Social cues-customer behaviour relationship: a test of two competing models: The case of shopping malls in Jordan

Nusairat, N, Rashid, T and Rembielak, G

<table>
<thead>
<tr>
<th>Title</th>
<th>Social cues-customer behaviour relationship: a test of two competing models: The case of shopping malls in Jordan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authors</td>
<td>Nusairat, N, Rashid, T and Rembielak, G</td>
</tr>
<tr>
<td>Type</td>
<td>Conference or Workshop Item</td>
</tr>
<tr>
<td>URL</td>
<td>This version is available at: <a href="http://usir.salford.ac.uk/33806/">http://usir.salford.ac.uk/33806/</a></td>
</tr>
<tr>
<td>Published Date</td>
<td>2014</td>
</tr>
</tbody>
</table>

USIR is a digital collection of the research output of the University of Salford. Where copyright permits, full text material held in the repository is made freely available online and can be read, downloaded and copied for non-commercial private study or research purposes. Please check the manuscript for any further copyright restrictions.

For more information, including our policy and submission procedure, please contact the Repository Team at: usir@salford.ac.uk.
Social Cues-Customer Behaviour Relationship: a Test of Two Competing Models
The Case of Shopping Malls in Jordan

Nawras Nusairat       Dr. Tahir Rashid
Dr. Grazayna Rembielak

Salford Business School

International Conference in Marketing:
Contemporary thinking in marketing: where theory meets practice

Edinburgh University Business School: 4-5th Dec 2014
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
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
The Mehrabian-Russell’s (1974) S-O-R Model
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

Social Cues

Pleasure

Arousal

Behavioral Response

Cognitive Evaluation of a Mall’s Shopping Environment

H1

H2a

H2b

H3

AH 8a

AH 8b

H4a

H4b

H6
## Research Methodology

| Research Population and Sample | Mall customers in Jordan  
<p>| Convenient but randomized |
| Research Strategy | Survey |
| Measurements | Prior research measurement, 7-point Likert &amp; semantic differential scales |</p>
<table>
<thead>
<tr>
<th>Research Methodology – cont.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Questionnaire Development</strong></td>
</tr>
<tr>
<td><strong>Data Collection</strong></td>
</tr>
<tr>
<td><strong>Data Analysis</strong></td>
</tr>
</tbody>
</table>
Thank you for listening