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Abstracts from the 2015 Oklahoma Research Day

Held at Northeastern State University

01. Business Administration

07. Marketing

01.07.01 Marketing Sports & Diversity Simultaneously: Exploring the Presence of Corporate Spin in Recent Diversity Sports Franchise Scandals

Jeanetta,Sims *University of Central Oklahoma*

Taylor,Dickerson *University of Central Oklahoma*

Recent scandals involving public scrutiny of executives in sports franchises have culminated in the need to better understand diversity issues in sports franchises. A recent franchise response has been the practice of hiring a Chief Diversity Officer. Whether the franchise truly needed a Chief Diversity Officer or whether the new hire was only the result of "marketing" diversity to clean up a mess is up for debate. This research shares an overview of the specific cases (e.g., Atlanta Hawks GM, LA Clippers owner, etc.) of inappropriate actions by executives or corporate officers associated with sports franchises and examines public perception, media coverage, and organizational responses. Findings, based on information gathered, will probe the presence of corporate spin and offer insight on when and why sports franchises might hire Chief Diversity Officers or choose to diversify ownership, management, and/or coaching staffs.

01.07.02 The Influence of Persuasive Message Appeals on Asian Consumers

Angelia,Barrera-Medina *University of Central Oklahoma*

Hung-Lin,Lai *University of Central Oklahoma*

Jeanetta,Sims *University of Central Oklahoma*

Oon Feng,Lim *University of Central Oklahoma*

Persuasive promotional appeals have long been incorporated into marketing messages. Using a 4 x 2 factorial design with 300 participants, this research examines the effectiveness of persuasive promotional appeals on Asian consumers and various message media on consumer perceptions and purchase intentions. Understanding the persuasive impact of promotional appeals on Asian consumers extends marketing and persuasion literature and improves the implementation of marketing strategy.

01.07.03 The Effectiveness of Promotional Mix Strategy on Asian Consumers

Angelia,Barrera-Medina *University of Central Oklahoma*

Hung-Lin,Lai *University of Central Oklahoma*

Jeanetta,Sims *University of Central Oklahoma*

Oon Feng,Lim *University of Central Oklahoma*

In marketing, numerous channels are used to execute promotional strategy with little regard for differences in cultural groups. Using a 4 x 2 factorial design with 300 participants, this research examines the effectiveness of different types of promotional media two particular types of cultural consumers – U.S. American and Asians. Understanding the most effective promotional mix channel, can enhance a firm's use of marketing strategies and allow marketers to better tailor promotional efforts to Asian consumers.

01.07.04 Exploring the Persuasive Impact of CSR Campaigns on Mothers

Ashley,Neese *University of Central Oklahoma*

Atoya,Sims *University of Central Oklahoma*

Jeanetta,Sims *University of Central Oklahoma*

Sarah,Neese *University of Central Oklahoma*

In corporate social responsibility (CSR) campaigns, social and environmental concerns are incorporated into company practices to benefit the company or the company's products. Using a 3 x 3 factorial design with 360 participants, this research examines the effectiveness of CSR campaigns and various message media on mothers' perceptions and purchase intentions. Understanding the persuasive impact of CSR campaigns on mothers extends marketing and persuasion literature among this demographic and improves the implementation of marketing strategy.

01.07.05 Exploring the Persuasive Impact of Stealth Marketing Campaigns on Mothers' Parenting

Ashley, Neese *University of Central Oklahoma*

Atoya, Sims *University of Central Oklahoma*

Jeanetta, Sims *University of Central Oklahoma*

Sarah, Neese *University of Central Oklahoma*

Stealth marketing campaigns involve front group activities where third-parties send messages 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 examines the effectiveness of stealth marketing campaigns and various media on mothers' perceptions and purchase intentions. Understanding the impact of stealth campaigns on consumers, specifically mothers, can provide insight on how best to thwart under-handed stealth activity in order to protect consumers and safeguard organizations.

01.07.06 Mothers' Perceptions of Stealth Marketing Campaign Effects on Their Own and Other Children

Ashley, Neese *University of Central Oklahoma*

Atoya, Sims *University of Central Oklahoma*

Jeanetta, Sims *University of Central Oklahoma*

Sarah, Neese *University of Central Oklahoma*

Stealth marketing campaigns are alternative forms of marketing where third party messages are sent on behalf of companies in order to benefit the company or its products. Using a 4 x 4 factorial design with 360 participants, this research examines mothers' third-person perceptions on their own and other's children. Understanding the persuasive impact of stealth campaigns on consumers, specifically mothers, as well as third person effects extends marketing and persuasion literature and improves the implementation of marketing strategy.

01.07.07 Framing “Fracking:” The News Media’s Coverage of the Controversial Issue of Hydraulic Fracturing.

Melissa, Graham *University of Central Oklahoma*

Sarah, Landers *University of Central Oklahoma*

It seems like everyone has an opinion on “fracking”, the nick name created for the process used by oil and natural gas companies technically termed Hydraulic Fracturing. Hydraulic fracturing, which was first introduced in 1947 and mixed with horizontal drilling in the 1980’s, is a process by which Oil and Natural Gas companies extract shale gas from deep within sedimentary rock by pumping water mixed with sand and chemicals into the rock through an L shaped borehole(Everley, 2014). The water puts enough pressure on the rock to fracture it, allowing the natural gas to escape. After the fracturing process is complete the untreatable waste water is injected into deep disposal wells. This research uses framing and agenda setting theories to investigate how the news media cover the controversial issue of hydraulic fracturing. Understanding how this issue is communicated by the news media could assist in understanding the media’s influence on public participation and opinion. To analyze frames associated with the issue of hydraulic fracturing, qualitative thematic analysis was used to identify dominant frames found in newspapers in Oklahoma, a state known to have a multitude of companies that practice hydraulic fracturing. Since the media play a role in shaping public opinion, the results from this study will be of particular interest to oil and gas companies who desire an accurate picture of the process and the environment and health concerns associate

01.07.08 Decomposing the Total Impact of Multiple Stimuli in an AD from the Perspective of Classical Conditioning

ahram, hwang *University of Central Oklahoma*

Kanghyun, Yoon *University of Central Oklahoma*

For the design of advertising campaigns, marketers are using classical conditioning theory to create an association between unconditioned and conditioned stimuli. However, the reality is that a set of marketing stimuli—instead of using one stimulus—is used for the pairing purpose. Given that, the goal of this study is to show how to identify the net impact of each stimulus on conditional response using the conjoint approach. Our findings help marketers design effective advertisings.

01.07.09 A New Roadmap for Sustainable Value Chain from the Value Creation Perspective

Kanghyun, Yoon *University of Central Oklahoma*

Vy Ngoc Thao, Vu *University of Central Oklahoma*

Managing value or supply chain is an important task for firms since it governs the process of passing products to customers to serve their unmet needs. Considering two emerging concepts of sustainability and value creation process, the goal of this project is to propose a conceptual framework for sustainable value chain management (VCM) from the value creation perspective. Our guidelines focus

on encouraging customer engagement into the value creation process during the value chain management.

01.07.10 No Cash - Just "Kohl's Cash": Are In-store Vouchers More Effective than Mail-in Rebates?

Huong,Nguyen *University of Central Oklahoma*

Thanh,Tran *University of Central Oklahoma*

Companies rely on a variety of marketing tools to attract and retain customers. Recently, the use of in-store vouchers (e.g., Kohl's Cash, CVS's Extra Bucks)—instead of mail-in rebates—is on the rise. This project compares the effectiveness as well as profitability of in-store vouchers to that of mail-in rebates by investigating (1) consumer's perceived attractiveness of in-store vouchers, and (2) the firms' trade-offs between the benefits and costs of using in-store vouchers.

01.07.11 Is the Company's Social Media Usage Related to its Financial Performance?

Manoshi,Samaraweera *University of Central Oklahoma*

Zihao,Wang *University of Central Oklahoma*

Many companies are increasingly using social media platforms such as Twitter, Facebook and LinkedIn, however, whether the use of these outlets actually improves the performance of the company is a question that lacks empirical evidence. In this study, we monitor the social media activity of a sample of 82 large public companies, on the aforementioned three social media platforms, over several quarters, to ascertain whether social media usage is related to the financial performance of the company. We also examine which social media outlet(s) have (does not have) a significant effect. We use Hierarchical Linear Modeling to analyze the data. Results will be presented at the research day.

01.07.12 Quantifying the Impact of Top Sales Executive's LinkedIn Connections on the Financial Performance of the Company.

Faria,Badhan *University of Central Oklahoma*

Manoshi,Samaraweera *University of Central Oklahoma*

This study empirically tests whether the number of LinkedIn connections of sales executives is related to the financial performance of the company. First, we monitor the LinkedIn connections of a sample of sales executives working for a set of large public companies over several quarters. We then assess whether the LinkedIn numbers are related to the company's quarterly financial metrics (such as ROA and ROI). Given the nested structure in the dataset, we use Hierarchical Linear Modeling to analyze the data. Results will be presented at the research day.

01.07.13 Minority Ownership of Oklahoma-based Home Healthcare Organizations

GENNICE, WILLIS *University of Central Oklahoma*

Minority Ownership of Oklahoma-based Home Healthcare Organizations The purpose of this study is to explore the challenges of the low percentage rate of minority-owned home healthcare providers in Oklahoma. The focus of minority-owned business patterns are influenced by economics, politics and social decisions. This project revealed barriers for business start-up prospects that impact the rate of success. Business start-ups face challenges of lack of capital resources including savings, loans from family members, and/or financial institutions. Policies and regulations by politicians, and the influence of lobbying efforts from established organizations can limit competition. Decisions based on social influences can have a detrimental impact on the success of small businesses. Local and national data were studied to address the causes and influences that contribute to the low rate of minority businesses and the inability for many to thrive. Shortage of capital injection and business insight negatively influence the ability for growth. Results and outcomes for minority businesses are analyzed with the use of collectible data.