

# The Impact of Brand Experience on Brand Consciousness of Customers in the Airline Industry

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## ABSTRACT

This study explores the effect of sensory, affective, behavioral, and intellectual experience on customer brand consciousness in the airline industry, with brand knowledge as a mediating element. As airlines perform in incredibly competitive surroundings, knowledge of how to shape brand awareness is important for establishing customer loyalty and differentiating manufacturers. Drawing on theories of customer experience and brand knowledge, this study investigates how each of these dimensions influences customers' awareness and attachment to airline brands. The sensory measurement encompasses the visual stories during the air tour, consisting of the cabin environment and branding factors. At the same time, affective elements address the emotional bonds customers shape with a brand. Behavioral elements consist of loyalty packages and constant service that improve recurring brand desire, and intellectual factors reflect consumers' alignment with a brand's values, along with sustainability and innovation. The findings underscore that a significant function is in cultivating brand recognition, with brand knowledge appearing as a crucial bridge that strengthens those outcomes. This examination contributes to each principle and exercise by way of highlighting the importance of an integrated method to customer experience in shaping brand knowledge inside the airline industry. Airlines that strategically broaden sensory, affective, behavioral, and intellectual touchpoints, whilst fostering brand knowledge, can create a unique brand identity that resonates with customers and ends in greater customer loyalty.

**Keywords:** brand consciousness, sensory experience, affective experience, behavioral factors, intellectual engagement, brand knowledge, airline industry.

## INTRODUCTION

The airline industry is a pivotal factor in the global financial system, holding a critical position in facilitating international travel, exchange, and tourism. Over the past few decades, the world has skilled substantial transformation, driven by technological advancements, globalization, and evolving customer expectations (Azzari & Pelissari, 2021). With increasingly more airlines entering the market, challenges have intensified, making brand differentiation crucial for survival and prosperity. As the consumer is exposed to a multitude of airline options, their selection methods turn out to be more and more influenced by brand perceptions. In this particularly aggressive environment, fostering strong brand awareness among consumers is important for airways to seize and maintain market proportion (Chung, et al., 2022).

Brand consciousness can be defined as the magnitude to which a brand occupies the minds of customers, influencing their perceptions, choices, and buying behaviors. In the context of the airline industry, the brand focus includes a consciousness of the airline's call and brand, recognition (Eslami, 2020). A review of past studies mentions that consumers with excessive brand recognition are more likely to select acquainted manufacturers over the lesser-regarded competition, even if the latter may additionally provide lower charges (Shah, et al., 2020). This loyalty translates to repeat purchases and high-quality word-of-mouth recommendations.

Moreover, brand consciousness goes beyond mere popularity as it encompasses emotional and cognitive connections that consumers upsurge with brands. In an industry in which offerings are frequently intangible, and studies can vary extensively, organizing a strong brand identity and fostering a deep emotional connection with consumers can drastically influence brand loyalty. Thus, expertise in the factors that affect brand awareness is critical for airlines to consider distinguishing themselves in a crowded market (Hwang & Lyu, 2020).

This conceptual paper aims to discover the multifaceted effects of sensory, affective, and behavioral factors on customer brand consciousness in the airline industry. The paper explores how these elements engage and impact the role of brand knowledge (Gesundo, et al., 2022). The paper seeks to offer a comprehensive understanding of ways Airways can leverage these influences to enhance brand awareness, improve customer loyalty, and in the long run drive profitable industry performance.

## LITERATURE REVIEW

### Brand knowledge and brand consciousness

Brand consciousness is a critical construct in marketing that encapsulates how consumers perceive, recognize, and engage with a brand. According to Aaker (1996), brand consciousness is closely tied to brand equity, which comprises brand awareness and brand associations. The level of brand consciousness significantly influences consumer preferences and purchase behaviors, particularly in the airline industry, where brand loyalty can lead to increased customer lifetime value (Levrini & Jeffman dos Santos, 2021). Sensory influences check with the stimuli that enchant consumers' five senses sight, sound, scent, taste, and contact. Sensory marketing has gained attention as a strategic method for reinforcing brand perceptions. A study by Zha et al. (2022) suggested that visually appealing advertisements beautify customer engagement and brand recollection. In the airline context, vibrant imagery of locations, aircraft, and onboard reports can effectively captivate capability consumers.

Affective influence has a crucial position in shaping customer moods and behaviours. Liu et al. (2020), discovered that airways frequently appoint carefully selected in-flight tunes or sounds that contribute to a relaxing ambience, enhancing the general travel experience and strengthening brand engagement. The scent can evoke powerful emotional responses and enhance brand popularity, demonstrating that scents should significantly affect customer behaviour, leading to greater brand consideration (Pina & Dias, 2021). Airlines with signature scents in their lounges or cabins can create a unique brand identification that lingers in travellers' memory.

Affective impacts pertain to the emotions a brand evokes and how these emotions affect purchaser behaviour. Emotional connections with brands can substantially enhance consumer loyalty and pride. Kautish, et al., (2021), emphasize the significance of emotional responses in shaping consumer conduct, specifically in service industries. Airlines that create emotional touchpoints, such as heartfelt commercials or customized service interactions, can foster stronger customer connections. For instance, airways may share consumer tales or testimonials that evoke emotions of nostalgia or joy, deepening the emotional bond with their brand. According to Zeqiri et al. (2024), developing memorable experiences is important for manufacturers in this market. Airlines that concentrate on delivering splendid purchaser studies, from the booking process to in-flight providers, can considerably impact brand perceptions and customer loyalty. Positive emotional studies throughout travel can cause stronger brand consciousness, as consumers associate high-quality feelings with the brand. Behavioural influences encompass purchasers' movements and engagement stages with a brand, reflecting their dating and loyalty. Research by Ahn & Back (2020) suggests that common flyer programs beautify customer loyalty. Customers who take part in loyalty packages frequently increase a sense of belonging to the airline brand, reinforcing brand cognizance. Programs with tiered rewards and customized blessings can encourage repeat purchases and boom brand attachment.

Social media is pivotal in shaping client perceptions in the digital age. Kim et al., (2022) found that active engagement on social media systems can enhance brand recognition and popularity. Airlines that efficaciously use social media to engage with consumers, respond to inquiries, and share content material can foster a robust

brand presence and build a community of reliable followers. Intellectual effects relate to the cognitive reviews consumers make concerning a brand and their knowledge about its services and universal popularity. Kautish et al. (2021) define brand knowledge as the sum of brand recognition and associations. A higher stage of brand knowledge results in greater customer loyalty and choice. Airlines that efficiently discuss their value propositions, including protection data, service quality, and specific services, can enhance consumers' knowledge and perceptions of their brand.

Consumers often engage in comparative reviews of brands before making choices. Research by Zeqiri et al. (2024) indicated that customers verify manufacturers based on their attributes, including price premiums and service. Airlines performing well in those attributes are much more likely to enhance their brand consciousness among travellers, leading to accelerated loyalty. Brand knowledge is a crucial mediator among the sensory, affective, behavioural, and intellectual influences on brand recognition. According to Farhat et al. (2021), brand knowledge mediates the relationship between customer experience and brand loyalty. This suggests that sensory, affective, behavioural, and intellectual effects beautify brand knowledge and increase brand awareness.

Research by Mandagi et al. (2024) highlights that brand understanding contributes to brand equity, influencing purchaser perceptions and loyalty. In the airline sector, greater brand knowledge can result in greater brand focus, reinforcing customer choices and acquiring customer loyalty. This literature evaluation emphasizes the multifaceted effects on customer brand recognition in the airline industry. Sensory, affective, behavioural, and intellectual impacts shape brand knowledge, complementing brand consciousness. The proposed literature offers a basis for future empirical research, providing a conceptual framework to apprehend the complicated dynamics of consumer conduct inside the airline region (Hafez, 2022).

The literature evaluation examines the various impacts on brand knowledge in the airline industry, focusing on sensory, affective, behavioural, and intellectual dimensions while discussing the mediating function of brand understanding in these relationships. Brand recognition is crucial in advertising and marketing, encapsulating how customers understand, recognize, and engage with a brand. According to Zha et al. (2022), brand consciousness is intently tied to brand equity, which contains brand consciousness and institutions. The stage of brand consciousness extensively influences purchaser possibilities and purchase behaviours, specifically within the airline industry (Jeon & Yoo, 2021). Sensory influences communicate the stimuli that appeal to purchasers' senses: sight, sound, smell, taste, and touch. Sensory experience has become a strategic device for boosting brand perceptions. Visual stimuli, for instance, play a giant role in client engagement and brand keep in mind. Research by Zollo et al. (2020) indicated that visually appealing classified ads could effectively captivate capacity customers, as seen in airlines like Emirates, which use beautiful visuals in their advertising campaigns.

Similarly, auditory stimuli impact consumer moods and behaviours. Tarabieh (2022) discovered that history songs could affect the duration of life and spending behaviour in retail environments. In the airline context, carefully decided in-flight tunes can enhance the general tour revel in and improve brand institutions. Olfactory stimuli can evoke powerful emotional responses. Ferreira et al. (2022) have proven that scents drastically influence customer behaviour. Airlines with signature scents in their lounges or cabins can create a unique brand identification that remains in travellers' memories.

Affective effects pertain to the feelings a brand evokes and how those emotions affect customer behaviour. Emotional connections with manufacturers can significantly improve customer loyalty and pride. Sohaib et al. (2022) emphasize the significance of emotional responses in shaping consumer behaviour, especially in service industries, wherein private intelligences play a key function.

Behavioural impacts express consumers' moves and engagement stages with a brand, reflecting their courting and loyalty to it. Loyalty applications are a top instance of this having an impact; studies by Pratama et al., (2023) suggested that common flyer packages improve customer loyalty extensively. Customers participating in loyalty applications broaden their experience belonging to the airline brand, reinforcing brand knowledge. Additionally, social media plays a pivotal function in shaping client perceptions. Tarabieh (2022) determined that active engagement on social media structures complements brand consciousness and recognition. Airlines

that effectively use social media to interact with consumers reply to inquiries and divide content can foster a sturdy brand presence and build a network of loyal fans.

Intellectual impacts relate to the intellectual evaluations purchasers make concerning a brand, along with their knowledge approximately the brand's services and universal reputation. As described by Zia et al. (2021), brand knowledge is the sum of brand knowledge and associations, with better ranges leading to greater customer loyalty and choice. Airlines that effectively speak their fee propositions consisting of protection facts, service quality, and particular services enhance customers' knowledge and perceptions of their brand. Furthermore, consumers often interact with comparative reviews of manufacturers earlier than making choices. Shahid et al. (2022) indicate that customers assess brands based on their attributes, such as quality, charge, and service. Airlines that carry out properly in this area are likelier to enhance brand recognition amongst tourists, mainly to elevate loyalty.

Brand knowledge is a crucial mediator among sensory, affective, behavioural, and intellectual effects on brand recognition. According to MacInnis and Jaworski (1989), brand knowledge mediates the relationship between customer experiences and brand loyalty, suggesting that as sensory, affective, behavioural, and intellectual influences decorate brand understanding, they ultimately result in elevated brand consciousness. Research by Levrini & Jeffman dos Santos, (2021), highlighted that brand knowledge contributes to brand equity, influencing purchaser perceptions and loyalty. In the airline quarter, more brand knowledge can cause more desirable brand consciousness, reinforcing customer options and driving purchaser loyalty. This literature overview emphasizes the multifaceted effects on purchaser brand consciousness inside the airline industry. Sensory, affective, behavioural, and intellectual impacts shape brand knowledge. The proposed literature offers a foundation for future empirical research, supplying a conceptual framework to understand the complicated dynamics of customer conduct in the airline sector.

Table 1. Summary of selected literature

Sr. No	Research Title	Authors	Variables	Methodology and Findings	Limitations
1	Making sense of sensory brand experience: Constructing an integrative framework for future research.	Zha, D., Foroudi, P., Jin, Z., and Melewar, T. C. (2022)	Sensory brand experience	A conceptual framework based on sensory brand experience, aimed at constructing an integrative framework.	Limited empirical testing: framework needs validation through practical applications.
2	Brand knowledge and non-financial brand performance in green restaurants: Mediating effect of brand attitude	Liu, K. N., Hu, C., Lin, M. C., Tsai, T. I., and Xiao, Q. (2020)	Brand knowledge, brand attitude, non-financial performance	Quantitative study: brand attitude mediates the impact of brand knowledge on brand performance in green restaurants.	The study is limited to the green restaurant industry; generalizability is a concern.
3	An assessment of brand experience knowledge literature: Using bibliometric data to identify future research directions	Zha, D., Melewar, T. C., Foroudi, P., and Jin, Z. (2020)	Brand experience knowledge	Bibliometric analysis to assess the literature on brand experience, identifying research gaps and future directions.	Bibliometric focus lacks empirical data; limited actionable insights.
4	The influence of brand experiences on consumer-based brand equity	Pina, R., and Dias, Á. (2021)	Brand experience, consumer-based brand equity	Quantitative research; finds that brand experience significantly impacts brand equity.	Focus on brand equity in a specific context, limiting broader applicability.

5	Influence of values, brand consciousness, and behavioral intentions in predicting luxury fashion consumption	Kautish, P., Khare, A., and Sharma, R. (2021)	Values, brand consciousness, behavioral intentions	A survey-based study examining how values and brand consciousness drive luxury fashion consumption.	Focus on luxury fashion limits generalization to other industries.
6	The impact of social media marketing on brand awareness, brand engagement, and purchase intention in emerging economies	Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A. M., Hasani, V. V., and Paientko, T. (2024)	Social media marketing, brand awareness, brand engagement, purchase intention	An empirical study in emerging economies shows social media marketing's positive effects on brand awareness and engagement.	Limited to emerging markets; findings may not apply in developed economies.
7	The structural effects of affective and cognitive elaboration in the formation of customer-brand relationship	Ahn, J., and Back, K. J. (2020)	Affective elaboration, cognitive elaboration, customer-brand relationship	Structural equation modeling (SEM) to assess the effect of cognitive and affective factors on brand relationships.	Limited to service industries; does not consider product-based brand relationships.
8	The role of passengers' involvement in cause-related marketing: Moderated mediation effects of brand attitude and brand consciousness in the airline industry	Kim, S., Jang, J., and Kim, I. (2022)	Cause-related marketing, brand attitude, brand consciousness	Analyzes how passenger involvement influences brand attitude and consciousness in airline marketing.	A specific focus on airlines limits transferability to other sectors.
9	Influence of values, brand consciousness, and behavioral intentions in predicting luxury fashion consumption	Kautish, P., Khare, A., and Sharma, R. (2021)	Values, brand consciousness, behavioral intentions	A survey in the luxury fashion segment to explore drivers of consumption behavior.	Limited to luxury fashion; applicability in mass-market products is unclear.
10	The impact of social media marketing on brand awareness, brand engagement, and purchase intention in emerging economies	Zeqiri, J., Koku, P. S., Dobre, C., Milovan, A. M., Hasani, V. V., and Paientko, T. (2024)	Social media marketing, brand awareness, brand engagement, purchase intention	Focus on emerging markets, demonstrating a positive impact of social media on brand engagement.	Findings may not translate well to highly developed markets.
11	Role of Brand Experience and brand Affect in Creating Brand Engagement: A case of Higher Education Institutions	Farhat, K., Mokhtar, S. S. M., and Salleh, S. B. M. (2021)	Brand experience, brand effect, brand engagement	Studies on higher education institutions show that brand experience influences engagement through affect.	Industry-specific (education); applicability to other sectors may be limited.

12	The Combined Effect of Brand Gestalt, Brand Awareness, and Brand Image on Ecotourism WOM Intention	Mandagi, D. W., Pasuhuk, L. S., and Kainde, S. J. (2024)	Brand gestalt, brand awareness, brand image	Examines how brand image affects ecotourism word-of-mouth intentions.	Focused on ecotourism; findings may not apply to other tourism segments.
13	Unpacking the influence of social media marketing activities on brand equity in the banking sector in Bangladesh	Hafez, M. (2022)	Social media marketing, brand equity, brand experience, perceived uniqueness	Moderated mediation analysis reveals how brand experience affects brand equity in banking.	Banking-specific context; limited applicability to other service sectors.
14	Experiencing the sense of the brand: Mining, processing, and application of brand data through sensory brand experiences	Zha, D., Foroudi, P., Melewar, T. C., and Jin, Z. (2022)	Sensory brand experience	A qualitative study on sensory brand experiences and their impact on brand perception.	Lacks quantitative validation; only exploratory.
15	The relationship between brand experience and consumer-based brand equity in grocerants	Jeon, H. M., and Yoo, S. R. (2021)	Brand experience, consumer-based brand equity	Examines how brand experience shapes brand equity in grocery-restaurant hybrids.	Specific to grocerants; findings may not apply to other retail formats.

**Theoretical framework**

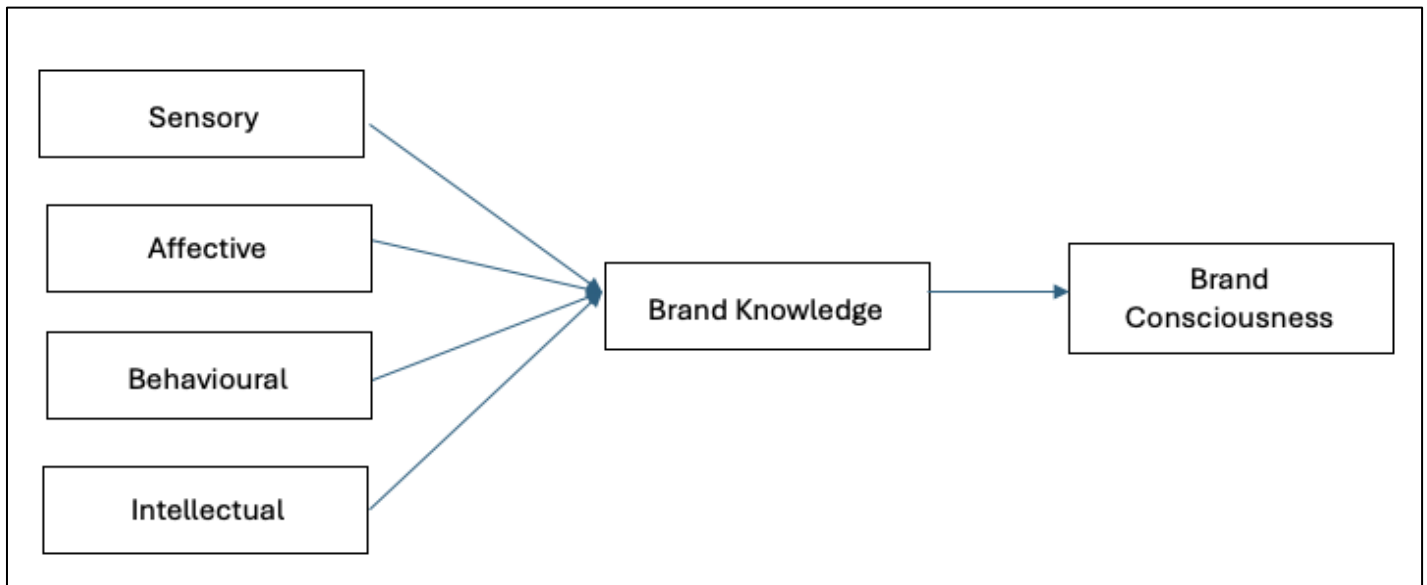


Figure1. Framework

The literature on customer brand awareness in the airline industry highlights the problematic roles that sensory, affective, behavioural, and intellectual factors play in shaping consumer perceptions and choices. Brand focus, defined as a customer's recognition of and preference for unique manufacturers because of perceived high quality and standing, has become an important vicinity of studies in rather competitive industries like airways (Kim & Yim, 2022). This section summarizes the key findings from the literature on the influence of every factor and the mediating function of brand understanding in enhancing brand knowledge.

## **Sensory Influence on Brand Consciousness**

Sensory advertising appeals to the senses of sight, sound, contact, taste, and smell and has been recognized as an effective device for boosting consumer revel in and fostering brand loyalty. In the airline industry, sensory stories are fundamental to passenger adventure, from the environment in airport lounges to the consolation of in-flight seating and the taste of food served on board (Husain et al., 2022). Studies show that sensory stimuli can considerably affect brand belief, with attractive sensory studies main to accelerated brand awareness and preference. Airlines that put money into sensory advertising and marketing along with ambient lighting fixtures, noise discounts, and extraordinary substances tend to create an advantageous impression that enhances brand knowledge (Čvirik, 2020). This is especially crucial in an industry in which direct physical interactions with consumers are restrained, and memorable sensory cues can differentiate one airline from any other. According to literature, it is hypothesized as:

**H1:** Sensory factors positively influence brand consciousness in the airline industry.

## **Affective Influence on Brand Consciousness**

Affective elements pertain to consumers' emotional connections with brands, which are critical in customer loyalty and pleasure. Emotional branding in the airline industry can evoke feelings of safety, relaxation, and exclusivity (Walia et al., 2020). The literature shows that consumers who experience superb feelings during their interactions with a brand are much more likely to increase a strong attachment to it. For example, airlines that role themselves as expensive or purchaser-centred may additionally domesticate an extra effective brand consciousness among passengers, leading to a lasting impression (Hwang & Lyu, 2020). Research has observed that affective elements are especially influential in the airline industry due to the emotional importance of tours, which regularly involve exhilaration, anticipation, or pressure. Airlines that create a calming and pleasant experience for consumers enhance their brand identification and reinforce customer loyalty (Han, et al., 2020). According to the literature, it is hypothesized as follows:

**H2:** Affective factors positively influence brand consciousness in the airline industry.

## **Behavioural Influence on Brand Consciousness**

Behavioural elements discuss the movements and workouts consumers partner with a brand, purchase habits and brand utilization. In the airline industry, loyalty programs, common flyer incentives, and personalized offerings inspire repeated conduct that strengthens brand knowledge. Literature indicates that constant interactions and high-quality service stories boost consumers' chances of conducting brand-orientated conduct (Chung, et al., 2022). The comfort of using a particular airline for repeated journeys, familiarity with its services, and rewards from loyalty programs lead to a reinforced behavioural affiliation with the brand. Behavioural influences are particularly impactful in forming habits, as passengers who acquire benefits from loyalty applications frequently expand a desire and attachment to a specific airline, contributing to more advantageous brand awareness (Aljumah, et al., 2023).

**H3:** Behavioral factors positively influence brand consciousness in the airline industry.

## **Intellectual Influence on Brand Consciousness**

Intellectual engagement refers to a brand's cognitive efforts to stimulate consumers' minds and curiosity. In the context of airlines, intellectual engagement might contain revolutionary product services, obvious sustainability practices, or digital advancements that captivate customers' interest (Eslami, 2020). The literature on brand recognition indicates that intellectual factors are becoming increasingly critical as consumers try to find brands that align with their values and understanding-based possibilities. For example, airlines that actively promote their environmental projects or offer innovative in-flight era answers can seize the consciousness of consumers who feel understanding and innovation. Research suggests that purchasers intellectually engaged by a brand are much more likely to grow to be aware of that brand, as they perceive it as aligned with their beliefs and minds. This intellectual engagement strengthens brand attachment and loyalty (Shah, et al., 2020). It is hypothesized from the above literature:

**H4:** Intellectual factors positively influence brand consciousness in the airline industry.

### **Mediating Role of Brand Knowledge**

Brand knowledge, which encompasses brand awareness and brand image, is a central factor in enhancing brand consciousness. It refers to consumers' depth of knowledge and familiarity regarding a brand, shaping their perceptions and associations. In the airline industry, brand knowledge mediates the relationship between sensory, affective, behavioural, and intellectual influences and brand consciousness by consolidating these diverse experiences into a coherent brand image (Susanti et al., 2020). According to the literature, well-informed consumers are more likely to have a clear and positive brand image, which increases their propensity to be brand conscious. Airlines prioritising disseminating relevant brand knowledge through advertising, customer engagement, and transparent communication tend to cultivate a stronger brand knowledge among their consumers, sustaining brand consciousness (Seo, et al., 2020).

Studies emphasize that brand knowledge is essential for bridging the gap between initial consumer experiences (sensory, affective, behavioural, and intellectual) and sustained brand consciousness (Gesmundo et al., 2022). For example, a customer may initially choose an airline due to its positive sensory features, but continued brand knowledge acquired through advertisements and word of mouth leads to a more persistent brand consciousness. The literature thus supports the view that brand knowledge is not just a mediator but an amplifier of the various influences on brand consciousness, as it consolidates consumer perceptions and reinforces their associations with the brand (Sudirjo, et al., 2023). From the literature studies, it is supposed that:

**H5:** Brand knowledge mediates the relationship between sensory factors and brand consciousness.

**H6:** Brand knowledge mediates the relationship between affective factors and brand consciousness.

**H7:** Brand knowledge mediates the relationship between behavioural factors and brand consciousness.

**H8:** Brand knowledge mediates the relationship between intellectual factors and brand consciousness.

In conclusion, the literature suggests a strong connection between sensory, affective, behavioural, and intellectual influences and brand consciousness, with brand knowledge significantly mediating. The proposed hypotheses provide a foundation for empirical validation of these relationships, providing a comprehensive understanding of how diverse psychological and experiential factors contribute to consumer brand knowledge within the airline industry. This study consequently contributes to the wider discourse on brand management and customer loyalty by way of addressing the particular dynamics of brand awareness in a noticeably competitive and provider-orientated zone.

## **METHODOLOGY**

This paper employs a comprehensive collection and critical assessment of prior literature regarding customer brand awareness, sensory advertising, and the position of brand knowledge in the airline industry. The documentation seeks to include online and offline assets, spanning educational magazine articles, eBook chapters, and full-text documents. Sources for this observation were accessed through distinguished online databases, including a Web of Science, Scopus, ScienceDirect, and Google Scholar. The criteria targeted key phrases such as "brand consciousness," "sensory factors," "affective engagement," "behavioural impact," "intellectual appeal," "airline industry," and "brand knowledge."

The search parameters were narrowed to studies published between 2017 and 2024 to ensure relevance to contemporary brand dynamics and customer behaviour trends in the airline sector. Only scholarly sources, such as peer-reviewed journal articles, book chapters, and industry reports, were considered to maintain the academic rigour of this study. However, some limitations may arise from the restricted access to certain databases and journals, potentially limiting the breadth of reviewed literature. Additionally, the scope of research was confined to the airline industry and excluded studies from unrelated fields such as education,



healthcare, and non-business technology sectors. This paper also considers brand consciousness literature across different regions, analysing global and regional studies to identify cross-cultural perspectives and generalize findings within the airline industry.

## FINDINGS

The literature reveals significant insights into the factors influencing customer brand consciousness in the airline industry, specifically focusing on sensory, affective, behavioural, and intellectual influences. It also highlights the pivotal role of brand knowledge as a mediating variable, consolidating these individual factors' impact on brand consciousness. The literature underscores that sensory experiences are essential in creating strong, memorable brand associations. Airlines use sensory marketing, such as high-quality seating materials, appealing visuals in branding, signature scents in lounges, and distinctive in-flight menus, to create a unique sensory profile that distinguishes them from competitors. Sensory factors without delay affect brand consciousness by reinforcing a brand's identification through repeated and appealing physical reviews (Azzari & Pelissari, 2021). The findings suggest that fine sensory reviews foster deeper brand recognition and can lead to a more potent choice for a specific airline (Shahid, et al., 2022). Sensory advertising in the airline industry allows building a preliminary attraction that evolves into brand recognition as customers shape associations with specific sensory elements (Shukla, et al., 2023).

Affective factors pertaining to emotional connections and customer studies are proven to impact brand knowledge seriously. In the airline industry, emotional studies are carefully curated to make customers feel valued and cared for. Airlines acquire this by emphasizing customer-centric values, attentive in-flight offerings, and ensuring passenger comfort (Zha, et al., 2020). Literature indicates that affective elements now enhance customer delight and establish an advantageous emotional bond between customers and the airline, strengthening brand cognizance (Joshi & Garg, 2021). Customers are probably not to forget and like airways that make them feel comfortable, special, or excited, ultimately leading to brand loyalty. The affective dimension is particularly robust in the airline industry because of the emotional significance of travel stories (Pina & Dias, 2021).

Behavioural factors- loyalty packages, common flyer rewards, and personalized services are central to encouraging repeat purchases and boosting brand knowledge. Literature in customer conduct indicates that regular, tremendous interactions with a brand improve the likelihood of consumers developing habitual possibilities for that brand (Ferreira et al., 2022). Airlines that provide different packages like loyalty packages, discounts for frequent travellers, and customized offerings (which include seat selection and precedence boarding) create an environment in which the same airline continuously incentivises the consumer experience. This routine preference ends in a bolstered affiliation with the airline's brand, solidifying brand awareness. Findings show that behavioural incentives are particularly powerful in fostering loyalty in the airline industry, wherein customers receive rewards for their loyalty and consistency in service (Zha et al., 2022).

Intellectual engagement, which includes stimulating consumers' curiosity and aligning with their values, has been diagnosed as increasingly relevant in the contemporary airline industry (Gómez-Suárez & Veloso, 2020). Airlines incorporate environmentally friendly practices, transparent communications, and modern digital gear to intellectually engage their customers (Nadeem, et al., 2021). The literature reveals that consumers are drawn to manufacturers that suit their intellectual values, including environmental awareness and innovation. For example, airways that undertake sustainable gas practices or openly communicate about their carbon footprint appeal to environmentally conscious consumers, enhancing brand focus. Intellectual engagement leads consumers to view the airline as an innovative and accountable entity, strengthening their connection to the brand (Hwang, et al., 2021). This fashion shifts closer to more understanding-based brand institutions, particularly among younger, cost-pushed purchasers.

Brand knowledge comprising brand awareness and brand image is a crucial mediating factor that amplifies the impact of sensory, affective, behavioural, and intellectual impacts on brand consciousness (Shukla et al., 2023). Customers with high brand understanding tend to be more aware of the brand and are better capable of considering and understanding it. In the airline industry, brand knowledge is constructed through advertising

and marketing, word-of-mouth, and direct consumer reports, collectively contributing to a solidified brand image (Mandagi et al., 2024). The literature findings advise that when consumers have a deeper knowledge of an airline's brand (from its sensory appeals to its values and services), they develop stronger brand awareness (Teng & Chen, 2023).

Overall, the literature assessment highlights the multidimensional nature of brand consciousness in the airline industry, illustrating that sensory, affective, behavioural, and intellectual elements contribute to developing a sturdy brand image. Brand understanding is important as a mediator, synthesizing those numerous factors into a coherent knowledge that strengthens brand awareness. Airlines that leverage these elements to cultivate memorable and significant client reports can reap higher levels of brand focus, improving customer loyalty and competitive benefits in the long run. The hypotheses drawn from these findings set the stage for empirical testing, allowing for a more nuanced knowledge of the mechanisms driving brand consciousness in the airline industry. These findings underscore the importance of including brand strategies that address numerous customers experience factors, from sensory attraction to highbrow engagement.

## CONCLUSION

In conclusion, this study elucidates the multifaceted impacts of sensory, affective, behavioural, and intellectual factors on customer brand popularity within the airline industry, highlighting the pivotal position of brand understanding as a mediating aspect. The widespread relationships identified amongst those variables underscore the importance of incorporated advertising strategies prioritising sensory engagement, emotional connection, and intellectual stimulation.

By fostering strong brand knowledge, airlines can enhance brand consciousness, increasing customer loyalty and advantage in a hastily evolving marketplace. As the airline industry continues to face challenges, expertise in these dynamics may be essential for brands aiming to connect with their customers on a deeper level and power long-term success.

The present study offers an in-depth exploration of the influences of sensory, affective, behavioural, and intellectual elements on customer brand consciousness within the airline industry, focusing on the mediating position of brand knowledge. The findings contribute drastically to our expertise on how extraordinary dimensions of consumer experience interact to shape perceptions of airline brands and ultimately pressure purchaser loyalty. The studies showed all the formulated literature, showing that every unbiased variable sensory, affective, behavioural, and intellectual effects positively impact brand knowledge. This relationship suggests that once Airways successfully interacts with consumers through multi-sensory experiences, emotional connections, energetic purchaser participation, and intellectual engagement, they facilitate a deeper knowledge of their brand amongst consumers.

Moreover, the study highlighted that brand knowledge is crucial in improving brand consciousness. Customers with a strong knowledge of an airline's values, offerings, and precise promoting propositions are more likely to increase a strong preference for that brand. This shows that brand expertise enhances consumer loyalty and positions the brand favourably within the aggressive landscape of the airline industry. This study examined the influence of sensory, affective, behavioural, and intellectual factors on customer brand consciousness in the airline industry, with brand knowledge as a mediating variable. Drawing upon extensive literature, we have highlighted the essential role of each of these dimensions in shaping a consumer's conscious awareness and preference for a brand in a highly competitive and dynamic industry. In this context, brand consciousness represents a customer's awareness, perception, and loyalty toward a specific airline, influenced by multiple experiential and cognitive factors. The findings imply that sensory elements, physical surroundings, in-flight ambience, and the visual attraction of brand elements are crucial in creating lasting sensory memories that customers partner with the brand. While effective and precise, these sensory stories trigger customers' admiration and desire for a specific airline, suggesting that sensory elements are foundational in brand awareness.

Affective factors, or the emotional connections that purchasers form with an airline brand, are vast. Positive emotional reviews, including feeling valued and appreciated at some stage in the flight, foster loyalty and

attachment to the brand. In an industry where customer experience is paramount, affective elements contribute drastically to brand focus by creating memorable emotional connections that inspire repeat customers. Behavioural measurement also became critical, particularly through loyalty programs, rewards, and consistent customer support, which boost consumers' behavioural habits and possibilities. Airlines that efficaciously implement these behavioural incentives now inspire customers to return but instil a routine desire for his or her brand, in addition to strengthening brand focus. Intellectual elements, which address the alignment of a brand with customers' values, ideals, and intellectual engagement, are increasingly applicable in a marketplace where purchasers have become greater socially and environmentally aware. Airlines committed to sustainability, transparency, and innovation are better positioned to seize the eye and loyalty of price-pushed consumers. Intellectual engagement allows purchasers to experience a deeper connection with the brand's values, adding a cognitive layer to their brand recognition.

This study underscores the significance of an included method for building brand awareness in the airline industry. Airlines that invest in sensory stories, emotional connections, behavioural incentives, and highbrow engagement whilst fostering brand understanding can create a compelling brand identification that resonates with purchasers. This holistic method strengthens customer loyalty and enables Airways to differentiate itself in an aggressive market. The findings suggest several avenues for destiny research. Future studies could empirically study the proposed hypotheses to validate the relationships between these factors and brand consciousness. Additionally, research may want to explore how cultural and demographic differences affect the relative significance of sensory, affective, behavioural, and intellectual elements in brand consciousness. From a managerial perspective, airlines should prioritize growing a unique and remarkable brand experience that engages customers throughout this dimension. In conclusion, improving brand consciousness in the airline industry is complicated and multidimensional and requires a deep knowledge of customer studies and perceptions. Airlines that effectively leverage sensory, affective, behavioral, and intellectual factors, with brand understanding as a mediating factor, can build a robust brand presence and foster long-lasting customer loyalty.

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