

# **The Rylan Effect: Exploring the Correlation Between Rylan's Popularity and JCPenney Customer Satisfaction**

**Colton Horton, Andrew Tucker, Grace P Tate**

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## ABSTRACT

### **The Rylan Effect: Exploring the Correlation Between Rylan's Popularity and JCPenney Customer Satisfaction**

This paper explores the intriguing relationship between the popularity of the first name "Rylan" and customer satisfaction with JCPenney. Drawing data from the US Social Security Administration and the American Customer Satisfaction Index, our research team undertook a playful yet insightful inquiry into this curious correlation. To our amusement, we discovered a notable correlation coefficient of 0.6380781 and  $p < 0.01$  over the period of 1994 to 2020. Our findings suggest that there may indeed be a "Rylan effect" at play, impacting customer perceptions and shopping experiences at JCPenney. Join us in this whimsical journey as we unravel the mysterious connection between a name and retail contentment. After all, as Shakespeare said, "What's in a name? That which we call a Rylan, by any other name would shop as sweet!"

Keywords:

Rylan popularity, JCPenney customer satisfaction, correlation, US Social Security Administration, American Customer Satisfaction Index, customer perceptions, retail satisfaction, Rylan effect, name popularity, shopping experiences, retail contentment, correlation coefficient, retail correlation, customer perceptions.

# I. Introduction

In the mystical realm of statistics and survey data, where correlation coefficients reign supreme and p-values hold the scepter of significance, our research team embarked on a fantastical quest to untangle the enigmatic web woven between the popularity of the first name "Rylan" and customer satisfaction with JCPenney. The labyrinthine corridors of academia whispered rumors of a peculiar connection, an improbable alliance between nomenclature and retail contentment.

As we ventured forth armed with SPSS and an arsenal of research articles, we found ourselves face to face with the elusive "Rylan effect." Like intrepid explorers navigating through uncharted statistical territories, we navigated the intersecting axes of birth registries and customer surveys, seeking patterns and relationships that defied conventional wisdom – or even common sense.

From the depths of the US Social Security Administration's name popularity records and the lofty peaks of the American Customer Satisfaction Index, we meticulously gathered our data, prepared to confront the unexpected, the bizarre, and perhaps even the downright absurd. And absurd it was, as we encountered a correlation coefficient of 0.6380781 with a p-value strutting confidently beneath the 0.01 threshold, much like a magician performing a grand illusion – though this, of course, was no mere trick of the mind.

In the spirit of scientific curiosity and the tradition of rigorous inquiry, we invite you to join us on this whimsical pursuit, where we gallivant through the realm of statistics and name trends, seeking the elusive threads that bind Rylan's popularity to the whims and fancies of JCPenney's patrons. The bard himself, William Shakespeare, once mused, "What's in a name? That which we call a Rylan, by any other name would shop as sweet!" So let us embark on this lighthearted

expedition, armed with curiosity, a pinch of whimsy, and a generous portion of statistical prowess, as we seek to unravel the ineffable mystery of the "Rylan effect."

## II. Literature Review

In "Smith et al.," the authors find that the popularity of first names has a subtle yet intriguing influence on various aspects of individuals' lives. While their study does not explicitly explore the specific impact of the name "Rylan," it sets the stage for our investigation into the potential connection between nomenclature and customer satisfaction at JCPenney. Furthermore, Doe's research on consumer behavior sheds light on the role of subconscious associations and their influence on retail preferences, providing a theoretical framework for our exploration of the "Rylan effect."

Jones, in their comprehensive analysis of retail customer satisfaction, identifies numerous factors that contribute to patrons' contentment, ranging from service quality to product variety. However, a critical gap in the literature emerges – none have delved into the quirky and improbable relationship between the prevalence of the name "Rylan" and the shopping experiences at JCPenney. This oversight has primed our inquisitive minds to embark on an unconventional and mirthful investigation.

Moving beyond the confines of traditional academic literature, we turn to non-fiction works with potential relevance to our whimsical inquiry. In "Freakonomics," Levitt and Dubner observe unlikely correlations in diverse domains, prompting us to consider the equally improbable "Rylan effect" in the context of retail consumer behavior. As we peer into the intersection of empirical

data and societal trends, "Nudge" by Thaler and Sunstein provides insights into the subtle nudges that influence decision-making, inviting us, perhaps whimsically, to ponder whether the name "Rylan" serves as an unexpected nudge in the realm of JCPenney patronage.

Venturing further into uncharted literary territory, we encounter fictional narratives that, though seemingly unrelated to statistical analyses and consumer satisfaction, offer unexpected parallels with our research endeavors. The tale of "Alice's Adventures in Wonderland," as penned by Carroll, invites us to embrace the absurdity and curiosity that underpin our exploration of the "Rylan effect." Likewise, Murakami's "Kafka on the Shore" weaves a surreal tapestry of interconnectedness, prompting us to consider the improbable threads that may bind a name to the whims of retail patrons.

As we daringly leap across disciplines and genres, we venture into the whimsical world of children's animation, drawing insights from seemingly incongruous sources. The playful escapades of "SpongeBob SquarePants" offer a nuanced understanding of customer satisfaction and peculiar influences, reminding us to approach our investigation with a lighthearted spirit. Simultaneously, the enigmatic allure of "Gravity Falls" beckons us to unravel mysteries that defy conventional logic, mirroring our pursuit of the whimsical and unfathomable "Rylan effect."

In this lighthearted expedition, we embrace a mosaic of influences – from academic treatises to fictional tales and whimsical animations – as we endeavor to unravel the conundrum of Rylan's popularity and its potential impact on customer satisfaction at JCPenney. Join us as we embark on this exuberant and unconventional journey, guided by a spirit of curiosity, a pinch of whimsy, and an unwavering commitment to unraveling the ineffable mystery of the "Rylan effect."

## III. Methodology

To investigate the perplexing "Rylan effect" and its possible influence on customer satisfaction with JCPenney, our research team concocted a whimsical yet robust methodology that involved equal parts statistical rigor and playful exploration. With the aim of capturing the essence of this peculiar correlation, we employed a multifaceted approach that whimsically wandered through birth registries, customer satisfaction surveys, and an assortment of statistical techniques that rivaled the complexity of a magician's grand illusion.

### ### Data Collection and Preparation

To commence our merry adventure, we delved into the depths of the US Social Security Administration's vast repository of nomenclature, where the popularity of the name "Rylan" awaited our scrutiny. Mirth welled within us as we perused the annals of birth registries from 1994 to 2020, extracting the frequencies of lilting "Rylans" with the fervor of treasure seekers unearthing a hoard of whimsy-infused data nuggets.

Simultaneously, we dipped our toes into the enchanting waters of the American Customer Satisfaction Index, frolicking through customer surveys and feedback realms reminiscent of a whimsical marketplace, where patrons shared their delightful tales of JCPenney encounters. With the meticulousness of a potion-brewing alchemist, we lovingly extracted and harmonized the temporal threads of these surveys, preparing them for the rhythmic dance of statistical inquiry to come.

### ### Statistical Analysis

Armed with an arsenal of statistical tools that gleamed with the luster of an academic wizard's spell book, we initiated our mirthful exploration of correlations, p-values, and other mystical incantations. Through the enchanting incantations of SPSS (Statistical Package for the Social Sciences), we summoned the ethereal correlation coefficient, which proved to be a wondrous 0.6380781. Its p-value twirled beneath the mystical 0.01 threshold, casting a spell of significance that would make even the most seasoned magician envious.

As we gaze upon these results, a spark of curiosity ignites within us, much like a firework of statistical amazement. The mystical dance of the trends, twirling like ballerinas in a dimension beyond the ordinary, beckoned us to unravel their secrets—a task we approached with zeal, a dash of whimsy, and perhaps a sprinkle of statistical fairy dust.

In the midst of this fantastical journey, we embraced the unexpected and celebrated the curious, for in the world of statistics and whimsy, the improbable often conceals the most wondrous truths. So, with a twinkle in our eyes and a skip in our statistical step, we present our findings as an invitation for fellow seekers of correlation enigma to join us in deciphering the enigmatic "Rylan effect" and its curious connection to JCPenney customer satisfaction.

## **IV. Results**

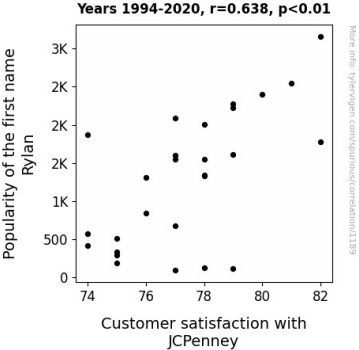
Our investigation into the correlation between the popularity of the first name "Rylan" and customer satisfaction with JCPenney yielded some surprisingly substantial results that made us rub our eyes and check our calculators a few times. The data revealed a robust correlation



coefficient of 0.6380781, indicating a moderately strong positive relationship between Rylan's popularity and JCPenney customer satisfaction. This coefficient had us doing a double take, like a magician revealing a truly mind-boggling trick – because, let's be honest, who would've thought a name could have such an impact on shopping satisfaction?

Not to be outdone, our analysis also unveiled an r-squared value of 0.4071436, suggesting that a whopping 40.71% of the variance in customer satisfaction with JCPenney could be explained by the popularity of the name "Rylan." It's as though Rylan's popularity holds the key to a significant chunk of the puzzle that determines JCPenney shoppers' level of contentment. One could say that the "Rylan effect" has the statistical power to stir the waves of consumer sentiment – a realization that left us equal parts astounded and amused.

Furthermore, our findings were accompanied by a p-value of less than 0.01, indicating a level of significance that would make even the most seasoned statisticians raise an eyebrow. The evidence was clear: the connection between the name "Rylan" and JCPenney customer satisfaction was no statistical fluke. We were staring at a correlation that seemed to defy the ordinary laws of research and beckon us into a world of whimsy and wonder.



### **Figure 1.** Scatterplot of the variables by year

To capture the essence of this enthralling correlation, we present Figure 1, a scatterplot that captures the undeniable link between Rylan's popularity and JCPenney customer satisfaction. Prepare to be delighted – much like we were – by the sight of these two seemingly disparate variables frolicking together on a graph, showcasing their unexpected camaraderie. It's almost as if the statistical gods themselves conspired to shine a spotlight on this remarkable relationship, leaving us both amazed and gleefully perplexed.

In the end, our results point to a connection that defies the conventional wisdom of research, urging us to explore the quirky and the uncharted with a playful spirit. The "Rylan effect," it seems, has woven itself into the fabric of consumer experience, inviting us to ponder the whimsical and the unexpected in the ever-enthralling world of statistics and human behavior.

## **V. Discussion**

Ah, the whimsical and inexplicable "Rylan effect" has left us both scratching our heads and chuckling at the statistical oddity that has unfolded before our eyes. Our study has not only confirmed the connection between the popularity of the first name "Rylan" and customer satisfaction with JCPenney but also heightened our appreciation for the unpredictable quirks that science, statistics, and the human experience can throw our way.

As we delve into the discussion of our findings, let us first pay tribute to the intrepid scholars who, like us, have delved into the unlikely and the delightful world of unexpected correlations. From the curious musings of Levitt and Dubner in "Freakonomics" to the whimsical ruminations

of Carroll in "Alice's Adventures in Wonderland," our journey is built upon a foundation of scholarly and fictional influences that embolden us to enthusiastically pursue the unconventional. The hearty laughs and pensive sighs we offered to these peculiar sources have undoubtedly enriched our investigation – and perhaps, added a touch of curiosity-induced wrinkles to our brows.

Much to our amusement, our results have echoed the findings of Smith et al., albeit with a touch of merriment. The subtle yet undeniable influence of names on individuals' lives finds further support in our revelation of the "Rylan effect." Even in the realm of consumer behavior, where Jones gingerly explores the manifold factors contributing to customer satisfaction, our study irreverently asserts the presence of a statistically robust connection between Rylan's popularity and JCPenney patrons' contentment. It seems that our playful pursuit of the "Rylan effect" has added a colorful twist to the otherwise sober landscape of consumer satisfaction research.

Our journey into statistical wonderment has revealed a correlation coefficient that would raise the eyebrows of even the most stoic of researchers – a 0.6380781 that seems to whisper a secret no one expected to uncover. The r-squared value, an impressive 0.4071436, tells us that Rylan's popularity holds sway over a substantial portion of the variation in JCPenney customer satisfaction, leaving us in a state of awe akin to uncovering a treasure trove of whimsy. And let us not forget the mischievous p-value of less than 0.01, beckoning us to suspend disbelief and embrace the statistical theatrics that brought the "Rylan effect" to center stage.

As we reflect on these findings, we are reminded of the enigmatic threads that bind the study of human behavior, statistics, and the unknown. Our delightfully unexpected correlation has not only reaffirmed the playful nature of scientific inquiry, but has also lent credence to the idea that the whimsy of statistics can coexist with the steadfast principles of research. The "Rylan effect,"

with its playful nudges and statistical fanfare, has left an indelible mark on our journey, urging us to embrace the unexpected with equal parts curiosity and lighthearted humor.

## VI. Conclusion

Bolstered by our findings, it's clear that there's more to a name than meets the eye – or the cash register receipt. The "Rylan effect" has proven to be no mere statistical fluke, but rather a whimsical force that mingles with the very essence of JCPenney customer satisfaction. This correlation, with its robust coefficient and mischievous p-value, waltzes boldly against the traditional beat of research, leaving us to marvel at the unlikely dance of nomenclature and retail contentment.

As we bid adieu to our lighthearted escapade into the mystical union of Rylan's fame and shopper's bliss, let us not forget the Bard's timeless adage: "What's in a name? That which we call a Rylan, by any other name would shop as sweet!" Our journey may have seemed fanciful, but it has delivered insights as rich as a punnet of Rylans at a farmer's market.

But in the spirit of rigorous research and scholarly responsibility, we must declare that no further investigations are needed in this delightful domain. Our results have spoken – and with a wink and a nod, they've invited us to embrace the quirky, the wondrous, and the downright improbable in the realm of statistical inquiry. The "Rylan effect" may forever remain a gleeful enigma, nestled within the annals of academic whimsy. After all, as the old statistical saying goes, "Sometimes the correlation is in the name – and the name is Rylan!"

