



Mediating Marketing Knowledge in the Effect of Cultural Intelligence on Consumers 'Decision-Making Style

A Case study on Customers of fast-food restaurants in Mansoura

By

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Abstract: The current research aimed at investigating mediating marketing knowledge in the effect of cultural intelligence on consumers' decision-making style" by applying on Customers of fast-food restaurants in Mansoura" and the study used the descriptive analytical method and relied on questionnaire in collecting the data. The number of the study sample was (489) individuals. The results of the study found that there is a positive effect of the mediating role of marketing knowledge in effect of cultural intelligence on customer's decision-making style. The results showed that there was an increasing in interpretation of the variables included in model for the changes that occur in a variable and mediating role of marketing knowledge in effect of cultural intelligence on the decision-making style of customer leads to an increasing in the effect of the dimensions of the variables included in the study. The study recommended that for increasing the level of marketing knowledge for consumers, there is a need to provide all information that leads to increasing their knowledge of the products before purchasing them, and the needs of producers to put all the necessary information on the commodity clearly and prominently must be pay attention to.

Keywords: Marketing Knowledge (MK) - Cultural Intelligence (CI/CQ) - Consumers 'Decision-Making Style (CDMS)

Introduction

The business world has become more globalized, which makes support in global and culturally diverse business for associations significant and important, for enormous, measured associations, yet in addition for little and medium-sized undertakings. Subsequently, considering and understanding social variety in globalization assumes an imperative part in producing strain and social struggles (Caputo et al., 2018). Likewise connecting really within the sight of numerous societies is an expertise that not every person has, as certain people are more effective than others in a multicultural circumstance. Besides, many organizations attempt to acquire new knowledge that turns into

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a basic expertise through making more cooperative game plans and examinations (Charoensukmongkol, 2020).

The important of this research appears in the important of Cultural Intelligence which several modern and fundamental topics have emerged in the field of administrative work, which includes confronting the challenges that organizations face in the business environment, and in light of which they seek to achieve leadership and excellence to reach a distinguished position. Successful leaders, which provides them with the skills to obtain the information necessary to make decisions, which heralds the birth of this multidimensional topic. The importance of the current topic, which is one of the important strategic topics in helping the manager to achieve the goals of the organization, as it is one of the types of intelligence that mark successful leaders.

The problem of the study stems from the ambiguity of the role of cultural intelligence in determining the motives and methods of decision-making, which creates a research gap, as there are many previous studies mentioned that have varied in their views in terms of the relationship of cultural intelligence to the decision-making process and the role of marketing knowledge in the relationship between cultural intelligence and the decision-making process, which make this study so important.

Theoretical framework and development of research hypotheses:

Meng-yue et al., (2020) stated that cultural intelligence (cultural intelligence can be refers as CQ: capability to function effectively in culturally diverse settings) as the capacity of people to adjust to the new social climate all the more really and to think and act diversely in it. Also, Majeed & Jamshed, (2021) declared that social intelligence is the capacity to participate in a bunch of ways of behaving that utilization abilities, for example, language or relational abilities as well as qualities for instance, resistance of vagueness or adaptability that are fittingly tuned to culture-based values and individuals' mentalities Who are being managed. In this way, Meng-yue et al., (2020) also recognizes CQ as an essential expertise in acquiring the advantages of chances made by fast globalization. Besides, Earley & Mosakowski, (2004) anchor that there are four components of CQ specifically metacognitive, mental, inspirational and conduct aspects.

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First and foremost, Earley & Mosakowski, (2004) state metacognitive CQ as a bunch of cycles embracing by people to gain and grasp Intelligence of assorted societies, likewise, it connects with how an individual sees and judges other people who have different culture. In addition, Gamayanto et al., (2018) characterize Cognitive CQ as a's comprehension singular might interpret the degree to which others' societies are comparative and not quite the same as their own and from one another that requires information on monetary and general sets of laws, standards of social connection, stylish qualities and dialects in various societies. Furthermore, Gamayanto et al., (2018) frame persuasive CQ as the capacity to acquire direct consideration and energy towards learning and activity in circumstances described by social contrasts. Moreover, Yelamos et al., (2022) allude to persuasive capacities as a significant device for tackling true issues.

Besides, Faraji et al., (2021) affirm that it is the singular's advantage in encountering different societies and connecting with individuals from various societies. Likewise, Faraji et al., (2021) characterize conduct CQ as the capacity to show verbal and nonverbal activities fitting in socially different circumstances. In this manner, Cultural insight expects that the individual skill and when to do as well as ought to endure person who have a serious level of social intelligence and responsiveness (Souza et al., 2021).

On the one hand, the decision of advertising information explicitly in the flow research depends on the possibility that learning the executive's information is more complicated than mechanical information since the board information is socially and socially debilitated (Souza et al., 2021). Past examination demonstrates that four gatherings of variables are probably going to impact the exchange of information to be specific the source, the beneficiary, and the setting of information (Souza et al., 2021). Decision-making style is characterized as mental qualities of a shopper that assist with taking the most ideal decision (Abubakar et al., 2019).

Subsequently, a purchaser takes on a blend of more than one style to go with buying choices that are generally steady over the long run. In light of a careful survey of buyer interest studies, Moyano-Díaz & Mendoza-Llanos (2021) planned eight gatherings of purchaser decision-making qualities comprising of 40 things, the first is perfectionistic that actions customers' quest for more excellent items that requires some investment and exertion when they look at between same items at same quality and cost. Second

trademark is a brand cognizant in which customers will purchase item with excessive cost since they feel that this item have excellent than other. Third qualities named design cognizant in which shopper pick item that is new and have particular attributes than other item. The fourth credits named sporting decadent in which shopper purchase item just for no particular reason and amusement as it were. The Fifth credits named Price-esteem cognizant in which buyer pick item that furnishes them with high worth than other items. Six trademark is Impulsiveness involves in estimating the direction of the clients towards shopping assuming that it is hasty or imprudent. Seven trademark is confounded by over decision that actions client disarray coming about because of the huge number of decisions accessible to clients. The last qualities considered routine brand faithful that actions the dedication framed by clients' inclinations for a specific brand or store that turns into a propensity.

On the other hand, Caputo et al., (2018) indicated that there are two significant issues of knowledge we ought to think about, first issue which is the most common way of procuring and moving knowledge in association organizations and the elements that work with or forestall this cycle; Second issue, which is legitimacy of knowledge. Tragically, a few holes existed. Additionally, scientists have been keen on the adaptability of various types of knowledge concerning their legitimacy. Altogether, unequivocal knowledge can be effectively moved between associations like item procedures, actual dispersion strategies, and advancement methods. Be that as it may, inferred knowledge is challenging to acclimatize and share like theoretical social abilities (Thapa & Parimoo, 2022).

Subsequently, Marketing Knowledge (MK) is a kind of viable knowledge comprising of explanatory knowledge and procedural knowledge (Zebal et al., 2019) Also order knowledge into unequivocal and implicit knowledge. Yet, Al-Dmour et al., (2020) presents five types of marketing knowledge into advertising ideas, primary systems, exact speculations, vital standards and examination standards. The greater part of the examination has zeroed in on definitive knowledge and procedural marketing knowledge. All the while, Salehi et al., (2019) state procedural advertising knowledge as all perspectives on marketing peculiarities that promoting administrators can use to take fitting advertising choices.

Likewise, Belk et al., (2018) grouping knowledge into two sorts named implicit and express knowledge which have a contrary implication. Unsaid knowledge, first and foremost is characterized as Intuitive and nonverbal knowledge and the knowledge that is implanted in the social texture of the organization like instinct, the securing of sentiments and individual and hierarchical abilities. Interestingly, unequivocal knowledge manages more goals, objective and specialized knowledge. A verbalized knowledge can be resolved orally or recorded as a hard copy, for example, PC programs, licenses, drawings, ideas or equations (Shafiee, 2021).

Knowledge management presents a systematic approach for searching and using knowledge in the interest of value making. It already involves the single beginning, selection, processing, formalization, transformation, knowledge saving into memory, but the mass center is in spreading to other knowledge development and their effective use (Di Vaio et al., 2021). Thus, Di Vaio et al., (2021) refer knowledge management as the practice of creating, acquiring, and sharing, capturing and using knowledge to increase the performance of organizations. According to Schniederjans et al., (2020), the process of KM consists of four activities which are production and development, writing and saving, transmission and sharing and the last activity is their usage of knowledge. So, knowledge is the best type of capital in current society and according to the current trends of globalization, restructuring and generalization of good practices (Schniederjans et al., 2020) Thus, KM provides an effective competitive advantage

As we know, understanding and knowing the cultural differences that can arise as a result of cultural difference helps to understand and know the needs of customers and meet their cultural expectations. According to Oliva & Kotabe, (2019) people who have grown up in different cultures will inevitably develop different ways of thinking and behaving as well as people who have different culture and norms will create problems when they interact in sharing their knowledge (Kianto et al., 2018). Also, Kianto et al., (2018) reveal that CI plays a significant role in the knowledge transfer process performance. Additionally, Razzaq et al., (2018) affirm that there is an impact of social insight in knowledge sharing and group imagination of ostracize. In the same manner, Razzaq et al., (2018) bring up that group culture knowledge and group information sharing impact group development performance with

respect to multifaceted groups in the eatery business. Accordingly, the first hypothesis can be formulated as following:

H1: There is a statistically significant effect of cultural intelligence variable and its four dimensions (Metacognitive, Cognitive, Motivational and Behavioral) on marketing knowledge.

Also, Al Dhaheri, (2021) viewed that the manager cultural intelligence (CQ) affects the effect of marketing-mix adaptation and export performance. Previous studies found that export managers' motivational and metacognitive CQ are intangible but valuable resources influencing marketing strategy and export performance. Additionally, Iskhakova & Ott, (2020) postulate that cultural intelligence as a key driver of knowledge sharing among culturally diverse teams. Puyod & Charoensukmongkol, (2019) agree with all the above researchers and view that there is an effect of cultural intelligence and knowledge exchange contributed to the theory of cultural intelligence where managers who possess cultural intelligence are able to give their best and can external tasks because they are able to interact effectively with people from different cultural backgrounds.

Accordingly, the second hypothesis can be formulated as following:

H2: There is a statistically significant effect of culture intelligence on customer decision making style.

Knowledge management (KM) gained much attention in the last two decades. Thus, knowledge management plays an important role and part of knowledge management in enhancing organizational competitiveness in a global market and its success may depend on individuals' attributes, willingness and motivation to disburse the knowledge (Song & Sun, 2018). In an attempt to get a better understanding of consumer decision-making styles, Song & Sun, (2018) identifies 50 items related to consumers' cognitive and affective orientation towards shopping and buying. Baslom & Tong, (2019) refine this inventory and developed a more parsimonious scale consisting of 40 items. The Consumer Style Inventory (CSI) that they have developed consists of eight decision-making styles. This construct is described as basic consumer personality and is analogous to the concept of personality in psychology.

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Accordingly, the third hypothesis can be formulated as following:

H3: There is a statistically significant effect of marketing knowledge on customer decision making style.

The majority of past examinations introduced shopper dynamic styles in various culture such as India, Germany, Malaysia, Brazil and South Africa. These multifaceted investigations have shown that four customer styles are somewhat more relevant to various nations as proposed by the element design and dependability evaluations of the variables to be specific quality cognizant, brand conscious, style cognizant and sporting cognizant (Thangavel et al., 2022). Prakash et al., (2018) additionally uncover that Malay' buyers are very bumbling in dealing with item and market information, bringing about data over-burden and disarray. Hence, the consequences of this review suggested that conventional purchaser training ought to be presented in auxiliary schools in developing educated and effective youthful customers. Thangavel et al., (2022) expressed that consumer Dynamic styles different as indicated by sort of item explicitly substantial, standardized items (buyer gadgets) and immaterial, non-normalized items (accommodations).

Accordingly, the fourth hypothesis can be formulated as following:

H4: There is a positive effect of the mediating role of marketing knowledge in the effect of culture intelligence on customer decision making style.

What's more, advertisers and sponsors can acquire a superior comprehension of how their products are situated or promoted and normalize showcasing developers. In the event that the choice making examples of shoppers vary in various nations, publicizing and different components of the marketing blend should be adjusted to oblige these distinctions. For instance, in the event that there is a large section of hasty purchasers in a specific nation, then, at that point, suitable notices can be placed for those clients (Pandey & Charoensukmongkol, 2019). Likewise, Vyatkin et al., (2019) indicates that every one of the parts of social insight (aside from the inspirational part) have a critical and direct relationship with chiefs' dynamic style.

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Additionally, Pandey & Charoensukmongkol, (2019) explain that family structure which is male is rule or wife or joint navigation and furthermore Islamic standards and Iranian culture have significant effect on dynamic style on Iranian family. Likewise, Vyatkin et al., (2019) look at the effect of culture on client dynamic style in buying cellphones utilizing eight elements of client dynamic style. What's more, uncover that there is a critical association between national culture and dynamic style implying that culture changes influence purchasers' behavior, values, standards and activities. Likewise, Pappas et al., (2019) affirms that there is a significant contrast in dynamic styles in view of orientation and social hypotheses including hedonism, oddity mindfulness, cost esteem mindfulness, and direction towards brand devotion, and shows that ladies score higher effect in gratification, new direction and consciousness of the worth of the cost more than men.

Numerous scientists have been worried about client decisions of a particular item or brand or dissemination channel as indicated by their costs, offers and data they reported to publics (Mehta & Dixit, 2016). Consequently, this paper presents the effect of culture knowledge as an dynamic apparatus in influencing purchaser dynamic style that is significant in sharing and transferring information in different culture. Past examinations showed the advantages of CQ to MK on customer dynamic style in field of emergency clinic. In this way, our exploration centers around investigating the effect of CQ on Km. Thus, no past examinations have talked about the relationship of culture intelligence on dynamic likewise the intervening job of MK on this connection.

Hence, the researchers fill these gaps by asking the following questions?

1. What is the effect of culture intelligence on marketing knowledge?
2. What is the effect of culture intelligence on customer decision making style?
3. What is the effect of marketing knowledge on customer decision making style?
4. What is the Mediating role of marketing knowledge in the effect of culture intelligence and customer decision making style?

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Research population:

This exploration depends on the two sorts of information. **Optional Information:** Auxiliary information were gathered for the hypothetical outline from different sites and exploration papers that managed subjects related to the examination issue, and **Essential information:** expected to accomplish the examination targets were collected utilizing the E-Examiner strategy (Google Structures and LinkedIn in Mail) models to apply the poll through the web and fill it with various people. With an example targeting clients of drive-through joints in Mansoura. The researchers applied the electronic questionnaire on the customers of fast food restaurants as shown in the following table:

Table (1)

Descriptive analysis of the study sample

No.	Name of the restaurant	Sample size	Sample size responses	Percent of responses
1	MAC	100	99	99 %
2	KFC	100	99	99 %
3	COOKDOOR	100	96	96 %
4	Pizza Hut	100	97	97 %
5	Zack's	100	98	98%
Total	5	500	489	97.8 %

Source: (prepared by the researcher based on statistical analysis)

It's clear from the above table (1) that the final sample size that was correct to get into analysis process is (486) sample

Research hypothesis:

1. There is a statistically significant effect of cultural intelligence variable and its four dimensions (Metacognitive, Cognitive, Motivational and Behavioral) on marketing knowledge.
2. There is a statistically significant effect of culture intelligence on customer decision making style.
3. There is a statistically significant effect of marketing knowledge on customer decision making style.
4. There is a positive effect of the mediating role of marketing knowledge in the effect of culture intelligence on customer decision making style.

Study Methodology

The flow concentrates on utilized the enlightening exploration strategy, which depicts the peculiarity to be considered and the ideas and terms connected with this peculiarity. It likewise utilized the scientific method, through which measurable techniques and strategies are utilized in breaking down the examination information that will be gotten through the poll structure that was dispersed to the exploration test to arrive at Discoveries and proposals that accomplish the targets of the research.

Study tool

The research used electronic questionnaire form as tool for study and the questionnaire included Personal data (gender – age - Academic qualification -income level) and Cultural intelligence (CI) (Metacognitive - Cognitive – Motivational - Behavioral) Includes 20 phrases depending on the following theoretical researchers (Ang et al.,2007(, and marketing knowledge (KM) (Tacit knowledge - explicit knowledge) Includes 8 phrases , depending on the following theoretical researchers (Hubert,1996; Nonaka & Konno,1998; Somech & Bogler,1999; Leonard & Insch,2005; Chenet et al.,2010) and consumers’ decision-making styles (CDMS) (Perfectionism/Quality Consciousness - brand conscious - Recreational/ Hedonism - Recreational, Hedonistic - Price-value conscious – Impulsiveness, Confused by overchoice - Habitual/Brand Loyalty) Includes 38 phrases depending on the following theoretical researchers (Sam & Chatwin, 2015 ;Mehta & Dixit, 2016) and The research used (five-degree Likert scale was used, which consists Strongly agree (5), agree (4), neutral (3), disagree (2), strongly disagree (1) in answering the study’s questions.

Data analysis and hypothesis testing:

1. Characteristics of the study population:

Table (2)

Demographic characteristics of the study sample

Description	Categories	N	%
Gender	Male	237	48.5
	Female	252	51.5
Age	12 to 18	81	16.6
	18 to 30	198	40.5
	31 to 40	132	27.0
	41 to 50	45	9.2
	51 and UP	33	6.7
Academic qualification	Read and Write	27	5.5
	Below Intermediate	51	10.4
	Intermediate qualification	129	26.4
	Qualification above Intermediate	93	19.0
	High qualification	147	30.1
	Postgraduate studies	42	8.6
Income level	Less than 3000 EGP	138	28.2
	From 3000 to less than 5000 pounds	213	43.6
	From 5000 to less than 8000 pounds	99	20.2
	8000 or more	39	8.0
Total		489	100%

Source: (prepared by the researcher based on statistical analysis)

From the previous table, it was found that most of the study sample was female with a percentage of 51.5%. It also became clear that the highest age group among the study sample members was (18 to 30 years) (40.5%), and it was found that the highest category in the educational qualification was the middle qualification category (26.4%). While the highest level of income among the study sample was between 3000 and less than 5000 pounds (43.6%).

2. Results and analyses:

2.1 Reliability and validity:

An exploratory variable investigation (EFA), an unwavering quality evaluation, and a legitimacy appraisal of builds is utilized to decide develop dependability and legitimacy. In this review, Cronbach's α and composite

unwavering quality were utilized for the dependability test. As displayed in Table (2), all composite reliabilities of develop were more noteworthy than 0.771, and Cronbach's α were more than 0.870. It indicates that information had an elevated degree of dependability. We additionally tried the merged legitimacy and discriminant legitimacy. United legitimacy depends on two circumstances: that way factor stacking must be 0.7 or more, and that the typical fluctuation extricated (AVE) should be 0.5 or more (Hair et al., 2006). As displayed in Tables (3).

Table (3)

Reliability and validity of the measures

	Phrases	Correlation coefficient	AVE	CR	Cronbach's Alpha
Cultural Intelligence (CI)	CI1	0.640	0.645	0.795	0.794
	CI2	0.619			
	CI3	0.562			
	CI4	0.701			
	CI5	0.661	0.723	0.873	0.870
	CI6	0.744			
	CI7	0.674			
	CI8	0.672			
	CI9	0.661			
	CI10	0.692			
	CI11	0.733	0.711	0.863	0.861
	CI12	0.732			
	CI13	0.665			
	CI14	0.665			
	CI15	0.623			
	CI16	0.692	0.654	0.743	0.741
	CI17	0.700			
	CI18	0.691			
	CI19	0.461			
	CI20	0.433			
Marketing knowledge (MK)	MK1	0.737	0.629	0.758	0.755
	MK2	0.707			
	MK3	0.734			

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	Phrases	Correlation coefficient	AVE	CR	Cronbach's Alpha
	MK4	0.644	0.593	0.764	0.761
	MK5	0.685			
	MK6	0.737			
	MK7	0.680			
	MK8	0.750			
Consumers decision-making styles (CDMS)	CDMS1	0.542	0.697	0.824	0.818
	CDMS2	0.608			
	CDMS3	0.597			
	CDMS4	0.623			
	CDMS5	0.598			
	CDMS6	0.664			
	CDMS7	0.645			
	CDMS8	0.586	0.729	0.853	0.846
	CDMS9	0.570			
	CDMS10	0.649			
	CDMS11	0.645			
	CDMS12	0.670			
	CDMS13	0.623			
	CDMS14	0.654			
	CDMS15	0.655	0.737	0.819	0.814
	CDMS16	0.682			
	CDMS17	0.622			
	CDMS18	0.574			
	CDMS19	0.760			
	CDMS20	0.693	0.627	0.834	0.829
	CDMS21	0.771			
	CDMS22	0.718			
	CDMS23	0.750			
	CDMS24	0.546			
	CDMS25	0.589	0.719	0.821	0.813
	CDMS23	0.588			
	CDMS27	0.592			
	CDMS28	0.482	0.729	0.843	0.834
	CDMS29	0.514			

	Phrases	Correlation coefficient	AVE	CR	Cronbach's Alpha
	CDMS30	0.531	0.722	0.872	0.859
	CDMS31	0.563			
	CDMS32	0.572			
	CDMS33	0.760			
	CDMS34	0.693	0.599	0.755	0.748
	CDMS35	0.771			
	CDMS36	0.718			
	CDMS37	0.750			
	CDMS38	0.546			
	CDMS39	0.589			
	CDMS40	0.588			

Source: (prepared by the researcher based on statistical analysis)

From the past table, we notice that all relationship coefficients for all variables items were measurably critical at the degree of importance $\alpha = (0.01)$, and this implies that the instrument has underlying legitimacy and is legitimate for the motivations behind the review and High alpha qualities show a high level of interrelatedness between test things. Dependability coefficient Alpha which affirms the legitimacy and connection of the assertions of the survey tomahawks and the Unwavering quality of the tool utilized in the review.

2.2 Hypotheses Test:

1. There is a statistically significant effect of cultural intelligence variable and its four dimensions (Metacognitive, Cognitive, Motivational and Behavioural) on marketing knowledge.

It's was found that there is a statistically significant effect of culture intelligence on marketing knowledge Because (F) Statistically significant in 0.01 and there is a statistically significant effect of (Cognitive, Motivational and Behavioral) on marketing knowledge and no statistically significant effect of (Metacognitive) on marketing knowledge and it was found that the variables included in the model explain 59.9% of the changes that occur in a variable marketing knowledge Which answers the first question of the study

Table (4)
Effect of culture intelligence on marketing knowledge

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Metacognitive	0.046	0.129	0.029	0.360	0.719
Cognitive	0.411	0.081	0.432	5.058	0.000
Motivational	-0.577	0.109	-0.504	-5.293	0.000
Behavioral	1.111	0.134	0.807	8.268	0.000

F: 58.949
R²: 0.599

Source: (prepared by the researcher based on statistical analysis)



Figure 1: Effect of Culture Intelligence on Marketing Knowledge

2. There is a statistically significant effect of culture intelligence on customer decision making style.

It's was found that that there is a statistically significant effect of culture intelligence on customer decision making style Because (F) Statistically significant in 0.01 and there is a statistically significant effect of (Metacognitive, Cognitive, Motivational and Behavioral) on customer decision making style and it was found that the variables included in the model explain 93.6% of the changes that occur in a variable customer decision making style Which answers the second question of the study.

Table (5)

Effect of culture intelligence on customer decision making style

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Metacognitive	2.509	0.255	0.316	9.833	0.000
Cognitive	2.012	0.161	0.427	12.522	0.000
Motivational	-0.484	0.216	-0.085	-2.243	0.026
Behavioral	3.044	0.266	0.445	11.447	0.000

F: 579.553
R²: 0.936

Source: (prepared by the researcher based on statistical analysis)



Figure 2: Effect of Culture Intelligence on Customer Decision Making Style

3. There is a statistically significant effect of marketing knowledge on customer decision making style.

It was found that there is a statistically significant effect of marketing knowledge on customer decision making style Because (F) Statistically significant in 0.01 and there is a statistically significant effect of (Tacit knowledge and explicit knowledge) on customer decision making style and it was found that the variables included in the model explain 66.2% of the changes that occur in a variable customer decision making style Which answers the third question of the study.

Table (6)

Effect of marketing knowledge on customer decision making style

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Tacit knowledge	2.914	0.645	0.311	4.515	0.000
Explicit knowledge	5.093	0.632	0.555	8.056	0.000

F: 156.743
R²: 0.662

Source: (prepared by the researcher based on statistical analysis)



Figure 3: Effect of Culture Intelligence on Customer Decision Making Style

4. Mediating role of marketing knowledge in the effect of culture intelligence on customer decision making style

Table (7)

Mediating role of marketing knowledge in the effect culture intelligence on customer decision making style

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Before	Metacognitive	0.046	0.129	0.029	0.360	0.719
	Cognitive	0.411	0.081	0.432	5.058	0.000
	Motivational	-0.577	0.109	-0.504	-5.293	0.000
	Behavioral	1.111	0.134	0.807	8.268	0.000
	F: 58.949					
R ² : 0.599						
After	Metacognitive	0.053	0.114	0.033	0.379	0.707
	Cognitive	0.436	0.073	0.446	5.123	0.000
	Motivational	-0.622	0.101	-0.537	-5.366	0.000
	Behavioral	1.223	0.123	0.922	8.426	0.000
	Marketing Knowledge	4.017	0.230	0.809	17.485	0.000
	F: 605.725					
R ² : 0.964						

Source: (prepared by the researcher based on statistical analysis)

There is a positive effect of the mediating role of marketing knowledge in the effect of cultural intelligence and the customer's decision-making style it shows an increase in the interpretation of the variables included in the model for the changes that occur in a variable.

Table (8)

Mediating role of marketing knowledge in the effect of culture intelligence and customer decision making style

	Estimate	S.E.	C.R.	Estimate	S.E.	C.R.	
Marketing Knowledge → Culture Intelligence	0.669	0.093	12.136	0.679	0.079	12.363	
Culture Intelligence	Metacognitive	0.802	0.073	14.929	0.822	0.043	15.336
	Cognitive	0.879	0.063	16.175	0.897	0.053	16.223
	Motivational	0.853	0.056	16.033	0.874	0.049	16.163
	Behavioral	0.862	0.71	16.095	0.883	0.055	16.191
CFI	0.922			0.956			
IFI	0.922			0.956			
NFI	0.907			0.925			
GFI	0.873			0.892			
RMR	0.047			0.032			
RMSEA	0.196			0.117			

Source: (prepared by the researcher based on statistical analysis)

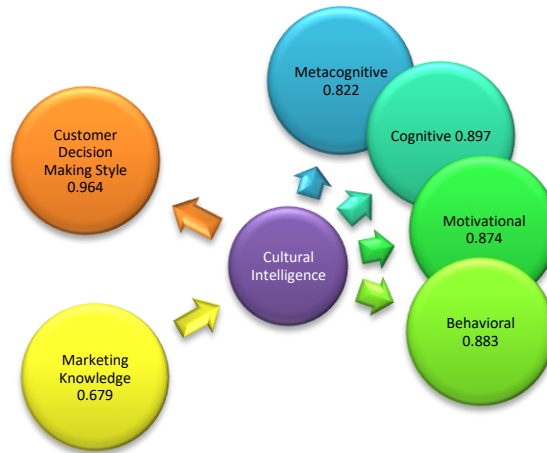


Figure 4: Mediating role of marketing knowledge in the relationship between culture intelligence and customer decision making style

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It was found that the mediating role of marketing knowledge in the effect of cultural intelligence on the decision-making style of the customer leads to an increase in the correlational relationships between the dimensions of the variables included in the study.

Discussion of Results:

The results of the study showed that:

- There is a statistically significant effect of (Cognitive, Motivational and Behavioral) on marketing knowledge and no statistically significant effect of (Metacognitive) on marketing knowledge Which is consistent with the study Al Dhaheri, (2021), Additionally, Iskhakova & Ott, (2020) and Puyod & Charoensukmongkol, (2019) Which shows that there is an effect of excluding these dimensions on the level of marketing knowledge of customers, and that the higher the level of these dimensions, the greater the marketing knowledge possessed by the customer
- There is a statistically significant effect of (Metacognitive, Cognitive, Motivational and Behavioral) on customer decision making style Which is consistent with the study (Thangavel et al., 2022) and Prakash et al., (2018) Which showed that there is a direct effect of these dimensions on the decision-making style of the clients, meaning that the higher the level of these dimensions the client has, the greater his decision-making ability.
- There is a positive correlation between the cultural intelligence variable and its four dimensions (Metacognitive, Cognitive, Motivational and Behavioral) with the customer decision making style variable Which is consistent with the study (Thangavel et al.,2022; Pandey & Charoensukmongkol, 2019; Vyatkin et al.,2019) It is clear that the results of previous studies that dealt with the subject agree with our current study, and it turns out that when the level of cultural intelligence and its four dimensions (metacognitive, cognitive, motivational, and behavioural) of clients increases, their decision-making ability increases.
- There is a statistically significant effect of (Tacit knowledge and Explicit knowledge) on customer decision making style Which is consistent with the study Vyatkin et al., (2019) Which shows that the

higher the level of tacit knowledge of customers, the greater their decision-making ability, and the higher the level of explicit knowledge to which consumers are exposed, the greater their ability to make decisions related to products and services.

- There is a positive effect of the mediating role of marketing knowledge in the effect of cultural intelligence and the customer's decision-making style it shows an increase in the interpretation of the variables included in the model for the changes that occur in a variable This result cannot be compared with previous studies, because there are no previous studies that dealt with this relationship, that is, it is a relationship that has not been previously studied.
- The mediating role of marketing knowledge in the effect of cultural intelligence and the decision-making style of the customer leads to an increase in the correlational relationships between the dimensions of the variables included in the study and This result cannot be compared with previous studies, because there are no previous studies that dealt with this relationship, that is, it is a relationship that has not been previously studied.

Recommendations and future studies

The study recommends working to increase the level of marketing knowledge for consumers by providing all the information that leads to increasing their knowledge of the products before purchasing them, as well as working to raise the level of consumers' awareness of the need to pay attention to collecting all information about the commodity before purchasing it and not to be drawn into misleading advertising campaigns that lead to their exposure to fraud and deception, as well as Attention to the need for producers to put all the necessary information on the commodity clearly and prominently

The study recommends the need to encourage researchers to conduct studies related to identifying how consumers make decisions related to identifying the impact of cultural intelligence on consumer decision-making, as well as studying the factors affecting decision-making among consumers and factors that affect the level of marketing knowledge among consumers and how to benefit from marketing knowledge and the cultural intelligence of consumers.

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Appendix

Mediating marketing knowledge in the effect of cultural intelligence on consumers 'Decision-making style

▪ **Sample**

- **Gender** Male Female
- **Age** 12-18 18-30 31-40 41-50
 50 and UP
- **Academic Qualification**
 - Read and Write
 - Below Intermediate
 - Intermediate Qualification
 - Qualification above Intermediate
 - High Qualification
 - Postgraduate Studies
- **Income Level**
 - From 3000 to less than 5000 pounds
 - From 5000 to less than 8000 pound
 - 8000 or more

Questionnaire Phrases

Please mark (✓) under one answer that agrees with your viewpoint in each of the following phrases, and please do not leave any statement unanswered.

NO.	STATEMENT	Totally agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Completely disagree (1)
Metacognitive CQ						
1.	I am conscious of the cultural knowledge which I used when interacting with people with different cultural backgrounds.					
2.	I adjust my cultural knowledge as I interact with people from a culture that is unfamiliar to me.					
3.	I am conscious of the cultural knowledge I apply to cross-cultural interactions.					
4.	I check the accuracy of my cultural knowledge as I interact with people from different cultures					
Cognitive CQ						

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NO.	STATEMENT	Totally agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Completely disagree (1)
5.	I know the legal and economic systems of Legislative Policies of other cultures.					
6.	I know the rules (e.g., vocabulary, grammar) of other languages.					
7.	I know the cultural values and religious beliefs of other cultures.					
8.	I know the marriage systems of other cultures.					
9.	I know the arts and crafts of other cultures.					
10.	I know the rules for expressing nonverbal behaviors in other cultures					
Motivational CQ						
11.	I enjoy interacting with people from different cultures.					
12.	I am confident that I can socialize with locals in a culture that is unfamiliar to me					
13.	I am sure I can deal with the stresses of adjusting to a culture that is new to me					
14.	I enjoy living in cultures that are unfamiliar to me					
15.	I am confident that I can get accustomed to the shopping conditions in a different culture					
Behavioral						
16.	I change my behavior which related to expressive language (eg, accent, tone) when cross-cultural interaction requires it.					
17.	I use pause and silence differently to suit different situations across cultures.					
18.	I change my speaking rate when a multicultural behavior calls for it.					
19.	I change my nonverbal communication behavior when the situation requires it across cultures.					
20.	I change my facial expressions when cross-cultural interaction requires it.					
Tacit knowledge						
21.	The employees show their willingness to learn with me					
22.	The employees show interest in the feedback I provide					
23.	The employees show concern over gathering information about me and improving services and interactions					

NO.	STATEMENT	Totally agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Completely disagree (1)
24.	The employees are able to understand and pre-empt my needs					
Explicit Knowledge						
25.	The employees take efforts to nurture a familiar ambience					
26.	The employees take efforts to provide a personalized service					
27.	The employees show interest in the feedback I provide					
28.	The employees show concern over maintaining the same level of treatment in each interaction					
Perfectionism/Quality Consciousness						
29.	Getting very good quality is very important to me.					
30.	When it comes to purchasing products, I try to get the very best or perfect choice					
31.	I really don't give my purchases much thought or care.					
32.	My standards and expectations for products I buy are very high.					
33.	I shop quickly, buying the first product or brand I find that seems good enough.					
34.	A product doesn't have to be perfect, or the best to satisfy me.					
Brand Conscious						
35.	The well-known national brands are best for me					
36.	The more expensive brands are usually my choices					
37.	The higher the price of a product, the better its quality					
38.	Nice department and specialty stores offer me the best products					
39.	I prefer buying the best-selling brands					
40.	The most advertised brands are usually very good choices					
41.	A product doesn't have to be perfect, or the best to satisfy me					
Recreational/ Hedonism – Recreational						
42.	I usually have one or more outfits of the very newest style					
43.	I keep my wardrobe up-to-date with the changing fashions					
44.	Fashionable, attractive styling is very important to me					
45.	To get variety, I shop different stores and choose different brand .					

NO.	STATEMENT	Totally agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Completely disagree (1)
46.	It's fun to buy something new and exciting					
Hedonistic						
47.	Consumer Shopping is not a pleasant activity to me.					
48.	Going shopping is one of the enjoyable activities of my life .					
49.	Shopping the stores wastes my time .					
50.	I Enjoy shopping just for fun .					
51.	I make my shopping trips fast					
Price-value conscious						
52.	I buy as much as possible at sale prices .					
53.	The lower price products are usually my choice .					
54.	I look carefully to find the best value for the money.					
Impulsiveness						
55.	I should plan my shopping more carefully than I do.					
56.	I am impulsive when purchasing.					
57.	Often I make careless purchases I later wish I had not.					
58.	I take the time to shop carefully for best buys.					
59.	I carefully keep an eye on how much I spend.					
Confused by Over-choice						
60.	There are so many brands to choose from that often I feel confused, Sometimes it's hard to choose which stores to shop.					
61.	The more I learn about products, the harder it seems to choose the best .					
62.	All the information I get on different products confuses me.					
Habitual-brand Loyalty						
63.	I have favorite brands I buy over and over.					
64.	Once I find a product or brand I like, I stick with it .					
65.	I go to the same stores each time I shop.					
66.	I change brands I buy regularly					

توسيط المعرفة التسويقية في تأثير الذكاء الثقافي على أسلوب اتخاذ القرار لدى المستهلكين

دراسة حالة عن عملاء مطاعم الوجبات السريعة بالمنصورة

إعداد

د. أميرة إبراهيم عبد الغني عبد الرحمن

د. عبد العظيم محمد عبد العظيم

د. ألاء عبد القادر محمد يوسف الناظر

د. أحمد يوسف عبد السلام على بهريز

الملخص:

يهدف البحث الحالي إلى تحديد الدور الوسيط للمعرفة التسويقية في تأثير الذكاء الثقافي على أسلوب اتخاذ القرار لدى المستهلكين "بالتطبيق على عملاء مطاعم الوجبات السريعة بالمنصورة"، واعتمد البحث على التحليل الوصفي، وطبق البحث قائمة الاستبيان لجمع البيانات، وقد بلغ عدد أفراد عينة البحث (٤٨٩) عميل، ووجدت نتائج البحث أن هناك تأثيراً إيجابياً لمتغير الذكاء الثقافي على أسلوب اتخاذ القرار لدى العميل من خلال المعرفة التسويقية كمتغير وسيط، حيث أظهرت النتائج أن هناك قدرة على تفسير العلاقة بين المتغيرات المدرجة في النموذج والتي توضح دور المعرفة التسويقية كمتغير وسيط في تأثير الذكاء الثقافي على أسلوب اتخاذ القرار لدى العميل، وأوصى البحث بأنه لزيادة مستوى المعرفة التسويقية للمستهلكين هناك حاجة لتوفير كافة المعلومات التي تؤدي إلى زيادة معرفتهم بالمنتجات قبل شرائها، ويجب الانتباه إلى احتياج المنتجين لوضع كافة المعلومات اللازمة على السلعة بشكل واضح.

الكلمات المفتاحية:

المعرفة التسويقية (MK) - الذكاء الثقافي (CI/CQ) - أسلوب اتخاذ القرار لدى المستهلكين (CDMS)