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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

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

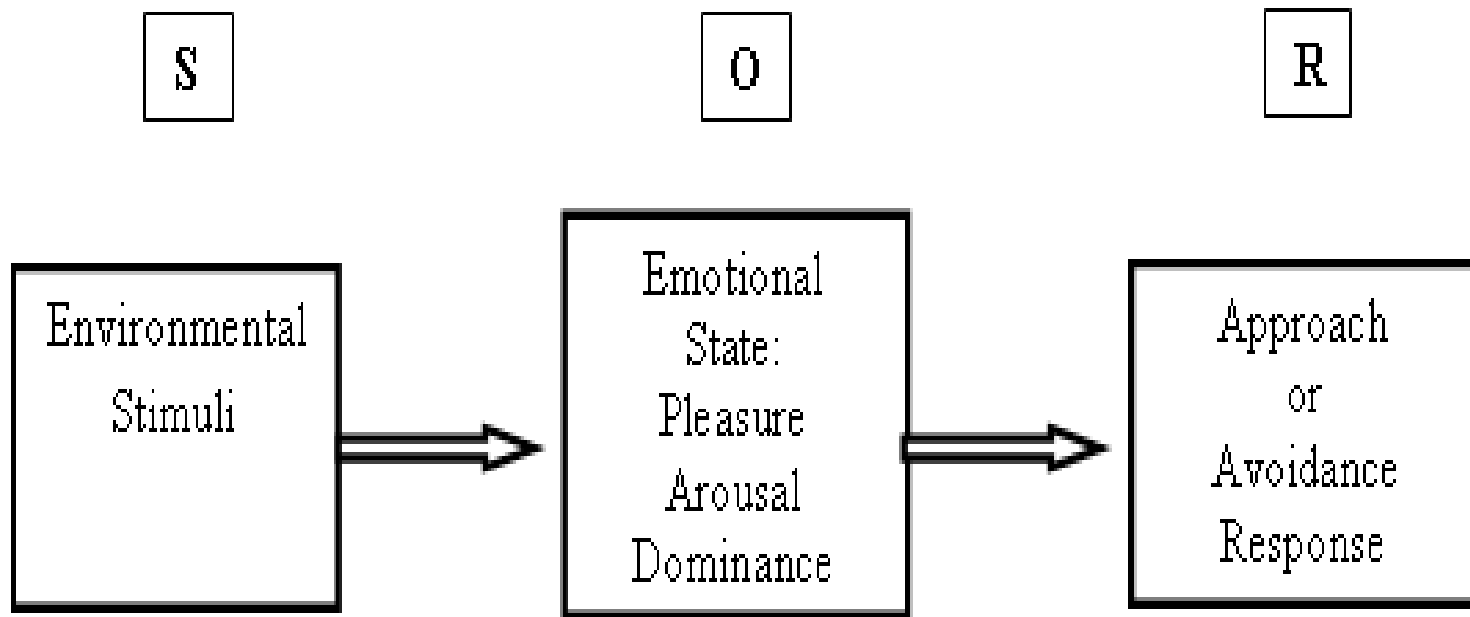


Literature Review

- 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



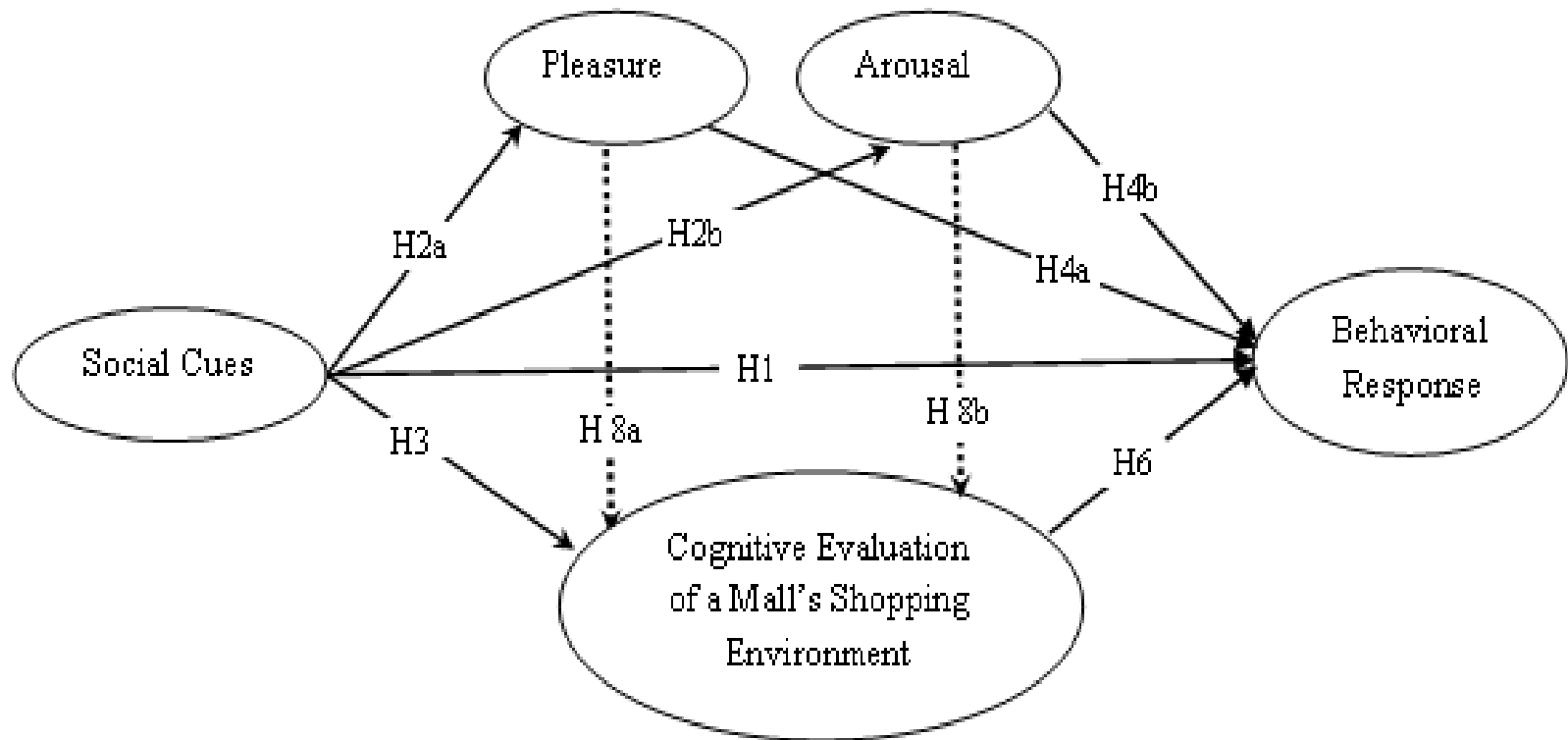


Literature Review- cont.

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

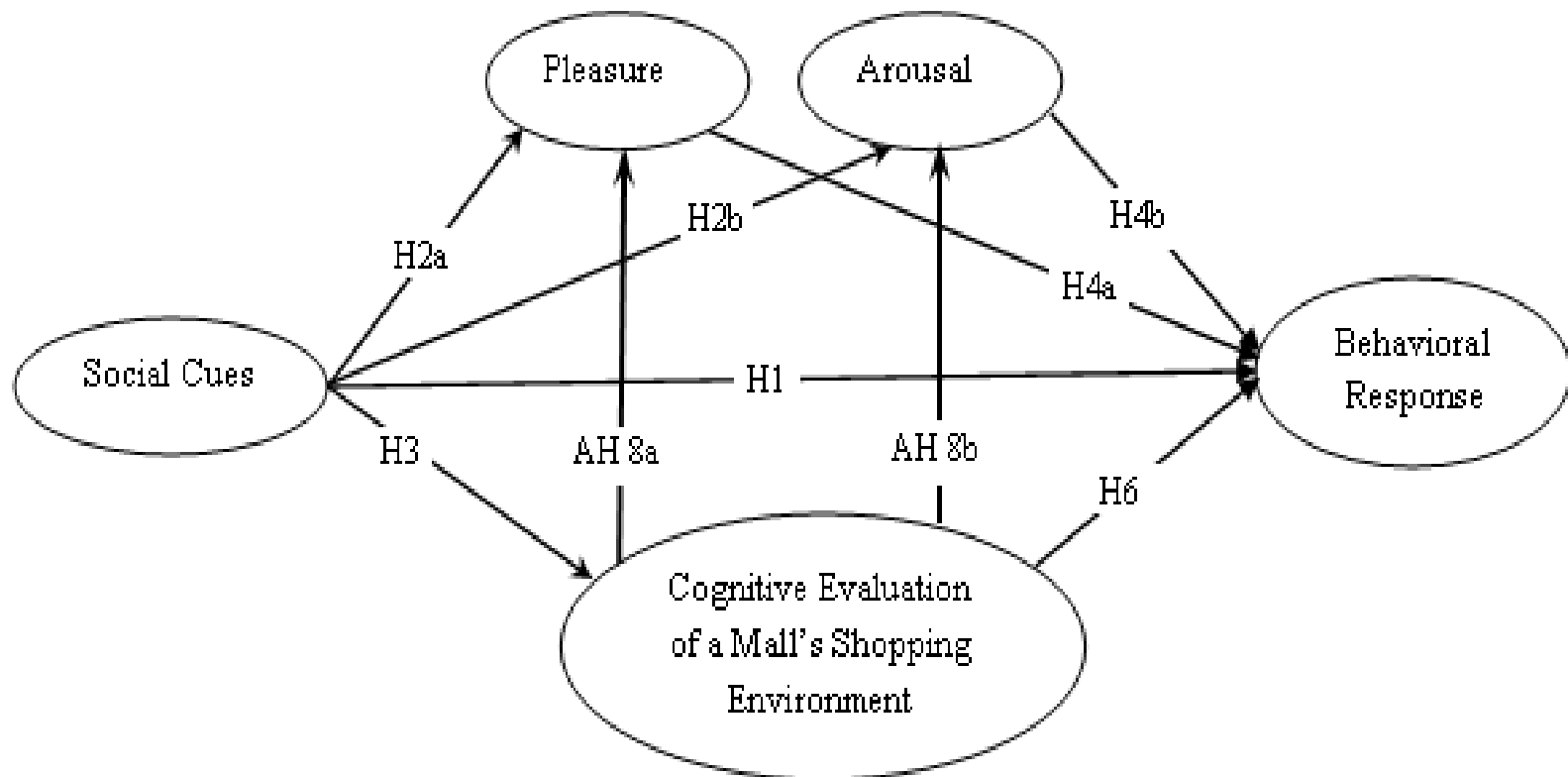
Research Models

Emotion-cognition mediated model



Research Models

Cognition-emotion mediated model





Research Methodology

**Research Population and
Sample**

Mall customers in Jordan
Convenient but randomized

Research Strategy

Survey

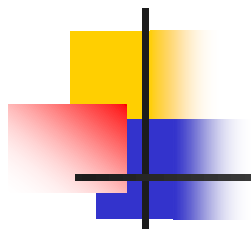
Measurements

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



Research Methodology – cont.

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



Thank you for listening