Jan 1st, 12:00 AM

07. Marketing

University of Central Oklahoma

Abstracts from the 2014 Oklahoma Research Day

Held at the University of Central Oklahoma

01. Business Administration

07. Marketing

01.07.01 Exploring the Persuasive Impact of Message Medium in Stealth Marketing Campaigns

Jeanetta, Sims , Atoya Sims, Jalea Shuff, LeeAnn FloydSarah Neese

University of Central Oklahoma

Stealth marketing campaigns involve front groups or third party messages sent on behalf of companies in order to benefit the company or the company's products. Using a 4 x 4 factorial design with 360 participants, this research will examine the effectiveness of stealth marketing campaigns and various message media on consumer perceptions and purchase intentions. Understanding the persuasive impact of stealth campaigns on consumers extends marketing and persuasion literatures and improves the implementation of marketing strategy.

01.07.02 Thwarting the Influence of Stealth Marketing Campaigns through Arousing Suspicion

Jeanetta, Sims , Angelia Barrera-Medina, Atoya Sims, Hung-Lin LaiSarah Neese

University of Central Oklahoma

Stealth marketing campaigns involve deceptive front groups or third party messages sent on behalf of companies in order to benefit the company or its products. Using a 4 x 2 factorial design with 320 participants, this research will examine the effectiveness of stealth marketing campaigns and explores whether arousing suspicion can protect consumers from their influence. Research results will extend marketing and persuasion literatures, and understanding suspicion's role can assist marketers in creating competitive advantage.

01.07.03 **Understanding the Dialectical Tensions Negotiated by African American Entrepreneurs**

Jeanetta, Sims , Peggy Anderson

University of Central Oklahoma

Dialectics are the simultaneous tensions (e.g., love/hate, joy/anger) experienced in relationships or circumstance. Through 40 personal interviews with African American female and male entrepreneurs, this project explores dialectics from a racio-ethnic and gendered perspective, which is an approach not yet taken in entrepreneurship literature related to minorities. Identification of the double-sided tensions present in minority experiences extends relational dialectics theory and can assist other minorities who desire to become entrepreneurs.

01.07.04 **Notions in Their Heads: Exploring the Discrepant Selves of African American Entrepreneurs**

Jeanetta, Sims , Atoya Sims, Peggy Anderson, Sarah Neese

University of Central Oklahoma

This research explores internal motivations of entrepreneurship through identifying self-characteristics and probing self-discrepancies. Using a content analysis process to examine interviews with 20 African American female entrepreneurs, 259 self-characteristics from participants' own standpoint and 94 self-characteristics from the standpoint of others were identified. Coding results reveal entrepreneurs describe themselves with self-characteristics that are more positive in tone and not associated with their being African American or female. However, nearly the opposite was true when entrepreneurs mentioned self-characteristics from the standpoint of others, which were more negative, had greater mentions of ethnicity, and had greater references to gender. Results suggest self-discrepancies exist both in the content of self-characteristics and in the perceived negativity that entrepreneurs associate with how they are perceived.

01.07.05 **Toward a Research Agenda for Communicating Diversity: The Most Prevalent Diversity Initiatives with Message Design Implications**

Jeanetta, Sims , Angelia Barrera-Medina, Hung-Lin Lai

University of Central Oklahoma

This investigation advances a future diversity research agenda that is focused on assisting organizations in their internal efforts to communicate or to promote diversity. Using DiversityInc's list of Top 50 Companies for Diversity, the most prevalent diversity initiatives are identified and weighted for creation of message design implications that can inform future research. Coding results revealed resource groups and cross-cultural mentoring programs to be the two most prevalent initiatives with a weighted average use of 87% and 75%, respectively. Additional prevalent initiatives include diversity training, compensation and the use of metrics. For each of the prevalent initiatives, suggestions for future research involving message design implications are offered.

01.07.06 Not All The Carrots Are Equal: Comparing The Profitability Of Reward/Loyalty Programs

Thanh, Tran , Kanghyun Yoon

University of Central Oklahoma

Reward/loyalty programs are used extensively in many industries, ranging from airlines, hotels, car rental, financial services to supermarkets and other retailers. These programs are designed to provide consumers with various incentives (e.g., cash back) to increase purchase/usage level, and most importantly, to become loyal. Despite the popularity, many reward programs are not so successful, especially those offering economic incentives that are easily copied by competitors. The mixed result, regarding the effectiveness and profitability of reward programs, is evident both in the business world and in the findings of academic research on loyalty programs. It remains unclear how different types of reward programs may affect the profitability of companies and how they should optimally account for the benefits and costs of these programs in making other competitive decisions, such as prices. To address this gap, we first investigate the firms' trade-off between the benefits and costs of offering different reward programs by comparing the profitability of economic reward to that of emotional reward programs. We develop three analytical models and solving for the optimal prices, rewards and profits. In the second study, we develop two empirical models based on the closed-form specification of the market share and optimal prices and test them on an available data set. The estimation procedure can be used as a guideline by practitioners to design effective reward/loyalty programs.

01.07.07 Designing Effective Coupons: The Moderating Effect of Product Type (Goods versus Services) on Coupon Framing

Huong, Nguyen

University of Central Oklahoma

This project explores how coupon framing (i.e., discount offered in percentage or dollar terms) affects the attractiveness of coupons. Specifically, I develop and test two hypotheses about: (1) the moderating effect of product type (goods versus services) on the attractiveness of coupon framing, and (2) the moderating effect of price (high versus low) on the attractiveness of coupon framing for a service. The findings provide important implications for companies in designing effective promotional strategies using coupons.

01.07.08 Current and Potential Customer Preferences Regarding Group Exercise Services

Maryfer, Abreu Roman , Raquel Rojas

Oklahoma Christian University

The objective of this study is to investigate current and potential customer preferences regarding group exercise services offered by Co-Motion in Edmond, Oklahoma. The study measured current customer preferences regarding services offered, potential changes, and current customer motivation. Potential customer preferences were also investigated. The study used intercept survey research interviews to gather data from current customers, and snowball sampling research to gather data from potential customers. Results from the study show that word of mouth marketing has been very effective for the client, and current customers are satisfied with current class offerings. Current customers prefer an increase in childcare services, and an increase in offerings of Zumba and Yo-flo classes as well. Results also indicate that the client should expand early morning and late evening class offerings to increase customer satisfaction and cater to potential customers who work during the day. Finally, the results show that the client should increase promotion of the free trial classes offered to potential customers.

01.07.09 Emotion-driven Outsourcing: Lessons From the Equine Industry

Debra, McClure , Jennifer Blunt, Stacia Wert-Gray, Stefan Genchev

University of Central Oklahoma

The current research conceptualizes the equine industry supply chain, identifies its main participants, and some of the relationships involved. More specifically, the research investigates the factors affecting the decision to outsource transportation in the equine industry. The results show that together with a detailed cognitive assessment of the transporter capabilities, the outsourcing decision involves a considerable emotional component. The findings reveal the need for a more holistic perspective on transportation service offerings that go beyond economic and technological readiness to include an understanding of customers' behavioral motives as well. Although focused on one specific facet within the equine supply chain, the current research provides the much needed, by practitioners and academics alike, start of "a conversation" related to the complexities and challenges involved in successfully managing the industry's dynamics. Since the state of Oklahoma has a substantial involvement in that industry, the results will be applicable to our own community as well.

01.07.10 Potential Customer Perceptions and Preferences for a Novel Exercise Experience

Emily, Lundblad , Molly Gettle, Paige Criswell

Oklahoma Christian University

The objective of this research is to determine potential customer interest and preferences in exercise services at Barre3 studio in Edmond, Oklahoma. Objectives include investigating potential customer interest, loyalty factors, characteristics that encourage trial, and benefits sought. The research team used an online survey to collect data from Oklahoma Christian University students and faculty. The survey was approximately 5 minutes and contained a series of questions to help attain the information needed for our research objectives. Based on research results, Barre3 Edmond might be able to pull in new members by offering one-on-one sessions to its members. Forty four percent of respondents prefer a one-on-one session, which Barre3 currently does not offer. Since the majority of respondents were college students, the majority of our respondents answered that they were currently not members at a gym and that their annual household income was below $10,000. Barre3 could gain a lot of business and also get their name out by offering a student special, or offering some discounted classes on special occasions. Lastly, it would benefit Barre3 to extend their hours of operation. The gym currently closes at about 6:30 pm. Survey results concluded that the most people (44%) prefer to work out from 5PM-8PM, and then there was still a significant amount of respondents (23%) that prefer to work out between 9PM-11PM.

01.07.11 Should Salespeople Flatter their Customers? – The Impact of Flattery on Sales Performance.

Manoshi, Samaraweera

University of Central Oklahoma

In this study I examine whether flattering customers would help or hurt salespeople. Past literature on whether customer flattery help improve the sales performance of salespeople yield opposing arguments, with some suggesting a positive effect and others suggesting a negative one. So does flattery - especially in the salesforce context - really work? This study empirically examines this question while also investigating the role of salesperson characteristics such as age, experience, and physical attractiveness in extracting favorable/non-favorable responses from customer flattery. The study offers insights as to whether salespeople should use flattery when interacting with customers, and if so, whether it should be a blanket persuasion method used by all salespeople, or a technique that should be reserved to a selected few who possess certain characteristics. The study will be done in collaboration with an employment/staffing company based in OKC that has a large number of salespeople working at different franchise locations. I will use multi-level modeling to analyze the data. Acknowledgements: Funding for this project was provided through a grant from the Office of Research and Grants at the University of Central Oklahoma.

01.07.12 A Quantative Analysis Of Ethical Positions of Business Majors Versus Non-Business Majors

Grant, Aguirre , Darrell Goudge, Kathryn Holliday

University of Central Oklahoma

Ethical issues have been a concern of business scholars since the 1960s at which time a body of literature concerning business ethical philosophies began to emerge. In the 1970s, scholars began to focus on business ethics pedagogy and the development of curriculum for colleges and schools of business emerged. As part of the development of business ethics curriculum scholars began to analyze the ethical positions of business majors. This analysis has led to a split in the current literature concerning the ethical positions of business majors versus non-business majors. Some of the research in the field has indicated that business majors tend to be more ethically relativistic compared to non-business majors. Other research has shown that there is little or no statistical difference between business and non-business majors. This divergence in the literature is important in forming the types of curriculum necessary for effective pedagogy in the field. This project contributes to the literature by testing the ethical positions of business and non-business majors with the Ethical Position Questionnaire (EPQ). Although this scale has been widely used in a number of studies, it has not been widely used to test the divergence in this area. The EPQ is a useful measure compared to other scales because it more fully covers all the major ethical positions and due to its relative parsimony, response rates have been high. The results of the analysis are presented in this research.

01.07.13 Reconceptualizing the Role of Product in the Value Creation Process from the Total Solution Perspective

Yura, Kang , Kanghyun Yoon

University of Central Oklahoma

Every day, customers are purchasing different forms of products from traditional tangible goods to intangible service, information, and experience products. However, a closer look indicates that they are actually buying a combination of various benefits together in a product form—e.g., driven by product, service, information, and experiential features—from the total solution perspective. Another look indicates that in a transition from goods-dominant logic to service-dominant logic for marketing concept (Vargo and Lusch 2004), marketers have been interested in encouraging customer engagement into the value creation process (Gronroos 2011). Considering two emerging trends, the goal of this project is to reconceptualize the prevailing roles of a product—called product concept—in the value creation process from the total solution perspective. This project provides a review of literatures in marketing concept, product concept, value creation, and customer engagement and proposes our conceptual framework for new product concept and its roles in the value creation process. We find that there are four types of underlying dimensions—represented by product functional, service supporting, information knowledge, and experiential benefits—in our new product concept, regardless of any types of product forms. This project expects that our findings make it possible to reconsider the entire design process of new products to promote customer engagement.

01.07.14 Linking the Effectiveness of Loyalty Programs to Firm's Performance

Minh, Ha , Kanghyun Yoon

University of Central Oklahoma

From the loyalty marketing perspective, various kinds of loyalty or reward programs have been used in an attempt to promote loyalty-enhancing behaviors of existing retained customers and as the result, maximize firm performance. However, it has been found that current loyalty programs do not work as it is expected and show their weak relationships to the firm performance. To cultivate customer loyalty and firm performance in a united way, the goals of this study are 1) to re-evaluate the roles of loyalty programs in the domain of relationship marketing, 2) to propose our theoretical framework for relationship marketing, which consists of a series of marketing strategies for building and managing customer loyalty depending on the customer life cycle—intended to account for consumer heterogeneity, and 3) to show how the implementations of a series of marketing strategies are linked to an overall performance of the firm. It is found that relationship marketing consists of various types of marketing strategies for prospecting, initiating, maintaining, growing, and if possible, weakening new and retained customer relationships over time. This study provides marketers with new insights into how to design and implement various types of marketing programs for managing customer relationships, while maximizing the firm performance. Keywords: Loyalty Programs, Reward Programs, Loyalty Marketing, Relationship Marketing, Customer Relationship Management.

01.07.15 If you Book it, They Should Come: A Market Study for the Hallie Brown Ford Fine Arts Center

Matthew, Roland

East Central University

The purpose of this research is to discover the most effective methods of event promotion. First, by analyzing the official questionnaires of several programs hosted at the Hallie Brown Ford Fine Arts Center at East Central University using an SPSS database, I will attempt to better understand the demographics of a typical audience as well as their likes and dislikes. I will also conduct my own research on student preference in regards to music genre, venue, price range, and other factors. Using information gathered from my survey as well as the SPSS database, I will be able to make meaningful suggestions to my schools Fine Arts Center on what students want to see and how to increase attendance at events.