

Relationships Between Brand Experience, Customer Satisfaction, Brand Love and Brand Loyalty: Airline Flight Service Application

Marka Deneyimi, Tatmin, Marka Aşk ve Marka Sadakati Arasındaki İlişkiler: Havayolu Uçuş Hizmeti Uygulaması

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Abstract

Nowadays, when consumers make their choice of product or brand, they take into account their experiences such as brand, packaging, and design as well as product characteristics. Experience is an important variable in building brand loyalty and satisfaction. Another variable based on experience is brand love. Therefore, the main purpose of this study is to determine the relationship between consumers' brand experience, brand love, satisfaction, and brand loyalty. For this purpose, a survey was conducted on consumers with the experience of airline travel, and the 351-person sampling descriptive statistics, confirmatory factor analysis, and path analysis were applied. SPSS21 and Lisrel 8.7 programs were used in the analysis of the data. In the study, it was concluded that there is a positive and significant relationship between brand experiences of consumers regarding airline flight service and brand love and customer satisfaction, and similarly, the same relationship is between brand love and customer satisfaction and brand loyalty.

Keywords: Brand Experience, Brand Love, Customer Satisfaction, Brand Loyalty.

Öz

Günümüzde tüketiciler ürün veya marka tercihi yaparken ürünün özelliklerinin yanı sıra marka, ambalaj, tasarım gibi deneyimlerini de göz önünde bulundurmaktadırlar. Deneyim marka sadakati ve tatmin oluşturmada önemli bir değişkendir. Temeli deneyimlere dayalı olan bir başka değişken de marka aşkıdır. Dolayısıyla bu çalışmanın temel amacı tüketicilerin marka deneyimi, marka aşkı, tatmin ve marka sadakati arasındaki ilişkileri belirlemektir. Bu amaçla havayolları seyahati deneyimi olan tüketiciler üzerinde bir anket yapılmış ve elde edilen 351 kişilik örnekleme tanımlayıcı istatistikler, doğrulayıcı faktör analizi ve yol analizi uygulanmıştır. Verilerin analizinde SPSS21 VE Lisrel 8.7 programları kullanılmıştır. Araştırmada tüketicilerin havayolu uçuş hizmeti deneyimlerine ilişkin marka deneyimi ile marka sevgisi ve müşteri memnuniyeti arasında pozitif ve anlamlı bir ilişki olduğu, benzer şekilde aynı ilişkinin marka sevgisi ile müşteri memnuniyeti ve marka sadakati arasında olduğu sonucuna ulaşılmıştır.

Anahtar Kelimeler: Marka Deneyimi, Marka Aşk, Müşteri Tatmini, Marka Sadakati.

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Introduction

Air transport has an important place in the economies of countries due to both passenger transport and trade. In addition to its contribution to the country's economies, air transport also offers important advantages such as mediating for individuals to benefit from many services such as socio-cultural development, socialization, health, education. In addition, air transport realizes these benefits in a shorter time and with higher comfort compared to other means of transportation. However, although the cost to the consumer has become relatively more economical than in previous years, it still does not have the prevalence of usage as much as other transportation vehicles. In terms of airline companies, high investment and maintenance-repair costs, an increase in fuel costs and intense competition in the sector are important disadvantages.

Turkey's first passenger flights started in 1933 with five aircraft and 28 passenger capacity (AirNewsTimes UK, 2017). Airline transportation in Turkey shows substantial improvement over the years in a similar way with the world. In 2003, four airline companies served to passenger in Turkey with 162 aircraft, in 2019 twelve airline companies served with 546 aircraft (Directorate-General of Civil Aviation DGCA, 2020). In fact, the increase in the number of aircraft is an important indicator of the increase in passenger capacity and the number of flights. While the total number of passenger seats on domestic and international lines increased from 27.6 thousand in 2003 to 103.8 thousand in 2019, the number of passengers traveling increased from 34.4 million to 209.1 million in 2019 (SHGM, 2020).

After all these developments, the reasons like the increase in the number of products in the airline service, the change in consumer purchasing and usage habits, and the differentiation of expectations from the product have begun to reshape the airline service. Because for today's consumers, besides the features of the product, the product's brand, the product's physical features, style, the consumers' emotional feelings, and past experiences have started to play a determining role in consumer preferences. Airline businesses have turned to different marketing applications in order to meet the updated/differentiating needs of consumers. One of these is the brand experience applications that have become important for the product or service sector in terms of marketing strategies that have developed in recent years and attract a lot of attention. As in every industry, the key to success in airline services is sustainable customer loyalty. The success of the customer experience provided by airline brands is the beginning of the road to customer loyalty. In this context, successfully applied brand experiences play an important role in creating customer satisfaction and brand loyalty (Brakus, Schmitt & Zarantonell, 2009). In addition, another concept related to customer experience, customer satisfaction, and brand loyalty is the concept of brand love. The foundation of brand love is based on the experiences consumers have with brands (Batra, Ahuvia, & Bagozzi, 2012; Fournier, 1998). At this point, the aim of the research is to reveal the relationship between brand loyalty and brand love and customer satisfaction as well as determining the relationship between customer experience and brand love and customer satisfaction.

1.Theoretical Framework and Hypotheses Development

1.1. Brand Experience

The concept of brand experience in marketing literature is based on the studies conducted by Schmitt (1999). According to Schmitt (1999), the brand experience refers to faced by customers the strategic elements that include the product itself, the logo, name, packaging, brochure, and advertising. Exposure to the advertisements of any brand, hearing the name, listening to the positive or negative thoughts of the users of the brand bring out the brand experience. Consumers have experiences when searching for products, shopping, receiving services and these experiences vary in intensity (Brakus et al., 2009; Arnold, Kristy, Nicole & Jason, 2005). In addition, brand experiences can be realized in a positive/negative, short-term/long-term, conscious/unconscious manner (Oliver, 1997). At this point, the brand experience manifests itself with the subjective reactions of the consumers to the brand such as sensations, emotions, cognitions and behavioral reactions of the brand-related stimuli in the consumer (Brakus et al., 2009).

It is stated in the literature that experience constitutes a multidimensional structure and therefore it should be considered in holistic perspectives (Hirschman & Hoolbrook, 1982). There are different perspectives on this multidimensional structure of experience, but the classification made by Schmitt (1999) mentions the five dimensions of brand experience. These are sensory, emotional, intellectual, behavioral, and relational experiences. Sensory experience refers to experiences that appeal to the five senses. They are formed by addressing the feelings of seeing, touching, hearing, tasting and smelling. In order to manage these perceptions, it is necessary to understand the customer detection threshold at the point of contact with customers (Günay, 2008). In addition to traffic, mountain breeze, floral scents; it can be provided fragrance experiences by bakeries and restaurants, taste experiences by tasting various foods and beverages, festivals, outdoor concerts, and sound experiences by restaurants and clubs (Beckman et al., 2014). Emotional experience is an experience that addresses feelings. At this point; emotions, feelings, and thoughts that are formed as a result of previous experiences of consumers gain importance. It is possible to influence purchasing decisions by placing emphasis on emotional factors

beyond rational factors (Schmitt, 1999). Intellectual experience is an experience that addresses cognitive functions. It is aimed to encourage consumers to think creatively so that they can re-evaluate products and services (Akyıldız, 2010). Behavioral experience is an experience that addresses behavior, physical activity. It is aimed to influence consumers' lifestyles and leisure activities preferences by provided unique experiences (Beckman et al., 2014). Relational experience is an experience that addresses interaction with social groups. As a result of sensory, emotional, intellectual and behavioral brand experiences', relational brand experiences are formed (Schmitt, 1999). Individuals need to acquire a wider social environment due to their desire to improve themselves and to be perceived positively by other individuals (Dirsehan, 2010).

After the brand experience scale was developed by Brakus et al. (2009), it is seen that the relationship of brand experience with outcomes such as customer satisfaction, brand love, brand trust, brand personality, and brand loyalty is examined (Bapat, 2020). For this reason, the relationship between brand experience and brand love and customer satisfaction, and the relationship between brand loyalty and customer satisfaction and brand love were investigated.

1.2. Brand Love

Although love, a complex emotion that includes loving, sincerity, and emotional attachment, is often expressed interpersonally, individuals can also develop a love for an object or abstract entity (Zhang, Xu & Gursoy, 2020). Brand love is defined as a emotional and passionate relationship between a satisfied customer and brand (Carroll & Ahuvia, 2006). Roberts (2005), brought the concept to marketing literature, defined brand love as strong emotional loyalty between brand and the customer. According to Roberts (2005), the formation the brand love takes place in three dimensions. These are mystery, pleasure, and sincerity. The mystery is unknown things about the brand. Unusual stories, symbols, myths, etc. about the brand refer to the unknowns of the brand. The second dimension is the feeling of giving pleasure for the formation of love of the brand. This is the physical sense in a brand such as sound, smell, touch, image, and taste come into play. Sincerity includes loyalty, empathy, and passion. Empathy is that the brand makes the customer feel comfortable and met customer's special needs by giving inspiration. Loyalty is that the consumer does not give up the brand and maintains loyalty. In addition to all these, brand love includes the passion for the brand. Passion can be explained that consumers try to persuade others to use that brand (Roberts, 2005).

There are a limited number of studies on the theory of brand love. When the researches were examined, it is seen that the relationships were examined between brand love and satisfaction, trust, image, experience, word of mouth communication, loyalty, and ego (Daneshian, 2014; Altunışık, Özdemir & Torlak 2014; Çabuk & Orel; 2008, Deniz & Önder; 2016, Hwang & Kandampully, 2012; Lau & Lee, 1999; Carroll & Ahuvia, 2006), besides the brand love's results (Heinrich et al., 2012; Albert & Merunka, 2013).

At the same time, the experiences of a brand itself or the product related to that brand are a determining factor in consumers' perspectives on the brand. Since brand love is an emotional bond between consumer and brand (Carroll & Ahuvia 2006), the experience with the brand determines the relationship's direction between the consumer and the brand. At this point, brand experience is one of the pioneers of creating brand love (Berry, 2000). Researches point out that brand experience has an impact on brand love (Roy, Eshghi & Sarkar, 2013; Langne, Brans, Fischer & Rossiter, 2014; Solomon, 2014; Bıçakçioğlu, İpek & Bayraktaroğlu, 2018). Based on these arguments, we propose:

H₁: There is a positive and significant relationship between brand experience and brand love.

1.3. Customer Satisfaction

Although satisfaction is described as an important concept in marketing literature, there is no general opinion about the definition of the concept (Rogers et al., 1992). Oliver (1997) defines satisfaction as the consumer's counter-reaction. This reaction is against the nature of the product/service itself or the degree of satisfaction related to the consumption of the product/service itself. In another definition, satisfaction is expressed as a positive response to the results of previous experiences (Ganesan, 1994). On the other hand, Kotler and Keller (2009) define satisfaction as feelings of pleasure or disappointment as a result of comparing the performance perceived by an individual with the expectations of a product. If the performance is below customer expectations, the customer is disappointed. If the performance meets customer expectations, it is pleased. If the performance exceeds customer expectations, then the customer will be overly pleased or satisfied.

Since customer satisfaction or dissatisfaction is a comparison of a customer's product/service and performance expectations, businesses will be successful only if they can meet the needs and expectations of their customers (Tjiptono, 2008). Research shows that satisfied customers constantly buy the products of the company that provides this (Ha & Perks, 2005). In addition, customer satisfaction reduces the error costs of products and services, allows customers to volunteer to pay more prices, directs customers to purchase more products or services, and ensures higher customer retention, loyalty (Yulianti & Tung, 2013; Anderson, Fornell, Lehmann, Fornell & Rust, 1997, Anderson & Mittal, 2000).

Consumers' experience with businesses plays a decisive role in new purchasing processes. The process operates similarly to the business brand. At this point, the determining issue is to create customer value and make it sustainable. When customer value is created, customers will embrace the brand, considering that they value their feelings and needs. While the researches draw attention to the fact that positive customer experience can be created thanks to customer value (Pralhad & Ramaswamy, 2004), it indicates that the brand experience will also contribute to customer satisfaction through brand assessment (Reichheld & Scheffer, 2000; Ha, 2003; Brakus et al., 2009; Groot, Antonides, Read & Raaij, 2009; Drennan, Bianchi, Cacho-Elizondo, Loureiro, Guibert and Proud, 2015). Based on these arguments, we propose:

H₂: There is a positive and significant relationship between brand experience and customer satisfaction.

1.4. Brand Loyalty

Brand loyalty is defined as the positive attitude and behavioral response that the consumer develops against brands or brands in a product category over a period of time (Engel, Blackwell & Miniard, 1990). Another definition is that the consumer buys a certain brand not only in the present time but also in the future (Öztürk, 2010). Therefore, customers who are loyal to the brand are those who buy the brand repeatedly and feel a strong loyalty to the brand (Baldinger & Rubinson, 1996). Hence brand loyalty has many advantages from a company perspective. It provides a competitive advantage, strengthens the ability to respond to competitors, and makes the company stronger under intense competitive conditions, distracts customers from competitors and makes them less responsive to their marketing efforts, reduces marketing costs, increases sales, provides more new customers (Ballester & Alleman, 2001; Sheth, 1969; Aaker, 1991).

In consumer behavior literature, the concept of brand loyalty was first considered as the re-purchase of a single brand (Sheth, 1968; Carman, 1970; Jacoby, 1971). This situation defined as behavioral brand loyalty is the consumer's re-buying behavior towards a particular brand. However, this concept does not explain the reason for consumer behavior. In later studies, brand loyalty has started to be considered in terms of attitudes. In this perspective, the intention that leads the consumer to buying behavior is more important than the result of the buying behavior (Day, 1969). However, scales combining both perspectives have been developed to address the missing aspects of both perspectives (Bowen & Chen, 2001; Stern, 1997). In these scales, both the repurchase format and the attitudes leading the consumer to the repurchase behavior are taken into consideration. Accordingly, brand loyalty is a function of behavioral and attitudinal variables.

Consumers' brand love for consumers can be compared to love for a person (Albert et al. 2008). There is also an important relationship between brand love and customer loyalty (Roy et al., 2013). Satisfaction consumers who are in love with a brand tend to develop more loyalty towards the brand, compared to those who are loyal to the brand without being in love. Researches conducted indicates that there is a relationship between brand love and brand loyalty (Carroll & Ahuvia, 2006, Batra, et al., 2012, Bergkvist & Bech-Larsen 2010; Langner et al. 2014, Drennan et al., 2015). Based on these arguments, we propose:

H₃: There is a positive and significant relationship between the brand love and brand loyalty.

Customer satisfaction is key to predicting consumer behavior. Because the consumers' satisfaction with the product or service is one of the important premises of loyalty (Bloamer & Kasper, 1995). Researches reveal the importance of creating customer satisfaction in creating repetitive purchasing trends and behaviors, especially loyalty (Anderson & Sullivan, 1993; Cronin & Taylor, 1992; Fornell, 1992). In fact, satisfaction is the first step on the road to loyalty (Oliver, 1999) and satisfaction enables customers to develop loyalty to the brand (Roy et al., 2013). At this point, the satisfaction of businesses through their brands will also contribute positively to brand loyalty. Researches (Drennan et al., 2015) show that there is a significant relationship between brand satisfaction and brand loyalty. Based on these arguments, we propose:

H₄: There is a positive and significant relationship between customer satisfaction and brand loyalty.

The theoretical framework we propose and related hypotheses in the present study is described in Figure 1.

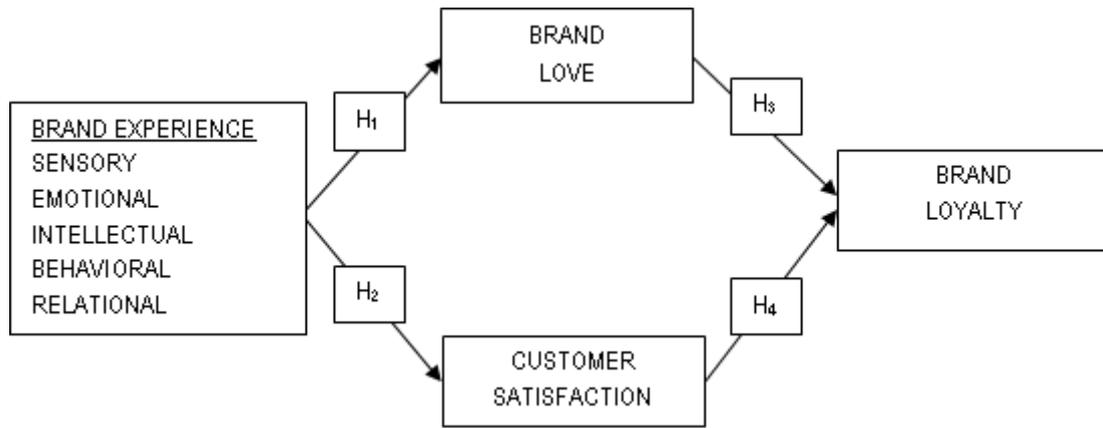


Figure 1. Research Model

2. Methodology

2.1. Data Collection, Measures and Sample Processing

In addition to flight services, the airline transport sector includes aircraft maintenance, repair, ground services, catering services, security services, reservations, etc. It also includes services (Gerede, 2015). The research was designed for the flight service experienced by customers, as it has a direct connection with customers, allows customers to easily evaluate the service they receive, and the flight experience is actually combined with other services. The population of the study consists of consumers who are 18 years of age and over who live in Ankara and have flight experience in the last year. In the research, the data were collected via use face to face and online survey methods. Considering the number of consumers living in Ankara who have experienced airline service in the last year, it is not possible to reach the whole population and the data on these individuals cannot be obtained from the airlines, so the random sampling method was used. If the population is 1.000.000 or more people, it is known that 384 samples are sufficient with 95 percent confidence interval (Yazıcıoğlu & Erdoğan, 2004). A total of 400 questionnaires were applied and 351 questionnaires were included in the analysis after missing and incorrect questionnaires were eliminated. At this point, the sample is considered to be sufficient.

The questionnaire was used data collection consists of 4 sections. The first part consist of the questions is aimed at determining the general purchasing behaviors of the consumers regarding the airline flight service. The expressions in the second part are expressions that determine the statements and attitudes towards consumers' brand experience, brand love, customer satisfaction, and brand loyalty. Brand experience of the respondents is discussed in five dimensions. These are sensory, emotional, behavioral, intellectual and relational experiences. Smith (1999), Brakus et al. (2009) and Ekici's (2012) scale was used to determine customers' experiences about the airline brand. Bagozzi et al. (2014), Carroll and Ahuvia's (2006) scale was used to determine brand love, and finally, Oliver (1980) and Brakus et al.'s (2009) scale used to measure customer satisfaction and loyalty. The scales used in the research are the existing scales whose validity and reliability have been tested before. All expressions are used the 5-point Likert scale (1 = Strongly disagree, 5 = Strongly Agree).

When the demographic characteristics of the participants are examined, 52.1% of the participants are women, 23.6% are between the ages of 39-45, 54.4% are private-sector employees, 55% are married, 54.4% have undergraduate education. and 57.5% of them have an income of 4500 TL and above. In addition, the participants were asked questions about how often and for what purpose they travel by plane and airline selection. When the answers are analyzed, it is seen that 35.9% of the participants travel by plane once a year, 91.7% use economy class on their flights and 40.7% travel for holiday purposes. In addition, 34.8% of the participants stated that the price was effective in choosing the airline brand.

3. Data Analysis and Findings

SPSS 13.0 and LISREL 8.7 package statistics programs were used in the analysis of the data. Descriptive statistics, confirmatory factor analysis, and path analysis were used in the study.

3.1. Test of the Research Model

Confirmatory factor analysis was applied to the brand experience scale before the research model was tested. As a result of the modifications proposed in the confirmatory factor analysis, some expressions were drawn from the emotional

experience dimension of the brand experience scale and other dimensions. It was included in the path analysis of the brand experience scale by taking the averages of the expressions in the dimensions.

The Structural Equation Model (path analysis) was used to test the research model. In Path analysis, the effect of brand experience on brand love and customer satisfaction relations and brand love and brand loyalty on brand loyalty were tried to be determined. As a result of the first analysis, it was seen that the compliance values were not at a statistically acceptable level. According to the results; the ratio of 982.62 chi-square and 116 degrees of freedom to each other is 8.47 and it is not acceptable because it is greater than the recommended value of 5. The value of the fit index (GFI) is 0.74, and it is not acceptable because it is less than 0.90. The corrected goodness index (AGFI) is 0.67 and is not acceptable because it is lower than the recommended 0.85. RMSEA value is 0.321 and this value is not sufficient for the acceptability of the model since it is statistically larger than 0.08. According to these values, the research model is not sufficient for acceptability.

By examining the modifications, variables suggesting the highest value modification on the chi-square were excluded from the analysis. In line with the modifications, three items from brand love, one item from customer satisfaction, and two items from brand loyalty were subtracted from the variables included in the structural equation model as shown in Table 5. The index values obtained after the modifications were included in the acceptable values. The model fit index values after the modification are shown in Table 1.

Table 1. Compatibility Index Values of the Model After Modification

| Compatibility index | Index value | Acceptable compliance |
|------------------------|-------------|-----------------------------|
| Chi-square (X^2) | 133.66 | |
| Degree of freedom (df) | 50 | |
| X^2/df | 2.67 | 1-5 |
| P-value | 0.000 | |
| GFI | 0.93 | $0.90 \leq GFI \leq 0.95$ |
| AGFI | 0.89 | $0.85 \leq AGFI \leq 0.90$ |
| RMSEA | 0.07 | $0.05 \leq RMSEA \leq 0.08$ |
| CFI | 0.97 | $0.95 \leq CFI \leq 0.97$ |
| NNFI | 0.97 | $0.95 \leq NNFI \leq 0.97$ |
| NFI | 0.97 | $0.95 \leq NFI \leq 0.97$ |

It was determined that the fit index values were acceptable after modification. The fit index values obtained are shown in Table 1. According to the table, it can be stated that the model created for the research is appropriate in terms of the sector and field studied.

According to the structural equation model analysis, the recommended modifications for the model were made and the t values, standard coefficients, R^2 and error variance values of the variables remaining after the elimination of statistically inappropriate variables are shown in Table 2.

Table 2. t-Values of the Research Model, Standard Coefficients, R² and Error Variances

| Variables | t-values | standard coefficients | R ² | error variances |
|---|----------|-----------------------|----------------|-----------------|
| BRAND EXPERIENCES $\alpha=0.84$ | | | | |
| Intellectual Experience | 12.82 | 0.69 | 0.47 | 0.28 |
| Sensory Experience | 12.97 | 0.69 | 0.48 | 0.79 |
| Behavioral Experience | 15.84 | 0.80 | 0.64 | 0.45 |
| Relational Experience | 17.55 | 0.85 | 0.73 | 0.19 |
| BRAND LOVE $\alpha=0.88$ | | | | |
| BL3: Traveling with this airline makes me feel good. | 8.03 | 0.90 | 0.81 | 0.14 |
| MA4: This airline is a really great brand. | 21.88 | 0.88 | 0.78 | 0.15 |
| CUSTOMER SATISFACTION $\alpha=0.93$ | | | | |
| S1: I am glad to travel with this airline brand. | 9.55 | 0.77 | 0.59 | 0.21 |
| S3: Traveling with this airline brand was a nice experience. | 12.17 | 0.72 | 0.53 | 0.35 |
| S4: Traveling with this airline brand is a smart choice. | 13.68 | 0.81 | 0.65 | 0.22 |
| BRAND LOYALTY $\alpha=0.73$ | | | | |
| L1: I intend to continue traveling with this airline. | 9.16 | 0.88 | 0.77 | 0.18 |
| L3: If this company does not have a flight on the day/ time I will travel, I will not look for other companies. | 21.18 | 0.89 | 0.79 | 0.19 |
| L4: If anything negative is said about this company, I would defend this brand. | 19.63 | 0.81 | 0.73 | 0.27 |

After modifications, 4 factors remained in brand experience, 2 in brand love, 3 in customer satisfaction and 3 in brand loyalty.

The path diagram of the research model formed after the modifications is shown in Figure 2.

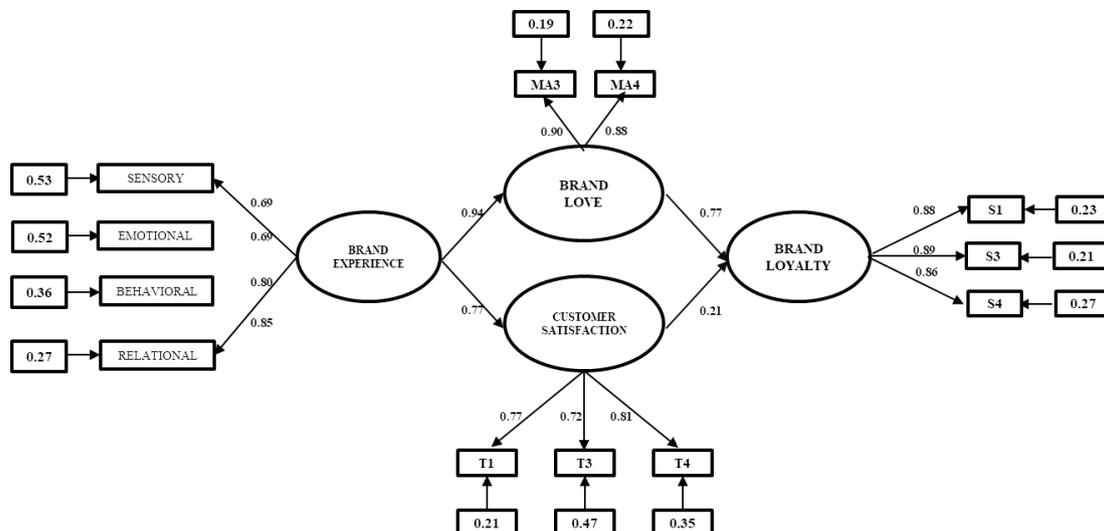


Figure 2. Path Diagram of the Research Model

Table 3 shows the standard coefficients, R², error variances and t-values among the variables of the model after modification.

Table 3. Relationships between Factors

| Variables | standard coefficients | R ² | error variances | t-values |
|---|-----------------------|----------------|-----------------|----------|
| Brand Experience → Brand Love | 0.94 | 0.88 | 0.12 | 17.35 |
| Brand Experience →Customer Satisfaction | 0.91 | 0.83 | 0.17 | 13.23 |
| Brand Love → Brand Loyalty | 0.77 | 0.91 | 0.08 | 8.00 |
| Customer Satisfaction → Brand Loyalty | 0.21 | 0.91 | 0.08 | 2.22 |

When R², error variances, standard coefficients and t values obtained as a result of path analysis were examined, H1, H2, H3 and H4 hypotheses developed within the scope of the study were supported. Brand experience affects brand love and customer satisfaction, brand love and customer satisfaction also affects brand loyalty.

Conclusion

One of the important service experience areas of today is the airline flight service. Compared to previous periods, thanks to relatively economical flight tickets and seasonal campaigns, the number of passengers who experience airline flight service is increasing every day for also middle and low- income levels. Thanks to the presence of global firms and domestic corporate brands providing flight services in Turkey was focused on the customer experience in the competition. At this point, the purpose of all airline companies is to create loyalty to their brands thanks to customer satisfaction they will create with safe and pleasant flight experiences. For this reason, in the study, the relationship between the experience of the brand providing airline flight service and the concepts of customer satisfaction and brand love, and the relationship between customer satisfaction for this experience and love for the brand and brand loyalty were investigated.

In the research, it was concluded that the flight experiences related to the brand chosen by consumers in airway transportation had a positive effect on creating brand love and customer satisfaction. It was determined that as the positive experiences of consumers towards airline companies increased, their brand love and satisfaction levels increased. The results are similar with the studies in the literature (Brakus et al., 2009; Groot et al., 2009; Roy et al., 2013; Langne et al., 2014; Solomon, 2014; Drennan et al., 2015; Bıçakçioğlu et al., 2018).

In the research, the effect of brand love and customer satisfaction of consumers on airline companies was examined and it was determined that there was a positive relationship between them. At this point, as the love and satisfaction levels of consumers about the airline brand increase, the loyalty levels of the brand increase. The results reached are in line with the studies in the literature (Bergkvist & Bech-Larsen, 2010; Batra et al., 2012; Roy et al., 2013; Langner et al. 2014; Drennan et al., 2015).

Findings obtained from the research show that consumer experiences for airline service are effective in creating brand love and customer satisfaction, and love and customer satisfaction towards the brand also contributes to the development of loyalty towards the brand. Experience is undoubtedly an important factor in the development of attitudes such as love and loyalty towards the brand, affecting both the consumers' future choices and the choices of their relatives. At this point, it is important for brands that provide airline transportation services to develop positive attitudes towards their brands. So they should listen to customer expectations, take frequent feedback, and control their brand stance in consumer perception in order to maintain this. Consumer expectations increase day by day. The fact that the consumer group consists of very different customer segments, especially in airlines, suggests the need for brand positioning for these expectations. Although expectations depending on consumer groups differ, meeting basic expectations is an indispensable requirement for all passengers. These requirements can be listed as ensuring a safe flight in a modern, clean, and comfortable, and providing services with experienced staff. It is another requirement that this service is carried out as determined and committed. Apart from these, it is necessary to provide a flight experience that exceeds consumer expectations in creating brand loyalty and brand love based on experience. In today's world, where technology is changing and developing very fast, providing these comforts and facilities requires airline companies to have significant capital accumulation. While a group of consumers has price in their focus, a group of consumers cares about the price-independent flight experience.

At this point, the target customer segment and the correct positioning of the customers will contribute to the development of attitude towards the brand according to the expectations of the customers'. At this point, the following recommendations can be made to the airline companies to provide a unique flight experience:

- In the cabins designed with luxury and comfort, service should be provided with modern aircraft. Especially on long-haul flights, the distance between the seats, functional seats, and in-cabin entertainment services should be designed to guarantee the comfort of the customer.
- Another important factor that makes the quality of the service offered is the quality of the human resource that provides the service. Well-maintained staff, who can communicate in different languages, show kindness and empathy, will contribute to the unique experience of consumers.
- Offering catering that appeals to different tastes and cultures is another factor that crowns the experience.
- The fact that the passenger lounges that are specific to the brand, where pre-flight and post-flight passengers can get service, can take airline companies a step further than their competitors.
- Fine details and solutions should be created with different applications for disabled, elderly, pregnant, and child passengers and their needs. In this way, it will be possible to benefit from the unique experience equally.
- The development of products and services should be kept up-to-date by following the companies and the industry that provide global customer experience.

Research Limitations

This research was conducted on consumers who had experience in airline flight services in Ankara province. Therefore, the results of the research cannot be generalized.

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