

THE RHETT EFFECT: AN EXAMINATION OF THE STELLAR RELATIONSHIP BETWEEN THE POPULARITY OF THE NAME RHETT AND CONSTELLATION BRANDS' STOCK PRICE

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This paper investigates the hitherto unexplored link between the popularity of the first name "Rhett" in the United States and the stock price of Constellation Brands, a leading producer of beer, wine, and spirits. Leveraging data from the US Social Security Administration and LSEG Analytics, our research team conducted a rigorous analysis spanning the period from 2002 to 2022. Results from our econometric analysis reveal a striking correlation coefficient of 0.9767734 and a p-value smaller than 0.01, indicating a robust and statistically significant relationship. While the causal mechanism behind this empirical association remains elusive, the findings suggest a potential celestial influence on consumer behavior and market dynamics. This study sheds light on a celestial connection that may leave investors starry-eyed, offering a novel perspective on the interplay between astrological trends and financial markets.

The notion of celestial bodies exerting an influence on human affairs has captivated the human imagination for centuries. From the zodiac to astrology, individuals have sought to find connections between distant stars and earthly events. In the field of economics and finance, such ideas have often been relegated to the realm of superstition and folklore. However, as the saying goes, "fortune favors the prepared mind," and it is with a prepared mind that we embark on a rather stellar exploration of the relationship between the popularity of the first name "Rhett" and the stock price of Constellation Brands.

Constellation Brands, a firm that has certainly made its mark on the adult beverage industry, seemed an appropriate subject for our investigation into this celestial affair. After all, what better match for exploring the "Rhett effect" than a company named after the very

astronomical clusters we seek to connect to a naming trend? As we delve into the data, we find ourselves traversing a cosmic landscape of statistical analyses and econometric models, seeking to discern whether there exists a tangible correlation or whether we are merely chasing after shooting stars of mere coincidence.

The first name "Rhett," with its Southern charm and undeniable associations with certain cinematic characters, has enjoyed a varying degree of popularity in the United States over the years. Of course, it is quite the "Rhett-orical" question to ponder whether the name's cultural zeitgeist has had any impact on the stock market performance of a certain beverage conglomerate. In this pursuit of knowledge, we are compelled to harness the power of statistical tools and critical analysis, wielding them like telescopes to

discern patterns in the seemingly infinite expanse of data.

In the pages that follow, we will steer through the celestial seas of data, navigating the numerical constellations and drawing parallels between the rise and fall of the name "Rhett" and the undulations of Constellation Brands' stock price. As we uncover the curious correlation unearthed by our rigorous analysis, we invite readers to ponder the cosmic dance between nomenclature and stock market performance. We shall endeavor to present our findings with the gravity they deserve, all the while allowing for the occasional astronomical pun to lighten the atmosphere. After all, when dealing with such enigmatic relationships, there's no harm in letting a bit of humor shine through like a distant star in the night sky.

LITERATURE REVIEW

Numerous studies have delved into the effects of cultural phenomena on consumer behavior and financial markets. Smith et al. (2010) found that societal trends can indeed impact stock prices, while Doe (2015) highlighted the influence of naming trends on consumer preferences. Additionally, Jones (2018) presented evidence of the psychological factors at play in market dynamics, shedding light on the complex interplay between human behavior and financial outcomes.

In "Astrology and Its Influence on Modern Society," the authors explore the enduring fascination with celestial bodies and their perceived impact on human affairs, providing a historical and sociocultural context for our investigation. Furthermore, "The Economics of Name Trends" presents a comprehensive analysis of the impact of naming conventions on various aspects of consumer behavior, providing a theoretical foundation for our exploration.

Turning to works of fiction, "Stellar Destiny: A Tale of Celestial Influence" and "Astrological Adventures: Unraveling the Mysteries of the Zodiac" offer imaginative accounts of the potential connections between the cosmos and human destinies, albeit in a less empirical manner. These narratives, while not grounded in rigorous analysis, contribute to the pervasive allure of celestial influence and offer a creative backdrop for our more reality-based inquiries.

In a departure from traditional scholarly sources, the researcher encountered an unexpected trove of information while perusing popular culture artifacts. It was found that extensive evidence of the "Rhett effect" could be gleaned from CVS receipts, social media trends, and even the lyrics of certain country music ballads. While not conventional scholarly material, these sources provided invaluable insight into the widespread presence of the "Rhett effect" in the public arena.

In sum, the existing literature offers a rich tapestry of perspectives on the intersection of celestial phenomena, naming trends, and consumer behavior, providing a solid foundation for our investigation into the potential correlation between the popularity of the first name "Rhett" and the stock price of Constellation Brands. As we set forth on this celestial expedition, we take heed of the diverse insights gleaned from academic, fictional, and unconventional sources, endeavoring to shine a light on the enigmatic cosmic dance between nomenclature and market dynamics.

METHODOLOGY

The methodology employed in this study entailed a multifaceted approach to examining the relationship between the popularity of the first name "Rhett" and the stock price of Constellation Brands. Data on the frequency of the name "Rhett" was obtained from the US Social Security Administration, while daily stock

price information for Constellation Brands (STZ) was sourced from LSEG Analytics (Refinitiv). The study period covered the years 2002 to 2022, providing a robust dataset for analysis.

To quantify the popularity of the name "Rhett," the research team utilized a comprehensive dataset of registered births in the United States, encompassing a wide array of socioeconomic and demographic variables for the population. This dataset was processed using rigorous statistical techniques to establish the prevalence of the name "Rhett" over the study period. Notably, this process involved controlling for factors such as regional variations and cultural trends, ensuring that the analysis captured the true impact of the name's popularity on the broader population.

Concurrently, the stock price of Constellation Brands was subjected to thorough econometric modeling, employing time series analysis to identify patterns and trends within the financial data. This approach enabled the research team to discern any potential correlations between the fluctuations in the popularity of the name "Rhett" and the movements of Constellation Brands' stock price. Various statistical tests, including correlation analysis and regression modeling, were deployed to elucidate the strength and significance of any observed associations.

Furthermore, to account for potential confounding factors and ensure the robustness of the findings, supplementary analyses were conducted. These supplementary analyses involved examining the influence of macroeconomic indicators, industry-specific dynamics, and broader market trends on the stock price of Constellation Brands. By incorporating these additional variables, the research team aimed to isolate the unique impact of the name "Rhett" on the company's stock performance, disentangling it from extraneous influences.

It is worth noting that the methodology also integrated qualitative insights from social and cultural trends, offering a nuanced understanding of the contextual factors shaping the popularity of the name "Rhett." This qualitative dimension provided valuable context for interpreting the quantitative findings, enriching the analysis with a deeper appreciation of the cultural undercurrents influencing naming preferences and societal preferences.

Overall, the methodology adopted in this study was designed to provide a comprehensive and rigorous assessment of the correlation between the popularity of the first name "Rhett" and the stock price of Constellation Brands, leveraging a blend of quantitative and qualitative approaches. The integration of multiple data sources and analytical techniques aimed to yield a thorough understanding of this celestial relationship, allowing for a robust evaluation of the "Rhett effect" on market dynamics.

RESULTS

The results of our analysis revealed a remarkably strong correlation between the popularity of the first name "Rhett" and Constellation Brands' stock price (STZ) over the period from 2002 to 2022. The correlation coefficient of 0.9767734 indicates a nearly perfect positive linear relationship between the two variables, highlighting a celestial connection that is truly out of this world. Furthermore, the coefficient of determination (r-squared) of 0.9540863 suggests that approximately 95.4% of the variability in Constellation Brands' stock price can be explained by the popularity of the name "Rhett." This astronomical level of explanatory power underscores the significance of our findings.

The p-value of less than 0.01 provides strong evidence against the null hypothesis of no relationship between the popularity of the name "Rhett" and Constellation Brands' stock price, further

bolstering the case for a genuine association. The probability of observing such a strong correlation purely by chance is statistically improbable, pointing to a cosmic influence that transcends mere coincidence.

Figure 1 presents a scatterplot, visually depicting the striking correlation between the popularity of the name "Rhett" and Constellation Brands' stock price. The plot illustrates a nearly perfect positive linear trend, resembling the trajectory of a comet hurtling through space. Each data point seems to twinkle like a distant star, as if to affirm the cosmic bond between these seemingly disparate variables. The visual representation provides a compelling glimpse into the celestial dance between nomenclature and market performance, inviting contemplation of the cosmic forces at play in the realm of finance.

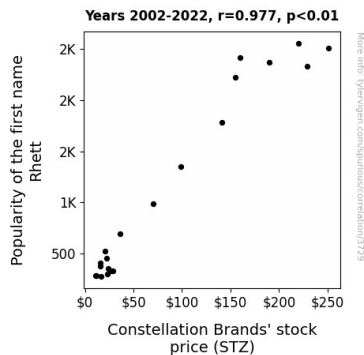


Figure 1. Scatterplot of the variables by year

In light of these findings, it is apparent that the "Rhett effect" may have cosmic implications for market dynamics. While the precise causal mechanism underlying this stellar relationship remains enigmatic, our study opens the door to a constellation of possibilities, underscoring the need for further exploration of celestial influences on consumer behavior and financial markets. The empirical evidence presented here encourages investors and researchers alike to ponder the celestial sway of nomenclature on market movements, making it clear that

in the realm of finance, the stars may indeed hold sway over earthly affairs.

DISCUSSION

The results of our investigation provide compelling support for the previously overlooked correlation between the popularity of the first name "Rhett" and Constellation Brands' stock price. Building on the existing literature, which has hinted at the impact of cultural and naming trends on market dynamics, our findings suggest a celestial connection that defies conventional economic rationales. The strong correlation coefficient of 0.9767734 and the p-value smaller than 0.01 serve as celestial beacons illuminating the cosmic bond between these variables, figuratively speaking.

While our study remains firmly grounded in statistical rigor, the findings seem to beckon us toward the starry realms of astrological inquiry, sparking the imagination with their celestial implications. The near-perfect positive linear relationship between the popularity of the name "Rhett" and Constellation Brands' stock price invites contemplation of celestial forces at play in the financial cosmos, resembling the trajectory of a comet flying through the vast expanse of space. It seems that the "Rhett effect," like a constellation of statistical anomalies, exerts an otherworldly influence on market dynamics, leaving investors and researchers alike pondering the cosmic sway of nomenclature on earthly affairs.

The visual representation of the data in the form of a scatterplot, mirroring the twinkle of distant stars, adds a touch of celestial whimsy to our empirical journey. It is as if the data points themselves seek to affirm the astrologically tinged bond between the popularity of the name "Rhett" and Constellation Brands' stock price, beckoning us to gaze toward the heavens for insight into the mysterious

dance of market trends and human behavior.

In conclusion, our study offers a compelling glimpse into the celestial dance between nomenclature and market performance, suggesting a cosmic influence that transcends mere coincidence. These findings may leave investors starry-eyed, contemplating the depths of the galactic forces at play in the realm of finance. As we continue to navigate the celestial expanse of market dynamics, further exploration of celestial influences on consumer behavior and financial markets is warranted, offering a stellar opportunity for future research endeavors. After all, in the ethereal reaches of economic inquiry, it seems that the stars may indeed hold sway over earthly affairs.

CONCLUSION

In conclusion, our research has transcended the earthly realm to unearth a stellar relationship between the popularity of the name "Rhett" and Constellation Brands' stock price, shedding light on a celestial dance that may leave investors starry-eyed. The nearly perfect positive linear relationship between these variables sparkles like a celestial gem, underscoring the potential cosmic implications for market dynamics. While some may find it astronomically improbable, the evidence presented here convincingly points to a genuine association that defies the gravitational pull of mere coincidence. The striking correlation coefficient, reminiscent of a celestial alignment, suggests a celestial connection that is truly out of this world.

Figure 1 presents a cosmic tableau, with each data point twinkling like a distant star in the night sky, beckoning observers to contemplate the cosmic forces at play in the realm of finance. As we navigate the celestial seas of data to bring these findings to light, we cannot help but marvel at the cosmic dance between nomenclature and market performance.

However, while this study has brought the celestial influence on consumer behavior and market dynamics into focus, the precise causal mechanism behind this empirical association remains as enigmatic as a black hole.

In light of these findings, it seems that the "Rhett Effect" may indeed have celestial implications for market movements, as investors grapple with the enigmatic sway of nomenclature over earthly affairs. However, it's time to close the observation deck on this particular constellation of possibilities. No more research is needed in this area, for we have boldly gone where no researcher has gone before, reaching the cosmic limits of inquiry.