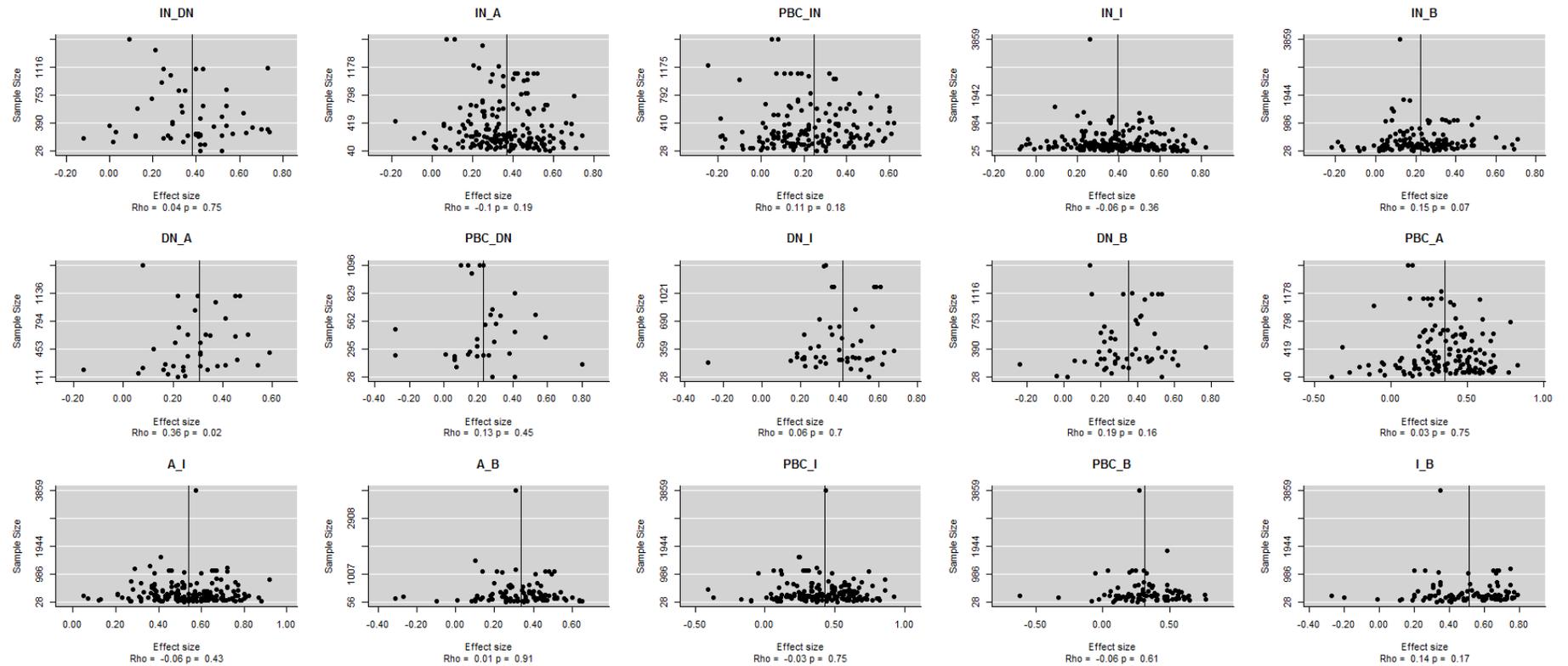


## Online Appendix B: Plots of effect size and sample size

Supplementary material for the paper “The effect of descriptive and injunctive social norms in consumer behavior: A meta-analysis”.



*Note:* Spearman’s rank correlation coefficient (Rho), and p-value for all correlation coefficients. The vertical line represents the pooled correlation coefficient.