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Willingness to Pay Extra With Luxury Approach and the Mediating Role of Perceived Quality and Self-Congruity (Case of Study: Customers of Luxury Restaurants)

Somayeh Ahmadzadeh^{a*}, Mostafa Parsaifard^b

^a Faculty of Management Department, Faculty of Management and Innovation, Shahid Ashrafi Isfahani University, Isfahan, Iran

^b Faculty of Management and Innovation, Shahid Ashrafi Isfahani University, Isfahan, Iran

Abstract

One of the main factors in the restaurant industry is attractive investment and its effect on customers' willingness to pay extra for added pleasure. Therefore, this research was conducted with the aim of investigating the effect of perceived luxury on the willingness to pay extra with the mediating role of perceived quality and self-congruity among customers of luxury restaurants in Ahvaz. The current research is applied in terms of purpose, descriptive in terms of method, and causal in nature. The statistical population included all customers of luxury restaurants in Ahvaz city, which was sampled by a non-random method and available to 384 people and analyzed through the standard questionnaire of Lee et al. (2022). The results showed that the unique social and functional values of the restaurant are among the most important values necessary for the willingness to pay extra, and the effect coefficient of perceived luxury on the willingness to pay extra in customers, the effect coefficient of luxury on the variable of perceived quality, the effect coefficient of perceived luxury Based on self-congruity, the coefficient of influence of perceived quality on willingness to pay extra and the coefficient of influence of self-congruity on willingness to pay extra were calculated as 0.35, 0.58, 0.52, 0.31 and 0.24 respectively.

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Keywords: Perceived Luxury, Willingness To Pay Extra, Perceived Quality And Self-Congruity;

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*E-mail Address: S.ahmadzadeh@ashrafi.ac.ir

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