

IMPACT OF PERCEIVED SERVICE ON BRAND IMAGE AND REPURCHASE INTENTIONS OF THAI PASSENGERS TOWARDS LOW COST CARRIERS

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Abstract

Since the application of the Open Sky Policy in 2002, Low Cost Carriers (LCCs) have been gaining a progressive market share in Thailand. However the numbers of academic researchers in this field are limited, the researcher hence focused on Thai passengers traveling on LCCs to explore new knowledge. Based on a comprehensive literature review, the conceptual model investigated whether the perceived service quality affects airline brand image and repurchase intention of Thai passengers was developed and tested in LCCs sector. Data from four hundred travelers was obtained and statistically analyzed; a regression analysis aided in examining the impacts of tested variables. The results revealed that the perceived service quality of Thai passengers had a significant impact on the LCCs' brand image, with the empathy aspect being the most critical factor. Besides, the carriers' brand image proved to have an influence on passengers' repurchase intention. The brand evaluation dimension provided the strongest support, whereas brand experience, brand expectation and brand strength were also statistically significant in explaining Thai passengers' repeat patronage.

Keywords: Perceived Service Quality, Brand Image, Repurchase Intention, Low Cost Carriers, Thai Passengers

บทคัดย่อ

หลังจากที่ประเทศไทยมีการบังคับใช้นโยบายเปิดน่านฟ้าเสรีในปี พ.ศ.2545 สายการบินต้นทุนต่ำได้เติบโตและมีส่วนแบ่งทางการตลาดที่เพิ่มสูงขึ้นอย่างรวดเร็ว แม้กระนั้น การศึกษาค้นคว้าที่เกี่ยวข้องกับสายการบินต้นทุนต่ำยังไม่เป็นที่แพร่หลายและมีจำนวนจำกัด ผู้วิจัยจึงมุ่งเน้นศึกษาความคิดเห็นของผู้โดยสารชาวไทยที่ใช้บริการสายการบินต้นทุนต่ำเพื่อค้นหาความรู้และข้อค้นพบใหม่ ๆ จากการสืบค้นรายงานจำนวนมาก ผู้วิจัยได้พัฒนากรอบความคิดที่จะมีนำมาศึกษาโดยงานวิจัยชิ้นนี้ได้ถูกออกแบบเพื่อศึกษาผลกระทบของคุณภาพการบริการที่มีต่อภาพลักษณ์ของสายการบินต้นทุนต่ำซึ่งมีผลต่อความตั้งใจที่จะกลับมาใช้บริการซ้ำของผู้โดยสารชาวไทย ข้อมูลจากกลุ่มตัวอย่าง 400 คนถูกนำมาประมวลและวิเคราะห์เชิงสถิติ การวิเคราะห์เชิงถดถอยถูกนำมาใช้เพื่อตรวจสอบผลกระทบของตัวแปรต่าง ๆ ผลการวิจัยระบุว่าคุณภาพการบริการของสายการบินต้นทุนต่ำมีผลกระทบต่อภาพลักษณ์ของสายการบินนั้น ๆ โดยปัจจัยที่ส่งผลกระทบมากที่สุดคือความเอาใจใส่ของพนักงาน (Empathy) นอกจากนี้ ภาพลักษณ์ของสายการบินต้นทุนต่ำยังมีผลกระทบต่อความตั้งใจที่จะกลับมาใช้บริการซ้ำของผู้โดยสารชาวไทย ปัจจัยที่มีอิทธิพลสูงสุดต่อความตั้งใจกลับมาใช้บริการคือการประเมินคุณค่าของภาพลักษณ์ (Brand Evaluation) ทั้งนี้ประสบการณ์ที่ได้รับจากตราสายการบิน (Brand Experience), ความคาดหวังต่อตราสายการบิน (Brand Expectation) และความเข้มแข็งของตราสายการบิน (Brand Strength) ต่างก็มีส่วนที่ส่งผลต่อความตั้งใจที่ผู้โดยสารชาวไทยจะกลับมาใช้บริการสายการบินต้นทุนต่ำเช่นกัน

คำสำคัญ: คุณภาพการบริการ, ภาพลักษณ์ตราสินค้า, ความตั้งใจในการซื้อซ้ำ, ผู้โดยสารชาวไทย และสายการบินต้นทุนต่ำ

INTRODUCTION

Although the airline deregulation policy under the Free Determination Agreement commenced at the beginning of 2002, Low Cost Carriers (LCCs) are still comparatively new to the airline market in Thailand (Realrangsutthar, 2008). The Thai aviation industry experienced rapid growth due to the emergence of new comers in the market; this in turn alerted existing airlines to reexamine their service quality to maintain market share and passengers' repeat purchases (Cheosakul, 2004). Since then, the changes in travel pattern of Thais were noticed as the market liberalization encouraged market competition, a drop in fare prices and an increase in the number of suppliers. Public doubts regarding the LCC's standards and qualities were raised initially. However, LCCs claimed that the low fare business model and that low value was not part of their strategy. Providing a different service and product features, service quality is significant if LCCs are to extend their profitability, brand recognition and gain repeated business. According to Zeithaml, Bitner and Gremler (2006), customers perceive service in terms of service quality and how they are satisfied with the service received.

Airline service quality and brand image were examined by countless numbers of scholars and practitioners; however, passengers' repurchase intentions of Thai passengers traveling on LCCs has not been well researched; obtaining such knowledge can benefit the airline business and management of aviation. Consequently, this paper was developed to investigate whether Thai passengers' perceived service quality of LCCs has an influence on carriers' brand image, and the intention to repeat purchases. The knowledge and finding of the study will be beneficial to airlines as the understanding of passengers' attitudes and behaviors allows carriers to correctly provide the services that meet customers' needs, create the images that prospect airlines' proficiency and encourage passengers' repeat purchases.

LITERATURE REVIEW

Perceived Service Quality

Service quality is a "consumer's overall impres-

sion of the relative superiority/inferiority of the organization and its services" (Bitner & Hubert, 1994, p.77). The empirical studies on service were separated from goods in the early 1980s, after which, several frameworks and conceptualizations were developed (Schneider & White, 2004). However, the core debate was mostly devoted to the two competing perspectives of Nordic model of Gronroos and the American Model by Parasuraman, Zeithaml and Berry (Mels, Boshoff, & Nel, 1997 as cited in Brandy & Cronin Jr., 2001). The SERVQUAL is the most utilized evaluation tool owing to its analytical practicality, and is proved to be a parsimonious and handy framework for researchers (Kheng, Mahamad, Ramayah & Mosahab, 2010). Based on the concept and dimensionalities of the SERVQUAL concept, SERVPERF measures was introduced by Cronin and Taylor without the inclusion of gaps model. The scale measures the service's performance from post-consumption perception, and it is assessed from five dimensions of tangibility, reliability, responsiveness, assurance and empathy. Though considerable number of studies on airlines have involved service quality as a core concept, the research on service quality of LCCs from the perspective of Thai passengers are still limited as LCCs in Thailand are considered at an initial stage.

Homer (2008) revealed that there is an interrelation between perceived quality and brand image. Berry, Lefkowitz and Clark (1988) explained that good service performance and good name can generate the powerful branding effect for the firm, and the quality of service is a key determinant to the success of brand image. Gupta (2007) stated that the service encounter is an inherent strength within service quality which elevates the service brand image. Chen and Tseng (2010) reported that a good service quality related to an airline as perceived by customers leads to a good (brand) image held in their memory. However, Chen, Zhou and Li (2008) argued that service quality does not directly affect brand image establishment. Vigripat and Chan (2007) examined the relationship between brand image and repurchase intention, and found that brand image does not affect repurchase intention; brand trust does. On the other hand, Wu (2011), as well as Cretu and Brodie (2007), found a reverse relationship that brand image in turn had a significant impact on service quality.

Brand Image

Brand image is the perception about a brand as reflected by the brand association held in consumers' memory (Keller, 1993). Since the 1980s, the importance of brand activities increased substantially and branding was touted as a cornerstone of marketing (Weilbacher 1993, as cited in Realrangsutthar, 2007). From comprehensive literature on brand image, Han (2006) summarized that brand image can be defined by six clusters of association, namely strength, uniqueness, expectation, perception, experience and evaluation of the brand. These have covered several measurement variables proposed by other researchers. In this study, the researcher applied the Hans' framework as a comprehensive measurement of brand image and the following are the dimensions:

Strength: The strength of a brand image is determined by the magnitude and complexity of the brand identity signal as well as the complexity of the processing of the signals (Han, 2006, p.83).

Uniqueness: Differentiation or uniqueness is defined as "to what degree consumers feel that the brand differs from competing brands" (Netemeyer et al., 2004, as cited in Anselmsson, Johansson & Persson, 2011, p.11).

Expectations: Brand expectations are linked to how brand users expect the brand to perform (Han, 2006, p.84).

Perceptions: A strong brand image association would involve the creation of customers' perceptions (awareness); this is reflected in the consumer's ability to identify the brand under different circumstances (Keller 1993).

Experiences: Brand image can be shaped directly from actual experiences and contact services (Keller 2003).

Evaluations: Evaluations refer to how brand users interpret and evaluate the brand and related marketing information. It is determined by the perceptions, expectations and, most importantly, by the experiences of the brand in question (Keller 2003).

Airlines are excellent examples of an almost industry-wide use of the company or corporation

name as a carrier brand (Driver, 1999). While the growth and competition in airline market are intensifying, brand image can generate value by helping consumers to process information, differentiate the brand, create reasons to buy, give positive feelings, and provide a basis for extensions (Aaker, 1991).

There is empirical evidence which indicates that the values of brand image is positively related to loyalty and repurchase intention. Aaker (1992) explained that brand image provides a good reason to buy and reduces the incentive to select other available brands. Wu (2011) found a causal relationship between brand images and re-visit intention in the hospital service. Ogba and Tan (2009) revealed that brand image has a positive impact on customer repurchase intention. Lin (2008) investigated the effects of brand image and indicated that the individual who perceived better brand image had a significantly higher level of intention to repurchase the same brand. In similar vein, Silva and Alwi (2006) examined corporate brand image from several dimensions using intention to repurchase as one of the loyalty factors. The research results confirmed a direct relationship of brand image and repurchase intention.

Repurchase Intention

Repurchase intention is defined as a consumer behavioral intention that measures the tendency to continue, increase, or decrease the amount of service from a current supplier (Jackson, 1985, as cited in Kitchathorn, 2010, p.3). Service encounter that customers experience is a core aspect of various service industries as the service experience, whether satisfactory or not, will finally impact the customer's repeat purchase intention (Liu & Liu, 2008).

Comprehensive studies on repurchase intention are sparse and largely fragmented; more empirical studies are required to support and confirm its theoretical concept (Hellier, Geursen, Carr & Rickard, 2003). In a tourism context, "a travelers' satisfaction with the overall service quality directly affects repurchase intention and future travel behavior" (Tian, 1998, as cited in An, Lee & Noh, 2010, p.159), whereas the level of perceived risk negatively influences repurchase intention (An, Lee & Noh, 2010). While repurchasing intention is an effective way to anticipate an actual response, brand

plays an important role in customer decision-making. According to Driver (1999), traveling is seen as experiential with any good features from the travel experience likely to be rewarded with renewed patronage.

From the literature, repurchase intention is commonly measured as a uni-dimension variable (Dhru, Roggeveen & Tsiros, 2008; Kitchatorn, 2010; Liu & Liu, 2008; Park, Robertson & Wu, 2005; Vigripat & Chan, 2007). This research applied a single question querying the intention to repurchase in the future.

Park, Robertson and Wu (2005) conducted a study entitled “Effects of airline service quality on airline image and passengers’ future behavioral intentions”. Their research results also reconfirmed a positive relationship between the three constructs. In this research study, there are three mentioned constructs, perceived service quality, brand image and repurchase intention, tied in a conceptual framework.

CONCEPTUAL FRAMEWORK

From the previous literature and empirical confirmation of the relationship between constructs, a conceptual framework was established. The perceived service quality was measured from five dimensions according to SERVPERF model by Cronin and Taylor (1992) while the brand image was assessed from six dimensions using framework of Han (2006). The conceptual framework is depicted in the following figure 1.

Hypotheses

The literature that examined perceived quality is overwhelming; however, “there is relatively low empirical attention on its relation to brand image” (Gupta, 2007; Homer, 2008, p.715). The causal relations and contradictions between service quality and brand image encouraged this investigation

of Thai passengers’ perception towards LCCs. The evaluation of perceived service quality is conducted using the SERVPERF model. For the first hypotheses, researcher assumed the relationships between five service quality dimensions and brand image. The research hypotheses were developed as following:

H1o: Service Quality, in dimension of Tangibility, Reliability, Responsiveness, Assurance and Empathy as perceived by Thai passengers traveling on LCCs has no statistically significant impact on airline brand image.

H1a: Service Quality, in dimension of Tangibility, Reliability, Responsiveness, Assurance and Empathy as perceived by Thai passengers traveling on LCCs has a statistically significant impact on airline brand image.

Several authors have explored the antecedent(s) to repurchase intention, (Hocutt, 1998; Storbacka et al., 1994; Zahorik & Rust, 1992, as cited in Hellier et.al, 2003). Brand image, likewise, is proposed to have a causal impact on repurchase intention of LCCs service. In this research, six dimensions of airline brand image were hypothesized to have significant impact on repurchase intention of Thai passengers. The research hypotheses were developed as follows:

H2o: Airline brand image, in dimensions of Strength, Uniqueness, Expectation, Perception, Experience and Evaluation, as perceived by Thai passengers traveling on LCCs has no statistically significant impact on their repurchase intention.

H2a: Airline brand image, in dimensions of Strength, Uniqueness, Expectation, Perception, Experience and Evaluation, as perceived by Thai passengers traveling on LCCs has a statistically significant impact on their repurchase intention.

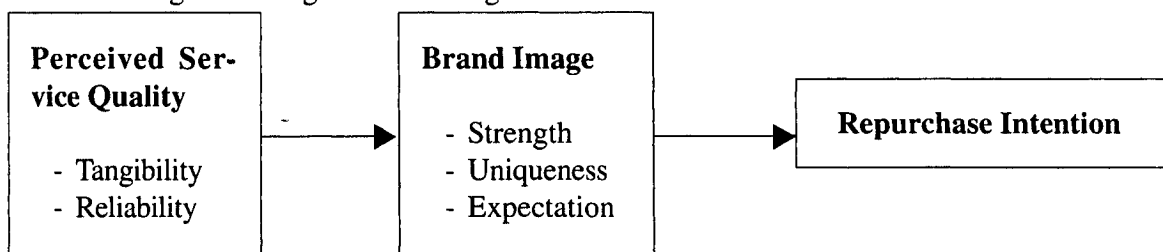


Figure1: Conceptual Framework

RESEARCH METHODOLOGY

The sampling frame of the study was Thai passengers traveling on any LCCs, who had arrived at Suvarnabhumi International Airport. Because of their recent flying experience with LCCs, they were able to provide more accurate answers to the survey questions.

The questionnaire was developed based on previous researches and literatures. It is comprised of three main parts; the traveling information, passengers' perception and passengers' personal data. The second section was developed to assess the opinions and perceptions of Thai passengers to-

wards the three main constructs of the study using a 5-point Likert scale.

The perceived service quality was assessed using 22 question items used in a standard SERVQUAL assessment. Besides, the researcher adopted some items from the airline study on service quality in Australia by Park, Robertson and Wu (2005). Respondent's perception towards the brand image was assessed using six operational components following Han (2006)'s study. For repurchase intention, the single question item was adapted from Nadiri, Hussain, Ekiz and Erdogan (2008). (Table 1)

Table 1: Question Items Used for Constructs' Evaluation

<i>Perceived Service Quality</i>
<ol style="list-style-type: none"> 1. The airline has modern aircraft. 2. Physical facilities are visually appealing. (e.g. Seat, Toilet, In-flight entertainment system etc.) 3. Airline employees have a neat appearance. 4. Service materials are visually appealing. (e.g. Leaflet, Banner, Ticket, Meal Utensils etc.) 5. When airline promises to do things at the certain time, they will do so. (e.g. Reservation, Ticketing, Baggage Handling etc.) 6. The airline shows sincere interest in solving problems. 7. The airline performs the service right the first time. 8. The airline provides on-time performance. 9. The airline maintains error-free records. 10. Airline employees will tell the passenger exactly when the service will be performed. 11. Airline employees offer prompt service to passengers. 12. Airline employees always have a willingness to help. 13. Airline employees are never too busy to respond to passengers' requests. 14. The behavior of airline employees instills confidence in customers. 15. Passengers feel safe when flying. 16. Airline employees are consistently courteous to customers. 17. Airline employees have the knowledge to answer passengers' questions. 18. The airline pays passenger's individual attention. 19. The airline provides convenient flight schedule. 20. Airline employees give passengers personal attention. 21. The airline has the passengers' best interest at heart. 22. Airline employees understand specific needs of their passengers.
<i>Brand Image:</i>
<ol style="list-style-type: none"> 1. Airline possesses strong brand image. 2. The brand is unique and different from other airlines. 3. Airline brand image meets my expectation. 4. The brand reflects the high quality airline service. 5. I acknowledge this airline has a positive brand. 6. I evaluate this airline brand as a valuable one.
<i>Repurchase Intention:</i>
<ol style="list-style-type: none"> 1. In the future, I will consider this Low Cost Airline as my first choice for air travel.

Pilot Study

Prior to the survey, a pilot study was implemented to confirm the reliability of research measures. The pilot survey was conducted with 30 sets of questionnaires, distributed to passengers arriving LCCs at Suvanabhumi International Airport during May 21st - 30th, 2012. (Table 2)

Table 2: Reliability Test Result of Percieved Service Quality

Service Quality Dimensions	Cronbach's Alpha Coefficient α
Tangibility	0.7517
Reliability	0.7920
Responsiveness	0.8550
Assurance	0.8546
Empathy	0.9071

Each brand image dimension was assessed with single question item. As Cronbach's alpha represents a scale's reliability of multiple question items, the reliability test is not required for Brand Image's dimension. However, the Cronbach's alpha of the Brand Image construct, determined by six question items, was performed. (Table 3)

Table 3: Reliability Test Results of Brand Image

Bran Image Dimensions	Cronbach's Alpha Coefficient α
Strength	n/a
Uniqueness	n/a
Expectation	n/a
Perception	n/a
Experience	n/a
Evaluation	n/a
Total (6 question items)	0.871

Reliability test was performed and all relevant values of Cronbrach's alpha coefficient are more than 0.7, confirming the reliability of measurement scale (Sekaran, 2003).

The survey was expedited during the day time in September and October 2012. Considering the flight chart, the researcher was able to standby at the arrival area at the appropriate timing. The convenient sampling technique is considered most appropriate for the study. Since the population consisting of Thai passengers flying LCCs was diffi-

cult to estimate, and for which no known list was available, the sample size of this study was determined by using the statistical formula of Berenson and Levine (1999). This resulted in the 385 sample; however, researcher distributed 400 sets of questionnaires to gain a higher degree of accuracy.

The data was analyzed through the Statistical Package for Social Science (SPSS). The descriptive statistics was used to describe the respondents' data and their traveling information. The multiple regression analysis is used to investigate an impact of tested variables.

FINDINGS

The descriptive information of 400 respondents is summarized in table 4.

The information from the 400 respondents was also used in the regression analysis for hypotheses testing. The hypotheses results are shown in table 5.

For H1o, the significance value less than 0.05 called for the hypothesis rejection. Consequently, it is able to approve that the perceived service quality, as a whole, has a statistically significant impact on the brand image of LCCs.

To inspect each individual dimension of the tested factor, the coefficient significance values are indicative. From analysis result, the coefficient analysis yielded the significant value (Sig.) of service quality dimension. The summarization regarding the influence of each service quality dimension on the Low Cost Carrier's brand image is shown in table 6.

As all significant values are less than 0.05, it can be explained that each individual dimension of service quality also has a statistically significant impact on brand image. Empathy is the most influential factor to affect the LCC's brand image.

For H2o, significance value of less than 0.05 called for the hypothesis rejection. Thus, the brand image, as a whole, has a statistically significant impact on the repurchase intention of Thai passengers traveling on LCCs. To inspect each individual dimension of the tested factor, the coefficient analysis yielded the significant value (Sig.) of brand image dimension. The summarization regarding the influence of each brand image dimension on the passengers' repurchase intent is sequenced in table 7.

Table 4: Summarization of Respondents' Data

Demographic Information		Number of Respondents	Percentage
Gender:	Male	224	176
	Female	56.0	44.0
Age:	Less than 20	7	1.8
	20-29	113	28.3
	30-39	94	23.5
	40-49	104	26.0
	50-59	57	14.3
	More than 60	25	6.3
Education Level:	Below Bachelor	59	14.8
	Bachelor	238	59.5
	Master and Above	103	25.8
Occupation:	Government Officer	43	10.8
	Company Employee	210	52.5
	Business Owner	63	15.8
	Students	42	10.5
	Retired	26	6.5
	Others	16	4.0
	Monthly Earning:	Less than 20,000 Baht	92
20,001-40,000 Baht		184	46.0
40,001 and Above		124	31.0
Traveled LCC:	Air Asia	183	45.8
	Nok Air	144	36.0
	Orient Thai	32	7.8
	Others	42	10.5
Traveling Purpose	For Business	150	37.5
	For Leisure	196	49.0
	Visit Friends/Family	53	13.3
	Others	1	0.3

Table 5: Hypotheses Testing Results

No.	Null Hypotheses	Levels of Significance	Result
H1o	Service Quality, in dimensions of Tangibility, Reliability, Responsiveness, Assurance, and Empathy as perceived by Thai passengers traveling on LCCs has no statistically significant impact on airline brand image.	0.000	Rejected
H2o	Airline brand image, in dimensions of Strength, Uniqueness, Expectation, Perception, Experience and Evaluation as perceived by Thai passengers traveling on LCCs has no statistically significant impact on their repurchase intention.	0.000	Rejected

Table 6: Ranking of the Influence of Service Quality Dimension on Brand Image

Rank by magnitude of impact	Service Quality Dimension	Standardized Coefficient (Beta)	Statistically Significant
1	Empathy	0.262	Yes
2	Assurance	0.225	Yes
3	Reliability	0.189	Yes
4	Responsiveness	0.146	Yes
5	Tangibility	0.141	Yes

Table 7: Ranking of the Influence of Brand Image Dimension on Repurchase Intention

Rank by magnitude of impact	Service Quality Dimension	Standardized Coefficient (Beta)	Statistically Significant
1	Evaluation	0.416	Yes
2	Experience	0.215	Yes
3	Expectation	0.164	Yes
4	Strength	0.113	Yes
5	Perception	0.042	No
6	Uniqueness	0.001	No

Evidence from the statistical values allowed us to accept that the airline brand image measured from its six dimensions has a statistically significant impact on the repurchase intention of Thai passengers traveling on LCCs. It is found that the brand image dimensions of brand evaluation, brand experience, brand expectation and brand strength have statistically significant impacts on repurchase intention; the brand evaluation provides the highest influence on repurchase intention. However, when considering each dimension of brand image as a separate entity, the uniqueness and perception of brand image only contributed trivial support to airline brand image, earning a small value of Beta. In turn, they both are not accountable for the statistically significance impact on the passengers' repurchase intention.

CONCLUSION AND DISCUSSION

Among a stream of criticisms regarding LCC's service standard, this research's outcome is in agreement with those findings that support the importance of LCC's service quality. Thai passengers value service quality when they assess an airline brand image, and the perceived service quality provided the significant influence. This finding suggested that airline managers are able to promote its brand image through the service quality improvement.

The statistical data showed that the empathy dimension provided the greatest impact on airline brand image. Hence, the empathy of staff is a prime touch point that an airline should emphasize. An airline should explore its customer's demand and offer the provision of individualized attention. A convenient flight schedule and accessible services need to be made available and seasonally readjusted. Following empathy, the aspect of assurance

should be raised. Reliability and responsiveness are scored the third and the fourth to impact LCCs' brand image, and tangibility dimension has the least effect on airline brand image. Considering the first four influential dimensions, human resource management is critical to an airline's service quality. LCCs require qualified employees to project professionalism, competency and the airline's individualized attention. A carrier's strategy towards effective recruitment and training to enhance its service quality and favorable brand image is also warranted.

As for the brand image's impact on repurchase intention the results indicated that airline brand image has a statistically significant impact on Thai passengers' repurchase intention. Airlines can create a positive brand image in customers' minds to encourage passengers' repeat patronage. The finding is similar to several previous researches which revealed that the brand image positively affects the repurchase intention (Huang, Li & Chan, 2011; Lin, Hs-Li, 2008; Ogba & Tan, 2009; Silwa & Alwi, 2006 and Wu, 2011). The aspects of brand evaluation, brand experience, brand expectation and brand strength significantly influence repurchase intention. Still, the brand uniqueness and brand perception have a very weak role and they are not considered statistically influential. While brand image, as a whole, has proven to affect the passenger's repurchase intention, the evidence suggested that airline managers may consider the four dimensions that an effective brand measures. Brand evaluation should be preliminarily promoted due to its greatest impact on a repurchase intention. LCCs have to ensure that the customers interpret and evaluate airline brand positively. To create brand evaluation, brand experience, brand expectation and brand strength, effective brand communication and brand promotion are necessary. This stresses the importance of the design of LCCs'

brand media and marketing communication.

Overall, the findings suggested that there are factors to promote airline service quality, its brand image and repurchase intention. There is a critical role for airline management to determine the credence factors and weigh them to suit the situation and company's strategies.

RECOMMENDATIONS FOR FUTURE RESEARCH

Brand image's framework and scale require further development and refinement. Though brand image has received profound attention, it lacks a well-constructed framework and dimensionality. There is little agreement on which models are standardized measures of brand image and repurchase intention. An establishment of a reliable measurement model for these two constructs by future researchers would make future studies firmer and more reliable.

It is essential to note that some travelers are uncertain whether the airlines they flew with are considered LCCs. Future airline researchers should ensure accurate information regarding the airline categories and ensure the correct target respondents. While the studies in LCCs plead for more academic attention, repetitive studies can strengthen the knowledge or otherwise propose reasonable debate and comparison. Other researchers may apply this conceptual framework on other categories of carriers; for example, full service carrier and charter airline. The specific study on domestics or international sectors, or short and long haul routing will enlighten our understanding of differentiated markets. Comparative studies would be ideal for future research in the aviation industry.

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