

## Ways to Spend Time at an Airport before Boarding a Flight

**Authors :** Amol Parikh

**Abstract :** The goal of this study is to understand the most preferred ways to spend time at an airport while waiting for a flight to board. Survey was done on 1639 people of the United States of America. In the overall data, it was found that majority people always preferred spending time doing something in their mobile phone. Second most preferred option was reading something, followed by wanting a companion to talk to or to eat/drink. Least preferred option was to eat/drink alone. Overall data was then filtered based on age, gender, income and urban density groups. Percentage of people wanting to use a mobile phone was highest in the age group of 18-24. People aged 45 and above chose reading as the most preferred option. In any of the ranges of income, gender or urban density using mobile phone was the most preferred option. Conclusion of this study is that introducing a mobile app to search for a companion at an airport to do like minded activity would get noticed by majority travelers and would be a business idea worth trying as wanting a companion to talk or eat/drink with is not the least preferred option.

**Keywords :** waiting for a flight, airport, mobile phone, companion

**Conference Title :** ICMPT 2016 : International Conference on Marketing, Product Management and Technology

**Conference Location :** Prague, Czechia

**Conference Dates :** July 07-08, 2016