
Price sensitivity as a moderating factor between the effects of airline service quality and passenger satisfaction on passenger loyalty in airline industry

Harith Yas Khudhair, Ahmad Jusoh and
Khalil Md Nor

Azman Hashim International Business School,
Universiti Teknologi Malaysia,
81310 Johor Bahru, Johor, Malaysia
Email: harith.albayati@yahoo.com
Email: ahmadj@utm.my
Email: m-khalil@utm.my

Abbas Mardani*

Informetrics Research Group,
Ton Duc Thang University,
Ho Chi Minh City, Vietnam
and
Faculty of Business Administration,
Ton Duc Thang University,
Ho Chi Minh City, Vietnam
Email: abbas.mardani@tdtu.edu.vn
*Corresponding author

Abstract: [The following scoping review examines the study conducted to explore the impacts of airline service quality and customer satisfaction on customer loyalty to an airline. There is a gap existing in the airline industry. The services offered to one person may not satisfy the needs of other clients. The absence of a research study concerning service quality and customer satisfaction motivates this research project. The contributing factors assessed were price sensitivity among consumers in airlines services that affect the relationship between the service quality offered and the yielding customer satisfaction. The study objectives were based on a wide range of literature existent in the databases available online. Secondary contents obtained from a wide range of scholarly works were incorporated in assessing the research subject supporting the scoping review and its intention to provide a detailed assessment of the results. However, the yielding literature review provides convincing results regarding the relationship between service quality and customer satisfaction and its effect on the attainment of customer loyalty. Studying the airline services, attention is directed towards the quality of airline services offered by airlines starting with pre-flight, in-flight, and post-flight services. Linking the quality of the services to the prices imposed by the company explains the decisions made by consumers. A thematic analysis of the information presented in the reviews is conducted to reveal the above matter.]

Keywords: service quality; customer satisfaction; customer loyalty; price sensitivity airline.

Commented [e1]: Author: Please reduce abstract (should be up to 150 words only).

Reference to this paper should be made as follows: Khudhair, H.Y., Jusoh, A., Nor, K.M. and Mardani, A. (xxxx) 'Price sensitivity as a moderating factor between the effects of airline service quality and passenger satisfaction on passenger loyalty in airline industry', *Int. J. Business Continuity and Risk Management*, Vol. X, No. Y, pp.xxx–xxx.

Biographical notes:

This paper is a revised and expanded version of a paper entitled [title] presented at [name, location and date of conference].

Commented [e2]: Author: Please provide the biographical details of each author (not more than 100 words for each author).

Commented [e3]: Author: If a previous version of your paper has originally been presented at a conference please complete the statement to this effect or delete if not applicable.

1 Introduction

The development of a sector that had suffered for long due to its high rate of capitalisation and demands for quality services is the prime aim of globalisation (Aguilar et al., 2003). The airline industry has registered commendable growth over the past 30 years. Alongside this growth, there has been an increased competition resulting from the introduction of many companies in the industry. Each of these companies has contributed to the development of air transport and the aviation industry in general. Adoption of generic strategies has emerged as an ideal approach to dealing with the growing competition to enhance competitive advantage (Rahman et al., 2015).

The effect of market competition has been felt under cost assessment and capacity building for airlines. Each day, airlines make decisions on their capacity, pricing of their services, and the service quality to offer to their customers (Heskett et al., 1994). Luxurious services have emanated from higher pricing as compared to other services, including economy and business charged at lower pricing as termed under the aviation industry. However, fares charged have remained independent of market

concentration and based on the service quality offered in addition to other operational costs (Graham et al., 1983).

Price sensitivity has emerged as a critical factor contributing to customer satisfaction since they associate service pricing with value for money based on quality offered (Abdullah-Al-Mamun and Robel, 2014). However, the levels of satisfaction of consumers with price differ from one person to another, creating a gap that researchers seek to fill. This research attempts to bridge this gap by studying the airline industry and its relationship with price sensitivity. The airline industry has several dominant service providers with a well-developed reputation in offering quality services (Cook et al., 2012). The objective of this study is to examine the impact of service quality and customer satisfaction on customer loyalty in the airline industry.

The goal of the study entails a comprehensive assessment of the impacts of service quality and customer satisfaction on customer loyalty in the airline industry. Scoping reviews are applied to map out research conducted on the topic (Bitner et al., 1990). Literature content is dominant in the analysis of the three variables under study: service quality, customer satisfaction, and yielding customer loyalty. Also, the pricing of services is examined to determine its contribution to the attainment of competitive advantage for companies in the industry (Trasorras et al., 2009). In the research gap identified, it is evident that limited research has focused on pre-flight, in-flight, and post-flight services that contribute to passenger satisfaction (Faiyetole and Yusuf, 2018). Moreover, no studies have indicated results on price sensitivity as a moderating factor involved in service quality and customer satisfaction rate.

This study is critical because it bridges this gap and contributes to an understanding of the essence of service quality and customer satisfaction in the airline industry. Scoping reviews will contribute towards the assessment of the literature and other approaches examined in assessing the research topic contributing to an affirmation of the nature of impacts that service quality and customer satisfaction have on customer loyalty (Arksey and O'Malley, 2005).

The model employed in conducting this research focuses on price sensitivity as the moderating factor. However, the effect of service quality on passenger satisfaction, representing the dependent variable, is based on the pre-flight, in-flight, and post-flight. Service quality and customer satisfaction are further assessed on their influence on the development of customer loyalty as part of the entire research model.

2 Literature review

The literature review focuses on the works of other scholars on this research subject besides other related content. The process is examined through content analysis by identifying various works that reflect the research problem. Some of the reviewed areas of research include the airline services and quality, which affect customer satisfaction and possible development of passenger loyalty. Passenger satisfaction is also reviewed in this section since it is an essential attribute of customer loyalty. Additionally, the section also covers a review of the literature on price sensitivity and customer satisfaction.

2.1 *Airline service quality*

The definition of airline service quality refers to the measure of customer satisfaction based on the companies meeting their needs and desires (Jones and Sasser, 1995). The journals presented above provide results that answer the research problem based on the four-hypothesis developed in the research project. In the first hypothesis, pre-flight, in-flight, and post-flight services are seen to improve the service quality offered and the level of customer satisfaction. Fodness and Murray (2007) revealed that quality in the airline industry is based on function, interaction, and diversification.

The ability of airlines to function in a manner that focuses on quality from the time a customer enters their space to the time they leave is an essential factor for measuring the quality of the services offered. According to Hwang and Lyu (2018), the perception developed by consumers after consumption of airline services is essential in examining quality. On the other hand, Curtis et al. (2012) reveal that the quality attributes in the industry are based on the needs and desires of consumers assessed from pre-flight, in-flight to post-flight to examine the ability of services provided to lead to customer satisfaction. However, failure to meet these needs leaves consumers dissatisfied.

2.2 *Passenger satisfaction*

Satisfaction with airlines services is defined by the level of content exhibited by consumers (Hai et al., 2017). Additionally, Xu et al. (2016) revealed that customer loyalty stems from effective strategies employed by airline companies in providing customer satisfaction. Parts of the strategies include those embraced in pricing to yield customer satisfaction. Providing the consumers with value for money ensures satisfaction as the services are viewed in light of their pricing (Kaplan et al., 2001). The practice also allows consumers to review the products at the level at which they satisfy their desires (Kotler et al., 2015). Quality of the services is examined from the pre-flight, in-flight to the post-flight service levels. The revelations of the study indicate that satisfaction of the consumer at all the above levels is important as it contributes towards the development of customer loyalty (Thaichon and Quach, 2016). The attainment of the above also contributes to long-term sustainability based on customer loyalty. Therefore, the fourth hypothesis is also proven by the literature content examined using scoping reviews.

2.3 *Passenger loyalty*

Accrediting to Briliana (2018) defined passenger loyalty based on customer loyalty that is looked at as a behavioral manifestation featuring repurchasing of products or services by consumers. Passenger satisfaction and loyalty are known to emanate from the service quality offered (Namukasa, 2013). The service quality is examined throughout the entire service categorisation starting from pre-flight, in-flight, and post-flight. Consumers seek to have satisfactory services at all stages of their flight. It is also essential to note that the consumers seek consistency in the services with deterioration in service quality affecting the attained level of loyalty (Briliana, 2018). However, the levels of passenger satisfaction differ based on some individuals seeking more emphasis on off-board facilities and on-board services. Others focus on the feeding, while some clients focus on identity with the luggage services. Enhancement of in-flight and pre-flight services in

airlines improves the satisfaction of the passengers in the long-term, enabling the development of loyalty (Jiang and Zhang, 2016).

2.4 Price sensitivity

According to Abdullah-Al-Mamun and Robel (2014), price sensitivity is how individuals perceive and respond to changes in the process of the services or products offered by companies. The research also reveals that price sensitivity influences the relationship between service quality and customer satisfaction. Price sensitivity of consumers is based on shared attributes, with each consumer behaving similarly according to changes in prices of the airlines (Thaichon and Quach, 2016). High sensitivity in consumers is based on their ability to afford the services and the satisfaction obtained from the service (Kuo et al., 2009). Services that do not meet the needs of the consumers and are easy to substitute are usually highly sensitive. Usually, high sensitivity services compel consumers to shift to competing brands easily.

3 Suggested framework

The suggested framework will cover four primary areas of interest, including airline service quality and passenger satisfaction. Other areas covered here include passenger satisfaction and passenger loyalty, airline service quality, and passenger satisfaction, examining the influence they have on passenger loyalty. The framework also consists of the moderating effects that price sensitivity has on airline service quality and passenger satisfaction.

3.1 Airline service quality and passenger satisfaction

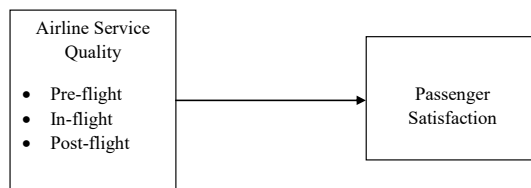
The influence that service quality and customer satisfaction have on customer loyalty is further reviewed in this study. The ability of a company to attract customer loyalty is based on the service quality it offers and the level of satisfaction that the consumers attain concerning the prices charged. In examining customer loyalty and service quality, Al-Rousan and Mohamed (2010) revealed that quality services influence customer loyalty, while poor services lead to loss of customers to competitors. Pricing quality services at a premium would not have a significant effect on customer loyalty, as they link quality to high prices (Park et al., 2004). However, pricing inferior quality products profoundly affect satisfaction, leading to loss of customers. Such a loss yields to a decline in the competitive advantage of the company and consequently reducing the ability to sustain its business model (Hendricks and Singhal, 2003).

The repurchase intentions of consumers emanate from satisfaction obtained on the first consumption basis. The ability of airlines to provide the required level of comfort will contribute towards the attainment of the necessary level of customer loyalty (Zeithaml et al., 1990). Also, the development of price sensitivity is based on the views that consumers have on the ability of the services to satisfy their needs (Al-Rousan and Mohamed, 2010). Consumers identified with satisfaction and low price sensitivity have an enhanced level of loyalty. The presence of customer loyalty enhances the development of strategies for airlines companies (Sharma and Sheth, 2004). The airline industry

would, therefore, benefit significantly from the customer loyalty emanating from satisfaction offered by their services in the market.

Proposition 1 Airline service quality improves the level of customer satisfaction.

Figure 1 The influence of service quality on passenger satisfaction



3.2 Passenger satisfaction and passenger loyalty

Passenger satisfaction and loyalty are reviewed as some of the areas of interest in the scoping reviews conducted under this research. Passenger satisfaction has a direct correlation with commitment. Namukasa (2013) affirms that consumers have varying intentions when obtaining services from airline companies. Some of the consumers focus on the pre-flight services, while others seek better on-board services during in-flight, and others seek to have better post-flight services (Muturi et al., 2013). However, some of the consumers find satisfaction in all of these areas. High rates of dissatisfaction result in lower levels of passenger loyalty (Briliana, 2018). The quality of service offered at each of the above stages is essential, as it determines the level of satisfaction exhibited by consumers. In the long-run, passenger loyalty is developed and sustained.

Proposition 2 Passenger satisfaction positively affects passenger loyalty.

Figure 2 The influence of passenger satisfaction and passenger loyalty



3.3 Effects of airline service quality and passenger satisfaction on passenger loyalty

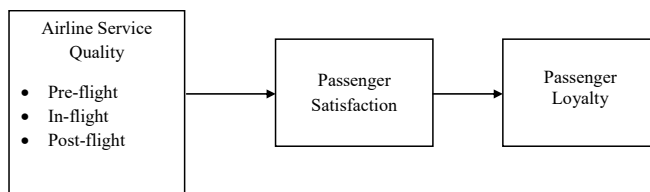
Scoping reviews focus on examining a research gap in an exploratory manner in which a defined area of study is investigated in details. Scoping summaries are employed in investigating the area of service quality and customer satisfaction for the impacts they have on customer loyalty. Fodness and Murray (2007) revealed that service quality is measured based on three dimensions, which include functions, interaction, and diversification. An additional study showed that service quality is implemented with intentions of meeting an efficiency level that provides consumers with a higher degree of satisfaction through the desires and wants (Hai et al., 2017). Another study attests to similar results indicating that service quality is measured based on the impression that a

company makes on consumers and their judgment on the value of the services offered (Wang et al., 2017). Therefore, quality is determined by the ability of a company to meet the needs and desires of consumers through its products. Looking further into the service quality and nature of the impact on consumers reveals a group of consumers focused on quality.

Quality-focused consumers are made up of a similar set of characteristics that include being highly informed and quality-centric in their purchase decisions (Li and Liu, 2018). In this study, the service quality offered by the airline industry is assessed on a detailed perspective which is based on the revelations from the above-scoping research. Scoping has revealed that service quality is an essential element in enhancing customer satisfaction (Khudhair et al., 2019).

Proposition 3 Airline service quality and passenger satisfaction have significant positive effect on passenger loyalty.

Figure 3 The influence of airline service quality and customer satisfaction on passenger loyalty



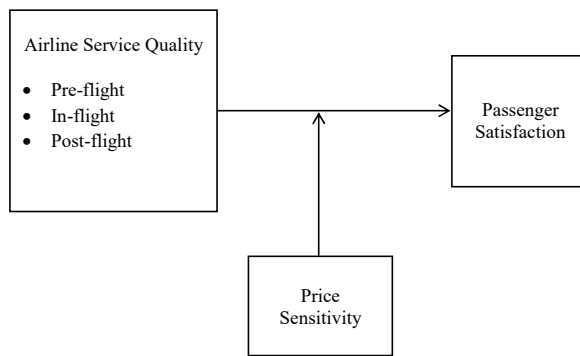
3.4 Moderating effect of price sensitivity on airline service quality and passenger satisfaction

Part of the research process examines the price sensitivity of the passengers, their satisfaction, and their loyalty. The consumers' sensitivity to prices of services varies based on the needs of the consumers, their emotions, and competition (Kirmani and Rao, 2000). Reviewing this section of the research further reveals that the majority of consumers would be discouraged from consumption in case of high price sensitivity, as these would weigh the value provided by the services (Chaloupka et al., 2002). On the other hand, low price sensitivity is favourable to airlines service providers. Consumers, in this case, can acquire services irrespective of the price, since they are not sensitive to changes (Shugan and Xie, 2000). Also, quality-based consumers are seen as those not highly sensitive to price but instead focused on the associated quality of the services offered. Such consumers would be willing to spend more and pay a premium to obtain quality services (Thaichon and Quach, 2016).

An increase in prices of ticketing would not have a high impact on demand, as it would be in the case of high sensitivity. Rejikumar (2013) defines price sensitivity as the extent to which consumers react or perceive changes in prices of services (Anderson et al., 1994). However, high-quality services, even when charged at a premium, do not have a significant influence on consumers' price sensitivity. The high-quality services lay immense focus on value for money in pre-flight, in-flight, and post-flight services (Khudhair et al., 2019).

Proposition 4 When the customer is in the category of high price sensitivity, the relationship between service quality and customer satisfaction is weaker. And when the customer is in the category of low price sensitivity, the relationship between service quality and customer satisfaction is stronger.

Figure 4 The effect of airline service quality on passenger satisfaction is moderated by price sensitivity



4 Discussion of the results

The theoretical framework employed in this study is based on the nature of the relationship existing between three main variables which include; service quality offered in the airline industry, customer satisfaction yielded, and customer loyalty obtained. Also, the theory included price sensitivity as part of the contributing factors through which customer loyalty in the airline industry is assessed (Lee et al., 2001). In developing research around this area, a scoping review was designed with intentions of answering four main research hypotheses, with the first being focused on the service quality offered in the industry (Oh and Parks, 1996). The service quality provided from pre-flight to post-flight periods with revelations that providing satisfaction at the three levels would increase customer satisfaction. However, it was also revealed based on the second hypothesis that customer price sensitivity is a factor that affects customer satisfaction (Suri et al., 2007). High price sensitivity has an impact on the relationship between service quality and the level of pleasure of the consumers (Thaichon and Quach, 2016). High price sensitivity yields to the weaker association between satisfaction and quality and vice versa for low-price sensitivity. The last hypothesis, on the other hand, focuses on customer satisfaction and its ability to lead to passenger loyalty. The above is an indication that the research objectives are attained.

5 Conclusions

In summation, scoping reviews based on the literature examined in the sections presented above reveal that there is a direct correlation between customer satisfaction and service quality. Customer satisfaction and quality of services are independent variables and customer loyalty as the dependent variables (Caruana, 2002). The study further indicates that service quality is measured based on the level of satisfaction that consumers obtain after consumption (Liljander and Strandvik, 1997). The pricing aspect is essential for satisfaction as consumers seek to have services that fulfill needs at fair pricing. The pricing model is based on the level of sensitivity exhibited by consumers (Thaichon and Quach, 2016). Highly sensitive consumers would shift to competing airlines in cases of price hikes as compared to those in a low-sensitive environment. The shift to competitors is based on the need to reduce the charges or cost paid for the services. However, quality-conscious consumers have a low sensitivity to prices since they focus on value and service quality provided. As a result, a shift in prices for this class of consumers would not easily lead to their change to competitors within the airline industry. Therefore, consumers focused on service quality exhibit a high level of loyalty to a company providing them with quality services starting from the pre-flight, in-flight, and after-flight. The ability to ensure consumer satisfaction with services from different fronts, including before-flight, in-flight, and after-flight, would contribute to enhanced customer loyalty (Kirmani and Rao, 2000). Companies that implement this approach enjoy a competitive advantage in the market.

6 Limitations of the study

The study had some limitations based on the chosen model. They included the scope limitation that challenged the assessment of quality services at a deeper level. The evaluation centered on the service quality of flights from the entry at the airport to departure and arrival. The study did not include an assessment of the various categories of services offered as the price sensitivity of consumers varies on this basis. The level of consumers' satisfaction with the services is also affected by the type of services, which include economy, business, and luxury (Kirmani and Rao, 2000). Lastly, this research is based on the airline industry with no specification on a company within the sector.

7 Future research directions

Future researchers seeking to expound on this research area need to focus on the ideal mode of service delivery. For instance, some airlines may prefer to outsource some of their services to third parties to enhance their ability to obtain the required results. The strength of future scholars is to reveal the ideal and most profitable approaches among outsourcing and handling the services. The research should help companies to enhance service delivery and the quality attained. Future research also needs to focus on categorising the study of airline services in groups based on the nature of services offered by the company. The groups may include luxury groups, economy, and business levels since airline companies offer varying services and quality at the different categories (Arksey and O'Malley, 2005). The need for identifying other moderating factors on

quality and customer satisfaction in the airline industry is part of the obligations that future scholars will need to investigate.

References

- Abdullah-Al-Mamun, M.K.R. and Robel, S. (2014) 'A critical review of consumers' sensitivity to price: managerial and theoretical issues', *Journal of International Business and Economics*, Vol. 2, No. 2, pp.1–9.
- Aguilar, A.G., Ward, P.M. and Smith Sr., C. (2003) 'Globalization, regional development, and mega-city expansion in Latin America: analyzing Mexico City's peri-urban hinterland', *Cities*, Vol. 20, No. 1, pp.3–21.
- Al-Rousan, M.R. and Mohamed, B. (2010) 'Customer loyalty and the impacts of service quality: the case of five star hotels in Jordan', *International Journal of Human and Social Sciences*, Vol. 5, No. 13, pp.886–892.
- Anderson, E.W., Fornell, C. and Lehmann, D.R. (1994) 'Customer satisfaction, market share, and profitability: findings from Sweden', *Journal of Marketing*, Vol. 58, No. 3, pp.53–66.
- Arksey, H. and O'Malley, L. (2005) 'Scoping studies: towards a methodological framework', *International Journal of Social Research Methodology*, Vol. 8, No. 1, pp.19–32.
- Bitner, M.J., Booms, B.H. and Tetreault, M.S. (1990) 'The service encounter: diagnosing favorable and unfavorable incidents', *Journal of Marketing*, Vol. 54, No. 1, pp.71–84.
- Briliana, V. (2018) 'Consumer satisfaction on airline passenger loyalty: antecedents and outcomes'.
- Caruana, A. (2002) 'Service loyalty: the effects of service quality and the mediating role of customer satisfaction.', *European Journal of Marketing*, Vol. 36, Nos. 7/8, pp.811–828.
- Chaloupka, F.J., Grossman, M. and Saffer, H. (2002) 'The effects of price on alcohol consumption and alcohol-related problems', *Alcohol Research and Health*, Vol. 26, No. 1, pp.22–34.
- Cook, A., Tanner, G. and Lawes, A. (2012) 'The hidden cost of airline unpunctuality', *Journal of Transport Economics and Policy (JTEP)*, Vol. 46, No. 2, pp.157–173.
- Curtis, T., Rhoades, D.L. and Waguespack Jr., B.P. (2012) 'Satisfaction with airline service quality: familiarity breeds contempt', *International Journal of Aviation Management*, Vol. 1, No. 4, p.242.
- Faiyetole, A.A. and Yusuf, T.B. (2018) 'Pre-flight considerations, in-flight services, and post-flight receptions: factors influencing passengers' international airline choices', *Journal of Air Transport Studies*, Vol. 9, No. 2, p.1.
- Fodness, D. and Murray, B. (2007) 'Passengers' expectations of airport service quality', *Journal of Services Marketing*, Vol. 21, No. 7, pp.492–506.
- Graham, D.R., Kaplan, D.P. and Sibley, D.S. (1983) 'Efficiency and competition in the airline industry', *The Bell Journal of Economics*, pp.118–138.
- Hai, P.T., Le Duc Toan, V.V.T. and Thuong, M.T. (2017) 'Factors affecting customer satisfaction with the quality of services: empirical evidence at Da Nang international airport, Vietnam', *Asian Journal of Empirical Research*, Vol. 7, No. 3, pp.61–74.
- Hendricks, K.B. and Singhal, V.R. (2003) 'The effect of supply chain glitches on shareholder wealth', *Journal of Operations Management*, Vol. 21, No. 5, pp.501–522.
- Heskett, J.L., Jones, T.O., Loveman, G.W., Sasser, W.E. and Schlesinger, L.A. (1994) 'Putting the service-profit chain to work', *Harvard Business Review*, Vol. 72, No. 2, pp.164–174.
- Hwang, J. and Lyu, S.O. (2018) 'Understanding first-class passengers' luxury value perceptions in the US airline industry', *Tourism Management Perspectives*, Vol. 28, pp.29–40.
- Jiang, H. and Zhang, Y. (2016) 'An investigation of service quality, customer satisfaction and loyalty in China's airline market', *Journal of Air Transport Management*, Vol. 57, pp.80–88.
- Jones, T.O. and Sasser, W.E. (1995) 'Why satisfied customers defect', *Harvard Business Review*, Vol. 73, No. 6, p.88.

Commented [e4]: Author: Please provide the journal title where the paper/article was taken, the volume number, issue number and page numbers.

Commented [e5]: Author: Please provide the issue number.

Commented [e6]: Author: Please provide the issue number.

Commented [e7]: Author: Please confirm if the page number is correct.

- Kaplan, R.S., Davenport, T.H., Robert, N.P.D.K.S., Kaplan, R.S. and Norton, D.P. (2001) *The Strategy-Focused Organization: How Balanced Scorecard Companies Thrive in the New Business Environment*, Harvard Business Press.
- Khudhair, H., Jusoh, A., Mardani, A. and Nor, K. (2019) 'Quality seekers as moderating effects between service quality and customer satisfaction in airline industry', Vol. 9, pp.74–79, DOI: 10.32479/imm.8144.
- Kirmani, A. and Rao, A.R. (2000) 'No pain, no gain: a critical review of the literature on signaling unobservable product quality', *Journal of Marketing*, Vol. 64, No. 2, pp.66–79.
- Kotler, P., Burton, S., Deans, K., Brown, L. and Armstrong, G. (2015) *Marketing*, Pearson Higher Education, Australia.
- Kuo, Y-F., Wu, C-M. and Deng, W-J. (2009) 'The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services', *Computers in Human Behavior*, Vol. 25, No. 4, pp.887–896.
- Lee, J., Lee, J. and Feick, L. (2001) 'The impact of switching costs on the customer satisfaction-loyalty link: mobile phone service in France', *Journal of Services Marketing*, Vol. 15, No. 1, pp.35–48.
- Li, Y-Q. and Liu, C-H.S. (2018) 'Understanding service quality and reputation effects on purchase behavior through image: the moderating roles of service reliability', *Transportation Letters*, pp.1–9.
- Liljander, V. and Strandvik, T. (1997) 'Emotions in service satisfaction', *International Journal of Service Industry Management*, Vol. 8, No. 2, pp.148–169.
- Muturi, D., Sagwe, J. and Namukasa, J. (2013) 'The influence of airline service quality on passenger satisfaction and loyalty', *The TQM Journal*.
- Namukasa, J. (2013) 'The influence of airline service quality on passenger satisfaction and loyalty: the case of Uganda airline industry', *The TQM Journal*, Vol. 25, No. 5, pp.520–532.
- Oh, H. and Parks, S.C. (1996) 'Customer satisfaction and service quality: a critical review of the literature and research implications for the hospitality industry', *Hospitality Research Journal*, Vol. 20, No. 3, pp.35–64.
- Park, J-W., Robertson, R. and Wu, C-L. (2004) 'The effect of airline service quality on passengers' behavioural intentions: a Korean case study', *Journal of Air Transport Management*, Vol. 10, No. 6, pp.435–439.
- Rahman, K., Azad, S. and Mostari, S. (2015) 'A competitive analysis of the airline industry: a case study on Biman Bangladesh airlines', *IOSR Journal of Business and Management*, Vol. 17, No. 4, pp.23–33.
- Rejikumar, G. (2013) 'Customer price sensitivity as a basis for moderation in satisfaction among mobile customers', *Indian Journal of Marketing*, Vol. 43, No. 10, pp.33–46.
- Sharma, A. and Sheth, J.N. (2004) 'Web-based marketing: the coming revolution in marketing thought and strategy', *Journal of Business Research*, Vol. 57, No. 7, pp.696–702.
- Shugan, S.M. and Xie, J. (2000) 'Advance pricing of services and other implications of separating purchase and consumption', *Journal of Service Research*, Vol. 2, No. 3, pp.227–239.
- Suri, R., Kohli, C. and Monroe, K.B. (2007) 'The effects of perceived scarcity on consumers' processing of price information', *Journal of the Academy of Marketing Science*, Vol. 35, No. 1, pp.89–100.
- Thaichon, P. and Quach, T.N. (2016) 'Online marketing communications and childhood's intention to consume unhealthy food', *Australasian Marketing Journal (AMJ)*, Vol. 24, No. 1, pp.79–86.
- Trasorras, R., Weinstein, A. and Abratt, R. (2009) 'Value, satisfaction, loyalty and retention in professional services', *Marketing Intelligence & Planning*, Vol. 27, No. 5, pp.615–632.
- Wang, Y., So, K.K.F. and Sparks, B.A. (2017) 'Technology readiness and customer satisfaction with travel technologies: a cross-country investigation', *Journal of Travel Research*, Vol. 56, No. 5, pp.563–577.

Commented [e8]: Author: Please provide the place of publication.

Commented [e9]: Author: Please provide the journal title where the paper/article was taken.

Commented [e10]: Author: Please provide the volume number and issue number.

Commented [e11]: Author: Please provide the volume number, issue number and page numbers.

- Xu, Z., Frankwick, G.L. and Ramirez, E. (2016) 'Effects of big data analytics and traditional marketing analytics on new product success: a knowledge fusion perspective', *Journal of Business Research*, Vol. 69, No. 5, pp.1562–1566.
- Zeithaml, V.A., Parasuraman, A., Berry, L.L. and Berry, L.L. (1990) *Delivering Quality Service: Balancing Customer Perceptions and Expectations*, Simon and Schuster.

Commented [e12]: Author: Please provide the place of publication.