



THE ROLE OF PRICE FAIRNESS, PERCEIVED VALUE, AND BEHAVIOURAL LOYALTY: EXAMINING SAUDI PARENTS' PURCHASE BEHAVIOUR IN FINE-DINING RESTAURANTS

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ABSTRACT: *Fine-dining restaurants represent the ultimate experience in the food industry, offering customers an elevated dining experience beyond mere sustenance. These establishments are characterized by high-quality food, appealing food visual, unique service, and remarkable ambiance. In this respect, drawing on the theory of planned behaviour (TPB) that is extended from the theory of reasoned action (TRA) and equity theory, the objective of this study is to investigate the role of price fairness (PF), perceived value (PV), behavioural loyalty (BL) on purchase behaviour toward fine-dining restaurant experiences. For this purpose, the empirical data were collected by means of an online questionnaire of Saudi parent customers who had previously visited a fine-dining restaurant. The hypotheses were tested using SPSS software. The findings revealed that perceived value positively influences parents' purchase behaviour. A significant positive relationship of price fairness and behavioural loyalty on purchase behaviour was rejected. The results also rejected the moderation effect of gender in the relationships between price fairness, perceived value, behavioural loyalty, and purchase behaviour.*

KEYWORDS: Price fairness, Perceived value, Behavioural loyalty, Purchase behaviour.



INTRODUCTION

Fine-dining restaurants represent the ultimate experience in the food industry, offering customers an elevated dining experience beyond mere sustenance. These establishments are characterized by offering clean food, appealing food visual, outstanding service, and remarkable atmosphere. In comparison to fast-food restaurants, fine-dining restaurants focus more on details, differentiation, and personalization, creating a memorable experience for family mealtimes (Thorn, 2014). Thus, this method is a major opportunity for fine-dining restaurant managers to offer a competitive advantage. However, this is notable, as there is still a limited number of studies in the food industry, especially in fine-dining experiences. As a consequence, it is vital to seize the opportunity of fine-dining restaurants for managers and academics. In recent years, the fine-dining industry has witnessed significant transformations (Research & Market, 2024), driven by the change in customer taste, impactful culture, and economic influences. While traditional fine-dining focuses on differentiation and uniqueness, modern fine-dining experiences incorporate innovation, experience, and sustainability to appeal prospect consumers.

Despite the growing popularity of fine-dining restaurants (Research & Market, 2024), particularly in emerging markets like Saudi Arabia, there remains a gap in understanding the key factors that influence individuals' buyer intentions. While fine-dining experience is often associated with uniqueness, exclusivity, and high-end services, it is ambiguous to what extent factors like price fairness, perceived quality, and behavioural loyalty impact consumer decisions. One critical issue is that price fairness, which plays a significant role in other sectors, such as hospitality (Konuk, 2019), may not have the same influence in fine-dining settings. Consumers visiting fine-dining restaurants may prioritize uniqueness, atmosphere, and quality over price considerations (Idrees, Khan, & Khan, 2020). Similarly, behavioural loyalty, often a strong predictor of repeat purchase behaviour in other industries (Idrees et al., 2020), may not necessarily translate into actual purchases in fine-dining due to the visit speciality of the premium service. Additionally, the moderation role of gender in this study remains underexplored. Male and female diners may perceive value, quality, and fairness differently, leading to variations in how they engage with fine-dining experiences. Understanding these gender-based differences is crucial for tailoring marketing strategies and enhancing customer satisfaction.

On the other hand, the food industry is anticipated to see significant growth by 2029, with a projected increase of 11.57% from its current value of USD 27.8 billion in 2023. This surge has established the food sector as one of the fastest-growing industries in the Middle East (Research & Market, 2024; Fortune Business Insights, 2024). Serving in the food industry in Saudi Arabia has been evident and is growing massively. This is evident due to the increase in population, the allocation of money spent on the food industry, the powerful increase in the entertainment industry, and the speed change in customers' preferences (Research & Market, 2024; IvyPanda, 2022). This accelerated growth can lead to increased customer demand, which leads to differentiation in food consumption by enhancing the customer's experience in dining restaurants, which affects customers' behaviour in choosing the appropriate restaurant (Hsu, Hsiao, & Tsai, 2018). In other words, consumer motivations can influence the selection of a restaurant, and for a restaurant to impact its decision-making, it must fulfil customers' specific needs (Ponnam & Balaji, 2014).



Furthermore, this study combines the theory of planned behaviour (TPB) (Ajzen, 1991) and equity theory (Adams, 1965). First, TPB is a psychological framework used and adopted to understand what drives human behaviour in several contexts, such as psychology, business, marketing, or health. It is an extended theory of theory of reasoned action (TRA) (Ajzen, 1985). The TPB suggests that certain attitudes, subjective norms, and perceived behavioural control can shape an individual's behavior. Second, equity theory is a psychological framework that perceives consumer transactions fairly by comparing the inputs they offer (effort, time, and money) with the outputs they obtain (benefits, value, and experience). Holistically, The TPB suggests that certain attitudes, subjective norms, and perceived behavioural control (inputs) can shape an individual's behaviour (outputs) fairly. As such, from the combined theories of TPB and equity theory, this study aims to fill the research void by testing the antecedent role of price fairness, perceived value, and behavioural loyalty on purchase behaviour. Moreover, the role of gender moderator is examined to extract fruitful insights. Comprehending the role of the independent and dependent variables can help decision-makers in fine-dining restaurants develop tactics in the competitive food sector.

LITERATURE/THEORETICAL UNDERPINNING

a. Price fairness

Price is one of the most influential factors that influence purchase behaviour. Price is the amount the customer pays to gain a benefit from a product or service (Pioh & Amelia, 2021). However, the buyer and the seller usually differ in their perspective regarding the obtained benefit. Martins and Monroe (1994) have shown that this value is determined based on the "gain-loss ratio", in which customers evaluate the value of the good/service that has to be more than the paid price (p. 76). Moreover, price fairness can be defined as the price set at a certain level, perceived as rational, affordable, and satisfactory in customers' minds (Konuk, 2019). Therefore, parents can obtain food products at reasonable prices. Wang, Fan, and Liu (2016) have stated that price changes lead to adverse psychological effects among consumers. In other words, when perceived as manipulated by price changes, parent customers might switch to a different brand.

Parents' price fairness perception can be explained by referring to the TPB, which indicates that individuals behave rationally due to subjective norms, attitudes, and perceived control (Ajzen, 1991). In other words, individuals are a blend of beliefs, principles, and perceived perceptions about life. This blend creates certain intentions that drive individuals to behave accordingly. The TPB suggests that examining beliefs may partially reveal the unique factors that drive one person to engage in a certain behaviour while encouraging another to choose a different course of action. Another theoretical foundation is equity theory, which explains price fairness and indicates that inputs and outputs must be provided in any social exchange. These inputs and outputs must be equivalent to what parents are paying for and what benefits are obtained (Adams, 1965). From the TPB theory and equity theory perspective, it can be determined that price fairness can influence parents' purchase behaviour (Ajzen, 1991; Adams, 1965).

Depending on the customers' perspective, this effect can influence the purchase intention negatively or positively. Moreover, parents' customers indicated that price fairness strongly



influences purchase behaviour if they perceive a good brand image. Hamenda (2018) has claimed that firms can please their consumers by providing the desired price. He mentioned that ensuring price fairness can increase consumers' value, boosting their willingness to purchase. This increased willingness ultimately leads to more buying decisions (Hamenda, 2018). In addition, previous researchers have tested the existence of price fairness as an antecedent to constructs related to consumers' behaviour, such as satisfaction that leads to purchase and repurchase intention (Konuk, 2019). Thus, we hypothesize the following hypothesis:

H1: Price fairness influences purchase behaviour positively.

b. Perceived value

Perceived value is a complex factor that practitioners regard as challenging because it depends on unpredicted human behaviour. Perceived value can be defined as the results that the customers perceive as a value after their prior evaluations of other food choices (Watanabe, Alfinito, Curvelo, & Hamza, 2020). Some scholars use perceived value interchangeably with customer journey (Hollebeek, Urbonavicius, Sigurdsson, Arvola, & Clark, 2023). Kainth and Verma (2013) have elucidated perceived value from customers' and firms' perspectives. From the customer's perspective, this factor depends on the anticipated value the customer will get compared to the price paid, the effort made, or the time spent in the customer journey. From the firm's perspective, this factor is shaped based on what the firm provides to the customer, in which this provision surpasses individuals' preferences. Furthermore, perceived value in restaurants concerns health issues and other intangible aspects or 'emotions'. Namkung and Jang (2010) have stated that researchers were able to classify these emotions into six classifications: delight, "peacefulness," "refreshment," outrage, ordeal, and "disgust" (p.1242). The first three classifications were grouped as positive, and the remaining were negative emotions. If restaurant decision-makers could fulfil positive emotions and avoid negative emotions, they would be able to create a long customer relationship and, as a result, higher purchase intention rates. This relationship can be met because decision-makers have offered a "value" (Harnett, 1998, p. 21). Drawing from the TPB and on previous evidence, a parent customer with high perceived value can be more inclined toward consuming from a specific fine-dining restaurant, and their purchase behaviour is intended to increase. Previous studies have emphasized the importance of perceived value as an antecedent to purchasing behaviour, but indirectly with a mediation effect of customer satisfaction (Konuk, 2019). Other researchers have stated the direct positive impact of perceived value on purchase behaviour (Kuncoro & Kusumawati, 2021). Thus, when parent customers can identify the value in their minds, they can relate it with the inclination toward the brand by their positive purchase intention. Therefore, parents' concerns about food quality are raised. Thus, we hypothesize the following hypothesis:

H2: Perceived value influences purchase behaviour positively.

c. Behavioural loyalty

Loyalty is perceived as a psychological state experienced by a person toward a particular object of choice, expressed through their behaviour (Srivastava & Kaul, 2016). On the other hand, behavioural loyalty is when customers regularly select and desirability a certain firm among their competitors (McMullan & Gilmore, 2003). Furthermore, customers' behavioural loyalty



“lead[s] to a deeply held commitment” (McMullan & Gilmore, 2003, p. 231). It is challenging for dining restaurants to provide outstanding service to their guests. However, the challenging aspect is not only the provision of such a service but also maintaining the quality of the service to the extent that exceeds customers’ perceived value. Firms that offer excellent service will generate credibility, confidence, and loyalty (Khan, Zain-ul Aabdean, Salman, Nadeem, & Rizwan, 2016). They also stated that this behavioural loyalty is acquired based on the frequency of customers’ visits (Khan et al., 2016). Although previous researchers have stated that behavioural loyalty is unpredictable. Marketers cannot impact buying behaviour based on this loyalty (Khan et al., 2016). In addition, previous researchers have identified that behavioural loyalty and purchase behaviour are indistinguishable in characteristics, and they can be used as similar consequences (Zhao, Butt, Murad, Mirza, & Al-Faryan, 2022). Moreover, behavioural loyalty influences purchase intention and leads to repeated purchase action (Romaniuk & Nenycz-Thiel, 2013).

From the perspective of equity theory, it can be determined that when parent customers consider price fairness and perceived value in their purchasing decisions, their behavioural loyalty, as a consequence, is influenced toward or away from the brand. Past scholars have found the direct positive impact of behavioural loyalty on purchase intention in the entertainment and technological industry, such as gamification (Al-Zyoud, 2021). Thus, we hypothesize the following hypothesis:

H3: Behavioural loyalty influences purchase behaviour positively.

d. Purchase behaviour

Purchase intentions refer to the actual action made by a person toward buying a certain product (Spears & Singh, 2004). In other words, an individual’s purchase behaviour occurs subjectively (Spears & Singh, 2004). Furthermore, customers’ time in the restaurant positively affects their buying behaviour (Attri & Jain, 2018). Previous scholars stated that the atmosphere plays a crucial role in increasing customers’ buying behaviour toward purchasing, such as smell, lights, songs, and the internal presentation of products (Attri & Jain, 2018). However, purchase intention differs from one industry to another, especially in fine-dining restaurants. Nowadays, customers are concerned about buying food or drink and getting the amusement and experience from dining experiences (Arora & Singer, 2006). They have identified key factors that significantly influence individuals’ purchasing behaviour. These factors include service quality, food, atmosphere, music, scent, presentation, and the booking process. The better these are delivered, the more satisfaction the customer experiences, leading to increased purchasing behaviour. From the TPB theory and equity theory perspective, it can be indicated that purchase behaviour is influenced by price fairness, perceived value, and behavioural loyalty. Price fairness encourages purchases, strong perceived value enhances willingness to buy, and behavioural loyalty drives purchase intentions. These interconnected factors shape consumer decision-making in fine-dining restaurants for parent customers. Thus, we hypothesize the following hypothesis:

H4a: Behavioural loyalty influences purchase behaviour more positively on females than in males

H4b: Perceived value influences purchase behaviour positively in both genders

H4c: Price fairness influences purchase behaviour more positively on males than on females

As discussed previously, TPB theory (Ajzen, 1991) and equity theory (Adams, 1965) are used and handled together as the theoretical basis for this study. Drawing upon these theories and the literature review, the developed conceptual framework demonstrated in Fig.1 revealed that price fairness, perceived value, and behavioural loyalty are modelled as antecedents of purchase behaviour with a moderation effect of gender.

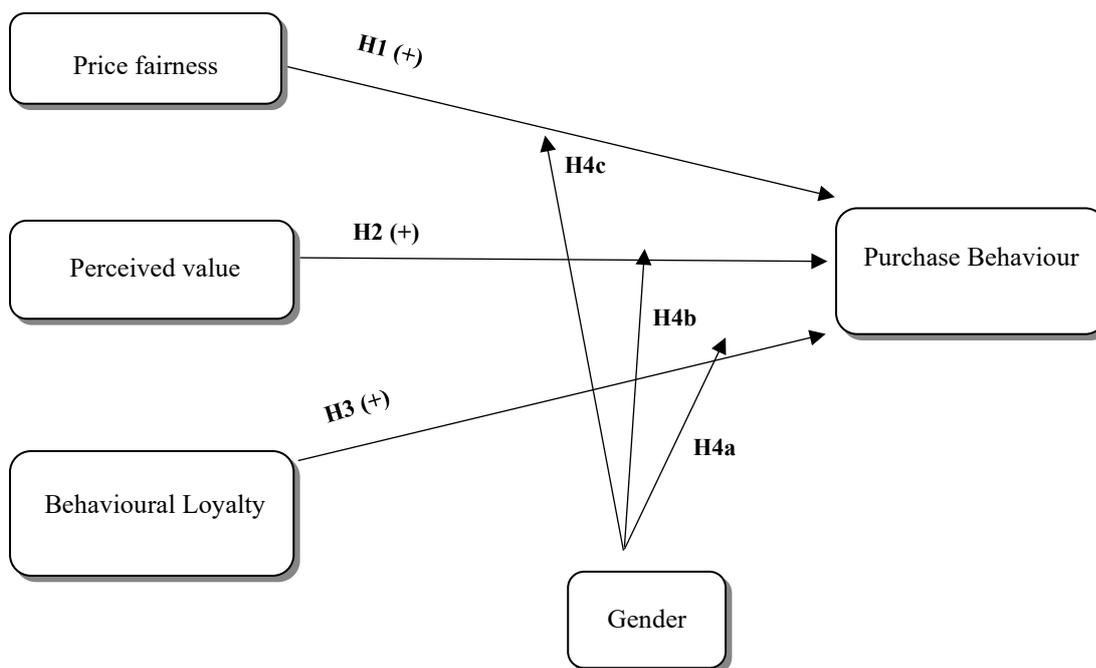


Figure 1: The Conceptual Framework of the Study

METHODOLOGY

a. Procedure of data collection and sample

A quantitative design was employed to test the hypotheses of this study. Data were collected using convenience sampling through written, structured questionnaires from fine-dining restaurant parent customers of both genders in Riyadh, Saudi Arabia. Participants were informed that their volunteer participation was anonymous to ensure objective results. Respondents were asked at the beginning of the questionnaire if they were parents. To this end, participants who are parents are allowed to complete the online survey. Then, they were inquired to fill in the survey instrument: price fairness, perceived value, behavioural loyalty, and purchase behaviour. Moreover, the demographic questions were gathered. All of the participants were male and female parents. 61.1% aged from 29-39 over other age categories. 76.7 % of the sample are females compared to the males, who comprise 23.3%. 51.1% of the participants have an income between 5,001 and 20,000 SAR, followed by 28.9% of participants whose income was above 30,000 SAR. 63.3% reside in the centre of Riyadh. Each question in



the survey is written in two languages, English and Arabic, to ensure the items were well-delivered. SPSS software was used in this study, and the analysis used was a simple linear regression and multiple regression.

b. Research Instruments

Items for the survey instrument were taken from previously validated scales. The independent variable, the price fairness scale, consists of five-items adopted from the literature (Bei & Chiao, 2001). The perceived value consists of three-items adopted from previous scholars (Sultan, Gao, Rohm, & Wang, 2012). Behavioral loyalty consists of five-items adopted from Ashley, Gillespie, & Noble (2016). The dependent variable, purchase behaviour, consists of five-items adopted by Mittal (1989). The questions that measured the variables were on a Likert scale “1=strongly disagree to 5=strongly agree”. The items, convergent validity, and reliability values are demonstrated in Table 1.

RESULTS

The measurement model is assessed and followed by a structural model to examine the hypothesized relationships between the variables of this study. Additionally, a moderation analysis was conducted to ensure that there were various parent customers among Saudis.

a. Validity and reliability

To ensure the measurement model fits, fit indexes are assessed (SRMR: 0.08; NFI: .727) and should provide the recommended threshold (Arbuckle, 2006; Browne & Cudeck, 1993). However, SRMR's value is precisely the threshold recommended to be below it, and it can be justified that to continue testing the hypotheses, the SRMR value should be at least close to 0.08 (Hu & Bentler, 1999), and it was accomplished to be closed to 0.80. For the NFI, the value obtained should be above .90, close to 1.0 (Hu & Bentler, 1999; Bentler & Bonnett, 1980), and the NFI value of this study is 0.727 below the cutoff value. However, other fit indices, such as SRMR, can achieve the model fit rather than relying solely on NFI. If other fits indicate a good fit, a low NFI does not necessarily mean poor model performance (Hu & Bentler, 1999).

To assure the factor loading of the study's constructs, the values obtained were all above 0.60 and 0.50 (Awang, 2016; Hair, Black, Babin, & Anderson, 2010) after eliminating the weak values (*PF3*, *PF4*, *BL3*, *BL4*, *PB2*, *PB5*). This suggests that the convergent validity of the measurement model is accomplished. AVE values of the constructs were also above the level of 0.50, which indicated a confirmed convergent validity of the measurement model (Fornell & Larcker, 1981). According to Table 2, the squared root of AVEs, are all higher than the correlations between the constructs. This indicates that the discriminant validity of the constructs was established (Fornell & Larcker, 1981). The reliability of this study was assessed using Cronbach's Alpha test and composite reliability (CR). Table 2 shows the Cronbach's alpha and CR for each item. All our reliability measurements were above 0.7 and higher, which is a good level of internal consistency (Hair et al., 2010; Kline, 2005; DeVellis, 2003).



b. Hypotheses testing

Following the verification of the measurement model, the proposed model with four constructs estimated with structural equations modelling to test the research hypotheses. The overall fit indexes for the model were adequate (SRMR: 0.08; NFI: .727). Fig. 2 visually demonstrates the path estimates for the hypothesized relationships in the model. Hypothesis 1 suggested that price fairness influences purchase behaviour and was rejected by the path estimate ($\beta = .011$; $P > .001$). The model's results revealed a significant and positive role of perceived value on purchase behaviour, supporting Hypothesis 2 ($\beta = .184$; $P < .001$). As stated in Hypotheses 3, a positive impact of behavioural loyalty on purchase behaviour was rejected ($\beta = -0.35$; $P > .001$).

c. Moderation analysis

To examine the moderation effect of gender in the impact of price fairness, perceived value, and behavioural loyalty on purchase behaviour, regression analysis on SPSS is employed. First, as stated in Hypothesis 4a, females have more behavioural loyalty than men toward purchase behaviour. The result indicates no moderator effect in this relationship and was rejected ($\beta = -0.24$; $P > .001$). Second, in Hypothesis 4b, it is suggested that gender has a moderator effect in the relationship between perceived value and purchase behaviour and was rejected ($\beta = .180$; $P < .001$). Finally, Hypothesis 4c suggests a moderator effect of gender in the relationship between price fairness and purchase behaviour and was rejected ($\beta = -0.001$; $P > .001$). These findings reported that gender has no moderation effect on the association between price fairness, perceived value, and behavioural loyalty on purchase behaviour.

Table 1: Scale items, Convergent validity and reliability.

Constructs	AVE	CR	α	Loadings
<i>Perceived value</i>				
PV.1 Compared with the price I need to pay, the service offers value for money.				.639
PV.2 Compared with the effort I need to put in, the service is beneficial to me.	.723	.887	.812	.654
PV.3 Compared with the time I need to spend, the service is worthwhile to me.				.831
<i>Behavioural loyalty</i>				
BL.1 I am more likely to shop at the restaurant because of the benefits I get through the program				.855
BL.2 I am less likely to buy from other restaurants because I am enrolled in this program				.858
BL.3 I buy from the restaurant more frequently because I am enrolled in this program	.818	.931	.890	.913
BL.4 I am more likely to buy from the restaurant in the future because I am enrolled in this program				.927
BL.5 I go out of my way to buy food from the restaurant because I am enrolled in this program				.910



<i>Price fairness</i>				
PF.1 The price of the service is logical.				.806
PF.2 The price of the service is fair.				.909
PF.3 The price of the service is very reasonable.	.812	.928	.894	.933
PF.4 The price of the service is a good deal.				.935
PF.5 The price of the service is acceptable.				.845
<i>Purchase behaviour</i>				
PB.1 In selecting from different restaurants available in the market, you could say that I would care a great deal as to which one I buy				.588
PB.2 You think that the many restaurants available in the market are all very alike				.666
PB.3 It is important to you to make the right decision of selecting the restaurant	.747	.898	.835	.710
PB.4 In making your selection of the restaurant, you are concerned about the outcome of your choice				.756
PB.5 The selection of this restaurant is important in your life				.659
Measurement Model Fit Indexes: NFI:0.727; SRMR: 0.08				

Notes: a Cronbach's α ; CR=Composite Reliability; AVE= Average Variance Extracted

Table 2: Discriminant validity of the measurement model

	Behavioural loyalty	Purchase behaviour	Price fairness	Perceived value
Behavioural loyalty	.904			
Purchase behaviour	-.145	.864		
Price fairness	.189	.142	.901	
Perceived value	.241	.372	.534	.851

The diagonal indicates the squared root of AVEs for each construct

DISCUSSION

The results of the empirical research revealed that as an external stimulus, perceived value is a significant determinant of parent customers' purchase behaviour in fine-dining restaurant choices, regardless of their gender, confirming the previous research (Misra, Pedada, & Sinha, 2022; Hamenda, 2018; El Tantawi, Bakhurji, Al-Ansari, Al-Khalifa, & AlSubaie, 2017). This indicates that both parents are willing to enjoy a food service that offers value at any price. It also indicates that when parents get the desired value at any price, their purchase behaviour increases toward the brand (Hamenda, 2018). Furthermore, the present study indicates that price fairness does not impact parent customers purchase behaviour, which is inconsistent with previous research (Konuk, 2019; Wang et al., 2016). Prior studies claim that price fairness can



influence customers' behavioural intentions only if they are satisfied, and it requires customer satisfaction to act as a mediator between price fairness and repurchase intentions (Konuk, 2019). The justification behind the absence of this influence is that Saudis' purchase power is high at any price, and Saudi economic growth is thriving (AlArjani, Modibbo, Ali, & Sarkar, 2021; Rahman, 2012). Another explanation is that based on the equity theory, parent customers believe that the existence of high value in fine-dining restaurants and the overall experience may let parents neglect price concerns. Moreover, perceived value is the most crucial factor in parents' intention to select the most suitable fine-dining restaurants. Therefore, practitioners can focus on offering high-quality food, exceptional service, and a family-friendly environment to drive purchase behaviour. Therefore, firms can engage in various marketing activities to understand the reasons that drive parent customers' behaviour and tailor their offerings to fulfil their preferences (Kubiczek et al., 2024). In addition, this study demonstrates that behavioural loyalty does not impact Saudi parent customers' purchase behaviour. This is inconsistent with previous studies (Chithrasekara & Karandakatiya, 2019). One explanation can be that behavioural loyalty alone cannot assure solid emotional attachment with purchase behaviour since the most crucial factor in parent customers' eyes is the perceived value of the fine-dining restaurant experience.

The moderation analysis of gender does not indicate any effect in the relationship of price fairness, perceived value, behavioural loyalty, and purchase behaviour in fine-dining restaurants among Saudi parent customers, which is inconsistent with previous studies that examine similar scopes (Ma, Hailin, & Eliwa, 2014). This reveals gender's homogeneity impact in the decision-making process among Saudi parent customers in the fine-dining experiences.

IMPLICATION TO RESEARCH AND PRACTICE

Theoretical implications

From the perspective of consumer behavioural theories, the scarcity of empirical research to understand parent customers' behavioural intentions toward restaurants is a major issue in the fine-dining and marketing literature. By filling this gap, the current study makes the following theoretical contributions remarkable. First, equity theory has been widely concerned with workers' compensation and service fairness and whether there is fairness in resource allocation (Adams, 1965). However, its application to Saudi parent customers in fine-dining experiences is limited. This study elevates the literature by demonstrating the impact of price fairness and perceived value leading to parents' behavioural intentions. Based on the equity theory and the framework of the study, this paper takes the general perspective of price fairness and perceived value beyond its basic level to show parent customers' tangible (price) and intangible (value) factors when examining equality prices leading to certain purchase intentions. Second, this study extends our knowledge of the influence of price fairness, perceived value, and behavioural loyalty on purchase behaviour with a moderation effect of gender among Saudi parent customers. Overall, the findings imply that perceived value is the only profound antecedent of parents' explaining their purchase intention. Therefore, this study contributes to the literature on parent customers' selections of fine-dining restaurants and supports a partial framework of this study. Third, this study enhances the fine-dining restaurant literature about Saudi parent customers by analysing the integrated influence of the antecedents of purchase



behaviour toward fine-dining restaurants to comprehend the current theories in understanding customers' behaviour. Fourth, this paper is one of the first to examine the behaviour of parent customers in fine-dining restaurant settings in Saudi Arabia.

Practical implications

The output of this study provides remarkable managerial implications. First, the findings demonstrated solely the impact of perceived value on Saudi parent purchase behaviour, neglecting other antecedent variables such as price fairness and behavioural loyalty. Thus, it can be crucial to address the importance of a restaurant's ambiance, atmosphere, hygiene, family-friendly environment, high-quality food, and exceptional experience to drive purchase behaviour (Kubiczek et al., 2024). For this reason, fresh food and appealing food presentation should be served in fine-dining restaurants. Second, labelling each dish on the menu by emphasizing the healthy ingredients of these dishes can be impactful in perceiving the value of their experiences. Therefore, Saudi parent customers' awareness of the outstanding healthiness, food-quality, and freshness is enhanced. Third, since the findings of this study do not suggest the impact of price fairness on purchase behaviour, fine-dining restaurants' managers may not neglect setting fair prices to avoid future negative behaviours from parent customers. This will ultimately maintain parent customers' perception of the consistent quality and price of the experience. According to the equity theory, inputs (prices) should be fair compared to the outputs (food quality and value). Fourth, the findings of this paper suggest that only perceived value is a major antecedent to Saudi parent customers' purchase behaviour. Therefore, fine-dining restaurant managers should sustain their customers' image regarding the value gained and rapidly resolve any issue during their experiences. Online questionnaires can be provided after parent customers' experiences to keep a closer eye on the value offered and gained. From a practical perspective, to succeed in the fine-dining restaurant industry, managers should consider the previously mentioned inputs of Saudi parent customers' purchase behaviour to maximize sales and enhance the brand image to be the champion leader in the market.

CONCLUSION AND FUTURE RESEARCH

Despite the significant contributions of the current study, a few limitations are stated for future studies to obtain deeper perspectives. First, the data were gathered in one geographical area with a convenience sample of parent customers. This could be a boundary of the representativeness of the empirical results to Saudi Arabia holistically. Since different cities in Saudi Arabia may vary in demonstrating parent customers' purchase behaviour, future studies can extend this research to different samples in other cities to ensure solid generalizability of the study. Consequently, obtaining different results may enhance the knowledge of fine-dining experiences among Saudi parent customers. Second, reallocating and adding certain variables in the framework can enhance the understating of the Saudi parent customers' purchase behaviours toward fine-dining experiences. Future studies can add or reallocate variables or use different moderators other than gender, such as income, educational level, or occupation. Third, this paper can be extended by conducting a qualitative approach instead of the quantitative approach used in this study, which uses in-depth interviews or focus groups to develop the marketing literature on fine-dining experiences. Fourth, The scarcity of customer engagement and value co-creation experiences among parent customers in fine-dining

restaurants can be a major opportunity for future scholars to include parent customers in being part of the customer experience as a mirror for other parent customers (Grönroos, 2017).

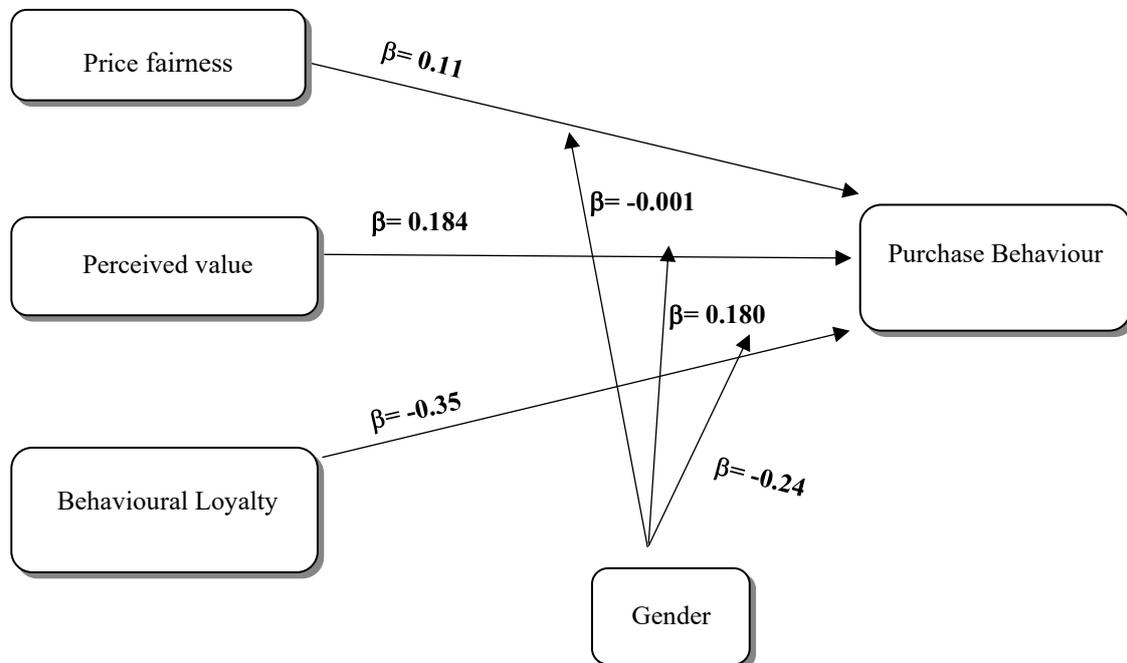


Figure 2: Structural model with parameter estimates

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