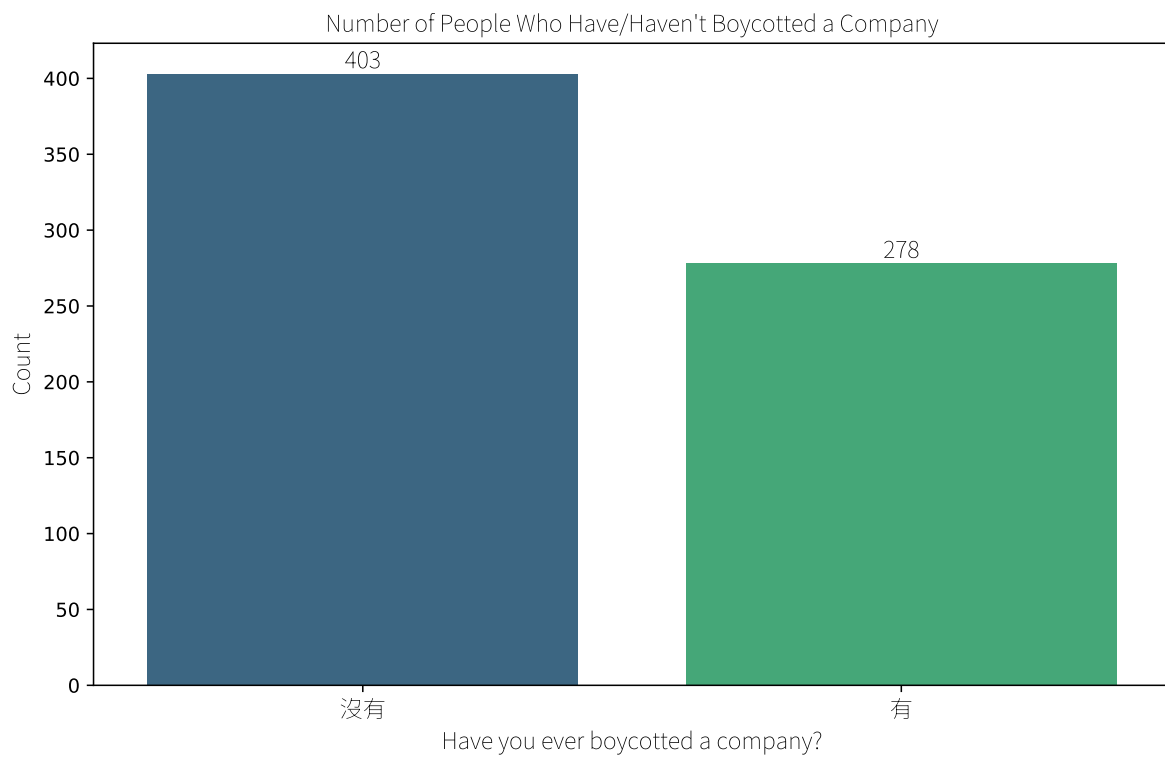


Shopping

Shopping

Boycott Count (Overall)

```
/Users/krishaamer/Desktop/current/thesis/green-filter-research/research/results/data/shopping  
ax.set_xticklabels(ax.get_xticklabels(), fontproperties=chinese_font)
```



Why Boycott

Summary of Why Boycott:

	33
	10
	8
	5
	4
	..
	1
1	
	1
	1
	1

Name: count, Length: 187, dtype: int64

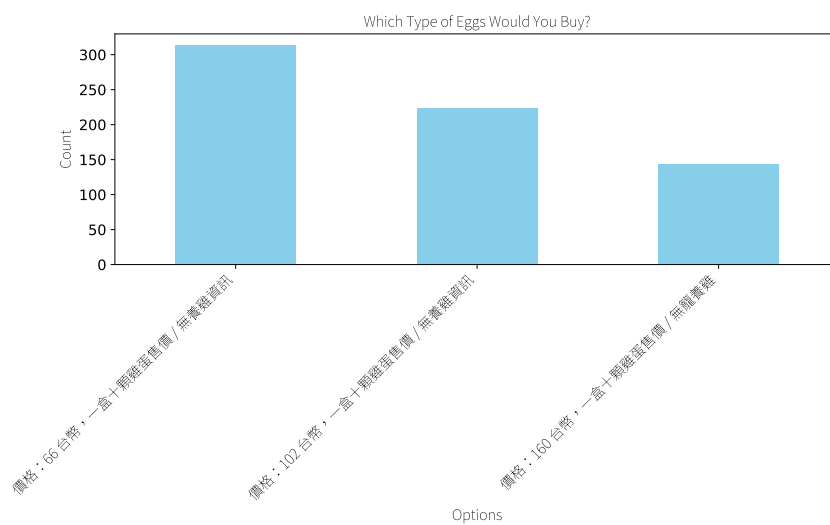
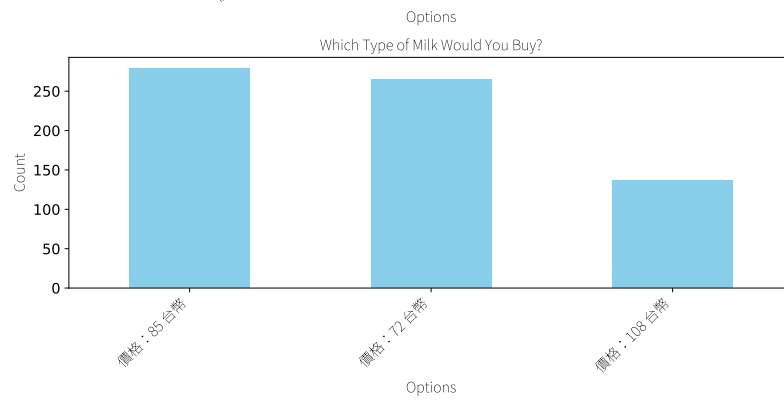
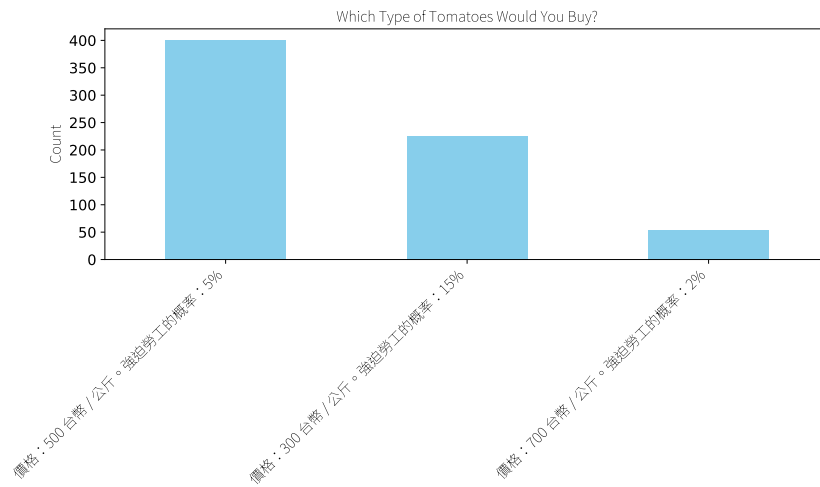
Trusted Brands

Summary of Trusted Brands:

/	
No trusted brand	329
Have but not specified	110
	42
Apple	9
	7
...	
	1
Casetify	1
Adidas	1
	1
	1

Name: count, Length: 195, dtype: int64

Choice Experiments



Personas from Clusters

Personas are created using K-means clustering, an unsupervised machine learning algorithm, which clusters college students based on their responses across 36 Likert-scale fields in the online survey. Clusters are visualized using Principal Component Analysis (PCA), where the principal component loadings on the X and Y axes represent the weights of the original Likert-scale fields, transformed into the principal components that capture the most variance.

- There is some similarity between clusters. All 3 personas report a high level of financial anxiety and below-average satisfaction with their financial literacy.

Clustering Students to Build 3 Personas