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Feature Paper

The Effects of Information Relevancy and Product Experience on Brand Performance Rating Accuracy within a Product Category

This paper was presented by Kevin Mason, David Roach, and Robert Edwards, all from Arkansas Tech University, at the Southwestern Marketing Association Conference in San Antonio, Texas, in March 2000.

The accuracy of consumers' perceptions about brand performance is a salient factor affecting consumer behavior. These perceptions are the basis for product positioning, expectations and purchase decisions. To appraise the performance of brands accurately, consumers must have the ability to recall relevant information (Pechmann & Ratneshwar, 1992). The ability to recall brand information is largely a function of consumers' experience and consequential knowledge of the product category.

Cronbachs (1955) multidimensional approach to rating accuracy was used to examine the effects of consumers product category experience and relevant information on brand attribute ratings. The purpose of this study was to investigate how accurately consumers rate brands, within a product category, along multiple dimensions. Specifically we examined: (1) consumers' ability to rate attribute performance levels across a set of brands accurately and (2) their ability to accurately rate brands across a set of attributes.

To read this entire paper on brand performance accuracy, visit our Web site at <http://www.sbaer.uca.edu/Research/2000/swma/00swma130.htm>

Tip Of the Week

"Cultural and Psychological Factors Affecting Product Adaptation"

Three groups of factors determine cultural and psychological specificity in relation to products and

services: consumption patterns, psychosocial characteristics, and general cultural criteria. The following types of questions should be answered and systematically recorded for every product under consideration. Use of the list of questions will guide the international marketer through the analysis, ensuring that all the necessary points are dealt with before a decision is made.

I. Consumption patterns

A. Pattern of Purchase

1. Is the product or service purchased by relatively the same consumer income group from one country to another?
2. Do the same family members motivate the purchase in all target countries?
3. Do the same family members dictate brand choice in all target countries?
4. Do most consumers expect a product to have the same appearance?
5. Is the purchase rate the same regardless of the country?
6. Are most of the purchases made at the same kind of retail outlet?
7. Do most consumers spend the same amount of time making the purchase?

B. Pattern of Usage

1. Do most consumers use the product or service for the same purpose or purposes?
2. Is the product or service used in different amounts from one target area or country to another?
3. Is the method of preparation the same in all target countries?
4. Is the product or service used along with other products or services?

II. Psychosocial Characteristics

A. Attitudes Toward the Product or Service

1. Are the basic psychological, social, and economic factors motivating the purchase and use of the product the same for all target countries?
2. Are the advantages and disadvantages of the product or service in the minds of consumers basically the same from one country to another?
3. Does the symbolic content of the product or service differ from one country to another?
4. Is the psychic cost of purchasing or using the product or service the same, whatever the country?
5. Does the appeal of the product or service for a cosmopolitan market differ from one market to another?

B. Attitudes Toward the Brand

1. Is the Brand name equally known and accepted in all target countries?
2. Are customer attitudes toward the package basically the same?
3. Are customer attitudes toward pricing basically the same?
4. Is brand loyalty the same throughout target countries for the product or service under consideration?

III. Cultural Criteria

1. Does society restrict the purchase and/or use of the the product or service to a particular group?
2. Is there a stigma attached to the product or service?
3. Does the usage of the product or service interfere with tradition in one or more of the targeted markets?

"International Marketing," Czinkota, Michael, and Ilkka Ronkainen, Harcourt, Inc., 2001, pages 312-313.

Call For Papers

Society for Marketing Advances

The Society for Marketing Advances (formerly Southern Marketing Association) will be held at the New Orleans Hilton in New Orleans, Louisiana, on November 6-10, 2001. SMA has evolved into a dynamic and influential contributor to substantive marketing thought and action. With members from different corners of the world, SMA is truly a 'global marketing organization.' The venue of the SMA 2001 is New Orleans, which offers an array of appealing sites, scenes, and savory cuisine! SMA offers a variety of professional opportunities, including presentations and discussions of cutting-edge issues in research, teaching, and faculty development. Various awards are presented annually at the Conference.

Submission Deadline: **April 3, 2001**

For further information on this conference, visit <http://mkt.cba.cmich.edu/sma/>

Call For Papers

The Allied Academies International Conference

The Allied Academies International Conference will be held in Nashville, Tennessee, on April 4-7, 2001. To provide you with maximum outlets for your research, the Allied Academies will hold joint meetings of all its member academies:

- International Academy for Case Studies
- The Academy of Entrepreneurship
- The Academy of Accounting and Financial Studies
- The Academy of Managerial Communications
- The Academy of Educational Leadership
- The Academy of Marketing Studies
- The Academy of Strategic and Organizational Leadership
- The Academy of Free Enterprise Education
- The Academy of Information and Management Sciences
- The Academy for Studies in Business Law
- The Academy for Economics and Economic Education
- Institute of Finance Case Research
- The Academy for Studies in International Business

All papers accepted for presentation at the Conference will be published in the appropriate Proceedings. The top papers will receive an award. In addition, the best papers, as determined by the referees, will be published in the appropriate Journal.

Submission Deadline: **March 1, 2001**

For further information on this conference, visit www.alliedacademies.org/nash01-call.html

Announcement

Innovative Idea

The Center for Entrepreneurship at Wichita State University can now assist students with their entrepreneurial dreams, thanks to the establishment of the Rudd Family Entrepreneurial Fund. Now, students at Wichita State University can submit business plans and earn venture capital of up to \$250,000 to start their own businesses. This past summer, proposals were accepted for all types of enterprises including start-ups and acquisitions. Any WSU student, regardless of major, may participate in the program. Business plans are given consideration based on a set of criteria, which includes probability of success, student commitment, and project contributions to the economy of Kansas. For more information about the Rudd Family Entrepreneurial Fund, contact Dr. Terry Noel, Rudd Fellow, at (316) 978-5175 or e-mail him at noel@twsu.edu

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- If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Richard Armstrong at rea7401@cub.uca.edu

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- SBANC Newsletter is provided as a service to the **International Council for Small Business (ICSB)** members and the **Association for Small Business and Entrepreneurship (ASBE)** members.
 - If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>
 - If interested in becoming a member of ASBE, contact Patti Wilber at plwilber@nwsu.edu
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If you would like to be added to the list, you may send a message to the same address with the word "**add**" in the subject line.