TITLE OF STUDY: Nicknames Study

Data was collected from the CBA Participant Pool during FALL, 2014.

I. BACKGROUND

This study was designed as a preliminary study of consumers’ attitudes toward specific terms of endearment that might be used by store employees in greeting shoppers. This information will be used to design a study related to consumers’ propensity to overspend (incur debt) when an employee inflates their egos.

II. PURPOSE & THEORY

Self-perception theory and social labeling theory will be used to explain the ego inflation effect that we predict will encourage consumers to overspend (incur debt).

III. STUDY DESIGN

This was a pre-test of the nicknames to be employed in a later field study. We wondered if the original sample from the US South would vary in response to a sample from another region of the country.

IV. RESULTS OR OUTCOMES FROM THE STUDY

Our findings indicate no significant differences between the Southern and the Midwestern samples in their response to the nicknames. Even in terms of the perception that various nicknames were rated as internally-based vs. externally-based and innocent vs. risqué, the responses were significantly similar.

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