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07. Marketing

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01. Business Administration

07. Marketing

01.07.01 A Comparison of the Influence of Persuasive Message Appeals on Asian and U.S. Consumers

Sims, Jeanetta University of Central Oklahoma

Lai, Hung-Lin University of Central Oklahoma

Neese, Ashley University of Central Oklahoma

Persuasive promotional appeals have long been incorporated into marketing messages. Using a 4 x 2 factorial design with 300 participants and messages featuring Apple-branded student apps, this research examines the effectiveness of fear, sex, and product appeals on two different consumer groups. Also, the investigation explores the influence of two different media modalities on Asian and U.S. consumer perceptions and purchase intentions. Understanding the differing impact of promotional appeals on Asian and U.S. consumers extends marketing and persuasion literature and improves the implementation of marketing strategy.

01.07.02 Buy and sell on eBay: The effects of reviews and rating on consumers’ willingness to pay when buying from other consumers on consumer-to-consumer platforms.

Nguyen, Huong University of Central Oklahoma

Online platforms (such as eBay) allow consumers to sell and buy various products. In this consumer-to-consumer (C2C) market, buyers rely heavily on others’ reviews and ratings when making purchase decisions. This project investigates (1) how reviews and ratings affect consumers’ willingness-to-pay when buying from other consumers, and (2) how this effect depends on (a) consumers’ price sensitivity, and (b) the type of product, i.e., used/refurbished vs. new products.
Exploring Adolescent Reactance to Stealth Marketing Campaigns

Sims, Jeanetta  
*University of Central Oklahoma*

Neese, Ashley  
*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 3 factorial design with 360 participants, this research examines 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.

Taco Bell’s Live Mas Campaign: Lessons on How to Regain Consumer Interest

Sims, Jeanetta  
*University of Central Oklahoma*

Sewell, Kayla  
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Pham, Tuan  
*University of Central Oklahoma*

Cedillo, Alexis  
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Persuasive communication campaigns are a series of interrelated messages, which appeal to specific audiences in an effort to accomplish a specific goal (Pfau & Parrott, 1993). The purpose of this research is to provide insight on Taco Bell’s Live Mas rebranding campaign. The communication elements of Taco Bell’s campaign consisted of a new tag line, new commercials, new products, and the use of social media among other marketing activities. Examining the strategies associated with this campaign can help marketing practitioners regain lost consumer interest and extend reach to new consumer markets.
01.07.05  Dove’s Real Beauty Campaign: Strategies for Building Relationships and Resonating Brands with Women

Sims, Jeanetta  University of Central Oklahoma

Henson, Anna  University of Central Oklahoma

Vo, Cindy  University of Central Oklahoma

Nguyen, Minh-Hang  University of Central Oklahoma

Interpersonal relationships are an integral part of the discrimination stage of receiver decision-making processes in persuasive communication campaigns (Pfau & Parrott, 1993). Incorporating interpersonal elements can be a successful strategy for campaign success. The purpose of this research is to provide a descriptive examination of the Dove “Real Beauty” campaign. This campaign targets women and employs strategies designed to appeal to a wide variety of women. In an era where consumers are more interested in brands that resonate with their values, this campaign provides insights for practitioners seeking to generate greater connections between consumers and brands.

01.07.06  Sonic, Two Dudes, and a 10-Year Campaign: Insights on Being Relatable and Building a Brand

Sims, Jeanetta  University of Central Oklahoma

Rudolph, Brittany  University of Central Oklahoma

Kizzia, Savannah  University of Central Oklahoma

Dykes, Brad  University of Central Oklahoma

Williams, Danielle  University of Central Oklahoma

Persuasive communication campaigns are often executed over a series of time that extends across multiple years (Pfau & Parrott, 1993). The purpose of this research is to provide a historical examination of Sonic’s 10-year “Two Guy’s” campaign. This campaign consists of two comedic “Mr. Dude’s” hanging out and having a conversation about Sonic’s products, drive-in, and promotions. This analysis provides insights for marketing professionals interested in making messages relatable and building brands through ‘slice of life’ strategies.