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Abstract

This study explores the relationship between customer brand loyalty, brand experience, and image. The proposed model is formulated within the framework of Pakistan's aviation industry. Customers and brands are said to have a stronger bond when there is brand loyalty. Here, an effort is made to investigate clients' preferences for purchasing services regularly. This study's examination reveals the elements that drive brand loyalty among consumers. The problem of brand loyalty in Pakistan's aviation industry has been noted, and insightful solutions are being offered to address this issue. Future researchers will benefit from the theoretical framework's improved understanding of concepts and foundation for use in many service situations.

Keywords: customer, brand loyalty, Pakistan

1. Introduction

The behavior of an organization's customers is fundamental to its success. Businesses have realized that their clients are essential to their success. Customers are always the lifeblood of every organization and are crucial to its success (Petzer, Perrey, & Spillecke, 2009). Customers eventually switched to other brands for businesses that couldn't maintain positive relationships with them (Ali, Dey, & Filieri, 2015). As a result, companies push management staff to use customer-focused strategies (Deng & Wang, 2013). An organization's capacity to maintain profitable relationships with current and potential clients is a major factor in determining its success. The importance of the customer-brand relationship has been established in earlier marketing literature, and it benefits both consumers and brands (Molinillo, Japutra, Nguyen, & Chen, 2017). Organizations focus on building long-term relationships with clients in this era of digitization, fundamental lifestyle changes, and seeking out customer happiness (Ganiyu, 2017). As a result, brand loyalty has drawn the attention of academics and professionals. Loyal clients are said to be the "heart of a company's most valuable customer group" and are known to pay more than disloyal ones (Farhat & Khan, 2011). Organizations now give much thought to brand loyalty. Brand loyalty is crucial for expanding a company's client base and managing long-term relationships with consumers (Ozcifci, 2017). Brand loyalty has become a key concern for organizations because of its importance in a highly competitive market. By fostering a closer link between the company and its customers, brand loyalty helps businesses expand and thrive in fiercely competitive markets (Kandampully et al., 2015). Organizations must concentrate on tactics encouraging customers to purchase more and show loyalty (Han et al., 2018).

This study has conducted a thorough analysis of marketing literature and the transportation sector to investigate the function of brand loyalty in service sectors (using the aviation sector in Pakistan as the case study's main setting). Pakistan-owned airlines face fierce rivalry in the country's aviation business from domestic and international flight carriers, fighting for market viability. International brands typically attract more consumers than airlines owned by Pakistan, severely hurting the country's aviation industry (Iqbal & Badshah, 2016). According to Ali, Dey, and Filieri (2015), these consumers' departure from local Pakistani air carriers resulted in insufficient earnings and a decline in their market share. The aviation industry has always been important to the development and success of a nation's economy. To encourage repeat business, the Pakistani government has taken the lead in developing the aviation industry and has strongly emphasized customer service (World Travel and Tourism Council, 2017). The JCR-VIS credit rating business limited reports that consumers' preferences for flying are growing by 5% annually. Passengers are moving from Pakistan-owned airlines to internationally competitive airlines, and foreign travelers have taken up most of these passengers, with a 13% decline in Pakistan-owned airline market share (Iqbal & Badshah, 2016). It makes it evident that consumers are not loyal to Pakistani-owned flyers, emphasizing the necessity to increase consumer brand loyalty. As a result, the current study aims to close research gaps and create an integrated model for brand loyalty within the framework of Pakistan's aviation industry. The specific goals of this study are to 1) identify the variables influencing brand loyalty and 2) look into the function of brand loyalty in Pakistan's aviation industry.

2. Literature Review

2.1. Brand loyalty

According to Srinivasan, Anderson, and Ponnayolu (2002), the first theories on brand loyalty centered on the consumer's actions, such as their buying habits and likelihood of making a repeat purchase. The buying behavior, however, is a deceptive indicator of loyalty, and this viewpoint alone cannot assess loyalty. Hence, the second component of loyalty is thought to be consumers' psychological tendencies, which encompass their attitudes, preferences, and dedication to a particular brand. According to Tatar and Eren-Erdogmus (2016), the elements that contribute to the bias in repeat purchases are influenced by attitudinal loyalty. The two schools of thought agree that brand loyalty exists when consumers have an ingrained desire to continue purchasing a brand despite changes in price or other variables (Chaudhuri & Holbrook, 2001). Using this definition, it has been found that behavioral loyalty is associated with a large portion of the market, whereas attitude loyalty is associated with a higher relative brand value (Taylor, Celuch, & Goodwin, 2004).

2.2. Experience with brands

According to Saari and Makinen (2017), *brand experience* is a collection of interactions between a brand and its clients during service delivery, purchases, and even marketing efforts. Essentially, a brand's experience is a conglomeration of hedonic meanings

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connected to consumers' thoughts, feelings, and purchasing decisions. Positive or bad brand experiences can occur over a short or extended period. Their experiences are a major factor in determining whether a consumer is loyal or disloyal (Zarantonello & Schmitt, 2010). According to marketing research, a customer's brand experience significantly impacts their loyalty (Merrilees, 2016). The idea of a brand experience was first presented when traditional marketing gave way to experiential marketing due to significant changes in the industry. The desire to improve the customer's brand experience was driven by their interest in and knowledge of services, increased worldwide competition, and their evolving lifestyles (Cleff et al., 2018). Customers with a positive brand experience are likelier to stick with the business over time and make repeat purchases (Westhuizen, 2018). Pakistan Aviation Management also stressed the importance of enhancing client brand experiences to win their loyalty (National Aviation Policy, 2015).

2.3. Brand perception

Customers' perceptions of a brand and their memories and relationships with it are known as brand image (Keller, 1993). To turn customers' feelings into support and leave a positive impression on them in their memory, brands run various campaigns, offer unique services, and uphold their quality through standardized services (Ferdiawan et al., 2018). Rahi, Yasin, and Alnaser (2017) assert that a company's brand image represents its services and that a strong brand encourages customers to spend more, make repeat purchases, and grow its revenue. Positive brand perception influences consumers' loyalty on an emotional and cognitive level. As a result, in the aviation industry, brand image is a crucial predictor of brand loyalty (Dirsehan & Kurtulus, 2018). Tahir (2015) claims that the Pakistani aviation industry's administration likewise prioritized.

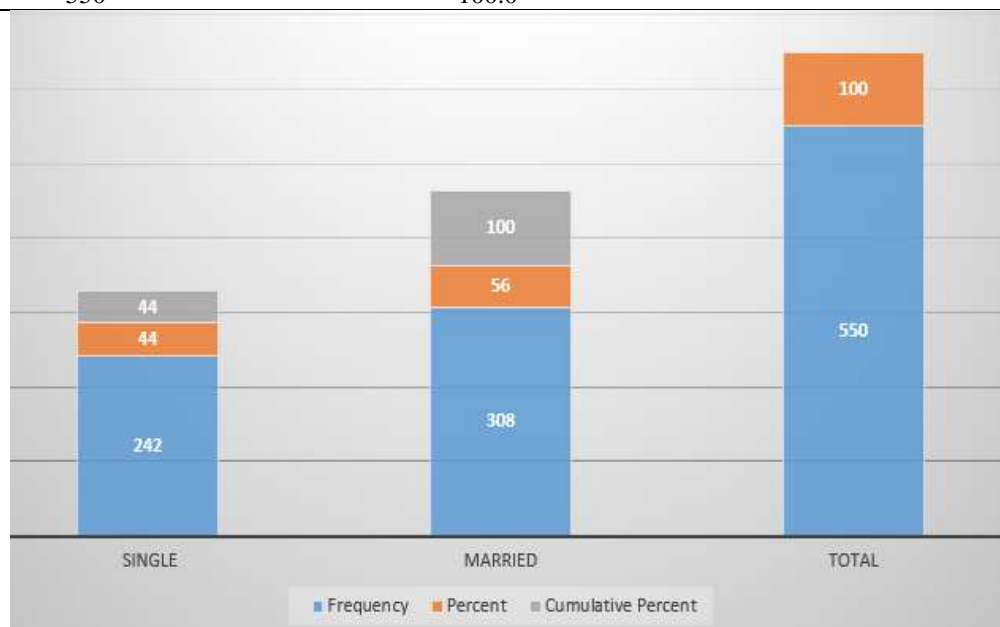
3. Data Analysis

3.1. Respondent Marital Status

It is represented in table 4.1 that out of 550 respondents, 242 (44%) are unmarried, 308 (56%) are married.

Table 1: Demographic Related to Respondent Category

Category	Frequency	Percent	Cumulative Percent
Single	242	44.0	44.0
Married	308	56.0	100.0
Total	550	100.0	

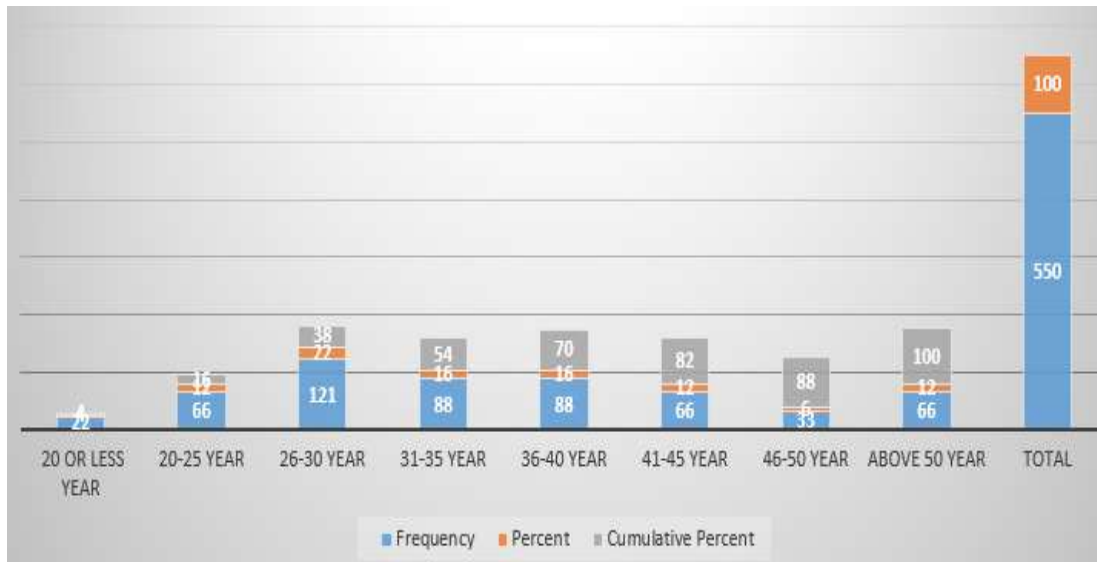


3.2. Age of Respondent

It is represented in table 2 that different age of the respondent from which the data is collected as shown below.

Table 2: Demographic Related to Respondent Category

Category	Frequency	Percent	Cumulative Percent
20 or Less year	22	4.0	4.0
20-25 year	66	12.0	16.0
26-30 year	121	22.0	38.0
31-35 year	88	16.0	54.0
36-40 year	88	16.0	70.0
41-45 year	66	12.0	82.0
46-50 year	33	6.0	88.0
Above 50 year	66	12.0	100.0
Total	550	100.0	



3.3. Respondent Qualification

It is represented in table 3 that out of 550 respondents the level of education of the respondent are shown below.

Table 3: Demographic Related to Respondent Category

Category	Frequency	Percent	Cumulative Percent
Matric	22	4.0	4.0
Intermediate	44	8.0	12.0
Graduation	44	8.0	20.0
Masters	242	44.0	64.0
M.Phil	176	32.0	96.0
PhD.	22	4.0	100.0
Total	550	100.0	

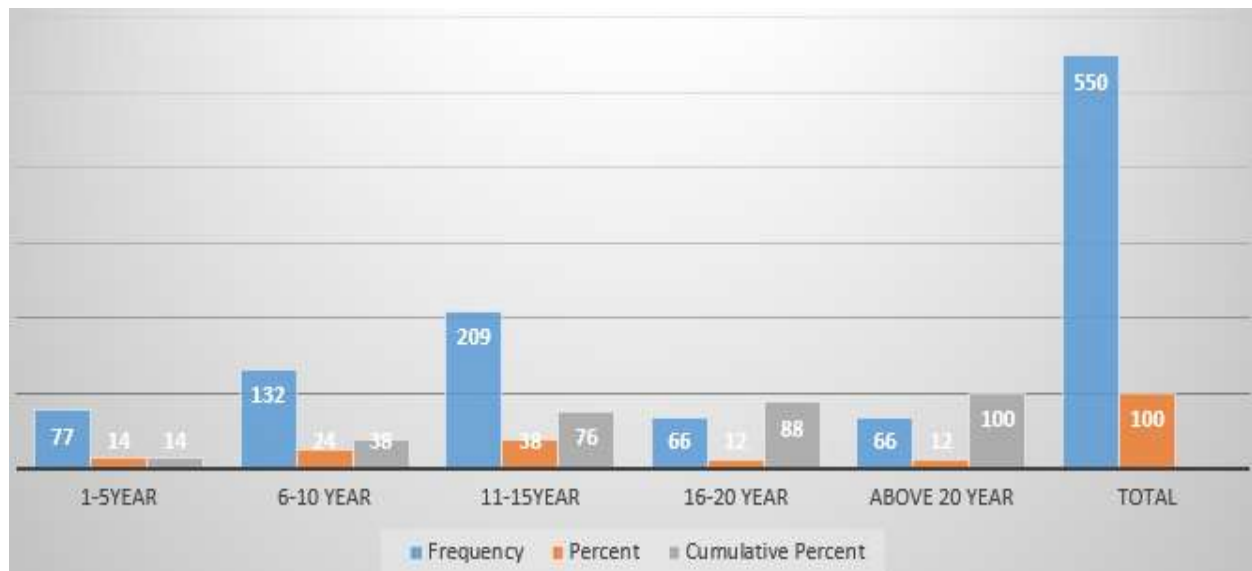


3.4. Respondent Job Tenure

It is represented in table 4 the job tenure of the employees working in the different it educational sectors of Pakistan.

Table 4: Demographic Related to Respondent Category

Category	Frequency	Percent	Cumulative Percent
1-5year	77	14.0	14.0
6-10 year	132	24.0	38.0
11-15year	209	38.0	76.0
16-20 year	66	12.0	88.0
Above 20 year	66	12.0	100.0
Total	550	100.0	



3.5. Correlation Analysis

Correlation analysis was used to examine the relationships between binary study variables.

Table 5: Correlation Test

Variable	1	2	3
EWB	1		
BP	.717**	1	
BL	0.615**	0.515**	1

3.6. Hypothesis results

Table 6: Results

	Sum of square	Df	Mean square	f	Sig
Regression	544.828	1	544.828	590.649	.000 ^b
Residual	1423.300	1543	.922		
Total	1968.128	1544			

The results of the regression analysis indicate a significant relationship between the predictor variable(s) and the outcome variable (see Table 3). The regression model accounted for a substantial portion of the variance in the financial social agents, with a sum of squares of 544.828 and a mean square of 544.828. The F-statistic ($F = 590.649$) was statistically significant ($p < .001$), suggesting that the regression model as a whole was a good fit for the data.

However, it is important to note that there were residuals in the model, as indicated by the sum of squares for residuals (1423.300) and the degrees of freedom (1543). The mean square for residuals was 0.922, indicating that there was some unexplained variance in the outcome variable that was not accounted for by the financial social agents

Table 7: Coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
Constant	3.051	.071		43.019
EWB	.385	.016	.526	24.303
BP	.399	.016	.534	24.841

4. Discussion

In addition to fostering stronger customer interactions, brand experience and image also aid in gaining consumer loyalty. As a result, companies work hard to improve consumers' interactions with their brands (Schmitt, 1999). Additionally, brands communicate their image to consumers through various marketing strategies so that they may be recognized in a crowded market. Brand Awareness Brand Presence Yen, Nhung, and Tam (2018) discuss brand loyalty. Even though brand loyalty is a well-researched concept, its significance has led scholars to examine brand loyalty in the context of Pakistan's aviation industry. The model used in this study conceptualizes overall loyalty and offers evidence for the relationship shown in previous investigations. Additionally, the significance of brand loyalty for Pakistan's aviation industry is suggested. There exist certain limitations to this study. Subsequent research endeavors may concentrate on examining this correlation in alternative service environments.

The effects of satisfied and positive brand experiences were the focus of this study. Based on the findings, brand loyalty was positively impacted by the quality of the brand experience. Consistent with earlier research (Bozbay et al., 2018; Danniswara et al., 2020), our results show that there is a positive correlation between brand experience and brand loyalty.

The second point is that H2 is supported by the study's results, which show that brand perception positively affects brand loyalty. This agrees with prior research from studies like the one by Ong et al. (2018) on Western hotel customers and the one by Sahin et al. (2011) on the Turkish car industry. Therefore, it is crucial to provide a unique experience at every point of contact between the customer and the brand in order to foster strong brand loyalty.

4.1. Implications

Insights from this study are crucial for marketing managers who want to build brand loyalty and nurture it over time. First, customers are more likely to be loyal to brands that they have a positive experience with; as a result, brand managers in the smartphone industry would do well to present and create holistic BEs to maintain strong customer bonds. To achieve this goal, it is possible to create brand platforms that collaborate to convey a distinct theme that represents the character, background, and narratives of the brand, as well as to communicate the brand externally through visual, verbal, and auditory signals. Businesses should also use social media to create memorable, shareable content. Therefore, these strategies are vital for building positive associations between brands and their consumers. The takeaway for practitioners is that they need to understand brand loyalty in order to factor it into their decisions.

5. Conclusion limitations and future directions

The study's findings reveal the factors that are linked to brand loyalty. The factors impacted by brand loyalty are uncovered in this study. Brand experience and perception are two of the factors that influence customer loyalty. The study's conceptual framework is transferable to different industries and nations. In order to build customer loyalty, marketers should think about things like brand experience and brand perception. Additionally, the study would be useful for practitioners and marketers in formulating policies to strengthen customer loyalty by focusing on the many facets of the brand experience. The correlation between how people perceive a brand and their loyalty to that brand was found to be relatively weak in this study. According to Brakus et al. (2009), there are other factors that should be considered in order to increase consumer loyalty, rather than just how consumers perceive the brand. Brand loyalty was not identified as a moderating variable, which is a limitation of this study. A variable's moderating effect on the relationship with brand loyalty is an important area for future study.

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