IMPACT OF CUSTOMERS' PERCEIVED PRICE ON BEHAVIORAL INTENTION: SEQUENTIAL MEDIATION OF IMAGE AND MEMORIES

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ABSTRACT

This study based on the assumptions of Theory of Planned Behavior (TPB), investigates the significant role of image and memories to stimulate behavioural intentions, aiming to win customers' trust in the context to promote hospitality enterprise. Drawing on TPB, this research empirically examines the indirect and sequential effects of image and memories on customer behavioural intention. Novelty of the current study is to explore the mechanism among price perception and behavioral intention. The results show anticipated outcomes by employing PROCESS Macros on an actual sample of 668 hospitality industry customers. This study use confirmatory factor analysis, correlation, and regression analysis to investigate the relationship among study variables. The anticipated outcome is associated with the sequential mediation effects of image and memories on the relationships of customers' perceived price on the behavioural intention. These outcomes provoke customers' positive behavioural outcomes in the perspective of the hospitality marketing approach. The originality of this research is to investigate the significant contribution of customers' image and memories in promoting the hospitality sector in an emerging economy. Limitations and implications of the study are also discussed in the last part of the paper.

KEYWORDS

Perceived perception; image; memories and behavioural intentions.

1. INTRODUCTION

During the last decade, the hospitality sector has persistently endeavoured to design marketing strategies based on customer satisfaction and loyalty while perceiving the diversified consumer longings (Song et al., 2019). In this context, researchers are interested in pursuing consumers' behavioural intentions to formulate marketing policies to associate positive images and memories related to products and services. This notion is supported to view the variations in customer buying choices. While reviewing the literature, it was observed that customer behavioral intentions have been the primary focus of the business organization, deterring possible customer revisit (Athar et al., 2021; Meštrović, 2017; Mukhtar et al., 2021; Rukh et al., 2021; Yasir et al., 2021). Scholars have observed that

behavioural intentions could be favourable and unfavourable depending upon the satisfaction of the customers receiving services (Meštrović, 2017). Previous studies have explored that brands are at higher risk of losing the customer base (Dawi et al., 2013). They also believe that gaining a new customer is expensive than retaining the already customer base (Dawi et al., 2013). Customer retention is itself a crucial task; therefore, to avoid these risks and losses, a firm should review its customers' behavioural intention because it explains why customers shift towards competitors (Dawi et al., 2013).

Earlier literature has discussed behavioural intentions of customers related to service quality, customer satisfaction (Mpwanya & Letsoalo, 2019), perceived authenticity (Song et al., 2019), perceived quality (Hashemi et al., 2020). Moreover, Dawi et al. (2013) explained the conceptual model of customer behavioural intentions related to switching barriers and social ties. Furthermore, Rambocas, Kirpalani & Simms (2018) explored customers' behavioural intentions in the context of repeated purchase desires, and they have found a positive association between positive behavioural intent and repeat purchases. These researches have been conducted in various industries like hoteling, fast-food, and retail. Food, shelter, and clothes are the three basics necessities of human life. Out of these, hoteling industries provide the two, i.e., shelter (accommodation) and food. The hospitality industry thus deals in multiple businesses and holds much importance (Shah & Jan, 2018). From the past few years, tourism in Pakistan has gained much attention but is still in poor condition compared to other countries (Shah & Jan, 2018). The hotel industry forms a considerable part of the tourism industry. More research is thus required to improve and attract tourists in Pakistan.

Therefore, this study intends to study the behavioural intentions of customers in the hotel industry of Pakistan. Researches previously have interpreted that customer behavioural intentions are influenced and affected differently, relying on their satisfaction level from the services they experience (Truong et al., 2020). A more significant number of visitors leads to enormous spending, making up the hotel revenue. These factors make it essential to study customer behavioural intentions in the hoteling sector (Padlee et al., 2019). Previously, few researchers have studied behavioural intentions regarding tourism (Padlee et al., 2019; Shah & Jan, 2018; Sousa & Alves, 2019; Troung et al., 2020), but to the best of the researcher's knowledge, there is hardly a single study being conducted till date that have studied the customers' perceived price and perception impact together on the behavioural intention. This paper intends to address this novelty. Perceived price is being first time studied under current research with behavioural intentions. Pakistan tourism industry is gaining interest from tourists; due to relaxation in travel restrictions, an expected increase of 50% is possible in Pakistan (Arshad et al., 2021). So, it is essential to evaluate better the impact of perceived price on the customer to build a positive image with a good memory of the brands in Pakistan. It eventually would lead to a positive buying behaviour of customers with frequent revisits of customers. Thus, boosting the overall hotel industry. Thus, this study will add to the research and literature of behavioural intentions and how they may be influenced by the perceived price of the hotel industry in Pakistan.

2. THEORETICAL BACKGROUND

Customer behaviour is a significant factor in defining an enterprise's fate, particularly in the hospitality sector (Hayat & Esenyel, 2020). Ajzen (1991), who developed the Theory

of Reasoned Actions, is convinced that behaviour is exaggerated by behavioural intentions (Ajzen, 1991). Theory of Planned Behavior also explains that scholars also support that behavioural intentions are considered the primary feature tacit to confine the inspiration factors that further affect behaviour (Cristea & Gheorghiu 2016). They will have a positive approach, belief, and standpoint on the subject of the behaviour. The literature explains that behavioural intentions consist of some factors understood to give self-assurance to an individual to perform in a friendly manner (Riepe et al., 2017). Therefore current studies tries to explore the factor that are critical to generate the behavioral intentions of a customer in hospitality and tourism sector.

Sequential Mediation of Images and Memories

Behavioural intentions refer to an individual's cognitive ability and readiness to behave in a particular way (Chua et al., 2016), which further affects the behaviour to come into sight (Yen et al., 2017). Numerous studies have highlighted that social differences and gender significantly affect behavioural intentions (Malhotra & McCort, 2001). Every customer's behavioural intention is different due to the sound effects of certain factors, and one of them is gender differences (Fakhrudin et al., 2018). Images and memories are considered customer perceptions. Images are the raw perception, while memories are processed information in one's mind (Athar et al., 2021). This study has explored the role of images and memories and how these perceptions are the central forces that help customer attitudes for positive behavioural outcomes in the hospitality and tourism industry. Previous studies have explored that customers' previous images and memories significantly impact the behavioural intentions (Ding & Hung, 2021; Hashmei et al., 2021).

Knutson et al. (2010) debated the associations among experience, memories and behavioural intentions in dealing with banking transactions. Knutson et al. (2010) stated that an optimistic involvement with the customer is considered a deposit by explaining this concept in-depth. In contrast, a negative experience is taken as a withdrawal in the memory bank. Ryu et al. (2015) conducted a study in the hospitality industry and found a positive association between the experiences of memories and the behavioural intentions of customers. Another scholar highlighted that memorable experiences cause memories in tourist activities. However, the number of investigations discussing this phenomenon is incomplete (Hung et al., 2014).

The literature explains numerous factors influencing the behavioural intentions of the customers. The researcher in this study hypothesized investigating how the price perception of the individual influences the behavioural intention with the novelty of the sequential mediation of images and memories. Prices and customer attitudes toward a product are well recognized in the literature debate. One study added that higher prices give perception and images of higher quality and positive behaviour toward that product (Ashraf & Niazi, 2018). Furthermore, Amin et al. (2018) added that image and price strongly affect decision-making. Harwani and Kanade (2017) exposed that the product-specific image had a significant optimistic result on the decision and behaviour of the customers. The study added that enjoyment, usefulness, and norms are significant predictors of behavioural intentions (Septiani & Handayani, 2017). With this explanation, the researcher proposes the sequential mediation of images and memories among price perception and behavioural intentions since the literature does not cover this gap. Further,

this study is novel with this perspective to contribute to the phenomenon of sequential mediation.

H1:   *Price perception is a significant positive association with behavioural intention.*

H2:   *Image mediates the linkage of price perception with behavioural intention.*

H3:   *Memories mediates the linkage of price perception with behavioural Intention*

H4:   *Images and memories sequentially mediate the relationship between price perception and behavioural intentions.*
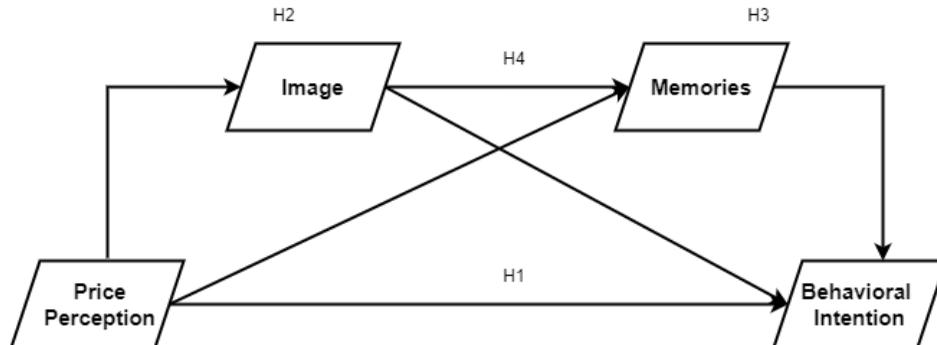
Figure 1: Theoretical Framework

3. METHODOLOGY

3.1 Sample and Procedure

This current research study collected data from Pakistan's hospitality and tourism sector, specifically restaurants and hotels. Data was collected using a self-administered questionnaire. Data of this study was collected using the purposive sampling technique. The restaurants and hotels targeted respondents were the regular customer and having regular visits to those restaurants and hotels. This research study used item response theory for sample size collection. According to item response theory sample size is calculated by number of items multiply by 20 (Kline, 2015; Field 2013). So 13*20, makes a sample size of 260. We ensured double responses to enhance the validity of findings. This study is based on the cross-sectional time horizon two-wave time lag; 1000 questionnaires were distributed among customers of different hotels and restaurants to avoid common method biases. Data about the demographic and study variables (price perception and image) were collected at Time 1. After the two weeks, data was collected about the memories and behavioural intentions at Time 2. The response rate of the current study was 668 (66%). The higher response rate is beyond average and suitable for marketing studies (Baruch & Holtom, 2008). Among 668 customers, 359 (54%) were male, and 309 (46%) were female. The average age of the customers was 28 years (SD = 7.75). 444 (66%) customers were single, 215 (32%) customers were married, 3 (0.4%) were divorced and 6 (0.9%) were widow. The majority of the customers were graduates, i.e. 499 (75%), while 16 (2.40%) had passed intermediate and 153 (23%) had MS/M.Phil. education.

3.2 Measures

3.2.1 Price Perception

Price perception is measured using 3 item scale developed by Westbrook and Oliver (1991). Price perception is measured using 5 points likert scale. Westbrook and Oliver (1991) reported that the internal consistency alpha reliability of the scale is .81. Sample item of this variable includes "The prices charged by this restaurant/hotel are reasonable".

3.2.2 Image

Image is measured using 4 item scale developed by Kim and Kim (2004). Image is measured using 5 points likert scale. Kim and Kim (2004) reported that the internal consistency alpha reliability of the scale is .78. Sample item of this variable includes "The restaurant/hotel is sophisticated".

3.3.3 Memories

Memories are measured using 3 item scale developed by Oh et al. (2007). Five points likert scale was used to measure memories. Oh et al. (2007) reported that the internal consistency alpha reliability of the scale is .77. Sample item of this variable includes "I have wonderful memories of my visit to this restaurant/hotel".

3.3.4 Behavioral Intentions

Three item scale developed by Ryu et al. (2008) were used to measure behavioural intention. Responses were measured on 5 points likert scale. Ryu et al. (2008) reported that the internal consistency alpha reliability of the scale is .82. The sample item of this variable is "I would like to come back to the restaurant/hotel in the future".

3.4 Data Analysis Approach

Firstly, mean, standard deviation, reliability and correlation of the study variables, i.e. price perception, image, memories and behavioural intention were examined using SPSS 24. Secondly, before hypothesis testing, multiple fit indices of the factor model were evaluated using AMOS 24. Thirdly, PROCESS macros were utilized to test the hypothesis of the current study. Three mediation model were performed because there are one independent variables, two sequential mediators and one dependent variables. First mediation model was performed to test the mediation of image among price perception and behavioral intentions. Second mediation model was performed to test the mediation of memories among price perception and behavioural intentions. The third mediation model was performed to test the sequential mediation of image and memories among price perception and behavioural intentions.

4. FINDINGS

Table 1 shows the mean, SD and correlation of gender, marital status, age, education, price perception, image, memories and behavioural intentions. The table shows that the reliabilities of the scales range from 0.68 to 0.80. The results the current study are consistent with our hypothesized relationships, the results show that price perception is positively and significant related to image (r = 0.65, p < .01), memories (r = 0.57, p < .01) and behavioral intentions (r = 0.55, p < .01). The results also show that image is positively

related to memories ($r = 0.62$, $p < .01$) and behavioral intentions ($r = 0.59$, $p < .01$). Table 1 also shows that memories are positive related with behavioral intentions ($r = 0.60$, $p < .01$). Correlation analysis provides preliminary support to our hypothesis of the study.

Table 1
Descriptive and Correlation Analysis

Variables	Mean	SD	1	2	3	4	5	6	7	8
1. Gender	1.46	0.49	1							
2. Marital Status	1.36	0.54	-0.02	1						
3. Age	28.17	7.75	-.023**	0.50**	1					
4. Education	15.88	1.48	-0.21**	0.19**	0.21**	1				
5. Price Perception	4.05	0.62	-0.06	0.14**	0.18**	0.10*	(0.68)			
6. Image	4.13	0.54	-0.06	0.12**	0.12**	0.08*	0.65**	(0.69)		
7. Memories	4.17	0.55	0.05	0.05	0.00	0.04	0.57**	0.62**	(0.80)	
8. Behavioral Intentions	4.15	0.53	-0.07	0.14**	0.00	0.03	0.55**	0.59**	0.60**	(0.73)

$N = 668$. Reliabilities are on the diagonal in parentheses
* Symbolizes (0.05) significance level;
** Symbolize (0.01) significance level

Table 2 shows that measurement model (four factor model) has possibly good fit indices related to other alternate measurement models i.e. IFI = 0.90, NFI = 0.91, RFI = 0.91, CFI = 0.92, TLI = 0.94 and RMSEA = 0.06; all of these indices exceed the satisfactory limit of Hu & Bentler (1999).

Table 2
Confirmatory Factor Analysis

	IFI	NFI	RFI	CFI	TLI	RMSEA
Four Factor Model	0.90	0.91	0.91	0.92	0.94	0.06
Three Factor Model	0.84	0.80	0.77	0.84	0.81	0.07
Two Factor Model	0.80	0.77	0.73	0.80	0.77	0.08
One Factor Model	0.76	0.73	0.68	0.76	0.72	0.09

Four Factor Model: All the Factors Individually
Three-Factor Model: Perceived Price and image combine into one factor
Two Factor Model: Perceived Price and image combine into one factor, memory and behavioural intentions combine into one factor
One Factor Model: All the variables combine into one factor

4.1 Hypothesis Testing

Consistent with the past research on hospitality (Arshad et al., 2022), this study uses PROCESS Macro developed by Andrew F. Hayes (Hayes & Preacher, 2013) to test the study's hypothesis. The results of the hypothesis are presented in the tables given below. The current study's findings show that price perception has a significant positive impact on behavioural intention ($\beta = 0.50$, t = 16.26, p < 0.001). Hence, H1 of the study that price perception is a significant positive association with behavioural intention is supported by our study data. Table 3 also shows that price perception is significantly associated with image ($\beta = 0.60$, t = 20.92, p < 0.001) and image is also significantly positively associated with behavioral intention ($\beta = 0.39$, t = 7.05, p < 0.001). Therefore, Table 3 shows that our data support all the direct relations of the study.

Furthermore, Table 3 shows the indirect effect of price perception on behavioural intention through image mediation; the table shows indirect effect remains significant (ULCI = 0.15, LLCI = 0.32) after the inclusion of image between price perception behavioural intention. This shows that image mediates the relationship of price perception and behavioral intention. So, H2 of the study i.e. image mediates the relationship among price perception and behavioral intention is being supported by the data of this study.

Table 3
Results of Simple Mediation Model

Direct and Total Effect				
Variable	**β**	**SE**	**T**	**P**
Price Perception regressed on behavioral intention	0.50	0.03	16.26	0.00
Price Perception regressed on Image	0.60	0.03	20.92	0.00
Image regressed on behavioral intention	0.39	0.04	7.05	0.00
Indirect Effect and Significance using Normal Distribution				
	Value	**SE**	**LL 90% CI**	**UL 90% CI**	**p**
Sobel	0.23	0.05	0.15	0.32	0.00
Bootstrap Results for Indirect Effect				
	M	**SE**	**LL 90% CI**	**UL 90% CI**
Effect	0.23	0.05	0.15	0.32

The current study's findings show that price perception has a significant positive impact on memories ($\beta = 0.54$, t = 17.00, p < 0.001). Table 4 also shows that memories is also significantly positively associated with behavioral intention ($\beta = 0.40$, t = 9.85, p < 0.001). The table shows that our data support all the direct relations of the study. Furthermore, Table 4 shows the indirect effect of price perception on behavioural intention through the mediation of memories; the table shows indirect effects remain significant (ULCI= 0.14, LLCI = 0.30) after including memories between price perception behavioural intention. This shows that memories mediate the relationship of price perception and behavioural intention. So, H3 of the study, i.e. memories mediate the relationship between price perception and behavioural intention, is supported by the data of this study.

Table 4
Results of Simple Mediation Model

Direct and Total Effect					
Variable	**β**	**SE**	**T**	**P**	
Price Perception regressed on behavioral intention	0.50	0.03	16.26	0.00	
Price Perception regressed on Memories	0.54	0.03	17.00	0.00	
Memories regressed on behavioral intention	0.40	0.04	9.85	0.00	
Indirect Effect and Significance using Normal Distribution					
	Value	**SE**	**LL 90% CI**	**UL 90% CI**	**P**
Sobel	0.21	0.05	0.14	0.30	0.00
Bootstrap Results for Indirect Effect					
	M	**SE**	**LL 90% CI**	**UL 90% CI**	
Effect	0.21	0.05	0.14	0.30	

Table 5 shows the results of sequential mediation of image and memories among price perception and behavioural intention. The table shows that the direct association of price perception and behavioural intention is significant, and after the inclusion of images and memories among them, the relationship remains significant (ULCI= 0.04, LLCI = 0.13). This shows that image and memories sequentially mediate the relationship between price perception and behavioural intention. So, H4 of the study, i.e. image and memories sequentially mediates the relationship between price perception and behavioural intention, is also supported by our data.

Table 5
**Results of Sequential Mediation Model**

| Variable	β	SE	T	P
Total effect				
Price Perception regressed on behavioral intention	0.50	0.03	16.26	0.00
	Value	**SE**	**LL 90% CI**	**UL 90% CI**
PP → I → BI	0.15	0.04	0.09	0.23
PP → I → M → BI	0.08	0.02	0.04	0.13
PP → M → BI	0.08	0.02	0.05	0.14

5. DISCUSSION AND CONCLUSION

The primary and critical objectives of the current research study were to investigate the positive impact of customer attitudes on favourable customer behaviours and provide insight into the complex underlying mechanism of sequential mediation of customer perceptions in the hospitality sector of Pakistan. In this study, firstly, we check the direct impact of customer attitudes (price perception) on behavioural intentions. In the second part, we first check the sequential mediation of customer perceptions (image and

memories) in customer attitudes and behavioural intentions. The findings of the current study provide support to our hypothesized model.

Figure 2 shows that the total effect of price perception on behavioural intention is $\beta = 0.50^{**}$ hence, H1 of the study is supported by our data. Figure 3 also shows that after mediation of image between price perception and behavioural intention, the relationship remains significant, but the value decreases to $\beta = 0.23^{**}$. That means that image mediates the relationship of price perception and behavioural intention supporting H2 of the study. Figures also show that the total effect of price perception on behavioural intention is $\beta = 0.50^{**}$, and when we include mediation of memories between price perception and behavioural intention, the relationship remains significant, but the value decreases to $\beta = 0.21^{**}$ (Figure 4). That means that memories mediate the relationship between price perception and behavioural intention, supporting our H3 of the study. When we introduce both mediators in sequence, then sequential mediation of image and memories among price perception and behavioural intentions, the relationship remains significant $\beta = 0.08^{**}$ (Figure 5). Figure 5 shows that images and memories carry forward the positive impact of price perception towards behavioural intention. The current study first explores price perception's impact on image, memories, and behavioural intention. After that, sequential mediation of image and memories test between perceived value and behavioural intention. The results show that image and memories sequentially mediate the relation between price perception and behavioural intention, supporting H4 of the study. Results shows in the figure depict that all the relationships tested in the below figure are significant and positive.
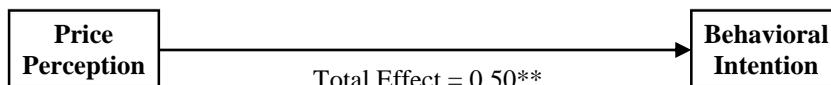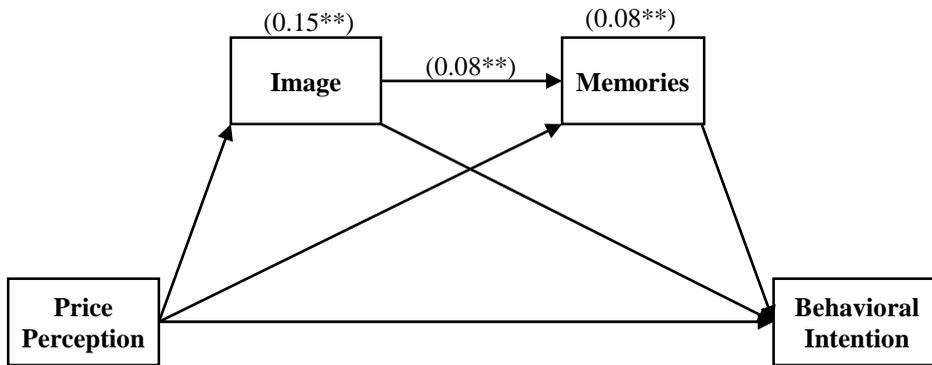

Figure 2: Direct Relation of Price Perception and Behavioural Intentions
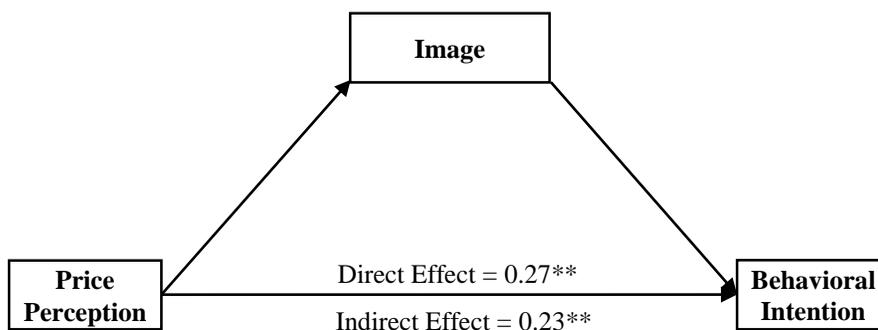
Figure 3: Mediation of Image among Price Perception and Behavioural Intentions
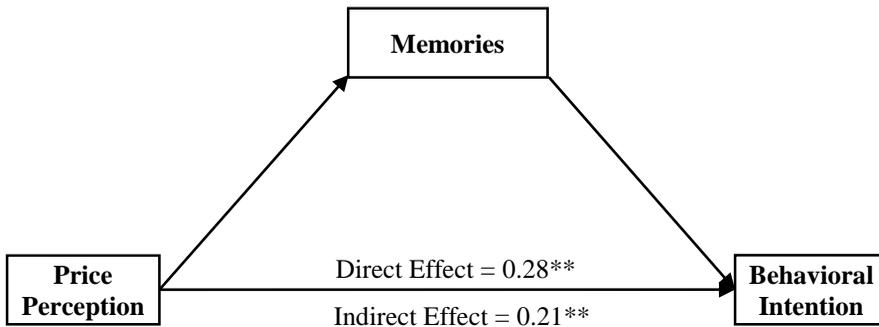
**Figure 4: Mediation of Memories among Price Perception
and Behavioural Intentions**

**Figure 5: Sequential Mediation of Image and Memories
among Price Perception and Behavioural Intentions**

5.1 Research Implications

One of the primary objectives of this research study is to investigate the impact of price perception on the key contributors of marketing research named behavioural intention. This study also explores the underlying sequential mediation mechanism of image and memories in the relationship between price perception and behavioural intention. The results derived from the data analysis of this study have several implications for the prediction of customer behaviour in the hospitality sector which also help this sector to understand the factors contributing towards behavioural intention. This study contributes to understanding behavioural intentions in hospitality sector research, which is considered an essential factor for the service sector. By keeping in mind the findings of this research study, the implications are divided into practical and theoretical implications. These implications of the current study should be acknowledged by the lens of limitations discussed in the next part of this chapter. These implications of this research study contribute to the literature by supporting and expanding the previous results and findings. These implications of the study are explained in the following section:

5.1.1 Theoretical Contribution

This research study includes several theoretical contributions. This study suggests that perception and image are significant contributors to customer-related positive behaviour known as behavioural intention in the hospitality sector. These relationships mentioned above have been discussed and proved through the hospitality and tourism sector (Afshardoost et al., 2020; Han et al., 2019). The main contribution of the current study is to explore the underlying sequential mediation of image and memories in the relationship of price perception with behavioural intention. This current study fills the gap taken from past studies on the hospitality and tourism sector. This current study fills the missing link in the previous literature. That study is significant because it explores the sequential mediation of image and memories among customer attitudes (price perception) and behavioural intention.

This current research study is based upon the essential mediators of the hospitality sector that are customer perception. Therefore this study explains how customer attitudes are linked with customer perceptions about a specific restaurant or hotel. The findings of this study reveal that customer-related attitudes (price perception) are the critical variables that lead towards customer perceptions (image and then memories), and these perceptions then lead a customer towards favourable positive customer behaviour (behavioural intention). The findings of the current study also contribute towards the customer attitude literature. The research on the linkage of customer attitude towards customer perceptions and customer behaviour is less explored in the marketing literature (Martínez García de Leaniz et al., 2018). This also requires attention from the researchers to explore the role of customer perceptions like image and memories among customer attitudes and customer behaviour in the hospitality and tourism sector. Our study thus addresses this gap in the marketing literature as the results imply that when the customer's attitude towards the specific hotel or restaurant is positive, it creates a positive image. Then good memories are the crucial factors for behavioural intention.

5.1.2 Practical Contribution

This research study possesses several research implications for the practitioners and managers of the hospitality and tourism sector that are keen to seek the behaviour of their customers. This research study has unique practical implications for understanding the behaviour of the customer and the factor that are essential to creating positive behaviour of customers. First and foremost, price perception is one of the major contributor towards the behavioral intention of a customer therefore managers of hospitality sector must look into the matter that how to improve the price perception of their products. So this will lead an organization towards the positive and favorable behavioral intention towards their hotel or restaurant. Hotels and restaurants should also consider making significant investments to better price perception because these are essential to customer behaviours.

This research study also suggests that when the customer attitude towards a restaurant or hotel is favorable, there is a greater chance that perceptions of the customers will also be positive to assist an organisation in serving their customers in a better way. Organisations must start some programs to increase their brand image because the current

study also shows that image is the essential element that helps to create and maintain favorable behavioral intention towards the specific hotel/restaurant. Image also helps to generate customer satisfaction, purchase intention, and behavioural intention (Zhang et al., 2021).

Lastly, this research study also highlights the memories also plays an important role for the behavioral intentions. Customers always love to visit those places which have positive and favorable memories in their minds. Manages of the hospitality sector also focus on the fact that how to create favorable memories in the minds of the customer so that helps to create behavioral intention.

5.3 Research Limitations

Every study has its limitations; therefore, this research study also involves some limitations related to sampling design, research instrument, and data analysis techniques. These are explained below lines.

Firstly, the sample for this research study was taken from the hospitality and tourism sector of Pakistan. So it is pretty challenging to generalize the results of this study to the other sectors of Pakistan, and it is considered the major limitation of this study. Secondly, the questionnaires of this research study use self-reporting to collect data based upon their perceptions and experience. Thirdly, as described in the last paragraph, the data collected from the hospitality and tourism industry customers are based upon their perceptions. The research based upon the customer's perception always comes with limitations since the customer's opinion is based on personal experience instead of facts (Erisman, Daniels, Wong & Franz, 2004). Fourthly, this research is conducted in Pakistan, which also creates generalization problems in Western countries due to differences in economy, culture and other demographic factors (Laleman, Pereira & Malik, 2015), so the results of the study may be different concerning Europe and America. Lastly, we also used control variables in this research study like age, gender, marital status, and education to avoid confounding effects on the observed relationships.

5.4 Future Research

Future research on the current topic could be extended and can add to the existing literature in many ways. Firstly, the findings and results of the current study are based upon the data analysis and data was collected from the service industry named hospitality and tourism industry of Pakistan. Future studies on the same model can be done by collecting data from other service sectors like banking, education and health. The sample size of the data can be increased to provide more statistical power and provide analysis with precision. Secondly, a comparative study could be managed to test the significant differences among the hospitality sector customer and other sectors, so the difference of options of customers can be analyzed among different service sectors. Thirdly, cross-cultural studies could be managed in the future among developed and developing countries to check the difference of opinion among the customer due to demographic differences and economic differences. Fourthly, the focus of the current study was based on quantitative research methodology using questionnaires. In the future, studies can be managed in the same research model using a qualitative or

mixed methodology to check how customer attitudes move towards customer-related positive perceptions and behaviours. Future studies can be managed to check the customer satisfaction of the hospitality sector based on demographic variables like age, sex, marital status, education, and experience. In future, the role does gender can also be studied to examine the influential factors for both genders. Lastly, this research study includes some customer attitudes to check their relationship with customer perceptions and behaviours, and in the future, some other customer attitudes must be included to determine their role in the customer decision process and behavioural intentions.

5.5 Conclusion

The current research study attempts to provide insight into the intentions of customers related to the hospitality sector in Pakistan by using four variables (price perception) of the Theory of Planned Behavior and four customer attitudes. We also include two mediators (image and memories) and behaviour intention by designing a model through the Theory of Planned Behavior in the hospitality sector. Our research study findings endorse that customer attitudes influence the behaviour of customers of the hospitality sector through customer perceptions. The current study results also show that customers having positive attitudes towards restaurants and hotels have greater chances to engage in positive perceptions and customer-related positive behaviour. The difference between past and current studies may show different antecedents of behavioural intentions. The extended model through Theory of Planned Behavior also provide insights for the academics and practitioners to understand the intentions of customer that lead them towards positive behaviour. It is the primary responsibility of the managers of the hospitality sector to identify the factors that lead towards behavioural intention because these intentions are the most desirable customer outcome for any organisation or business. We also believe that future research in that area can build on our endeavour that will help the managers better understand and comprehend the customer in a better way to keep them satisfied.

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