

**Project Title:** Using Cognitive and Emotive Factors to Explain Outlet Mall Shoppers Intentions to Purchase Apparel: A Dual-Process Perspective

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**Department:** Marketing

**Project Summary:**

The SEM model reveals significant positive relationships at the  $P < 0.05$  level or better for anticipated elation (IV), attitudes toward outlet malls (IV), and self-expression (IV) on intentions to purchase apparel at outlet malls; hence, the dual-process model cannot be rejected.

**Publications:** Will be submitted to Journal of Retailing and Consumer Services, Summer (2009)

**Presentations:** Will be submitted, to be published as a Summary Brief, to Society of Marketing Advances Conference Proceedings, Fall (2010)