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# Genie in a Bottle

Understanding the Effects of Information  
and Social Influence on Product Choice

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# Outline

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- Background
- Hypotheses
- Survey Design
  - Limitations
- Summary Statistics
- Model Specifications
- Lessons Learned

# Motivation

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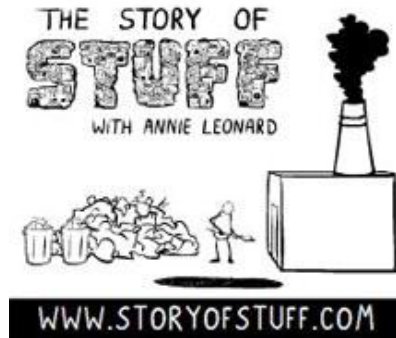
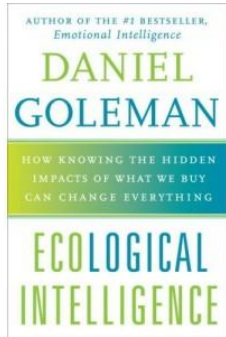
- Changing consumer behavior,  
so that consumers buy products that are better for:
  - themselves,
  - the environment, and
  - society.

*“Voting with your dollars”,*

*“Shopping your way to sustainability”*

- Consumers as “point of leverage”
- Sustainable and ethical consumption

# Green consumption is everywhere



# But how do you change consumers?

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- Thankfully consumers are not always 'rational'!
- Determinants of consumption behavior
  - Individual
    - Attitudes and values
    - Habit
    - Personal ability
  - Structural
    - Social norms
    - Infrastructure
    - Cultural practices

# But how do you change consumers?

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- Information and consumer behavior
  - Increasing awareness - general
  - Impact information – specific actions
  - Procedural information – specific actions
- But information is not always enough
  - Necessary but not sufficient
  - Complex information can be misunderstood
  - Needs to be supported by social norms and infrastructure

# But how do you change consumers?

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- Social influence
  - Cialdini's *Focus Theory of Normative Education*
- Degrees of separation
  - Provincial norms
  - Social norms

**Cialdini, R.B., Kallgren, C.A., & Reno, R.R. (1991).** A focus theory of normative conduct. *Advances in Experimental Social Psychology*, 24, 201–234

**Goldstein, N. J., Cialdini, R. B., & Griskevicius, V. (2006).** A room with a viewpoint: Using social norms to motivate environmental conservation in hotels. *Journal of Consumer Research*

**Griskevicius, V., Tybur, J. M., & Van den Bergh, B. (2010).** Going green to be seen: Status, reputation, and conspicuous consumption. *Journal of Personality and Social Psychology*, 98, 392– 404

# Our experiment

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- **Reusable Water Bottle Choice**
- Information
  - Environmental rating
  - Health rating
  - Social rating
- Social influence
  - Provincial norm – “your colleagues”
  - Social norm – “Americans”



# Why Water Bottles?

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- Public, observable
- More susceptible to status concerns
- More susceptible to influence
- But not as ‘complicated’ as choosing a car or jeans
- Drawback: Reusable water bottles already considered ‘green’.
  - Might be less sensitive to environmental ratings
- Price sensitivity might be limited due to low costs

# Hypotheses

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- High environment, social and health ratings will increase utility. Low ratings will decrease utility.
- 'Rational' consumers will be more sensitive to health ratings than social or environmental ratings
- Provincial norms will have a stronger effect on choice than Social norms
- Influence will have a greater effect on choice than information

# Survey Design: Characteristics

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- Age
- Gender
- Department
- Income
- US Citizen
- Family structure
- Self-assessed environmental rating (two versions)
- Self-assessed health rating
- Objective social rating

# Survey Design: Attributes

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- Brand
  - Price
  - Material
  - Mouth size
  - Bottle size
  - Color availability
  - Social responsibility rating
  - Environmental rating
  - Health rating
- Near social cue
  - Far social cue
  - “Green” label

# Survey Design: Stated Preference

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Each attribute \* number of levels...

$3^4 \times 4^4 \times 5^2 = 518,400$  profiles

→  **$(518,400)^2$**  choice sets

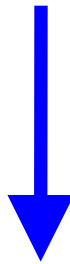
# Survey Design: Stated Preference

---

Each attribute \* number of levels...

$3^4 \times 4^4 \times 5^2 = 518,400$  profiles

→ **(518,400)<sup>2</sup>** choice sets





**90 choice sets**

# Survey Design: Qualtrics

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- 90 question blocks, 2 choices
- Each respondent given 5 blocks
- Blocks randomly selected
- 137 responses → ~ 680 choices

# Survey Design: Question Block

		
<b>Brand</b>	Sigg	CamelBak
<b>Price</b>	\$12	\$20
<b>Color Availability</b>	3	1
<b>Material</b>	Stainless Steel	Aluminum
<b>Mouthsize</b>	Wide	Bite Valve
<b>Size Availability</b>	Both 8 and 16 oz.	16 oz.
<b>Environment</b>	Not Provided	2.5
<b>Health</b>	7.5	Not Provided
<b>Social</b>	2.5	Not Provided
	25% of your colleagues purchased this item	25% of your colleagues purchased this item
	40% of Americans purchased this item	40% of Americans purchased this item
	Choice 1 <input type="radio"/>	Choice 2 <input type="radio"/>



# Survey Design: Limitations

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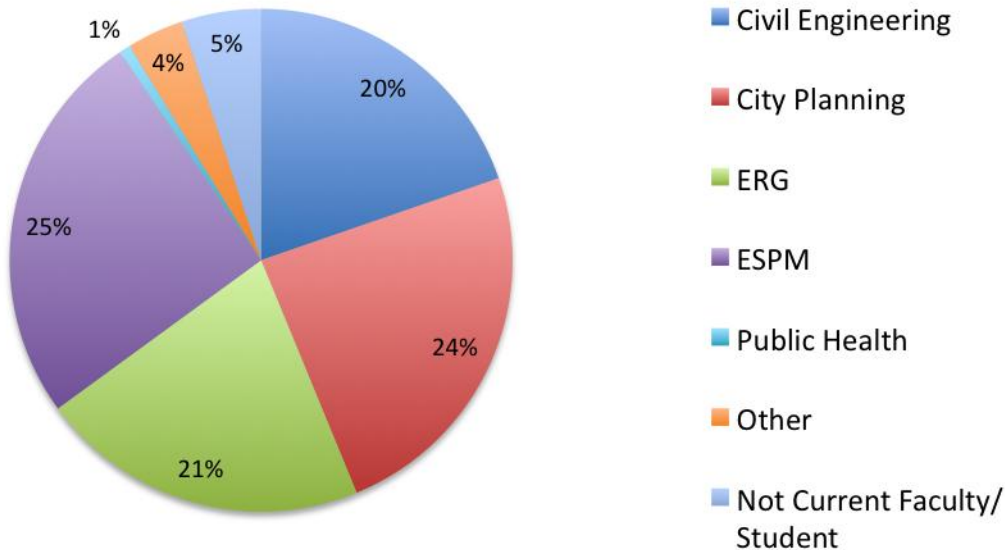
## **Stated preference does not occur in a bubble!**

- Did not ask about current beliefs, preferences, or habits
- Some combinations unrealistic
- Respondents could “fact check” near social cue
- Lack of information about social cues
  - Scale
  - Source, e.g., Good Guide
- Homogeneity within sample characteristics

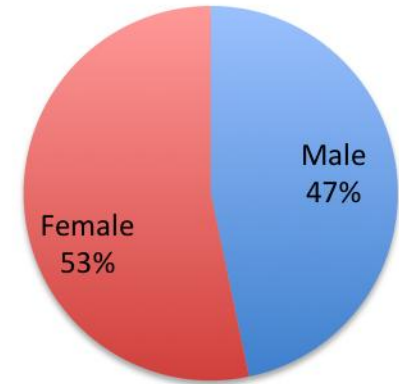
# Summary Statistics

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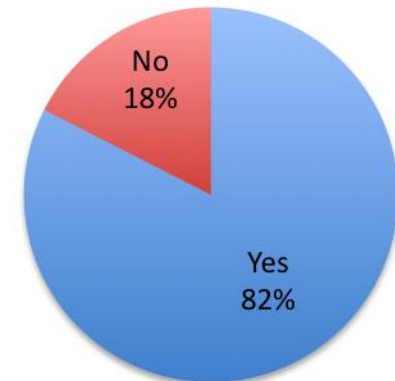
## Survey Respondents by Department



## Respondent Breakdown by Gender



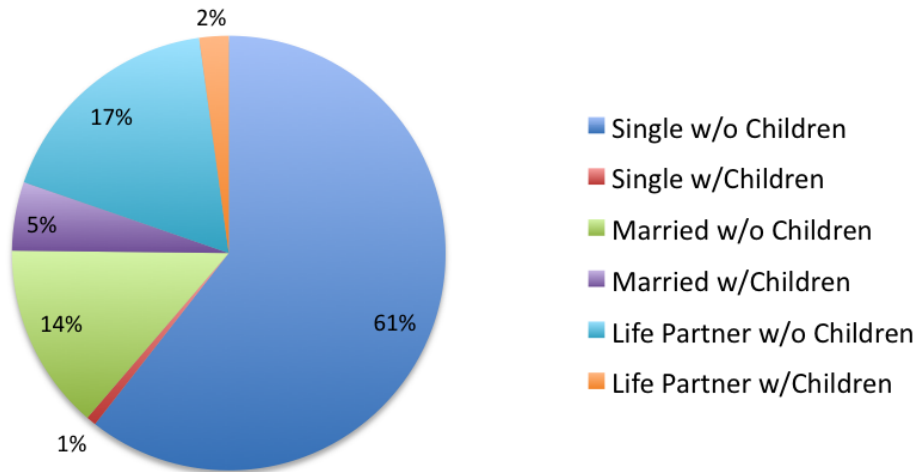
## Citizenship of Survey Sample



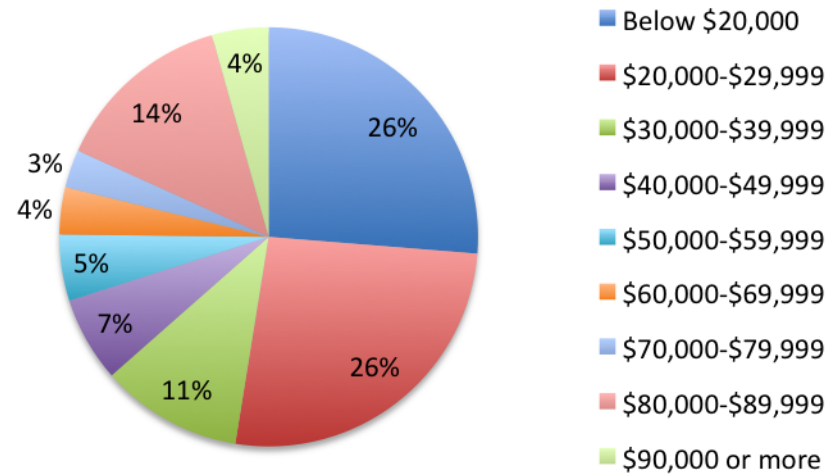
# Summary Statistics

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## Family Demographics of Survey Sample

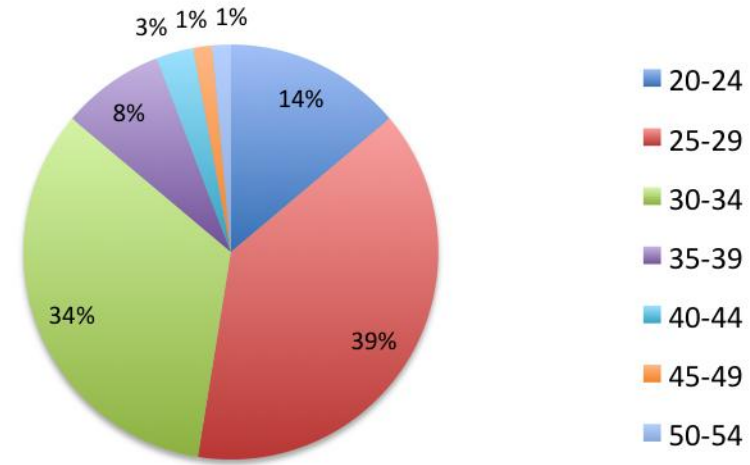


## Annual HH Incomes of Survey Sample

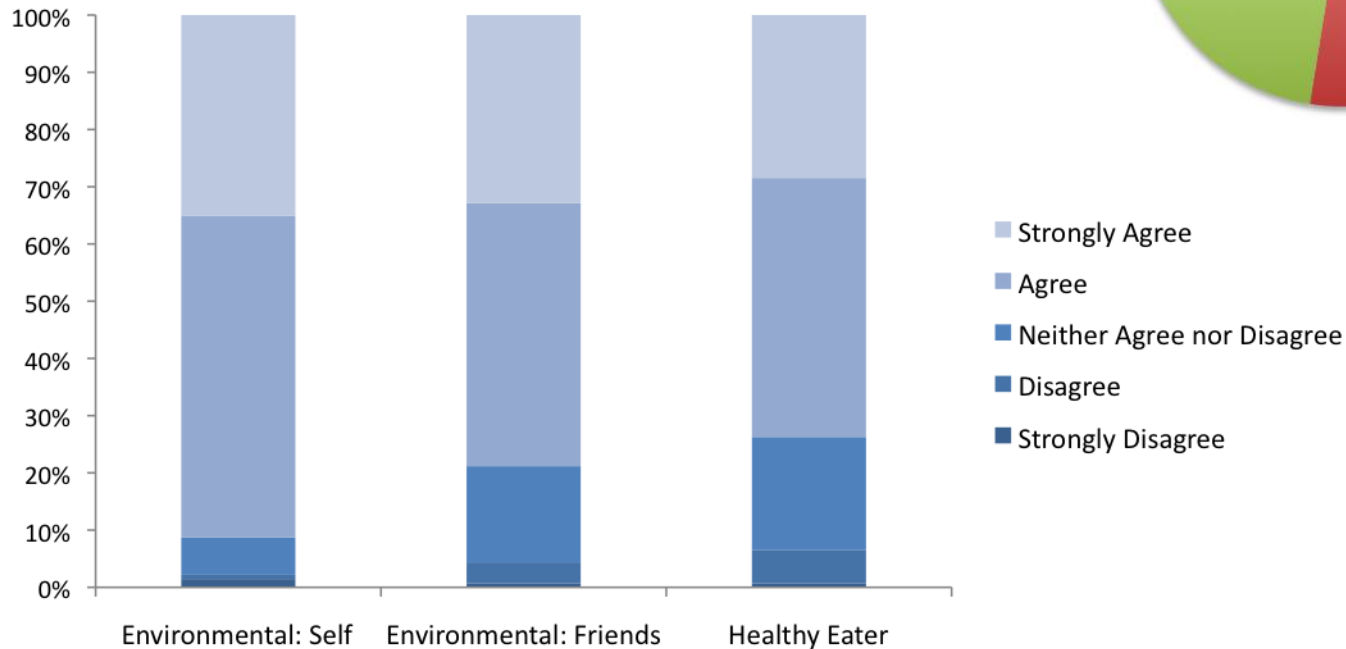


# Summary Statistics

## Survey Respondents by Age Group



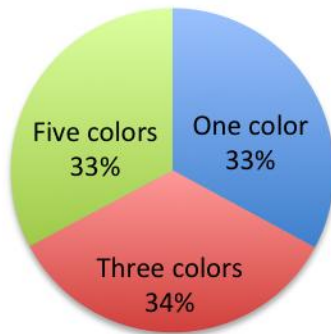
## Environmental and Health Self-Assessment



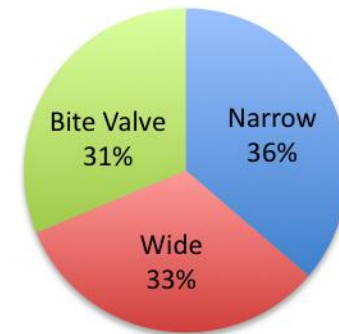
# Summary Statistics

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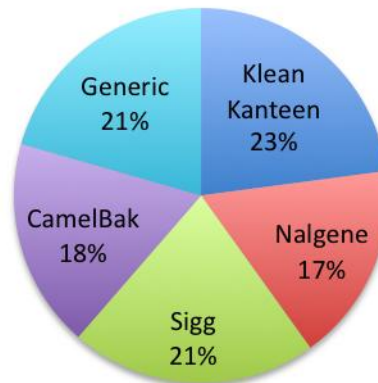
**Respondents' Preferences by Color Availability**



**Respondents' Preferences by Mouth Size**



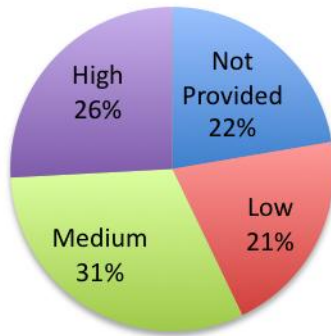
**Respondents' Preferences by Brand**



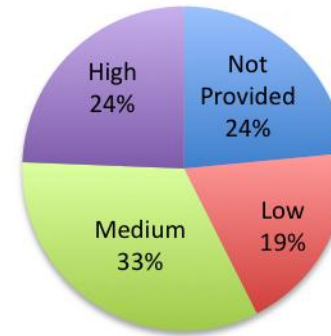
# Summary Statistics

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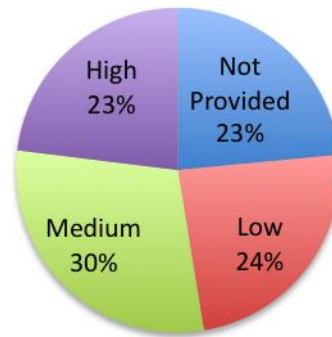
**Respondents' Preferences by Environmental Rating**



**Respondents' Preferences by Health Rating**



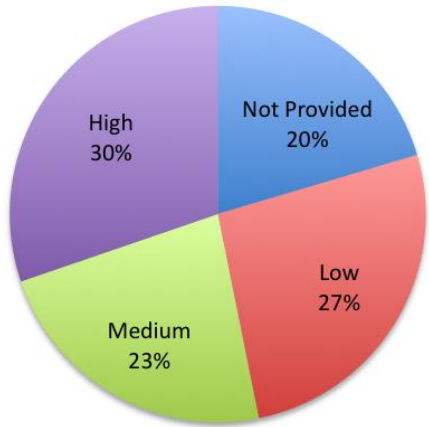
**Respondents' Preferences by Social Responsibility Rating**



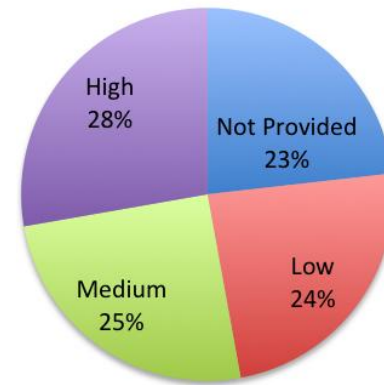
# Summary Statistics

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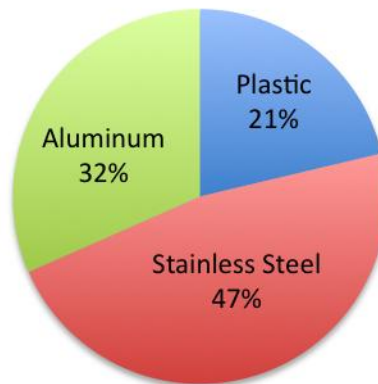
Respondents' Preferences by Far Social Cue



Respondents' Preferences by Near Social Cue



Respondents' Preferences by Material



# Binary Logit Model 1:

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## *Linear Specification*

$$\begin{aligned} V_i = & ASC + \beta_{\text{price}} X_{\text{price}} \\ & + \beta_{\text{EnvH}} X_{\text{EnvH}} + \beta_{\text{EnvM}} X_{\text{EnvM}} + \beta_{\text{EnvL}} X_{\text{EnvL}} \\ & + \beta_{\text{steel}} X_{\text{steel}} + \beta_{\text{plastic}} X_{\text{plastic}} + \dots \\ & i = 1, 2 \end{aligned}$$

Note: Choice between the “same” product  
→ no alternative-specific coefficients



# Binary Logit Model 1:

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## *Results*

Parameter for:	Exp. Sign	Estimated Value	t-statistic
Env. High	+		
Health High	+		
Social High	+		
Far Social Cue High	+		
Near Social Cue High	+		
Steel	+		
Plastic	-		
Price	-		

\*Other parameters, e.g. those for color, size, etc., were consistently found insignificant.

# Binary Logit Model 1:

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## *Results*

Parameter for:	Exp. Sign	Estimated Value	t-statistic
Env. High	+	+0.606	3.84
Health High	+	+0.646	4.15
Social High	+	+0.587	3.68
Far Social Cue High	+	+0.560	3.42
Near Social Cue High	+	+0.285	1.75
Steel	+	+0.828	6.12
Plastic	-	-0.610	-4.63
Price	-	-0.0285	-1.29*

# Binary Logit Model 1:

---

## *Results*

Parameter for:	Exp. Sign	Estimated Value	t-statistic
Env. High	+	+0.606	3.84
Health High	+	+0.646	4.15
Social High	+	+0.587	3.68
Far Social Cue High	+	+0.560	3.42
Near Social Cue High			
Steel			
Plastic			
Price			

*Hypothesis 1:*  
High environmental, social, and health ratings will increase utility.

✓

# Binary Logit Model 1:

---

## *Results*

Parameter for:	Exp. Sign	Estimated Value	t-statistic
Env. High	+	+0.606	3.84
Health High	+	+0.646	4.15
Social High	+	+0.587	3.68
Far Social Cue High	+	+0.560	3.42
Near Social Cue High			
Steel			
Plastic			
Price			

### *Hypothesis 2:*

“Rational”, self-interested consumers will gain more utility from high health ratings than from high social or environmental ratings.

✓  $0.646 > 0.606$  &  $0.646 > 0.587$   
using two-sample t-test

# Binary Logit Model 1:

## *Results*

Parameter for:	Exp. Sign	Estimated Value	t-statistic
Env. High	+	+0.606	3.84
Health High	+	+0.646	4.15
Social High	+	+0.587	3.68
Far Social Cue High	+	+0.560	3.42
Near Social Cue High	+	+0.285	1.75
Steel			
Plastic			
Price			

*Hypothesis 3:*

“Provincial” norms will have a stronger effect on choice than social norms.

× 0.285 < 0.560

# Binary Logit Model 1:

## *Results*

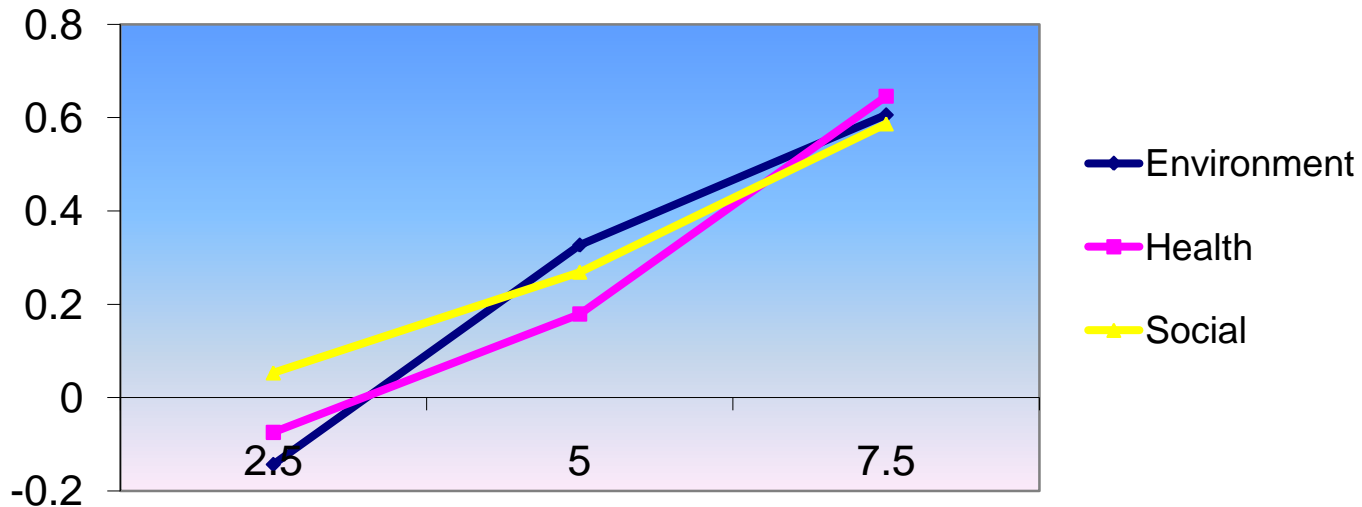
Parameter for:	Exp. Sign	Estimated Value	t-statistic
Env. High	+	+0.606	3.84
Health High	+	+0.646	} <b>Information</b>
Social High	+	+0.587	
Far Social Cue High	+	+0.560	
Near Social Cue High	+	+0.285	} <b>Influence</b>

*Hypothesis 4:*  
 Influence more important than Information. ✘

# Binary Logit Model 1:

## *Results*

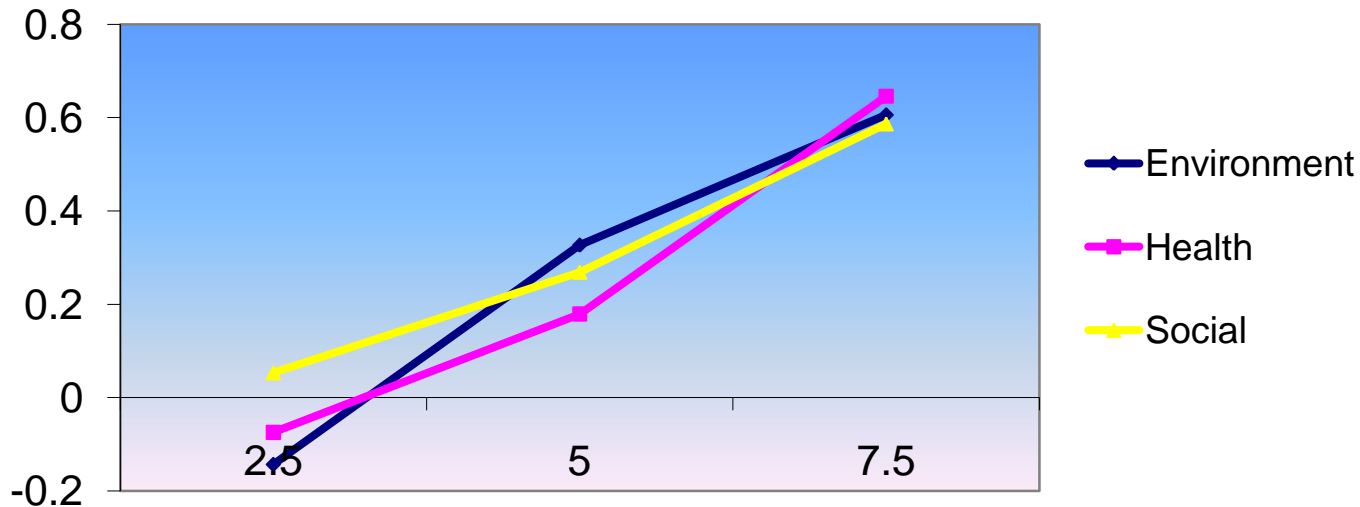
**Marginal Utilities for Different Ratings  
(relative to Not Provided)**



# Binary Logit Model 1:

## Results

Marginal Utilities for Different Ratings  
(relative to Not Provided)



Parameter 1	Parameter 2	t-stat
<b>Env. Hi</b>	<b>Env. Low</b>	<b>4.65</b>
Env. Hi	Env. Med	1.69
<b>Env. Med</b>	<b>Env. Low</b>	<b>2.88</b>

Parameter 1	Parameter 2	t-stat
<b>Health Hi</b>	<b>Health Low</b>	<b>4.55</b>
<b>Health Hi</b>	<b>Health Med</b>	<b>2.88</b>
Health Med	Health Low	1.49

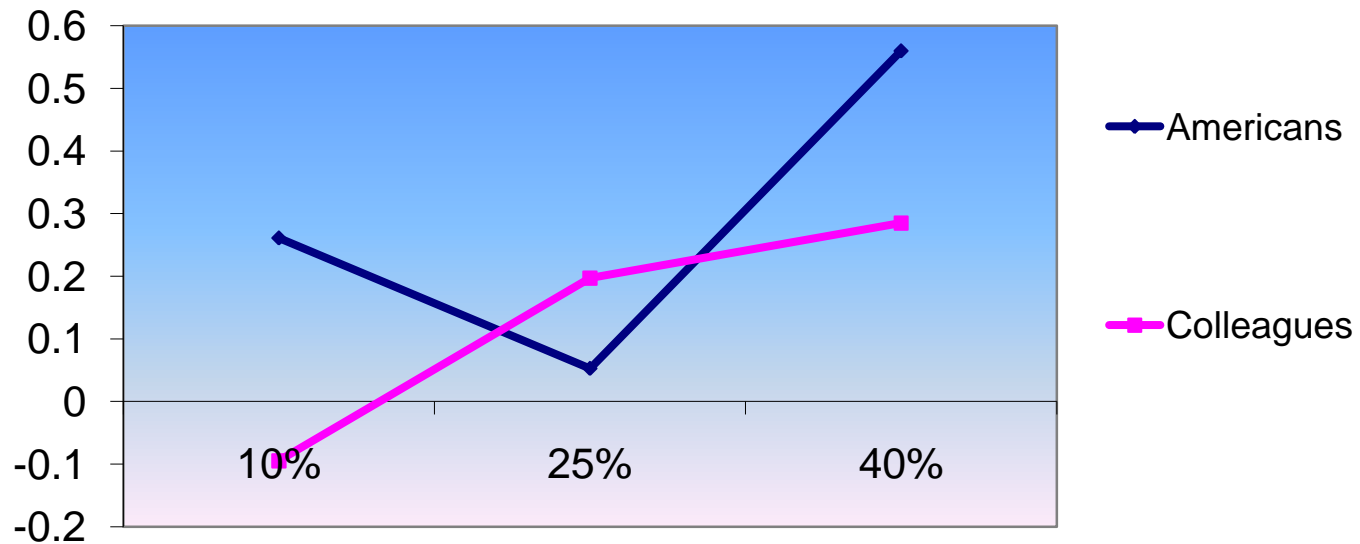
Parameter 1	Parameter 2	t-stat
<b>Soc. Hi</b>	<b>Soc. Low</b>	<b>3.28</b>
<b>Soc. Hi</b>	<b>Soc. Med</b>	<b>1.92</b>
Soc. Med	Soc. Low	1.3



# Binary Logit Model 1:

## *Results*

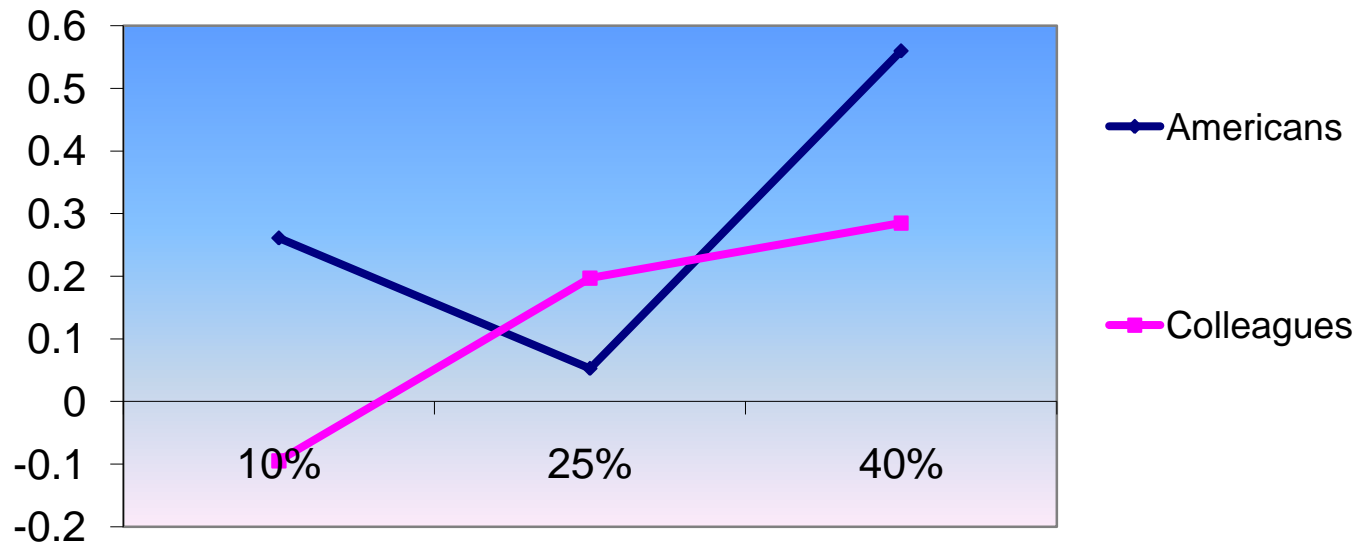
**Marginal Utilities for Different Social Cues  
(relative to Not Provided)**



# Binary Logit Model 1:

## *Results*

**Marginal Utilities for Different Social Cues  
(relative to Not Provided)**



<i>Parameter 1</i>	<i>Parameter 2</i>	<i>t-stat</i>
<b>Far Cue Hi</b>	<b>Far Cue Low</b>	<b>1.96</b>
<b>Far Cue Hi</b>	<b>Far Cue Med</b>	<b>3.27</b>
Far Cue Med	Far Cue Low	1.29

<i>Parameter 1</i>	<i>Parameter 2</i>	<i>t-stat</i>
<b>Near Cue Hi</b>	<b>Near Cue Low</b>	<b>2.43</b>
Near Cue Hi	Near Cue Med	0.55
Near Cue Med	Near Cue Low	1.77

# Binary Logit Model 2:

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## *Interaction Terms*

### Characteristics

Age

Gender

Department

US Citizen

Income

### Attributes

Socially Responsible Rating

Environmental Rating

Health Rating

Near Social Cue

Far Social Cue

Brand

Size

Price

***Interact to capture systematic heterogeneity***

# Binary Logit Model 2:

## *Interaction Terms*

### Characteristics

Age

Gender

Department

US Citizen

Income

### Attributes

Socially Responsible Rating

Environmental Rating

Health Rating

Near Social Cue

Far Social Cue

Brand

Size

Price

$$(\beta_{\text{EnvHi}} + \beta_{\text{EnvHi,CEE}} X_{\text{CEE}}) X_{\text{EnvHi}}$$

# Binary Logit Model 2:

## *Interaction Terms*

---

### Characteristics

Age

Gender

Department

US Citizen

Income

### Attributes

Socially Responsible Rating

Environmental Rating

Health Rating

Near Social Cue

Far Social Cue

Brand

Size

Price


$$\beta_{\text{PriceIncome}} (X_{\text{Price}}/X_{\text{Income}})$$

# Binary Logit Model 2:

---

## *Results*

Parameter for:	Estimated Value	t-statistic
Env. High	0.642	3.95
Env. Med	0.354	2.03
Health High	0.684	4.27
Social High	0.618	3.78
Plastic	-0.623	-4.55
Steel	0.876	6.21
Price/Income	-0.920	-1.71

\*The specification above specifically permuted Near and Far Social Cues with Age, Gender, and Citizenship

# Binary Logit Model 2:

---

## *Results*

Parameter for:	Estimated Value	t-statistic
Env. High	0.642	3.95
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# Binary Logit Model 3:

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## *Random Coefficients*

Specify a distribution for coefficients  $\beta \sim f(\beta)$

→ Capture *unobserved* heterogeneity



# Binary Logit Model 3:

---

## *Random Coefficients*

Specify a distribution for coefficients  $\beta \sim f(\beta)$

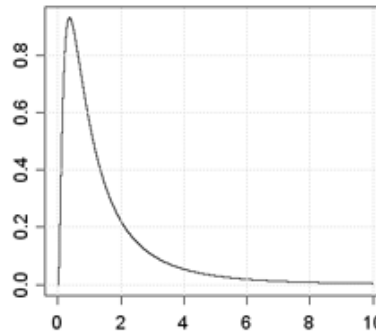
→ Capture *unobserved* heterogeneity

We specify the following distributed parameters:

$$\beta_{\text{Price/Income}} \sim \ln N(\mu, \sigma^2)$$

Enters Biogeme as:

```
[GeneralizedUtilities]  
1 - exp( B_priceI [ sigma_priceI ] ) * PRICEBYINCOME_1
```



# Binary Logit Model 3:

---

## *Random Coefficients*

Specify a distribution for coefficients  $\beta \sim f(\beta)$

→ Capture *unobserved* heterogeneity

We specify the following distributed parameters:

$$\beta_{\text{Price/Income}} \sim \ln N(\mu, \sigma^2)$$

$$\beta_{\text{EnvHi}} \sim U(\mu, \sigma^2)$$

Enters Biogeme as:

```
[GeneralizedUtilities]  
1 ( B_EnvH { sigma_EnvH } ) * EnvH1
```





# Binary Logit Model 3:

## *Random Coefficients*

### Note: Panel Data

ID	RESPONSE_NUM	AGE	GENDER	FAMILY	INCOME	CITIZEN	ENV_1	HLTH_1	SOC_1	PRICE_1	
1	1	27	1	1	15	1	4	1	4	12	...
1	2	27	1	1	15	1	4	4	1	14	...
1	3	27									
1	4	27									
1	5	27									
2	6	22									
2	7	22									
2	8	22									
2	9	22									
2	10	22									
3	11	32	2	1	45	1	4	2	1	14	...
3	12	32	2	1	45	1	1	2	5	14	...
...	...	...	...	...	...	...	...	...	...	...	...

Coefficients that enter utility function:

- vary over respondents BUT
- remain constant across responses for given respondent

Indicated in Biogeme by:

```
[PanelData]  
ID  
B_priceI_sigma_priceI
```

# Binary Logit Model 3:

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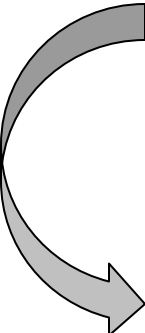
## *Results*

Parameter	Estimated Value	t-statistic
B_Env. High (mean)	0.587	4.14
sigma_Env.High (s.d.)	0.805	1.50*
B_priceI (location)	-0.992	-0.77*
sigma_priceI (scale)	1.80	2.02
B_HealthHigh	0.619	4.69
B_SocialHigh	0.464	3.58

# Binary Logit Model 3:

## *Results*

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B_HealthHigh	0.619	4.69
B_SocialHigh	0.464	3.58


$$E[\beta_{\text{Price/Income}}] = e^{\mu + 0.5\sigma^2} = 1.87$$

# Binary Logit Model 3:

---

## *Results*

Parameter	Estimated Value	t-statistic
B_Env. High (mean)	0.587	4.14
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We perform a Log-Likelihood Ratio Test w.r.t. Basic Model:  
→ test-statistic =  $-2*(-384+382) = 4$

# Binary Logit Model 3:

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We perform a Log-Likelihood Ratio Test w.r.t. Basic Model:  
→ test-statistic =  $-2*(-384+382) = 4$

Fail to reject, and keep basic model at 95% confidence level.

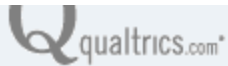


# What might we have done differently?

- Provide greater variation in price, other parameters
- Distribute survey more widely
- Presentation of information
  - Validity of rating?

# What might we have done differently?

## Likert Scale Questions:



Please indicate how much you agree/disagree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am environmentally conscious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends consider me environmentally conscious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am a healthy eater.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Not well developed
- Little response variation (~90% agreed w/ “env. conscious”)
- Given more time, pursue a latent class model

# Closing Thoughts

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- Many limitations
  - Survey design
  - Sample design
- Lessons learned
  - Stated preference
  - Logit modeling

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**Thank you!**

## CE264 Product Choice Survey: Water Bottle

Thank you so much for agreeing to take our survey on product choice! This survey should take approximately 3 minutes to complete. We will not ask you for any personally identifiable information--all responses will remain anonymous and be kept confidential. Your participation is important to the success of this survey, so thank you again for your time! If you are currently a student or faculty member, what is your home department?

- Civil Engineering
- City Planning
- ERG
- ESPM
- Public Policy
- Public Health
- Other
- Not currently faculty or student

What is your age?

- Under 5 years
- 5 to 9 years
- 10 to 14 years
- 15 to 19 years
- 20 to 24 years
- 25 to 29 years
- 30 to 34 years
- 35 to 39 years
- 40 to 44 years
- 45 to 49 years
- 50 to 54 years
- 55 to 59 years
- 60 to 64 years
- 65 to 69 years
- 70 to 74 years
- 75 to 79 years
- 80 to 84 years
- 85 to 89 years
- 90 years or over

What is your gender?

- Male
- Female

Please indicate your current family structure.

- Single without children
- Single with children
- Married without children
- Married with children
- Life partner without children
- Life partner with children

What is your annual household income range?

- Below \$20,000
- \$20,000 - \$29,999
- \$30,000 - \$39,999
- \$40,000 - \$49,999
- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$80,000 - \$89,999
- \$90,000 or more
- \$70,000 - \$79,999

Are you a citizen of the United States?

- Yes
- No

		
<b>Brand</b>	<b>Klean Kanteen</b>	<b>CamelBak</b>
<b>Price</b>	<b>\$20</b>	<b>\$12</b>
<b>Color Availability</b>	<b>1</b>	<b>3</b>
<b>Material</b>	<b>Plastic</b>	<b>Aluminum</b>
<b>Mouth-size</b>	<b>Narrow</b>	<b>Bite Valve</b>
<b>Size Availability</b>	<b>16 oz.</b>	<b>8 oz.</b>
<b>Environment</b>	<b>5.0</b>	<b>2.5</b>
<b>Health</b>	<b>7.5</b>	<b>2.5</b>
<b>Social</b>	<b>2.5</b>	<b>Not Provided</b>
	<b>40% of your colleagues purchased this item</b>	<b>-</b>
	<b>10% of Americans purchased this item</b>	<b>40% of Americans purchased this item</b>

Choice 1





Choice 2



>>

If you have any questions regarding the survey and/or you are interested in learning of the results of this survey, please e-mail: [ksivakum@berkeley.edu](mailto:ksivakum@berkeley.edu).

		
<b>Brand</b>	<b>Generic</b>	<b>Nalgene</b>
<b>Price</b>	<b>\$14</b>	<b>\$16</b>
<b>Color Availability</b>	<b>3</b>	<b>5</b>
<b>Material</b>	<b>Aluminum</b>	<b>Stainless Steel</b>
<b>Mouth-size</b>	<b>Narrow</b>	<b>Wide</b>
<b>Size Availability</b>	<b>8 oz.</b>	<b>16 oz.</b>
<b>Environment</b>	<b>2.5</b>	<b>5.0</b>
<b>Health</b>	<b>7.5</b>	<b>2.5</b>
<b>Social</b>	<b>5.0</b>	<b>7.5</b>
	<b>10% of your colleagues purchased this item</b>	<b>40% of your colleagues purchased this item</b>
	<b>10% of Americans purchased this item</b>	<b>40% of Americans purchased this item</b>

Choice 1



Choice 2



>>

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<b>Brand</b>	<b>Sigg</b>	<b>Camelbak</b>
<b>Price</b>	<b>\$18</b>	<b>\$16</b>
<b>Color Availability</b>	<b>1</b>	<b>3</b>
<b>Material</b>	<b>Stainless Steel</b>	<b>Plastic</b>
<b>Mouth-size</b>	<b>Wide</b>	<b>Bite Valve</b>
<b>Size Availability</b>	<b>8 oz.</b>	<b>Both 8 and 16 oz.</b>
<b>Environment</b>	<b>2.5</b>	<b>5.0</b>
<b>Health</b>	<b>Not Provided</b>	<b>2.5</b>
<b>Social</b>	<b>5.0</b>	<b>2.5</b>
	<b>25% of your colleagues purchased this item</b>	<b>10% of your colleagues purchased this item</b>
	<b>40% of Americans purchased this item</b>	<b>-</b>

Choice 1



Choice 2



>>

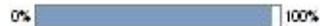
If you have any questions regarding the survey and/or you are interested in learning of the results of this survey, please e-mail: [ksivakum@berkeley.edu](mailto:ksivakum@berkeley.edu).

		
<b>Brand</b>	<b>Klean Kanteen</b>	<b>Camelbak</b>
<b>Price</b>	<b>\$14</b>	<b>\$18</b>
<b>Color Availability</b>	<b>5</b>	<b>3</b>
<b>Material</b>	<b>Plastic</b>	<b>Aluminum</b>
<b>Mouth-size</b>	<b>Wide</b>	<b>Bite valve</b>
<b>Size Availability</b>	<b>8oz.</b>	<b>16 oz.</b>
<b>Environment</b>	<b>7.5</b>	<b>Not Provided</b>
<b>Health</b>	<b>2.5</b>	<b>5.0</b>
<b>Social</b>	<b>Not Provided</b>	<b>7.5</b>
	<b>40% of your colleagues purchased this item</b>	<b>10% of your colleagues purchased this item</b>
	<b>-</b>	<b>25% of Americans purchased this item</b>



Choice 1



Choice 2



If you have any questions regarding the survey and/or you are interested in learning of the results of this survey, please e-mail: [ksivakum@berkeley.edu](mailto:ksivakum@berkeley.edu).

		
<b>Brand</b>	<b>Klean Kanteen</b>	<b>Sigg</b>
<b>Price</b>	<b>\$12</b>	<b>\$18</b>
<b>Color Availability</b>	<b>1</b>	<b>5</b>
<b>Material</b>	<b>Plastic</b>	<b>Stainless Steel</b>
<b>Mouth-size</b>	<b>Narrow</b>	<b>Wide</b>
<b>Size Availability</b>	<b>Both 8 and 16 oz.</b>	<b>8 oz.</b>
<b>Environment</b>	<b>5.0</b>	<b>7.5</b>
<b>Health</b>	<b>Not Provided</b>	<b>2.5</b>
<b>Social</b>	<b>5.0</b>	<b>7.5</b>
	<b>25% of your colleagues purchased this item</b>	<b>-</b>
	<b>10% of Americans purchased this item</b>	<b>25% of Americans purchased this item</b>

Choice 1



Choice 2



If you have any questions regarding the survey and/or you are interested in learning of the results of this survey, please e-mail: [ksivakum@berkeley.edu](mailto:ksivakum@berkeley.edu).

Please indicate how much you agree/disagree with the following statements.

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am environmentally conscious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends consider me environmentally conscious.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am a healthy eater.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

In the last year, have you volunteered and/or donated money to a charity?

- Yes
- No