Consumer Boycott Experiment Results and Data Analysis

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Experimental Research Questions

Question 1:

- Are individuals more likely to buy from an expensive yet ethical seller compared to an unethical seller offering the same good at a cheaper price?

Question 2:

- Do individuals respond to the injunctive norm?

Injunctive Norm: a social standard that dictates what people believe others approve of/expect them to do

Exploratory Data Analysis Objective

Using data collected from an experimental pilot session hosted by LEEPS @ UC Santa Cruz on June 4th, 2025, we hope to identify early conclusions to our proposed research questions. Our sample size of 24 and the preliminary nature of this experiment prevent us from establishing causal claims, however, early conclusions to these research questions may guide later iterations of the Consumer Boycott experiment.

Key Variables for Analysis

1. Wage offer: ‘w’
2. Sums: ‘s’
3. Actual wage: ‘W’
4. Employer Fairness Rating (1-5)
5. Purchase Choice (A or B)
6. Boycott Poll (Boycott / No Boycott)

Hypothesis

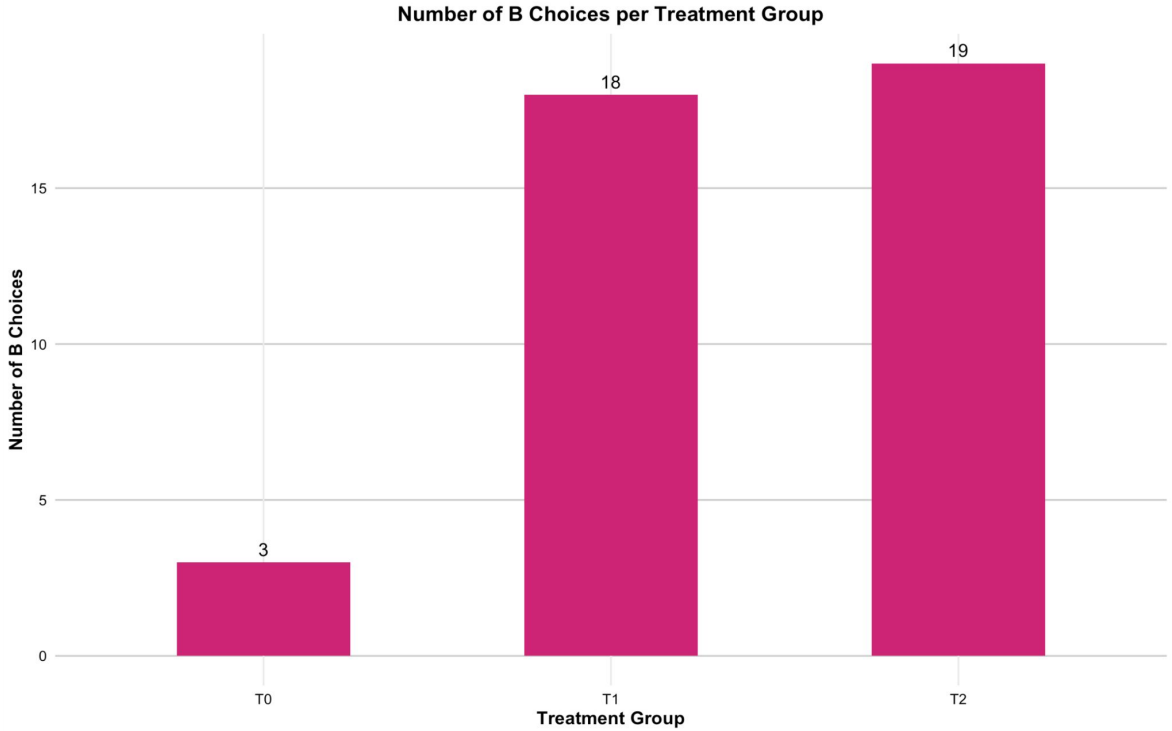
RQ1:

We hypothesize that individuals will be more likely to shift their purchase decision from the cheaper, unethical seller (Seller/Employer A) to the more expensive, ethical seller (Seller/Employer B) when they are informed about Seller A's unfair labor practices - ethical concerns will probably override the consumer's purchasing demands.

RQ2:

We hypothesize that individuals will respond to the injunctive norm. Essentially, when participants are placed in a scenario where social expectations suggest they should avoid supporting unfair labor practices, we expect them to conform by choosing Seller/Employer B (social expectations hence influence decision making).

Experiment Outcomes



We observe that in those in T0 chose the ethical, more expensive Seller B **3 times.**

Those in the treatment group T1 who were reminded of the unfair labor practices by Seller A chose Seller B **18 times.**

Those in T2 who were reminded of unfair labor practices, and asked if they support a boycott on Seller A chose Seller B **19 times.**

Logistic Regression Model

Preliminary results show there is a statistically significant increase in log-odds of an individual choosing B when placed into a treatment group.

The interpretable predicted probabilities suggest major increases in the number of B buyers in T1 & T2.

We see a predicted T1 effect of a 57.5 percentage point increase, and T2 effect of a 61.5 percentage point increase in probability of choosing Seller B over Seller A.

Coefficients	Estimate	Std. Error	z value	Pr(>|z|)
Intercept	-1.945**	0.6172	-3.153	0.00162
T1	3.0445***	0.7766	3.92	8.85E-05
T2	3.2809***	0.796	4.122	3.76E-05

P(x = B | T0)	P(x = B | T1)	P(x = B | T2)
0.125	0.7	0.74

$$x = choice$$

$$P(x = B \mid T_i) = \text{Probability(Choice} = \text{B Given Treatment Status)}$$

Conclusions

Individuals were significantly more likely to choose the ethical seller (Seller B) when reminded of unfair labor practices or exposed to injunctive norms.

Estimated Treatment Effects

- T0 (Control): 12.5% chose Seller B
- T1: 70% → +57.5 percentage points
- T2: 74% → +61.5 percentage points

Notes on Limitations

- Small sample size (n = 24)
- Results are suggestive, not conclusive
- Causality is assumed due to experimental design, but limited by scale