Note for Portfolio: Emma McElwee's work lies between pages 8 and 18

Do Social Influence and Price Sway a Purchase?: An Investigation into the Impact of Social Influence and a Product's Price on Purchase Likelihood

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Abstract

The aim of this study is to figure out whether the normative and informational social impact that affects consumers' purchase likelihood is determined by the price of public-use product - expensive and cheap. In terms of product purchase likelihood, we experimented on whether consumers are more affected by the normative social influence when the product is expensive, while consumers are more affected by the informational social influence when the product is cheap. We investigate this by measuring the purchase likelihood for each by providing normative and informative reviews for expensive and cheap sunglasses. Our sample consisted of 182 college students mostly aged 18 to 23. Participants were randomly assigned to a total of 4 experimental groups according to the type of social influence and the price of public-use product to conduct a survey. Participants viewed the reviews modified to induce each group's type of social influence (normative and informational social influence) and completed a survey containing the product's purchase likelihood. There were no statistically significant results, but we found the trends in our data that support Hypothesis 2, that participants had a higher purchase likelihood for cheap products after experiencing informational social influence. Based on our research result, marketers can focus on informational social influence and create strategies that make consumers more informatively reliable.

Introduction

Individuals are exposed to significant amounts of social information on a daily basis. This fact can have an important influence in the purchase likelihood of consumers and an impact on how marketers should address their marketing campaigns. Considering past research, we know certainly that people go under the influence of society when making decisions due to social judgment (Asch, 1952)[1]. When pondering this phenomenon, we became curious as a group whether this finding might apply to consumer behavior. Hence, the purpose of this research effort is to explain and empirically demonstrate concretely whether informational or normative social influence as well as the price of public-use product (being expensive or cheap) have any effect on the purchase likelihood of consumers.

According to previous research within this field carried out by Robert Burnkrant and Alain Cousineau[2], when people cannot examine a product in person, they make their purchase decision by looking at the reactions and opinions of others. In the experiment carried out, the product used to test purchase likelihood was coffee. The control group tasted the coffee without any type of social influence, experimental group 1 tasted the coffee after being exposed to normative social influence, and experimental group 2 tasted the coffee after being exposed to informational social influence. Results showed that people rely on informational social influence to infer whether a product is bad or good, and their opinion before tasting the coffee, based on informational social influence, did not change much after tasting it. Therefore, for informational social influence, the socially influenced opinion stood out over their own opinion. However, there were no significant observations for normative social influence.

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[1] Solomon E. Asch, Group Forces in the Modification and Distortion of Judgements, Prentice Hall Inc., Social Psychology, 1952, Pages 450-501, https://doi.org/10.1037/10025-016

[2] Robert E. Burnkrant, Alain Cousineau, Informational and Normative Social Influence in Buyer Behavior, Journal of Consumer Research, Volume 2, Issue 3, December 1975, Pages 206–215, https://doi.org/10.1086/208633

On the other hand, research that shows that normative social influence makes a difference has been done by Hanna Kim, Eun-Jung Lee and Woo-Moo Hur[3]. An opinion survey based on normative conduct theory was conducted with a total of 332 participants from a U.S. consumer panel. According to the theory of normative conduct, both descriptive and injunctive standards influence human behavior. Cialdini (1990)[4] defined descriptive norms as what other people do, whereas injunctive norms as what other people believe a person should do. Hypothesis of both norms were that they will positively influence consumer buying behavior. The products used in this survey were eco-friendly jeans. At the end, the study's measurement scales were put through common reliability, validity, and unidimensionality tests. All three of those tests scored higher than the minimum requirement to be considered satisfactory. Despite the fact that environmental concern is a major determinant of eco-friendly behaviors, existing research demonstrates that both the descriptive norm and the injunctive norm have a greater impact on purchase intentions (Minton & Rose, 1997[5]).

In our experiment, we want to build on the research of Burnkrant and Cousineau (1975) and investigate whether normative social influence truly does not have an effect on a consumer's judgment of a product, and in turn, their purchase likelihood of that product. We believe that indeed, informational social influence is stronger in products that are considered of cheap value such as coffee, which was used in the original experiment. As for normative social influence, we propose that the reason why previous research did not conclude significant findings is because of the value of the product tested for its purchase likelihood. We think that normative social influence has a stronger impact on the purchasing decision of higher valued products or expensive goods. In other words, price would be the key factor

[3] Hanna Kim, Eun-Jung Lee and Woo-Moo Hur, April 22, 2012, The Normative Social Influence on Eco-Friendly Consumer Behavior: The Moderating Effect of Environmental Marketing Claims, Sage journals, https://journals.sagepub.com/doi/full/10.1177/

[4] Robert B. Cialdini, Crafting normative messages to protect the environment, Current Directions in Psychological Science, 2003, Volume 12, Pages 105–109, https://journals.sagepub.com/doi/full/10.1111/1467-8721.01242

[5] Ann P. Minton, Randall L. Rose, The effects of environmental concern on environmentally friendly consumer behavior: An exploratory study, 1997, Journal of Business Research, Volume 40, Pages 37–48, https://www.sciencedirect.com/science/article/pii/S0148296396002093

behind the difference of informational and normative social influence on the purchase likelihood.

Dependent Variable and Independent Variables

Our dependent variable is purchase likelihood, measured on a 7-point Likert scale. On this scale, 1 = No likelihood of purchasing product, and 7 = Will definitely purchase product.

As for our independent variables, we have IV1, price of public-use product, and IV2, type of social influence.

Regarding the former, it presents two levels: normative social influence, and informational social influence.

Normative social influence can be defined as the influence on a product decision due to a consumer's desire to better fit in in a social setting (in this experiment's case, the popular trend). We will operationalize it using recommendations from online reviews talking about the popularity of the product. Getting recommendations in this way will activate normative social influence, because the pressure of recommendations from a social circle may cause someone to make a purchase to fit into that social group.

As for informational social influence, it shall be defined as the influence produced due to a consumer seeking information about what purchase decision to make, based on functionality. We will operationalize it by using reviews from strangers online talking about the functionality of the product. In this case, consumers are following reviews from people because they are *seeking information* in an unfamiliar situation about what purchase to (or not to) make. Thus, the reputation and status that the product carries with it does not alter the purchase likelihood.

To manipulate the type of social influence, the experimental groups that encounter normative social influence will be told that they have encountered online reviews while searching for a product, all of them are highly recommending the product because everyone is buying it. On the other hand, the experimental groups that encounter informational social influence will be exposed to a review section on the product's website with strangers, all of whom are highly recommending the product based on the functionality of it. Therefore, for the normative social influence, it is the popularity of the product that can potentially influence the purchase likelihood, while for informational social influence, it is the functionality and the characteristics of the product itself.

Concerning the IV2, price of public-use products, it also presents two levels: cheap, and expensive.

Firstly, we consider as cheap a product that the consumer is interested in, but they can buy at a low price. In the experiment, we will be showing participants from the respective groups a cheap pair of sunglasses to test conditions 1 and 2.

Contrarily, expensive describes a product that the consumer is interested in, but they must buy at a high price. In this experiment, we will be showing participants from the respective groups an expensive pair of sunglasses to test conditions 3 and 4.

A remark is that because we are dealing with social influence, we are limiting the type of product to one that is used in public, and will be perceived by others.

Hypotheses and Predictions

Hypothesis 1 states that "Participants will have a higher purchase likelihood in a public-use product when under normative social influence – as opposed to informational social influence – when the product is more expensive."

We believe that normative social influence will have more of an effect on the probability to purchase when the product is expensive because of two factors: trust and the urge to fit in. We think that trust is a factor because a more expensive product is more of an investment, so consumers may look to people they know and have experience with for guidance as well as with strangers. Additionally, if the product is a more expensive item, we believe it will matter more to the consumer what people think of that item. If the general public favors an expensive or designer item, buying that item may make the consumer gain popularity or status; therefore, that expensive item becomes an investment.

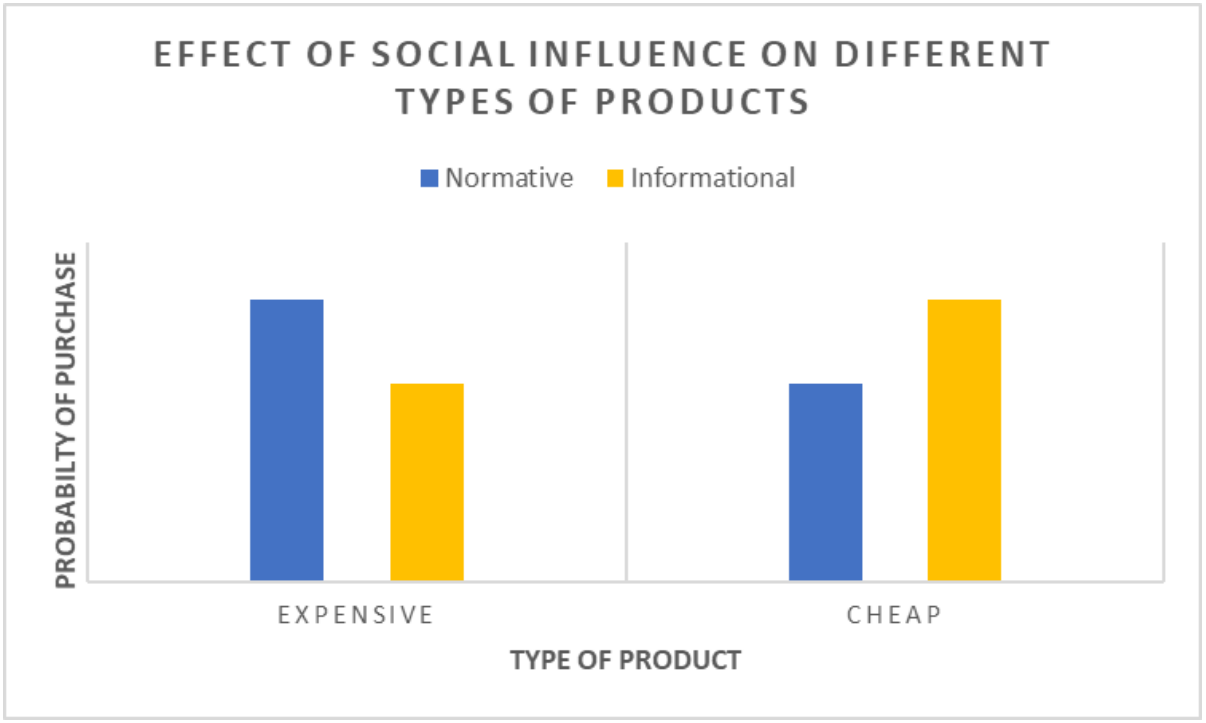
Hypothesis 2 sustains that "Participants will have a higher purchase likelihood in a public-use product when under informational social influence – as opposed to normative social influence – when the product is cheaper."

We believe that informational social influence will have more of an effect on the probability to purchase when the product is cheaper *also* because of the urge to fit in, but in a different way. While consumers might want to buy products that allow them to be accepted and popular in their ingroup, cheaper products are less of an investment; if the ingroup doesn't favor the product, they can more easily replace it. Because of this, we believe that consumers seeking cheaper products may look for functionality, hence, more likely to be swayed by informational social influence. If the cheap product does its job right and people recommend the product, they will be comfortable about its quality and make the purchase.

To extend our hypotheses, we expect an interaction between IV1 and IV2, a main effect of price of public-use product, and a main effect of type of social influence.

Figure 1

Hypothesized Results in Form of Graph



Note. The graph above summarizes our expected results previously explained along with the expected interaction between IV1 and IV2.

Methods

Participants

In this experiment, we had a total of N = 244, however 42 of these were incomplete. As a result, the following analyses are done with N= 182.

Participants were approached mostly through direct contact by our researchers because we sent the survey out to our group chats. However, we also talked to fellow students as they were part of the target group. Moreover, we gathered some results from the platform of SurveyCircle.

As of the demographics, concerning the age, as we targeted college students, most of the participants were aged between 18 and 23. However, we do have some outliers, because of different systems of college education, as some countries start earlier; and because there are older people that still continue with their education. The mean age is 21.55, with a standard deviation of 4.401.

Regarding the race or ethnical factor, since our study is geographically located in Europe, and as our scope includes North America too, most of our participants are white, representing 72% of them. The second representative group is the Asian/Pacific islander one, representing 17.6% of the participants.

Lastly, about the gender of our participants, most of them identify themselves as female, becoming 72% of the total participants. As of males, 25.8% identify themselves as such. Also, 1.6% identify themselves as non-binary and 0.5% did not specify.

Materials & Procedures

In Qualtrics, we designed the survey, and we randomly assigned the participants in different groups for our between-groups designed experiment, with 4 different experimental groups, each testing a condition. Group 1 (N = 46) experienced normative social influence and saw a cheap product. Group 2 (N = 44) experienced informational social influence and saw a cheap product. Group 3 (N = 46) experienced normative social influence and saw an expensive product. Group 4 (N = 46) experienced informational social influence and saw an expensive product.

In the same platform, participants answered a quantitative survey, shown in Appendix 1. In a more detailed manner, we showed a short control paragraph to all participants explaining the fake situation we were putting them in, changing only the word that aligned

with the IV1: Price of public-use product (cheap or expensive). As for the following photos shown to the participants to induce IV2: Type of social influence (normative or informational), the fake reviews contained in them were created by using Pixart and Instagram. These fake reviews vary on the product shown and on the type of social influence that they provoke, depending on the group that the participants belong to. As a result, the reviews could have normative social influence with cheap sunglasses (group 1), informational social influence with cheap sunglasses (group 2), normative social influence with expensive sunglasses (group 3), or informational social influence with expensive sunglasses (group 4); as previously mentioned.

Then, all participants were asked about their likelihood to purchase the sunglasses after seeing their respective reviews, measuring the DV with a 7-point Likert scale, being 1 = No likelihood of purchasing product , and 7 = Will definitely purchase product. In addition, we wanted to measure a possible confounding variable, regarding their propensity to follow trends, with a 7-point Likert scale, being 1 = Completely disagree, and 7 = Fully agree. Lastly, another possible confounding was whether the participants viewed sunglasses as an item for health, also denominated through the paper as health association, and this was measured dichotomously with a yes/no question. After these control questions, participants would have completed the survey in Qualtrics.

As for the control conditions for the experiment, we used random assignment to ensure that individual differences between participants were evenly distributed among the experimental groups. Also, the amount of reviews shown in each group were the same, to not influence the quantity of each type of social influence. Moreover, the influence triggered was positive for all participants, meaning that the reviews were encouraging them to purchase. In a similar manner, the channel through which both types of social influence are applied is the same one, through online reviews, so that the format does not have an effect on the

purchasing likelihood. In addition, the specific product used to represent each Type of Product remains constant for the subjects under the experiment, so both groups testing conditions containing "cheap" product, were shown the same product. The same happened with the "expensive" product testing groups. Lastly, a blurb was written for all participants to assume that they have the purchasing power to buy the product.

Results

To test Hypothesis 1 and Hypothesis 2, we used a two-way ANOVA test. Results from this test yielded information about two potential main effects for our two IVs – Type of social influence and price of public-use product, respectively – and a potential interaction effect between these two IVs. Our IV1, price of public-use product, had two levels: cheap and expensive. Our IV2, type of social influence, had two levels: normative social influence and informational social influence. Our experiment has a between-groups design, so IV1 and IV2 yielded 4 experimental groups. Group 1 was exposed to a cheap product and normative social influence. Group 2 was exposed to a cheap product and informational social influence. Group 3 was exposed to an expensive product and normative social influence. Group 4 was exposed to an expensive product and informational social influence. Normative social influence was operationalized using a fake reviews section, which contained reviews that focused on the use of our given product – cheap or expensive sunglasses – and which made the product appealing by speaking about them as trendy. Informational social influence was operationalized using a fake reviews section, which contained reviews that focused on the use of our given product – cheap or expensive sunglasses – and which made the product appealing by speaking about them as functional and having good quality.

We tested two hypotheses for this experiment using one two-way ANOVA test. We tested for Hypothesis 1, which states that participants will be more likely to make a purchase

when under normative social influence than informational social influence when the product is expensive. We also tested for Hypothesis 2, which states that participants will be more likely to make a purchase when under informational social influence than normative social influence when the product is cheap. The data we used in this two-way ANOVA test was collected using a Qualtrics survey that measured participants' purchase likelihood of the products presented in the survey; purchase likelihood was measured using a 7-point likert scale. The Qualtrics algorithm automatically randomly assigned participants into groups 1 through 4, a factor in ensuring the internal validity of our experiment.

We also tested for two potential third variables: propensity to follow trends and health association. propensity to follow trends was tested in case the data was skewed towards normative social influence, where participants were more likely swayed by normative social influence than informational social influence. In this case, we wanted to be able to control for propensity to follow trends in case a high propensity to follow trends diminished the significance of the results from our two-way ANOVA test. We measured propensity to follow trends using 5 questions with 5 respective 7-point likert scales. We then averaged the results of those measurements. Health association – specifically between sunglasses and eye health – was measured in case participants responded in varying ways due to varying basic biases on whether sunglasses are a product related to eye health. If participants did believe sunglasses are related to eye health, then we would have a confound in two ways. First, the results would be less externally valid, as this experiment would only produce results relating to products that have a correlation with health. Second, the results would be less internally valid, because participants' assumptions about the product being health-related may change the degree to which they are affected by the two different levels of IV2, type of social influence, or the two different levels of IV1, price of public-use product. Health association was measured using a

yes or no question that asked “When you think about sunglasses, did the concept trigger any thoughts about health?”

Test for Between-Subjects Main Effect of IV1, Price of Public-Use Product

The first simple main effect we tested for was for IV1, price of public-use product. We found that there was no statistically significant main effect of price of public-use product $F(1,178)= 2.47$, $p = 0.12$). This result means that the price of public-use product alone does not affect whether consumers are more likely to purchase a product.

Test for Between-Subjects Main Effect of IV2, Type of Social Influence

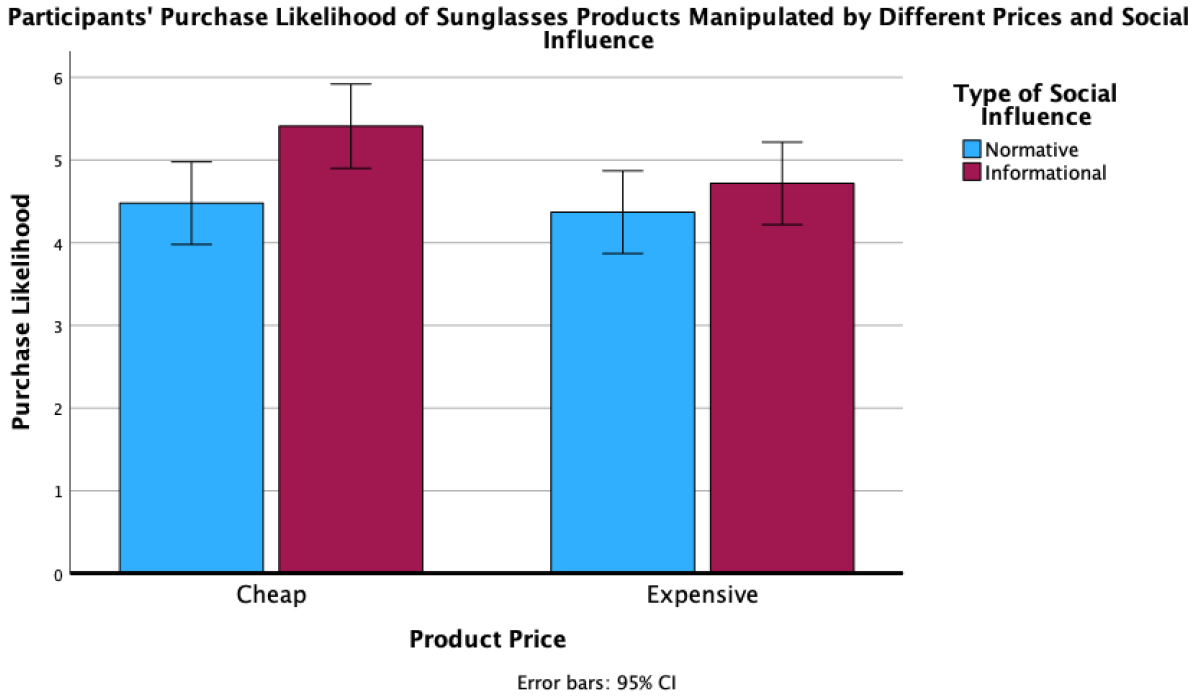
The second simple main effect we tested for was for IV2, type of social influence. We found that there was a statistically significant main effect of type of social influence $F(1,178)= 6.31$, $p = 0.01$). This result means that type of social influence alone has an effect on whether a participant is more or less likely to purchase a product.

Test for Interaction Between IV1, Price of Public-Use Product, and IV2, Type of Social Influence

We also tested for an interaction between our two IVs using the same two-way ANOVA test. We found no significant interaction between type of social influence and price of public-use product $F(1,178)=1.31$, $p = 0.25$). This result means that the price of public-use product does not alter the effect that type of social influence has on a participant’s purchase likelihood, or type of social influence does significantly alter the effect that price of public-use product has on a participant’s purchase likelihood. As shown in Figure 1, the mean purchase likelihood from groups 1 through 4 do not significantly differ enough for a statistically significant interaction between IV1 and IV2.

Figure 2

Participants' Purchase Likelihood of Sunglasses Products Manipulated by Different Prices and Social Influence

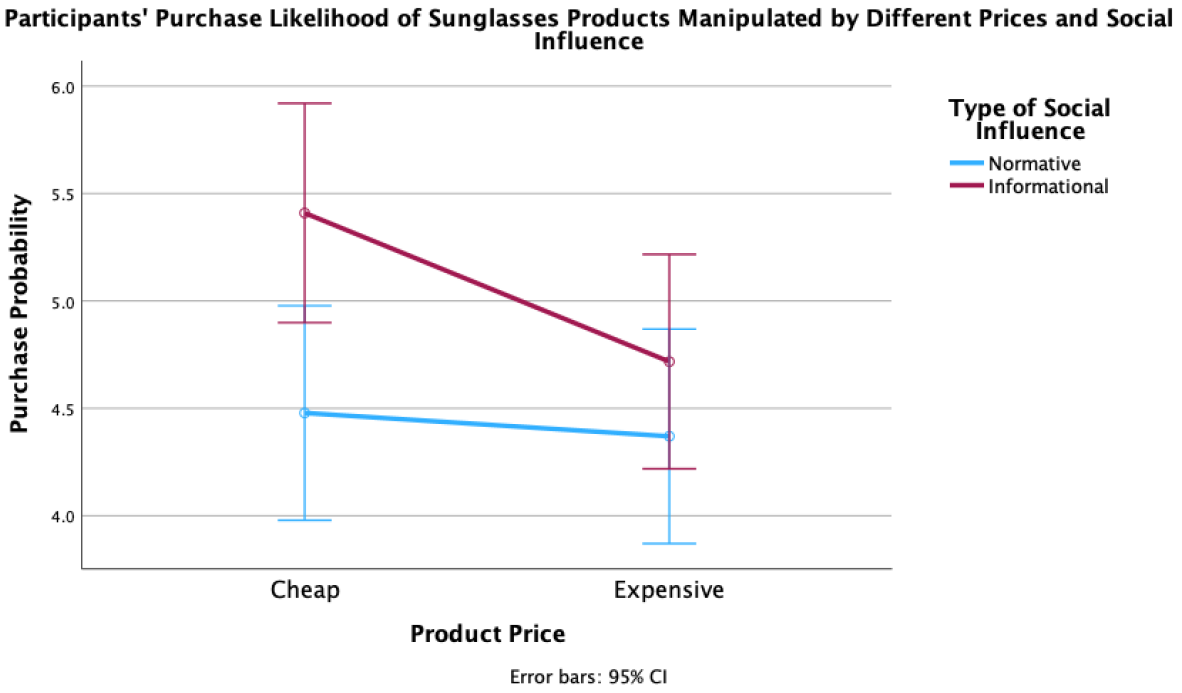


Note. The bar graph depicted above is a visual representation of the interaction results from our two-way ANOVA test between IV1, price of public-use product, and IV2, type of social influence.

The lack of interaction between IV1 and IV2 is further clarified in Figure 2, where we can see that the lines in the line graph do not cross one another; this means we have no interaction.

Figure 3

Participants' Purchase Likelihood of Sunglasses Products Manipulated by Different Prices and Social Influence



Note. The line graph depicted above is a visual representation of the interaction results from our two-way ANOVA test between IV1, price of public-use product, and IV2, type of social influence.

Test for Potential Third Variable Confound: Propensity to Follow Trends

The first potential confounding variable we tested for was propensity to follow trends. The propensity to follow trends measure consisted of 5 items ($\alpha = .66$). The Cronbach's alpha became lower upon removing any of the 5 items, so we had to ignore the lack of strength in reliability and use all 5 items. We averaged the means from these 5 items to create our propensity to follow trends Variable. After covariating with the ANCOVA test, we found that the significance of our interaction was lowered, but not to the degree that our interaction became statistically significant ($F(1,177)=2.39$, $p = 0.12$). These ANCOVA results showed that the propensity to follow trends was a slightly confounding variable, but not enough that controlling for the variable changes the significance of the study's results.

Test for Potential Third Variable Confound: Health Association

The second potential confounding variable we tested for was health association. After covariating with the ANCOVA test, we found that the significance of our interaction was lowered, but not to the degree that our interaction became statistically significant ($F(1,177)=1.68$, $p = 0.20$). These ANCOVA results showed that the health association was a slightly confounding variable, but not enough that controlling for the variable changes the significance of the study's results.

Test for Potential Third Variable Confound: Propensity to Follow Trends & Health Association

After testing our two potential confounding variables separately, we tested the effects of both potential confounding variables together on our results. After covariating with the ANCOVA test, we found that both simple main effects, as well as our interaction, became much more significant, but not significant enough to change the significance of our study's results ($F(1,176)=2.71$, $p = 0.10$). These ANCOVA results showed that, when covariated together, Propensity to follow trends and health association skew the results of our data, but not enough that controlling for both variables at the same time changes the significance of the study's results.

Discussion

Based on the results, neither of our hypotheses are supported by statistically significant data. Hypothesis 1 states that participants will be more likely to make a purchase when under normative social influence than informational social influence when the product is expensive. This hypothesis is not supported because there was not an interaction between IV1 and IV2, meaning that we cannot claim that price of public-use product makes a difference between the effect of normative social influence versus informational social influence. Also, as shown in Figure 1, there is an extremely small difference between the

purchase likelihood of cheap and expensive products when participants were in a normative social influence condition. Hypothesis 2 states that participants will be more likely to make a purchase when under informational social influence than normative social influence when the product is cheap. This hypothesis is not supported because there was not an interaction between our two IVs, meaning that participants did not experience a significantly higher purchase likelihood for cheap products after experiencing informational social influence to buy that product.

However, the trends in our data do support Hypothesis 2. Based on Figure 1, participants had a higher mean purchase likelihood for cheap products after experiencing informational social influence – as opposed to normative social influence – to purchase that product. We also see a significant main effect of our type of social influence variable, and based on Figure 1, we can see that this main effect signifies that participants demonstrated a statistically significantly higher purchase likelihood after being exposed to informational social influence rather than normative social influence. Furthermore, based on the results of the ANCOVA controlling for propensity to follow trends and health association together, the significance of the main effect of IV1, price of public-use product, did not become significant, but got much closer to significance, as did the significance of the interaction between IV1 and IV2. We predict that with a higher N and better control of these two variables in our experiment, we may find a statistically significant main effect of price of public-use product, and maybe even a statistically significant interaction between price of public-use product and type of social influence that would support our Hypothesis 2.

Regarding the previous existing research, our results confirm the findings of Burnkrant and Cousineau's research (1975), which is that informational social influence has a stronger effect on people's view on a product, in their paper's case, coffee; rather than normative social influence. In our research, we focused more on the purchase likelihood

instead of the opinion that people have on the product, assuming that the previous findings about informational social influence on people's perception of a product, also affect the purchase likelihood of the participants in the sense that a positive perception increases the purchase likelihood. We wanted to explore whether the price of public-use product affected how the different types of social influence impact on purchase likelihood, especially the impact of normative social influence on expensive product's purchase likelihood. However, our results concluded that there is no effect of price.

Limitations

Our study has some limitations that provide us with interesting avenues for future research. The first limitation we find is the fact that our participants were mostly female individuals, limiting the external validity of this research as the results cannot be generalized. Similarly, another limitation found is the lack of external validity caused by the participants being only college students.

Thirdly, we found that social influence without one's actual ingroup might be less powerful and, in this regard, online social influence may be less strong than in-person social influence. This last one is only applicable to influence for solely online purchases without consulting people in person. Following a similar idea, the simulation of social influence that was carried out throughout the experiment might have been imperfect in the sense that we did not base it on an actual trending product so participants had to assume that the sunglasses are trending. Hence, there might have been differences between a real situation of choosing a trending product, and the hypothetical case studied in our experiment.

Another limitation we can mention is the fact that people surveyed may not have liked the product (sunglasses) shown itself because of personal preferences. Thus, maybe their purchase likelihood depended on whether they liked or disliked the model displayed, not on the influence applied to the participants.

Based on these limitations, future research studies in this field may consider them to obtain improved results. For the first limitation, since there are more female respondents, future research should make an effort to achieve an equal number of male and female participants to test purchase likelihood. As for the following limitation regarding online social influence, future research might be done in a mall or a street with shops using actual existing purchasing data and analyzing them. This way, there is a possibility of obtaining more or less significant results and arriving at similar but more specific conclusions. Concerning the aesthetic factor, in future research, it can be measured with a question regarding the personal preferences of the participants, asking on a scale how much they like the model of the product itself, for instance. Lastly, a suggestion could be to analyze the results depending on the demographic group of the participants instead of a generalized conclusion for everyone as purchase patterns differ a lot between the market segments, and also depending on the product.

Marketing Implications

Our results offer several marketing implications that marketing managers could have under consideration when developing their marketing campaigns.

The main effect obtained with this research is based on the existence of higher purchase likelihood after being exposed to informational social influence since the price alone does not affect the purchase likelihood. In this regard, marketers should suggest in their marketing campaigns (1) some expertise reference of the product use and implications and

(2) the benefits that using the product has in the consumer welfare. If informational social influence is used in the marketing campaigns, it increases the probability that consumers find themselves more confident with the product purchase decision.

In relation to the results provided by this research, we arrived at the conclusion that marketers should focus on giving some expert opinion in a way to channel informational social influence because it gives the consumers the confidence to trust the product. Because of the fact that before launching the product, there is a testing process, we think that marketers should try to involve consumers in knowing the strong points of these processes and of the product in order to make them feel more aware of what they are choosing. As we already know, when customers are involved in the creation process, they will be more likely to pay for the product ("IKEA effect[6]"). In our hypothetical case, the customers do not actively take part in the production process but it is an opportunity that enables customers to be aware of the characteristics, quality and elements that compose the product to make them feel more familiar with their choice.

Besides, informational social influence is more effective as results of the research provide that the effect of normative social influence is not significant on the purchase likelihood, marketers that are using a normative social influence can use some informational social influence tool to improve their marketing strategy. This might have a more important impact in the social media environment in which normative social influence can be more powerful. Meaning that instead of promoting their product so that it can be seen everywhere, it might be more efficient to promote their product by using public figures to talk about the specific characteristics of the products. Even though in the social media world, the common opinion of the crowd is still really relevant and therefore, companies should maintain the

[6] Michael I. Norton, Daniel Mochon, Dan Ariely, The IKEA effect: when labor leads to love, Journal of Consumer Psychology, 2012, Volume 22, Pages 453–460, https://myscp.onlinelibrary.wiley.com/doi/full/10.1016/j.jcps.2011.08.002

normative social influence, marketers should take advantage of the rational tendency of choosing under informational social influence.

Nevertheless, regarding normative social influence, as there were no conclusive findings, it might be because of the type of product used in our experiment, which was public-use. According to our rationale, when people want to buy a personal product with a specific use or when the physical appearance or social status does not have an important role in the purchasing decision, most of the time the consumer value less the social reference of the product; in this case the marketers must be aware and create a marketing strategy based on the value of the expertise and objectiveness of the opinion of a professional.–

We think that using a normative social influence strategy in the wrong campaign, such as the scenario of an influencer making an advertisement for a cream for acne, could sound very annoying for consumers that feel like marketers are taking advantage of them proposing some marketing perspective that need to be backed by a professional instead of a social figure.

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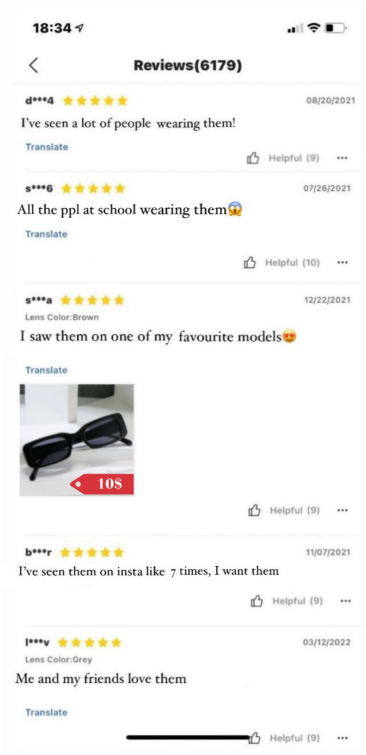
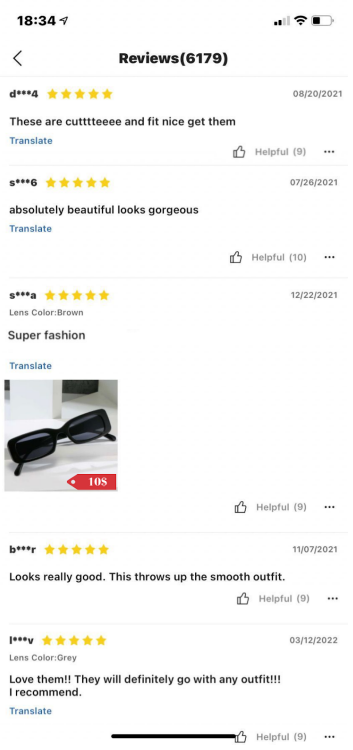
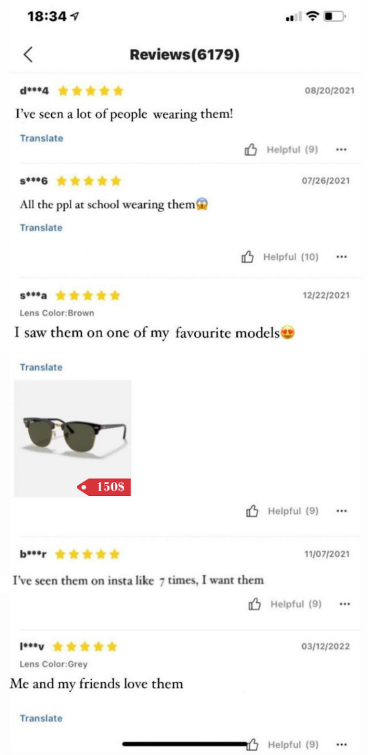
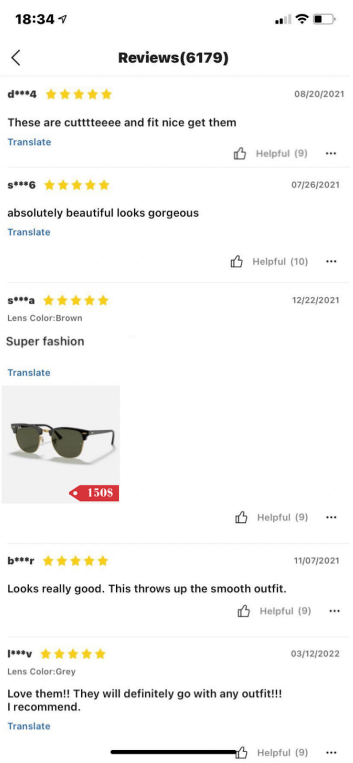
Appendix

Appendix 1: Qualtrics Questionnaire

Section 1: Demographic questions

- Write your age
- What gender do you identify as?
    1. Male
    2. Female
    3. NB
- What year are you in college?
    1. First
    2. Second
    3. Third
    4. Fourth
    5. Other
- What is your ethnicity?
    1. Asian/Pacific islander
    2. African American
    3. Native American
    4. White
    5. Hispanic
    6. Other

Section 2: Random assignment and purchase likelihood per group.

Cheap normative	Cheap informational
	
Expensive normative	Expensive informational
	

- How likely are you to purchase this pair of sunglasses?
    1. Extremely unlikely
    2. Moderately unlikely
    3. Slightly unlikely
    4. Neither unlikely or likely
    5. Slightly likely
    6. Moderately likely
    7. Extremely likely

Section 3: Concerning the importance of social trends or personal sensitivity towards trends.

- Rate the degree to which you agree with the following statements
    - ➔ "I usually buy products that are highly used by my social circle"
    - ➔ "I care about what people think of me"
    - ➔ "I am aware of current trends"
    - ➔ "I usually buy products that are highly advertised (on TV, or by influencers)"
    - ➔ "I usually buy products that were recommended by a friend or family member"
- Being:
    1. Strongly disagree
    2. Disagree
    3. Somewhat disagree
    4. Neither agree or disagree
    5. Somewhat agree

6. Agree
7. Strongly agree

Section 4: Concerning the association of sunglasses with health:

- When you think about sunglasses, did the concept trigger any thoughts about health?
    1. Yes
    2. No