

## The impact of mobile marketing in airports

Lázaro Florido-Benítez

Faculty of Tourism, University of Málaga (Spain)

[lfb@uma.es](mailto:lfb@uma.es)

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Received December, 2014

Accepted January, 2016

### **Abstract**

**Purpose:** This paper seeks to analyze the effects of mobile marketing tool at airports and passengers.

**Design/methodology:** This research approach consist of going through data files and bibliographical sources in search of information gathered by authors, institutions and organizations regarding our case study.

**Findings:** Mobile marketing to increase passenger satisfaction and commercial income in the airports. Large airports are taking advantage of the consolidation of mobile devices in the 21st century to create applications for branding and communication.

**Originality/value:** This paper is the first research that examines the impact of mobile marketing in airports. First, to evaluate the effects that mobile marketing is having over the levels of passenger satisfaction at airports. Second, to analyze the impact of mobile marketing on passengers behavior in the aerodrome; lastly, to study the effects of this tool on the perceived image of an airport.

**Keywords:** Mobile marketing; app; satisfaction; image

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### **1. Introduction**

During the last decade, the consolidation of mobile devices as communication tools has facilitated the creation of a new marketing channel, namely, mobile marketing as a new business communication tool. Yet, in the past few years this marketing model has established itself as a product more than a mere communication tool; thanks to its multi-functionality, which adds an additional value to the content it offers, the levels of satisfaction in the

improvements of customer needs at the airports is higher. If these infrastructures want to have long term success, their benefits should be more than just image related. This research mainly focuses on three objectives. First, to evaluate the effects that mobile marketing is having over the levels of passenger satisfaction at airports. Second, to analyze the impact of mobile marketing on passengers behavior in the aerodrome; lastly, to study the effects of this tool on the perceived image of an airport. Domínguez-Menchero and Torres-Manzanera (2014) the arrival of the Internet to millions of homes around the world, coupled with the development of new technologies, has allowed people to purchases of all types goods and services on-line. Tourism is one of the most important sectors in terms of on-line demand, with airline tickets one of its greatest exponents.

Airports are recurring to mobile marketing with the hope of improving passengers experience and satisfaction within their facilities. Accommodating the demand of an airport to its capacity, while trying to maintain acceptable levels of profitability and customer satisfaction, is a very difficult task to achieve (Doganis, 1992). Major airports are switching to a business model, following commercial guidelines of management, and focusing on developing more creative environments in tune with the new technologies. Thus, airports are leaving behind the rigid image of the aerodrome as a mere intermodal node. The application of a business approach to airports implies an improvement in their financing capabilities. Nonetheless, it is worth noting that according to SITA (2012) "Improving passengers experience figures as the primary reason why airports invest in technology." Mobile applications, referred to as "apps," are an element of mobile marketing tools and have become important in the service sector; for that reason, they cannot be considered a mere communication tool. As authors Nueno and Scholz (1998) state, "if long-term success is desired, the benefits must go beyond a purely cosmetic nature." Mobile marketing thus should not be just a fashionable tool or something that companies adopt to keep up with the competition. Today, no one doubts that the Internet is an important medium, and the rise of the smartphone and tablet predict a great future for mobile marketing. Mobile devices are with people all the time and have become an essential, personal, and intimate tool for all users. As we mentioned earlier, this marketing model promotes a product or service in a world in which people dedicate ever more time to the use of the mobile Internet to organize their daily lives, from making reservations at restaurants to doctor appointments. Mobile marketing is not only accepted but also expected. It is not an exaggeration to say that buying and selling habits are rapidly transforming due to the powerful association between mobile devices and marketing.

Airports such as the Schiphol in Amsterdam, saw the mobile marketing tool as a great opportunity not only to increase the overall satisfaction of passengers, but also to enhance the image these had of the airport. The creation of the Schiphol Amsterdam Airport mobile application improved in all areas the experience of passengers at the airport. According to data

from the World Airport Awards (2013), this airport won in that year the award for best airport in Europe and third in the world. It is important to highlight that the important thing about an application is not that it can geo-locate you, instead, the essence of an application at airport lies in personalizing the passenger's experience, and being able to offer them micro-segmented products (Florido-Benítez & Del Alcázar, 2014).

Airport managers should know and be familiar with this form of instantaneous communication and the immediate responses that these mobile devices generate. This new communication outlet offers immense possibilities to company communication executives. The challenge is to know how to use this technology with good judgement and respect for the user, who may find information received through a personal item such as a mobile phone to be intrusive. Success depends on the extent to which the communicator can create value for the user in a way that allows for the reception of the message (Martín de Bernardo & Priede, 2007).

It is evident that, as a general rule, an airport is obligated to generate income and, most importantly, obtain profits on its annual balance sheet. Such benefits come from aeronautic income, generated directly from airplane operation and landing, cargo and passenger processing, landing rights, passenger service fees, airplane parking and storage fees, etc. Non-aeronautic income is generated through commercial activities unrelated to airplanes. This activity takes place in airport terminals or on airport land and includes car parking, car rental, duty-free stores, advertising, etc. In our research, we focused more on non-aeronautic income, given that mobile marketing has a greater reach and opportunity to create a personal passenger experience in this area. Airports that have introduced mobile applications can offer products and services calibrated to passengers' needs. Airports can thus use mobile applications to move them towards a business-centred commercial model, managed according to commercial criteria and focused on creating a creative and tech-savvy environment, thereby shedding the rigid image of the airport as a mere intermodal node in which the passenger is just one more element in the process chain (Florido-Benítez, Del Alcázar & González, 2014a). According to Rendeiro and González (2002), the application of a commercial perspective in airports supposes an improvement in financing capacity.

We do not doubt that much work remains to transfer mobile marketing perspectives and realities to the airport sector. There are many opportunities for both companies and consumers in this field. The latest report from the Guild of European Business Travel Agents "GEBTA" (2012) shows some lines of action that could be implemented by airline business experts in the area of mobile devices. In this report, Apple says that, "if airlines intensively seek to sell 'ancillaries,' then smart phones are going to be their best allies. Near Field Communication (NFC) technology will facilitate automatic invoicing and check-in at airports, and once on board

the mobile phone will allow an in-flight experience, with connectivity, services, entertainment, pre-arrival information, etc.”

## **2. Literature Review**

Although it may seem like the idea of mobile marketing was introduced a long time ago, this is a misconception. Its performance as a new marketing activity has been ongoing for less than a decade since it is a recent marketing modality. Furthermore, it is immerse in a field of new technologies which is subject to continuous change (Florido-Benítez, Del Alcázar, & González, 2014b). This has lead to it being defined in different ways and with various interpretations. Literature review has shown a recent interest in the analysis of this tool since some researchers and associations like Mobile Marketing Association (MMA) differ in defining the idea; although authors like (Hermoso de Mendoza, 2004; Martín de Bernardo & Priede, 2007; Melendo, 2010; Kaplan, 2012) think of mobile marketing as a tool by which they can develop their designs, advertising and marketing efforts. Kaplan (2012) precisely defines it as, “Any marketing activity carried through a ubiquitous network through which consumers are constantly connected via a personal mobile device.”

Nonetheless, authors like (Vlachos & Vrechopoulos, 2007; Mobile Marketing Association, 2009; Shankar & Balasubramanian, 2009) argue that this tool is a communication channel through which businesses can interactively communicate with their customers; precisely, for Shankar and Balasubramanian (2009), it is a bidirectional or multidirectional channel of communication between companies advertising deals and customers using a mobile medium, device or technology. However, (Dickinger, Haghiran, Murphy & Scharl, 2004; Norm, 2011) view this marketing modality as a sales channel though which customers are offered products and services to users. In the digital economy, companies create wealth by collecting and applying knowledge (Sigala, 2001). Therefore, airports must manage their tourism offer and resources so passenger can have all the necessary information at hand, never better said, through their smartphone. Figure 1 shows the following factors in adoption of the (technological and behavioral) to reduce the disadvantages and distrust of mobile marketing user.

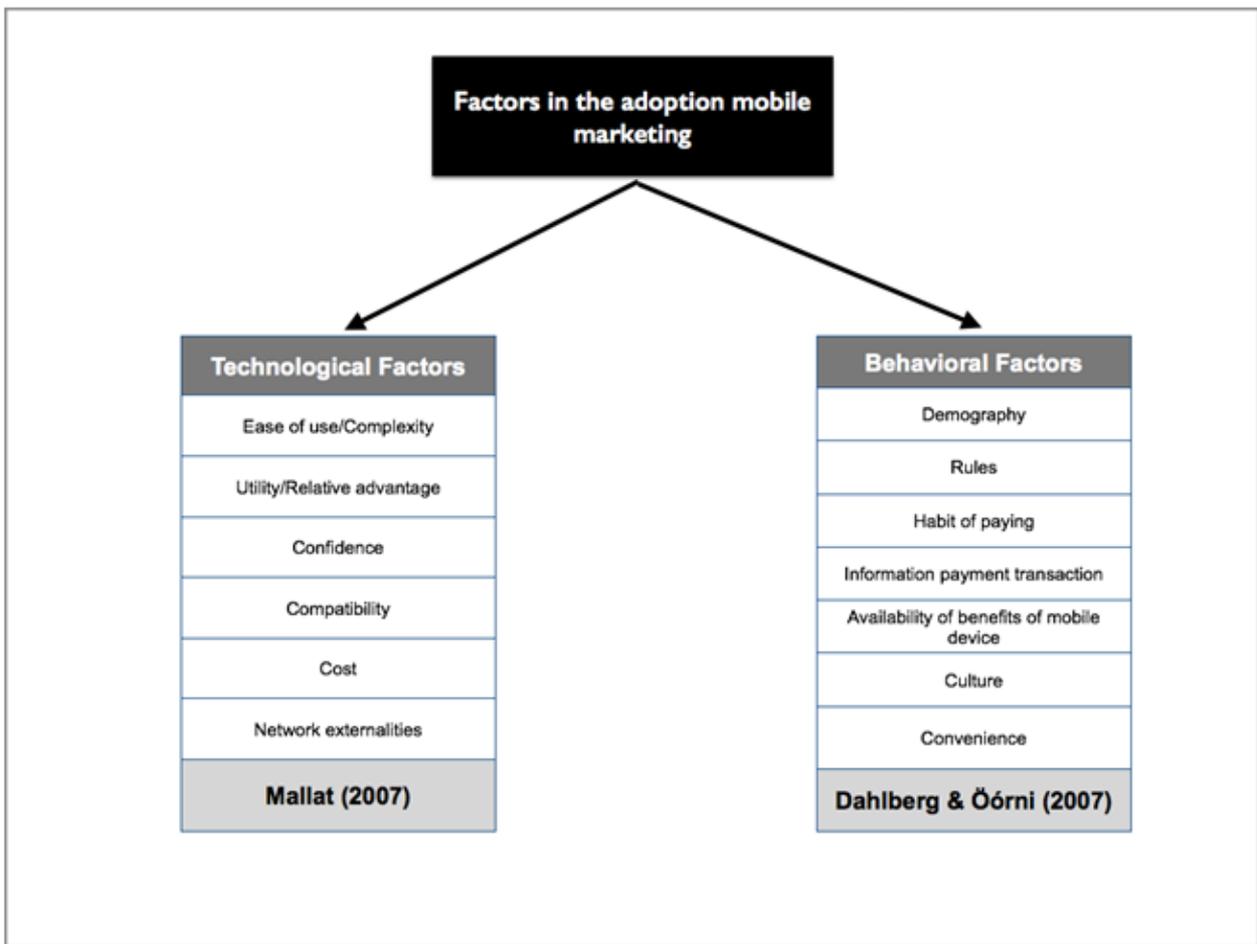


Figure 1. Factors in the adoption mobile marketing (Mallat, 2007; Dahlberg & Öörni, 2007)

For airports, mobile marketing tools have presented a melting pot of opportunities since this promotional and booking channel has learnt to adapt to an increasingly well-informed and educated in new technologies passenger. Companies, especially marketing specialists, soon realized the vast opportunities offered by virtual marketing. Mobile systems have become important tools that allow e-travellers to navigate in an uncertain world. A critical review of the literature suggest that a holistic understanding of the use of smartphones for travelling purposes has to be worked on and developed. The use of these mobile devices for travelling is shaped by a series of complex interactions between environmental factors, cognitive beliefs, previous experience and everyday use. This particular use of smartphones has the potential to significantly transform the touristic experience (Wang, Xiang & Fesenmaier, 2014). If airports want to promote their touristic offer, to present personalized products and services to their passengers via smartphones, and coordinate the selling-buying environment, interaction between all the acting agents is necessary to achieve the positioning of the airport.

However, it is important to understand the benefits that clients obtain from their relationships with service provider companies and the impact of technology on value creation in service provision (Colgate, Buchanan & Elmsly, 2005). We understand that the mobile application is a mobile marketing tool with certain characteristics similar to direct marketing. Martín de Bernardo and Priede (2007) even describe "mobile marketing as the new form of direct marketing." For Gázquez and Cannière (2008), direct marketing is primarily the means through which an organization directly communicates with current and potential clients. It is therefore necessary to wager on mobile applications as the primordial basis for strategic business plans and marketing in the future. Shedding any fears of integrating new technologies into our lives and businesses is inevitable if we want to advance toward a more connected future with real-time information.

### **2.1. The mobile application as a marketing tool**

This study emphasizes mobile applications as simply software adapted to a mobile device and integrated as one more instrument of mobile marketing. Apple introduced the iTunes app store and consumers began to download apps in January of 2007. In January 2011, Apple celebrated 10 billion downloads of an available 350,000 apps in its app store by an estimated 160 million iPhone, iPod Touch, and iPad users. Bellman, Potter, Hassard, Robinson and Varan (2011) view applications as promotional tools for generating notoriety and a positive brand image. Apps seek to have media impact and foment a process of virtual interaction with mobile device users through advertising, offers, discounts, prizes, etc. Applications are currently becoming sales outlets that allow businesses to sell products and services. Companies can also make agreements with other businesses to offer publicity within their applications: advertising, banners, links to other companies' relevant pages, products, services, etc.

Different authors explain the definition of the mobile application from different points of view and perspectives. Literature on the subject is lacking, as apps are an immature concept that is currently undergoing development & expansion. First, as stated above, many authors (Scolari, Navarro, Pardo, García & Soriano, 2009; Bellman et al., 2011) define the application as a promotional tool that generates media impact and virtual interaction. Authors such as MMA (2011) and García (2012) justify the application as a product that contributes value to user management, information, and resolution in an automatic and interactive manner.

Unlike the previous authors, Costa, Barragáns and Rey (2012) and The AppDate (2012) see applications as a sales outlet, where distribution is the entrance door that allows for the sale of business products and services. As mentioned above, companies often sell advertising space within their applications to other businesses. Lastly, Sanz, Martí and Ruiz (2012) present the mobile application as a management tool through which the user can conduct certain tasks,

such as search, information, localization, etc. Applications offer numerous functionalities, and with the new demands of today's clients, new applications are being developed with professional and recreational uses beyond our imagination. This creative synergy promotes market niches in this field that better address users' specific needs and offer them more personalized treatment.

Schiphol's app has myriad revenue opportunities but the main one, according to M2Mobi Managing Director Michiel Munneke (2014a), is to ease stress on passengers, allowing them more time to spend in commercial areas. If the app can add 30 minutes' shopping time for around 10% of the annual passengers using it to track flights, the airport stands to gain additional revenue of several million euros, even before it explores direct revenue opportunities. But how can an app encourage shopping time? For Munneke (2014b) the answer lies in reducing the stress that causes passengers to bypass commercial areas in favour of a long wait at their gates. "We aim to design an app that does exactly what a personal guide would do. It knows where you are, where you need to go, if you need to hurry, what you like, what to advise – and when to stop telling you things so you can just have a good time."

The new smartphone users are bifunctional people; they do not only control the reality that they live in, but they also benefit from the virtual window offered by mobile devices. The mobile has changed the way people behave and engage in the environment they find themselves; it has created in our lives the parameters of Human-Mobility-Applied (HuMobAp), in other words, humans move according to the needs and incentives given by the applications (Florida-Benítez, Del Alcázar & González, 2014c).

According 8MS (2014) to recent study, more than one in three visits to travel websites are now from mobile devices. It makes sense that airlines, along with brands across other ecommerce sectors, should be striving to provide the best mobile experience for their users. 8MS decided to dive deeper into the travel sector, and explore how the some of the top airlines in the world are fairing when it comes to connecting with consumers through mobile technology. This study looked at the type of mobile apps, type of mobile website and if mobile boarding passes were used by the top 50 airlines in the world, and the top 11 airlines in the UK and Ireland:

This was the most interesting area to research, with some surprising findings. Despite being Google's top recommendation for mobile, 0% – yes, none – of the top 50 airlines in the world use responsive design. 76% use a dedicated mobile site (such as <http://mobile.emirates.com>), and most notably, 22% of the top 50 airlines in the world don't have a mobile website at all. Qantas is the only airline in the top 50 to use Google's second mobile recommendation, CSS restyling based on user agent detection.

The UK and Ireland paints a similar picture. 18% of the top 11 airlines in the UK and Ireland don't have a mobile website, 73% have a dedicated mobile site, and only one airline uses responsive design, Thomas Cook Airlines.

So why haven't other airlines followed suit? Even though responsive design is Google's primary recommendation for mobile, it isn't always that simple for airlines to implement. Scheduling IT and development time, aligning web change schedules, realigning and changing current booking systems are all factors that prevent many airlines diving into responsive design.

Mobile usage needs are often different to desktop needs, and many airlines have chosen to sacrifice optimal design and a single website for all devices to ensure their separate mobile sites perform certain activities: flight updates, check in, collect mobile boarding passes etc. as quickly as possible.

Even so, airlines need to provide the best experience possible, all the way a long the customer journey. Many users search on their smartphones on Google for travel information, and if the mobile site doesn't appear, their mobile experience will be less satisfactory. Our data agrees. 65% (33 airlines) of the top 50 airlines in the world use mobile boarding pass functionality, either through their mobile apps or mobile website. Similarly, in the UK and Ireland, 55% (6 airlines) use mobile boarding passes. Additionally, 14 airlines around the world use Apple's Passbook to store mobile boarding passes.

Bookings through mobile apps and websites will continue to increase, as the customer booking process is made simpler and faster. Currently 57% of users say they won't recommend a business with a poorly designed mobile site, so speed, design, usability and security are all paramount factors for airlines to tackle in order to gain maximum benefit from mobile traffic. The speed at which mobile usage is growing amongst consumers is unprecedented. More and more airlines are creating better mobile experiences for customers, including mobile apps, mobile boarding passes and even in-flight WiFi (8MS, 2014).

As more people search on the go, it's vital that airlines and other brands optimise their mobile strategy, across search engines, social networks and branded content across the web and in mobile apps. Airline Industry Head for Google UK Bucholz (2014) believes this is paramount, British travellers research air travel on their mobile devices on a regular basis and it's crucial that airlines provide a great experience. Those that embrace this consumer trend will have a distinct competitive advantage.

## **2.2. Reviewing the concept of Satisfaction**

Regarding the approach to the scope of reference, the concept of satisfaction can be addressed from one of the following two approaches: the transaction-specific and the overall or

cumulative satisfaction approach (Jones & Such, 2000; Yang & Peterson, 2004). The transaction-specific approach defines satisfaction as a consumer's response to the most recent transaction with an organization (Oliver, 1993), for this reason, it will find itself influenced by the situational variables present in that moment. Satisfaction is an evaluative judgment made after a choice is made, and/or a consumer's emotional response to a particular purchase or moment of consumption (Spreng, MacKenzie & Olshavsky, 1996; Giese & Cote, 2000). This is clearly reflected in Giese and Cote (2000) definition as they suggest that satisfaction is a time specific response, of limited duration, and refers to certain aspects of the purchase and/or product of consumption. Hence, most of the research analyzing how satisfaction is formed, adopts the transaction-specific satisfaction perspective (Vanhamme & Snelders, 2001; Helgesen, 2007). In this research, we assume that the concept of satisfaction is quite wide, and has many variables intervening, as it has been shown in the literature referenced on this idea.

It is important to remember that satisfaction is a multidimensional construct that does not obtain the same client results in a physical environment as it does in an interactive environment (Florido-Benítez et al., 2014b).

Mobile users are one of the most important groups studied by researchers given the distrust many users for a long time felt in accepting new technologies; this is a fact, and at present, there is much uncertainty surrounding the use and acceptance of mobile payment technologies, and whether they will have the expected success.

Therefore, it is important to take into account the factors that drive users to adopt new electronic payment systems, or the ones that lead them to do so (Keramati, Taeb, Mousavi & Mojr, 2013). Although the latest report from Econsultancy Digital Trends (2014) confirms purchases, the switch to mobile shopping is increasingly common; in 2014, half of the mobile users (48%) confirmed their orders through their smart terminal, which represents a 5% increase from the previous year. Figure 2 shows the factors that influencing about overall passenger satisfaction.

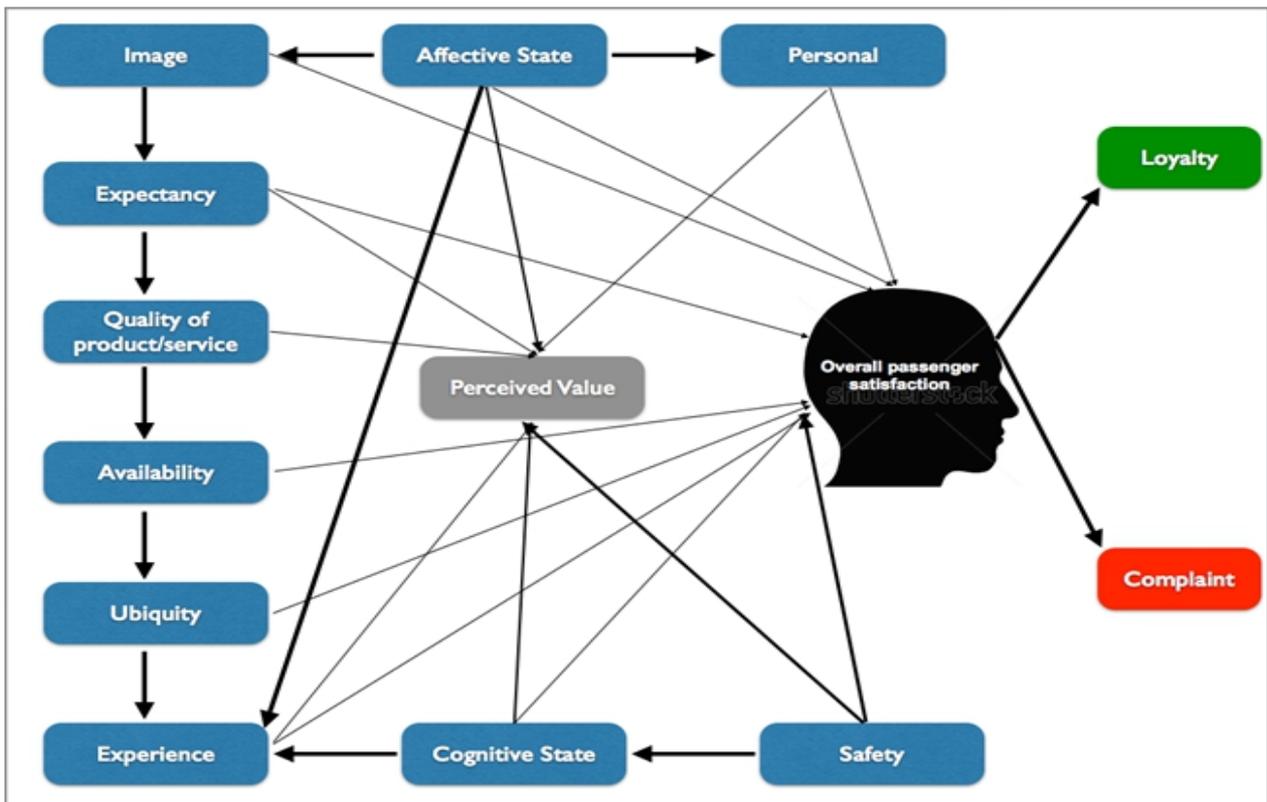


Figure 2. Model of passenger satisfaction with mobile marketing tool

### 3. Methodology

The methodology performed in this work is of qualitative nature, and it follows the approach known as “non-interactive documentary analytic” (Cohen & Manion, 2002; McMillan & Schumacher, 2005). This research approach consist of going through data files and bibliographical sources in search of information gathered by authors, institutions and organizations regarding our case study. This research project serves as a rigorous and systematic guide for utilising and examining previous interventions in reality.

At first, we saw it necessary to expose the opportunities mobile marketing offered both to airports and passengers. Afterwards, we studied the literature review of mobile marketing tools, apps and satisfaction. Nevertheless, it is important to explain and analyze the strengths and weaknesses of the existing literature, of the connections between mobile marketing and traveler satisfaction, and mobile marketing and image, to examine the value that can be delivered to users by mobile services. Al-Debei and Al-Lozi (2014) postulate that the perception of users on the value they can obtain by using mobile services, is directly affected by technological, social and informational influences. In others words, we analyzed the mobile marketing, the real-time interactivity and the overall internet connectivity with the airport. In the marketing mix framework, the Internet has established itself as an essential tool if one

analyzes how its transformation capabilities for revolutionizing and developing successful e-marketing practices are being exploited (Sigala, 2001). Airports and airlines [...] should place their products and services in mobile marketing according to Song (2014) [...] so that they can provide their potential users positive experiences.

#### **4. Results**

Given the multi-functionality and services offered by mobile marketing, clearly, airports profit and improve in all areas their processes given that this tool is one more touristic resource within the entire range of products and services offered by this infrastructure. Considering the results obtained in this research and the literature review, we can see that mobile marketing has transformed itself into a communication tool and/or product-service used in wireless media. It provides the customer the information and personalized product-service through the support of any mobile device, which have become the new compass rose of the twenty-first century. In addition, authors such as Scolari et al. (2009) and Bellman et al. (2011) are advocates of the application as a promotional tool to build an awareness or positive image of a brand. The aim is to have a media coverage, and promote an interactive viral process through advertisement, deals, discounts, prizes, etc.

Every airport has its own particularities and management both at an operational and commercial level. To begin, it is fundamental to assess the nature and the kind of facilities and services that an aerodrome can offer, as these characteristics are then transferred to the functions and services provided by mobile marketing tools. Airport administrators, commercial directors as well as application designers will have to consider all these factors when developing mobile applications, making marketing plans, fulfilling objectives, and following approaches. Marketing professionals in tourist enterprises should not only clarify and give more importance to tourists products, but they should manage their tangible and intangible aspects differently; of course, always based on the needs and preferences of the tourists that form the actual and potential customer segment, along with the objectives and circumstances of the company, and the management of product performed by the organism in charge (Martínez, 2010).

This research would be barren if all customers were considered alike; a 22-year old does not derive the same levels of satisfaction from using a mobile device with ease when compared with a 60-year old (with the greatest of respect), who has never used a smartphone in their life. If these two type of e-traveler profiles visit a tourists destination, clearly, one of them will benefit more from all the information tools than the other. The overall satisfaction will probably be greater for the 22-year old e-traveler than for the 60-year old person who has more limited information regarding contents, products and services, etc.

One of the main aims is to integrate airports' e-commerce strategies with the app – allowing passengers to buy duty free products through their phones for home delivery, for example. This however will have to wait until airports and concessionaires have implemented appropriate e-commerce systems. If you are a concessionaire and you want to build an e-commerce platform, you have to create one that both airport and partners can connect to not one just for yourself. It should be interoperable with, for example, airline and airport apps, so other people can use your inventory. Booking.com, which generates a large proportion of its revenue through partners that can access its digital inventory and offer it on their sites. I think this is an important revenue model for concessionaires and one that many forget, if you look at the current digital offers from concessionaires. They need to create a partner programme to make sure airports can include their offerings (Munneke, 2014a).

Some author like Cook, Goh and Chung (1999) observed that the vast majority of categorizing services exclusively focus on the distinguishing traits of the different kinds of services while ignoring the characteristics of the clients, and implicitly treating all user the same. The needs and desires are different for each of the users; therefore, personal characteristics, cognitive, affective, situational, etc. interfere in their demands and evaluations. Satisfaction is an overall measure of a previous set of specific satisfactory experiences (Yu & Dean, 2011). Therefore, in this research it is shown that satisfaction is influenced by the customers characteristics, the environment where consumption takes place, the image, experience, safety, security, expectations, control, and etc. In addition, satisfaction as a multidimensional construction does not receive the same results from a client in a physical than in an interactive environment.

A strong future development within ancillary revenues was also identified as being through the use of mobile platforms. Although many Full Service Carriers now have apps on the market, few of these facilitate up-selling or other ancillary services. Offering services via the passenger's mobile device opens up an opportunity for a new touch point that may entice passengers to increase their spend. SAS has worked on an iPhone app over a period of 18 months, but have yet to release anything as they have not been satisfied with the final results (O'Connell & Warnock-Smith, 2013).

However, they do acknowledge the importance of being a part of this innovative development. Andy Newman, Mobile Innovation Manager at British Airways, envisions an app in the near future which will enable passengers to maximize ancillary spend by offering e.g. last-minute upgrades and additional/excess luggage. It is also not hard to envisage items such as lounge access and fast-track security access being added to the mobile platform, where applicable, KLM is an example of an Full Service Carrier that has already rolled out their mobile strategy, with Mr. Hooft (2011) further aiming to add car rentals as an option. This would allow for a vast catchment increase as passengers may not decide to rent a car until arrival at their

destination airport. This sort of improvement to distribution channels may benefit mainline passengers more than low-cost passengers given the survey and secondary results which show a higher take up among mainline passengers for car hire. This may be due to the fact a larger proportion of mainline passengers than low-cost passengers look for convenience over price and would thus see a greater benefit in purchasing a wider range of travel components through one supplier as long as it works out more convenient for them to do so. Easy access to car hire through a mobile platform would certainly help to offer this level of flexibility and convenience for them.

Another focus within ancillary revenues was identified as being the importance of enhancing the customer experience. As previously identified, passengers can feel resentment toward Full Service Carriers when they unbundle the product and offer them a lower service proposition than previously. Therefore, the key to successful use of à-la-carte and commission-based ancillaries is emphasizing what added value it brings to the customer. Air Asia's 'Red Carpet' offering and American Airlines' 'Luggage Delivery' service are just two examples of innovative airline products that are designed to add value to the overall travel experience (IdeaWorks, 2012). While it is generally accepted that there is some risk with innovation it is also clear that the forecasted benefits from unbundling traditional airline products and services will become increasingly limited (O'Connell & Warnock-Smith, 2013).

## **5. Conclusions and implications**

We can all agree that airports are places where many times we may feel disoriented because of the abundance of signage; we often find ourselves walking aimlessly through unknown places with the hopes of finding a restaurant, a coffee shop, a good reading book or a gift for a family member or friend. Thanks to the new applications designed for mobile devices, which give us information, in real time about flights, billing, security controls, baggage, gates, food, etc., within the aerodrome, we are able to manage ourselves efficiently at the airport.

Taken together, the ideas and innovations raised by the experts during the ancillary revenues conference in addition to the current take up and acceptance ratings stemming from the study's survey and secondary analysis clearly demonstrate that, while ancillary revenues are becoming more prevalent in the airline industry, there are still many ways to develop them further and a number of critical pitfalls to avoid as and when ancillary revenue strategies are formulated.

From the preceding analysis and expert opinion it is important to reflect on the products and services which carriers could generally focus on as well as those which could be more beneficial to airports and airlines. Among the airports that use them effectively, mobile apps are already

an important revenue generator; and that role is set to grow in the future. For airports and concessionaires the challenge will be to continuously improve their data and e-commerce capabilities.

If an airport wants to obtain better results in overall passenger satisfaction and be competitive, it should develop according to Gil, Ruiz, Berenguer and Corraliza (2012) strategies and actions for achieving better positioning and superior value delivery to the consumer. These strategies must cover all aspects (functional and well as emotional) connected to the airport that can generate image, perceived value, or notoriety among consumers. In this way, the airport will be able to influence consumer perceptions and impressions and achieve greater satisfaction [...], as noted by Yoo, Donthu and Lee (2000).

Nowadays, airports are immersed in an interactive cyclogenesis, and the result of this is the cyclone of mobile marketing. Every year the number of airports whose revenues from commercial facilities exceeds those of the aeronautical ones, increases (Florido-Benítez & Del Alcázar, 2014). According to Graham (2009), the importance of the commercial revenues in airport today is decisive. Throughout the years, the unfolding of commercial revenues has been strongly linked to two key factors. First, the change in the airport sector from a public service to a more commercialized one, and second, the growing pressure from airlines demanding airports to control and generate their own income from other sources not always from aeronautic charges. For this reason, it is necessary for airports to take advantage of this tool to communicate their marketing strategies, with the end of increasing the levels of passenger satisfaction and their commercial revenues.

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