Social Cues-Customer Behaviour Relationship: a Test of Two Competing Models
The Case of Shopping Malls in Jordan

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Presentation Outline

- Research focus
- Research objectives
- Research significance and contributions
- Literature review
- Research models
- Methodology
Research Focus

- The effect of the social cues of a shopping environment on customers’ behavioural response
- Two competing models in a (SOR)-based framework
- Emotion-cognition vs. cognition-emotion
Research Objectives

- To examine the effect of social cues on customers’ emotional, cognitive, and behavioural responses
- To examine the effect of customers’ emotions and cognition on customers’ behavioural response
- To investigate the mediating role of both customers’ emotions and cognition in social cues-behavioural response relationship
Significance and Contributions

- Enrich the existing literature on the role of social cues of shopping environment in affecting customers’ behavioural responses:
  - Social cues as holistic concept rather than focusing on its aspects
  - Different theories of customer behaviour into one comprehensive framework
  - Simultaneously examining two competing scenarios of interplay mediation between emotion and cognition
Significance and Contributions - cont.

- Substantial practical significance to malls’ operators
- Projecting the social aspects of a mall’s shopping environment - more competitiveness and profitability
- Leveraging the effect of social cues on customers’ behavioural responses
Literature Review

- The importance of shopping environment in affecting customer buying behaviour
- The focus on physical environment factors
- The focus on certain aspects of social environment
- Empirical evidence is mostly western
- Stimulus-Organism-Response model to understand customer behaviour in retailing contexts
Literature Review - cont.

The Mehrabian-Russell’s (1974) S-O-R Model

[S] Environmental Stimuli


[R] Approach or Avoidance Response
Literature Review - cont.

- Emotion and cognition as mediators
- Limited research on interactive mediation
- Two schools of thoughts:
  - Emotion-cognition approach
  - Cognition-emotion approach
Research Models

Emotion-cognition mediated model
Research Models

Cognition-emotion mediated model
## Research Methodology

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<thead>
<tr>
<th>Research Population and Sample</th>
<th>Mall customers in Jordan</th>
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<tr>
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<td>Convenient but randomized</td>
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<th>Research Strategy</th>
<th>Survey</th>
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<td>Measurements</td>
<td>Prior research measurement, 7-point Likert &amp; semantic differential scales</td>
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### Research Methodology – cont.

<table>
<thead>
<tr>
<th>Questionnaire Development</th>
<th>Translation &amp; piloting</th>
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<tr>
<td>Data Collection</td>
<td>Questionnaire, mall intercept</td>
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<td>Data Analysis</td>
<td>SEM using AMOS, preliminary analysis, two-step approach</td>
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Thank you for listening