

Understanding airline travelers perceptions of well - being: the role of cognition, emotion, and sensory experiences in airline lounges

ABSTRACT

This study investigated the relationships among cognition, emotion, sensory, well-being perception, satisfaction, word-of-mouth, and intention to revisit airline lounges. Results of the structural analysis revealed that travelers' overall perceptions of well-being were more dependent on the cognitive and sensory dimensions of the lounge experience, and cognitive evaluation was more influential than sensory evaluation in enhancing this perception of well-being. Our results indicated that travelers' perceived well-being with regard to the airline lounge experience induced high levels of satisfaction. Moreover, it was identified that this perception of well-being was not enough to generate travelers' positive word-of-mouth, but it did ensure their repatronage.

Keyword: Experiential marketing; Airline lounge; Well-being perception