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

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

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Salford Business School

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theory meets practice**

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# Presentation Outline

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



## Research Focus

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- 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

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- 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

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- 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.

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- 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

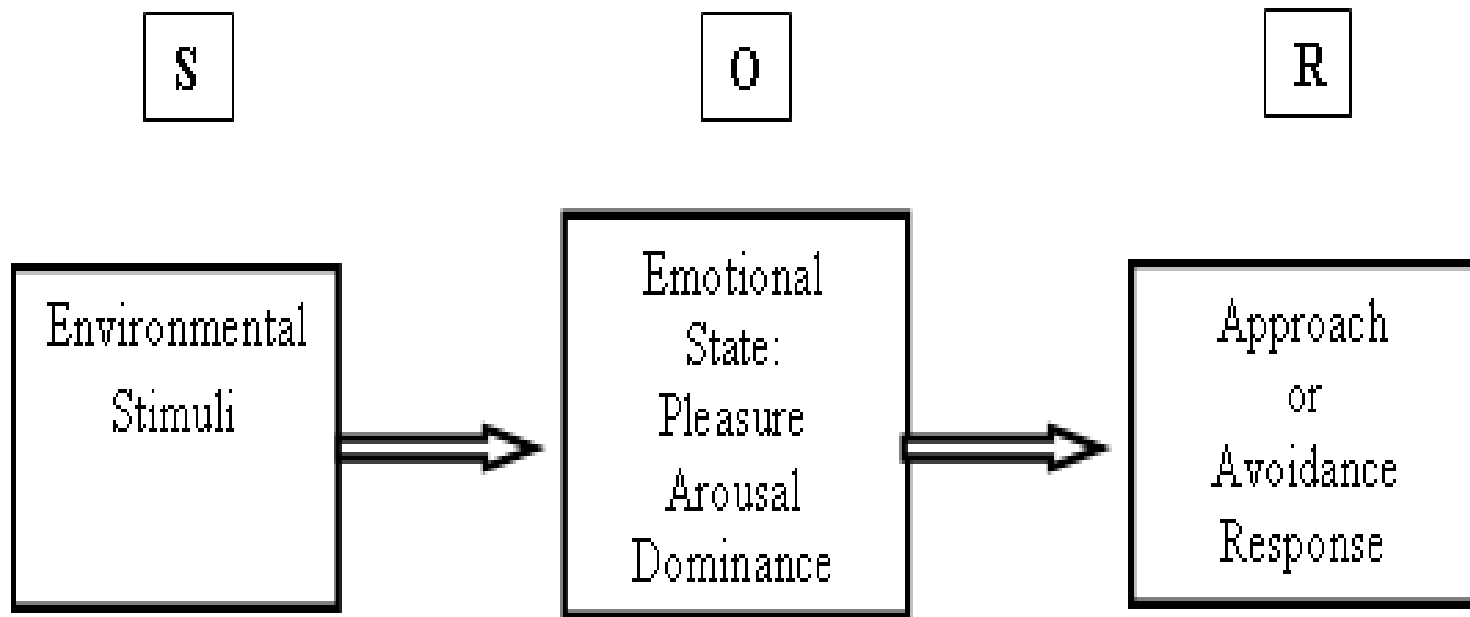
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- The importance of shopping environment in affecting customer buying behaviour
- The focus on physical environment factors
- The focus on certain aspects of social environment
- Empirical evidence is mostly western
- Stimulus-Organism-Response model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



# Literature Review- cont.

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





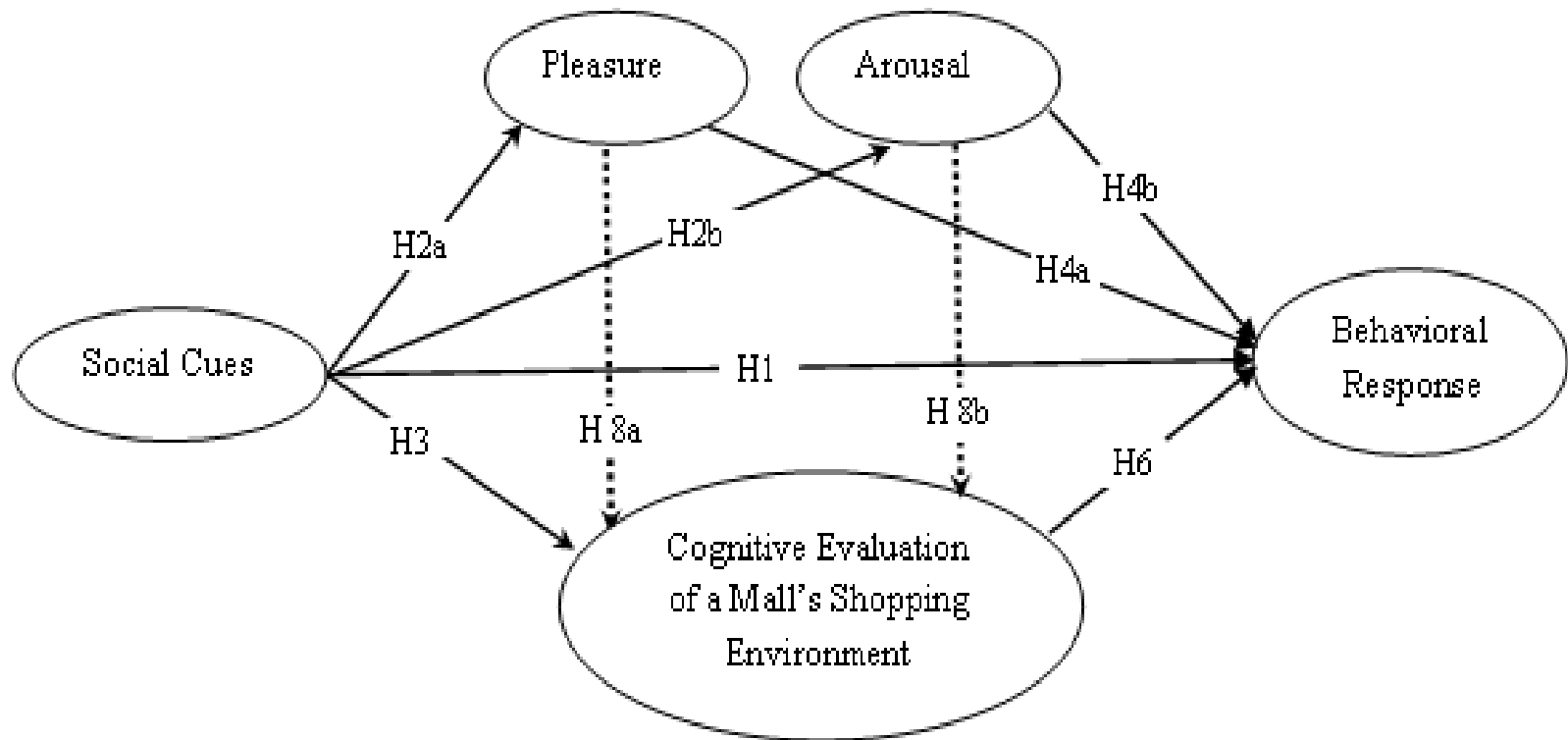
## Literature Review- cont.

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

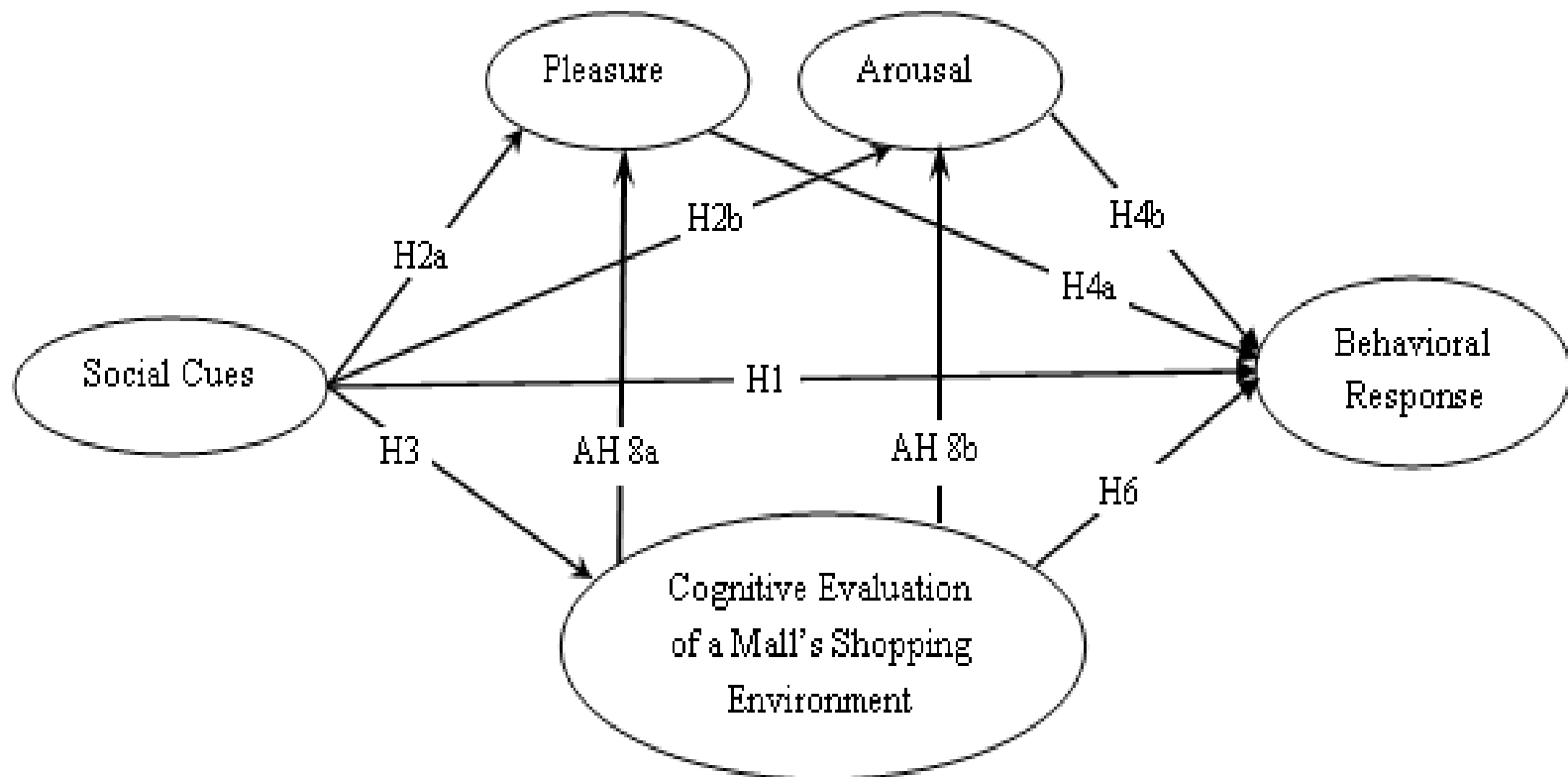
# Research Models

## Emotion-cognition mediated model



# Research Models

## Cognition-emotion mediated model





# Research Methodology

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**Research Population and  
Sample**

Mall customers in Jordan  
Convenient but randomized

**Research Strategy**

Survey

**Measurements**

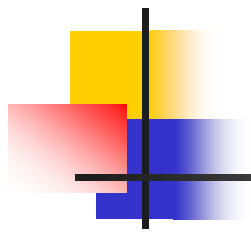
Prior research measurement, 7-  
point Likert & semantic  
differential scales



## Research Methodology – cont.

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<b>Questionnaire Development</b>	Translation & piloting
<b>Data Collection</b>	Questionnaire, mall intercept
<b>Data Analysis</b>	SEM using AMOS, preliminary analysis, two-step approach



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*Thank you for listening*