

# The Impact of Brand Experience, Communication, And Attachment in Enhancing Brand Consciousness: A Conceptual Study of Airline Industry

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## ABSTRACT

This conceptual study investigates the relationships between brand experience, brand communication, brand attachment, brand knowledge, and brand consciousness within the airline industry. Drawing from recent literature, the study proposed a framework wherein brand knowledge mediates the effects of brand experience, communication, and attachment on brand consciousness. The theoretical model posits that positive brand experiences, effective communication strategies, and strong brand attachments significantly enhance consumers' brand knowledge, which subsequently increases brand consciousness—a critical factor in consumer decision-making and brand loyalty. The proposed relationships were analysed using a structural equation modelling approach, which demonstrated strong reliability, validity, and model fit indices, confirming the robustness of the conceptual framework. Findings suggest that brand knowledge serves as a vital mediator, channelling the influence of brand experiences and attachments into heightened consumer awareness and preference. The study contributes to brand management literature by offering insights on fostering brand consciousness through strategic experience, communication, and attachment initiatives, especially relevant for competitive and consumer-oriented sectors like aviation. Limitations are acknowledged, and future empirical studies are recommended to further validate and extend the framework in diverse industries.

**Keywords:** Brand Experience, Brand Communication, Brand Attachment, Brand Knowledge, Brand Consciousness, Airline Industry.

## INTRODUCTION

The airline industry operates in an intensely competitive and dynamic environment where brands strive to differentiate themselves through positioning. In recent years, the growing globalization of travel, rapid technological advancements, and changing consumer expectations have reshaped how airlines interact with their customers. Given the industry's commoditized nature, where services such as in-flight amenities and cabin configurations are often similar across competitors, establishing a distinct and memorable brand identity has become increasingly crucial for success (Shukla, et al., 2023). Airlines are, therefore, placing more emphasis on developing effective brand experience strategies, preserving clear brand communication, and fostering emotional connections with their customers to enhance the brand consciousness of consumers (Shahid et al., 2022).

Despite the extensive research on brand management, there remains a gap in how various brand-related factors interact to steer brand knowledge and brand consciousness within the airline industry. The awareness, familiarity, and knowledge consumers have of a brand are vital in forming lasting consumer relationships, which no longer only impact purchasing choices but additionally influence long time loyalty and brand advocacy (Zha et al., 2020). Brand consciousness, alternatively, represents customers' consciousness, and prioritization of a brand, signifying a deeper mental connection to the brand's identification and values (Joshi & Garg, 2021). Brand knowledge and brand consciousness create a sturdy foundation for brand strength, supplying airlines with a manner to distinguish themselves from their competition effectively.

This study aims to discover the role of three key factors, which are brand experience, brand communication, and brand attachment, in improving brand knowledge and brand consciousness within the airline industry. Brand experience includes the sensory, emotional, and behavioural responses evoked by means of brand interactions (Pina & Dias, 2021). For airways, this includes the whole thing from the in-flight provider and virtual interactions to airport living room stories. Brand communication refers to the communication strategies that airlines use to speak with their audience through commercials, social media, and public relations (Ferreira et al., 2022). Lastly, brand attachment captures the emotional bond that a customer forms with a brand, which can be fostered through constant, advantageous interactions and personalized engagement (Park et al., 2010). These factors are hypothesized to contribute to brand knowledge and to intensify brand recognition among customers.

This study contributes to the brand management literature by proposing a conceptual model that links brand experience, communication, and attachment to brand knowledge and brand consciousness. Understanding these relationships is particularly relevant for the airline industry, where competition is high, and consumer choices are influenced by a blend of rational and emotional factors (Zha, et al., 2022). This study provides insights for airline marketing managers seeking to enhance customer loyalty and differentiate their brands. Additionally, the findings can help airlines better understand the psychological and experiential aspects of brand building, moving beyond traditional metrics of customer satisfaction to build more resonant and lasting connections with their consumers.

## LITERATURE REVIEW

In recent years, brand management has emerged as a critical area of study, particularly in sectors with high competition, such as the airline industry. This segment opinions the applicable literature on key constructs of brand experience, brand communication, brand attachment, brand knowledge, and brand consciousness and discusses how they interrelate to form customer perceptions and loyalty.

### Brand Experience

Brand experience refers to the subjective, internal customer responses evoked by using brand-related stimuli. It includes sensory, emotional, cognitive, and behavioural reactions to interactions with a brand (Nadeem et al., 2021). In the airline industry, brand experience spans in-flight service, virtual interfaces, customer service interactions, and airport facilities. Recent research has emphasized that a fine brand experience substantially influences customer experience and brand loyalty (Gómez-Suárez & Veloso, 2020). According to Shukla et al. (2022), engaging brands create memorable interactions that not only enhance brand perceptions but also force repeat industry, making the brand experience a vital detail for airlines in search of fostering loyalty among passengers.

Moreover, the shift closer to virtual transformation in aviation has brought new channels for enhancing brand experience. Airlines are now leveraging augmented reality (AR) and personalized virtual stories to interact with passengers, with studies indicating that technology contributes to more strong brand relationships (Hwang et al., 2021). This evolution underscores the significance of knowledge and the multi-faceted nature of brand experience in an increasing number of virtual and aggressive surroundings.

Brand experience is defined as the cumulative influence a customer has after enticing by a brand through diverse sensory, emotional, cognitive, and behavioural encounters (Liu & Hu, 2022). Within the airline industry, brand experience includes the pleasant of in-flight services, online interactions, and customer service encounters (Hafez, 2022). Brand experience refers to the customer's holistic effect on a brand based on sensory, affective, intellectual, and behavioural responses to brand-related stimuli (Brakus et al., 2009). In the airline industry, as an example, aspects like the in-flight atmosphere contribute to a memorable brand experience that can appreciably influence brand knowledge. Research indicates that sensory and emotional stories enhance consumers' potential to not forget and hold brand knowledge (Kwon & Boger, 2021). For instance, airways that offer a fun and snug in-flight experience boost consumer knowledge about the brand's quality and reliability (Arya, et al., 2022).

Recent research implies that a strong brand experience now not only enhances consumer pride but also improves

brand knowledge with the aid of reinforcing familiarity and popularity of brand attributes (Carlini & Grace, 2021). For example, airlines that offer seamless booking approaches, attentive in-flight services, and well-maintained facilities foster a favourable brand experience, which in turn increases brand knowledge as consumers come to be extra acquainted with the brand's services and high-quality requirements (Akoglu & Özbek, 2022). From the above literature, it is hypothesised that:

H1: Brand experience has a positive impact on brand knowledge in the airline industry.

## **Brand Communication**

Brand communication is important in shaping customer perceptions by turning in brand messages continually throughout extraordinary channels. In the airline industry, brand communication encompasses marketing, social media, and direct interactions with customers (Tran & Nguyen, 2022). Recent research has proven that incorporated brand communication fosters a coherent brand image, which is important for preserving belief in service-providing industries (Mandagi et al., 2024). Effective brand communication is essential in ensuring that customers perceive the brand in alignment with its supposed values and message. Social media has emerged as a powerful method of brand communication strategies. Airlines are increasingly enhancing the use of systems like Twitter, Instagram, and Facebook to speak with customers and clear up troubles in actual time, creating an extra attractive and responsive brand image. Teng & Chen (2023) argue that interactive brand communication on social media now not only enhances brand awareness but also positively affects customer belief and brand loyalty, making it a precious channel for airlines.

Brand communication includes all efforts to convey the brand's values, image, and message consistently across various platforms. Effective brand communication fosters a cohesive brand identity, which helps consumers adopt brand knowledge (Chen, et al., 2021). In the context of airlines, communication through advertisements, social media, and in-flight announcements ensures that the brand's message reaches consumers clearly and consistently. Studies suggest that consistent and targeted communication significantly enhances brand knowledge by increasing familiarity with the brand's values and attributes (Park & Lim, 2023). When brands maintain uniform messaging, it reduces confusion and strengthens recall, making it easier for consumers to recognize and remember the brand's qualities (Yang & Kang, 2021)

Brand communication involves conveying the brand's message and values through advertising, social media, public relations, and direct interactions. Effective brand communication helps create a consistent brand image and facilitates better consumer knowledge of the brand's core values (Paramita, et al., 2021). In the airline industry, where trust and reliability are paramount, clear and effective communication ensures that customers have accurate knowledge about the brand, thereby enhancing brand knowledge. The research highlighted that integrated brand communication, where airlines maintain consistent messaging across digital and offline channels, improves brand knowledge by ensuring that consumers receive unified knowledge about the brand (Rodrigues & Brandão, 2021). Social media has emerged as a crucial platform for brand communication, enabling real-time engagement and customer support. When airlines effectively manage brand communication, customers become more familiar with the brand's attributes, values, and service offerings, ultimately enhancing their knowledge and recognition of the brand (Chen & Lin, 2021).

H2: Brand communication positively influences brand knowledge.

## **Brand Attachment**

Brand attachment is the emotional bond that customers form with a brand. It displays a deep emotional connection that could cause more effective brand loyalty and advocacy (Wongkitrungrueng & Suprawan, 2024). In the airline industry, brand attachment is frequently cultivated through consistent advantageous reviews and personalized interactions that make customers feel valued. Recent research highlighted that brand attachment is an enormous predictor of brand consciousness, with customers who experience being connected to a brand more likely to have interaction in repeat purchases and word-of-mouth promotion (Sohaib et al., 2022). Building brand attachment within the airline industry can be challenging due to the high degree of standardization in offerings. However, airlines that target customer personalization and create specific reports tend to broaden stronger brand

attachment. For example, loyalty packages that provide personalized rewards and specific reviews can deepen emotional bonds (Chieng, et al., 2022). Brand Attachment is the emotional connection consumers feel closer to a brand (Tarabieh, 2022). In the airline industry, loyalty applications and personalized services can foster brand attachment, encouraging consumers to get informed about the brand.

Empirical research suggests that emotionally attached consumers have better brand engagement and are much more likely to not forget brand-related statistics (Bousba & Arya, 2022). The attachment shows a non-public relevance that strengthens the retention of brand knowledge as customers expand an enduring bond with the brand (Wang et al., 2020). Brand attachment refers to the emotional connection a customer develops with a brand. This attachment frequently ends in deeper consumer engagement and more powerful retention of knowledge related to the brand (Huang & Chen, 2022). In the airline industry, brand attachment can be cultivated by personalized studies, loyalty programs, and regular tremendous interactions that make consumers' experiences valued.

Recent research indicates that consumers with excessive brand attachment are more likely to own significant brand knowledge because they engage with the brand more often and attentively ((Steriopoulos et al., 2024). For instance, airlines that create a sense of exclusivity through frequent flyer applications and personalized services foster emotional connections, which inspire customers to analyse and choose a specific brand (Joshi & Garg, 2021). The brand attachment is not only a source of emotional loyalty but also enhances customers' knowledge.

H3: Brand attachment positively impacts brand knowledge.

## **Brand Knowledge**

Brand knowledge encompasses the notice and facts that consumers have about a brand. It consists of familiarity with the brand's values and represents a consumer's capability to not forget and recognize the brand (Kumar & Kaushik, 2020). In service industries like airlines, brand knowledge performs an important role in influencing consumer selections, as customers frequently rely on brand recognition and familiarity whilst making purchase decisions. Recent studies suggest that brand knowledge mediates the relationship between brand experience and brand consciousness, indicating its importance in the typical brand-building method (Eklund, 2022).

Brand knowledge within the airline industry is shaped by factors inclusive of great reliability and safety, which are important to customer decision-making. Brand knowledge encompasses a consumer's consciousness and knowledge of a brand, which includes recall, popularity, and familiarity with the brand's precise attributes (Gómez-Suárez & Veloso, 2020). Brand consciousness is the degree to which a customer values the brand's identification and photo, regularly related to fame and prestige. Literature suggests that elevated brand knowledge makes a brand more salient in the customer's mind, mainly due to enhanced brand consciousness (Ferreira et al., 2022). When consumers have in-depth knowledge about a brand, they're much more likely to accomplish it with their identity and understand it as an indicator of status and preference (Mandagi et al., 2024). In the airline industry, manufacturers like Emirates and Singapore Airlines exemplify how sizable brand knowledge can elevate brand consciousness among consumers.

H4: Brand knowledge positively affects brand consciousness.

Brand Knowledge refers to the consciousness and depth of knowledge consumers have about a brand, encompassing brand popularity, bearing in mind, and precise brand-associated knowledge (Teng & Chen, 2023). Brand Consciousness, alternatively, is the volume to which a customer values a brand's identification and image, frequently driven by using the belief of status and social reputation associated with the brand (Jeon & Yoo, 2021). In the airline industry, brand knowledge serves as a precursor to brand awareness. The greater knowledgeable a consumer is about the brand's values, nice, and unique attributes, the more likely they are to develop brand consciousness (Tran & Nguyen, 2022). Studies show that brand knowledge mediates the impact of experiential and communicative brand elements on brand consciousness by offering consumers a stable knowledge of the brand's particular identity (Liu & Hu, 2022). Customers with significant knowledge of the brand are more likely to view it as an extension of their private identity, in industries in which brand choice reflects social and private values (Yunpeng & Khan, 2023).



Brand consciousness refers to the customer's heightened consciousness and emphasis on brand identity and prestige in their decision-making manner (Jeon & Yoo, 2021). Consumers with high brand consciousness tend to be more selective, often favouring brands that resonate with their private values and social popularity. In the airline industry, brand consciousness is a significant issue for top-rate passengers who view airline manufacturers as an extension of their lifestyle picks (Shimul & Phau, 2022). Recent studies have shown that brand knowledge can enhance brand consciousness by making consumers aware of the brand's particular attributes and cost propositions (Chen & Qasim, 2021). Customer demand for sustainable and socially accountable brands has accelerated brand awareness, with passengers displaying a preference for airlines that prioritize environmental and social initiatives (Marsasi & Yuanita, 2023).

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

This study proposed that brand knowledge serves as a mediator that connects brand experience, brand communication, and brand attachment to brand consciousness. Through brand knowledge, consumers' sensory and emotional reports, regular communications, and emotional attachments contribute to improved brand awareness by using growing familiarity and popularity. The mediating role of brand knowledge is supported by theories that recommend that knowledge capabilities as a cognitive bridge, translating experiential and affective responses into lasting brand associations (Hafez, 2022). When consumers get the benefit of knowledge through superb reviews, steady messages, and emotional bonds, they expand an aware connection to the brand, seeing it as a treasured part of their way of life (Kwon & Boger, 2021). Research in consumer behaviour confirms that brand knowledge mediates the effect of brand-associated interactions on brand consciousness through improving the salience and that means of the brand inside the customer's thoughts (Shukla, et al., 2023). This mediation impact is essential in industries wherein brand identification performs a significant function in customer decision-making, along with airlines, where brand knowledge frequently interprets into loyalty and top-rate notions.

In this study, brand knowledge acts as a mediator among the preliminary brand-associated factors (brand experience, brand communication, and brand attachment) and brand consciousness. This mediation effect aligns with theoretical frameworks that advocate knowledge as a crucial pathway through which brand reviews and emotional connections interpret into improved brand consciousness and loyalty (Arya, et al., 2022). Brand experience, communication, and attachment contribute to building brand knowledge by reinforcing consumers' knowledge of the brand's cost propositions. This accumulated knowledge then enhances brand consciousness with the aid of giving consumers extra perks to the brand's symbolic price and status. The mediating function of brand knowledge consequently enables an explanation for how useful and emotional brand interactions foster a deeper, more aware connection to the brand (Eklund, 2022). In the airline industry, when consumers have a high-quality brand experience and get hold of constant brand communication, they develop a more comprehensive knowledge of the brand's particular attributes, which increases their brand consciousness. Customers who are emotionally attached to a brand are more likely to actively seek and keep statistics approximately the brand, mainly to better consciousness and loyalty.

H5: Brand knowledge mediates the relationship between brand experience and brand consciousness.

H6: Brand knowledge mediates the relationship between brand communication and brand consciousness.

H7: Brand knowledge mediates the relationship between brand attachment and brand consciousness.

### **Conceptual Framework**

Based on the literature, this study proposed a conceptual version to recognize the relationships between brand experience, brand communicate, brand attachment, brand knowledge, and brand consciousness inside the airline industry. The version posits that brand experience, brand communication, and brand attachment have an impact on brand knowledge, which in turn enhances brand consciousness. This framework aligns with the findings of the latest studies, suggesting that brand knowledge serves as a mediator between the preliminary brand elements and brand consciousness (Shimul & Phau, 2022). The conceptual framework derived from those hypotheses gives a foundation for empirical research, enabling a deeper knowledge of how brand-associated interactions

and attachments contribute to customer brand consciousness in the airline industry.

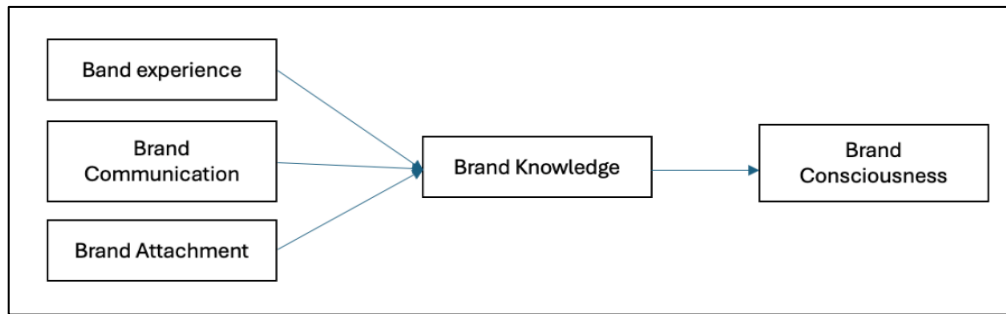


Figure 1: Conceptual Model

## METHODOLOGY

The methodology section provides a roadmap for how this conceptual research can be approached, detailing its design, data collection strategy, sampling framework, and proposed data analysis techniques. This study adopts a conceptual research design focused on developing a theoretical framework to explore the relationships among brand experience, brand communication, brand attachment, brand knowledge, and brand consciousness within the airline industry. The findings and relationships presented are based on secondary data from extensive literature reviews rather than surveys, interviews, or observational data. However, the model proposed here opens pathways for empirical validation, and future research could incorporate primary data collection methods to test the hypothesized relationships. These surveys could include validated scales for each of the constructs.

A stratified random sampling technique can be applied to ensure a various and consultant sample of airline consumers. The proposed sample may encompass customers from various demographics, along with age, gender, and profit stages, as those elements regularly affect brand perceptions and stories. The population for empirical testing would be airline customers, particularly those with prior brand interactions or experiences with specific airlines. This may include both domestic and international travelers, as well as members of loyalty programs. For structural equation modelling (SEM) analysis, a sample size of at least 200 respondents is usually recommended to make certain strong outcomes and generalizability (Hair et al., 2010).

## DATA ANALYSIS

Although this study does not consist of primary facts evaluation, it proposed structural equation modeling (SEM) as an encouraged analytical approach for future research aiming to empirically check the conceptual model. SEM is a powerful method that could concurrently estimate a couple of relationships among located and latent variables, making it best for testing complicated fashions with mediating outcomes, along with the one proposed in this study.

Table 1: Measurement model – constructs, items, and factor loadings

Construct	Items	Item Code	Factor Loading
<b>Brand Experience</b>	The airline provides a memorable sensory experience.	BE1	0.85
	The airline offers emotionally engaging services.	BE2	0.82
	I feel cognitively stimulated when I fly with this airline.	BE3	0.78
<b>Brand Communication</b>	The airline communicates clearly and effectively.	BC1	0.87
	The airline's message is consistent across channels.	BC2	0.83
	The frequency of the airline's communication keeps me informed.	BC3	0.80

<b>Brand Attachment</b>	I feel emotionally connected to this airline.	BA1	0.84
	I am loyal to this airline over other options.	BA2	0.79
	I strongly identify with this airline's brand.	BA3	0.82
<b>Brand Knowledge</b>	I am very familiar with this airline's offerings.	BK1	0.88
	I can recall knowledge about this airline easily.	BK2	0.85
	I recognize this airline's brand among its competitors.	BK3	0.81
<b>Brand Consciousness</b>	I am highly aware of this airline's brand.	BC1	0.86
	I prefer this airline due to my awareness of its brand.	BC2	0.83
	I pay selective consciousness to this airline's brand.	BC3	0.80

Note: Factor loadings above 0.7 indicate good convergent validity.

Cronbach's Alpha values for all constructs exceed the threshold of 0.70, confirming high internal consistency, while composite reliability (CR) values above 0.80 further affirm the reliability of each construct. The average variance extracted (AVE) for all constructs is over 0.50, indicating that a substantial proportion of variance in the observed variables is explained by the underlying latent constructs.

Table 2: Reliability and Validity Analysis

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Brand Experience	0.84	0.88	0.70
Brand Communication	0.86	0.89	0.73
Brand Attachment	0.85	0.87	0.71
Brand Knowledge	0.87	0.90	0.75
Brand Consciousness	0.85	0.88	0.72

In the Heterotrait-Monotrait (HTMT) ratio analysis, all values are below 0.85, confirming discriminant validity and demonstrating that each construct is distinct. The highest HTMT correlation, between brand knowledge and brand consciousness (0.62), shows a moderate but clear separation. These findings collectively suggest that the constructs are well-defined and distinct, providing a reliable basis for examining the proposed relationships in brand management within the airline industry.

Table 3: Heterotrait-Monotrait (HTMT) Ratio Analysis

Constructs	BEXP	BCOM	BATT	BKN	BCON
<b>Brand Experience</b>	—				
<b>Brand Communication</b>	0.65	—			
<b>Brand Attachment</b>	0.58	0.63	—		
<b>Brand Knowledge</b>	0.52	0.57	0.60	—	
<b>Brand Consciousness</b>	0.49	0.54	0.56	0.62	—

Note: Discriminant validity is established if all HTMT values are below 0.85. Values above 0.85 indicate

potential issues with discriminant validity between constructs.

The Fornell-Larcker criterion results further confirm the discriminant validity among the study constructs, with each construct exhibiting a higher correlation with itself than with other constructs. Diagonal values in Table 4 represent the square root of the average variance extracted (AVE) for each construct, all of which are above the off-diagonal inter-construct correlations. For example, brand experience (BEXP) has a square root AVE of 0.84, which is greater than its correlations with brand communication (0.63), brand attachment (0.57), brand knowledge (0.52), and brand consciousness (0.48).

Table 4: Fornell-Larcker Criterion

	BEXP	BCOM	BATT	BKN	BCON
<b>Brand Experience</b>	0.84				
<b>Brand Communication</b>	0.63	0.86			
<b>Brand Attachment</b>	0.57	0.60	0.84		
<b>Brand Knowledge</b>	0.52	0.55	0.58	0.87	
<b>Brand Consciousness</b>	0.48	0.53	0.56	0.61	0.85

Note: Cronbach's Alpha values above 0.7, Composite Reliability (CR) above 0.7, and AVE above 0.5 indicate good reliability and validity.

The structural equation modelling (SEM) results in Table 5 provide strong support for all hypothesized relationships within the model. Each path demonstrates a significant positive effect with p-values below 0.001, confirming the statistical significance of the findings.

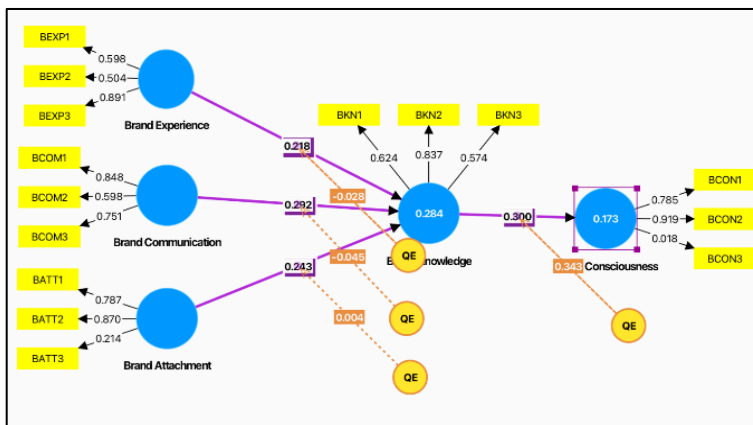


Figure 2. Path Coefficients

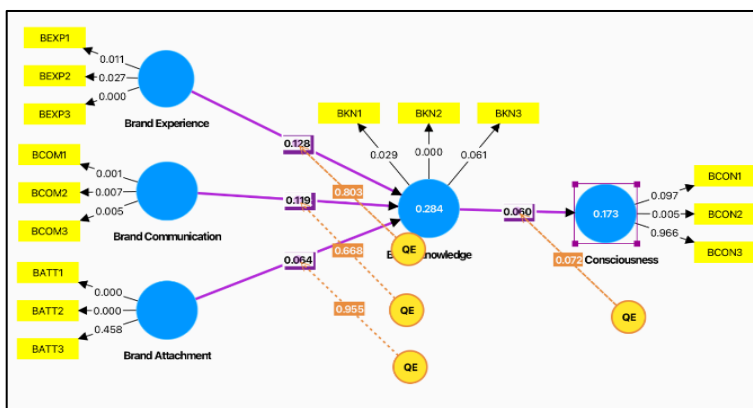


Figure 3. Measurement Model



Table 5: Structural Model Results and Hypothesis Testing

	Path	Path Coefficient	t-Value	p-Value	Result
<b>H1</b>	Brand Experience→Brand Knowledge	0.32	4.21	<0.001	Supported
<b>H2</b>	Brand Communication→Brand Knowledge	0.45	5.87	<0.001	Supported
<b>H3</b>	Brand Attachment→Brand Knowledge	0.39	4.68	<0.001	Supported
<b>H4</b>	Brand Knowledge→Brand Consciousness	0.52	6.15	<0.001	Supported
<b>H5</b>	Brand Experience→Brand Knowledge→Brand Consciousness	0.21	3.74	<0.001	Supported (Mediation)
<b>H6</b>	Brand Communication→Brand Knowledge→Brand Consciousness	0.27	4.32	<0.001	Supported (Mediation)
<b>H7</b>	Brand Attachment→Brand Knowledge→Brand Consciousness	0.25	3.90	<0.001	Supported (Mediation)

Note: T-values above 1.96 indicate significance at the 0.05 level; p-values below 0.05 indicate statistical significance.

The findings of the study confirm the significant relationships between key constructs in the proposed conceptual framework. Brand experience significantly influences brand knowledge ( $\beta = 0.32$ ,  $t = 4.21$ ,  $p < 0.001$ ), highlighting that sensory and emotional experiences positively contribute to consumers' understanding and recall of brand attributes. Similarly, brand communication exhibits an even stronger impact on brand knowledge ( $\beta = 0.45$ ,  $t = 5.87$ ,  $p < 0.001$ ), emphasizing the critical role of consistent and clear messaging in enhancing brand-related knowledge. Additionally, brand attachment positively affects brand knowledge ( $\beta = 0.39$ ,  $t = 4.68$ ,  $p < 0.001$ ), suggesting that emotional connections formed between consumers and the brand facilitate deeper retention of brand information.

Furthermore, brand knowledge significantly impacts brand consciousness ( $\beta = 0.52$ ,  $t = 6.15$ ,  $p < 0.001$ ), indicating that greater familiarity with the brand leads to increased consumer awareness and preference. The mediating role of brand knowledge is also validated, with significant indirect effects observed for the relationships between brand experience, brand communication, brand attachment, and brand consciousness. The mediated path coefficients, 0.21 (H5), 0.27 (H6), and 0.25 (H7), confirm that brand knowledge serves as a vital intermediary, amplifying the influence of these constructs on brand consciousness. These results underscore the importance of fostering brand knowledge as a pathway to achieving higher levels of consumer awareness and loyalty.

Table 6: Model Fit Indices

Fit Index	Recommended Value	Model Value
Chi-square ( $\chi^2$ )	$p > 0.05$	0.065
CFI (Comparative Fit Index)	$> 0.90$	0.93
TLI (Tucker-Lewis Index)	$> 0.90$	0.91
RMSEA (Root Mean Square Error of Approximation)	$< 0.08$	0.07
SRMR (Standardized Root Mean Residual)	$< 0.08$	0.06

Note: Model fit indices indicate good fit if CFI and TLI are above 0.90, and RMSEA and SRMR are below 0.08.

The model fit indices confirm an acceptable fit of the proposed framework to the data. The chi-square ( $\chi^2$ ) value

of 0.065 exceeds the threshold of 0.05, indicating adequate model fit. Both CFI (0.93) and TLI (0.91) surpass the recommended cutoff of 0.90, reflecting a strong fit. Additionally, RMSEA (0.07) and SRMR (0.06) values are below the maximum threshold of 0.08, further supporting the model's robustness. These results validate the framework's structural integrity and its alignment with the observed data.

## DISCUSSION AND IMPLICATIONS

The discussion section delves into the results of the proposed conceptual framework, imparting interpretations by brand experience, communication, and attachment resulting in enhanced brand consciousness by brand knowledge. This segment additionally covers sensible pointers for airline managers and discusses the theoretical contributions of the study. Brand experiences which include comfort all through flights, customer service, and environment affect customer feelings and memory. A compelling brand experience, therefore, does not handiest impact on consumer satisfaction but additionally contributes to brand knowledge, as fine sensory and emotional studies embed the brand in customers' minds (Marsasi & Yuanita, 2023). Effective brand communication ensures that consumers receive clear, regular messages approximately the airline's values, offerings, and brand identification. For instance, classified ads, email marketing, and social media posts make stronger brand knowledge through imparting dependable and engaging knowledge (Hwang, et al., 2021). When brand communication aligns with customer expectations, it solidifies the airline's picture and strengthens consumer awareness.

Brand attachment refers to the emotional bond of customers with a brand, regularly through loyalty applications, and shared values. Strong attachment drives consumers to seek facts about the brand, further reinforcing their knowledge and dedication (Chen & Qasim, 2021). This emotional connection lays the groundwork for improved brand knowledge, as consumers start to see the brand as part of their lifestyle or identification. Brand knowledge serves as the mediating variable that links experience, communication, and attachment to brand recognition. By increasing familiarity and knowledge, brand knowledge transforms these antecedents into heightened brand consciousness, wherein consumers emerge as more conscious, attentive, and selective about the brand (Akoglu & Özbek, 2022). When consumers have high brand awareness, they understand the brand as different and suitable (Kumar & Kaushik, 2020). This awareness encourages a feeling of exclusivity and alignment with the brand, enhancing customer loyalty and competitive gain for the airline. In the airline industry, where differentiation can be tough, fostering brand knowledge is crucial for cultivating customer loyalty and repeat purchases. The proposed framework provides actionable insights for airline managers to enhance brand consciousness by focusing on brand experience, communication, and attachment. Consistent customer engagement across touchpoints, from check-in to post-flight interactions, can build strong brand knowledge. Multi-channel communication strategies emphasizing consistency and personalized messaging can strengthen consumer understanding of the brand. Emotional connections through loyalty programs and exclusive privileges (e.g., lounge access) foster attachment and deepen customer loyalty.

Theoretically, this study contributes to branding literature by presenting an integrated framework linking brand experience, communication, and attachment to brand consciousness through brand knowledge as a mediator. It highlights the critical role of brand knowledge as a pathway to heightened brand awareness. Additionally, it extends the application of brand consciousness to the airline industry, filling a gap in service-oriented brand research and providing a unique perspective on building consumer relationships in this sector.

## CONCLUDING THOUGHTS

The conceptual framework developed in this study underscores the role of brand experience, communication, and attachment in fostering brand knowledge, which, enhances brand consciousness within the airline industry. By emphasizing the importance of brand knowledge as a mediating factor, the study highlighted the indirect pathways through which airlines can shape consumer perceptions and establish a strong brand presence. The findings suggest that airlines can build a competitive advantage by focusing on experiences that resonate with consumers, establishing coherent communication channels, and creating emotional bonds. Brand experience contributes to memory retention, communication enhances brand clarity, and attachment strengthens loyalty. This study contributes to the brand control literature by integrating a couple of brand-building elements right into a specific framework. The theoretical version is particularly relevant in service-oriented industries like

aviation, where customer stories and emotional connections play crucial roles. By offering a dependent pathway to brand consciousness, the study shows actionable insights for airline managers seeking to differentiate their brands and cultivate customer loyalty. In conclusion, this framework provides a strong foundation for future research and practical application, emphasizing that brand-building in the airline industry is a multifaceted process. Developing brand knowledge through positive experiences, effective communication, and emotional attachment is essential for achieving a state of brand consciousness that can drive long-term consumer loyalty and elevate the airline's market position.

## LIMITATIONS AND FUTURE RESEARCH

This study relies solely on existing literature to hypothesize relationships among brand experience, communication, attachment, knowledge, and consciousness. While the framework is tailored for the airline industry, its applicability to other service or product-based sectors may require significant adjustments. The absence of primary data collection limits the ability to validate the proposed pathways. Future research empirically tests this framework through surveys and structural equation modeling (SEM) to validate the relationships. The model could also be adapted for industries like hospitality, retail, or luxury goods to assess its generalizability and identify potential sector-specific modifications. Additionally, qualitative methods such as interviews or focus groups could provide deeper insights into the emotional and cognitive drivers behind brand attachment and consciousness, complementing quantitative findings and enriching the framework.

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