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Impact of Innovative Brand Experience on Brand Loyalty: Mediating Role of Brand Love

Saif ur Rehman, Technical Education and Vocational Training Authority, Pakistan

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ABSTRACT

The aim of study is to observe the impact of innovative brand experience on brand love, which in turn influences their brand loyalty in airline sector of Pakistan. The study also examines the comparison between PIA and another airline brand which are operated in Pakistan. Data was collected via self-administrative questionnaire from 505 passengers of different airline brands who have travelled before in airlines. SPSS and Amos versions 21.0 were used to analyze the measurement and structural models. The research examined that in airline sector of Pakistan role of innovative brand experience and airline service qualities have impact on brand love which develop the satisfaction and element of brand loyalty in consumer's mind and it also help to pay premium price for their beloved brand. Moreover, in comparison of PIA and other airline brands there are difference in results of innovative brand experience and AIRQUAL's impact on brand love. This research is conducted in Pakistan only; there should be conduct a research between Pakistan and other emerging countries which will give a better result for proposed model. Moreover, comparative study can be conducted between PIA and other airline brands which are operating domestically. This study is showing the mediating role of brand love between innovative brand experiences, AIRQUAL as independent variable and brand loyalty, willingness to pay price premium as dependent variable which was not discussed before like this. This study is given a detailed comparison between PIA and other airline brands in airline industry of emerging countries like Pakistan.



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Corresponding Author email address: saifurrehman514@Yahoo.com

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Introduction

Enhanced customers' expectations and demands are the outcomes of the rapidly growing and competitive business scenarios where the customer retention has become a major challenge for service industries particularly in airlines (Ali et al., 2015). Whereas providing the high standard services to the customers is also barred by the failure to be spot on in identifying the true desires

of the customers (Izogo & Ogba, 2015). In current competitive business scenario airline firms are pushed to focus on looking for innovative methods to deliver established services and brand experience to gain competitive edge. Cutting operational expenses, over-seeing shifting interests, and meeting the quality requisites are the challenges airlines are facing these days (Baker, 2013). Several researchers have empirically shown that customers' perception of service standards is dependent upon the airline carriers' market share, income, positive word of mouth, and customer retention which results in customer satisfaction and loyalty (Fornell, Anderson & Lehmann, 1994; Forgas 2010). Djumahir (2013), found concrete brand-management strategies are gradually attractive an imperative. And Brand experience is one of the vital contributors of customer's brand satisfaction level (Brakus 2009; Iglesias 2011). Whereas company's mission statements are noticeably asserting on pleasant brand experiences to shape strong brand loyalties (Verhoef 2009). But, airline companies seldom use this spectacle. Thus, the companies must be extra conscious to introduce innovative brand experience for value addition and expansion of customer brand experience options. (Hjalager, 2010). Steady growth in Pakistani Air travel market of 9% during 2016-2017 and is projected to become 9.5% throughout the following 20 years (Haq, 2015). This results demonstrate, that Pakistani market for air travel is rapidly rising at a faster pace i.e. more than twice in comparison to global average, simultaneously, it reinforces the contention that developing economies will lead the future air travel showcase (Haq, 2015).

A unique brand experience results in sustainable competitive advantage, thus, it's crucial to quantify the experience dependent on the brand instead of exclusively on client perspectives (Aaker, 1989; Ong, Salleh, & Yusoff, 2015a). Besides, Schmitt (2009) too emphasized to conduct further study to recognize how, consumer experiences a brand. Detailed literature assessment clarifies the researches on, brand experience are weaker in eastern countries and advanced in western countries. Differences between the behavioral patterns of eastern and western consumers further support the demand of research study in Malaysia (Kandampully 2015). Research conducted by Ong et al. (2015a, 2015b) on brand experience in air-line industry, ignored the individual effects of its each dimension on loyalty. Additionally, brand experience has a positive relationship with loyalty where the later prompts benefit (Reichheld & Sasser, 1990). Industry report had likewise fortified the significance partner client involvement in qualities to improve business execution (Company & McKinsey2016).

To understand the brand relationship is important due to recognize brand loyalty. Conceptualized as enduring associations with that brand rely on profound, hidden emotions towards it (Fournier 1998). Several current researches have checked that the buyers can create a feeling of love toward brand Albert et al 2008a; Batra et al 2012). Madden Shimp (1988) studies of brand love focused on its, conceptualization (Ahuvia, 1993) and measurement (Ahuvia & Carroll, 2006). Nevertheless, brand love has developed as a energetic construct of consumer brand relationship, still a little is known about what creates an love relationship (e.g. trust) what its, behavioral outcome might be (e.g. repeat purchase). Ahuvia and Carroll (2006) and (Batra et a. 2012) proposed that brand or product characteristics (e.g., brand quality, hedonic product) might be the brand love antecedents and may influence. However limited studies had conceptualized or explored how the conventional constructs of customer brand relationship model describe brand love, (e.g. trust, commitment and identification). Since love is basically a interpersonal construct, thus it should be, logically, linked to other interpersonal constructs. Thus, will explore what's the position of brand love in a nomological context and how it can be described by other consumer brand-relationship (CBR) constructs (Noel Albert 2017).

The purpose of this research is to build loyalty models that underlines symbolic factors like experience for value creation, rather than, only centering on the functional factors as a strategy. Therefore, this study theorizes, with the prime objective to understand behavior in love, it's essential to study the categories of experience that substances to the loyal customers dimensions.

Current research attempts to bridge the gap between practical issues and literature by exploring the relationship between brand experience and various elements of brand loyalty. More specifically, this research seeks to explain (1) how much sensory experience influences the dimensions of brand loyalty of consumers. (2) how much personal interaction impacts consumer brand loyalty dimensions. (3) how much affective behavior influences customer brand loyalty dimensions. (4) how consumer brand loyalty aspects are influenced by academic experience.

This theory proposed that for a business to gain higher returns and sustainable performance by customer loyalty, superior value creation is crucial. Hogarth (1996) recommended to avoid complex brand equity theories for research in SMEs. Therefore, this theory is considered to be suitable considering that the results are found from the perception of customers in airline industry. So, the study explores the connections between airline innovative brand experiences (IBE), brand love (BL), willingness to pay premium price (WTTP), and brand loyalty. Current study discusses the mediating role of brand love between a) IBE and WTTP, b) IBE and brand loyalty.

The plan for this article is as follows. After the introduction, we provided a theoretical basis on which to develop research hypotheses and conceptual models. Next, we discuss methodological methods and propose empirical analysis. This article concludes with a discussion, implication, limitations and suggestions.

Literature Review

Innovative Brand Experience: The Brand experience is the sum of customer experiences to a brand (Brakus 2009) brand experience is, the behavioral responses, emotions, perceptions and sensations that trigger brand-related stimuli and are a component of brand design and personality, bundling, communication, and condition. Such stimuli mean that subjective brand experience, and furthermore brings out inside customer reactions and behavioral reactions (Şahin 2011).

In the earlier, invention has just focus on technology, but in the service industries and airline, there are now more and more product and service developments. Airlines are currently provided that more and more designs for service procedures, service items (menus, meals and supplies), and passenger cabins. Such innovative brand experiences are of immense significance for the contrast (Ha & Perks, 2005).

When consumers are exposed to different types of brand related stimuli, they continue to convert the brand into innovative longterm memory brand experience, which affects the satisfaction of the product when purchasing on the basis of that memory (Brakus et al., 2009).

Brand love is of social psychology origin. Madden and Shimp (1988), claim the first research by smearing a triangular theory of love by Sternberg (1986) offers her first empirical study. In BRQ, Fournier (1998) also indicates that love is a core element. In marketing papers, However, research on brand love is rarely published (Albert et al., 2008; Ahuvia, 2005; Batra et al., 2012), And the term still needs its widely accepted description and measurement. Alternatively, brand love is characterized as affection element, different from satisfaction, partiality and trust.

The study of brand loyalty should consider not only perceived behaviors but also customer rationales or attitudes toward such behaviors (Basu and Dick, 1994; Odin et al., 2001). This analysis thus fills the gap in preceding studies by modeling both behavioral and attitudinal brand loyalty dimensions (Jones and Taylor, 2007; Chaudhuri and Holbrook, 2001). In this research, we describe behavioral loyalty as the continuous purchasing of a brand by consumers, along with their repeated intention to buy in the upcoming (Chaudhuri and Holbrook, 2001). Whereas, attitudinal loyalty refers to the degree of commitment of consumers and their attitude towards the brand on the road, and thus has an emotional component (Chaudhuri and Holbrook, 2001).

Willingness to Pay Premium Price

The willingness to pay premiums refers to “compared to similar/smaller products sold in the same quantity, quantity bundle, consumers want to pay higher prices for their favorite brands” (Netemeyer et al., 2004). The willingness to pay a premium is closely related to product quality, because customers tend to pay higher prices when considering products with higher quality than expected (Kim, 2014). Therefore, the desire to pay a premium can also be seen as a proof of high perceived value, because it is triggered by a good evaluation of customers (Keller, 1993; Aaker, 1991). In other words, when a label increases its perceived value, customers are willing to pay a premium (Oberholtzer, Dimitri, and Greene 2005).

Innovative Brand Experience and Brand Love

Brands are used to give the experience to others (Batra 2012), the innovative expressiveness of a brand is described as an antecedent of brand love (Huberet al., 2015). Customers pick brands they trust people from their reference or longing cluster in a particular field would pick. Along these lines, purchasers check their psychological self-picture by band together with a prototypical brand customer, subsequently isolating themselves from customers of various brands. On this commence, we wish to certify the valuable result of self-expressiveness on brand love and thusly suggest the going with;

H1. Brand Love and Innovative brand experience are positively related.

Brand Love and Brand Loyalty

Brand love is made up of many different kinds of emotions. For example positive attitude, excitement, and assessment, bias, attachment, commitment, etc. (Batra et al., 2012; Albert et al., 2008).

It thus increases one emotional component. When customers love the brand, they have more loyalty to the brand, desire to use it, ability to contribute more money to purchasing the brand. Behavioral loyalty, to be more comprehensive, and to promote positive word-of-mouth (WOM) (Batra et al., 2012; Carroll and Ahuvia, 2006). Interrelated research also demonstrates the significant impact of such emotional elements on brand loyalty, e. g. attachment (Johnson et al., 2006; Fuchs et al., 2015). So, this study spreads the effect of these brand love components on brand loyalty, and so hypothesizes that:

H2: Brand love has significant impact on brand loyalty.

Brand Love and Willingness to Pay Premium Price

As per (Foster & Cadogan), For the typical buyer the price is supposed to be the most important. Consumers with deep brand love will pay a premium price for their most loved brand, so their purchasing preferences won't be affected significantly by price. Furthermore, Consumers have a strong confidence in the price and estimate of their most loved brands, to the extent that they contrast and evaluate prices and elective brands (Keller 2003). The happiness of consumers can also be found out by comparing values and the costs and benefits shown. Should the item's apparent predictions be more noteworthy than cost, customers will be watched to purchase the item. Customers who value the brand will pay a premium regardless of whether the price has changed due to the fact that the obvious threat is high and they like to pay a higher price to prevent the danger of any change (Yoon and Kim, 2000). So we can state that:

“Brand Love will have significant effect on customer’s willingness to pay a price premium”.

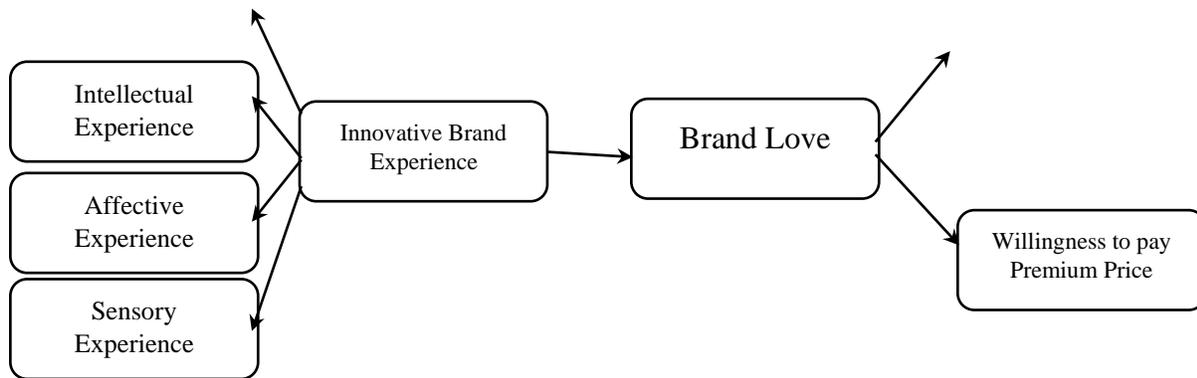


Figure 1: Model of the Study

Research Methodology

Method Setting and Participants

This research was done using various stages. A survey instrument has been adopted and conducted among PIA and other international airline brand working in Pakistan. We took different measures to select our respondents. First of all we took permissions from airport staffs for data collection through a request letter to Terminal Manager of each airport Lahore, Multan, Islamabad, and Karachi. After that we start our procedure for data collection. A survey based investigation of adult travelers was led to test the proposed reasonable structure. The researcher at first distinguished various respondents, i.e., respondents, who met the rule of availing air travel involvement at once. In Pakistan add up to development of air ship was 158,101 included domestic and international flights and add up to 21,782,083 passengers traveled (CAA 2016-17). Those respondents who voyaged more than once revealed just on the latest flight involvement.

This study uses the stratified sampling technique. In total, data 505 samples will be taken out from Lahore, Islamabad, Karachi and Multan. In most form of research it would be an ideal case if all of the population could be tested but then again it would be an impossible task to do because the whole population is too vast. This is the reason why most researchers rely on convenience sampling technique, hence in this study we use stratified sampling technique. In this research survey method was used to collect primary data. Survey techniques are efficient and data can be collected at relatively low cost (Chek & Schutt, 2011). Apart from its cost effectiveness, the survey technique makes it fairly possible for the research study to gather enormous amount of data as well. Data was collected through a self-administrated questionnaire of 5-point likert scale.

The survey includes a total of 80 items in which 11 were about demographics of respondent and 69 were about variables dimensions of conceptual framework. Participants of the study were airline travellers. The data collected under the time period starting from March 2018 to April 2018. Airline travelers were required to answer the questionnaire on the spot in lounge. Here each of them was contacted personally on their visit to airport lounge while sitting after boarding. The respondents were clearly introduced and familiarized by the research topic and the purpose of the study, and were asked for their consent in order to record responses. The data was collected into different strata's as morning, afternoon and evening flights. In day most of the flights were domestic and in afternoon and evening more flights were international. In this study there are more respondents are international travelers because the services and quality offer to international travelers is different.

Total 600 questionnaires were delivered each city 150 questionnaires, from which usable responses were 120 from Lahore, 125 from Multan, 125 from Karachi, and 135 from Islamabad, i.e. 505 usable respondents. The present study includes 34 items totals to ask in which Innovative Brand

Experience is asked by 12 items and each dimension have 3 items, brand loyalty by 9 items, , brand love by 10 items, and Willingness to pay premium price by 3 items.

Overall data screening process out of 505 respondents no missing value and aberrant value detected due to consciously and actively data collection process. Characteristics of respondents like gender, age, education purpose of travelling are included in table 1.1.

Characteristics		PIA		Other		Overall	
		N = 230		Airlines N = 275		N = 505	
Frequency	%age	F	%	F	%	F	%
Gender	Male	136	59.1	175	63.6	311	61.6
	Female	94	40.9	100	36.4	194	38.4
Age	≤ 20	21	9.1	28	10.2	49	9.7
	21-30	67	29.1	75	27.3	142	28.1
	31-40	55	23.9	66	24.0	121	24.0
	41-50	36	15.7	47	17.1	83	16.4
	51≥	51	22.2	59	21.5	110	21.8
Occupation	Student	20	8.7	26	9.5	46	9.1
	Job Holder	139	60.4	162	58.9	301	59.6
	Businessman	64	27.8	80	29.1	144	28.5
	Other	7	3.0	7	2.5	14	2.8
Purpose of Travelling	Business Trip	35	15.2	44	16.0	79	15.6
	Visit Family	65	28.3	80	29.1	145	28.7
	Holiday Enjoy	87	37.8	97	35.3	184	36.4
	Special Occasion	40	17.4	50	18.2	90	17.8
	Other	3	1.3	4	1.5	7	1.4

(CFA)Confirmatory factor analysis, was used to measure the measurement model in our study. Later, (EFA)exploratory factor analysis, via principal component method. with varimax rotation was first manage. So that we refine and screen the data, previously SEM was take on for together data set, (PIA & Other airlines) with 69 items (Field2009). For measuring the Factor relationship EFA used between factors and at that point permits multivariate techniques to be used. So that we can evaluate the relationships (Hair et al.2010). In order to determine the number of items to be retained, own values exceeding 1 were obtained, as suggested by Field (2009).

A multi-group confirmatory factor analysis (MCFA) with AMOS was used to check the variations between PIA and Other Airlines. Hair et al. (2010) proposed that the metric should be identical across groups so that analysis can investigate whether the response characteristics for each object are equally constructed across groups. The first step in the MCFA, therefore, was comparison to evaluate a baseline model (configural invariance). Configural invariance refers to the equality of the factor structures between classes for the theoretical model. According to this stage, data were combined for the public and private HEIs in Iraq to create a baseline model and then the discrepancies in the hypothesized relationships in the theoretical model were confirmed using MCFA.

The measuring model, (configural invariance) was tested using the fitness of fit indices as shown in Table 2. There are three simple indices: (a) the fit indices, the counting of χ^2/df , the goodness off it index (GFI) and the root mean square approximation error (RMSEA); (b) the incremental fit index (NFI) and the comparative fit index (CFI); and (c) the parsimonious normed fit index (PNFI) measure.

2 Invariance measurement model

Construct	χ^2	$\Delta\chi^2$	df	Δdf	χ^2/df	GFI	NFI	CFI	RMSEA
PIA	591.4	----	473	----	1.24	0.90	0.92	0.98	0.031
	2			-	9	5	8	6	
Other Airlines	596.5	5.13	505	32	1.17	0.90	0.92	0.98	0.041
	5	2			8	2	7	7	

The result shows model fitness and hence there is configural invariance between PIA and other airline brands that shows the comparison study can be held. This research results are identical for fixed and non-fixed parameters and it support the PIA and other airline brands. There are differences in the chi-square values and other parameters are in range.

Construct Validity

For comparative study we do the 2nd order CFA analysis for PIA and other airline brands in which innovative brand experience into 4 sub dimensions which results shoes the internal reliability on brand love to create brand loyalty. Behavioral effect of innovative brand experience has more influence on generating love and loyalty in this model.

CFA & Internal Reliability Table

Construct	Code	PIA N=230			Other Brand N=275		
		AVE	CR	α	AVE	CR	α
Innovative Brand Experience	IBE	0.72	0.92	0.71	0.76	0.91	0.87
Brand Love	LOV	0.69	0.88	0.75	0.74	0.90	0.88
Brand Loyalty	BL	0.71	0.91	0.78	0.71	0.88	0.87
Willingness to Premium Price	WTPP	0.73	0.90	0.90	0.75	0.92	0.92

Construct Validity of PIA

	LOV	IBE	BL	WTPP
LOV	0.78			
IBE	0.35	0.76		
BL	0.30	0.29	0.75	
WTPP	0.24	0.21	0.19	0.72

Construct Validity of other Airlines

	LOV	IBE	BL	WTPP
LOV	0.71			
IBE	0.34	0.72		
BL	0.33	0.32	0.7	
WTPP	0.26	0.23	0.133	0.74

Construct Validity of All Brands

	LOV	IBE	BL	WTPP
LOV	0.627			
IBE	0.594	0.781		
BL	0.197	0.294	0.75	
WTPP	0.139	0.065	0.055	0.783

Discriminant validity is a measure of inward continuity and refers to the degree to which a construct from separate technologies is truly unmistakable (Hair et al.2010). In this study, Discriminant Validity was surveyed using the parameters established by Fornell and Larcker (1981). The AVE should be more prominent than the square relation between two versions, as indicated by them. In this exploration, the builds were observationally particular, and the discriminant validity was factually affirmed in both PIA and other carrier brands .Table shows the methods and standard deviations. Also, it demonstrates that the fluctuations extricated were more noteworthy than the greater part of the squared relationships between things.

Hypothesis Comparison PIA & Other Brand

By the SEM analysis in AMOS we test the hypothesis for PIA and other airline brands. The results was not so much surprising for us as structural equation models of PIA and other airline brands shows that effect of innovative brand experience on brand love is not supporting in PIA's model so the mediating role of brand love between brand loyalty and WTPP is also neglecting in PIA case and all the hypothesis related to innovative brand experience are not supporting. The reason is PIA in not giving new experiences and other complimentary services to their travelers as compare to other brands, people love PIA due to its service quality and its branding as national brand. PIA's service quality is better and it is giving tough time to other brands in market to engage the customers as well as its prices are also low as compare to other brands.

Hypothesis Testing for PIA

Hypothesis	Direct effect of Paths	(γ)	T- Value	P-value	Decision
H1	IBE \square LOV	0.150	0.540	0.589	Rejected
H2	LOV \square BL	0.002	0.032	0.974	Rejected
H3	LOV \square WTPP	0.386	3.165	***	Accepted
H4	IBE \square LOV \square BL	0.203	0.048	0.774	No mediation
H5	IBE \square LOV \square WTPP	0.160	0.069	0.624	No mediation

SEM analysis also had done on other airline brands and all the paths shows the positive relations between the variables. Direct effects of love on brand loyalty was more significant as compare to innovative brand experience and direct relations between brand love to WTPP and AIRQUAL to WTPP and AIRQUAL to brand love all were significant. The mediation paths for all other airline brands were partially mediated the effect of love between innovative brand experiences, AIRQUAL, brand loyalty and willingness to pay premium price. Mediation role of brand love for Innovative brand experience and brand loyalty was significant but low as compare to other 3 paths.

Hypothesis Testing for Other airline Brands

Hypothesis	Direct effect of Paths	(γ)	T- Value	P-value	Decision
H1	IBE \square LOV	0.455	3.162	0.002	Accepted
H2	LOV \square BL	0.432	3.495	***	Accepted
H3	LOV \square WTPP	0.464	3.959	***	Accepted
H4	IBE \square LOV \square BL	0.411	2.118	0.003	P. Mediation

H5 IBE□LOV□WTPP 0.440 3.733 *** P. Mediation

This shows that airline brands doing more activities to realize better brand experiences in customer mind to generate loyalty and love to gain the customer for life time. It is actually the recycling of brand and services by giving innovative experiences and creates loyalty.

Discussion

The final section of the study acts as an ending as well as a beginning. From this very important various other questions and queries originate and several other prospective repercussions may be initiated. This section tends to illuminate and reflect other valuable ideas and open doors to new studies that may be a source of contribution to this field. This study adds to the comprehension of customer loyalty. This examination activity analyzed precisely what goes to make up traveler faithful and in addition how fulfilled customers were with the services gave the airline under thought. The flow investigate broadens the information of brand loyalty by building up a model which illuminates the connection between innovative brand experience, brand love, customer willingness to pay premium price and brand loyalty. This investigation was directed inside a Pakistan and, accordingly, to the extent the creators know, gives one of the primary depictions of Pakistani's airline travelers. This examination likewise does the correlation between airline service characteristics and innovative brand experience of PIA with different airlines brands which are worked in Pakistan. The result shows that in PIA there is lack of innovations as compare to other airline brands which is defeating PIA from other competitor because PIA is not generation love from innovations and its credibility and loyalty is down from which customers are not satisfied and choose it as only national airline . Overall the entire hypothesis is accepted but in PIA case impact of innovations on brand love and loyalty was so bad. This research will help out the managers of PIA and other airlines to improve their service as well as bring innovative brand experiences which will generate loyalty in customers mind and positive word of mouth will generate. Generally speaking, the investigation distinguishes the contributing factors and in addition the results of airline travelers' affection with service, and infers that unrivaled innovative brand experience, and brand love prompt traveler brand loyalty, which will thus yield a further result, brand loyalty.

Limitations and Future Research

Notwithstanding its hypothetical commitments and the down to earth suggestions, this ebb and flow examine additionally has restrictions. The after effects of this investigation depend on stratified testing methods and after that utilized accommodation examining and the impression of the travelers of the all airline organizations in Pakistan. This study did not classify the business class travelers and economy class travelers so their love & loyalty intentions may be compromised. So it is suggested that a study can be done only just business class travelers and then seek out their results on love and loyalty. Brand Image can be taken as moderator between mediators and dependent variables. Moreover this data is collected from those travelers who are waiting for their flight in lounge; data can be taken from those passengers who had just arrived, that data will briefly indicate the airline service quality and innovative experiences of airlines which drive towards brand loyalty and their willingness to pay premium price. Additional studies can be conducted with in Pakistan about domestic airline brand and their comparison with PIA domestically. Cross sectional studies are used in this research; longitudinal studies can be conduct with time lag in which data can be collected by corporate sector's travellers which travel frequently and from travel agencies which have loyal customers and they repeat purchase of airline tickets from same travel agency. Passengers other than outsiders ought to be reviewed to give a progressively all-encompassing image of administration quality at airline. Extra examinations with different organizations in a similar industry ought to be led to build the chance to make correlations and gain further insight.

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