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Feature Paper

[Vicarious Role Model Influence on African American and Caucasian Adolescents' Purchase Intentions](#)

This paper was presented by Craig A. Martin and Alan J. Bush, both from the University of Memphis, at the Southwestern Marketing Association Conference in San Antonio, Texas, in March 2000.

Determining the factors that influence adolescents and their purchasing attitudes has become an important focus of consumer research. Recent research indicates that vicarious role models, such as entertainers and athletes, might influence adolescent purchasing attitudes and behaviors. The present study attempts to determine if vicarious role models influence purchase intentions.

Adolescent consumers are of special interest to marketers and advertisers, as it has been shown that adolescents often develop loyal buying patterns that continue with them throughout their adult lives (Moschis 1985). Which brands consumers select, or intend to select, is influenced by a variety of outside or environmental factors. Among these outside influences for adolescent consumers, in particular, are parents, teachers, and celebrity endorsers, each of which can play an integral role in product selection. Therefore, it is important to determine if and how each of the aforementioned influencers, impacts adolescent consumer purchase intentions, brand selection, and possible advertising strategy.

To read this entire paper on Role Model Influence, visit our Web site at <http://www.sbaer.uca.edu/Research/2000/swma/00swma121.htm>

Tip Of the Week

"Market Niche Danger Signals"

In addition to the financial analysis, the owner should use some qualitative criteria to judge whether the store is meeting the needs of its customers. This often can be determined by observing the behavior of customers and employees. Some danger signals follow:

- Many customers leave the store without buying anything.
- Many former customers no longer shop here.
- Customers do not buy additional items or trade up to more expensive items.
- Traffic (pedestrian and vehicular) in front of the store has fallen off.
- Customers are returning more merchandise than they used to.
- This month's sales are down from last year, and sales for the year to date are down from last year.
- Employees are slow in greeting customers.
- Employees appear indifferent and make customers wait unnecessarily.
- Employees' personal appearance is not neat.
- Salespeople lack knowledge of the store's merchandise.
- The number of employee errors is increasing.
- Because of high prices, the store has a reputation for greediness.
- The better-qualified employees are leaving for jobs with competitors.

Although knowledge of the current market niche and customer buying habits is very important, a more vital consideration is the changes that will occur in the next three to five years. How will the market change? Remember, today's successful products eventually will become marginal winners and then losers. New goods and services must be in the wings ready to replace the current ones. These can be identified and cultivated through marketing research.

"Effective Small Business Management," Hodgetts, R. M., and Kuratko, D. F., Harcourt, Inc., 2001, pages 416-417.

Conference

ASBE 1st Special Mid-Year Meeting

The Association for Small Business and Entrepreneurship's 1st Special Mid-Year Meeting will be conducted in Cozumel, Mexico, September 21-24, 2001. The format of the program will be the same as at our SWFAD meetings. Competitive papers, symposiums and panel activities will give everyone interested an opportunity to take part. One major difference is that the Proceedings will be published on CD instead of paper. This will allow us enough time to review manuscripts, give feedback and publish the finished papers in time for the conference. We will also plan to have these published on the WEB prior to the meeting. There will be best paper awards presented at the conference (with papers also published in JBE).

We don't plan for you to just work while visiting the beautiful island of Cozumel. The island is best known for its scuba diving opportunities with visibility almost always at least 100 feet. That is not all that this Caribbean gem has to offer. There is plenty of other water sports activities, tremendous shopping opportunities in San Miguel, Mayan ruins to explore, and of course beautiful tropical days and nights. All of this amidst the five star accommodations of the El Cozumel Beach Resort.

Reservation Deadline: **April 1, 2001**

For more details on the this conference, visit www.sbaer.uca.edu/Docs/bulletins/cozumel.htm

Call For Papers

28th International Small Business Congress

This year's conference theme is Transformation 2000--the Small Business Perspective. Over 1500 delegates from 70 countries around the world will meet up in Stockholm, Sweden, on September 16-19, 2001, at the 28th ISBC World Congress. The three days of the Congress will be filled with interesting plenary and concurrent sessions with important and dynamic speakers, round table discussions, site visits, special arrangements for young entrepreneurs from all over the world, opportunities for special meetings, exhibitions and eventful social happenings.

Submission Deadline: **March 15, 2001**

For further information on this conference, visit www.isbc2001.org

Call for Papers

Portland International Conference on Management of Engineering and Technology

The conference will be located in Portland, Oregon, on July 29-August 2, 2001. This high-impact conference will set the stage and define the directions of technology management for decades to come. The world's leading experts from academic institutions, industrial corporations and government agencies will participate in the discussions. The conference is essential for:

- Presidents and CEOs of technology-based corporations
- Vice presidents of engineering, R&D and technology in industrial organizations
- R&D managers
- Engineering, manufacturing, operations, quality and marketing managers in technology-based organizations
- Project and product managers
- Information systems managers in industrial and service organizations
- Technology management researchers
- Educators in engineering management, technology management, manufacturing management, technology marketing, software management, information systems management, project management, and technology-focused MBA programs
- Engineering and Technology Management Program Heads
- Students in Engineering Management, Management of Technology and related programs
- Government officials responsible for technology policy
- Government officials responsible for science and technology programs
- Engineers and scientists moving from technical specialty to management positions while maintaining their identity in technical fields

Submission Deadline: **March 15, 2001**

For further information on this conference, visit www.picmet.org

Call For Papers

19th Annual Entrepreneurship Education Forum

The 19th Annual Entrepreneurship Education Forum will be held in Salt Lake City, Utah, on November 3-6, 2001. Tell us what you are doing to encourage the entrepreneurial spirit in America. The conference will focus on potential entrepreneurs of all ages and the role that entrepreneurship education and training plays in preparing them to create and operate successful business enterprises. Come to share your innovative entrepreneurship programs, ideas, techniques, and products with colleagues nationwide. If you are an outstanding education or service provider (and we know you are), and provide an entrepreneurship program in K-12, junior/community college, four-year college, adult education, or community-based organizations we encourage you to submit a proposal. Themes include:

- Developing the entrepreneurial mindset in youth and adults.
- Sharing "pace-setter" activities/ implementation strategies.
- Moving beyond the classroom/ making entrepreneurship a reality.
- Showcasing startup strategies for different types of business opportunities.
- Spotlighting model entrepreneurship programs and related career guidance.
- Integrating entrepreneurship and supporting standards-based education.

Submission Deadline: **March 15, 2001**

For further information on this conference, visit www.entre-ed.org/slc-for.htm

Conference

The 12th Annual North American Research/Teaching Symposium on Purchasing and Supply Management

This conference will be held in March 22-24, 2001, at Embassy Suites in Memphis, Tennessee. This innovative program focuses on research in the fields of supply management, purchasing, logistics, materials management, information technology, and decision science. Join your distinguished colleagues from academia, research, and business in this challenging program that explores current research findings, ongoing research, emerging trends, research methodologies, and business research needs. Be prepared to discuss a mix of topics, processes, innovative pedagogy, instructional techniques, and classroom materials. This program features an inventive mix of presenters from business and academia creating opportunities to explore the application of theoretical research to create business solutions. The symposium highlights include the presentation of several research papers selected through a rigorous review process. Combining an organizational and academic view, this respected event covers content and delivery practices gleaned from each platform.

For more details on the this conference, visit www.napm.org/

Competition

North American Collegiate Entrepreneur Awards

Do you know an undergraduate who has a business? If so, the North American Collegiate Entrepreneur Awards are accepting applications through March 9, 2001 and you can nominate an eligible student. This is a program of Saint Louis University's Jefferson Smurfit Center for Entrepreneurial Studies. Regional winners will be chosen from fifteen regions. Each first-place regional winner advances to the North American Awards in this two-tiered program. The top prize is \$10,000 with the faculty/staff nominator receiving \$1,000. These awards are being offered in all fifty states, Canada, Mexico, and the Caribbean.

Submission Deadline: **March 9, 2001**

For further information on this competition, visit <http://nace.slu.edu>

- 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 Entrepreneurs (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@nwosu.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.