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Feature Paper

Visual Complexity in Banner Ads: The Role of Color, Image Type, and Animation

This paper was presented by Bruce A. Huhmann, University of Manitoba during the Association of Collegiate Marketing Educators Conference, St. Louis, Missouri, March 6-9, 2002.

Two studies investigate visual complexity in banner ads and support predictions based on the resource-matching perspective. Study 1 found that, when processing resources are constrained, memory is better for images with moderate visual complexity. Study 2 found that actual banner ads also rely on a moderate degree of visual complexity.

To read this entire paper on Visual Complexity in Banner Ads: The Role of Color, Image Type, and Animation , visit our Web site at <http://www.sbaer.uca.edu/Research/2002/ACME/Papers/02acme045.pdf>

Tip Of the Week

"Popular Types of Marketing Research"

- Customer identification studies. This type of study seeks to identify the general attributes of the target market. Customer identification studies answer questions such as: Who are my customers? What is my typical customer's age? What is their education level? What are their hobbies? What TV shows do they watch?
- Purchasing power and buying habit studies. This type of study is more specific than a customer identification study and focuses on the financial strength and economic attributes of the target

market. These studies answer questions such as: How much disposable income do my prospective customers have? When and how often do they make purchases? How do they pay for their purchase? When do they buy (what time of the year, day of the week, etc.)?

- Opinion research studies. Opinion research studies attempt to discover the psychological aspect, or the inner workings, of the target market. They answer questions such as: What do my customers like? How do they perceive my new product? What family member makes the purchasing decisions? How price sensitive are my customers?
- Competitive analysis studies. These studies investigate the competitive marketplace within a company's target market. They answer questions such as: Who are my competitors? How do my competitors react to market forces? What are my competitors' strengths and weaknesses? What is their market niche?
- Environmental studies. These studies intend to reveal the economic and political circumstances that influence the marketplace. They answer questions such as: What is the growth rate of the national economy? What is the income trend in my target market? What is the growth trend of my target market?
- Discrete choice modeling. A more advanced type of marketing research is discrete choice modeling (DCM). As inferred by its name, marketing researchers use DCM mainly to predict the choices that consumers will make between discrete alternatives or courses of action. This technique investigates price elasticity, product feature preferences, brand equity, and the share effects of marketing mix changes. DCM answers questions such as: What happens to my sales volume if I increase prices by 10 percent? How much is my brand name worth? What options in a new car sell best?
- Conjoint analysis. Another advanced marketing research technique is conjoint analysis, which examines various alternatives to determine the combination of attributes that will best satisfy the consumer. Researchers use this technique to predict what products or services consumers will choose, to assess the weight given to various factors that underlie these decisions, and to determine what trade-offs people are willing to make. Conjoint analysis answers such questions as: Which new products will be successful? What features or attributes will drive a purchase decision? Are there specific market segments for a product? What type of advertising will be most successful with these segments? Will changes in product design increase or decrease consumer preference and sales? What is the optimal price for a product or service? Can prices be increased without a significant loss in sales?

"Internet Marketing - Building Advantage in a Networked Economy" Mohammed, Rafi A., Fisher, Robert J., Jaworski, Bernard J., Cahill, Aileen M., McGraw-Hill/Irwin, 2002, pages 131-132.

Call For Papers

Academy of Management

Academy of Management Annual Meeting: Democracy in a Knowledge Economy, August 1-6, 2003, Seattle.

Submission deadline for papers: Jan 6, 2003

For more details on the this conference, visit

http://myaom.pace.edu/AnnualMeeting/2003/submissions/index_submissions.html

Call For Papers

R&D Management Conference 2003

The R&D Management Conference 2003 Manchester, UK 7-9 July 2003 Implementing the theories of R&D management *Advancing the state of the art.*

Submission deadline for papers: January 31, 2003

For more details on the this conference, visit http://www.radma.org/R&D%20MgmtConf2003_further%20details.pdf

Conference

International Conference on Computer, Communication and Control Technologies

Participate in the International Conference on Computer, Communication and Control Technologies: CCCT '03, which will be held from July 31 to August 2, 2003, at the Sheraton World Resort in the city of Orlando, Florida, USA, jointly with the 9th International Conference on Information Systems, Analysis and Synthesis: ISAS '03.

For further information on this conference, visit <http://www.iiisci.org/ccct2003/>

Conference

The International Conference on the Future of the Book

RMIT University's International Centre for Graphic Technology has great pleasure in inviting you to participate in:

THE INTERNATIONAL CONFERENCE ON THE FUTURE OF THE BOOK Cairns, Australia, 22-24 April 2003

For further information on this conference, visit <http://www.Book-Conference.com>

Conference

Allied Academies

The Allied Academies will hold its 2003 international meeting in Tunica, Mississippi. Presentation dates will be April 9 through April 12, 2003 , with registration on the evening of April 9. Registration materials are due by March 4.

For further information on this conference, visit <http://www.alliedacademies.org/tunica-call.html>

If you have any comments about the SBANC newsletter or if you know of any upcoming small business event to promote, please contact Christian Bol at cbol21@hotmail.com

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