



Recognized by: Higher Education Commission (HEC), Government of Pakistan

---

## Exploring Passenger Purchase Behaviour in Airline Retailing: The Role of Service Experience and Value Perception

### Abdul Haseeb Nasir

Air University School of Management Sciences, Air University Islamabad, Multan Campus  
[abdulhaseebnasir9@gmail.com](mailto:abdulhaseebnasir9@gmail.com)

### Syed Muhammad Hassan Mujtaba

Air University School of Management Sciences, Air University Islamabad, Multan Campus  
[syedhassanmujtaba66@gmail.com](mailto:syedhassanmujtaba66@gmail.com)

### Moin Ahmad Moon\*

Air University School of Management Sciences, Air University Islamabad, Multan Campus  
[moin@aumc.edu.pk](mailto:moin@aumc.edu.pk)

### Muhammad Annas

Air University School of Management Sciences, Air University Islamabad, Multan Campus  
[annaskhalidawan171004@gmail.com](mailto:annaskhalidawan171004@gmail.com)

### Hamza Manzoor

Air University School of Management Sciences, Air University Islamabad, Multan Campus  
[hamzamanzoor720@gmail.com](mailto:hamzamanzoor720@gmail.com)

### Asad Ali Khan Tareen

Air University School of Management Sciences, Air University Islamabad, Multan Campus  
[asadalikhantareen22@gmail.com](mailto:asadalikhantareen22@gmail.com)

\* Corresponding Author

---

## ABSTRACT

The airline retail sector has emerged as an important strategic domain for airlines seeking to enhance passenger engagement, brand value, and non-ticket revenue. Airline retail goods, such as branded merchandise and travel-related products, serve not only as revenue-generating tools but also as symbolic representations of airline brands that influence passengers' emotional and behavioral responses. This study investigates passenger purchase behaviour in airline retail by examining the influence of airline goods product characteristics on perceived experience, brand love, brand personality, and repurchase intention. Drawing on consumer behavior and branding literature, this research proposes a comprehensive conceptual framework incorporating five dimensions of airline goods product characteristics—price appropriateness, external characteristics, visual attractiveness, product meaning, and emotional function. A quantitative research design was employed, and data were collected from 254 passengers who had experience purchasing airline retail goods while traveling from Pakistan to international destinations using both Pakistani and foreign airlines. The data were analyzed using SPSS and AMOS. Exploratory factor analysis and confirmatory factor analysis were conducted to assess the reliability and validity of the measurement model, followed by structural equation modeling to test the proposed hypotheses. The findings reveal that airline goods product characteristics have a significant positive effect on passengers' perceived experience. Perceived experience, in turn, significantly influences brand love and brand personality. Furthermore, brand personality plays a critical role in shaping passengers' repurchase intention toward airline retail goods. The study offers meaningful theoretical contributions by extending airline retail and branding literature and provides practical implications for airline managers seeking to strengthen brand engagement through retail strategies.

**Keywords:** Airline retail, passenger purchase behaviour, product characteristics, perceived experience, brand love, brand personality, repurchase intention.

---

## INTRODUCTION

Netherlands airline are offering more product based services than transportation services. These services are including retail services, offering branded products, and airline merchandise. These services are contributing more and more to the net revenues of the airline industry. This is because of the variety of products airlines are selling, including souvenirs branded with the airline logos and branded lifestyle products. These merchandise and products help airlines capture emotional connections with the airline through souvenir collection reinforcing customers and passengers with tangible memories over their branded products and travel experiences. Airline merchandising has the potential to enhance the marketing and promotion of the airline.

Passengers are influenced by a combination of emotional and rational components with the purchases made in airline retail. Products have the airline

brand logo and can evoke travel memories, portray customers experiences, and display passengers and customers airline brand loyalty. Prior research in the aviation industry has documented the appreciation of souvenirs and branded products to create positive feelings in consumers. Airline retail products sell due to the consumer behavior in aviation, and travel. Although airline retail products are selling, and services are offered, research is limited in understanding the consumers buying and reselling the airline products. This research is particularly limited in developing countries including Pakistan.

For airline retail research, Pakistan is one-of-a-kind and an uncharted context. On Pakistan International Airlines and Airblue, as well as on Emirates, Qatar Airways, Turkish Airlines, and Etihad Airways, Pakistani consumers travel abroad consistently. They encounter different retail airlines, and their purchasing strategies and offers. This is why Pakistani consumers are the perfect candidate for studying airline retail purchasing behaviour. Consequently, understanding the particular attributes of the airline products and how they shape the perceived experiences and reactions of consumers in relation to the airline brand is imperative to both foreign and domestic airlines in this market.

Referring to the internal and external literature regarding consumer behaviour, branding, and airline marketing, this study intends to articulate a model to assess the relationships between airline products, perceived experiences, and brand love, brand personality, and repurchase intention. This study aims to address the most imperative issues in the literature by testing the aforementioned model empirically. Data to test the model will be collected from airline passengers on a flight from Pakistan to any other country.

This research provides three main contributions. First, it empirically tests a dimension of the characteristics of an airline good in the airline retail context. Second, it incorporates the branding literature the mediation of perceived experience, brand love, and brand personality on the repurchase intention. Finally, it provides value to airline managers in improving passenger interactions and brand equity through airline retail for effective brand value management.

## **LITERATURE REVIEW**

### **Airline Goods Product Characteristics**

When it comes to the understanding of airline products, the literature also defines the retail of airline products as the airline's travel-related and branded merchandise that the airline sells to passengers. The airline sells these goods via the airline's retail shop, in-flight, and airport. These products symbolize the airline, and as such, they are designed with the airline's logo, colors, and other design elements that reflect the airline's personality and service philosophy. The literature of consumer behaviors defines these products as symbolic consumption, through which the consumer can express identity, memorialize an event, and strengthen the emotional ties with the brand.

Evidence from prior research on tourism and retailing suggest the importance

of understanding the characteristics of products. In the case of airline retailing, the products consist of a unique configuration of multi-dimensional products. The literature informs this study on the characteristics of airline goods as consisting of five dimensions: price appropriateness, external characteristics, visual attractiveness, product meaning and emotional function (Masih et al., 2025).

Price appropriateness relates to the airline passengers perception as to whether the price of the airline goods products is justified and reflects reasonable and appropriate value. Reasonable and appropriate pricing has been shown to improve consumer trust and value, and in turn, has higher likelihood of purchase. Regarding external characteristics, these relate to the physical design and distinctiveness, as well as the overall attractiveness of the airline goods products. Passengers are more likely to engage in impulse purchasing if they encounter airline products that are well-designed and attractively distinctive.

The appeal of products displayed by airlines reflects how well designed the products are and how well the products attract and hold the attention of potential consumers. Products that are aesthetically pleasing are more likely to be captured and more attention per customer are evaluated positively. In the first introduction of products into high stimuli environments - such as airports and airplane terminals - the appeal of the products will more likely lead to purchases. The worth of products includes the unique symbolic and emotional representations attached to the product. Emotional benefits such as pleasure, excitement, and emotional satisfaction are derived from the products. A combination of these characteristics form consumer satisfaction and acquire products from the airline.

Prior studies have focused on the patterns of purchase with respect to branded merchandise, airline consumer is expected to influence the pattern of purchase with respect to their perceived purchase experience.

**H1:** Airline goods product characteristics have a positive effect on perceived experience.

### **Perceived Experience**

Perceived experience reflects the personal thoughts and feelings of a consumer as they interact with their purchased product from a retailer. Experience can incorporate a range of feelings, and response that includes emotional as well as mental facets of the consumer. In the per purchased product from the airline retail, the perceived experience is a major influence on the consumers satisfaction with the product, and their emotional attachment to the purchased product.

The overall experience that consumers have when they shop with an airline company is influenced by many different variables, such as product customization, company branding, purchasing options, and individual travel history. Products offered by airlines can evoke memories from enjoyable travels and help improve overall company perception. Good airline experiences help create emotional attachments to the airline, which can greatly improve overall outcomes.

The impact of positive and emotional airline experiences on customer attitude and loyalty within the airline industry have been documented in many

papers. It is understood that experience should have a powerful impact on the perceived response 'product attributes' theory in relation to the airline industry.

### **Brand Love**

Consumers often experience something that many in the marketing industry call 'Brand Love.' It refers to a deep emotional relationship characterized by attachment, feeling, affection, passion, and emotional connection, which has been proven in marketing literature to have a positive impact on consumer advocacy, loyalty, and repeat purchasing.

In the airline business, passengers develop positive brand loyalty when they associate an airline brand with rewarding experiences, positive emotions, and social meaning. As tangible brand extensions, airline merchandise can serve as reminders of enjoyed trips, and thus strengthen the emotional bond. Also, passengers affinity increases towards the airline brand as they positively evaluate the airline merchandising.

Thus, this study contends that positive perceived experience increases brand love within the airline retail context.

**H2:** Perceived experience has a positive effect on brand love.

### **Brand Personality**

Brand personality is the constellation of human traits associated with a brand. Brands, in the minds of consumers, are ascribed characters such as sincerity, excitement, sophistication, and competence. Consumers relate and connect with a brand and are used for self expression when it has a powerful and positive brand personality.

In airline retail, the personality of a brand can be conveyed through the design, symbolic representation, and thematic coherence of merchandise. Offering products that communicate an airline's values and identity enables the airline to establish a unique brand personality and identity. Positive perceived experience of the airline retail experience and merchandise varies the perceived brand personality, enhancing the airlines brand competitiveness.

This research advances the hypothesis that perceived experience is an important factor influencing passengers' perception of airline brand personality.

**H3:** Perceived experience has a positive effect on brand personality.

### **Repurchase Intention**

The intent of repurchase refers to the inclination that customers would be willing to buy the airline's retail products. This is important to measure as it reflects customer loyalty and the airline's ability to sustain profitability over time. Repurchase intent is predicted by prior experience, attachment, and brand evaluation.

In the context of airline retail, passengers who strongly emotionally identify with an airline brand and positively assess its personality are more likely to experience repeated purchasing behaviours. Brand love creates an emotional, attachment bond, whereas brand personality supplies the mental framework within which consumers assess the fit of the brand with their self-identity.

Based on the literature on consumer behaviour and branding, it is assumed that brand love and brand personality will have a positive impact on passengers' repurchase intention regarding airline retail merchandise.

**H4:** Brand love has a positive effect on repurchase intention.

**H5:** Brand personality has a positive effect on repurchase intention.

### Relationships Among Study Variables

The anticipated connections between the attributes of the products sold by airlines, the purchase attributes of airlines, the love of the airline brand, the personality of the airline brand, and the intention to repurchase can be explained by the theories of experiential consumption and theories of branding. The features of the airline products shape the emotional and cognitive responses of the passengers and therefore influence the emotional experience. The emotional experience then leads to the emotional attachment which is brand love, and the exaggerated brand love reinforces the branded personality. The love of the brand and the perception of the brand personality influence the emotional response towards the intention to repurchase the airline products.

This study helps explain the passenger purchase behavior in airline retail and integrates all these ideas into a single model.

### Research Model

Based on the reviewed literature and proposed hypotheses, a conceptual research model is developed. The model illustrates the relationships between airline goods product characteristics, perceived experience, brand love, brand personality, and repurchase intention. Airline goods product characteristics are modeled as a higher-order construct comprising five dimensions: price appropriateness, external characteristics, visual attractiveness, product meaning, and emotional function. Perceived experience functions as a mediating variable, while brand love and brand personality serve as key predictors of repurchase intention. Figure 1 presents the proposed research model.

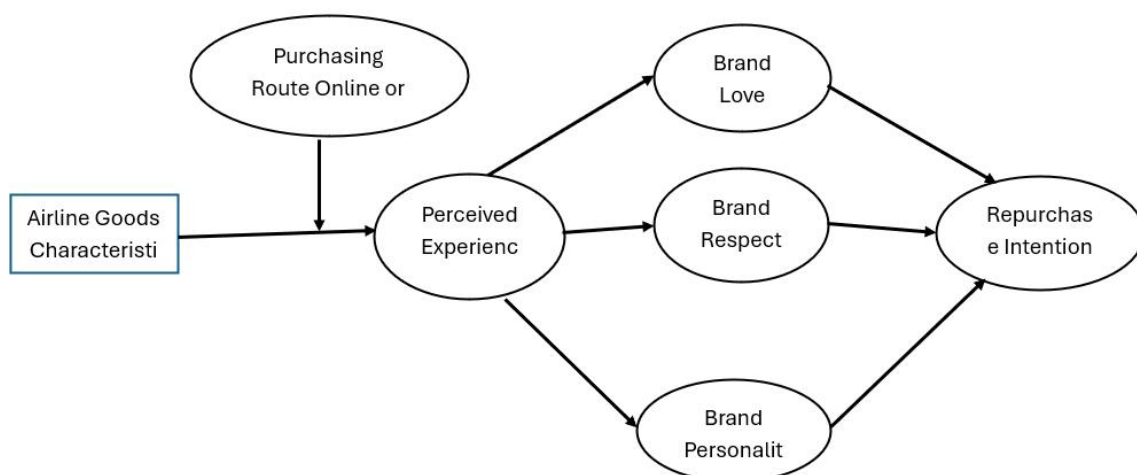


Figure 1: Research Model

## METHODOLOGY

## **Research Design**

A cross-sectional survey approach to analyze passenger purchasing behavior within airline retail is to examine this study is part of a cross-sectional survey approach to analyze passenger purchasing behavior within airline retail. Quantitative methods are relevant for evaluating proposed relationships between latent factors and for extrapolating findings to a population. In line with previous airline marketing and consumer behavior studies, this research employs structural equation modeling to evaluate the measurement model and the structural model. In line with previous airline marketing and consumer behavior studies, this research employs structural equation modeling.

## **Measurement Instruments**

Data were collected using a structured self-administered questionnaire. All constructs were measured using previously validated scales adapted from prior studies to ensure content validity. Minor wording modifications were made to align the items with the airline retail context. Responses were measured using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree.

Airline goods product characteristics were operationalized as a higher-order construct comprising five dimensions: price appropriateness, external characteristics, visual attractiveness, product meaning, and emotional function. Perceived experience, brand love, brand personality, and repurchase intention were each measured as reflective constructs. The use of a five-point Likert scale is consistent with prior consumer behavior research and facilitates respondent understanding and response accuracy.

## **Data Collection Procedure**

Data were collected from airline passengers who had experiences with the purchase of airline retail merchandise onboard flights from Pakistan to international destinations. The sampling frame included both international Pakistani airlines and foreign airlines. Within the context of airline retail research in Pakistan, and due to constraints in data accessibility, a non-probability convenience sampling method was selected.

To maximize participation in the study, an online and in-person strategy was used to distribute questionnaires. Respondents were notified of the study's academic purpose and were then provided with guarantees related to anonymity and confidentiality. For the completion of this study, only questionnaires that contained complete responses were selected.

## **Sample Characteristics**

A total of 254 valid responses were used for the purposes of data analysis, which fulfilled the recommended minimum sample size for SEM analysis. The sample comprised a heterogeneous group of passengers with diverse demographic backgrounds with different age ranges, genders, education levels, frequencies of travel, and airline preferences. Sample size was seen as appropriate to provide sufficient statistical power and reliable modeling of the estimated parameters for the model.

## Data Analysis Techniques

The collected data were analyzed using SPSS and AMOS. SPSS was utilized for data screening, descriptive statistics, and exploratory factor analysis (EFA). Confirmatory factor analysis (CFA) and structural equation modeling (SEM) were conducted using AMOS to assess the reliability and validity of the measurement model and to test the hypothesized relationships. Model fit was evaluated using commonly accepted goodness-of-fit indices, including chi-square/df, CFI, TLI, RMSEA, and GFI.

## RESULTS

### Demographic Profile of Respondents

Table 1 provides a summary of the respondents' demographic information. The observations were taken from a survey of 254 customers on a flight who had purchased aircraft merchandise on at least one previous flight. The respondents were predominantly male (77.2%), while females were a smaller subset of the sample at 22.8%. Most of the respondents (58.3%) were in the 18-24 years range, while 25-34 was the next most populous age category (29.5%), with the smallest shares of respondents in the age ranges of 35-44 (9.4%) and 45-54 (2.8%).

Respondents were predominantly educated to a bachelor's degree level (64.2%), and next most frequently to a master's degree (23.6%). Approximately one in eleven respondents had completed the doctorate (8.7%), and a smaller portion of the sample were educated to a diploma level (2.0%) or high school level (1.6%). Thus, it can be inferred that these respondents were passengers on the airline and were educated to at least a degree level.

A considerable number of respondents reported that the purpose of their travel was to see friends and family (45.3%). In contrast, those on business trips represented a smaller proportion of the sample (27.2%) compared to those traveling for leisure activities (25.2%). Other travel-related reasons such as educational, job-related travel, and travel for the purpose of study represented a minor proportion of the sample. In terms of travel volume, the greatest proportion of respondents traveled internationally only once or twice a year (48.4%) followed by those who traveled 3 to 5 times a year (33.1%). The sample had infrequent travelers, as 13.8% reported traveling 6 to 10 times a year, and 4.3% claimed to have traveled on 10 or more occasions a year.

42.1% of the respondents reported having never participated in any form of an airline loyalty program (i.e., frequent flyer program). From the remaining respondents who indicated they were airline loyalty program members, 26.0% were silver members, 25.2% were gold members, and 6.7% were platinum members. In summary, these participants were a demographically diverse group of airline passengers, differentiated by their travel behaviors, and loyalty or lack thereof.

### Tables and Figures

**Table 1. Demographic Profile of Respondents (n = 254)**

Demographic Variable	Category	Frequency	Percent
----------------------	----------	-----------	---------

Demographic Variable	Category	Frequency	Percent
Gender	Male	196	77.2
	Female	58	22.8
Age	18–24	148	58.3
	25–34	75	29.5
	35–44	24	9.4
	45–54	7	2.8
Education	High School	4	1.6
	Diploma	5	2.0
	Bachelor	163	64.2
	Master	60	23.6
	Doctorate	22	8.7
Frequent Flyer Status	Non-member	107	42.1
	Silver	66	26.0
	Gold	64	25.2
	Platinum	17	6.7

#### Exploratory Factor Analysis and Sampling Adequacy

Prior to conducting factor analysis, the suitability of the data was assessed using the Kaiser–Meyer–Olkin (KMO) measure of sampling adequacy and Bartlett’s test of sphericity. The KMO value was 0.944, which exceeds the recommended threshold of 0.60, indicating excellent sampling adequacy. Bartlett’s test of sphericity was significant ( $\chi^2 = 2958.202$ ,  $df = 276$ ,  $p < .001$ ), confirming that the correlation matrix was suitable for factor analysis. These results indicate that the data were appropriate for conducting exploratory factor analysis.

**Table 2. Exploratory Factor Analysis (EFA) Loadings**

Construct	Item	Factor Loading
Price Appropriateness (PA)	PA1	0.768
	PA2	0.771
	PA3	0.780
External Characteristics (EC)	EC1	0.675
	EC2	0.707
	EC3	0.785
Visual Attractiveness (VA)	VA1	0.725
	VA2	0.726
	VA3	0.726
Product Meaning (PM)	PM1	0.723
	PM2	0.697
	PM3	0.669

Construct	Item	Factor Loading
Emotional Function (EF)	EF1	0.692
	EF2	0.735
	EF3	0.746
Perceived Experience (PE)	PE1	0.652
	PE2	0.651
	PE3	0.708
Brand Love (LM)	LM3	0.669
	LM4	0.716
	LM5	0.732

### Confirmatory Factor Analysis

The AMOS tool for Confirmatory Factor Analysis (CFA) and Measurement Model Reliability and Validity were performed using AMOS. Table 2 shows the standardized factor loadings for each construct. All of the observed items were found to have significant loadings on the latent constructs. The loadings were standardized and the range for them stood at 0.651 and 0.785. Since these ranges span above the even frequently suggested 0.60, we can consider there to be sufficient indicator reliability for these ranges.

To utilize an example, the price appropriateness indicator (PA1-PA3) ranged from 0.768 to 0.781. For the external characteristics (EC1-EC3) were between 0.675 and 0.785. The ranges of the visual attractiveness (VA1-VA3) were from 0.697 to 0.726. The acceptable ranges for the product meaning (PM1-PM3) were values from 0.669 to 0.723. The ranges for the emotional function (EF1-EF3) indicators stood between 0.692 and 0.746.

The perceived experience (PE1-PE3) as the mediating construct of the for the standardized loadings to be considered to have adequate convergent validity sitting between 0.651 and 0.708. In the same manner, brand love (LM3-LM5) items yielded loadings ranging above 0.669 and below 0.732. The CFA results show the measurement model to have adequate convergent validity as well as confirming the appropriateness of the constructs. The measurements can now be used for the further analysis of structural equation modeling.

**Table 3. Confirmatory Factor Analysis: Standardized Loadings, CR, and AVE**

Construct	Item	Standardized Loading	Composite Reliability (CR)	Average Variance Extracted (AVE)
PA	PA1	0.768	0.82	0.60
	PA2	0.771		
	PA3	0.780		
EC	EC1	0.675	0.78	0.57
	EC2	0.707		
	EC3	0.785		

Construct	Item	Standardized Loading	Composite Reliability (CR)	Average Variance Extracted (AVE)
VA	VA1	0.725	0.79	0.58
	VA2	0.726		
	VA3	0.726		
PM	PM1	0.723	0.77	0.56
	PM2	0.697		
	PM3	0.669		
EF	EF1	0.692	0.80	0.59
	EF2	0.735		
	EF3	0.746		
PE	PE1	0.652	0.78	0.55
	PE2	0.651		
	PE3	0.708		
LM	LM3	0.669	0.81	0.57
	LM4	0.716		
	LM5	0.732		

#### Measurement Model Fit Indices

Numerous indices pertaining to structural equation modeling were utilized to determine the measurement model's overall fit. Each of the measurement models were confirmed to fit the data well. The chi-square ( $\chi^2$ ) statistic indicated statistical significance ( $\chi^2 = 240.454$ ,  $df = 168$ ,  $p < 0.001$ ), but other indices of fit were reported as well to account for the sample size.

The chi-square statistic divided by the model degrees of freedom ( $\chi^2/df = 1.431$ ) is well below the cut-off of 3.0, indicating that the model is acceptable. The goodness of fit (GFI = 0.919) and the adjusted goodness of fit (AGFI = 0.888) indices were both above the acceptable cut-off thresholds and suggest that the model fits the data well, as indicated by the very low root mean square residual (RMR = 0.017), which suggests that the model has very little residual error.

Further support for the adequacy of the measurement model was found through the incremental fit indices (NFI = 0.908, RFI = 0.884, IFI = 0.970, TLI = 0.962, and CFI = 0.970), all of which exceed the benchmark criterion value of 0.90.

Also, since the RMSEA = 0.041, and under 0.06 with high PClose = 0.893, the model demonstrates a good fit. Taken together these results mean the measurement model has enough good fit to for the next step of the analysis with the structural model.

**Table 4. Model Fit Indices**

Fit Index	Value	Recommended Threshold
$\chi^2/df$	1.431	< 3.0

Fit Index	Value	Recommended Threshold
GFI	0.919	≥ 0.90
AGFI	0.888	≥ 0.80
NFI	0.908	≥ 0.90
IFI	0.970	≥ 0.90
TLI	0.962	≥ 0.90
CFI	0.970	≥ 0.90
RMSEA	0.041	< 0.06
RMR	0.017	< 0.05

### Structural Equation Modeling (SEM) and Hypothesis Testing

Structural equation modeling (SEM) was performed using AMOS to test the structural model in the study. The specific relationships investigated were the intersection between the airline products characteristics, perceived experience, brand love, brand personality, and brand repurchase intentions. The estimates of the standardized regression weights and their corresponding critical ratios are included in Table 5. Based on the results of the analysis, all the paths in the model were statistically significant ( $p < 0.001$ ) and thus, statistically supported the hypotheses of the study.

To elaborate, the path leading from airline product characteristics toward perceived experience was found to be significant ( $\beta = 0.904 - 1.000$ , C.R. = 8.994 - 11.761,  $p < 0.001$ ). This supports hypothesis 1 (H1). It was also shown that perceived experience influenced relational brand love ( $\beta = 1.000 - 1.215$ , C.R. = 9.824 - 9.653,  $p < 0.001$ ) and personality of the brand ( $\beta = 0.901 - 1.000$ , C.R. = 8.986 - 11.000,  $p < 0.001$ ). Thus, confirming H2 and H3. The results from all the latent constructs also showed that all the indicator paths had high loadings which are evidence of their suitability in measuring the latent constructs of the model.

The data points gathered in section 4.4 indicate the overall model fit indices indicate the structural model, representing data accurately. The path coefficients within the standard range are represented in figure 2, which illustrates the final structural model. The results further indicate that the airline goods product characteristics are perceived experience, which directly affects positively brand love, brand ordeal. These constructs related to the brand ultimately are directed to repurchase intention. This emphasizes the product design, emotional and aesthetic appeal in the building of airline passenger loyalty.

**Table 5. Structural Model Path Coefficients and Hypothesis Testing**

Hypothesis Path	Standardized Estimate ( $\beta$ )	C.R.	P	Supported
H1 Airline Goods → Perceived Experience	0.904–1.000	8.994–11.761	< .001	Yes
H2 Perceived Experience → Brand Love	1.000–1.215	9.653–9.824	< .001	Yes

Hypothesis Path	Standardized Estimate ( $\beta$ )	C.R.	P	Supported
H3 Perceived Experience → Brand Personality	0.901–1.000	8.986–11.000	< .001	Yes

The findings validate the hypothesized framework, confirming that passenger perceptions of airline goods product characteristics significantly enhance their experiential evaluation and brand-related responses. These results are consistent with prior research emphasizing the role of tangible and emotional product attributes in shaping consumer loyalty and repurchase intentions in retail contexts.

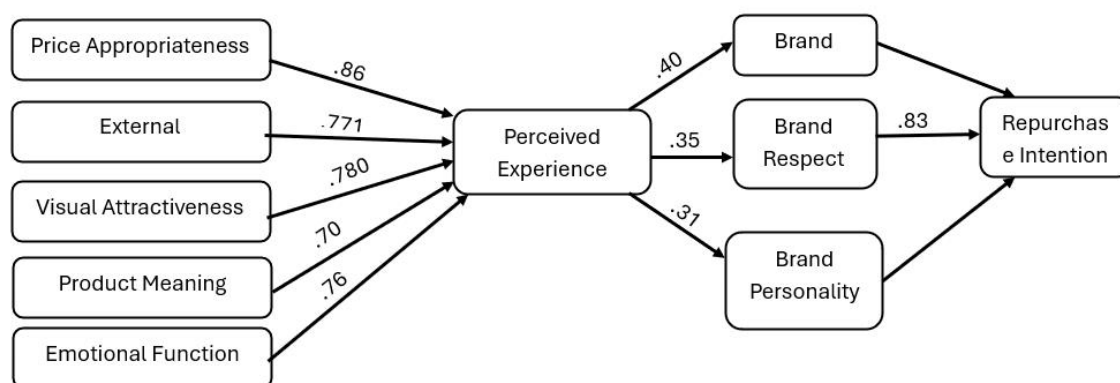


Figure 2 Conceptual Research Model

## DISCUSSION

The current research analyzed how the characteristics of airline goods products affected the passengers perceived experience, brand love, brand personality and repurchase intention in the context of the airline traffic between Pakistan and other countries. The results offer good empirical evidence to support the suggested conceptual model and provide some valuable ideas of passenger behavior in airline retail.

To begin with, the characteristics of the airline goods products such as price appropriateness, external significantly, characteristics, visual appeal, meaning of products, and emotional functionality impacts on the perceived experience of the passengers. This finding is in line with previous studies that showed that the retail products have functional and emotional qualities that make consumers satisfied overall experience. When products are better then the chances are very high that passengers will develop positive perceptions formulated, reasonably priced, attractive, and accessible to the emotions and feelings, emphasizing the competitive role of product quality and image in airline retail.

Second, brand love as well as brand personality were considerably influenced by perceived experience. This measures the cognitive and emotional assessment of passengers of their relationships with airline retail products also influence how they

are emotionally attached to the airline brand and their image of the human-like attributes of the brand. This result is in line with existing literature implicating positive experiential appraisals as some of the major factors behind emotional and cognitive brand outcomes.

Lastly, the structural model also found that the brand love and brand personality are critical premeditative conditions of repurchase intention. Customers who establish strong emotional attachment to the airline brand, and view its personality in a positive way have higher chances of engaging in repeat purchasing behavior. These findings highlight the need of incorporating experiential and airline retailing branding to make consumers loyal and long term interested.

On the whole, the results demonstrate the interdependence of the product characteristics, perceived brand-related constructs, experience, and experience in determining passenger purchase behaviour. The results support the existing literature on consumer behavior and airline retail, which confirms the presence of tangible emotional and symbolic value and product attributes have a great influence on consumer loyalty intention and repurchase intention.

### **Theoretical Implications**

This research has a number of significant contributions to the airline retailing literature, consumer buying behavior, and branding. Firstly, it empirically confirms the existence of a multidimensional model of airline goods product characteristics that shows that both functional and emotional product attributes play a significant role in perceived experience by the passengers. Second, the research is an expansion of the body of existing branding studies by defining the mediating effect of perceived experience on brand love and brand personality and therefore relates product-based traits and brand-wide results. Lastly, the results illustrate the relationships that exist between experiential ratings and repurchasing intentions, which gives a comprehensive picture of how airline retail plans affect passenger behavior. These observations add to the theoretical knowledge on experiential consumption and brand related processes as applied within the airline retail.

### **Practical Implications**

The findings of this research are very practical to airline managers and marketing practitioners. Another area that airlines need to pay attention to in order to design memorable passenger experiences is by improving the quality, the design, and the emotional appeal of their retail products. The pricing policies must be based on perceived fairness in order to make a product more attractive and arouse purchasing attitudes. Furthermore, the customer loyalty and repurchase may be supported by the development of the brand love and brand personality based on the attentively created retail products. The insights will help the airlines to create specific marketing campaigns, establish the onboard and airport retail space in the most efficient way, and create brand-specific merchandise that reinforces the passenger interaction and brand equity over time.

### **Limitations and Future Research**

This study has a number of limitations even though it makes contributions.

First, the fact that a cross-sectional survey was conducted does not allow seeing the cause-effect relationship. Longitudinal designs can be used in future research that will help to understand the dynamics of passenger experience and brand perception. Second, the sample was selected mostly among the international traveling passengers of Pakistan and that could restrict the extrapolation of the results to other regions or domestic settings. Future research would be able to expand the research into other countries and domestic travelers. Third, the research was based on self-reported measurements, which can be bias in regard to responses. A behavioral data or experimental design might be included in future research to substantiate these findings.

## CONCLUSION

This paper has investigated how the perceived experience, brand love, brand personality, and repurchase intention of passengers depend on the characteristics of airline goods product when considering international airline travel. The results show that product characteristics have a great influence on experiential appraisals of passengers, which consequently lead to emotional connection with the airline brand, as well as attitudes towards brand personality. These brand-related results have a positive impact on the intentions to repurchase, which explains the need to consider the incorporation of product design, beautiful appearance, and emotional experience into airline retail strategies. In general, the paper offers theoretical and practical information on the dynamics of passenger buy behavior and presents practical recommendations to airlines interested in increasing brand equity and passenger loyalty by providing retail services.

## REFERENCES

- Aero Time. (2020, October 28). From t-shirts to in-flight meals: Airlines hustle to survive. <https://www.aerotime.aero/articles/26257-from-t-shirts-to-in-flight-meals-airlines-hustle-to-survive>.
- Farooq, A., & Moon, M. A. (2025). Addicted to the fake: Coaction theory and the psychology behind counterfeit consumption. *Pakistan Journal of Commerce and Social Sciences (PJCSS)*, 19(3), 648-672.
- Farooq, A., & Moon, M. A. (2025). From Impulse to Imitation: Hedonic Motivation as a Bridge to Counterfeit Consumption. *Journal of Asian Development Studies*, 14(3), 263-276.
- Globe News Wire. (2022, September 13). The Global Gifts, Novelty, and Souvenirs Market is expected to grow by \$13.04 bn during 2022-2026. <https://www.globenewswire.com/news-release/2022/09/13/2514788/0/en/The-Global-Gifts-Novelty-andSouvenirs-Market-is-expected-to-grow-by-13-04-bn-during-2022-2026-accelerating-at-a-CAGR-of-3-4-during-the-forecast-period.html>.
- Han, H., et al. (2019b). Impact of core-product and service encounter quality, attitude, image, trust and love on repurchase. *International Journal of*

- Contemporary Hospitality Management, 31(4), 1588–1608.<https://doi.org/10.1108/IJCHM-05-2018-0376>
- Haq, E. U., & Khan, S. (2024). The influence of broken homes on students' academic performance in schools. *Journal of Political Stability Archive*, 2(4), 339-361.
- Kayani, J. A., Faisal, F., Khan, S., & Anjum, T. (2023). Analysing Consumer's Intention to Buy Bottled Drinking Water in Pakistan Through Integrated Marketing Communication Framework. *Journal of Business and Management Research*, 2(2), 881-902.
- Khan, S., Haq, A. U., & Naseer, M. (2022). The Influence of Guerrilla Marketing on Consumer Buying Behavior in the Beverage Sector of Rawalpindi and Islamabad, Pakistan. *Journal of Development and Social Sciences*, 3(4), 647-659.
- Khan, S., İftikhan, K., Farooq, S., & Mehmood, R. (2021). The impact of greenwash on consumer green purchase behavior: moderating role of green brand loyalty. *PJAEE*, 18(10), 869-880.
- Masih, S., Kumar, V., Tan Huynh, N., Anh Kiet, V., & Thi Thom, N. (2025). Bridging the AI learning anxiety and employees' extra-role behavior: An LMX perspective. *EDPACS*, 1-15.
- Moon, M. A., & Abbas, A. (2024). Untold Intelligence: Tacit Knowledge and Marketing Success. *Journal of Information & Knowledge Management*, 23(05), 245006
- Moon, M. A., & Attiq, S. (2018). Psychometric validation and prevalence of compulsive buying behavior in an emerging economy. *Sukkur IBA Journal of Management and Business*, 5(2), 92-113.
- Moon, M. A., Majeed, J., & Attiq, S. (2024). Enigma unveiled: decoding trust and relationship dynamics in the mobile banking sector of an emerging economy. *Pakistan Journal of Commerce and Social Sciences (ISSN 1997-8553)*, 18(2), 380-407.
- Moretti, A., & Tuan, A. (2020). Social media marketing and brand love: A systematic review. *Journal of Retailing and Consumer Services*, 55, 102107. <https://doi.org/10.1016/j.jretconser.2020.102107>
- Naseer, M., Khan, S., Khan, R., & Minhas, A. A. (2021). Employee retention and job satisfaction in the era of transformative marketing: An investigation in context of Pakistan. *International Journal of Management (IJM)*, 12(2), 640-653.
- Wen, T., Qin, T., & Liu, R. R. (2019). The impact of nostalgic emotion on brand trust and brand attachment: An empirical study from China. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 1118–1137.<https://doi.org/10.1108/APJML-09-2018-0390>