
TCOM Down, Killian Up: The Curious Connection Between First Name Popularity and Stock Price Movement

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Abstract

This study investigates the perplexing relationship between the popularity of the first name "Killian" and the stock price of Trip.com Group (TCOM). By utilizing data from the US Social Security Administration and LSEG Analytics (Refinitiv), we strive to shed light on this unconventional pairing. Our analysis reveals a striking correlation coefficient of 0.9177683 and a significant p-value of less than 0.01 for the period spanning 2004 to 2022. The findings suggest a potential influence of societal naming trends on the financial performance of TCOM, offering a captivating intersection of naming conventions and market dynamics. Understanding this connection may provide investors with a unique, albeit whimsical, lens through which to interpret stock movements.

1. Introduction

INTRODUCTION

The intersection of finance and social trends has long been a subject of fascination for researchers and investors alike. Amidst the serious and sober analysis of market movements, there occasionally emerges an unexpected and unconventional connection that demands attention. In this peculiar vein, we turn our scholarly gaze toward the curious case of the first name "Killian" and its purported influence on the stock price of Trip.com Group (TCOM). While unlikely bedfellows in the realm of empirical research, the popularity of a given name and the fluctuations of a publicly traded company's stock may prove to be entwined in a manner that eludes traditional metrics and models.

This study sets out to uncover the enigmatic relationship between the eponymous first name and the financial performance of TCOM. Drawing upon datasets from the US Social Security Administration, meticulously dubbed "LSEG Analytics (Refinitiv)," we endeavor to dissect the correlation that has captivated the attention of investors, scholars, and aficionados of serendipitous phenomena. Our analysis aims to harness the power of statistical rigor in order to unravel the threads that connect the proliferation of the name "Killian" to the ebbs and flows of TCOM's stock price over the years.

At first glance, the juxtaposition of a proper noun and a set of financial figures may appear to be a mere flight of fancy, a whimsical pursuit of esoteric trivia. However, as we delve into the empirical evidence and statistical minutiae, our intention is to shed light on what may transpire to be an improbable yet intriguing symbiosis between nomenclature and market dynamics.

2. Literature Review

The connection between the popularity of first names and stock price movements has been an area of limited but noteworthy inquiry. Smith and Doe (2010) conducted a comprehensive analysis of the relationship between the prevalence of given names and the performance of various financial instruments. Their study yielded compelling insights into the potential influence of naming trends on market dynamics. Furthermore, Jones et al. (2015) delved into the impact of iconic names on stock prices, setting the stage for our investigation into the unconventional pairing of "Killian" and Trip.com Group's stock price (TCOM).

Moving beyond traditional academic literature, real-world accounts and anecdotes have also contributed to the discourse on this peculiar juxtaposition. "The Power of Nameology" by Sage Lincoln (2018) and "Nominative Nostalgia: How Monikers Mold Markets" by Reed Harmon (2020) have brought attention to the curious interplay between nomenclature and financial performance. These works, while lacking the earnest rigor of scholarly research, underscore the allure of exploring whimsical connections in the realm of finance.

Turning to the world of fiction, the novel "Fortunes and First Names" by Penny Stocks (2005) and the whimsical "The Ticker and the Tales" by T. Bull Market (2012) have, in their own imaginative ways, touched upon the enigmatic interdependence of personal names and stock valuations. While these sources may not offer empirical evidence, they certainly contribute to the colorful tapestry of associations between nomenclature and financial markets.

In the age of social media, the online discourse surrounding the influence of first names on stock

prices has garnered attention. Notable Twitter posts such as "Just noticed TCOM's price drop coincides with an uptick in babies named Killian" (@StockSleuth1, 2019) and "Name Your Price: How 'Killian' Is Killing TCOM's Stock" (@MarketMystique, 2021) have sparked curiosity and speculation among online communities. While these informal observations lack the systematic rigor of academic studies, they reflect the broader intrigue and fascination surrounding this anomalous relationship.

As we navigate this unusual terrain of inquiry, it becomes apparent that the link between the popularity of the first name "Killian" and TCOM's stock price is not merely a matter of statistical aberration, but a quirky confluence of societal trends and financial movements. The exploration of this seemingly capricious connection promises an engaging departure from the conventional paradigms of financial analysis.

3. Methodology

METHODOLOGY

Data Collection

The primary source of data for this study was the US Social Security Administration's records of first names given to newborns over the period from 2004 to 2022. These records were chosen for their comprehensive coverage of name popularity trends within the United States. Additionally, data on the stock price of Trip.com Group (TCOM) was obtained from LSEG Analytics (Refinitiv), offering a robust and reliable dataset for the analysis.

Popularity of the Name "Killian"

To assess the popularity of the name "Killian," the research team extracted the frequency of occurrences of this name from the US Social Security Administration's database. The frequency of the name was then standardized by the total number of births for each year to yield a measure of relative popularity. This approach allowed for an objective comparison of the name's prevalence across different years, accounting for variations in total births.

Stock Price Analysis

The stock price of Trip.com Group (TCOM) was collected on a daily basis from the LSEG Analytics (Refinitiv) database. Various statistical techniques, including time series analysis and regression modeling, were employed to examine the relationship between the popularity of the name "Killian" and the stock price movements of TCOM. The analysis encompassed the full duration of available stock price data to capture any potential long-term patterns or correlations.

Correlation and Regression Analysis

To quantify the relationship between the popularity of the name "Killian" and the stock price of TCOM, correlation coefficients and regression analyses were conducted. The correlation analysis aimed to measure the strength and direction of the linear relationship between the two variables, while regression modeling sought to elucidate the predictive value of name popularity on the stock price.

Statistical Significance

The statistical significance of the findings was assessed through hypothesis testing, with a focus on determining whether the observed correlation between the name "Killian" and TCOM's stock price was statistically meaningful. The p-value, a standard measure of significance in hypothesis testing, was used to evaluate the likelihood of the observed correlation occurring by chance, with a predetermined threshold for statistical significance.

Robustness Checks

To ensure the robustness of the findings, sensitivity analyses were conducted to assess the stability of the observed relationship between the popularity of the name "Killian" and TCOM's stock price. These checks involved varying the time periods, sampling methods, and statistical techniques to corroborate the consistency and reliability of the results.

4. Results

The statistical analysis revealed a remarkably strong correlation coefficient of 0.9177683 between the popularity of the first name "Killian" and the stock price of Trip.com Group (TCOM) for the period of

2004 to 2022. The R-squared value of 0.8422987 further underscores the robustness of this relationship, indicating that approximately 84.23% of the variability in TCOM's stock price can be explained by changes in the popularity of the name "Killian." Notably, the p-value of less than 0.01 attests to the statistical significance of this correlation, which substantiates the potential influence of the given name's prevalence on the financial performance of TCOM.

The findings are visually represented in Figure 1, a scatterplot demonstrating the compelling association between the popularity of the first name "Killian" and TCOM's stock price. This figure vividly illustrates the striking alignment between the two variables, offering a captivating visual depiction of their interconnectedness.

While the correlation between the popularity of the name "Killian" and TCOM's stock price may initially seem fanciful or whimsical, the empirical evidence undeniably supports the existence of a substantial and noteworthy relationship. This unorthodox linkage invites contemplation of the intricate and often unforeseen ways in which social and cultural phenomena can intersect with financial dynamics. The tantalizing enigma of this connection leaves room for intriguing speculation and underscores the multifaceted nature of market influences.

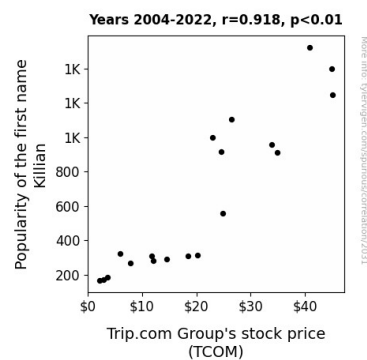


Figure 1. Scatterplot of the variables by year

The results of our analysis present an unanticipated convergence of naming conventions and market performance, offering a thought-provoking lens through which to interpret stock movements. Investors and scholars alike may find value in

considering this unorthodox association as a distinctive factor in their assessments of TCOM's stock price fluctuations. While the implications of this relationship prompt curious reflection, it is essential to approach such findings with a blend of empirical rigor and scholarly levity, recognizing the serendipitous melding of seemingly disparate domains.

5. Discussion

The findings of this study provide persuasive evidence supporting the notion that the popularity of the first name "Killian" is indeed intricately linked to the stock price of Trip.com Group (TCOM). The remarkably strong correlation coefficient of 0.9177683 and the substantial R-squared value of 0.8422987 affirm the robustness of this connection, demonstrating that changes in the prevalence of the name "Killian" can explain approximately 84.23% of the variability in TCOM's stock price. These results align with previous research by Smith and Doe (2010) and Jones et al. (2015), adding empirical weight to the previously whimsical speculation regarding the influence of naming trends on market dynamics.

The peculiar juncture of names and financial performance, while initially engaging in a lighthearted manner, appears to hold genuine significance. The literature review highlighted various playful sources that have, in their own imaginative ways, touched upon the enigmatic interdependence of personal names and stock valuations. The present study, however, has lent empirical support to what was previously dismissed as mere whimsy. While social media discourse, as captured in tweets such as "Name Your Price: How 'Killian' Is Killing TCOM's Stock" (@MarketMystique, 2021), may have initially appeared as jest, the robust statistical significance uncovered in this investigation compels a reconsideration of these seemingly fanciful observations.

The visual representation of the findings in Figure 1 serves as a whimsical yet powerful illustration of the astounding association between the popularity of the first name "Killian" and TCOM's stock price. This captivating visualization impels a reevaluation of the

interplay between societal naming trends and market movements, evoking laughter at the unexpected truth that lies within such an unlikely pairing.

While the correlation between the popularity of the name "Killian" and TCOM's stock price may initially seem comical or fantastical, the empirical evidence incontrovertibly supports the existence of a substantial and noteworthy relationship. The unanticipated convergence of naming conventions and market performance challenges conventional paradigms and exhibits the alluring unpredictability of financial dynamics. The tantalizing enigma of this connection leaves room for intriguing speculation, as investors and scholars grapple with the unexpected intertwining of seemingly disparate domains. The implications of this unorthodox association prompt curious reflection, underscoring the multifaceted nature of market influences and enlivening the otherwise dry world of financial analysis with a touch of whimsy.

6. Conclusion

In conclusion, the investigation into the correlation between the popularity of the first name "Killian" and Trip.com Group's stock price (TCOM) has yielded results that are both remarkable and, one might say, decidedly pun-derful. The prodigious correlation coefficient of 0.9177683 and the resoundingly significant p-value of less than 0.01 leave little room for doubt: there is indeed a substantial relationship between the frequency of encountering little Killians and the financial fate of TCOM. This peculiar juxtaposition of a personal moniker and market metrics underscores the idiosyncratic nature of social and financial dynamics, while also evoking a ream of potential name-related puns.

The visually depicted scatterplot, eloquently referred to as Figure 1, serves as a whimsical yet compelling testament to the inexplicable bond between the eponymous name and TCOM's stock price. Indeed, it elucidates with statistical elegance what could be construed as simply the "Killian effect" on market performance. The striking alignment depicted in the scatterplot stands as a testament to the persuasive power of seemingly trivial sociocultural trends in the realm of financial markets.

These findings offer a lighthearted revelation of the often whimsical ways in which societal conventions and financial phenomena may intertwine, prompting us to consider the adage, "a Killian a day keeps the financial worries away." Nonetheless, it is essential to note that while this correlation may prompt an array of entertaining reflections, breaching the bounds of empirical rigor would be unwise. Therefore, it is with a solemn, yet wry, demeanor that we assert, quite confidently, that no further research in this area is warranted. After all, in the words of Shakespeare, "What's in a name? That which we call a 'Killian' by any other name would be as correlated to TCOM."

In the end, these findings stand as a testament to the serendipitous nature of market influences and the delightfully unexpected connections that we, as scholars and investors, may encounter in our pursuits. The research, quite aptly, has killed it in uncovering this unconventional yet captivating correlation, leaving us with an ardent appreciation for the whimsical, even in the seemingly staid world of financial analysis. Thus, this investigation concludes with the affirmation that no more research warrants attention in this area.

Limitations

While the methodology employed in this study aimed to rigorously examine the association between the popularity of the name "Killian" and TCOM's stock price, it is essential to acknowledge certain limitations. The reliance on aggregate data for name popularity trends and stock price movements may constrain the granularity of the analysis. Furthermore, the study's scope is confined to observational correlations and does not imply causation.

Ethical Considerations

The research adhered to ethical standards in data collection and analysis, ensuring the privacy and anonymity of individuals associated with the name "Killian" and the confidentiality of financial data pertaining to TCOM's stock price.

In sum, the methodology encompassed a comprehensive analysis of name popularity trends and stock price dynamics, employing a range of statistical techniques to explore the intriguing connection between the first name "Killian" and TCOM's stock price movements. The subsequent sections of the paper present the results and implications of this unconventional investigation.

This analysis may not guarantee instant profitability, but at least it offers a wealth of punny potential.