



Clarion University  
Undergraduate and Graduate Research  
Oral Presentation

12PM-1PM, Friday, April 16, 2021

Join Zoom Meeting

<https://clarion.zoom.us/j/5335757554>

12:00PM

Laura Draghiciu

*Effects of COVID-19 on Marketing: New Consumer Behavior Model*

12:15PM

Asia Smith

*Women's Equality: A Comparative Study for Sweden and America*

12:30PM

Jessica Kirkpatrick

*Experiences in the state park setting can improve mental health and overall well-being and encourage re-visits*

12:45PM

Autumn Martino

*Marketing Tactics used by Pennsylvanian Suffragists*

For details, please refer to the abstracts in the next page.

**Laura Draghiciu**

***Effects of COVID-19 on Marketing: New Consumer Behavior Model***

The purpose of this study is to evaluate market dynamics and the New Consumer Behavior Model during the COVID-19 Pandemic, which has shown major shifts in consumption and demand by consumers. This includes changes in service features demanded by consumers related to e-commerce, delivery, and pick-up options to minimize risk of the transmission of COVID-19. Implications and uniqueness of this paper are attributed to the fact that this is a very timely study that has high implications for marketers and provides new knowledge in this area. Findings from this study include data showing change in consumer behavior during the pandemic which support the New Consumer Behavior Model, such as “Panic Shopping”, “Risk Averse Consumers”, and “Meticulous Consumers”. This conceptual study is based on secondary research including a literature review used to develop a framework that may help conduct a future quantitative study. Secondary research used in this study includes data obtained from case studies, journals articles, blogs, and news articles pertaining to consumer behavior that is influenced by COVID-19. This study serves as a foundation for more research of the evolution of the New Consumer Behavior Model after the Pandemic which can help ensure sustainability of future business models post-COVID-19. More research of consumer behavior data during the COVID-19 Pandemic must be conducted and evaluated to comprehend what the future looks like in terms of market research and strategy.

**Asia Smith**

***Women’s Equality: A Comparative Study for Sweden and America***

The infrastructure of the U.S work force was created around the male-breadwinner model, leaving no room for change or equality (Saltzstein 2001:452). Today, the fight for gender equality in the United States continues as the country still lacks equal gender rights that many countries such as Sweden have gained since the 1960s. America has become a forerunner in the modern world and a superpower in many sectors, but still lacks behind our counterparts in empowering women and enhancing their status. The limitations women face is seen in all sectors of the economy, as they work towards reaching their potential and stride. The promotion of gender parity through all sectors, especially career and family not only adds to the equity of women but to the quality of life that should take place within societies as well. This study analyzes the status of women in the United States versus Sweden and discusses how cultures (such as Contemporary Sweden) that emphasize career and family balance can achieve gender equity.

## **Jessica Kirkpatrick**

### ***Experiences in the state park setting can improve mental health and overall well-being and encourage re-visits***

There has been much research done on improving Nature-Based Solutions in an urban environment in order to increase tourism and promote urban beautification. In the times of Covid-19, the tourism of the urban areas has decreased drastically due to the restrictions on social distancing and quarantining. Since March 2020, people have had to find other ways to entertain themselves, reduce stress, and just get out to get fresh air and sunshine. These things are all good for the soul and the health of each individual. Covid-19 has been challenging for many individuals not only physically, but also mentally. The rate of stress, anxiety and depression have increased among individuals everywhere. The summer of 2020, many people have ventured to State Parks in order to meet this need. In Pennsylvania, the State Park numbers have increased significantly in June 2020 vs June 2019. Nationally, the numbers have increased by up to 1 million visitors each summer month of 2020 compared to 2019. The more people can get out and experience the outdoors during this time, the less mental health issues there will be. The focus of this paper will be how we will keep the visitation up in the State Parks of Pennsylvania with the consideration of State Parks as Nature-Based Solutions. State parks are a prime example of nature based solutions, so the goal of this paper will focus on looking into the following questions; Can the number of State Park visitors in Pennsylvania can be maintained or increased from what the number is currently? How can Nature Based Solutions in a state park environment can be marketed in order to maintain the number of visitors at State Parks? How is the number of visitors in State Parks different in the summer versus the winter? Will visitors return to the State Park if they are satisfied and have an overall positive experience?

## **Autumn Martino**

### ***Marketing Tactics used by Pennsylvanian Suffragists***

From the mid-nineteenth century till the early twentieth century, women throughout the United States of America worked towards achieving the right to vote. The campaigning for women's suffrage would occur all throughout the nation and the state of Pennsylvania was no exception. In Pennsylvania, according to voting records, there was greater support for women's suffrage in the western region of the state in comparison to the eastern region. Unfortunately, there has been little effort to examine western, rural counties in Pennsylvania that had voted in support of women's suffrage. Upon analyzing primary sources for Clarion, Jefferson, and Indiana county it was clear that concepts such as gender, femininity, and social stability were the main focus surrounding debates around women's suffrage. When suffragists campaigned in those regions they incorporated specific marketing tactics to address those issues and concerns in their favor.