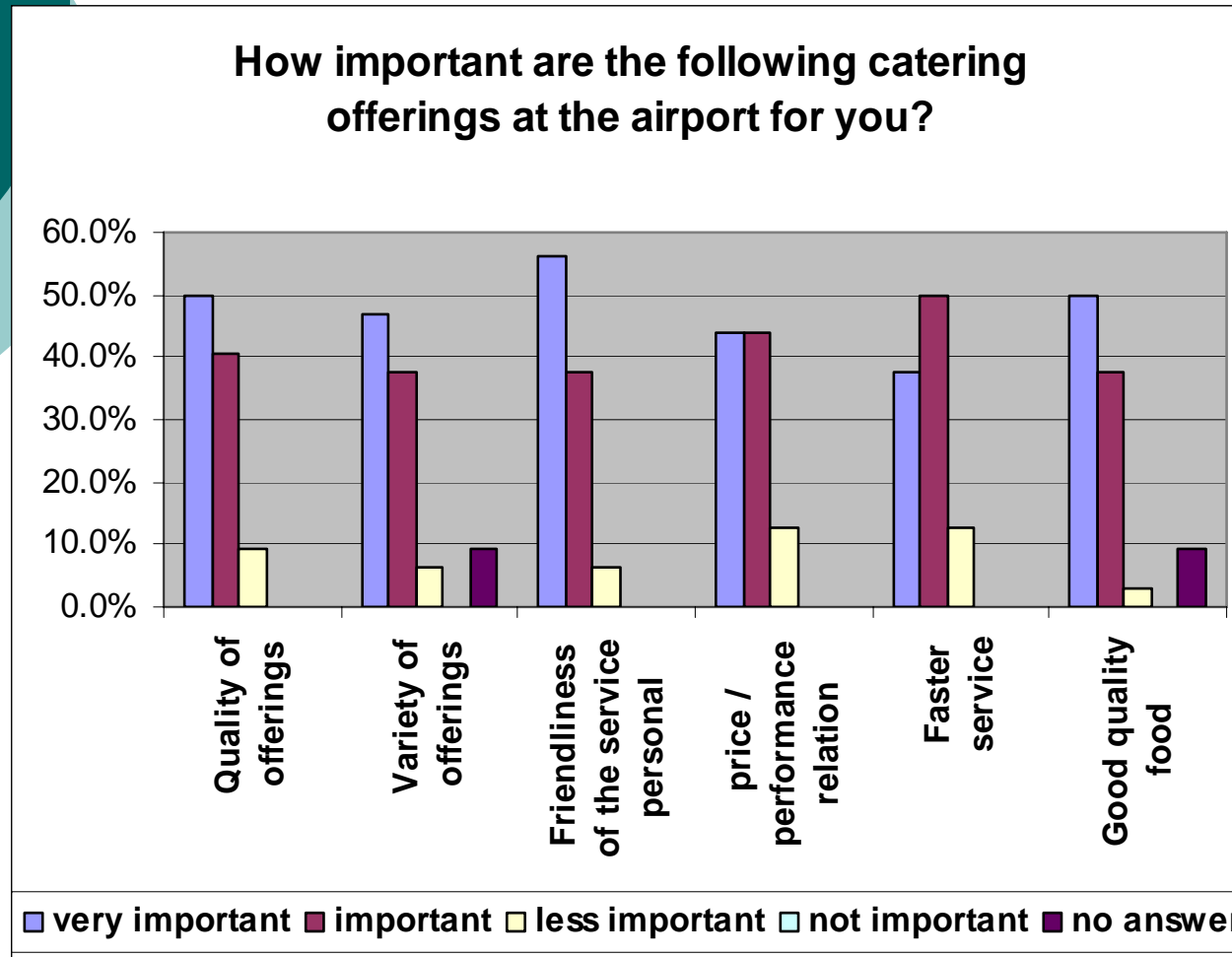
# Airport employees

How do you assess the following catering offerings at Hamburg airport?



- 21% of the respondents are dissatisfied with price / performance relation

# Airport employees preferences



- Friendliness of the service (93.8%)
- Quality of the food offered (90.6%)
- Variety, price and faster services



## Conclusion

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- Meeters and private travellers are price sensitive. They really do not expect too much from the catering outlets at airport.
- To business travellers, service dimensions other than low prices, such as reliability, responsiveness, assurance and empathy are very important.
- Quality of food offered, good value for money and courteous employees are of paramount importance to all market segment.



## Conclusion

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- The prices charged by the airport catering are above the market average.
- Providing high perceived value will lead to loyal customers.
- Staff employed should complement the meal experience of the customers.



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Thank you for your attention!  
Any questions or comments?