

GEN Z DEMOGRAPHICS WHO AVOID BRANDS THAT ABUSE ANIMALS, IN THE U.S. IN 2022

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Introduction

There has been controversy over the wellbeing of animals regarding animal testing, whether the situations the animals are put in are ethical or moral over the last few decades.

Previous research as shown that

1) there has been a rise in popularity among the younger generations to be more concerned with the environment as well as the wellbeing of animals (Amalia & Darmawan, 2023)

2) worldwide, people are conscious of their decisions based on animal welfare when purchasing clothing and products (Achabou et al., 2020)

The newer generations, such as Gen Z have more awareness of animal testing and more ethical outlook when it come to consumerism that involves animal testing.

This project seeks to identify if there is a significant difference between different Gen Z demographics and how likely they are to buy products from brands that abuse animals.

Hypothesis: Gen Z women are more likely to not buy from brands that test on animals

Examples of cruelty-free brands



Methods

Data was collected from Statista that showed various demographics of Gen Z and how likely they were to avoid brands they test on animals.

The data was sorted by demographic.

3 t-tests were conducted, one for each demographic type

The p-value of each t-test was used to determine if there was a significant difference in the likelihood of avoiding brands that test on animals between the demographics

Results

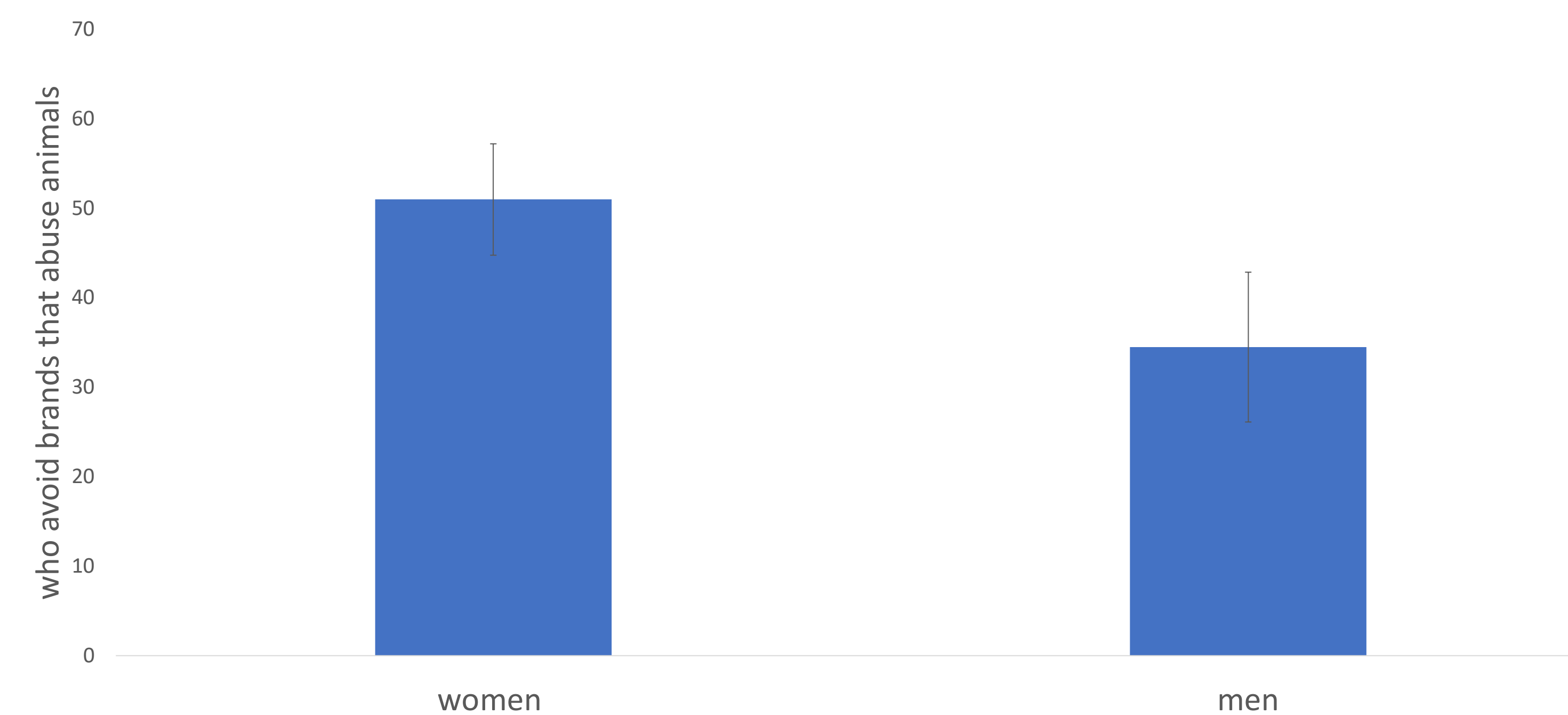


Figure 1: Percent of Gen Z in the US who avoid brands that abuse animals by gender. The p-value for this t-test was 0.44, therefore having no significant difference between the two.

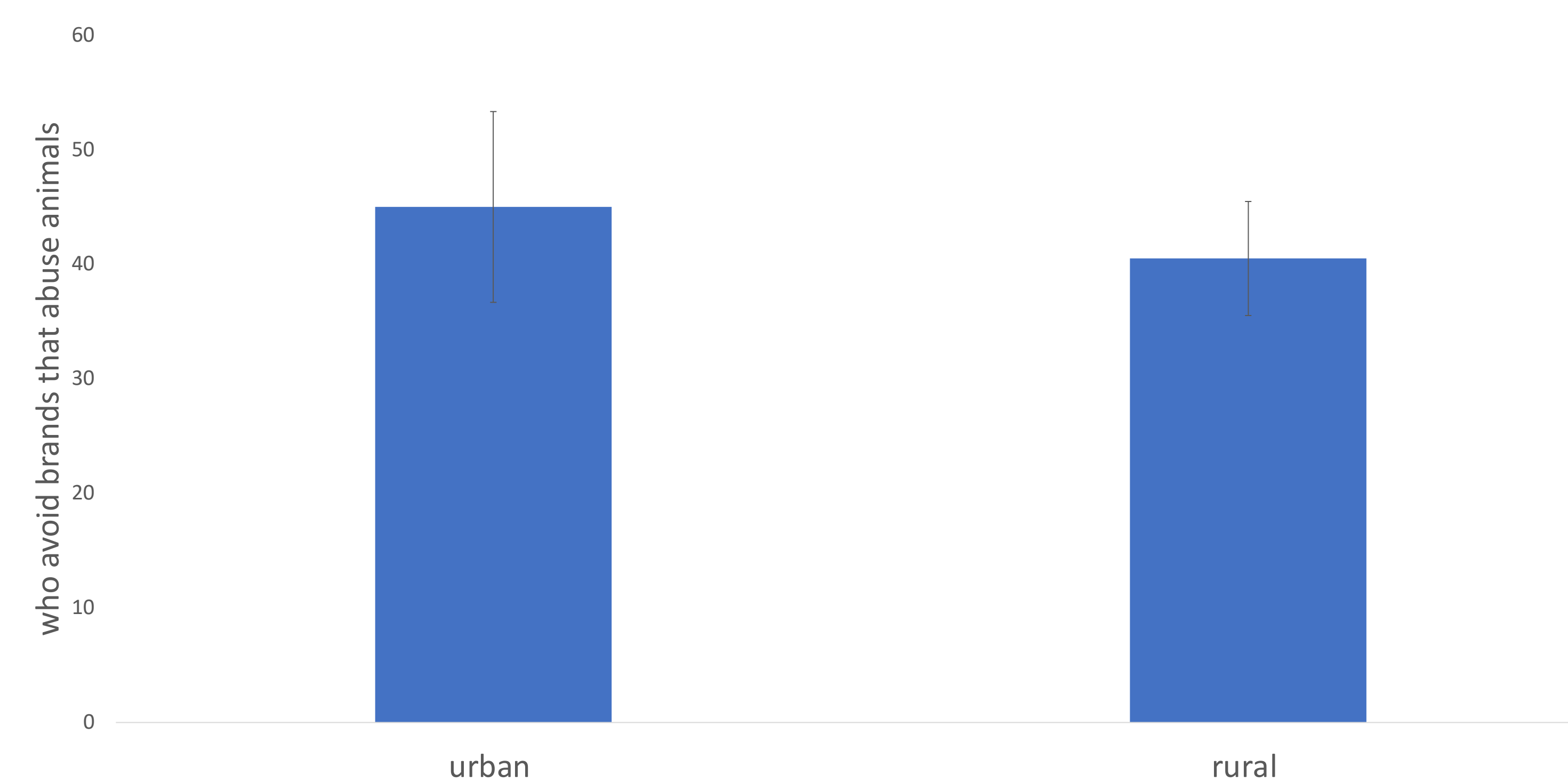


Figure 2: Percent of Gen Z in the US who avoid brands that abuse animals by location. The p-value for this t-test was 0.8, therefore there is no significant difference between the two.

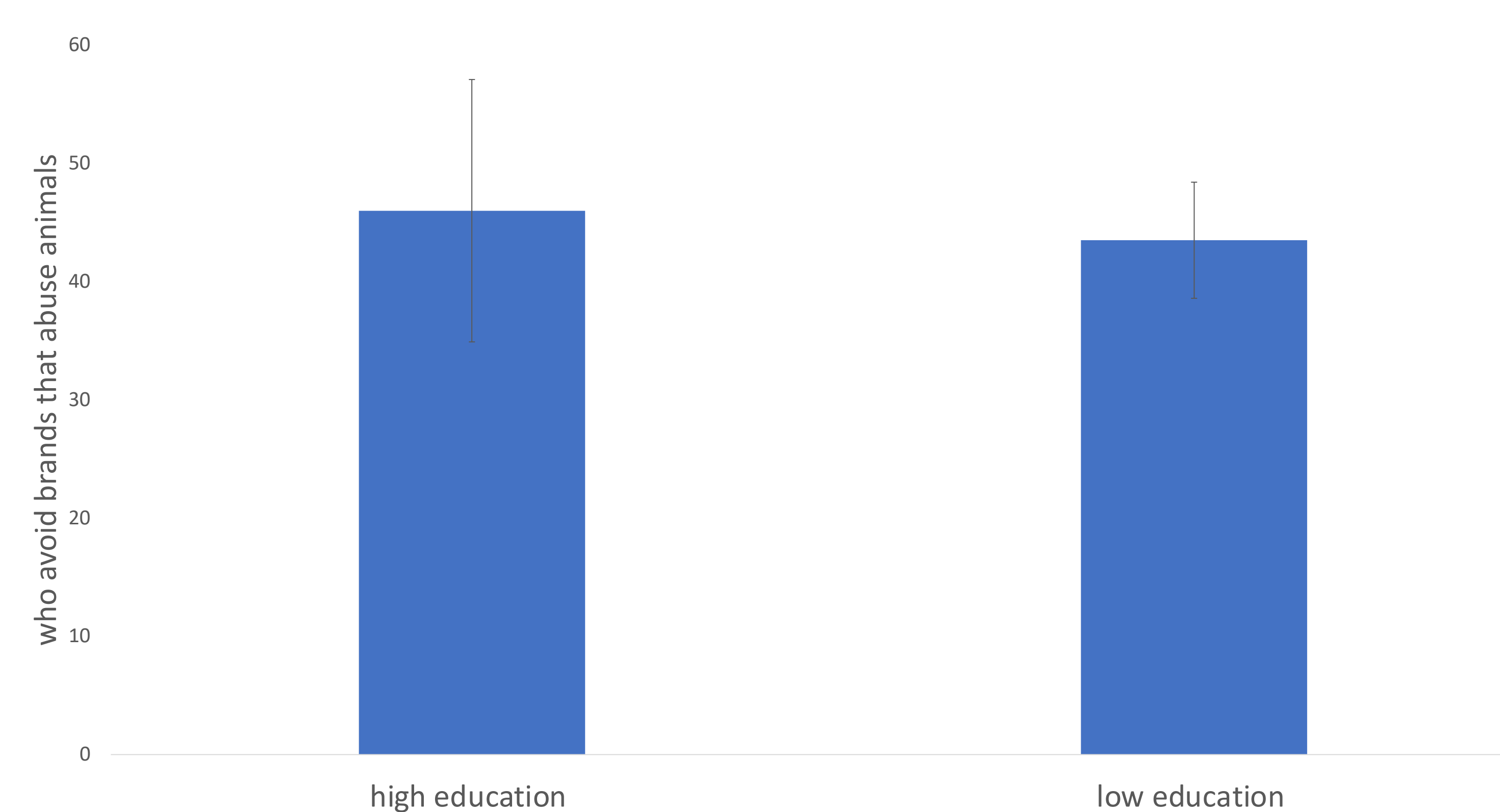


Figure 3: Percent of Gen Z in the US who avoid brands that abuse animals by education level. The p-value for this t-test was 0.92, therefore there is no significant difference between the two.

Discussion

There is no significant difference between any of the different demographics based on the t-tests, as none of them are below 0.05

All Gen Z demographics tested have similar numbers of not buying from brands that abuse and test on animals, diffusing the gender stereotypes towards women that they are the softer gender

- My hypothesis was disproven, as women and men did not have a significant difference between avoidance of animal cruelty brands

Future research: Using different Generations, such as older ones to determine their view on the issue

Limitations: If the urban vs. rural and high education vs. low education was divided between men and women, we would be able to see a clearer conclusion about what demographic and. gender are least likely to support brands that abuse animals

References

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