

Spending for Authenticity/ Ethically sourced goods

Deadline

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Duration

## STEP 1: HYPOTHESIS

### We believe that

Wealthy individuals will spend more for authenticity and/or ethically sourced goods.

Critical:



## STEP 2: TEST

### To verify that, we will

Give students a survey through google forms with two product postings with different descriptions, one conveying authenticity and ethical-sourcing, and the other focusing on affordability. As this surveying of students does not represent our demographic, we will also post this question directly to seller forums on Reddit (Amazon, Ebay, Etsy) as a proxy to get their expertise.

Data Reliability:



## STEP 3: METRIC

### And measure

How many students pick the ethically sourced, more expensive option over the cheaper option and get their opinions about why they do so.  
How many sellers on the forum have positive insights on their customers selling more for authenticity.

Time Required:



## STEP 4: CRITERIA

### We are right if

At least 20% of students would spend more for authenticity/ethically sourced goods. This low percentage represents a significant amount as it is to account for our testing population not matching up completely with our customer demographic and our test design not being perfect. A majority of sellers on reddit forums having experience where customers spend more for authentic/ethically sourced goods.