

## Dimensions for Measuring Brand Equity in the Airlines Industry

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### Abstract

The structuring of brand equity is a fundamental aspect at a strategic level for marketing management since its consolidation strengthens the market orientation of organizations, as well as the relationship with one of their main interest groups, consumers. The objective of this research is to design an instrument to measure the dimensions of brand equity in the airline industry from the users' perception. At the methodological level, an instrumental, analytical, and transversal study is carried out, complemented with an exploratory and confirmatory factor analysis based on an instrument applied to 429 frequent consumers of Colombian airlines, which was analysed with the software The R Project for Statistical Computing and JASP software. The results determine that the new proposed instrument is composed of the following dimensions: the importance of Brand loyalty (IBL), quality and brand associations (QBA), brand awareness (BA), and brand performance (BP); from these, organizations in the airline sector will be able to strengthen the management of their brand equity and recognize the impact it has on their customers. It is concluded that this sector should continue to consolidate its brand equity as a strategic activity based on these dimensions, allowing it to increase the market positioning of its brands and its orientation towards customer satisfaction.

**Key Words:** brand equity, airlines, tourism

**JEL Classification:** L80, L84

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### 1. Introduction

Brand equity has become a strategic pillar for the consolidation of organizations, especially for those where market orientation is part of their corporate philosophy. From there, the importance of understanding how brand equity can provide airlines with an idea of how they add value (Keller et al., 2019; Ebrahim, 2020). To do so, the main aspects of brand management and its relationship with the consumer must be analysed (Tasci, 2020; Kataria et al., 2020; Alam et al., 2022). Therefore, more and more studies have been generated in the development of scholars in the management of brands e (Keller, 2016; Jun et al., 2020; Rojas et al., 2022).

Some airlines have managed to consolidate user loyalty through brand management and positioning (Zollo et al., 2020; Pina et al., 2021). One of the important aspects in branding is sustainability, as it has become one of the main concerns of airlines (Ishaq et al., 2020; Jeon et al., 2021). Similarly, brand equity. It becomes an element for all stakeholders to appropriate them, especially airline employees (Smith et al., 2020; Sun et al., 2021). Brand equity has been a prominent marketing concept for decades, where it is referred to as complex multidimensional, which is often

explored selectively (Patel et al., 2020; Lim et al., 2022). Therefore, the capital structure has not had major changes in airlines, as brand equity is consumer-based and is a fundamental aspect for airlines (Algharabat et al., 2020; Shi et al., 2022). Thus, consumer perception must be analysed, which allows airline specialists to generate marketing strategies (Marques et al., 2020; Wang et al., 2021; Wang et al., 2021).

Airlines seek to offer their customers a pleasant brand experience to strengthen their value (Beig et al., 2019; Sürücü et al., 2019). In addition, Xu (2022) exposes that airlines have an impact on the value of and travellers' decision and perception (Huerta et al., 2020; Zhou et al., 2020). According to Mahmood (2020) brand equity can indicate higher marketing investment productivity of airlines. Therefore, brand equity research focuses on adapting perceived value measurement tools. In the case of this research, the perception of airline users in Colombia is identified. In the development of brands and airlines, the value and impact that these companies provide to consumers must be considered (Kao et al., 2020). Likewise, the brand equity in airlines has the importance of learning more about consumers, the needs to know what they like or dislike and thus define the consumer.

It is important to have strategic tools in the process of brand management by determining the behaviour and perception of people in the purchase decision (Maza et al., 2020; Wang et al., 2016). In addition, the emotional component of customers in traditional brand management should be analysed (Bilińska et al., 2018). In fact, some studies show that empirical research of destination brand equity started to be recognized, and it is increasingly positioned as a successful strategy (Huang et al., 2020). However, some of the strategies can help airlines to increase their brand equity in a highly competitive market (Almeyda et al., 2017).

Therefore, it is important to focus on providing high quality service, as this can generate positive reputation and customer loyalty (Rani et al., 2011). In other words, it manages its positioning in the minds of customers successfully (Jayasinghe, 2017). Air transport brands become even more relevant for research because of the current context, and it has been evidenced that Customer Engagement (CE), increases loyalty, trust, and brand evaluations (Harrigan et al., 2017). Some airlines such as Low-Cost airlines have entered the market and offer lower fares or discounted fares, which itemize services such as food on board or luggage excluded from airfare, and this model has been increasing in recent years (Perez et al., 2020). Likewise, price competition, has been a challenge in which traditional airlines have ventured, hence the importance of analysing the determinants and differentiation aspects in brand perception (Velázquez, 2018).

Similarly, a strong and well-established brand can generate increased customer loyalty and trust, which in turn can translate into increased sales and profitability (Shadab, 2018). In addition, brand equity can also influence an airline's ability to compete in an increasingly saturated and diverse market (Kim et al., 2018). Therefore, in a highly competitive market, airlines need to differentiate themselves and stand out to attract consumers (Kladou et al., 2017). In summary, investing in brand equity can be essential for an airline's long-term success in an increasingly competitive and demanding market (Chekalina et al., 2018).

Brand equity is about determining that a place is unique (Han et al., 2020) considering that it has a significant and positive impact which, in airlines implies a more specific perspective (Kim et al., 2016). However, it is a fundamental part of the marketing strategy and even more so when implemented effectively (Henderson et al., 2019). Nevertheless, it is important to develop brand equity in airlines by actively applying brand theory to its development (Zeren et al., 2020). Indeed, the airline industry requires a brand strategy in line with the service provided (Sarker et al., 2019). Similarly, for airline service quality, the positive effect of repurchase intentions on airline service should be increased because it mediates a positive relationship between brand awareness and perceived value (Chen et al., 2019).

Airline branding is personalized and effective, helping travel companies to find potential customers and develop targeted offers to keep their business moving forward (Van et al., 2020;

Limberger et al., 2021). A differentiating factor in destination branding, therefore, is the complexity of the decision-making process (Séraphin et al., 2017) as it can benefit through a co-branding effort (Scott, 2022). Also, effective strategic decision making for profit adds value to the organization by linking the most valuable talent and human capital to its airline organizational structure (Ergun et al., 2018).

In brand positioning, value processes must be generated and articulate the brand equity of the country or destination (Al Saed et al., 2020). In this way, brand experiences are memorable and influence brand loyalty (So et al., 2017; Sarker et al., 2021). Therefore, according to Tam et al (2022) talks about branding as it has been recognized for a long time and indicates the strategic importance of brand identity management in airlines. However, Vachi et al (2021) indicates that brand attitudes are concepts for statistically significant differences based on gender. Since then, it is applied to a high range of marketing activities, referring to the use of two brand names for airlines (Berg et al., 2014). In summary, airline brands seek to combine their competencies and create something new and desirable for the consumer (Balanza, 2022).

Based on the above, the main objective of this study is to design an instrument to measure the dimensions of brand equity in the airline industry from the users' perception. For this purpose, it is necessary to develop an exploratory factor analysis, with the purpose of identifying the latent variables emerging from the theoretical components, in second instance, a confirmatory factor analysis is generated, which supports the factorial adjustments of the instrument allowing the hypotheses of the research to be raised. Next, the literature review is presented, followed by the methodology, the results, and ending with the discussion and conclusions.

## 2. Literature Review

Ergün et al., (2022) indicate that a brand is defined as a service that contains a unique combination of functional attributes and symbolic value, as well as is distinguished by its status and personality in relation to other services (Musil et al., 2022). Thus, branding starts from the basis of brand equity which strongly influences consumer behaviour (Grebosz-Krawczyk, 2018; Arya et al., 2022). However, Górska & Mazurek (2021) determine that it is a term used in marketing to describe the intangible value that a brand has in the market, which for Baláž (2021) should be measured with the dimensions of experiences, brand awareness and loyalty.

Leone (2006) states that brand equity facilitates the consolidation of a platform for the introduction of new products in the market, differentiating the company from its competitors by safeguarding the brand from competitive attacks; therefore, brand equity is perceived as an asset for companies generated by the market through interactions between brands and their customers (Seo & Park, 2018; Lopez-Rodriguez et al., 2022). Aaker (1996) describes that brand equity is supported by brand awareness, perceived quality, brand associations and brand loyalty; all these elements influence the consumer's decision making by providing security when selecting products from the market. Delgado et al., (2009) mention that brand awareness has been relevant in different research where it is proved that consumers, when acquiring a good or service, chose the most recognized brand even when there were other relevant brands with superior quality characteristics. For López-Rodríguez et al., (2021), recognizing a brand includes everything related to it such as its packaging, symbols, logo among others, for consumers it is very easy to recognize a product from the visualization of the logo.

Brand equity is characterized by customer attraction, experience, and satisfaction (Hussain & Ahmed., 2020; Gallart-Camahort et al., 2022). In addition, the direct impact of the brand has significant relevance on customer response (Zaidi et al., 2022). Considering that consumers develop connections with brands and feel a strong bond that can lead to customer loyalty (Hemsley-Brown, 2023), continuity in branding processes and a strong identity should be the main axes of an effective management throughout its service cycle (Majerova, 2020).

Brand awareness plays an important role in consumers' purchasing decisions, since the inclination is always for the best-known products (Macdonald & Sharp, 2000). Aaker (1996) defines it as the consumer's ability to remember and recognize the brand from the symbol, logo or name, which plays an identity that generates that consumers remember it or bring it to their mind more easily. Kim & Sullivan (2019) affirm that the brand is always present in the mind of consumers and its distinctiveness generates an agile purchase process when acquiring a product or service.

Perceived quality is based on the experiences lived and used now of obtaining a product or service, which generates satisfaction or dissatisfaction and directly affects the purchase decision (Araya-Pizarro, 2022). This helps the purchase decision, so organizations have aimed at the standardization of technical quality, which has made consumers have criteria in objective quality (Gómez et al., 2021). Benavides & Yactayo (2021) elaborate that there are two ways of recognizing the quality of a product: one is the objective, which is the one on which researchers are based, and the other is the perceived, which is based or materializes when the product or service is obtained.

For Yang et al., (2019) perceived quality is where consumers give a reference on the perception of the product or service received compared to the competition; likewise, Aaker (1996) states that perceived quality is allied with objective quality, which are evaluated based on their expectations of satisfaction or dissatisfaction. Farquhar (2000) emphasizes three types of evaluations that help the brand to remain in the minds of consumers; among them are those of an affective nature, related to feelings and emotions towards the brand, those of a cognitive type that are the result of the deductions that the brand produces in a consumer, and those related to the consequent behaviour of experiences and consumption habits, which are developed with the brand (Zhang & Hung, 2020).

Brand associations refer to everything that links consumers to the brand, including images, attributes of each product or service, and feelings. These are classified into three categories: attributes, benefits, and attitudes (Romaniuk & Nenycz-Thiel, 2013). Keller (1993) was based on a proposal in which one of them was recognized multiple types of associations, which started from the perception of the characteristics of products or services to the different types of organizations or area of origin of these. Associations are based on the perceptions of a brand and the memories that the consumer holds in his or her mind (Kim & Sullivan, 2019).

For Aaker (1996), what determines the brand is the loyalty or fidelity to it, since consumers, according to their experiences with the product, are the ones that give it its positioning in the market. Organizations have sought to create an alliance with the customer, thus creating loyalty with the brand and subsequently begin to spread (Araya-Pizarro, 2022). Zhang & Hung (2020) state that having a satisfied customer generates consolidation with customers and establishes financial security in the organization. Marketing has been fundamental in the whole process of brand loyalty as it has been a link with the consumer for the development and positioning (Aaker, 1996).

It is important to emphasize that brand loyalty has an important management, it protects the organization in any situation, mainly with the competition, because it guarantees stability in competitive markets (Rodriguez et al., 2022). Loyalty starts from the moment a product is obtained and the satisfactory experience with it, where family and social influences are important (Alhaddad, 2015). Colmenares & Saavedra (2007) state that the study of brand loyalty can be visualized from two options: the first is loyalty as a favourable attitude towards the brand and the second is how a customer becomes loyal through repetitive purchases.

Importance of brand loyalty (IBL) are fundamental elements in the success and growth of any company. A strong and well-positioned brand in the minds of consumers can make the difference between success and failure in a highly competitive market (Akoglu & Özbek, 2022). Likewise, the quality of a product or service (QBA) refers to its ability to meet or exceed customer expectations. A brand that is associated with high quality standards earns the trust and loyalty of its consumers, which in turn boosts the company's reputation (Lina, 2022).



Brand quality (BA) is the result of an effective communication strategy that seeks to establish an emotional and rational connection with the target market (Treiblmaier & Garaus, 2023). However, brand performance (BP) can be measured in a variety of ways, such as sales growth, market share, brand recognition, customer satisfaction and positive perception in the target audience. A brand that achieves outstanding performance in these areas demonstrates its ability to stand out from the competition and remain relevant in a constantly evolving marketplace (Soleimani et al., 2023).

### 3. Methodology

The selected population are Colombian consumers who make the decision to purchase airline tickets on their own, this being an infinite population. The established sample is 400 users; however, it was applied to 429 people with a confidence level of 95% and a margin of error of 5%. An instrumental, analytical and cross-sectional study was carried out, from which primary information was obtained by means of a questionnaire, being this an instrument divided into two parts: initially the characteristics of its participants are described demographically, in second instance, an adaptation of the scale of Narteh (2018) and Aaker (1996) was generated, from which the perception of the consumer regarding the brand value of the companies is measured, by means of a five-point Likert scale, where 1 was "totally disagree" and 5 "totally agree".

The treatment of the information was approached in two phases: initially an exploratory factor analysis was performed and complemented by a confirmatory factor analysis. The relevance of factor analysis is based on its ability to relate variables and to reduce the dimensionality of the data obtained, identifying underlying constructs or theoretical dimensions to be measured, in this case the dimensions of brand equity.

Thus, the fieldwork was conducted digitally using a Google form and was carried out at the El Dorado international airport in Bogota during the month of March 2023. To identify the internal consistency of the applied instrument, the brand equity constructs were analysed using Cronbach's Alpha, determining reliable results for each of them. The total of the instrument presented an overall value of  $\alpha=0.963$  for all the theoretical items of the instrument. The internal consistency results for each theoretical construct are shown in Table 1. The analysis of the results was carried out using The R Project for Statistical Computing software, and the analysis was complemented with JASP software.

Table 1. Internal consistency of the instrument applied

Theoretical construct	Cronbach's Alpha	Cronbach's Alpha from standardized elements
Brand awareness	0.889	0.889
Perceived quality	0.898	0.900
Brand association	0.847	0.847
Brand loyalty	0.882	0.883
Brand importance	0.851	0.858
Brand performance	0.908	0.909

Source: Own Elaboration

## 4. Results

### 4.1 Descriptive analyses

This analysis is made to 429 people who have a relationship with the different airlines of offer in Colombia, according to the surveys analyses that 58.5% are women having the frequency of 251 people and 41.5% are men exposing the frequency of 178. However, in the analysis of academic training there are 5 main axes, which are: bachelor, technical, technologist, professional and postgraduate; most of the respondents are professionals, characterized with a frequency of 166 and 38.7%. Likewise, 21.2% are high school graduates, with a frequency of 91 respondents. In summary, each of these levels of education such as technologist and postgraduate have 15.9%. The occupation of those surveyed shows that the great majority are salaried workers with a percentage of 59.4%, the second participation is achieved through independent workers with 15.6%. Similarly, 13.1% are entrepreneurs, which indicates that 56 people have their own micro or macro enterprise, and 46 people surveyed are unemployed (10.7%).

Respondents' satisfaction with the brand shows the percentage of each of the variables. In the first instance, 4.0 % are totally dissatisfied with the airline in which they travel the most; on the other hand, dissatisfaction with the brand of the airlines is 3.5 %. Likewise, 29.8% have a frequency of 128 neutral responses indicating that they are not in favour of any of the other variables; on the other hand, there is no response higher than 18.4 with a frequency of 79 in the variable of totally satisfied. However, the respondents' satisfaction with the airlines' brand is 44.3%, indicating a frequency of 190 satisfaction responses.

#### 4.2 Exploratory factor analysis

To begin the exploratory factor analysis, Bartlett's test was analysed, which was found to be statistically significant ( $\chi^2 = 6076.755$ ,  $p < 0.001$ ), allowing the factor extraction to be considered pertinent. Likewise, the Kaiser Meyer Olkin test was run to analyse the adequacy of the total sample to support the relevance of this factor analysis, where an indicator of 0.957 was obtained, as shown in Table 2.

Table 2. Kaiser Meyer Olkin and Bartlett Test

Kaiser-Meyer-Olkin measure of sampling adequacy		0.957
Bartlett's test of sphericity	Aprox. Chi-square	6076.755
	DF	120.000
	p	<0.001

Source: Own Elaboration

The factor extraction method was unweighted least squares, with a Promax oblique rotation that allows the factors to be correlated when Likert scales are used. As for the error of approximation (RMSEA) that explains the amount of unexplained variance, a 0.050 was obtained, determining an adequate fit for the data. The Tucker-Lewis index (TLI), which compares the fit by degrees of freedom of the proposed and null model, reached 0.978, identifying a very good fit for this model.

Considering the above indicators, and based on the exploratory exercise, Table 3 shows the factor loadings of the model, where 4 factors and 16 items that adequately meet these loadings are finally identified.

Table 3. Factor loadings of the exploratory model

Items	Importance and brand loyalty (IBL)	Quality and brand associations (QBA)	Brand awareness (BA)	Brand performance (BP)
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BL1	0.900			
BL2	0.899			
BI3	0.762			
BI1	0.613			
BI2	0.509			
PQ3		0.979		
PQ2		0.755		
BAS2		0.619		
BAS1		0.562		
PQ1		0.532		
BA1			0.912	
BA2			0.892	
BA3			0.797	
BP2				0.762
BP1				0.690
BP3				0.521

Note: applied rotation method is Promax

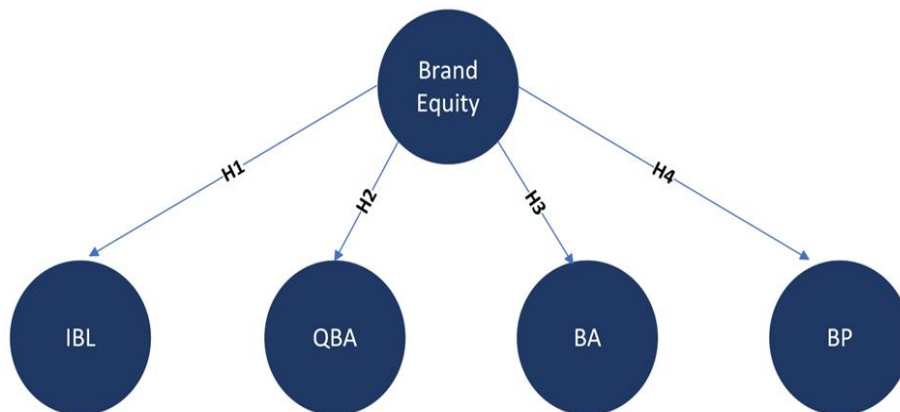
Source: Own Elaboration

**4.3 Confirmatory factor analysis and hypothesis verification**

Once the factors and the items that make up each of them have been identified in the exploratory factor analysis, the confirmatory factor analysis is performed, which allows measuring the degree of relationship between the factors, as well as determining the validity of the measurement scale for each construct with all its items. In this regard, from the following theoretical model proposed in Figure 1, the following hypotheses will be verified:

- H1. Importance and brand loyalty (IBL) and the brand equity of airlines are significantly correlated.
- H2. Quality and brand associations (QBA) and airline brand equity are significantly correlated.
- H3. Brand awareness (BA) and brand equity of airlines are significantly correlated.
- H4. The brand performance (BP) and brand equity of airlines are significantly correlated.

Figure 1. **Proposed theoretical model.**



Source: Own Elaboration

Table 4 shows the confirmatory factor loadings of the estimation, the standard error, the Z-value, the significance, and the lower and upper confidence intervals that determine the validity of the scale that consolidates the dimensions for measuring brand equity in the airline industry, while Table 5 shows these same aspects specifically for the relationship between factors.

Table 4. Confirmatory Factor Loadings

Factors	Items	Estimate	Std. Error	Z-value	p	95% Confidence interval	
						Lower	Upper
IBL	BL1	0.305	0.035	8.691	< .001	0.236	0.374
	BL2	0.341	0.039	8.753	< .001	0.265	0.417
	BI3	0.305	0.036	8.518	< .001	0.235	0.375
	BI1	0.299	0.033	8.945	< .001	0.233	0.364
	BI2	0.276	0.031	8.868	< .001	0.215	0.337
QBA	PQ3	0.295	0.031	9.515	< .001	0.234	0.356
	PQ2	0.320	0.034	9.528	< .001	0.254	0.386
	BAS2	0.272	0.029	9.276	< .001	0.214	0.329
	BAS1	0.287	0.031	9.390	< .001	0.227	0.347
	PQ1	0.283	0.030	9.566	< .001	0.225	0.340
BA	BA1	0.595	0.032	18.845	< .001	0.533	0.657
	BA2	0.631	0.033	19.383	< .001	0.567	0.694
	BA3	0.638	0.031	20.758	< .001	0.578	0.699
BP	BP2	0.373	0.031	12.198	< .001	0.313	0.433
	BP1	0.401	0.033	12.258	< .001	0.337	0.465
	BP3	0.392	0.032	12.270	< .001	0.329	0.454

Source: Own Elaboration

Table 2. Factor covariances

Factors	Estimate	Std. Error	z-value	p	95% Confidence Interval	
					Lower	Upper
IBL ↔ QBA	0.876	0.016	55.728	< .001	0.845	0.907
IBL ↔ BA	0.533	0.039	13.544	< .001	0.456	0.610



IBL ↔ BP	0.893	0.015	60.008	< .001	0.864	0.922
QBA ↔ BA	0.700	0.029	23.777	< .001	0.643	0.758
QBA ↔ BP	0.844	0.019	45.395	< .001	0.808	0.881
BA ↔ BP	0.493	0.042	11.835	< .001	0.411	0.574

Source: Own Elaboration

The model proposed in Figure 3 presented a good data fit (RMSEA = 0.075; SRMR = 0.052; GFI = 0.974; ECVI = 1.164; MFI = 0.709). As for the coefficient of determination R-Squared, which allows to measure the effectiveness of the overall accuracy of the model, it is identified that the goodness of fit of the items ranges between 0.618 and 0.820; only item BI3 presents an  $R^2$  of 0.572.

In Table 6, the hypotheses are verified through the regression coefficients and the significance (p), a process in which each one of them is accepted. The p-value is one of the most common results of a hypothesis test and represents the probability of obtaining a result at least as extreme as the observed one, assuming that the null hypothesis is true; therefore, if the p-value is less than the selected significance level, the null hypothesis is rejected, and it is concluded that there is a significant relationship. H1, H2, and H4 present high regression coefficients, each of them being strongly accepted. As for H3, the regression coefficient is 0.62, which, although lower than the previous ones, is an acceptable score.

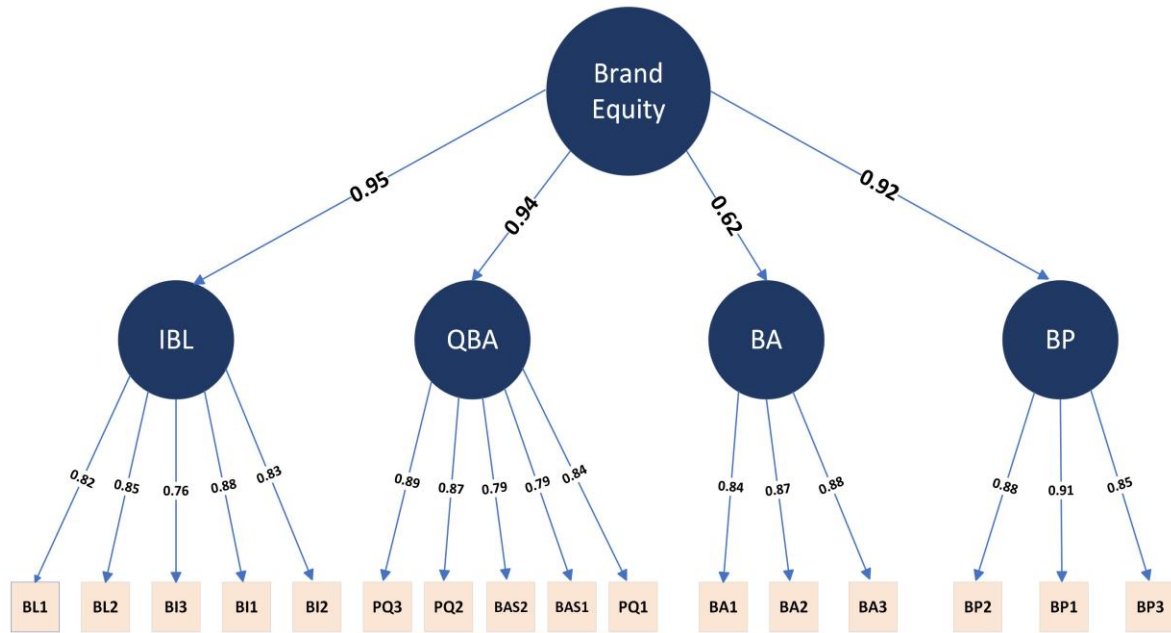
Table 6. Hypothesis testing

Hypothesis	Significance (p)	Regression coefficient	Evaluation
H1. The importance and brand loyalty (IBL) and brand equity of airlines are significantly correlated.	< 0.001	0.95	Accepted
H2. The quality and brand associations (QBA) and the brand equity of airlines are significantly correlated.	< 0.001	0.94	Accepted
H3. The brand awareness (BA) and brand equity of airlines are significantly correlated.	< 0.001	0.62	Accepted
H4. The brand performance (BP) and brand equity of airlines are significantly correlated.	< 0.001	0.92	Accepted

Source: Own Elaboration

Finally, Figure 2 shows the dimensional model for measuring brand equity in the airline industry.

Figure 2. Brand equity measurement dimensional model for airline industry



Source: Own Elaboration

In general terms, Table 7 proposes the dimensions and items of the final instrument for measuring the dimensions for measuring brand equity in the airline sector.

Table 7. Dimensions for measuring brand equity in the airline industry

Dimension	Items
Importance and brand loyalty (IBL)	I am loyal to my airline
	I consider myself an advocate for my airline
	My airline is the only alternative for all my tourist activities
	The services offered by my airline make my life easier
	My airline has services that suit my needs
Quality and brand associations (QBA)	I believe that my airline's services are of good quality.
	The cost of my airline's products is commensurate with the quality of the products.
	I have good memories associated with my airline.
	My airline has a positive image in the country.
	My airline's services are of better quality than other airlines.
Brand awareness (BA)	I easily recognize my airline among others
	I identify my airline's logo
	If someone asks me about an airline, mine comes easily to mind.
Brand performance (BP)	I believe my airline has increased the number of customers compared to others in the country.
	I consider that the growth of my airline is superior to that of others in the country.
	I believe that my airline is interested in projects that benefit society.

Source: Own Elaboration

## 5. Discussion and conclusions

The scientific studies related to brand equity in the airline industry are just incipient and require further research development to generate more knowledge for their benefit; therefore, the contributions of this research have important implications for branding, particularly for this economic activity, since it has an important analysis on the importance of managing the dimensions of brand equity as a long-term strategic activity, impacting the positioning, market share and consolidation of consumer orientation by airlines.

Aaker (1996) describes that brand equity is based on brand awareness, perceived quality, brand associations and brand loyalty; however, according to the findings of the study focused on airlines, a model consisting of the following dimensions is proposed: importance and brand loyalty (IBL), quality and brand associations (QBA), brand awareness (BA) and brand performance (BP).

The resulting dimension called "importance and brand loyalty" is associated with the consumer's perception of the services offered by airlines in terms of brand loyalty and brand advocacy, since for this consumer this dimension is related to the airline's ability to become the only mobility alternative for all his tourist activities, since the services it offers make his life easier by adapting to his needs.

As for "quality and brand associations" as the second dimension resulting from brand equity, the consumer visualizes quality as the result of buying their expectations with the actual performance of the services offered by the brand, where their costs are in line with this perception of value, generating positive processes and learning from the experiences and memories linked to their airline, thus consolidating its image in the market, which results in increasing its positioning and market share.

On the other hand, the "brand awareness" dimension identifies the degree to which consumers are aware of the existence of a brand and the services it offers; Therefore, its recognition from the communication strategies, corporate colours, slogans, logos, isotypes, among others, become fundamental tools for differentiation, customer loyalty, audience expansion, and the ability to increase prices without losing market share, which leads to the improvement of the brand image, since a recognized and valued airline can be seen as a more reliable, innovative and successful alternative than its competitors.

Likewise, it is important to analyse the factor loadings of the estimation, since according to the proposed model they determine the standard error, the significance and the lower and upper confidence intervals that contribute to the validity of the scale that consolidates the dimensions for the measurement of brand equity in the airline industry. Similarly, the coefficient of determination R-Squared is considered, which allows measuring the effectiveness of the overall accuracy of the model. In addition, the hypotheses are tested by means of regression coefficients and significance (p).

Finally, the "brand performance" dimension evaluates the brand's success in terms of its ability to generate revenues and profits for organizations, hence its importance with respect to the airlines' return on investment in their marketing and branding activities. This dimension is representatively associated with the financial value of the brand, its market share, and its level of recognition, which allows it to ensure that consumers can identify and remember a specific airline, which will enable it to attract new customers and identify strengths and weaknesses in its brand management, and thus take measures to improve its performance in the market.

From the development of the literature review, in this research it is determined that there is no research with greater relevance to the topic of international brand equity in the airline industry. However, Algharabat et al., (2020) and Shi et al., (2022) indicate that airlines have not had major changes and relevant research in the international field. However, more and more studies have been generated in brand management at the national level than international level (Keller, 2016; Jun et al., 2020; Rojas et al., 2022).

Among the limitations presented in this article, it should be noted that the sample was only obtained from the El Dorado international airport in Bogota, which indicates that other airports in Colombia were not included, considering that the perception of brand equity in different markets may change. On the other hand, this research was conducted in the month of March 2023, therefore, only a specific period was taken into account, which is characteristic of cross-sectional studies.

The present research is effectively in agreement with Keller (2016); Jun et al., (2020) and Rojas et al., (2022), since, according to the results obtained, only an analysis of brand equity on a national scale is carried out. Similarly, according to the information obtained, brand equity is increasingly positioned as a successful strategy considering the emotional component of customers in the traditional management of national brands. However, the findings focus on a proposed instrument, which has as its fundamental axis the following dimensions: importance and brand loyalty (IBL), quality and brand associations (QBA), brand awareness (BA) and brand performance (BP).

This research contributes to the literature from the recognition and loyalty, contributing from the Influentials that has the brand value to the determinations and contributions; being the main identifier that guarantees the consumer. This article has a relevant contribution for the scientific community, because by performing a factorial and exploratory analysis, and from the variable correlation, and the reduction of the dimensionality of the data obtained, underlying constructs and theoretical dimensions in the field of brand equity were identified. Future research related to brand equity is suggested, in which comparative analyses in brand management between different countries, corporate cultures and economic sectors are consolidated.

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