

# NEWSLETTER - February 5, 2002

## Issue: 213-2002

\*\*\*\*\*

### In This Issue:

1. [Feature Paper](#) - Sales Promotion Preferences: A Demographic Analysis
2. [Tip of the Week](#) - Developing Advertising Appeals
3. [Call for Papers](#) - 2002 Business & Economics Society International Conference
4. [Call for Papers](#) - ICEB 2002 Conference
5. [Announcement](#) - AMA's 2002 International Marketing Educator's Conference Cancelled
6. [Announcement](#) - "Effects of Sept. 11 on Marketing Policy"
7. [Announcement](#) - Global Marketing SIG Board Nominations Sought

\*\*\*\*\*

### Feature Paper

#### Sales Promotion Preferences: A Demographic Analysis

This paper was presented by Michael J. Dotson and Eva M. Hyatt, both of Appalachian State University at the 2001 Society of Marketing Advances conference, held November 6-10, 2001 in New Orleans, Louisiana.

It would be a significant understatement to say that sales promotion is enjoying a dominant role in the promotional mixes of most consumer goods companies. The *1998 Cox Direct 20th Annual Survey of Promotional Practices* suggests that many companies spend as much as 75% of their total promotional budgets on sales promotion and only 25% on advertising. This is up from 57% spent on sales promotions in 1981 (Landler and DeGeorge). The reasons for this unprecedented growth have been well-documented. Paramount among these is the desire on the part of many organizations for a quick bolstering of sales. The obvious corollary to this is the desire among consumer groups for increased value in the products they buy. Value can be defined as the ratio of perceived benefits to price, and is linked to performance and meeting consumers' expectations (Zeithaml 1988). In today's value-conscious environment, marketers must stress the overall value of their products (Blackwell, Miniard and Engel 2001). Consumers have reported that coupons, price promotions and good value influence 75 - 80% of their brand choice decisions (Cox 1998). Today, "many Americans, brought up on a steady diet of commercials, view advertising with cynicism or indifference. With less money to shop, they're far more apt to buy on price" (Landler and DeGeorge 1991, 68).

To read this entire paper on sales promotion, visit our Web site at <http://www.sbaer.uca.edu/Research/2001/SMA/01sma029.html>

\*\*\*\*\*

### Tip Of the Week

## "Developing Advertising Appeals"

It is also important for the small business owner to keep advertising in perspective. In so doing, he or she must remember that people simply do not buy things; they purchase goods and services that will satisfy their wants. People buy value. Thus, an advertisement must communicate: "Buy at our store; we have the value you want." In more explicit terms, people want the following: Convenience and comfort, Love and friendship, Security, Social approval and status, Life, health and well-being, Profit, savings, and economy and Stylishness.

Of course when doing such, the owner-manager must keep in mind the three types of customers: those who are thrifty (bargain appeal); those who seek service (convenience appeal); and those who look for quality (snob appeal).

Another factor the small business owner-manager needs to keep in mind is that a good advertisement has certain qualities:

- 1 - Simplicity - People can understand the message easily.
- 2 - Informative - The message tells people something valuable or useful.
- 3 - Enthusiastic - The message is optimistic, showing that the company believes in its product or service.
- 4 - Truthful - The information is factual and honest.
- 5 - Provides essential answers - The message tells who is providing what, when, where, how and why. This makes the nature and purpose of the advertisement clear to people.

By interpreting products or services in terms of these appeals, the small business owner-manager can begin to focus on the market niche the store is trying to capture.

"Effective Small Business Management, Seventh Edition" Hodgetts, Richard M. and Kuratko, Donald F., Harcourt College Publishers, 2001, page(s) 454-456.

\*\*\*\*\*

## Call For Papers

### 2002 Business & Economics Society International Conference

Please join us for the 2002 Business and Economics Society International Conference to be held July 24-29, 2002 in Montreal, Canada at the Delta Montreal Hotel.

You may participate as panel organizer, presenter of one or two papers, chair, moderator, discussant, or observer. All papers will pass a blind peer review process for publication consideration in the *Global Business and Economics Review-Anthology 2002*, a volume of selected papers from the Conference.

Submission deadline for papers: March 30, 2002

For more details on the this conference, visit  
<http://www.assumption.edu/html/faculty/kantar/HKANTAR2.html>

\*\*\*\*\*

## Call for Papers

### ICEB 2002 Conference

Please join us for the Second International Conference on Electronic Business (ICEB) to be held December 11-13, 2002 at The Grand Hotel in Taipei, Taiwan.

The theme of this years conference is "Global E-Business in Knowledge-Based Economy: Management, Practice, and Opportunities." While the main focus of the conference is on electronic business, we also welcome papers in other areas of business such as marketing, finance, and logistics while e-business has made a significant impact.

The following six journals are also soliciting manuscripts for Special Issues/Sections in collaboration with the conference. They include Decision Support Systems, International Journal of Electronic Commerce, International Journal of Service Industry Management, Journal of Global Information Management, Quarterly Journal of Electronic Commerce, and Total Quality Management. The deadline for submissions for the journals only is August 15, 2002.

Conference Submission Deadline: July 15, 2002

For further information on this conference, visit <http://www.icebnet.org/>

\*\*\*\*\*

## Announcement

### AMA's 2002 International Marketing Educators' Conference Cancelled

Unfortunately, the American Marketing Association's 2002 International Marketing Educators' Conference scheduled for July 10-13, 2002 has been cancelled. The AMA Global Marketing Special Interest Group Board would like to thank all of those involved with the conference for their efforts.

\*\*\*\*\*

## Announcement

### "Effects of Sept.11 on Marketing Policy"

Please visit our web site and read Michael Czinkota of Georgetown University's editorial about his

research on the impact of September 11th on international marketing.

You can view the article by visiting our web site at <http://www.sbaer.uca.edu/Bulletins/editorial%20award.html>

\*\*\*\*\*

## Announcement

### Global Marketing SIG Board Nominations Sought

Global Marketing Special Interest Group members are encouraged to submit nominations for the Global Marketing SIG Board of Directors. Submit your nominations to David A. Griffith, SIG Board Chair, at [griffith@cba.hawaii.edu](mailto:griffith@cba.hawaii.edu) Board members should, to the extent possible, be individuals who regularly attend AMA meetings and are required to provide active and significant service to the Global Marketing Special Interest Group. Elections for the Board of Directors membership will take place in April.

Nominations will be accepted through March 21, 2002.

\*\*\*\*\*

If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Scott Russell at [sdr95002@cub.uca.edu](mailto:sdr95002@cub.uca.edu)

\*\*\*\*\*

SBANC Newsletter is provided as a service to the **Association for Small Business and Entrepreneurship (ASBE)** members and the **International Council for Small Business (ICSB)** members.

If interested in becoming a member of ASBE, contact Corbett Gaulden, Jr., at [gaulden\\_c@utpb.edu](mailto:gaulden_c@utpb.edu)

If interested in becoming a member of ICSB, visit <http://www.icsb.org/about/join.htm>

\*\*\*\*\*

## SBANC Staff

Main Office Phone: (501) 450-5300

**Dr. Don B. Bradley III**, Executive Director & Professor of Marketing  
-- Direct Phone: (501) 450-5345 -- E-mail: [Donb@mail.uca.edu](mailto:Donb@mail.uca.edu)

- Scott Russell** -- Student Intern -- E-mail: [sdr95002@cub.uca.edu](mailto:sdr95002@cub.uca.edu)
- Benjy Kuonen** -- Graduate Assistant -- E-mail: [cbk96001@cub.uca.edu](mailto:cbk96001@cub.uca.edu)
- Thierry Njomgang** -- Student Intern -- E-mail: [thierrynjomgang@hotmail.com](mailto:thierrynjomgang@hotmail.com)
- Fernanda Pereira** -- Student Intern -- E-mail: [cavaleira1@portugalmail.com](mailto:cavaleira1@portugalmail.com)
- Ana Rita Silva** -- Student Intern -- E-mail: [ritasilva@hotmail.com](mailto:ritasilva@hotmail.com)
- Jordi Cusell**-- Student Intern -- E-mail: [jcusell@hotmail.com](mailto:jcusell@hotmail.com)
- Luis Ramada**-- Student Intern -- E-mail: [luisramada@hotmail.com](mailto:luisramada@hotmail.com)
- Arnaldo Silva**-- Student Intern -- E-mail: [arnaldocardoso@portugalmail.pt](mailto:arnaldocardoso@portugalmail.pt)

\*\*\*\*\*

If you would like to subscribe to the SBANC Newsletter, please send an e-mail to [webmaster@www.sbaer.uca.edu](mailto:webmaster@www.sbaer.uca.edu) with "add" in the subject line. If you would like to unsubscribe to the SBANC Newsletter, please send an e-mail to [webmaster@www.sbaer.uca.edu](mailto:webmaster@www.sbaer.uca.edu) with "remove" in the subject line.