CHAPTER-6
CONCLUSION

The previous chapter discussed the data analysis and results. This chapter will conclude the study by discussing about study contribution, limitation and scope of the study.

6.1 ACADEMIC CONTRIBUTION AND MANAGERIAL IMPLICATION

The study on the “Impact of Service Experience and Brand Experience on Satisfaction, Service Brand Attitude, Brand Equity and Repurchase Intention with special influence to the airline industry” is an empirical investigation. The study, for the first time developed a conceptual model that simultaneously examines the relationships between service experience and brand experience and further their influence on satisfaction, service brand attitude, brand equity and repurchases intention.

There have been several conceptual papers (Edvardsson et al., 2005; Hulten, 2011; Helklula, 2011) that exposed the possible relationship between service experience and brand experience. The present study is an empirical one in the same direction.

The research study findings on the relative contribution of the service experience constructs- core service, employee service and servicescape on airline service experience are interesting to note. Though core service, employee service and servicescape have significant influence on airline service experience, core service has the most influence. The consumer’s airline service experience is most enhanced when the airline suits his needs, is reliable, offers good and quality core service. Airline service providers, who invest in providing better employee service and a
better servicescape at the expense of its core service, will fail to provide the best service experience. However, airline consumers see prompt employee service, employee willingness to help and temperature of the airline as important additional elements of service experience.

For an airline consumer the visual impact of the brand plays an important role in enhancing his brand experience. The other dimensions of brand experience such as affective, behavioral and intellectual have a less significance compared to the sensory dimension on enhancing his brand experience.

The attitude of consumers towards the airline brand is clearly seen to be determined by the consumers’ experience of the service. A positive service and brand experience leads to a positive service brand attitude.

The brand equity of an airline is found to be enhanced when consumer recognize the airline brand among other competing brands, are aware of the brand, are able to recall its symbol or logo. Airlines that can enhance their service experience and brand experience can ensure enhanced brand equity as well.

Compared to brand awareness- brand association, brand loyalty and perceived quality are found to contribute less significantly towards determining brand equity.

The study reveals that brand experience positively impacts satisfaction levels of airline consumers. Satisfaction also positively impacts brand equity. However, interestingly, the satisfaction with an airline does not automatically ensure a positive attitude towards its brand.
Despite of the high satisfaction level with the current airline the customer might gradually develop a desirable, attractive and likable opinion for other airlines which comes up with more lucrative price offers and promotional discounts. As per the study, consumers who are satisfied with the airline service, have a repurchase intention.

The study provides both academic and managerial contribution. Theoretically it adds to the existing literature by providing empirical support for the significant contribution of service experience in developing a unique, emotional, cognitive, and affective internal response in consumer’s memory for the given brand. It empirically shows that when these specific factors bound experiences created for the service brand, can perforate in consumer’s memory (long term), which results in molding the perceptions for the service brand.

The managerial lessons for airline service providers are based on follow findings:

- Consumers, while evaluating service experience expect core service followed by employee service and servicescape.
- Airline service consumers, who experience good core service, develop a favorable attitude towards the brand.
- Airline service consumers experience better brand experience when the brand has a high visual impact.
- When airline consumers experience good core service and are visually impacted by the brand, their attitude towards the airline brand is positive.
- The brand equity of the airlines goes up, when an airline consumers service experience and brand experience are positive.
• Positive brand experience and service experience in the airline industry results in satisfaction.
• Consumers who are satisfied with the brand may not necessarily form a positive attitude towards the brand.
• Consumers who are satisfied with the brand and service help in enhancing the brand equity.
• Satisfaction with an airline brand will lead to repurchase intention.

Airline service providers need to concentrate on providing core service and building a brand that has sensory appeal. The airline providers have to make constant efforts to build brand equity by creating advertisements and opportunities through which consumers are made aware of the brand and are able to distinguish the airline from other competing airlines. The study findings are very much beneficial to the practitioners, which indicate to consider the relative importance of the different dimensions of a service brand (core service, employee service and servicescape) in the creation of overall experience of the brand. Also it provides direction to the marketing manager on the nature of the relationship between these constructs (i.e., service experience, brand experience, service brand attitude, satisfaction, brand equity and repurchase intention). The study findings will help out the manager to build up their strategies to capture the emotional aspect of consumption in order to enhance their brand value and will help to make a strong emotional bond with their customer. Consumers market can be segmented based on their psychographic concept of experience. Marketers can formulate differential tactics and experiential strategies to intrigue thoughts which drive the hedonic aspect of consumption and focus on the emotional appeal of their consumption offers. Marketing managers can create and increase the brand equity for their service brand by making them attractive, memorable, superior
in providing sensual arousal, emotional bonding, easily recognizable and reliable. The manager should focus more to influence the subconscious part of the customer’s brain by creating unique service atmosphere which will stimulates their emotion and sensation. As a result the customer feel emotionally bonded with the brand and can derive pleasant experiences, which will remain in their memory as a delightful and mesmerizing incident for life long. This in turn will increase the satisfaction level which will create strong repurchase intention. Also the manager needs to strategify their offerings in such an enduring way that the customer feels the brand as a part of their life by actively involving them in creating their own experiences. Thus, the customer avail the service again based on their pleasant memory and the emotional bondage with the brand. Also the study finding indicates the manager to strategically concentrate to build up strong and positive attitude towards the service brand. As the empirical findings showed creating satisfaction based on delightful service experiences is essential in creating favorable assessment of the brand but is not sufficient alone to develop favorable attitude. The attitude formation also highly depends on the nature of industry and the intensity of competition in that industry. The manager should also strategify themselves for creating unique offerings to their customer which will take both hedonic and functional aspects simultaneously, because it high time to ignore the importance of hedonic aspects in consumption.

6.2 LIMITATION AND DIRECTION FOR FUTURE RESEARCH

The findings of the study are with respect to the airline industry only; this can be considered as a limitation for the study. Thus the study contributed to the literature by integrating the concepts of brand and service experience. This puts a question in front of the practitioner since the study findings suggest that both service and brand experience need to be managed simultaneously, as it
will create satisfaction and repurchase intention. This study only considered airline customers. The future scope of the study could be to explore whether the same phenomenon takes place for other service oriented brands. Future study also can be considered a comparative study of the relationship between service experience and brand experience by simultaneously considering different service industries which are high in experiential qualities such as airlines, restaurant, healthcare, hotels, retail sector, theaters and theme parks. A cross country study could also give some insights on the validity of the relationships obtained in this study. The future scope of research also can be done to see how this relationship between service experience and brand experience influence word of mouth communication and viral marketing.