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What is the Impact of Airline Brand Credibility on Consumers' Brand Purchase Intention in
Colombia?

Homologation by exchange

By

Diego Felipe Perdomo Mayorga

Rennes, France

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Diego Felipe Perdomo Mayorga

Tutor

Mahabubur Rahman

Bachelor International Business Administration

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Glossary

Brand credibility: It is the willingness, ability, and dedication of a brand's product information to be believed, which implies that customers believe the brand can consistently provide what has been promised. (Erdem & Swait, 2004)

Purchase intention: It is a type of decision-making that investigates why a consumer might want to buy a specific brand (Shah et al., 2012). Purchase intention, according to Amoroso et al. (2016), is a measurement for determining the degree of one's desire to engage in a given action or purchase of a product or service.

Resumen

En la última década se han estudiado con mayor frecuencia los temas relacionados con el comportamiento de compra de los consumidores y cómo influye en él la credibilidad de la marca, así como las consecuencias corporativas que este tema tiene a la hora de medir los resultados de la empresa. Varios estudios se han centrado en diferentes industrias y mercados. Sin embargo, lo que no se ha investigado en profundidad es si la credibilidad de la marca de una aerolínea influye en la intención de compra de la marca por parte de los consumidores y, en caso afirmativo, cómo. En consecuencia, este estudio pretende investigar cómo la credibilidad de marca impacta la intención de compra de los consumidores en la industria de aerolíneas en Colombia.

Para ello, se realizaron encuestas online a través de la plataforma Google forms. Se recolectaron datos de aquellos colombianos que compran y viajan al menos una vez al año en las aerolíneas que tienen operaciones aéreas en el espacio aéreo colombiano para conocer su perspectiva referente a credibilidad de marca, calidad percibida, riesgo percibido, conveniencia de decisión, compromiso afectivo e intención de compra.

Los resultados de la investigación indican que la credibilidad de marca de las aerolíneas impacta positivamente la intención de compra de los consumidores al incrementar la calidad percibida, el riesgo percibido, la conveniencia de la decisión y el compromiso afectivo.

Keywords: credibilidad de la marca, intención de compra, calidad percibida, riesgo percibido, conveniencia de la decisión, compromiso afectivo.

Abstract

Over the past decade, topics regarding consumer buying behavior and how brand credibility influences it, are being studied more often, as well as the corporate consequences this topic has when measuring the firm performance. Several studies have focused on different industries and markets. However, what has not been deeply researched is whether an airline brand's credibility impacts consumers' brand purchase intention and, if so, how. Accordingly, this study aims to investigate how brand credibility impacts consumer purchase intention in the airline industry in Colombia.

Therefore, online surveys were conducted through the Google forms platform. Data was collected from those Colombians who buy and travel at least once a year in the airlines that have air operations in the Colombian airspace to know their perspective referring to brand credibility, perceived quality, perceived risk, decision convenience, affective commitment, and purchase intention.

The research results indicate that airline brand credibility positively impacts consumer purchase intention by increasing perceived quality, perceived risk, decision convenience, and affective commitment.

Keywords: brand credibility, purchase intention, perceived quality, perceived risk, decision convenience, affective commitment.

1. Introduction

Building long-term relationships with customers are critical to a company's success and survival in today's competitive and changing business environment, where retailers' power and consumers' demand levels are continuously increasing. In this relationship, credibility plays a key role. As stated by Akdeniz et al. (2012), a brand's credibility is valued because it reduces customer uncertainty and lowers the cost of decision-making.

Brand credibility is becoming a key factor for companies who want to preserve and grow their customers. Brand image is crucial in the interconnected world of today. The way customers perceive a brand has a direct influence on both their purchase choices and word-of-mouth marketing. Due to the internet, even a tiny amount of negative publicity may quickly go viral and harm a company's sales and image. It is the main reason brands work hard to keep a positive reputation via strategy, high-quality products, and top-notch customer support. In exchange, customers, rival companies, and search engines all assist a brand in establishing its credibility. (Hall, 2021)

Brand credibility refers to the ability and willingness of a brand's product information to be believed, which implies that customers believe the brand can consistently provide what has been promised. (Erdem & Swait, 2004). Brand credibility results from a company's previous marketing efforts and might impact customers' future brand consideration. (Erdem, Swait, & Louviere, 2002) Therefore, brand credibility can be created and shaped by using a marketing mix

strategy. This could be achieved by applying branding and communication strategies that communicate the right message to the stakeholders. (Erdem et al., 2006).

The days of creating a simple, distinctive logo to draw clients are long gone. There are several layers to brand identities. Logos, typography, packaging, and advertising are some visible layers. Additionally, consumers utilize those layers to discover more about a brand, such as websites, messaging, and a business's dedication to a cause. The brand identity expresses the essence of the company as a whole. The value a brand adds to the consumers' lives, the issues it resolves for them, and its capacity to fulfill commitments. (Hall, 2021)

Few studies, however, have investigated the link between brand credibility and consumers' brand purchase intention in service literature. Since services are often intangible, they can be surrounded by a high degree of uncertainty, and consumers cannot quickly assess the quality of service before making a purchase (Baek and King, 2011). This issue concerns airlines due to the high consumer uncertainty when purchasing airline services, especially low-cost carriers. (Pan & Truong, 2018). Consumers of airline services are usually concerned about airline reliability, responsiveness, assurance, tangibility, security, safety, and communication. (Hussain et al, 2015). Given the high degree of uncertainty, brand credibility can significantly benefit both consumers and airlines. For consumers, purchasing services from a credible airline means quality. For airlines, a credible brand means that marketing activities are more cost-effective and bring more revenue to the company because the message is more likely to be accepted (Jeng, 2013).

1.1. Problem Statement

Organizations are forced to adopt more flexible, less complex, and less expensive organizational structures due to the sensitivity of the markets. However, they must constantly strive to maintain the highest level of quality while avoiding any adverse effects on their client relationships. The objective is to adopt more efficient and effective management while adjusting to the current societal demands for brand reputation, which could be done by implementing innovative strategies. Nowadays, all businesses face competition; there is no area in which there are not multiple firms vying to be the best in their industry. As a result, firms must employ the best strategies to attract new clients and maintain the loyalty of their existing clientele.

A fresh cycle of consumption upgrading has been brought about due to economic expansion. As more passengers travel by air, consumer expectations for service quality are becoming increasingly high. The aviation sector has taken on the twin role of "giants" and "leaders" in service, and supply imbalances and inadequacies have steadily become more visible. According to data compiled by Colombia's civil aviation authorities (Aerocivil), during 2021, the aviation industry's overall passenger transport volume recovered by 74% compared with 2019. It is expected to recover and grow fully during 2022. (Aerocivil, 2022). According to The Transport Superintendence of Colombia, in 2021, there were 23.863 PQRS in the airline sector. The main reasons were reimbursement (9,468 PQRS), the change of itinerary (7,887); loss of flight (1,929); baggage (1,622); and ticket issuance (1,326).

These issues directly affect consumers' purchasing intentions, which impacts airlines' and independent air ticket agencies' interests. Thus, the aviation service business is facing a significant challenge due to the rapid growth of other modes of transportation.

1.2. Research question

What is the Impact of Airline Brand Credibility on Consumers' Brand Purchase Intention in Colombia?

1.3. Objectives

1.3.1. Overall Objectives

- Identify the impact that brand credibility has had on consumers' purchase intention in the airline industry in Colombia.

1.3.2. Specific Objectives

- Categorize the consumer-relevant activities that are most crucial for brand credibility.
- Analyze key marketing strategies developed by airlines to influence brand credibility.
- Examine the actual context of customers' purchase intention in Colombia

2. Literature Review

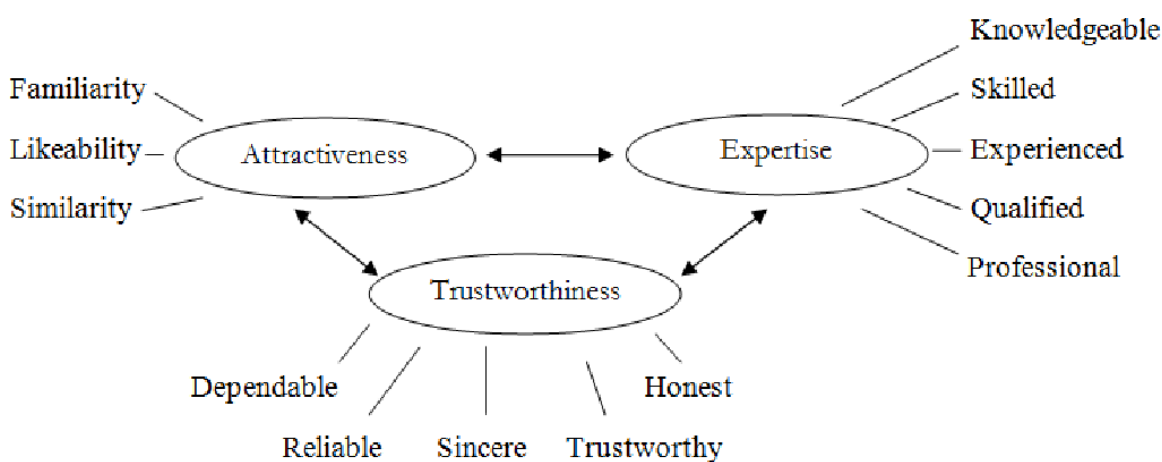
2.1. What is Brand Credibility?

The literature on brand credibility is mainly based on research conducted by Erdem and Swait (1998), who constructed a framework of brand impacts on consumer choice under consumer uncertainty.

According to Erdem & Swait (1998), brand credibility is the willingness, ability, and dedication of a brand's product information to be believed, which implies that customers believe the brand can consistently provide what has been promised. It is the plausibility of an organization's objectives at a specific period and consists of three elements: trustworthiness, expertise, and attractiveness. Trustworthiness refers to a receiver's trust in a sender. Expertise

refers to a source's perceived skills. Attractiveness is associated with the source's image (figure 1). They suggest that previous and present marketing initiatives may impact present and future brand credibility (Ohanian, 1990). As a result, a brand's trustworthiness, expertise, and attractiveness result from previous and present marketing efforts. (Herbig and Milewicz, 1993)

Figure 1. Credibility Scale.



Source: Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of advertising*, 19(3), 39-52.

According to Pecotich, Pressley, and Roth (1996), Brand credibility is supported by signaling theory, which implies that unequal information between enterprises and customers is unpleasant for many consumers who struggle to choose between market options. Nevertheless, by supplying details like country of origin and estimated price range, visual signals like brands allow marketing managers to make it easier for consumers to find information. Such data enables

marketers to better set themselves apart from rivals while assisting customers in making educated decisions. As a result, a credible brand communicates information that customers perceive as accurate and trustworthy. This is accomplished when a consumer understands historical data from prior marketing mix initiatives and renders a judgment about a brand. Thus, brand credibility may be the most crucial of all brand attributes affecting customer decisions and serves as a signal of product positioning. (Erdem and Swait, 2004)

Erdem and Swait (1998) discovered that brand credibility increases perceived quality decreases consumer risk perceptions and information search, and increases consumer expected utility. This research was replicated and extended by different studies which proved the cross-culturally of this framework and indicated that celebratory endorser credibility increases brand credibility (Spry et al., 2011) and that brand credibility affects perceived value for money (Baek and King, 2011) and price sensitivity (Erdem et al., 2002) which is itself affected by brand prestige (Baek et al., 2010)

The three primary brand credibility antecedents in Erdem and Swait's (1998) theory are based on marketing mix strategies: clarity, consistency, and brand investments. Consumers assume that companies willing and able to deliver on their promises will convey clear signals; hence clarity or having a clear brand signal (i.e., the lack of ambiguity in the product information) suggests trustworthiness. Convergence between elements of the marketing mix and the stability of brand characteristics over time are both explained by consistency. Brand investments allow companies to fulfill their brand promises and demonstrate to consumers their commitment to their brands. (Erdem and Swait, 2004; Sweeney and Swait, 2008). Therefore, a

high degree of clarity, consistency, and brand investment boost brand credibility, increasing perceived quality and expected utility while decreasing perceived risk and information costs. (Baek et al., 2010).

Brand credibility has a positive impact on consumers' buying intentions. The more credible a brand is, the higher the consumers' willingness to buy the brand. Brand credibility has a more significant impact on consumers' brand buying intentions when the brand is more well-known than when it is less well-known. (Wang & Yang, 2010).

Concerning brand credibility and brand purchase intention, brand awareness is proven to be a cheerful moderator. Therefore, companies should cultivate brand credibility and awareness to achieve high purchasing motivation. (Cobb-Walgren et al., 1995).

The concept of credibility includes the three most crucial source impacts on purchase intention, brand attitudes, and attitudes toward advertising. According to the source-credibility model, consumers' perceptions of a brand endorser's knowledge, dependability, and attractiveness depend on the message's effectiveness. (Amos et al., 2008)

2.2. What is Purchase Intention?

In addition to brand credibility, it is vital to examine purchase intention. Purchase intention is a type of decision-making that investigates why a consumer might want to buy a particular brand (Shah et al., 2012). Purchase intention, according to Amoroso et al. (2016), is a measurement for determining the degree of one's desire to engage in a given action or purchase of a product or service.

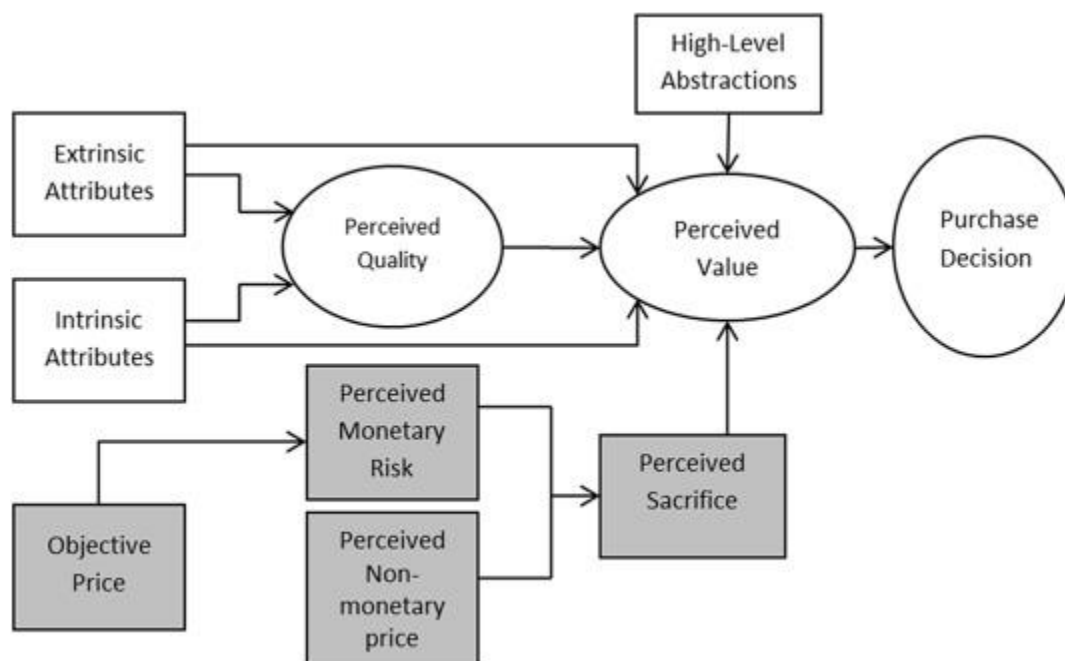
According to Cho et al. (2018), the variables affecting consumers' purchasing intent are broken down into consumer or consumption variables and product or service variables. These elements will have an emotional impact on consumers, which will have an impact on their purchasing intentions. Purchase intentions might change depending on the stimulus, outcome expectation, aspirational value, recommendation, and emotional association.

The process of a customer's buying choice is complicated. Consumers' behavior, attitudes, and perceptions are typically linked to purchase intention. Consumer access and evaluation of a particular product are primarily based on purchase behavior. (Peña-García, 2020). According to Morwitz (2012), purchase intention is often used to gauge consumer market decisions, prediction, anticipated future sales, and seller decisions regarding the steps they will take to influence consumer purchasing behavior. The effect of price or perceived quality and value might alter a consumer's purchase intention. Additionally, during the purchasing process, buyers are influenced by both internal and external incentives (Gogoi, 2013). The stages that a

customer goes through before making a purchasing decision are: awareness, knowledge, interest, preference, persuasion, and purchase (Kawa et al., 2013)

According to Zeithaml's (1988) model, high-level abstractions, perceived quality, and intrinsic and extrinsic attributes contribute to perceived value. The model further suggests that perceived sacrifice negatively affects perceived value. According to the paradigm, sacrifice includes both monetary (price) and non-monetary expenses (such as physical, time, and energy costs) related to the offering. In figure 2, the model is fully displayed

Figure 2. Zeithaml's (1988) Perceived Value Model.



Source: de Medeiros, J., Ribeiro, J., & Cortimiglia, M. (2016). Influence of perceived value on purchasing decisions of green products in Brazil. *Journal Of Cleaner Production*, 110, 158-169.

doi: 10.1016/j.jclepro.2015.07.100

The discrepancy between the appraisal of all costs and advantages related to a particular service determines perceived value. As a result, if the decision maker believes that the evaluation's overall score is good, the offer will appear to be of higher value to him. He describes extrinsic qualities as those that are not a part of a product's physical composition (such as price and brand). In contrast, intrinsic attributes particularly pertain to a product's physical components and functional characteristics (such as design features, durability, and size). Similarly, perceived quality, which refers to a customer's assessment of an offering's greatness or superiority to alternatives, cannot be evaluated objectively. High-level abstractions are also closely tied to psychological benefits from product acquisition, such as a gain in status or prestige after making a purchase or utilizing a particular product. (de Madeiros et al, 2016)

The characterization of the solution that best meets a customer's demands should come about from the cognitive and behavioral processes that underlie a purchasing decision. According to Blackwell et al. (2001), the consumer buying decision process involves the following stages: (i) recognition of a specific need or problem; (ii) information search; (iii) pre-purchase evaluation of alternatives; (iv) purchase; (v) consumption; (vi) post-consumption evaluation; and (vii) disposal. The purchase stage relates to deciding what and where to buy. In contrast, the pre-purchase assessment of alternatives entails the examination of features that are significant to that individual buyer (choice). (de Madeiros et al, 2016)

2.3. Signaling theory

When customers are unsure about the quality of a product, signaling theory offers theoretical perspectives into how a brand influences consumer buying behavior. The signaling hypothesis is based on the premise that customers are unsure about the caliber of the item or service offered by vendors. According to Martin and Camarero (2005), this uncertainty results from information asymmetry, which means that vendors are better educated about their goods or services than buyers are. According to a prior study, brands are the most often employed signal when considering unobservable features (Baek and King, 2011; Erdem et al., 2006). According to signaling theory, credibility is crucial in successfully communicating information to a brand signal (Tirole, 1988). Therefore, brand credibility is crucial to brand use as a signal (Erdem et al., 2002).

2.4. What is Brand Equity?

Brand equity is the net result of the assets and liabilities associated with a brand name and symbol. Brand preference influences the product value of a brand (Aaker, 2006). Brand awareness has shifted due to the conception of brand equity. In his proposal for "customer-oriented brand equity," Keller (1993) divided the idea of brand equity into two parts: brand awareness and brand image. A customer remembers a brand via its brand equity, a distinctive

attribute that sets it apart from other brands. As a result, brand equity is a sociocultural phenomenon that extends beyond a simple product name since the brand is looking for a symbolic significance (Keller, 2011). In order to make brand equity more understandable, Kapferer (2004) divides it into brand assets, brand strength, and brand value. Brand strength is a gauge of the present, as opposed to brand assets, which are acquired mental connections and feelings.

Table 1. Summary of Brand Equity Models Proposed by Aaker, Keller, and Kapferer

Comparison of the Brand Equity Approaches.

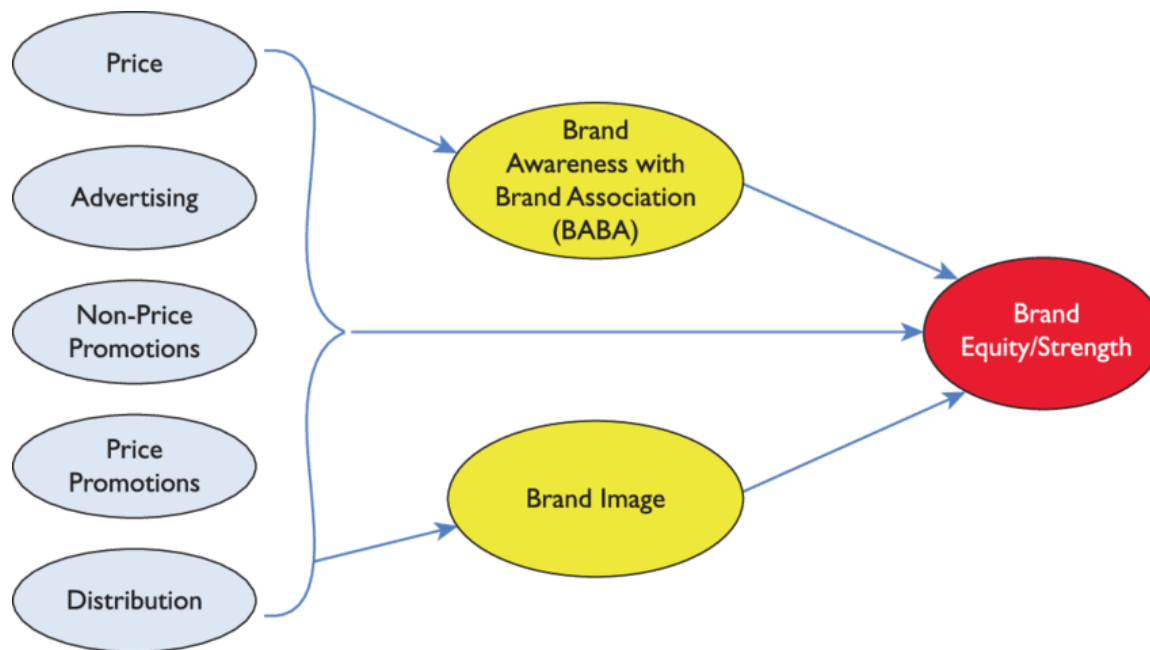
Aaker	Keller	Kapferer
Brand Equity Dimensions (Assets)	Brand Knowledge	Brand Assets
<ul style="list-style-type: none"> • Brand Loyalty • Brand Awareness • Perceived Quality • Brand Associations • Other Proprietary brand assets 	<ul style="list-style-type: none"> • Brand Awareness • Brand Image 	<ul style="list-style-type: none"> • Brand Awareness • Brand Reputation • Perceived Brand Personality • Perceived Brand Values • Reflected Customer Imagery • Brand Preference or attachment • Patents and rights
Brand Identity System	Brand Identity	
<ul style="list-style-type: none"> • Brand as a Product • Brand as Organization • Brand as Person • Brand as Symbol 	<ul style="list-style-type: none"> • Salience/Awareness 	
	Brand Meaning	
	<ul style="list-style-type: none"> • Performance • Imagery 	Brand Strength
	Brand Reponses	<ul style="list-style-type: none"> • Market share • Market leadership • Market penetration • Share of requirements • Growth rate • Loyalty rate • Price premium • Percentage of products the trade cannot delist
	<ul style="list-style-type: none"> • Judgments • Feelings 	
	Brand Relationships	
	<ul style="list-style-type: none"> • Resonance 	
		Brand Value
		<ul style="list-style-type: none"> • Net discounted cash flow attributable to the brand after paying the cost of capital invested to produce and run the business an the cost of marketing

Source: Shariq, M., Khan, B., & Rizvi, A. (2014). An Exploratory Analysis of Marketing Elements and Brand Equity in the UAE FMCG Category. *Jindal Journal Of Business Research*, 3(1-2), 121-136. doi: 10.1177/2278682115593436

Consumer behavior is more likely to be favorably favorable when brand equity components are evaluated. In the airline industry, a strong airline brand often enjoys an incremental advantage over other airlines regarding ticket purchases. In this sense, a favorable brand position in the present market combined with positive past travel experiences may strongly lead consumers to choose one airline over another. (Sarker et al, 2021). According to Berry (2000), customers' decision to acquire a service brand is influenced by the brand's positive connotation and degree of brand awareness. More significant brand equity would eventually cause a favorable incremental reaction. (Buil et al., 2013). As a result, when customers prefer flying with one airline over others, that airline will start to build up a good service brand equity. Due to the fierce competition in the airline industry, building substantial brand equity for the services is crucial. (Sarker et al, 2021).

Shariq et al. (2014) found out that Brand Equity is divided into four marketing elements: price, advertising, non-price promotions, price promotions, and distribution; and brand equity dimensions are brand awareness and brand image. This can be seen in figure 3.

Figure 3. A Conceptual Framework for Creating Brand Equity



Source: Shariq, M., Khan, B., & Rizvi, A. (2014). An Exploratory Analysis of Marketing Elements and Brand Equity in the UAE FMCG Category. *Jindal Journal Of Business Research*, 3(1-2), 121-136. doi: 10.1177/2278682115593436

2.4.1. Brand Awareness

Brand awareness is the capacity of a customer to recognize a brand in a different context or to memorize the brand. (Rossiter and Percy, 1987). When a customer is aware of a brand, it is

more likely for that brand to appear on a list of prospective candidates and, eventually, improve the likelihood that the brand will be chosen. (Keller, 1993).

Brand awareness contains brand recognition and brand recall performance. Brand recognition refers to customers' capacity to confirm past exposure to the brand when given the brand as a signal. To put it another way, for a brand to be recognized, customers must accurately recognize it as something they have heard or seen before. Brand recall refers to a consumer's capacity to recall a particular brand when presented with a category of products, a demand that the category satisfies, or some other form of probing. In other words, for a brand to be remembered, customers must accurately recall it from memory. (Keller, 1993). High brand recognition among target consumers may lower customer search costs and promote repurchasing. (Johansson et al. 2012).

2.4.2. Brand Image

According to Keller (1993), brand image is the sum of a consumer's memories of a brand and its overall view. It might therefore be a crucial marketing element. The physical structure of a brand image is created in the consumer's mind; it is made up of both the consumer's direct and indirect feelings toward the product. Brand image is the meaning of a brand that people accept through their sensory organs. (Kotler, 2009)

New researchers like Lee et al. (2014) have defined brand image as a customer's collective impressions of a brand due to the complex interactions between their cognitive, emotive, and evaluative processes. Communication channels aid in developing these linkages in every way, thus raising consumer brand awareness (Koubaa, 2008). Brand preference is more likely when brand awareness and brand image are combined, and brand knowledge also encourages customer loyalty and reduces sensitivity to marketing strategies (Keller, 1993).

2.5. Relationship Marketing

In today's industry, the marketing trend is rapidly evolving. Marketing is changing from transactional marketing to relational marketing, which means that organizations will pay more attention to their segment client group or person rather than mass marketing tactics. (Christopher et al., 2013). Relationship marketing is a novel marketing idea due to this development. The ideas behind relationship marketing are numerous. The broadest and simple definition of relationship marketing is creating, fostering, and sustaining long-lasting, high-value connections with partners, suppliers, workers, and clients. (Kotler et al., 2019). A previous definition was given by Morgan and Hunt (1994), who defined relationship marketing as all marketing activities aimed at establishing, developing, and maintaining relational communications successfully. Consumer behavior in a relationship is influenced by how strongly they believe the connection is (e.g., by their level of commitment). (Hunt et al., 2006).

Affective commitment stands out as the leading indicator of the relationship's strength. (Verhoef, 2003), Furthermore, it is defined as the psychological connection to the partner in a relationship based on loyalty and affiliation sentiments. (Bolton et al., 2004). Consumers with a solid affective attachment to a brand are more emotionally linked to it than less devoted consumers. (e et al., 2006). Effectively committed customers act positively toward the brand and enhance brand loyalty because they are emotionally connected. (Iglesias et al., 2011).

According to Egan (2011), There are four strategies for implementing relationship marketing. Direct mail, direct marketing, data marketing, and customer relationship management. Direct mailing or telephone marketing is a type of relationship marketing that relies on existing databases to supply clients with one-way information. Direct marketing developed from the above-mentioned technique but concentrated on lucrative and simple-to-manage marketing operations. Data marketing is gathering and storing information on past, current, and future customers' customers utilizing information technology throughout the enterprise's system. Customer relationship management (CRM), which includes direct interactions, emails, phone calls, and Internet transactions, is a personal communication channel. CRM is a relationship marketing type that uses software-based database marketing and information technology applications. (Khoa, 2020)

2.6. Decision Convenience

According to Berry et al. (2002), decision convenience is the consumers' perception of the time and effort required to decide whether to buy something or utilize a service, as well as to select one from a range of options.

When consumers realize they need a service, they must choose which provider and offer. As a result, they sense the time and effort costs involved in service purchases. Convenient decision-making is determined by the quantity and quality of information about the service provider and its rivals. (Srinivasan et al., 2002). Consumers often have more significant convenience thresholds when making a purchase choice involving complicated or challenging-to-assess services. (Seiders et al., 2007)

2.7. Affective Commitment

People are naturally driven to form attachments to things. As a result, people could develop an attachment to or commitment to particular brands (Thomson et al. 2005). A persistent desire to sustain a valuable relationship with a brand is known as brand commitment (Lacey 2007; Moorman et al. 1992). According to Evanschitzky et al. (2006), it refers to a customer's financial, emotional, and psychological ties to a particular brand. Committed customers are

frequently prepared to continue a trade relationship and attempt to keep it going. Such bonds have a significant role as precursors of loyalty (Beatty and Kahle 1988).

According to Allen and Meyer (1990), one aspect of commitment is more emotional, whereas the other has a more economical structure. Calculative or continuation commitment is the name given to the emotional form of commitment, whereas affective commitment is the name given to the economic type. When there are no comparable alternatives or the costs of moving to other possibilities are too high, continuity commitment is the consequence of cost-based calculations and leads to commitment. On the other hand, affective commitment differs from continuation commitment in that the client forms an emotional bond with the brand or organization due to his or her identification with those entities. This bond is based on loyalty and affiliation (Bhattacharya et al., 1995)

According to Morgan and Hunt (1994), affective commitment is the desire to preserve a connection that the client finds valuable. Identification and shared values are the foundation for relationships that include an emotional component or connection (Evanschitzky et al. 2006). Customers who are emotionally invested in a brand are less expensive to retain, less susceptible to loss from rivalry, mistakes made by the brand, or poor service, willing to pay a higher price and motivated to convince others to buy the brand through brand advocacy (Bolton et al. 2004)

2.8. Perceived quality

The definition of perceived quality is the consumer's assessment of the superiority or excellence of a good or service. Perceived quality is related to attitude and may affect behavioral intentions (Zeithaml, 1988). The idea that solid brands enhance consumers' judgments of a product or service's quality is fundamental to forming such perceptions (Low & Lamb, 2000). Furthermore, Sethuraman and Cole (1997) found that perceived quality motivates customers to be willing to pay more for national brands and explains a sizable percentage of the variance in the price premium.

According to signaling theory, consumers may perceive more outstanding quality due to higher signal credibility. They may assume that more credible brands are of higher quality than less credible businesses (Wernerfelt, 1988). Because brand signals may impact the psychophysical process by which objective quality levels are converted into perceived levels, trustworthy brands may lead to customers' perceptions of higher quality (Park & Srinivasan, 1994). For instance, while having identical actual quality standards, two brands may have different perceived quality levels due to varying degrees of brand reputation. This reasoning does not, however, imply that high perceived quality is the only factor in solid brand credibility. In other words, low to medium-quality brands may also have strong brand credibility if they continuously live up to their brand positioning (Erdem et al., 2002).

2.9. Perceived risk

Shiffman and Kanuk (2000) describe perceived risk as the uncertainty customers experience when they cannot predict the results of their purchasing decisions. According to Taylor (1974), the idea of perceived risk is more closely related to uncertainty. Additionally, Robertson et al. (1984) point out that every customer decision will have effects that they cannot predict with anything approaching precision, however, some of which are likely to be unpleasant.

According to Chen & He (2003), there are six categories can be used to categorize perceived risk: (1) financial risk, (2) performance risk, (3) social risk, (4) psychological risk, (5) physical risk, and (6) time risk. The possibility of losing money due to a purchase of a good or service is known as financial risk. Performance risk is the probability that a good or service will not work or perform as expected after purchase. The possibility that family or friends would reject a product or service is known as social risk. A good or service may lead to an unstable self-image, known as psychological risk. A good or service may lead to an unstable self-image, known as psychological risk. Physical risk is the possibility that a good or service may cause someone to get hurt. Time risk is known as the probability that a purchased item or service would cause a loss of time or convenience. As a result, the combined effect of these different aspects is perceived risk.

Consumers are driven to lower their perceptions of risk via the employment of brands via in-depth information searches (Rahmi et al., 2022). It has been discovered that growing brand loyalty might lower the perceived risk of a product or service acquisition (Johnson et al., 2006).

It is essential to remember that perceived danger and information-seeking behavior are related. Because the quantity of information acquisition relies on perceived danger, consumers are encouraged to obtain and analyze much information when the perceived risk is high (Erdem & Swait, 1998). This means that since it is necessary to gather more knowledge to lower uncertainty and risk, perceived risk is thought to boost information search.

According to Murray (1991), purchasing services may be riskier than purchasing goods. In other words, consuming services is probably riskier than consuming stuff. Customers perceive high risk and rely on personal information sources since they find it challenging to research services. Murray and Schlacter (1990) discovered that interacting with services instead of products increased perceived risk. They assert that because services are inherently intangible, it is more difficult to evaluate them. While there is likely some perceived risk in every purchase transaction, Zeithaml and Bitner (2000) show there appears to be a greater danger when buying services than when buying tangible things since services are intangible.

2.10. Post-pandemic effect on Consumer Buying Behavior

Due to social segregation laws and mobility restrictions, the COVID-19 pandemic has reduced travel demand. The usual supply-demand structure of international tourism, including transportation, online travel agencies, resorts, attractions, and shopping, has been severely damaged by the pandemic's unique nature. (Serrano & Kazda, 2020). The passenger airline industry was one of the most severely affected because of the dramatically fewer flights, which drove most carriers to the verge of insolvency or severe financial peril. The disruption of economic operations in destinations was caused by limits on visitor travel across nations and regions. (Mariolis et al, 2020). The aftermath has led to the understanding that changes in employment practices, job functions, pricing, consumer habits, and market-leading goods will occur in the tourist industry due to changing traveler preferences for alternative tourism experiences that offer genuine, low-density environments while protecting public health and safety. (Carroll, 2022).

Even though the epidemic severely impacted this sector, its recent resurgence in growth is a monument to its tenacity and the clear significance it plays in the world economy. The desire of the devoted client section of this industry to resume their flying trips might be cited as one of the leading causes for this resurgence of growth. (Moon et al., 2021). In other words, devoted consumers who had to cancel their flying excursions owing to the epidemic have now started using the aviation firms' services again. This offers a fantastic chance for aviation firms to

reclaim lost market share and achieve commercial performance similar to the days before the epidemic. (Banerji et al, 2022)

On the other hand, customer loyalty has always been a difficulty for organizations in the aviation industry. (Shen and Yahya, 2021). Customers frequently select an airline based on its lowest fare for a particular route in a market where prices are sensitive. (Maisarah et al., 2020). The COVID-19 epidemic has changed consumer buying patterns and affected worldwide consumer behavior. During the epidemic, travelers were encouraged to book online, which altered their purchasing behaviors. (Gu et al., 2021)

3. Methodology

In order to conduct this research, information will need to be gathered from various primary and secondary sources. This study's leading source of information will be to gather data using a self-administered survey. Because there was no comprehensive list of the study's population, convenience sampling procedures were utilized, and a total of 126 valid questionnaires were collected.

A pre-test was used to adjust measures of airline brand credibility from Baek and King (2007) and Erdem and Swait (1998). Five criteria, including the expertise and trustworthiness of the airline firm, were utilized to evaluate the credibility of the airline brand. The choice

convenience scale, modified somewhat to fit the context of this study from Seiders et (2007), assesses customers' perceived time and effort connected with the decision to purchase from an airline company. Measures of affective commitment, modified by Garbarino and Johnson (1999), measured customers' emotional ties to the airline. In addition, purchase intention measures were modified by Baek and King (2011), and respondents were asked to assess the likelihood that they would select the airline firm.

The phrase "favorite brand" was used to indicate all items since it was assumed that building brand credibility takes time and is difficult to achieve in a short-term experimental environment. Two factors led to the selection of this particular design. A person's preferred brand may be viewed as their perception of the Firm's credibility. First, brand credibility encompasses the personal history of brand experience (Baek and King, 2011). Second, this approach can aid in eliciting and measuring brand-specific reactions from the participants (Kim et al., 2008), which may lessen retrospective bias and boost the reliability of the results.

From a selection of airline brands, each participant was asked to think about their favorite one (the one they had previously used or were most likely to use shortly). Participants answered survey questions on their preferred airline brand after selecting it.

The survey was adapted to the Colombian scope; therefore, the language was in Spanish, the currency was Colombian pesos, and the amount proposed was based on the Colombian economic situation; the airline's selection was optimized to the operable airlines in the country.

3.1 Hypotheses

3.1.1. Brand Credibility impact on Perceived Quality

Perceived quality could be increased by Brand credibility. By lowering information costs and risk perception on the customer's part and raising expected utility, a clear and trustworthy brand signal adds value to the consumer's experience. Furthermore, through instilling positive attribute impressions, the trustworthiness and clarity of the brand signal may raise perceived quality. (Erdem & Swait, 1998). According to signaling theory, consumers may perceive more outstanding quality due to higher signal credibility and assume that more credible brands are higher quality than less credible businesses. (Wernerfelt, 1988).

H1: Brand credibility positively impacts perceived quality

3.1.2. Brand Credibility impact on Perceived Risk

The perceived risk might be related to brand credibility. The quantity of information acquisition relies on perceived risk. Consumers are encouraged to obtain and analyze the information when the perceived risk is high (Erdem & Swait, 1998). This means gathering more

knowledge to lower uncertainty and risk (Baek, 2007). Perceived risk is thought to boost information search. Nevertheless, if the customers trust the brand's claims, the perceived risk should be low.

H2: Brand credibility negatively impacts perceived risk.

3.1.3. Brand credibility impact on Decision Convenience

Decision convenience is increased by brand credibility, which raises the likelihood that they will make a purchase. Due to the intangibility of services, consumers frequently research products and services before making decisions (Baek et al., 2010). According to signaling theory, brands can act as reliable signals since they represent the combined efforts of earlier marketing communication techniques (Baek and King, 2011) and act as a source of information. (Erdem et al., 2006). Credible brands benefit from fewer information collection and processing expenses and decreased perceived uncertainty. (Erdem and Swait, 2004). Brand credibility should improve customer choice convenience since it can reduce the cognitive work needed to assess a service provider. (Jeng, 2016).

H3: Brand credibility positively affects decision convenience

3.1.4. Brand credibility impact on affective commitment

Brand credibility is a relationship marketing tactic that fosters customer emotional attachment, which raises the likelihood that they will make a purchase. Three things make a brand credible: knowledge, attractiveness, and trustworthiness, as suggested in the preceding sections. Relationship marketing theory states that trust results in emotional commitment (Morgan and Hunt, 1994). Since confidence in a company validates customers' good sentiments towards and dependence on the Firm, consumers are more likely to have higher emotional commitment if they believe the company can deliver on its promise of service or product quality (i.e., is highly trustworthy) (Erkmen and Hancer, 2015; Hunt et al., 2006).

H4. Brand credibility positively impacts affective commitment

3.1.5. Perceived Quality impact on purchase intention

According to Bitner (1990), perceived quality might influence consumers buying behavior. The perceived quality of the product directly influences purchase intention. Customers weigh a product's price, quality, and style before purchasing. Purchase intent changes after utilizing a product because there are direct relationships between them that influence one another. Customers are more likely to make purchases if the quality is excellent. (Salem et al., 2015).

H5. Perceived quality positively impacts purchase intention

3.1.6. Perceived Risk impact on Purchase Intention

Perceived risk should have a direct on purchase intention because consumers are frequently more driven to avoid mistakes than to get the most out of their purchases. (Mitchell, 1999). Customers perceive a high risk since it is difficult for them to discover information on services; thus, they rely on sources of personal information. Murray, 1991). While there is likely some perceived risk in every purchase transaction, it shows that there appears to be a greater danger when buying services than when buying tangible things since services are intangible (Zeithaml and Bitner, 2000)

H6. Perceived risk negatively impacts purchase intention

3.1.7. Decision Convenience impact on Purchase Intention

According to Seiders et al. (2007), convenient decision-making may correlate favorably with customers' purchasing behavior. Consumer satisfaction with the service provider and its product is strongly influenced by decision convenience. (Colwell et al.,2008). Saving clients'

time and energy while making decisions enhance the value of services (Farquhar and Rowley, 2009),

H7: Decision convenience positively impacts purchase intention

3.1.8. Affective commitment impact on Purchase Intention

According to relationship marketing theory, emotionally attached customers feel connected to the brand (Bolton et al., 2004; Morgan and Hunt, 1994). These customers are reluctant to purchase from other businesses because they like the Firm and value the collaboration (Verhoef et al., 2002). They also want to maintain their relationship (Evanschitzky et al., 2006; Verhoef, 2003). As a result, this article suggests that emotionally attached consumers are inclined to buy from a company.

H8: Affective commitment positively impacts purchase intention.

3.1.9. Brand Credibility impact on Purchase Intention

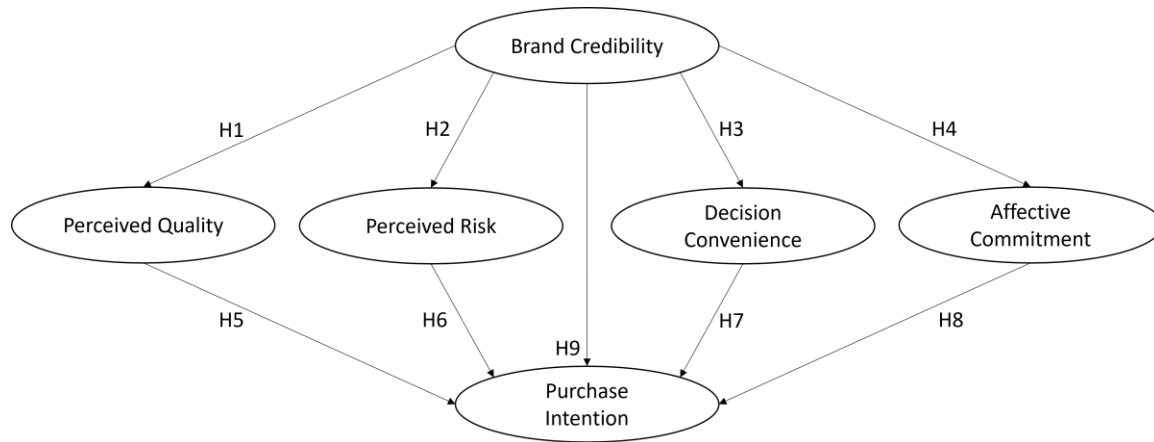
This study establishes a clear connection between customer purchase intentions and brand credibility. Customers who have a favorable impression of a company and believe it will fulfill their promises (high trustworthiness) are more inclined to use its services or buy its products. Similarly, a customer with high confidence in a company's ability to deliver on its commitments (high expertise) ought to be more inclined to use its services or buy its goods.

Brand credibility has a direct, favorable impact on purchase intention that is not mitigated by brand attitude or emotional commitment. The impacts of choice convenience and emotional commitment may be tested in the presence of a direct effect by considering brand credibility.

H9: Brand credibility positively impacts decision convenience

This study develops a brand credibility-purchase paradigm based on prior research (Figure 4)

Figure 4. Conceptual Framework



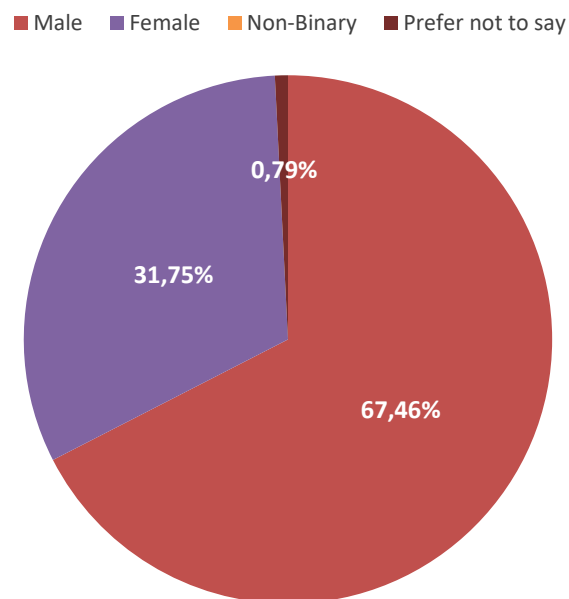
Elaborated by Diego F. Perdomo Mayorga

4. Analysis and Results

4.1. Results

4.1.1. Gender

Figure 5. Gender



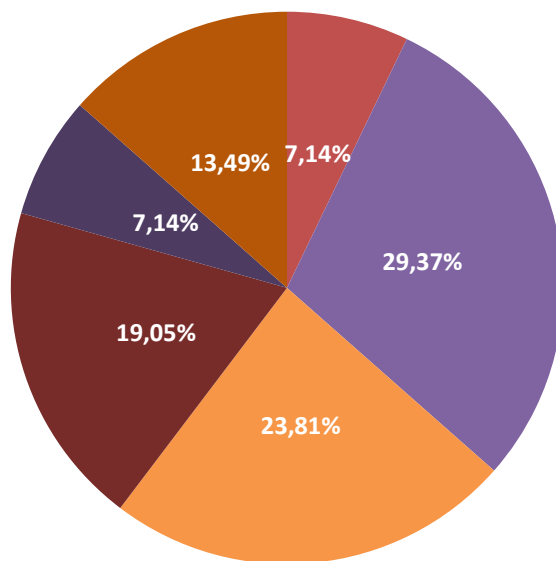
Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 5 shows that 67.5% of the respondents are male, while the minority (31.7%) are female, and the remaining 0.08% prefer not to say their gender.

4.1.2. Age

Figure 6. Age

■ Below 18 ■ 18 to 24 ■ 25 to 34 ■ 35 to 44 ■ 45 to 54 ■ Above 54

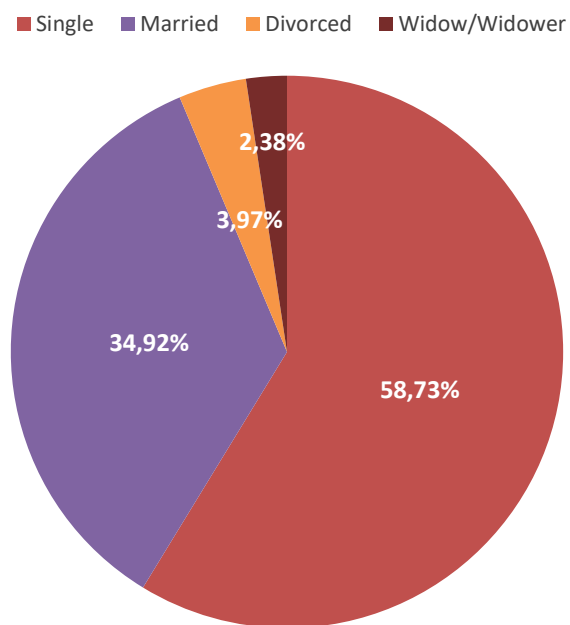


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 6 shows that 29.4% of the respondents are between 18 and 24 years of age and 23.8% are between 25 and 34 years of age, representing 53.2% of the respondents, while the remaining 46.8% are mostly people between 35 and 44 years of age with 19% and under 18 years of age with 13.5%.

4.1.3. Current status

Figure 7. Current Status

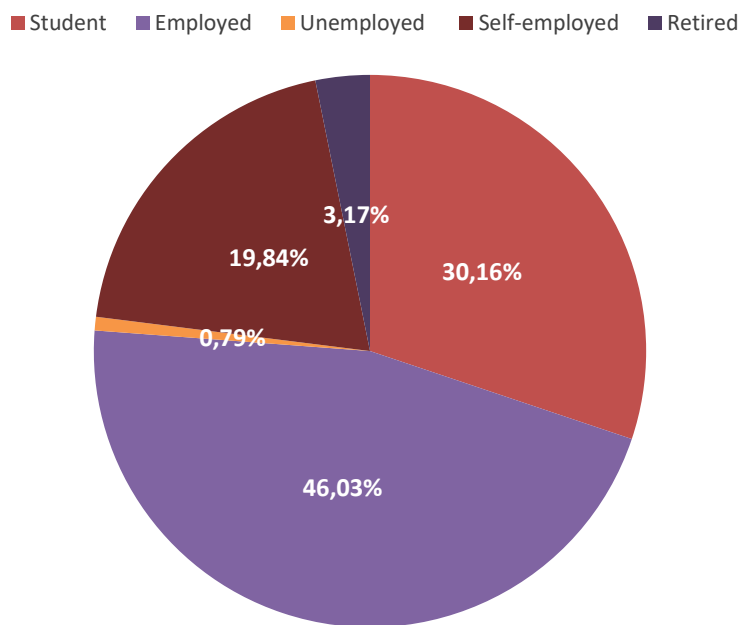


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 7 shows that 58.7% of the respondents are single, 34.9% are married, and the remaining 6.4% are divorced or widowed.

4.1.4. Employment category

Figure 8. Employment category

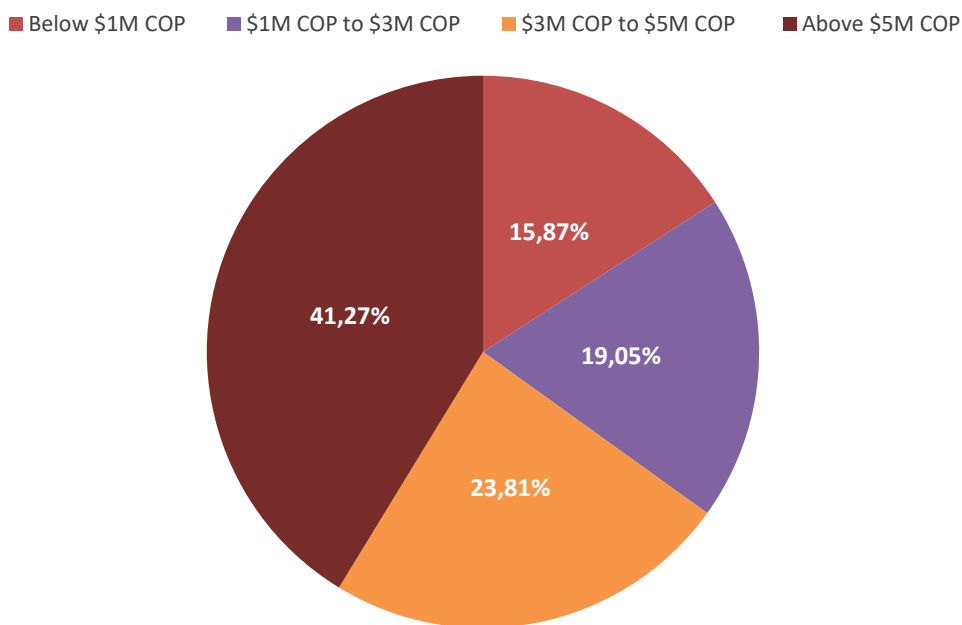


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 8 shows that 46% of the respondents are employed, while 30.2% are students and 19.8% are self-employed, completing 96% of the respondents, leaving 4% unemployed and retired.

4.1.5. Monthly income

Figure 9. Monthly income

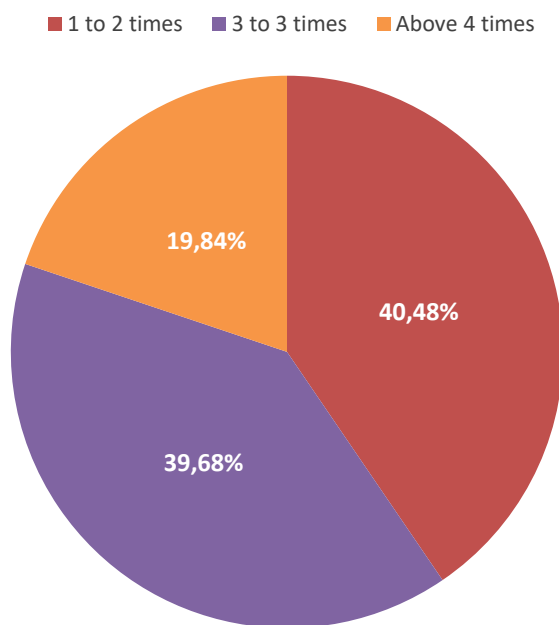


Elaborated by Diego F. Perdomo Mayorga

Figure 9 shows that 41.3% of the respondents have incomes above 5 Million \$COP from the population surveyed. In comparison, 23.8% have incomes between 3 Million \$COP and 5 Million \$COP, the minority being 15.9% with incomes below 1 Million \$COP.

4.1.6. Purchase frequency

Figure 10. Purchase frequency

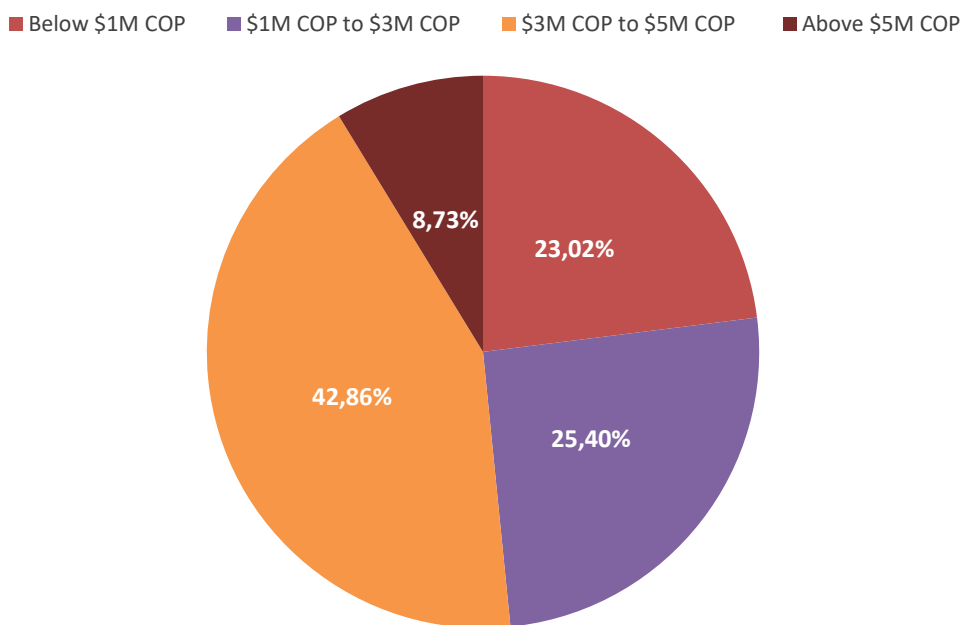


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 10 shows that 40.5% of the respondents buy airline tickets 1 or 2 times a year, while 39.7% buy airline tickets 3 to 4 times a year. In contrast, the minority buys more than four times yearly, representing 19.8% of the respondents.

4.1.7. Yearly expending

Figure 11. Yearly expending

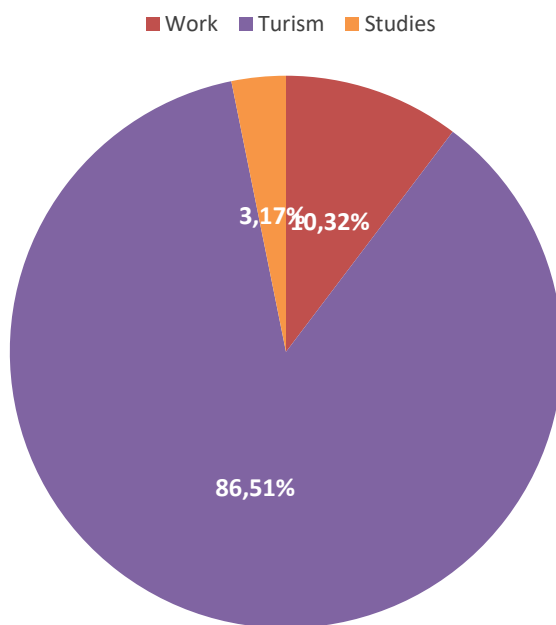


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 11 shows that most respondents (42.9%) have annual expenditures between 3 Million \$COP to 5 Million \$COP for airline tickets. In comparison, 25.4% have annual expenditures between 1 Million \$COP to 3 Million \$COP for airline tickets, and 23% have annual expenditures of less than 1 Million \$COP.

4.1.8. Buying reason

Figure 12. Buying reason

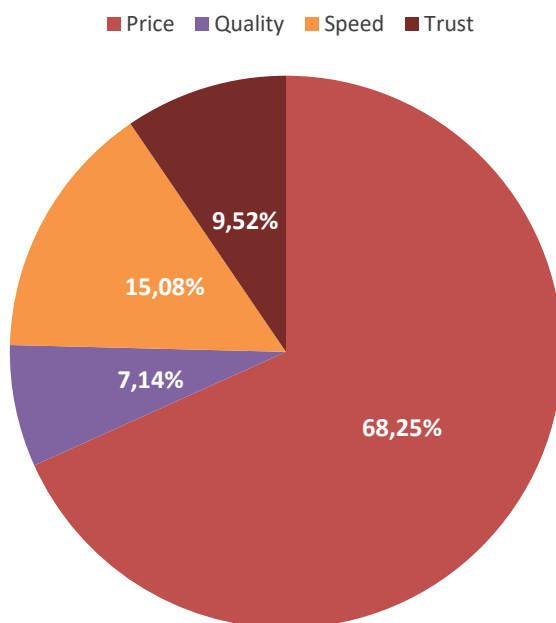


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 12 shows that 86.5% of the respondents' main reason for purchasing airline tickets is tourism. In comparison, 10.3% have work as their main reason for purchasing airline tickets, and the remaining 3.2% have study as their main reason for purchasing airline tickets.

4.1.9. Buying influence

Figure 13. Buying influence

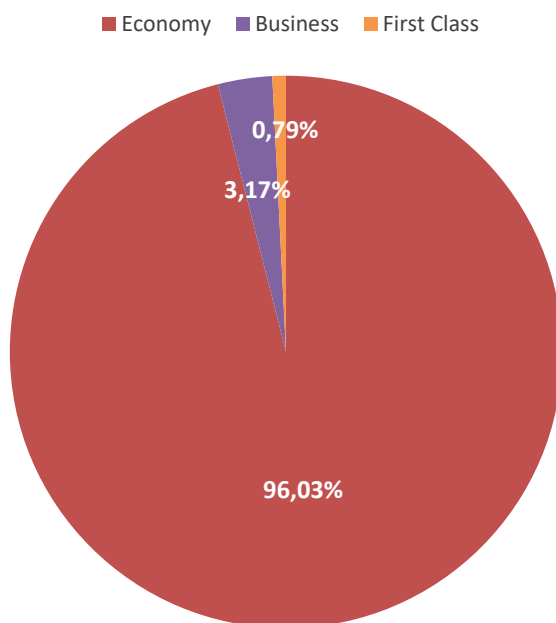


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 13 shows that 68.3% of the majority of respondents give price as the most influential reason for purchasing an airline ticket. In comparison, 15.1% of respondents give speed as the most influential reason for purchasing an airline ticket, and 9.5% give trust as the most influential reason for purchasing an airline ticket.

4.1.10. Cabin Type

Figure 14. Cabin type

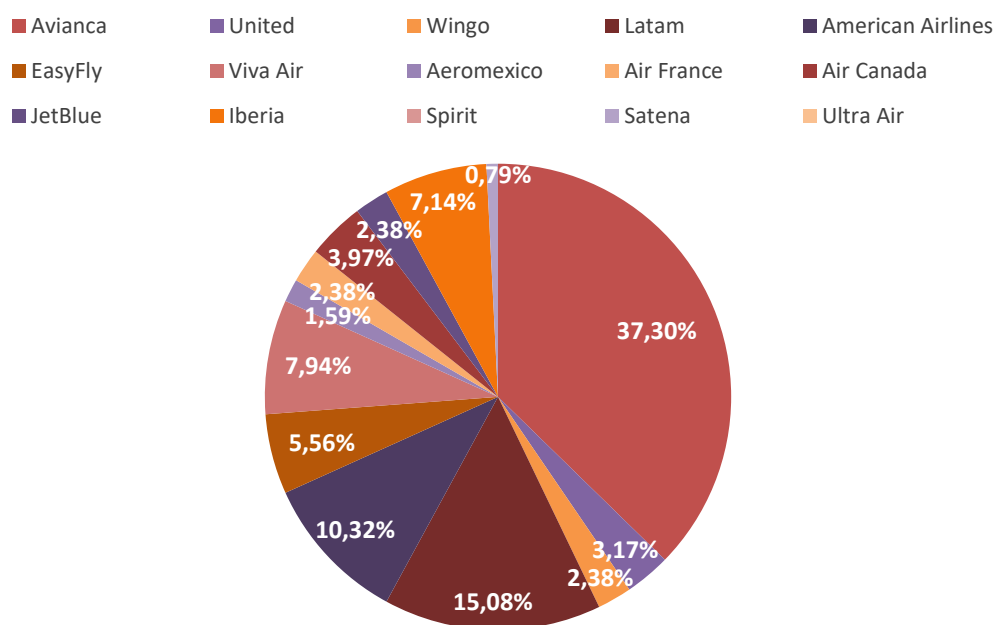


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 14 shows that 96% of respondents book most frequently in the economy cabin on their trips. In contrast, four people book most frequently in the business cabin on their trips, and only one person books most frequently in the first class cabin on their trips.

4.1.11. Favorite Airline

Figure 15. Favorite airline

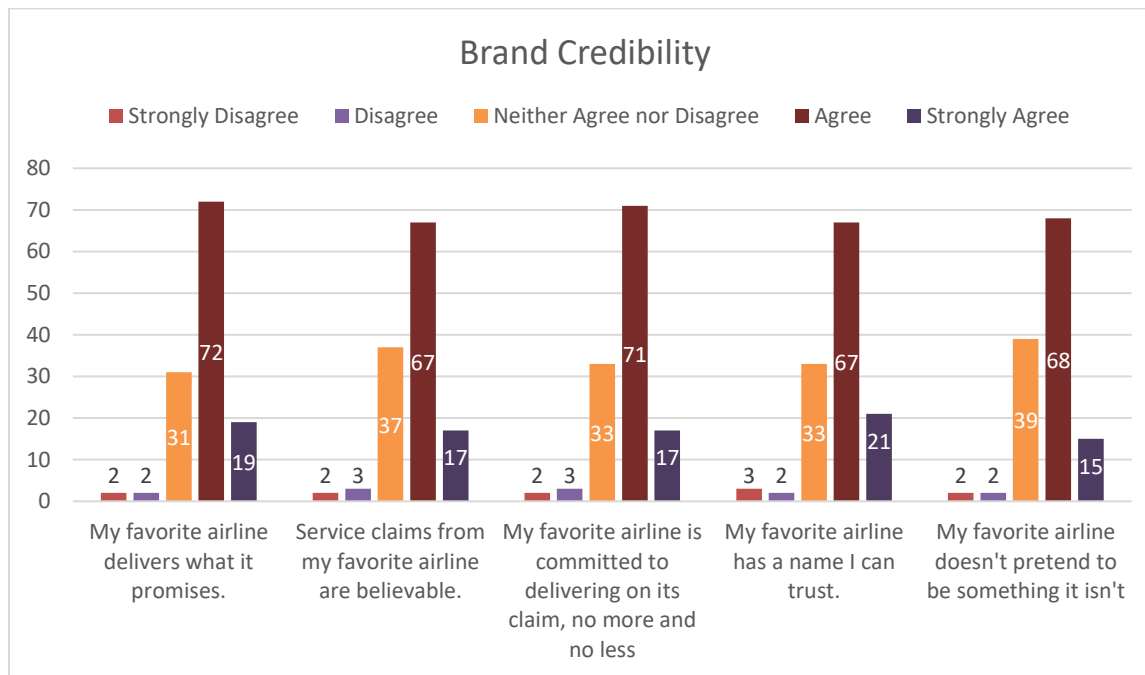


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 15 shows that the majority of respondents prefer from highest to lowest the following airlines: Avianca (37.3%), Latam (15.1%), American Airlines (10.3%), Viva Air (7.9%), Iberia (7.1%), EasyFly (5.6%), Air Canada (4%), United (3.2%), Wingo (2.4%), Air France (2.4%), JetBlue (2.4%), Aeromexico (1.6%) and Satena (0.8%), with Spirit and Ultra Air being the only airlines not favored by any respondent.

4.1.12. Brand Credibility

Figure 16. Brand Credibility

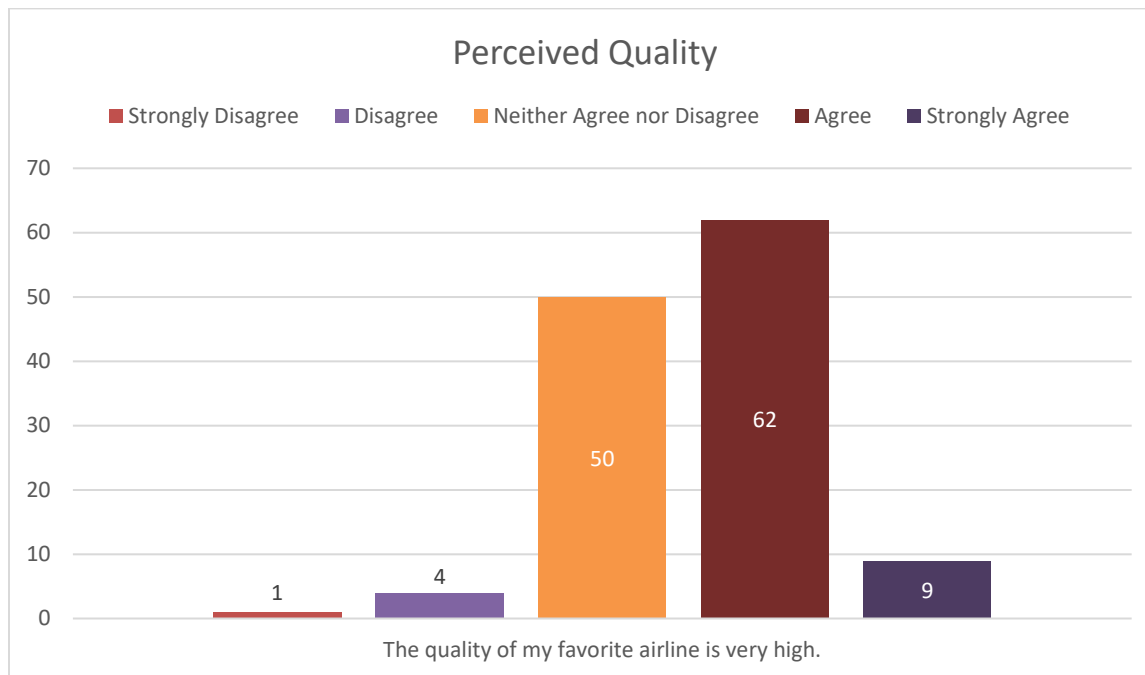


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 16 shows us that the vast majority agree and strongly agree that their favorite airline delivers what it promises (72%), their favorite airline's service claims are credible (67%), their favorite airline is committed to delivering what it promises, no more and no less (70%), their favorite airline has a name I can trust (70%). Their favorite airline does not pretend to be something it is not (66%).

4.1.13. Perceived Quality

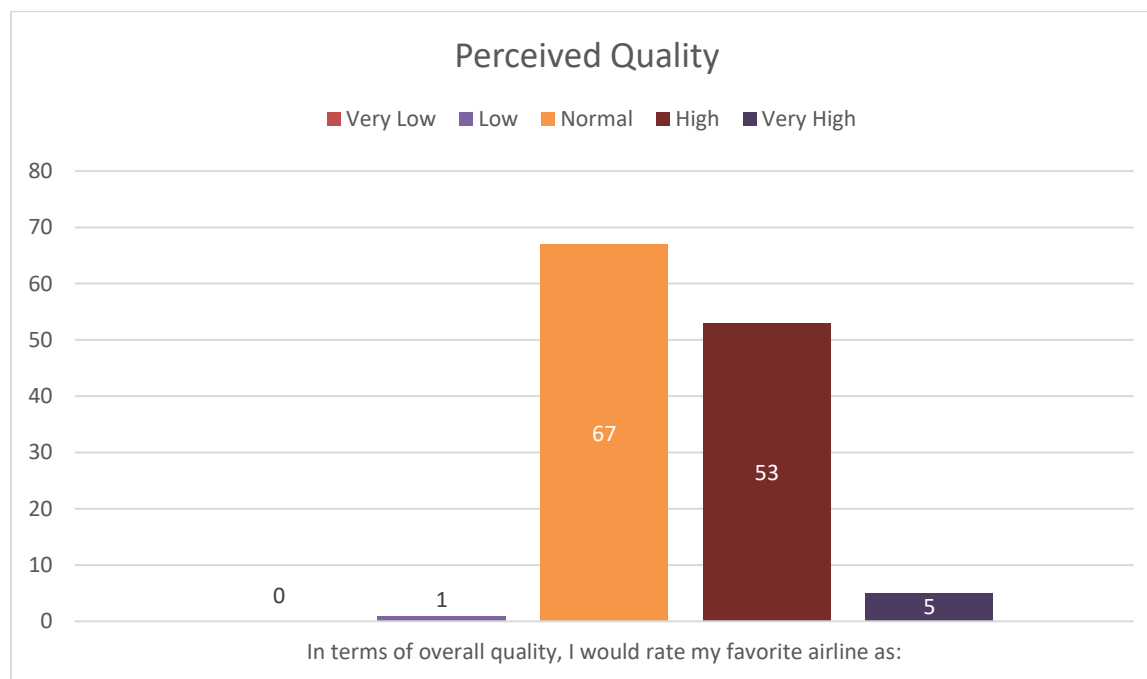
Figure 17. Perceived Quality 1



Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 17 shows that the majority agree and strongly agree 56% that the quality of their airline is very high. In comparison, only 4% disagree or strongly disagree that the quality of their airline is very high.

Figure 18. Perceived Quality 2

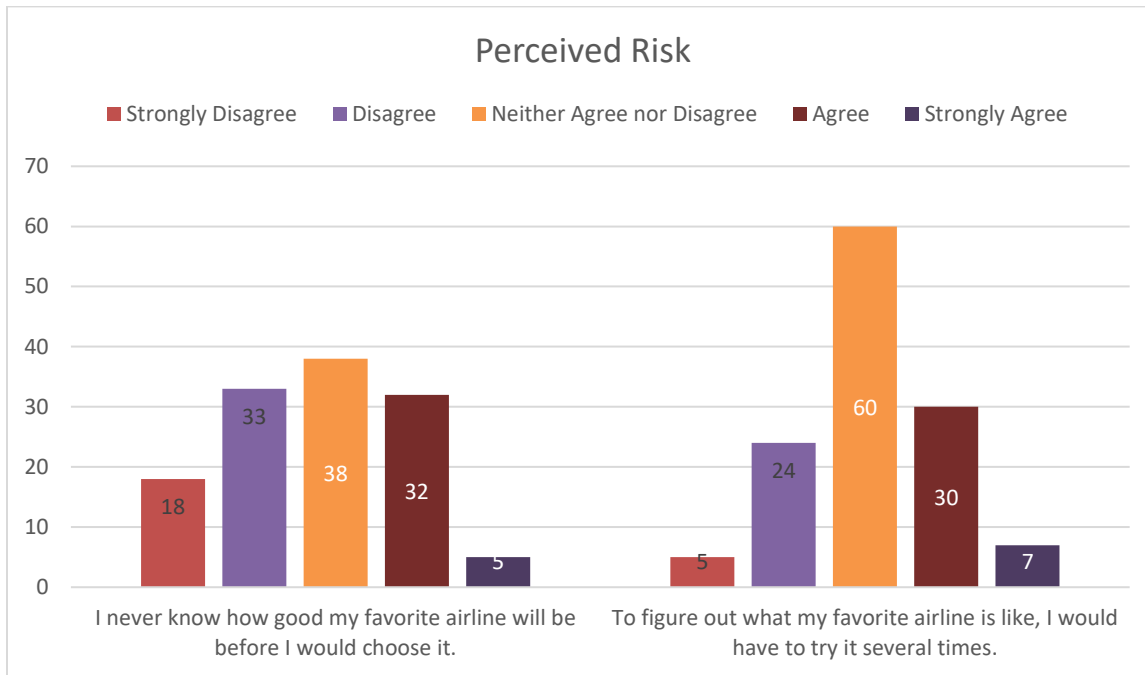


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 18 shows that 46%, in terms of overall quality, would rate their favorite airline as High or Very High. In comparison, 53% would rate their favorite airline as Normal in terms of overall quality.

4.1.14. Perceived Risk

Figure 19. Perceived Risk

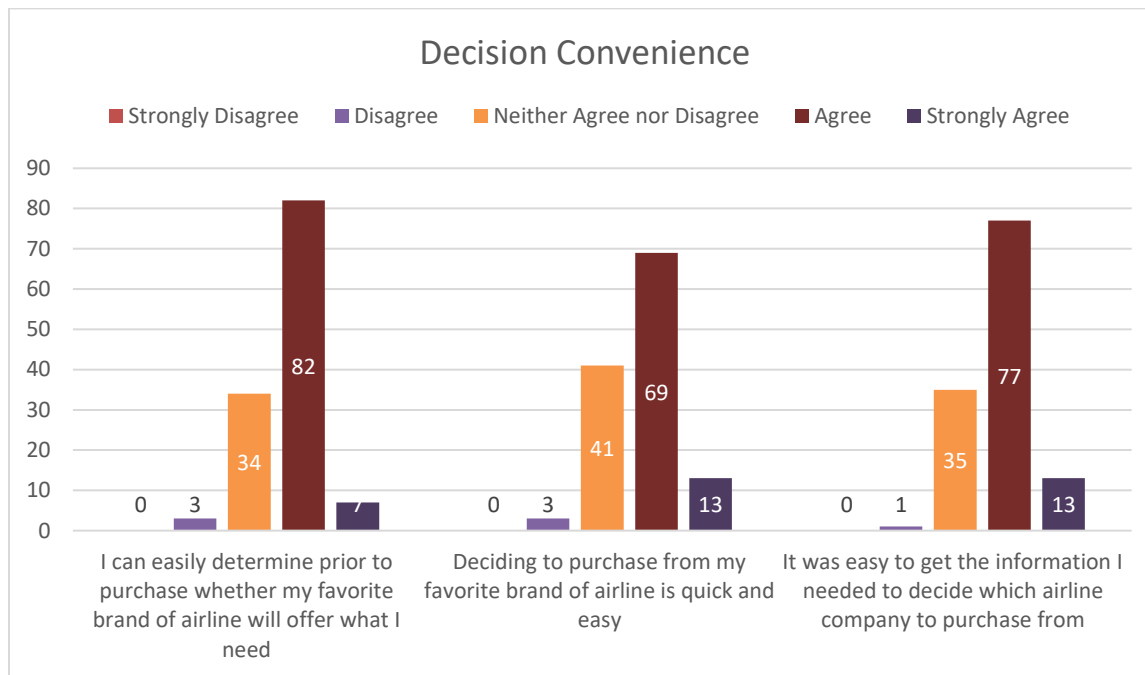


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 19 shows that the majority neither agree nor disagree that they will never know how good their favorite airline will be before choosing it (30%). To know their favorite airline, they would have to try it several times (48%). In comparison, 41% disagree or strongly disagree that they will never know how good their favorite airline will be before choosing it and 29% agree or strongly agree that to know what their favorite airline is like, they would have to try it several times.

4.1.15. Decision Convenience

Figure 20. Decision Convenience

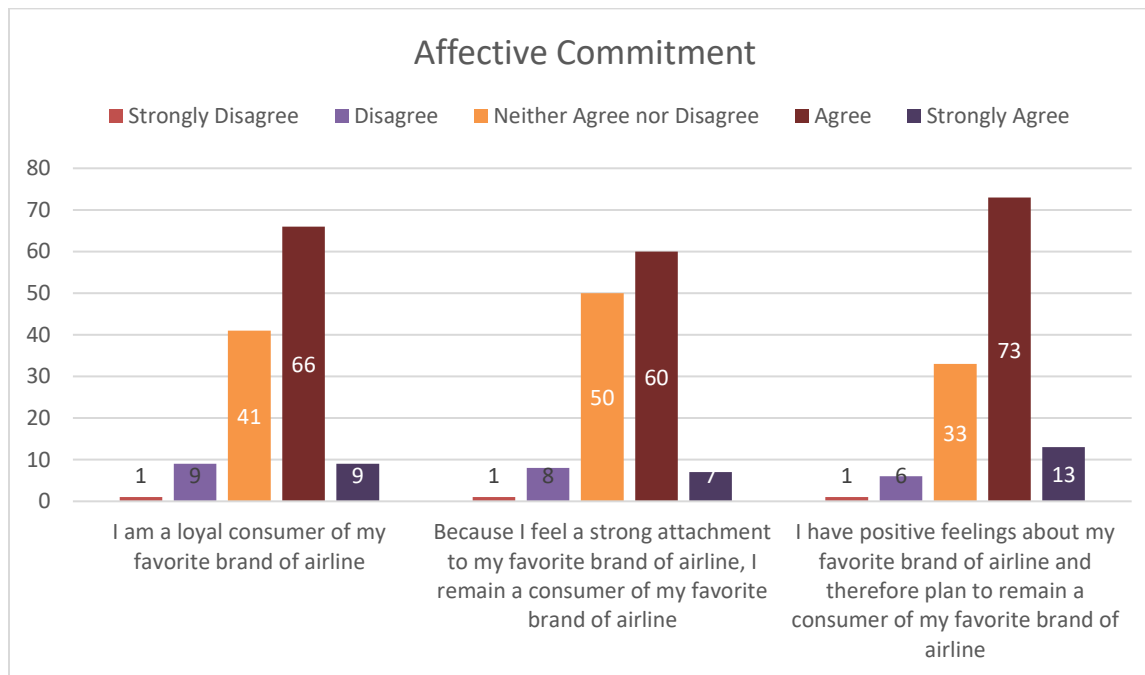


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 20 shows that the vast majority agree or strongly agree that they can quickly determine before purchasing whether their favorite airline will offer what they need (71%). The decision to buy from their favorite airline is quick and easy (65%), and it was easy to get the information they needed to decide which airline to buy from (71.4%).

4.1.16. Affective Commitment

Figure 21. Affective commitment

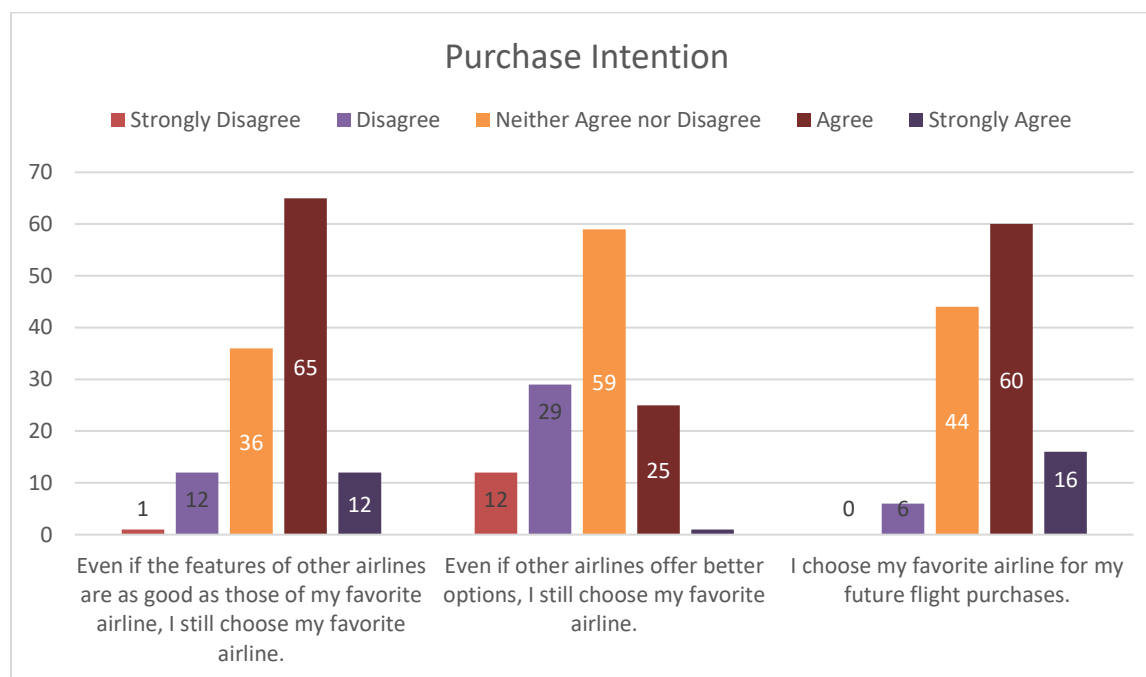


Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 21 shows that the vast majority agree or strongly agree that they are a loyal consumer of their favorite airline (59.5%), that they feel a strong attachment to their favorite airline, that they remain a consumer of their favorite airline (53.2%) and that they have positive feelings towards their favorite airline and therefore intend to remain a consumer of their favorite airline (69%).

4.1.17. Purchase Intention

Figure 22. Purchase intention



Elaborated by Diego F. Perdomo Mayorga

From the population surveyed, figure 22 shows us that the vast majority agree or strongly agree that even if the features of other airlines are as good as those of their preferred airline, they still choose their favorite airline (61%) and that they choose their favorite airline for their future flight purchases (60%). In contrast, the vast majority disagree or strongly disagree that even if other airlines offer better options, they still choose my favorite airline at 47%.

5. Analysis

5.1. Descriptive statistics

Table 2. Descriptive statistics

Variables	Mean	Std. Deviation
Brand Credibility	3,7762	0,70455
Perceived Quality	3,5397	0,58516
Perceived Risk	2,9325	0,92164
Decision Convenience	3,7593	0,52770
Affective Commitment	3,6032	0,66762
Purchase Intention	3,3571	0,69048

Elaborated by Diego F. Perdomo Mayorga

The mean and the standard deviation among variables are represented in table 2. It can be observed that most variables are above three, which denotes a tendency towards the "agreement" of the variables. The exception is perceived risk, less than 3, which denotes a tendency to variables' "disagreement."

5.2. Correlation analysis

Table 3. Correlation analysis

	1	2	3	4	5	6
1. Brand Credibility	1					
2. Perceived Quality	,662**	1				
3. Perceived Risk	,200*	0,168	1			
4. Decision Convenience	,385**	,433**	,199*	1		
5. Affective Commitment	,312**	,293**	-0,044	,431**	1	
6. Purchase intention	,340**	,311**	0,019	,284**	,767**	1

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Elaborated by Diego F. Perdomo Mayorga

In order to test the proposed hypotheses, this study conducts multiple linear regression models. Table 3 represents the bivariate correlation values; these results vary from -0,044 to 0.767 for all variables, which refutes linearity among most variables, minus Perceived Risk and Affective Commitment. However, these variables are being tested with the same hypothesis.

5.3. Hypothesis test

Table 4. Hypothesis Test

Hypotheses	Path	Coefficient	T-value	P-value	Results
H1	Brand Credibility → Perceived Quality	0,662	9,837	<,001	Accepted
H2	Brand Credibility → Perceived Risk	0,200	2,268	0,025	Rejected
H3	Brand Credibility → Decision Convenience	0,385	4,641	<,001	Accepted
H4	Brand Credibility → Affective Commitment	0,312	3,656	<,001	Accepted
H5	Perceived Quality → Purchase Intention	0,311	3,646	<,001	Accepted
H6	Perceived Risk → Purchase Intention	0,190	0,215	0,83	Rejected
H7	Decision Convenience → Purchase Intention	0,284	3,301	0,001	Accepted
H8	Affective Commitment → Purchase Intention	0,767	13,307	<,001	Accepted
H9	Brand Credibility → Purchase Intention	0,340	4,025	<,001	Accepted

Elaborated by Diego F. Perdomo Mayorga

Table 4 shows the regression results for the hypotheses. Brand credibility positively impacts perceived quality ($\beta=0.662$, $p<0.001$); thus, H1 is supported. Brand credibility did not negatively impact perceived risk ($\beta=0.2$, $p=0.025$); thus, H2 is not supported. Brand credibility positively impacts decision convenience ($\beta=0.385$, $p<0.001$); thus, H3 holds. Brand credibility positively impacts affective commitment ($\beta=0.312$, $p<0.001$), which supports H4. Perceived

quality positively impacts purchase intention ($\beta=0.311$, $p<0.001$); thus, H5 is supported. Perceived risk negatively impacts purchase intention ($\beta=0.190$, $p<0.83$); thus, H6 does not hold. Decision convenience positively impacts purchase intention ($\beta=0.284$, $p=0.001$), which supports H7. Affective commitment positively impacts purchase intention ($\beta=0.767$, $p<0.001$); thus, H8 is supported. Brand credibility positively impacts purchase intention ($\beta=0.34$, $p<0.001$), which is consistent with H9.

6. Conclusion & Practical Recommendations

This research was carried out to contribute to the knowledge about the airline's brand credibility and its impact on consumer purchase intention in Colombia, and in the process, meeting the objectives established at the beginning of this paper.

This research aimed to find the most relevant activities for brand credibility; in the process, it was identified that relationship management plays a crucial role in this process because it enables the process of creating, fostering, and sustaining long-lasting, high-value connections with partners, suppliers, workers, and clients. (Kotler et al., 2019). It includes all marketing activities that successfully establish, develop, and maintain relational communications.

This paper identified four main variables that airlines should focus on to influence consumer purchase intention. These are perceived quality, perceived risk, decision convenience, and affective commitment. This research analyzed these impacts and showed that they positively impact purchase intention.

This study examined the current context of airline ticket purchase intention in Colombia, showing that Colombians are influenced mainly by ticket prices. The rejection of H2 and H7 could show this, and they differed from the expected results. This could be due to many factors this research did not consider. Possible reasons could be the current Colombian economic situation, which is represented by high inflation, which may have let people not focus much on the risk of purchasing an airline ticket; the economic reasons could influence them. It is recommended to develop further knowledge of the perceived risk variable to understand its impact on purchase intention better.

Finally, this paper identified the impact that brand credibility has had on consumers' purchase intention in the airline industry in Colombia, which has been studied before; it showed that Colombians airline users are influenced by brand credibility regarding airline ticket purchases.

7. Limitations and Future Directions

This study has several limitations, yet it provides essential insights into how brand credibility affects the airline industry. Firstly, instead of other consumer-related outcomes, it focuses on examining the impact of airline brand credibility on purchase intention. For instance, it would be beneficial for an aviation business to comprehend the impact of brand reputation on consumers' cross-buying intents, given that airlines also provide several services and products that are not considered in this paper and could play a key role in influencing the customer's buying behavior.

Secondly, a convenient online sample served as the foundation for the empirical findings of this study. The broader population is not represented by online samples, despite efforts to pick the regular airline ticket purchasers. For future research, surveys are suggested to be conducted physically, ideally in the airports, to have direct contact with surveyed people, explain the questionnaire, and answer the questions they might have while responding.

Thirdly, this study focused on the Colombian market and did not represent other countries' market behavior, so it cannot be used to have a general view regarding other markets.

8. References

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