



Evaluating The Impact of Mindfulness Service on Air Travel Experience and Satisfaction: A Mediation and Moderation Model

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ABSTRACT

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The concept of mindfulness is enhanced now a days over the world. It's significant positive effects on person's health not only valuable solution for people facing problems, like depression and anxiety but also makes a desire for society to enhance individual's quality in many phases of life. To fulfilment of the objective of this study convenient sampling techniques is used to collected the data from the concerned respondents. To access and measurement of the model convergent validity, and discriminant validity is used and to measure the hypothesis path analysis is used. The results of it create positive travel experience which lead to higher customer satisfaction. Moreover, due to significant effects on travel anxiety and higher satisfaction with the service, customer more attract and loyal to airline. In order to take the large range of passengers the study was conducted as a survey which was taken at the international departure gate of Allama Iqbal International Airport Lahore. Data was collected and compiled from passengers who were frequent flyers in different airlines. The study also focusses on the relationship between mindfulness and travel experience with airlines of their choice. The Service quality acting as a moderator between mindfulness mediation and its effects on travel experience to improve customer satisfaction. Mindfulness has a limited attention in business perspective but this study investigates mindfulness as a business model. Mindfulness service create a positive effect to satisfied airline passengers during different phases of flight to enhance positive travel experience. There for, the possible impact of flight anxiety is investigated for better understanding of mindfulness meditation effect with the help of airline service quality.

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1. Introduction

According to a study Ringle, Sarstedt, and Zimmermann (2011) it was observed that safety is one of the key factors pertaining passenger satisfaction as well as integrity with the airline. In present times some aviation related accidents like German A320 crash, Air Algeria AH5017 as well as Trans Asia GE222 crash accidents have promoted the sense of safety in the passengers Koo et al. (2018), and COVID19 related health issue have encouraged the thought of safety as a priority. Mindfulness is an individual self-mental state focuses certain phenomenon according to the way it seems in a specific way. The aviation related accidents have affected passenger's perception of safety as well as mindfulness of safety in particular airliners. With addition of data from recent researchers, it has been tried to addresses the passenger's integrity with airlines by targeting things or services that an airliner can offer, for example marketing promotions, different services, loyalty programs et. Namukasa (2013);

Patterson, Johnson, and Spreng (1997). According to Koo et al. (2018) other factors affects the mindfulness of airline industries like safety, past flight services quality and it can be said as the second most important reasons that effects the airline's choice. While the concept of mindfulness has received considerable attention with in literature fora while now, mindfulness in the western world only has gained popularity within the last years and is now increasing in focus in many people's everyday life (Hafenbrack, 2017; Ilyas-Lecturer, Awan, Kanwal-Lecturer, & Banaras, 2023; Ilyas, Banaras, Javaid, & Rahman, 2023). According to, the term "satisfaction" refers to the consequence of a subjective assessment in which it is determined that the selected option either meets or surpasses the expectations. According to Heitmann, Lehmann, and Herrmann (2007); Ullah, ur Rahman, and Rehman (2023), the notion of customer happiness has been at the forefront of the marketing discipline for more than three decades. The majority of research has been done in the field of measuring how satisfied customers are with a product or service. According to Patterson et al. (1997), one of the fundamental ideas behind marketing is the notion of whether or not a customer is satisfied with a product or service. According to Patterson et al. (1997), increasing the level of satisfaction that a company's customers feel about their experiences with the company is one of the most important strategic goals that businesses may pursue in order to gain a competitive edge. Pine and Gilmore (1998) suggest that companies need to provide "experiences" that lead to customer satisfaction in industries where standardized product offerings have led to a degree of commoditization. An example of such an industry would be the airline industry, in which products offered by competing companies are very similar to one another. Chiou et al. (2010); Zahra, Nasir, Rahman, and Idress (2023); Zhao et al. (2023) investigated the relationship between airline service quality attributes, satisfaction, and loyalty using a variety of service quality frameworks. These included SEROQUEL, AIRQUAL, Kano, and SERVPERF. According to the Chief Executive Officer Hogan (2011), the customer experience is a fundamental strategy for generating difference and for providing overall customer happiness, both of which produce loyalty and advocacy, which in turn promotes corporate development.

In today's highly competitive international market, the provision of high-quality customer service has emerged as one of the most important factors for airlines to take into account. Service quality and customer satisfaction are highly significant ideas that businesses need to comprehend in order to maintain their competitive edge in the market (Cant & Cooper, 2014; Chiou et al., 2010; Gupta, 2017). Better not only confers a competitive advantage on a company, as it does to an airline, but it also leads to the retention of customer patronage, which, in turn, leads to an increase in market share (Chaudhary, Nasir, ur Rahman, & Sheikh, 2023; Shahid, Gurmani, Rehman, & Saif, 2023). Better not only confers a competitive advantage on a company, as it does to an airline, but it also leads to the retention of customer patronage. Customers in consumer markets are thought to be more ready to maintain ties with current service providers if they are catered to with premium service quality (Hogan, 2011; Koo et al., 2018; Kotler, 2017). These findings are from studies that were published in 1988, 1993, and 2012 respectively. At its foundation, quality is an elusive notion that encompasses the idea of perfection or superiority, value Olsen (2002), compliance to requirements Ostrowski, O'Brien, and Gordon (1993), and meeting or surpassing expectations (Kotler, 2017). As a result of the fact that passengers flying by airplane experience some level of stress or anxiety, ranging from minor nervousness or discomfort to actual flight phobia Van Gerwen and Diekstra (2000), however, care much more about their well-being and comfort these days Vink and Hallbeck (2012), airlines are looking for new ways to minimize any inconvenience that passengers may experience by utilizing new technology and services that enable the provision of a better flight experience. According to Mittal and Kamakura (2001), customer experience is comprised of a sequence of encounters that take place between personnel of the firm and the consumer. These interactions are also referred to as "touchpoints" for the customer. According to Schuler (2005), it offers the customer both psychological and practical advantages in equal measure. It is widely believed that the introduction of a customer experience function will serve as a major cornerstone of success for airlines in terms of future profitability and development. An individual customer satisfaction rating is therefore required at each of the touchpoints structured along an airline journey; from booking, to check-in, lounge, boarding, in-flight, transfer, baggage, leaving the airport, etc. This is necessary in order to measure customer experience in terms of its primary purpose, which is to deliver customer satisfaction in order to drive customer loyalty and advocacy (Pine & Gilmore, 1998). According to Wilder (2015),

consumer endorsement of a brand is more likely to take place if the customers see the brand as fascinating. According to Wilder (2015), a client is said to be engaging in the phenomena of brand advocacy when they make an effort to promote their preferred brand to other individuals in the form of recommendations. According to Kotler (2017), advocacy for a brand may be considered to have begun when a consumer began making repeated purchases of a certain product as a result of their high degree of pleasure with that product. Brand advocacy also includes defending the brand against criticism or other bad feedbacks, almost as if it were their brand (Cant & Cooper, 2014). According to Gupta (2017), brand advocacy is an indication of the strength of a brand and how it stands in the eyes of consumers. Because of this, this particular group of customers is highly significant to the business. An abundance of study has been conducted in an effort to address passenger loyalty to airlines by concentrating on what airlines may provide for their customers, such as marketing campaigns, airline services, and loyalty programs (Khan & Saif-ur-Rehman; Kotler, 2017; Namukasa, 2013; Pine & Gilmore, 1998; Qadri et al.).

The Pakistani service sector is seeing significant expansion in recent years. According to Statista (2017), the contribution of the service industry to the gross domestic product of Pakistan is more than 56 percent. 35 percent of Pakistan's overall population is now gainfully engaged in the country's service industries. Due to the fact that the people of Pakistan place a high value on food, there has been an increase in the amount of FDI flowing into Pakistan's service sector food business (Dawood, ur Rehman, Majeed, & Idress, 2023). They invested a significant percentage of their money in the acquisition of food products. According to Sashi, Singarapu, and Bhuyan (2018), the expenditure on food is 47.7% of the total income of the family. The majority of Pakistanis have a strong preference for the country's traditional cuisine. The hospitality business in Pakistan is developing at a breakneck speed. The National Survey of Pakistan (2016) found that 45 percent of the country's entire population eats lunch or supper out at a restaurant at least once a month. When it comes to customer happiness and the airline's trustworthiness, one of the most important factors is the level of safety provided. In recent years, a number of aviation-related catastrophes, including as the crash of the German A320, the crash of the Air Algeria AH5017, and the crash of the Trans Asia GE222, have increased passengers' awareness of the need of safety. Additionally, the COVID19-related health concern has pushed people to consider safety as their top priority (Patterson et al., 1997; Shahzadi, Ali, Ghafoor, & Rahman, 2023). These aviation-related incidents had an effect on passengers' perceptions of safety as well as their awareness of safety in certain airlines. In order to assess the customer experience, it is necessary to collect data on customer satisfaction that is built around the passenger trip. An analysis may be carried out using such data in order to provide an overview of the performance of the customer experience across the various components of the trip. Because there is a lack of access to consistent, regular airline passenger satisfaction data that (a) is reported on a periodic basis; (b) encompasses the entire passenger journey; (c) is conducted on an international scale; and (d) is compiled for a number of different air-lines, there have been a limited number of published studies of the airline customer experience to date. This is the cause of the limited number of published studies of airline customer experience to date. Researchers have expressed their interest in and need for such data on several occasions (Gupta, 2017; Hafenbrack, 2017). By analyzing the results of a large-scale survey of airline passengers, the objective of this research is to give insight into the levels of customer satisfaction achieved by airlines via the implementation of mindful service.

2. Literature Review

2.1. Theoretical Review

These days, the theory of mindfulness is being used extensively to the domains of management and marketing, as well as the tourism sector, in order to find the factors that drive visitors to participate in activities and have meaningful experiences when visiting a certain site. Even so, the decision-making process that occurs after an initial purchase is known as the post-buy decision-making process. This literature review examines the results from previous studies on the topics of mindfulness, airline service quality, customer contentment and repurchase intention, as well as the experience of flying on an airplane. In prior studies, researchers explored topics such as mindfulness, customer satisfaction, and the intention to buy an airline ticket. The idea that airline passengers are in a scenario in which they tend to experience some kind of stress when flying is the beginning point of the model. This stress may range from

feelings of discomfort and anxiousness all the way up to intense anxiety, depending on the severity of the circumstance. In point of fact, when people find themselves in a scenario such as this one, it is possible that they will tend to have heightened negative affect and/or a subjective sense of self-threat (Hafenbrack, 2017). Anxiety and various other unpleasant emotions may be generated in general by a variety of factors, such as the surroundings and travel scenarios Awan, Rahman, Ali, and Zafar (2023) or ambient environmental stressors (Heitmann et al., 2007). According to the findings of this study, persons who find themselves in stressful situations like these have the ability to self-induce a state of peace and satisfaction via the practice of mindfulness meditation, which is provided by the airline as a service. This will most likely assist passengers in entering a state of current awareness and reducing past or future associated thoughts (of anxiety) (Hafenbrack, 2017; Shahzadi, Sheikh, Sadiq, & Rahman, 2023; Tabassum, Rahman, Zafar, & Ghaffar, 2023).

This, in turn, will result in decreased emotions of negative affect and maybe self-threat (Hafenbrack, 2017). Because of this, it is presumed that a state of mindfulness results in increased passenger satisfaction during the journey. This is because feelings of worry and tension are mitigated or removed entirely, and passengers report having a more enjoyable trip. As a result, it has been suggested that providing passengers with access to a Mindfulness Service would lead to an improvement in the level of satisfaction associated with flying. In addition, it is generally accepted that a higher level of anxiety results in a greater degree of contentment with the Mindfulness Service. Furthermore, the enhanced satisfaction may have a favorable effect on passengers' loyalty with the airline as well as advocacy for the brand.

2.2. Empirical Review

2.2.1. Mindfulness and Air Travels Experience

Research shows that awareness mediates many elements. These characteristics include neuroticism, impulsivity, self-care, and well-being. This is because environmental signals may trigger attentive consciousness. Trait-based attentive awareness assessments may mediate, according to psychology research. The next paragraphs will elucidate. The 'Five Facets of Mindfulness Questionnaire' (FFMQ) was developed by Group et al. (2001) by merging numerous mindfulness measures to determine an individual's mindfulness tendency. This was done by combining mindfulness methods. Kotler (2017); Nawaz, Rahman, Zafar, and Ghaffar (2023), utilized the FFMQ to find that environmental signals and behaviors may encourage mindful activities. Researchers observed that environmental cues and behaviors increase conscious activity. Because environmental cues may affect people's predispositions toward mindfulness and because mindfulness may serve as a mechanism between environmental cues and a variety of outcomes, one might expect them to have the same effect in a retail setting. In addition, previous research has demonstrated that the activation of mindfulness may serve as a mechanism between environmental cues and a variety of outcomes. It is realistic to assume that in complex and dynamic retail service contexts, environmental cues (such as the OCP dimensions) will need consumers to draw upon their predisposition for, or tendency towards, mindfulness (Carù & Cova, 2007). This is because these environments will require customers to pay attention to the details of their surroundings. This is the case as a result of the likelihood that the circumstances will be more stressful. This, in turn, would operate as a mediator between the interaction that takes place between environmental signals in the retail space and the experience that consumers have with a specific brand of service. It is reasonable to anticipate that the individual's awareness of other customers (OCP), in turn, would enhance the individual's natural tendency toward mindfulness. According to Wilder (2015), a person who practices mindfulness will, as a consequence, be more likely to take in new information, respond to it, adopt new attitudes, and alter their behavior accordingly. In addition, the person will be more likely to adapt their behavior correctly. It is hypothesized that if anything like this takes occur in a retail or service setting, the following change in attitudes will have an influence on how a customer assesses their overall experience with the brand of service. This is due to the fact that customers tend to associate their satisfaction with the quality of the service they received (Mukhtar et al., 2023; Van Gerwen & Diekstra, 2000). The findings of a recent research in the area of cognitive neuroscience provide insight into the processes that are going place, which makes this issue a little clearer. By performing a review of research in cognitive neuroscience and illustrating his results.

2.2.2. Mindfulness and Satisfaction

According to research conducted by Rusbult and Buunk (1993), the term "relationship satisfaction" refers to an interpersonal appraisal of the positivity of sentiments for one's partner and attractiveness to the partnership. In recent years, the concept of relationship pleasure as it relates to mindfulness and the overall health and well-being of romantic partnerships has garnered some attention. Several studies, including Khaddouma, Gordon, and Bolden (2015) and Kozlowski, Chao, Grand, Braun, and Kuljanin (2013), have shown a consistent correlation between greater levels of trait mindfulness and enhanced relationship satisfaction. According to Kozlowski et al. (2013), having the capacity to stay present-focused and nonjudgmental in a relationship may enhance a person's ability to pick more helpful and methodical answers to interpersonal encounters, stopping them from responding in a hurried manner. This skill may also prevent a person from behaving in a rash manner. This, combined with minimizing careless speech, which may cause conflict, can improve relationship relatedness and acceptance. Inconsiderate communication causes conflict. According to Wachs and Cordova (2007), couples who naturally pay attention are better at detecting and expressing their feelings, empathetic communication, and anger management. New research found that mindfulness programs improve romantic relationships. Longitudinal research by Carson, Carson, Gil, and Baucom (2004) examined how mindfulness-based therapies improve relationships in non-distressed couples. The eight-week trial targeted non-distressed couples. Barnes et al. (2007) found that the intervention improved couples' satisfaction, closeness, acceptance, and suffering. Other relationship outcomes were also affected by the intervention. This research improved participants' overall well-being. Moreover (Carson et al., 2004).

2.2.3. Travel Experience and Loyalty

Recently, there has been some focus on the idea of relationship satisfaction in connection to mindfulness and the general health and well-being of romantic unions. Several studies, including Khaddouma et al. (2015) and Kamaladevi (2010) have shown a consistent correlation between greater levels of trait mindfulness and enhanced relationship satisfaction. According to Koo et al. (2018), having the capacity to stay present-focused and nonjudgmental in a relationship may enhance a person's ability to pick more helpful and methodical answers to interpersonal encounters, stopping them from responding in a hurried manner. This skill may also prevent a person from behaving in a rash manner. This, along with preventing thoughtless communication, which many times may lead to interpersonal conflict, can build better relatedness and acceptance in a relationship. Thoughtless communication often times can lead to interpersonal conflict. Wachs and Cordova (2007) provide more support for this idea by proposing that couples who have a natural tendency to exist in a more attentive state of awareness are better able to recognize and articulate their feelings, as well as improve their skills in empathetic response and anger management. A recent study examining the efficacy of programs aimed at enhancing individuals' mindfulness skills has shown data supporting the enhancement of positive romantic relationship functioning. The reference is from (Carson et al., 2004). Carson et al. (2004) conducted a longitudinal study on the effects of mindfulness-based relationship enhancement in non-distressed couples. The study spanned eight weeks and specifically targeted non-distressed couples. The study done by Barnes et al. (2007) revealed that the intervention had a significant impact on several aspects of the couples' relationship, including their contentment, closeness, acceptance of each other, and distress levels. Additionally, the intervention influenced other outcomes related to their relationship. Moreover, this study had a positive impact on the overall welfare of the participants. Furthermore, Carson et al. (2004) found that those who engaged in a greater level of mindfulness on a particular day were more inclined to enhance their relationship satisfaction, efficacy in dealing with stress, and overall stress levels. (Barnes et al., 2007) conducted two experiments to examine the role of mindfulness in both the enjoyment of romantic relationships and the response to stress within these relationships.

2.2.4. Travel Experience and Brand Advocacy

When a consumer of a brand speaks positively about the company and the products or services it provides, this is an example of brand advocacy. The customers who have a significant influence have developed a considerable connection with the business or brand on a basic and emotional level. These customers are more than just loyal repeat buyers of a certain brand. According to Yaverbaum and Benun (2011), these individuals were characterized as being those who are enthusiastic about a brand, those who believe that the product of a brand

or firm is an absolute need rather than only a desirable extra, and those who would not stop talking to other customers about how the brand had an impact on their lives. When the message is given in a forceful, authoritative, and passionate way as well as via the utilization of body language (for example, gestures, eye-contact), the advocacy of word-of-mouth is powerful. This is because word-of-mouth is a kind of interpersonal communication. According to Van Gerwen and Diekstra (2000), the important event on both the source and the recipient occurs when the communication incorporates rich descriptive, evocative language and narrative and when the message is given passionately and forcefully. The relationship between having a positive experience with a brand and being willing to advocate for that brand is an important factor in the modern landscape of business. The term "brand experience" refers to all of the many contacts that a consumer has had with a certain brand (Waguespack, Hui, DiMeglio, & Econs, 2007; Wilder, 2015). This includes everything from the quality of the product to the customer service and marketing efforts that are put out. This all-encompassing experience has a huge impact on brand advocacy, which occurs when consumers not only discover contentment but also become enthusiastic brand advocates. Customers are driven to share their good experiences via word of mouth and social media when they have had a great brand experience (Bowen & Headley, 1997).

2.2.5. Satisfaction and Loyalty

Restaurants that are managed effectively encourage customers to provide constructive feedback and recognize that listening to and responding to customer concerns directly is the most effective approach to maintain a successful business by retaining existing customers and cultivating new ones. According to Carù and Cova (2007) loyal consumers are often less price sensitive, bring referrals, come more frequently, and promote good word-of-mouth, all of which are beneficial to a company's revenue and reputation. Even if their concerns are not handled appropriately, disgruntled consumers who complain to a firm are more likely to become loyal to that company than those non-complainers (Carù & Cova, 2007; De Wulf, Odekerken-Schröder, & Iacobucci, 2001; Ghorabae, Amiri, Zavadskas, Turskis, & Antucheviciene, 2017). This is the case even if the non-complainers do not complain at all. When a restaurant makes it simple for disappointed customers to complain by reducing the amount of work necessary to do so, the business gives those consumers a channel via which they may easily express their frustration. Reduced levels of customer complaints correlate to reduced levels of consumer stress and discomfort, as well as reduced levels of customer intent to engage in unfavorable behaviors. On the other hand, when consumers think that it is difficult to lodge a complaint, they are less likely to be happy with the restaurant overall, and they are also less likely to remain regular customers. Affective efforts are the primary factor in determining whether or not a consumer is satisfied and/or loyal. Previous studies Bendapudi and Berry (1997) have investigated how the cognitive process effects the level of satisfaction experienced by customers. According to other research (Kozub, O'Neill, and Palmer, 2014; Russell, 1980), the emotive component acts as a mediator between the cognitive process and the behavioral responses of consumers. consumers' cognitive attempts to solve a problem elicit emotional responses Carù and Cova (2007); Gronroos (1988); Gupta (2017), and such affective reactions may fast prompt behaviors. These cognitive efforts induce affective responses in consumers. The more emotional labor that is required, the lower the likelihood that the consumer will be happy with the outcome of their complaint, which in turn leads to fewer positive intentions towards future conduct.

2.2.6. Satisfaction and Brand Advocacy

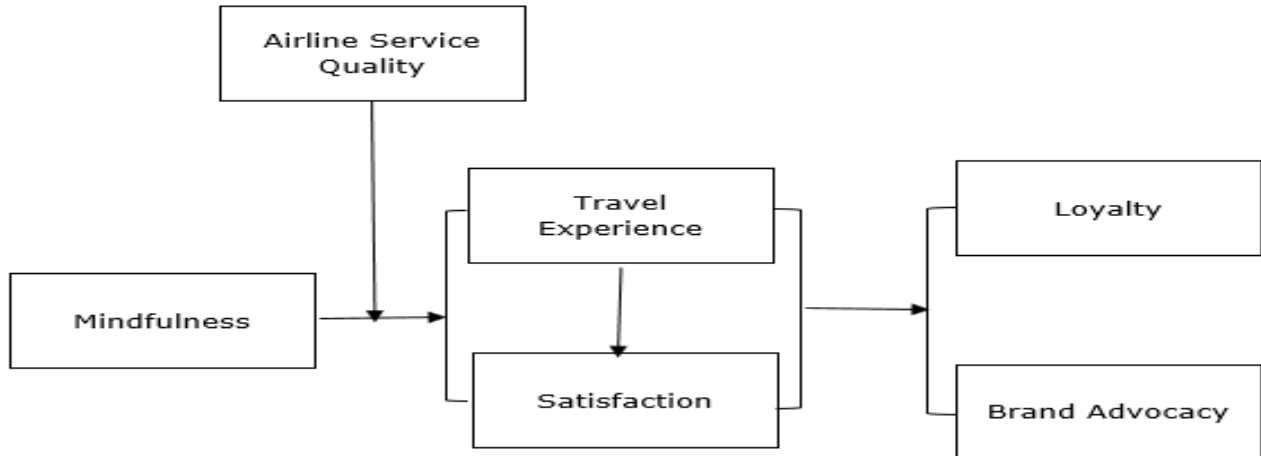
In line with the social identity theory, researchers in marketing have shown that a FLE's experienced sense of "oneness" with the brand's values makes him or her more intrinsically motivated to behave in a manner that benefits the brand's interests. This is due to the fact that brand values are now accepted as own values. In addition, this finding is consistent with social identity theory. To put it another way, there is a correlation between one's brand and their own self-interest. According to Bhattacharya and Sen's research from 2003, one may better communicate their own identity by expressing favorable feelings about a brand that they identify with (Yaverbaum & Benun, 2011; Zeithaml, 1988). Therefore, recognition of the brand is likely to motivate behavior associated with brand advocacy. It is also hypothesized that a customer's perception of a FLE's brand has a direct and positive impact on their level of satisfaction with the after-sales care experience. Employees who identify with their brand consider the successes and failures of the brand as their own and exert greater effort to propel the business ahead (Alexandris, Kouthouris, & Meligdis, 2006; Cant & Cooper, 2014; Gupta,

2017). This has been shown to be beneficial for both the organization and the employees. They are better prepared to meet both the explicit and implicit promises that are inherent in the brand during encounters with customers (Kabat-Zinn & Hanh, 2009). According to Matzler, Fuchs, and Schubert (2004), the next step for employees is to examine if the probable results of a service activity are customer-oriented or whether they contradict the brand values. Customers are appreciative of companies that make such an effort to be conscious and deliver on the promises made by the brand; as a result, their level of satisfaction will reflect this.

2.2.7. Moderating Role of Airline Services Quality

According to An and Noh (2009), the first AIRQUAL dimension is referred to as airline tangibles, and it is often considered as being one of the most essential dimensions in terms of satisfying customers in the airline sector. It contains things that relate to the general condition of the airplane. In this aspect, the focus is mostly on the provision of physical aspects that are capable of being linked to the quality of service provided by an airline (Bowen & Headley, 1997). Examples of such elements are the standard of the aircraft's equipment, the level of passenger comfort, and the level of cleanliness throughout the cabin (ibid). It is reasonable to anticipate that the degree of customer satisfaction will be greater in proportion to the quality of the tangibles provided by the airline. According to AlOtaibi, Fan, Wang, Ye, and Mi (2015), the services that are offered at the airport are included in the terminal tangibles dimension. In particular, this aspect entails the tidiness of airport restrooms, the efficiency of sign systems, the accessibility of shops and trolleys, and a security control system that can be relied upon (ibid.). They are thought to have a direct impact on the entire image that is being built for the airline, as stated by (Fournier et al., 2012). Because other airlines utilize the same airport and, as a result, supply the same terminal tangibles, one might argue that the terminal tangibles dimension and the customer's level of happiness with the airline are independent of one another. Despite this, the hypothesis tested in this research investigates the first point of view. The conclusion that can be drawn from this is that the passenger's level of pleasure will increase proportionately with the perceived quality of the tangibles found at the terminal.

Figure 1: Research Model



2.3. Target Population

In this study the target population are the airline customers who almost 2 to 4 time in the year has habits to use the airline for travelling. In accordance with the recommendations made by J. F. Hair (2009), the G*Power software version 3.1 was used to pick a minimum sample size of 138 based on the predictors. As a result, an effect size of 0.15 was determined, along with a power of 0.95. The parameters for this research indicate that the sample size is much higher than the bare minimal criterion (J. F. Hair, 2009). Another method proposed the size of a sample that should be used to test a model: multiplying each item by five J. F. Hair, Black, Babin, Anderson, and Tatham (1998); (J. F. Hair, Ringle, & Sarstedt, 2011) In order to successfully complete a regression analysis, Krejcie and Morgan (1970) state that a sample size of at least 384 is necessary. When determining the appropriate size of the sample for this study, the researchers used the Morgan criterion, which is based on a confidence level of 95% and a level of significance of 5%. The researchers are particularly interested in speaking with

chief executive officers and managers of new businesses. In order to gather the information, and with the assistance of data collectors, the questionnaire was delivered. It was utilized to estimate the specified model in Smart-

Table 1: Variable Description

Sr.	Variable Names	Items	Sources
1.	Mindfulness	10	(Roscoe, Lang, & Sheth, 1975)
2.	Travel Experience	4	{Shrout, 2002 }
3.	Satisfaction	5	(Mohsan, 2011)
4.	Loyalty	5	(Dick, 1994)
5.	Brand Advocacy	3	(Hussein, 2017)
6.	Service Quality	10	(Mason, 2012)

2.3.1. Structural Equation Modeling

The use of SEM allows researchers to investigate the interrelationships among latent components and their corresponding observable indicators. Researchers often turn to SEM when they are testing comprehensive ideas (N. L. Hair, Hanson, Wolfe, & Pollak, 2015). Covariance-based SEM (CB-SEM) and partial least squares SEM (PLS-SEM) can contribute to research goals. In this case, where the study is explanatory in character and its goal is prediction and theory development, PLS-SEM is suitable (J. F. Hair et al., 2011). CB-SEM is suggested for confirmatory testing in which the calculation of the difference between observed and inferred covariance matrix is used since it utilizes chi-squared. A crucial benefit of CB-SEM is that it includes multiple goodness of fit indicators that assess how well empirical data fits the measurement model. Another model-building approach that has been introduced in recent years is Goodness of Fit Index, Comparative Fit Index, Root Mean Square of Error Approximation, and Normed Chi-Square. However, there is no specific goodness of fit PLS-SEM model fit measurement that has been discovered so far.

2.4. Response Rate

A total of 732 questionnaires were issued to the airline user by using the different resources such as WhatsApp, social media, and personally visited the respondents. Among all the respondents almost 403 questionnaires are returned and among the returned questionnaire 381 are used because its valid and there is not missing data in it. This response rate was achieved only after a great deal of effort and hard work. In comparison to other research, the response rate was very high due to the use of a self-administered questionnaire(Ahmed, Hassan, & Taha, 2004; Osman, CF, & Galang, 2011; Zakaria, Zainal, & Nasurdin, 2011). The sample size of 381 was deemed sufficient in PLS to achieve an acceptable degree of statistical power. Furthermore, the sample size of this study followed Roscoe et al. (1975) rule of thumb, which indicated that the ideal sample size for most studies is supposed to be greater than 30 but less than 500, as noted in (Sekaran & Bougie, 2003). The sample size in this investigation satisfied the requirements of G*Power, which were addressed in the preceding chapter, in addition to the "10 times" rule of thumb. The data was processed by SPSS 20. To begin, the missing data were examined and addressed using the maximum likelihood estimation (MLE) approach. MLE is a tool that increases the overall accuracy of an analysis, allowing for more accurate conclusions to be drawn from the data as a result of the analysis. In order to compute missing values, the probability of parameter estimations was used.

2.5. Demographic Analysis

Table 2 depicts the demographic profile of the customer who are using the airline services. Among all the authors Out of all the respondents, 330 (86.6%) were male and 51 (13.4%) were female. In terms of age, 134 (35.2%) respondents were up to 25-years old, 198 (52.0) were within the age range of 26 to 45-years old, 30 (7.9%) were in the age range of 46 to 55, and 19 (5%) were 56-years old or older. For qualifications, 273 respondents 71.7 % bachelor’s degree, 98 (25.7%) respondents are masters, and 10 respondents 2.6 % possessed an M Phil degree. In addition, 147 (38.5%) respondents were from the services sector and 234 (61.6%) were from the manufacturing sectors.

Table 2: Demographic Analysis

Demographic Variables	Frequency	Percentage
Gender		
Male	330	86.6%
Female	51	13.4%
Age Group		
Up to 25	134	35.2%
26–45	198	52.0%
46–55	30	7.9%
56+	19	5.0%
Education		
Bachelors	273	71.7%
Masters	98	25.7%
M Phil	10	2.6%

3. Assessment Model

The validity and reliability of the indicators are evaluated as part of the process of evaluating the measurement model (items). Measurement models are analyzed individually depending on quality criteria such as measurement and structural models and formative experimental measurements, with the model being reviewed at various stages during the assessment process.

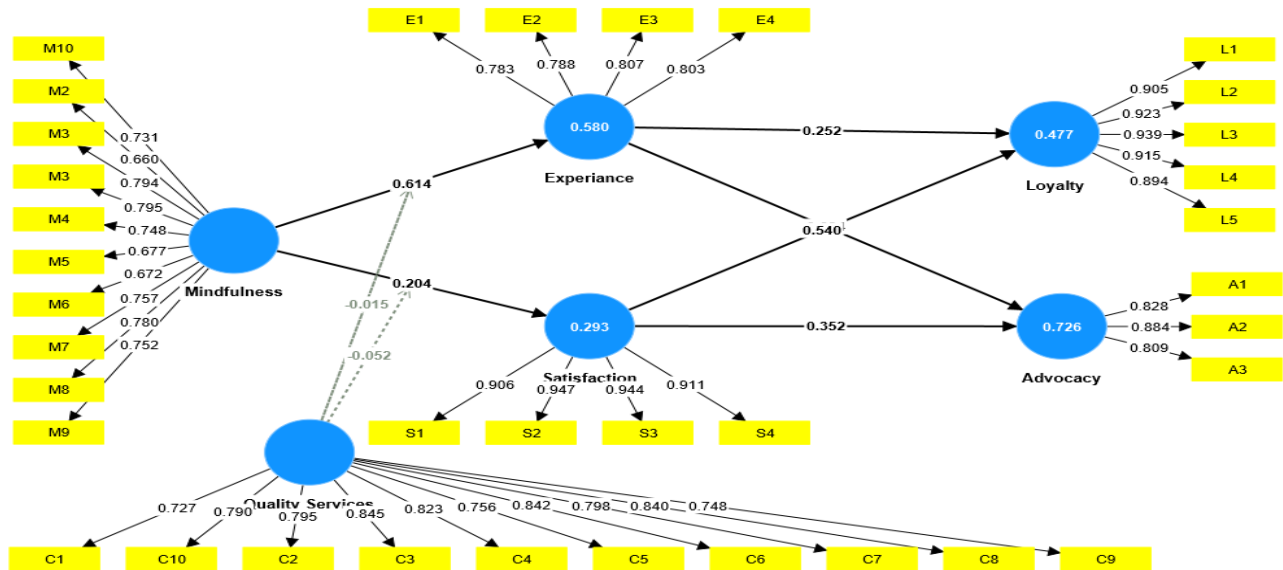
Table 3: Convergent Validity

Variables	Items	Factor Loadings	Cronbach's Alpha	CR	AVE
Advocacy	A1	0.828	0.794	0.879	0.707
	A2	0.884			
	A3	0.809			
	C1	0.727			
	C10	0.790			
	C2	0.795			
Services Quality	C3	0.845	0.936	0.946	0.636
	C4	0.823			
	C5	0.756			
	C6	0.842			
	C7	0.798			
	C8	0.840			
Experience	C9	0.748	0.806	0.873	0.632
	E1	0.783			
	E2	0.788			
	E3	0.807			
Loyalty	E4	0.803	0.952	0.963	0.838
	L1	0.905			
	L2	0.923			
	L3	0.939			
	L4	0.915			
	L5	0.894			
Mindfulness	M10	0.731	0.907	0.923	0.545
	M2	0.660			
	M3	0.795			
	M3	0.794			
	M4	0.748			
	M5	0.677			
Satisfaction	M6	0.672	0.945	0.961	0.859
	M7	0.757			
	M8	0.780			
	M9	0.752			
	S1	0.906			
	S2	0.947			
	S3	0.944			
	S4	0.911			

To evaluate the reflective measurement model, according to Henseler and colleagues (2014), researchers must examine both the model's reliability and validity. In the initial level of testing, CR determines idea internal consistency and dependability. Cronbach's alpha is

used to evaluate the idea's reliability at this stage. Construction reliability (CR) ratings examine how well-constructed things affect the same underlying construct throughout time. Composition dependability is sometimes assessed by measuring construct reliability, which measures idea internal consistency. To use cross-loading, each indicator's external loadings on its construct must exceed cross-loading on other constructs. Cross-loadings of other constructs may surpass indicator external loadings, compromising discriminant validity. Fornell-Larcker in vitro validity criteria are the second validation method. Model components must fit their constructions better than others to meet the Fornell-Larcker criterion (Fornell & Larcker, 1981b). This perspective links the concept to indications more than any other framework. Average Variance Extracted (AVE) square root values are compared to latent variable correlations to estimate this criterion. Each construct must have a square root of the average variance extracted (AVE) greater than its greatest association.

Figure 2: Assessment of the Model



3.1.1. Discriminant Validity

Discriminant validity is how well indicators differentiate, relate, and reflect a notion or construct (Henseler et al., 2014). This suggests the structure evaluates the attribute appropriately. Unique constructs have square root of average variance extracted (AVE) greater than correlations with other latent constructs. Two methods are used to evaluate idea discriminant validity. The coefficients are derived using indicator cross-loadings and Fornell-Larcker criteria (Henseler et al., 2014). The two methodologies vary mostly in analysis levels. In the Fornell-Larcker technique, cross-loading is analyzed at the indicator level and the criterion at the construct level. This research included two measures to assess discriminant validity: cross-loadings and the Fornell-Larcker criterion. Initially, a study was conducted to examine the cross-loadings of the items. As per the research conducted, it is recommended that the standardized loading estimations should be 0.5 or above, with a preferable value of 0.7 or above (refer to Table 1). Items having loading values below 0.4 should be eliminated from the database (J. F. Hair et al., 2011; Henseler et al., 2014). In addition, all measures of the construct should have significant weight in relation to their respective constructions. According to Table 5.5, the item's outer loadings were larger than the cross-loadings of the other structures, and they were also more than 0.5 in magnitude. As anticipated, all indicators demonstrated strong accuracy in aligning with their respective constructions, demonstrating the absence of any cross-loadings among the indicators.

Second, the Fornell-Larcker criteria posit that a latent construct has more variance with its own indicators than it does with any other latent construct in the structural model, and that this is true (Fornell & Larcker, 1981). According to this criterion, the squared root of the AVE (represented by the values in the diagonal) should be computed and should be larger than each of the construct correlations (represented by the values in the off-diagonal) obtained and reported (Henseler et al., 2014).

Table 4: HTMT Ratio

	Advocacy	Experience	Loyalty	Mindfulness	Quality Services	Satisfaction
Advocacy						
Experience	0.958					
Loyalty	0.924	0.561				
Mindfulness	0.937	0.839	0.530			
Quality Services	0.980	0.653	0.521	0.607		
Satisfaction	0.746	0.511	0.687	0.450	0.537	

Table 4 illustrates discriminant validity for first-order constructs, whereas Table 5 illustrates discriminant validity for second-order constructs. These two tables show that the square root of each AVE value was much higher than the average of all other correlation values among the latent variables, demonstrating that various constructs utilized in the model were associated with separate entities. In summary, the measuring model demonstrated strong discriminant validity among the constructs it measured.

3.2. Measurement Model

The results of the direct hypotheses are presented in the table 5 located below. These hypotheses range from H1 to H8. According to the findings, one's level of previous exposure has a sizeable bearing on both advocacy ($b=0.634$, $p<0.05$) and loyalty ($b=0.252$, $p<0.05$). In addition, mindfulness has a positive and statistically significant impact not only on experience ($b=0.614$, $p<0.05$), but also on satisfaction ($b=0.204$, $p<0.05$). Both advocacy ($b=0.352$, $p<0.05$) and loyalty ($b=0.540$, $p<0.05$) are affected favorably by a person's level of satisfaction. The findings suggested that mindfulness plays a significant part when experience and satisfaction are taken into consideration. In addition, when it comes to advocacy and loyalty, the importance of experience as well as satisfaction cannot be overstated. The significance of each individual finding in this research was determined to be at the one percent level. The quality of the service is used as a moderator between mindful awareness and experience as well as mindful awareness and satisfaction. Because the hypotheses that demonstrated the moderating relationship between mindfulness and experience and mindfulness and satisfaction were found to be true, it can be concluded that the quality of the services did not play a moderating role.

Table 5: Direct Effect

		Beta	STDEV	T stat	P values	Decision
H1	Experience -> Advocacy	0.634	0.032	19.548	0.000	Supported
H2	Experience -> Loyalty	0.252	0.065	3.903	0.000	Supported
H3	Mindfulness -> Experience	0.614	0.050	12.333	0.000	Supported
H4	Mindfulness -> Satisfaction	0.204	0.069	2.961	0.003	Supported
H5	Satisfaction -> Advocacy	0.352	0.038	9.387	0.000	Supported
H6	Satisfaction -> Loyalty	0.540	0.065	8.274	0.000	Supported
H7	QS x Mindfulness -> Experience	-0.015	0.034	0.447	0.655	Not Supported
H8	QS x Mindfulness -> Satisfaction	-0.052	0.041	1.276	0.202	Not Supported

3.3. Mediation Analysis

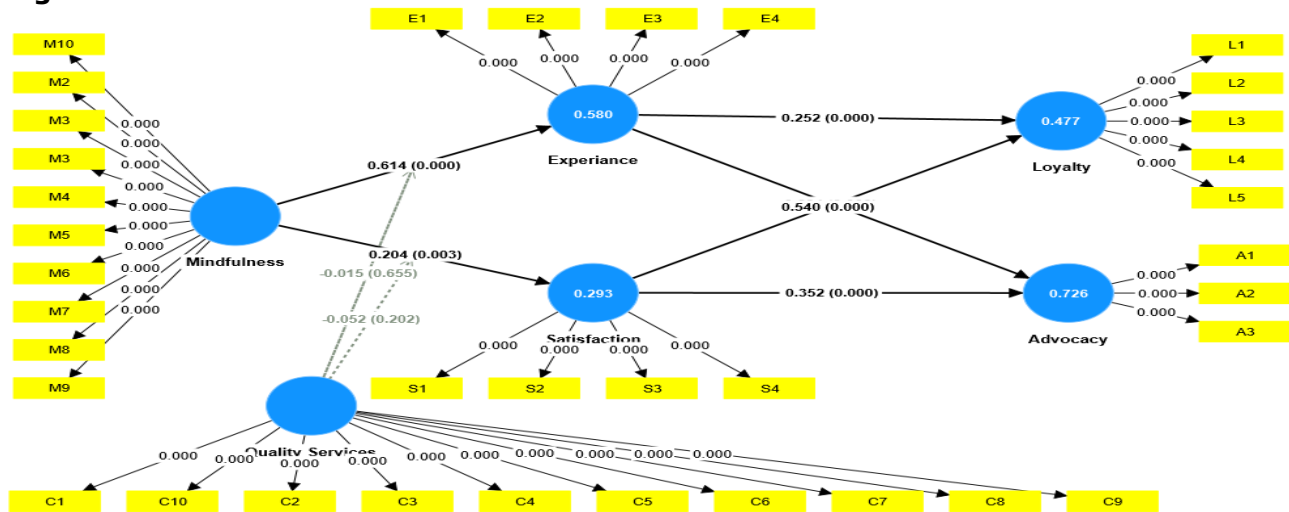
The findings presented in Table 6 demonstrate that experience plays a significant role in mediating the connection between mindfulness and loyalty. According to the value of the coefficient, b was equal to 0.155, and p was less than 0.05. In addition, there is a significant mediating role played by experience between mindful awareness and advocacy ($b = 0.389$, $p < 0.05$). When it comes to contentment, this variable plays a significant mediating role between mindfulness and advocacy ($b=0.072$, $p<0.05$) and loyalty ($b=0.110$, $p<0.05$).

Table 6: Indirect Effects

		Beta	STDEV	T stat	P values	Decision
H9	Mindfulness -> Experience -> Loyalty	0.155	0.044	3.493	0.000	Supported
H10	Mindfulness -> Experience -> Advocacy	0.389	0.040	9.677	0.000	Supported
H11	Mindfulness -> Satisfaction -> Advocacy	0.072	0.026	2.762	0.006	Supported
H12	Mindfulness -> Satisfaction -> Loyalty	0.110	0.039	2.855	0.004	Supported

According to the findings, all of the null hypotheses concerning the mediating relationship can be dismissed as insignificant at the one percent level of significance.

Figure 3: Measurement Model



4. Conclusion and Discussion

The primary objective of this study is to investigate the connection between mindful awareness and brand loyalty and advocacy. In addition, levels of contentment and previous experience were employed as moderating factors, while levels of service quality were used as mediating variables. According to the findings, mindfulness has a large influence on both the quality of an experience and the level of satisfaction obtained, while both of these factors also have a significant impact on a person's advocacy for a brand and their loyalty to that brand. In this respect, it can be argued that all of the direct null hypotheses are rejected, with the exception of the moderating connection. To put it another way, the findings came to the conclusion that there is no substantial moderating function of services quality between mindfulness and experience and fulfillment. It is possible that the moderating role that service quality has in the link between customer experience and happiness is not as substantial as one would assume it to be in the context of practical research. There are a number of potential explanations for this. There is a probability that the opinions of the people who took part in the study will be consistent with one another about the quality of the service, which is something that should be taken into account practically. If customers tend to have consistent and similar judgments on the quality of the service, then the moderating effect of service quality may not be statistically significant after all. When a consumer has an overall experience that is either highly positive or very negative, even minute variances in the quality of the service that is delivered to them may have less of an effect on whether or not the customer is happy. There is a possibility that the moderating influence of service quality will be obscured by other important factors, such as cost, brand loyalty, or individual preferences. In addition, the characteristics of the study population, the precision of the measuring instruments, the timeliness of the data collection, and the complexity of the interaction between these variables are all potential factors that can contribute to the lack of significance of the moderating link. Therefore, the context of the particular research, its data, and the aspects of the study itself play key roles in demonstrating the significance of service quality as a moderator in explaining differences in levels of satisfaction. This is because service quality is a moderator. In addition, the rejection of the null hypotheses connected to the null hypotheses indicates that there is a strong mediating function played by experience and pleasure between mindfulness.

4.1. Practical Contribution

The research uses mindfulness as an independent variable and brand loyalty and advocacy as dependent factors. Experience and satisfaction mediate. This study method has several real-world applications. Starting with mindfulness, firms may sell and brand their goods and services as fostering mindfulness and well-being. Businesses may fund mindfulness, active listening, empathy, and problem-solving training for employees. This strategic investment seeks to improve customer happiness and experience. Eco-friendliness, sustainability, and relaxation may be included into product and service design. Continuous review and observation of mindfulness, contentment, and experience may lead to continuing alterations, while staff well-being and consumer education may deepen the link between mindfulness and beneficial results. Market segmentation and personalized messaging may help

attentive companies concentrate on client segments that are more responsive to their goods or services, giving them a competitive advantage. Before adoption, these effects must be founded on proven research. Their applicability also depends on the industry, target audience, and product or service.

4.2. Theoretical Contribution

The study uses a research framework to evaluate how mindfulness affects loyalty and brand advocacy. Also, experience and satisfaction are mediating factors. This paradigm has substantial theoretical implications that help improve knowledge in several disciplines. Your consumer behavior research might considerably advance the field of mindfulness and consumer decision-making and habits. This would enhance theoretical frameworks. By studying experience and satisfaction as mediators, your research might expand our understanding of how mindfulness influences brand advocacy and loyalty. This may improve or expand consumer behavior models. Your study may also provide light on consumer loyalty and brand endorsement by revealing their emotional and cognitive roots. Additionally, the study might illuminate mindfulness's psychological processes. This may advance mindfulness ideas. This interdisciplinary study, which integrates psychology and marketing, may also give conceptual frameworks that illuminate the confluence of psychological elements and commercial events. Your study on attentive shopping might advance consumer well-being ideas. Your research may dramatically impact consumer behavior and mindfulness theory by examining the relationship between mindfulness and consumer well-being. This may accelerate the development of more comprehensive psychological and marketing models and ideas.

4.3. Limitation and Future Direction

The present research suffers from a number of important shortcomings. Given that, the data was gathered in single airport, generalization of the key results may be termed as snags or narrow ended & should be utilized with extreme care. It's possible that in the future researchers may try to duplicate this study using data from other parts of the world and different kinds of consumers to see whether the results are consistent. Second, due of the use of subjective data, the research only has limited relevance to the real world. In subsequent research, researchers may use a variety of research approaches, such as a longitudinal design, in order to investigate the temporal dynamics of the interactions between the model's central components. Despite the limitations mentioned above, this research offers a good basis for understanding the management significance of various customer perceptions and shopper awareness in the process of improving service brand experience as well as positive word of mouth.

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