

The Effect of Cabin Attendants' Brand Loyalty on Their Repeat Purchase Behavior

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Abstract

The purpose of this study; To examine the effect of brand loyalty on the repurchase behaviors of cabin crew working in airline companies across Turkey. In the study in which the online survey technique was used; Data were collected from a total of 403 cabin crew members using the convenience sampling method. In the study, it was determined that female cabin crew members had a higher level of brand loyalty and showed repeat purchase behaviors. It was determined that cabin crew members aged 35 and under and 36-40 years old who participated in the study had more brand loyalty than people aged 41 and over. On the other hand, it was determined that cabin crew members aged 36-45 showed more repurchase behaviors than officers aged 46 and over. The brand loyalty of cabin crew with undergraduate degrees was higher than that of graduate graduates. When we look at the re-purchasing behaviors; It was observed that undergraduate graduates showed more behaviors than both associate and graduate graduates. While there was no significant difference between the loyalty levels of the cabin crew according to their income status; It has been revealed that those with high income show more repeat purchase behavior. According to the frequency of shopping, it has been determined that the loyalty shown by the cabin crew who shop daily is higher than that of the annual shoppers. In addition, it was observed in the study that brand loyalty positively affected the repurchase behavior of cabin crew.

1. Introduction

Customer or consumer; It is the person who is in the target market of an organization or supply business and accepts or rejects the marketing components offered to him/her (Bittar & Tümbek-Tekeoğlu, 2022: 35). The development of technology day by day has brought radical changes in consumer preferences. Especially in interactions with consumers, the experiences, thoughts, information and evaluations shared on social media channels have brought consumers to a central position. Therefore, brands have started to focus more on activities such as observing consumer demands and needs, obtaining information about their customers, developing and improving products (Çetin & Zengin, 2022: 31-32). This situation has left companies facing a different understanding of competition.

Brands serving developed economies and highly competitive markets face significant challenges in achieving a lasting and strong market position. In this complex competitive environment, the differentiation of brands largely depends on their ability to build brand loyalty by establishing long-term relationships with consumers. Therefore, getting to know customers closely and making them loyal to the brand makes it possible to carry out marketing strategies both more effectively and more efficiently (Ası & Özdemir, 2023: 279). While all of the products and services offered by businesses constitute the target market, marketing activities are carried

out by taking into account the decision-making factors shaped according to the characteristics of consumers. Consumers; evaluates marketing elements in order to meet the needs of himself, his family and his close circle. These elements typically consist of key components such as product, price, promotion, and distribution. Consumers who think that these components appeal to their needs tend to buy the product and may develop loyalty towards the brand over time (Bittar & Tümbek-Tekeoğlu, 2022: 35). Loyal customers increase brand awareness and create trust on potential consumers. This loyalty is also important for retailers; Because they make special efforts to keep the brands demanded by loyal customers in their stocks. In addition, retaining existing customers by ensuring their continuity involves lower costs than acquiring new customers; this makes loyal consumers extremely valuable for businesses (Aydın, 2022: 41).

Brand loyalty, which directly affects cabin attendants' purchasing behavior; It causes a certain perception of value in the mind of the consumer with the influence of past experiences, advertisements, social media content and social environment. Brands that give confidence in quality; It plays an important role in terms of producers, consumers, intermediaries, society and public institutions. From the perspective of manufacturers, it is of great importance to create brand loyalty in order to differentiate from their competitors in the market and enable consumers to distinguish products more easily (Baykal and Çınar, 2023: 68). On the other hand, the re-preference of a brand by the consumer is usually based on the

choice made among various alternatives. This selection process is shaped by the consumer's relative evaluation among alternative brands. Therefore, in the definition of brand loyalty, the attitudes of the individual and the conditions that reveal repetitive purchasing behaviors in line with these attitudes play a decisive role (Dick and Basu, 1994: 100).

Brands that act according to customer profiles are shown as the biggest factor in the success of companies. This situation is explained as an indicator of the customer-brand relationship (Buyrukoğlu et al., 2024: 244). In this direction, the increasing importance of the concepts of brand and brand loyalty has led to the detailed discussion and research of many elements related to these concepts. In almost every sector where intense competition is experienced, brand loyalty has become a fundamental element that is widely accepted and has strategic value. It has gained a special quality especially for cabin crew members working in airline companies and meeting people from different countries and brands. Today, being loyal to a brand for a cabin crew member can mean that that cabin crew member gains more added value and advantages compared to other individuals in society. Based on this idea, it was investigated how the loyalty of cabin crew to a certain brand affects their re-purchasing behavior.

2. Materials and Methods

2.1. Brand Loyalty

Although the concepts of brand and brand loyalty are an important determinant in marketing studies, it is seen that different definitions and explanations are made regarding both concepts (Çetin and Zengin, 2022: 32). Aaker (1991: 15), brand; It defines it as a set of distinctive trade names and symbols such as brands, logos and packaging that distinguish and define the products or services of sellers from other competitors in the market. The concept of brand, which is comprehensive and of high strategic importance, refers to a structure consisting of a combination of both tangible and intangible elements that differentiates an existing product or service from others in the market (Baykal and Çınar, 2023: 68). Brands are also tools that engage consumers by establishing emotional connections with them and providing enjoyable experiences. Through these experiences, brands aim to make the consumer's shopping process more satisfying and pleasant, thus striving to provide emotional satisfaction (Ası & Özdemir, 2023: 280). Brand loyalty is when the consumer prefers the same brand over and over again in line with the positive attitudes developed as a result of seeing the products of a brand as superior to competing products (Aydın, 2022: 41). In other words, brand loyalty; It can be defined as the consumer's orientation towards a certain brand with a strong sense of loyalty and continuing to prefer this brand (Bittar and Tümbek-Tekeoğlu, 2022: 37; Çelik, 2022: 151).

Three basic approaches stand out in the literature to explain consumer brand loyalty: Behavioral, attitudinal and mixed approaches (Bowen and Chen, 2001: 213). Behavioral approach, consumer loyalty; It evaluates based on observable behaviors such as purchase frequency and repeat purchase rates. This type of loyalty is generally accepted as the most concrete and rapidly observable form of loyalty (Karayel-Bilbil & Orha-Hazar, 2024: 346). The attitudinal approach is based on the emotional bond that the consumer establishes with the brand, and this loyalty cannot always be measured directly by purchasing behavior. In this case, even if the consumer has not yet purchased the brand, he/she may tend to recommend the brand to his/her environment (Tosun, 2014:

244-245). The mixed approach, on the other hand, takes into account both behavioral and attitudinal variables as it aims to create a unique concept of customer loyalty. In other words, according to the mixed approach, loyalty is understood as the combination of customers' positive attitude and repeat purchase behavior (Kim et al., 2004: 147-148). Thus, measuring only one aspect of brand loyalty, namely attitudinal or behavioral aspects, will result in measuring a false attitude (unstable attitudes that do not influence subsequent behaviors) or a false behavior (unstable and unpredictable inertial behaviors) (Kim et al., 2008: 100). Because in the behavioral approach, loyalty is evaluated only through the purchasing behaviors of the consumer, while in the attitudinal approach, the emotional attachment of the consumer towards the brand is at the forefront. The mixed approach, on the other hand, combines these two perspectives to provide a more holistic assessment. In this context, the consumer both develops an emotional attachment to the brand and shows their loyalty behaviorally by actually purchasing the products and services of the brand (Karayel-Bilbil & Orha-Hazar, 2024: 346).

While not all loyalty levels apply to every product or service, brand loyalty can occur at different levels. At the bottom of these levels, there are consumers who are not loyal to the brand, are sensitive to price changes and frequently change their brand preferences; at the highest level, there are loyal customers who have developed full loyalty to the brand and constantly prefer the same brand (Çevik et al., 2022: 54). Consumers in the intermediate steps, on the other hand, are generally not dissatisfied enough to lead to brand change, and continue their purchasing behavior in line with their habits; who are satisfied with the product and change their brands only if competitors gain a significant advantage in areas such as time and performance; In addition, they are classified as individuals who have love for the brand by establishing emotional bonds with the brand such as symbolism, image, experience or quality perception (Tosun, 2020: 251-252). Reaching fully committed cabin attendants, which is the highest level of brand loyalty, is among the main goals of brands. This level of loyalty offers strategic benefits to the brand, such as profitability in the long run, and creates a significant competitive advantage for brands. What is meant here is profitability, loyal customers do not react to small price changes and continue to stick to the brand by prioritizing other advantages offered by the brand (Yaprak and Dursun, 2018: 621). On the other hand, brand loyalty provides benefits not only for companies but also for consumers. The sense of trust that develops especially with the psychological aspect of loyalty reduces the need for consumers to research and evaluate again when purchasing similar products or services; thus, it saves time in the decision-making process (Çevik et al., 2022: 55).

2.2. Repeat Purchase Behavior

Shopping is one of the most common travel activities and an extremely important leisure activity. The need and desire to shop can be a motivational tool like the need or desire to sunbathe (Kızılcık and Birdir, 2023: 30). As it is known, most of the cabin crew members today spend their time with consumption activities and processes related to these activities. Each cabin attendant is involved in a certain process in order to meet their personal needs; in this process, they compare products, visit stores, collect information from various sources, are exposed to advertisements on different platforms, determine the appropriate time for shopping, use the products they have acquired, and finally evaluate to what extent these

products meet their needs (Odabaşı and Barış, 2013: 15-16). This process, called consumer behavior; It is defined as the concrete behavioral patterns that the individual exhibits when purchasing a product or service, which are shaped by the perceptions acquired throughout his life and the influence of environmental factors (Gülmez and Dörtyol, 2013: 350). The fact that cabin crew members are constantly traveling due to their profession and can shop in all countries of the world maintains their loyalty to global brands and enables them to gain a habit of the brand by directing them to new brands. Cabin crew members with brand loyalty show the behavior of purchasing the products of the same brand in the countries they go to. Selling the same product at more affordable prices in different countries increases the loyalty of consumers in this profession to the brand and maintains their loyalty to the brand.

In general, individuals' shopping-related behaviors can be examined in three basic stages: pre-shopping, shopping and post-shopping behaviors (Ateş & Koçoğlu, 2025: 139). Purchasing behaviors can occur in a planned or unplanned manner depending on the decision-making process of individuals. Planned buying is defined by an individual's determination of their needs before going shopping and making decisions about what to buy and what not to buy. In such purchases, store prices do not have a decisive effect on the decisions of the individual. A consumer who makes planned purchases can keep their buying impulses under control and practice self-discipline. On the other hand, unplanned purchasing behavior occurs when an individual momentarily buys products that they did not think about or need before going shopping. Unplanned purchase; It covers different types such as sudden shopping decisions, shopping addiction and shopping behaviors arising from necessity (Çamlica and Showy, 2021: 210-211). The professional travels of cabin crew to different countries or cities lead them to unplanned purchasing behavior of products that they never thought of buying even though they did not need them.

Whether planned or unplanned, cabin attendants can engage in various behaviors after shopping to convey their experiences. The most common of these behaviors is repurchase behavior. Repeat purchase behavior is mostly accepted as an indicator that defines the concept of loyalty (Loureiro and Roschk, 2014: 213). First described by Gitelson and Crompton, it is based on the idea that businesses need repetitive actions to build loyalty and acquire new customers. From this perspective, it can be concluded that loyalty encourages repeat purchases. However, not only loyalty, but also satisfaction with the quality of service related to the product, the recall time of unforgettable experiences and loyalty to the product play an important role in this process (Gitelson and Crompton, 1984: 201).

The feeling of satisfaction and satisfaction that occurs after a real product experience reveals repeat purchase behaviors explained through behavioral intent. This brings with it the preference of the same products and services in the future (Kim et al., 2017: 896). This intention is to procure a previously acquired product from the same business in the future and to maintain positive attitudes about that item (Wong and Sohal, 2003: 495). Repurchase behavior refers to the tendency to repurchase and experience a previously experienced product in the future (Genç, 2018: 42). In other words, repurchase behavior can be considered as a criterion showing the loyalty of individuals to the products in a business (Çabuk et al., 2013: 97).

2.3. Purpose and Importance of the Study

The purpose of this study; to examine the effect of cabin crew's brand loyalty on their repeat purchase behavior. As can be understood from the studies given above; Brands are the most valuable assets used by businesses to create difference and awareness. These assets can affect consumers' ability to choose from alternative products and their decision to purchase again. The main point that makes this study different from other studies; There is no such study on cabin crew in the literature. Today, being loyal to a brand for a cabin crew member can mean that that cabin crew member gains more added value and advantages compared to other individuals in society. The loyalty of the cabin crew to a certain brand is important in terms of revealing their behavior of repurchasing the brand in question.

2.4. Hypotheses of the Study

Purchasing behavior takes place under the influence of many different factors. The more social, psychological, and personal factors are understood and taken into account, the more likely it is that the brand will continue to exist in the market (Bittar and Tümbek-Tekeoğlu, 2022: 35). Consumers tend to spread positive or negative messages based on the perceptions they form after their experience about the products they buy (Anderson, 1998: 5). There are some factors that trigger the sharing of these messages, which have significant effects on potential customers. When cabin crew members are satisfied with a product like other customers, they are happy to share their own experiences in order to ensure that others have similar experiences (Silik, 2018: 91). This is considered an indicator of positive behavioral intentions; These intentions include providing positive reviews about the business or brand from which the products were purchased, recommending the brand to others, staying loyal to the brand, being willing to pay more, and behaviors such as repeat purchases. In addition, these behaviors are considered as a reflection of the emotional attachment felt towards the relevant brand, product or service (Zeithaml et al., 1996: 6; Ali et al., 2014: 3). As a matter of fact, Abbasoğlu-Bostancı and Dursun (2024) found in their study that brand loyalty affects individuals' repurchase intentions. Öksüz and Eryılmaz (2022) found that cognitive and behavioral loyalty, which are among the dimensions of brand loyalty, significantly positively affect the behavior of customers regarding chain food and beverage businesses, while emotional loyalty does not have a significant effect on these behaviors. Uygurtürk and Topçuoğlu (2022) determined that there was a statistically significant relationship between loyalty to the water brand and the intention to purchase the brand in individuals' drinking water brand preferences. In addition, Laksamana (2018), Danish et al. (2018), Khan et al. (2015), Malik et al. (2013), who work in different sectors, have also revealed that brand loyalty plays a decisive role in consumers' repeat purchase behaviors.

Based on this explanation and research findings, it was aimed to test the following hypotheses:

- **H1:** Brand loyalty of cabin crew varies according to their gender.
- **H2:** Cabin crew's brand loyalty varies according to their age.
- **H3:** Brand loyalty of cabin crew varies according to their educational status.
- **H4:** Brand loyalty of cabin crew varies according to their income status.
- **H5:** Brand loyalty of cabin crew varies according to their shopping frequency.

- **H6:** Cabin crew's repurchase behaviors differs according to their gender.
- **H7:** Cabin crew's repurchase behavior differs according to their age.
- **H8:** The repurchasing behavior of cabin crew differs according to their educational status.
- **H9:** The repurchase behavior of cabin crew differs according to their income status.
- **H10:** The repurchase behavior of cabin crew differs according to their shopping frequency.
- **H11:** Brand loyalty of cabin crew positively affects their repurchase behavior.

2.5. Universe and Sample

The universe of this study; It consists of cabin crew working in airline companies in Turkey. Since the number of cabin crew in Turkey is unknown, data were collected from 403 cabin crew members in line with the convenience sampling method, taking into account the 95% confidence interval. The distribution of the cabin crew participating in the research according to their demographic characteristics is as seen in Table 1.

Table 1. Demographics of Cabin Crew

Gender	n	%
Female	243	60.3
Male	160	39.7
Age	n	%
35 Years and Under	171	42.4
36-40 Years	97	24.1
41-45 Years	69	17.1
46 Years and Older	66	16.4
Educational Status	n	%
Associate Degree	143	35.5
Licence	187	46.4
Postgraduate	73	18.1
Income Status	n	%
Low	112	27.8
Medium	224	55.6
High	67	16.6
Shopping Frequency	n	%
Daily	162	40.2
Weekly	129	32.0
Monthly	66	16.4
Annual	46	11.4
Grand Total	403	100

Of the 403 cabin crew members participating in the research, 60.3% were female and 39.7% were male. 42.4% of the civil servants were 35 years old and under, 24.1% were 36-40 years old, 17.1% were 41-45 years old, and 16.4% were 46 years old and over. The majority of cabin crew members have associate degrees (35.5%) and bachelor's degrees (46.4%). The monthly income of a significant portion of cabin crew members is moderate (55.6%). Looking at the shopping frequency of cabin crew; it can be seen that the majority of them shop daily (40.2%) and weekly (32%).

2.5. Data Collection Method and Analysis

In this study, the quantitative research type that focuses on the abstraction and objectification of the facts or the processes and factors existing in the environment has been adopted. Since the study is based on cause and effect relationship, it was carried out within the framework of the relational survey model. In the study, the data were collected using the online survey technique. The questionnaire included demographic characteristics, brand loyalty scale and repeat purchase behavior scale. The Brand Loyalty Scale, which consists of 4 expressions and one dimension, was used to measure the brand loyalty of cabin crew. The scale is taken from the study of Ilıcalı et al. (2016). Ilıcalı et al. (2016) found the KMO value, which expresses the suitability of the data to the factor analysis, as 0.800 and the total variance explanation ratio as 70.78% regarding the Brand Loyalty scale. In addition, the scale was found to be reliable at a rate of 0.861. The Repurchase Behavior Scale was used to determine the repurchase behaviors of cabin crew. The scale is taken from the study of Kara and Kimzan (2016). The KMO value of the scale, which consists of 4 expressions and one dimension, is 0.839; df: 6; $p < 0.001$; The announced Total Variance rate was calculated as 74.422%. In addition, the reliability of the scale was determined as 0.885.

The data collected from cabin crew working in airline companies in Turkey were analyzed using SPSS 22 and AMOS 22 programs. First of all, the validity and reliability of the data were examined. Confirmatory Factor Analysis (CFA) was used for structural validity and Cronbach's Alpha method was used for reliability. Descriptive statistics were made with the Combination (CR) and Separation (AVE) validities of the scales. In the third stage; Brand loyalty and repeat purchase behaviors of cabin crew were compared in terms of demographic characteristics. In this context, the Independent Sample T test for bivariate comparisons; One-Way ANOVA test was used in comparisons with more than two variables. In the last stage, the effect of brand loyalty on repeat purchase behaviors was carried out with Path Analysis.

3. Result and Discussion

In this part of the study; the statistical results of the data collected from the cabin crew were reported.

3.1. Findings on Validity, Reliability and Descriptive Statistics

In the study, the structural validity of the brand loyalty and repeat purchase behavior scales was tested with Confirmatory Factor Analysis (CFA). The fit of the measurement model was assessed through the chi-square fit test (χ^2/sd), Goodness-of-Fit Index (GFI), Tucker-Lewis Index (TLI), Comparative Fit Index (CFI), and Approximate Mean Square Value of Error (RMSEA) values. For acceptance of model fit, χ^2/sd is expected to be 5 or below, GFI is expected to be 0.85 and above, and TLI and CFI values are expected to be 0.90 and above. In addition, the RMSEA value must be 0.08 or lower (Schumacker and Lomax, 2004: 81-84; Byrne, 2010: 73-84; Meydan and Şeşen, 2011: 31-37). CFA results regarding brand loyalty and repeat purchase behavior are presented together in Figure 1 and Figure 2.

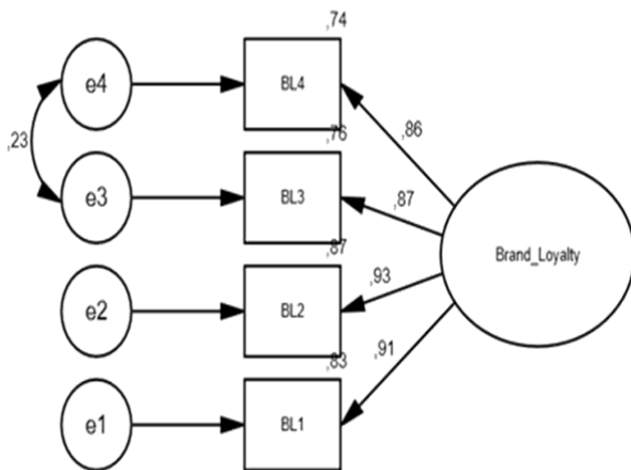


Figure 1. Brand Loyalty CFA Results

As a result of the CFA, it was determined that the factor loads related to brand loyalty varied between 0.86 and 0.93. However, the lowest t value was determined as 8.562. When the goodness of fit criteria are examined; It was determined that the compliance values related to brand loyalty $\chi^2/sd=2.083$, RMSEA=0.023, GFI=0.991, TLI=0.976, CFI=0.996 were acceptable and the scale was structurally valid.

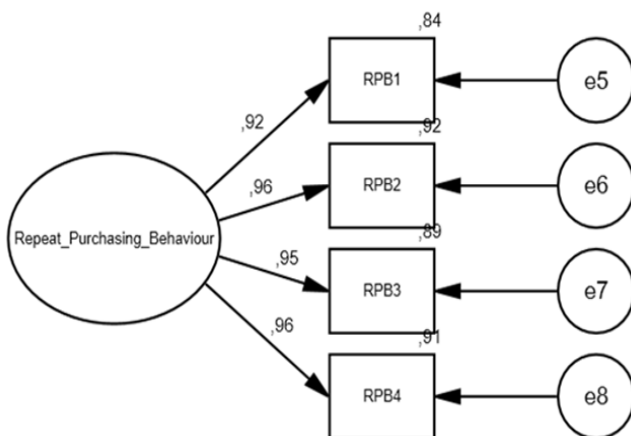


Figure 2. CFA Results for Repeat Purchase Behavior

When the CFA results related to the repeat purchase behavior scale were examined; It is seen that the factor loadings of the scale are between 0.92 and 0.96. The fit values related to repurchase behavior were calculated as $\chi^2/sd=0.117$, RMSEA=0.000, GFI=0.997, TLI=0.985, CFI=0.978, and it was determined that the scale was structurally valid.

In addition to the structural validity, the dissociation validity (AVE), combination validity (CR) and reliability (Cronbach Alpha= α) of the scales were examined. In addition, the arithmetic mean values of the answers given to the scale expressions were calculated. Discrimination validity is aimed at determining whether the measurement tools used in the model measure different phenomena. Combination validity refers to the degree of relationship between expressions in the same scale (Hair et al., 1998: 612). In order to ensure the validity of the decomposition, the explained mean variance value of each scale is above 0.7; In order to ensure the validity of the combination, the explained mean variance value of each

scale should be above 0.5 (Fornell and Larcker, 1981: 45-46; Hair et al., 1998: 612). Cronbach's Alpha coefficients were checked for scale reliability. In the literature, it is desired that the reliability coefficient is $0.70 \geq$ (Kalaycı, 2010: 405). However, in the interpretation of the scale averages, the value ranges recommended by Özdamar (2001) such as "1.00-1.80 = strongly disagree, 1.81-2.60 = disagree, 2.61-3.40 = undecided, 3.41-4.20 = agree and 4.21-5.00 = strongly agree" were used.

Table 2. Descriptive Statistical Results on Brand Loyalty and Repurchase Scales

Variables	AVE	CR	α	Averages	SS
Brand Loyalty	0.806	0.943	0.944	3.694	1.369
Repurchase Behavior	0.890	0.970	0.971	3.718	1.309

As can be seen in Table 2, the AVE value of the brand loyalty scale was found to be 0.806 and the CR value was found to be 0.943; the AVE value of the repeat purchase scale was found to be 0.890 and the CR value was found to be 0.970. Cronbach's Alpha for brand loyalty was found to be 0.944; for repeat purchase behavior, it was found to be 0.971. It can be said that the scales are highly reliable according to the alpha coefficients (Akgül and Çevik, 2003). When the scale averages were evaluated; It was determined that cabin crew had a high level of brand loyalty ($\bar{X}=3.69$) and showed repeat purchase behaviors ($\bar{X}=3.71$).

3.2. Divergence Analysis Findings on Brand Loyalty and Repurchase Behaviors

In this part of the study; It was examined whether the brand loyalty and repeat purchase behaviors of the cabin crew showed a significant difference in terms of demographic characteristics. In this context, the Independent Sample T test in pairwise comparisons; One-Way ANOVA test was used to compare more than two variables. The comparison results made in terms of gender are as shown in Table 3.

Table 3. Comparison Results by Gender

Variables	Gender	n	$\bar{X}$	SS	t	p
Brand Loyalty	1. Female	243	4.446	1.005	18.468	0.000*
	2. Male	160	2.551	1,011		
Repeat Purchase Behavior	1. Female	243	3.996	1.122	5.169	0.000*
	2. Male	160	3.295	1.455		

* $p < 0.05$

It was determined that the women participating in the study had higher loyalty ($t=18,468$; $p=0,000$) and showed repeat purchase behaviors ($t=5,169$; $p=0,000$).

The results of the analysis on brand loyalty and repeat purchase behaviors of cabin crew in terms of age are given in Table 4.

Table 4. Comparison Results by Age

Variables	Age	n	$\bar{X}$	SS	F	p	Tukey
Brand Loyalty	1.35 Years and Under	171	4.074	1.252	14.580	0.000*	1>3.4 2>3.4
	2.36-40 Years	97	3.847	1.281			
	3.41-45 Years	69	3.123	1.349			
	4.Age 46 and Older	66	3.079	1.421			
Repeat Purchase Behavior	1.35 Years and Under	171	3.833	1.251			
	2.36-40 Years	97	3.799	1.280	6.587	0.000*	2>4 3>4
	3.41-45 Years	69	3.927	1.162			
	4.Age 46 and Older	66	3.083	1.475			

*p<0.05

It was determined that the cabin crew aged 35 and under and 36-40 years old had more brand loyalty than those aged 41 and over (F=14,580; p=0,000). On the other hand, it was determined that cabin crew members aged 36-45 showed more repurchase behaviors than officers aged 46 and over (F=6.587; p=0.000).

It was analyzed whether brand loyalty and repeat purchase behaviors showed a significant difference according to education level, and the findings regarding the educational status of the cabin crew are shown in Table 5.

Table 5. Comparison Results by Educational Status

Variables	Education Status	n	$\bar{X}$	SS	F	p	Tukey
Brand Loyalty	1.Associate Degree	143	3.702	1.328			
	2. License	187	3.832	1.311	3.709	0.025*	2>3
	3. Postgraduate	73	3.321	1.534			
Repeat Purchase Behavior	1.Associate Degree	143	3.519	1.412			
	2. License	187	3.946	1.202	5.413	0.005*	2>1.3
	3. Postgraduate	73	3.524	1.284			

*p<0.05

Cabin crew with undergraduate degrees had higher brand loyalty than with graduate graduates (F=3.709; p=0.025). When we look at the re-purchasing behaviors; it was seen that undergraduate graduates showed more behaviors than both associate and graduate graduates (F=5.413; p=0.005).

The difference between brand loyalty and repeat purchase behaviors of cabin crew in terms of income status was examined. The findings are given in Table 6.

Table 6. Comparison Results by Income Status

“	Income Status	n	$\bar{X}$	SS	F	p	Tukey
Brand Loyalty	1. Low	112	3.515	1.484			
	2. Med.	224	3.707	1.323	2.124	0.121	-
	3. High	67	3.947	1.296			
Repeat Purchase Behavior	1. Low	112	3.459	1.462			
	2. Med.	224	3.724	1.282	5.632	0.004*	3>1
	3. High	67	4.130	1.001			

*p<0.05

While there was no significant difference between the loyalty levels of the cabin crew according to their income status (p>0.05); it was revealed that those with high income showed more repurchase behavior than those with low income (F=5.632; p=0.004).

Brand loyalty and repeat purchase behaviors of cabin crew were compared in terms of shopping frequency, and the findings are as shown in Table 7.

Table 7. Comparison Results by Shopping Frequency

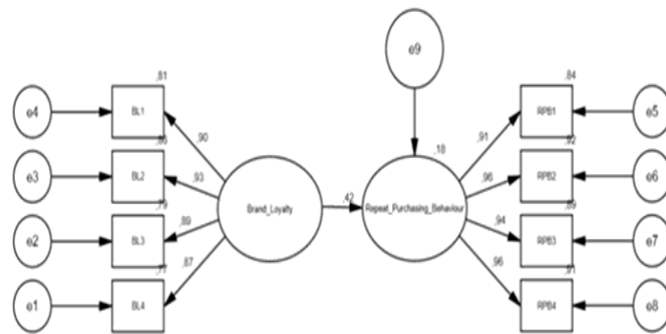
Variables	Shopping Frequency	n	$\bar{X}$	SS	F	p	Tukey
Brand Loyalty	1. Diary	162	3.892	1.400	3.682	0.012*	1>4
	2. Weekly	129	3.726	1.373			
	3. Monthly	66	3.484	1.299			
	4. Yearly	46	3.206	1.214			
Repeat Purchase Behavior	1. Diary	162	3.821	1.194	1.788	0.149	-
	2. Weekly	129	3.784	1.322			
	3. Monthly	66	3.579	1.478			
	4. Yearly	46	3.369	1.369			

* $p < 0.05$

Although the behaviors of the cabin crew showed similarities according to the frequency of shopping ($p > 0.05$); daily shoppers had higher loyalty than annual shoppers ($F = 3.682$; $p = 0.012$).

3.3. Path Analysis Findings for Brand Loyalty and Repurchase Behaviors

In this part of the study; Path Analysis was conducted to determine the effect of cabin crew's brand loyalty on repeat purchasing behaviors. The findings are shown in Figure 2.

**Figure 1.** Path Analysis Results for Brand Loyalty and Repurchase Behavior

As a result of the path analysis; the goodness-of-fit values of the model ($\chi^2/df = 2.349$, RMSEA = 0.058, GFI = 0.974, TLI = 0.990, CFI = 0.993) were found to be at an acceptable level. When the results in Figure 2 are examined; It is seen that brand loyalty affects the repurchase behavior of cabin crew at a rate of $\beta = 0.420$. Therefore, the repeated behaviors of cabin crew for any product depend on their loyalty to the brand.

4. Conclusion

Purchasing behavior is influenced by many different factors. Consumers tend to provide positive or negative feedback based on their experiences with the products they purchase. The target market of businesses consists of the whole of the products and services offered to consumers, and decision-making processes are determined by taking into account the characteristics of consumers when developing marketing strategies. Consumers evaluate marketing elements in order to meet the needs and expectations of themselves, as well as their families and environment. These elements typically consist of key components such as product, price, promotion, and distribution. Consumers who turn to a brand they think is suitable for them develop loyalty to the brand over time and are more likely to buy the same brand again. Brand loyalty has a strong impact on purchasing behavior and gains mental value through factors such as consumers' past experiences, advertisements, interactions with social media, and social environment. Within the framework of this

understanding, a field research was carried out covering cabin crew working in the airline sector throughout Turkey.

In the study, it was determined that cabin crew members had a high level of brand loyalty and showed repeat purchase behaviors. In the comparisons, it was determined that female cabin crew had higher loyalty and showed repeat purchase behaviors. It was determined that cabin crew members aged 35 and under and 36-40 years old who participated in the study had more brand loyalty than people aged 41 and over. On the other hand, it was determined that cabin crew members aged 36-45 showed more repurchase behaviors than officers aged 46 and over. The brand loyalty of cabin crew with undergraduate degrees was higher than that of graduate graduates. When we look at the re-purchasing behaviors; It was observed that undergraduate graduates showed more behaviors than both associate and graduate graduates. While there was no significant difference between the loyalty levels of the cabin crew according to their income status; It has been revealed that those with high income show more repurchase behavior than those with low income. Although the behaviors of cabin crew are similar according to the frequency of shopping; It has been found that daily shoppers have higher loyalty than annual shoppers.

In the study, it was observed that brand loyalty positively affected the repurchase behavior of cabin crew. This finding was consistent with the findings of studies conducted by Abbasoğlu-Bostancı and Dursun (2024), Öksüz and Eryılmaz (2022), Uygurtürk and Topçuoğlu (2022), Laksamana (2018), Danish et al. (2018), Khan et al. (2015), and Malik et al. (2013). Therefore, it has been determined that the repeated behaviors of cabin crew for any product depend on their loyalty to the brand. Based on the results of the study; It is of great importance for companies to create loyalty programs specially designed for cabin crew members and to maintain them in accordance with their needs and expectations. In order to ensure that they establish an emotional bond with cabin crew in their companies: they should produce content that emphasizes their contribution in corporate communication, and the sense of belonging can be reinforced by overlapping the values of the brand and the values of the officers. Special discounts should be made on products that directly affect the purchasing habits of cabin crew. This situation is considered as an important factor in both making cabin crew feel special and maintaining their loyalty to brands.

Conflicts of Interest

The author declares that there is no conflict of interest regarding the publication of this paper.

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