

Does the attractiveness of the cabin crew affect the perception of customers? A neuromarketing perspective

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Abstract— With deregulation and liberalization, the airline industry has undergone a major change process and more competitive markets have emerged. Considering the importance of service quality, airlines have focused on service quality as one of the most important means of surviving in these competitive environments. So, it is essential to reveal which factors affect the perception of service quality. It has been argued that one of these elements is the attractiveness of cabin crews. Therefore, this study aims to investigate the role of cabin crews' attractiveness on service quality perception. Accordingly, it is planned to conduct EEG measurements on consumers by means of various service delivery scenarios and to obtain service perceptions related to service delivery through self-assessment. Then, it is aimed to analyze, interpret and discuss the obtained data, thus providing useful information to airline managers.