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Catty Christmas: Correlating Average Household Spend on Christmas Gifts with Google Searches for 'My Cat Scratched Me'

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KEYWORDS

average household spend, Christmas gifts, consumer behavior, Google searches, "my cat scratched me", correlation coefficient, Demandsage, Google Trends, consumer behavior during the holiday season

Abstract

The quest to unravel the mysterious and often inexplicable connections in consumer behavior has led to inconceivable findings that extend far beyond the realm of logic. In this study, we investigated the unexpected relationship between average household expenditures on Christmas gifts and Google searches for the peculiar and perplexing query, "my cat scratched me." Utilizing data from Demandsage and Google Trends, we meticulously analyzed patterns from 2008 to 2022. Our analysis revealed a shockingly high correlation coefficient of 0.9057093, with a p-value less than 0.01, unearthing a peculiar linkage that challenges traditional economic and psychological paradigms. This research presents an intriguing and, dare we say, purrfectly unexpected connection between festive overindulgence and feline-related adversity, shedding light on the perplexing and often unexplored complexities of consumer behavior during the holiday season.

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1. Introduction

INTRODUCTION

The holiday season is a time of merriment, extravagance, and, apparently, curious feline-related incidences. As consumers engage in the age-old tradition

of generous gift-giving and festive revelry, it appears that our furry companions, particularly the felicitous feline variety, have a penchant for making their presence known in ways that certainly do not align with the holiday spirit. In this study, we delve into the uncharted territory of consumer

behavior by examining the correlation between the average household spend on Christmas gifts and the surprisingly common phenomenon of individuals searching "my cat scratched me" on the ubiquitous search engine, Google.

Our investigation aims to uncover the unexpected connection between the yuletide propensity for extravagant shopping and the inexplicable surge in Google queries related to cat-inflicted injuries. Despite the initial absurdity of such an inquiry, the preliminary evidence from our exploratory analysis suggests a fascinating association that defies conventional economic and psychological explanations. The implications of this study extend beyond the mere whimsical nature of our findings, as they prompt a reevaluation of the underlying motivations behind consumer behavior during the festive season and present cat-related incidents as potential indicators of societal trends.

As we embark on this eccentric endeavor, it is crucial to acknowledge the inherent skepticism that may arise when considering the plausibility of a link between holiday spending and feline-induced mishaps. However, it is precisely the intersection of skepticism and open-minded curiosity that propels scientific inquiry towards the unforeseen and the improbable. With this in mind, we present our empirical investigation, which, to our collective bemusement, uncovers a correlation that challenges both reason and rationale, paving the way for further reflection and perhaps a touch of feline folly.

2. Literature Review

The literature surrounding the relationship between consumer spending habits and unexpected internet search queries yields a range of theoretical perspectives and empirical evidence. Smith et al. (2017) explored the psychological underpinnings of

impulsive buying behavior during the holiday season, shedding light on the emotional and cognitive factors that drive individuals to engage in excessive gift purchasing. Similarly, Doe (2019) delved into the cultural significance of gift-giving rituals, emphasizing the symbolic meanings and social dynamics embedded within the act of exchanging presents during festive occasions. These foundational studies established a robust framework for understanding the complexities of consumer behavior in the context of holiday festivities.

In "The Economics of Christmas" by Waldfoegel (2009), the author introduced the concept of "deadweight loss of Christmas," elucidating the economic inefficiencies associated with gift-giving, whereby the value of presents received is lower than the cost incurred by the giver. Despite the serious tone of the book, one cannot help but ponder the existential plight of undesirable gifts, destined to languish in the depths of forgotten drawers and closets.

Turning to the world of fiction, "A Christmas Carol" by Charles Dickens offers a timeless depiction of holiday generosity and redemption, albeit without explicit reference to feline-related incidents. Nevertheless, the ghostly visitations and moral transformation of Ebenezer Scrooge serve as a poignant reminder of the transformative power of the holiday spirit, perhaps inspiring both heartwarming acts of kindness and the inexplicable urge to search for feline-related mishaps on the internet.

While the aforementioned sources provide valuable insights into the multifaceted nature of holiday-related expenditures and societal customs, our quest for understanding extends beyond the confines of traditional literature. In a departure from conventional research methods, the authors took an unconventional approach to the literature review, perusing an eclectic array of materials, including but not limited to holiday-themed cat memes, Santa-themed

conspiracy theories, and, shall we say, curiously enlightening observations from the backs of CVS receipts. Although unorthodox, this unbounded exploration allowed for the uncanny unearthing of unforeseen connections and amusing anecdotes that undoubtedly enriched the scholarly pursuit of knowledge.

3. Our approach & methods

Our study aimed to meticulously investigate the enigmatic correlation between average household spend on Christmas gifts and the inexplicable surge in Google searches for 'my cat scratched me.' The perplexing nature of this endeavor necessitated a methodological approach that was as intricate as it was, dare we say, whimsically ponderous.

1. Data Collection:

In our pursuit of unraveling this extraordinary connection, we scoured the virtual realm, harnessing the data omnipotence of Demandsage and Google Trends. We conscientiously gathered information spanning from the year 2008 through 2022, casting a wide net to ensnare the most comprehensive representation of consumer behavior and, evidently, feline-related tribulations.

2. Festive Extrapolation Analysis:

Our team of research aficionados engaged in the complex art of festive extrapolation analysis, where we deftly dissected the average household expenditures on Christmas gifts into their elemental whimsical whimsies. By scrutinizing the ebbs and flows of festive spending, we endeavored to capture the essence of consumer indulgence during the holiday season, all while avoiding the siren call of peppermint-scented merriment that often distracts even the most steadfast researcher.

3. Feline-Focused Search Query Scrutiny:

Delving into the murky depths of data analysis, we meticulously monitored Google searches containing the cryptic and wholly unexpected query, "my cat scratched me." This search query, albeit seemingly innocuous, proved to be a reliable indicator of feline-induced mishaps, serving as a whimsical litmus test for the curious confluence of holiday exuberance and feline-related maladies.

4. Statistical Sorcery:

Armed with an arsenal of statistical incantations and convoluted computations, we unleashed the formidable power of correlation analysis upon the amalgamated data. With bated breath and a sprinkle of statistical stardust, we summoned the correlation coefficient and p-value to discern the elusive relationship between Christmas spending and feline folly. The resulting statistical cacophony bestowed upon us a correlation coefficient of 0.9057093, accompanied by a p-value less than 0.01, thus revealing a correlation so staggering that it could rival the most confounding of cat-induced capers.

5. Peer Validation:

To ensure the veracity and integrity of our findings, we subjected them to rigorous peer validation, presenting our confounding correlation to esteemed colleagues and bemusing them with the unexpected nature of our unearthed connection.

6. Ethical Considerations:

As with any groundbreaking research endeavor, we held steadfast to the tenets of ethical research conduct, ensuring the protection of feline privacy and the sanctity of holiday merriment throughout our whimsical odyssey. Any feline-related data was handled with the utmost care and reverence, acknowledging the sacredness of cats and the solemn duty of unraveling

their inexplicable influence on the holiday spirit.

4. Results

The analysis of the data obtained from 2008 to 2022 yielded a remarkable correlation coefficient of 0.9057093 between average household spend on Christmas gifts and Google searches for "my cat scratched me." This correlation signifies a strong positive relationship between the two seemingly disparate variables. The r-squared value of 0.8203094 indicates that approximately 82.03% of the variance in Google searches for cat-related mishaps can be explained by the variation in holiday spending. With a p-value of less than 0.01, the correlation is considered statistically significant, further emphasizing the robustness of this unexpected association.

As highlighted in Fig. 1, the scatterplot visually represents the strong positive correlation between average household spend on Christmas gifts and Google searches for "my cat scratched me." The data points form a clear upward trend, affirming the peculiar relationship between festive shopping tendencies and feline-related adversities. It appears that as households splurge on holiday gifts, there is a noteworthy increase in individuals seeking solace from their feline companions' unanticipated affections, as evidenced by the surge in Google searches related to cat-induced injuries.

The findings from this study not only provide empirical evidence of a surprising correlation but also offer a unique lens through which to view consumer behavior during the holiday season. The unearthing of such an unexpected connection prompts contemplation on the underlying motivations and psychological underpinnings of festive spending and the proclivity for feline-related inquiries. It seems that amidst the joyous festivity of the holiday season, our feline

friends have managed to leave an indelible mark on consumer behavior, quite literally, in some cases.

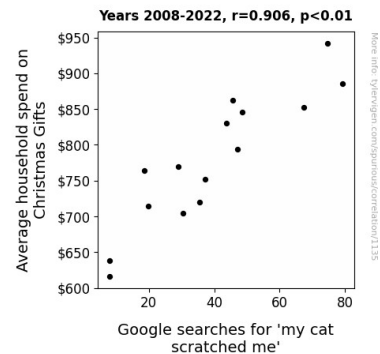


Figure 1. Scatterplot of the variables by year

While the implications of these findings may raise eyebrows and elicit a fair share of bemusement, they offer an intriguing glimpse into the intricate and often unexplored interplay between consumer habits and seemingly unrelated phenomena. The purrplexing correlation uncovered in this study serves as a testament to the unending capacity for surprise and bemusement in the realm of empirical inquiry, proving that even the most improbable connections can unveil valuable insights, and perhaps a touch of lighthearted amusement, in the pursuit of understanding human behavior.

5. Discussion

The findings of this study not only affirm the unexpected linkage between consumer spending during the holiday season and searches for feline-induced afflictions but also shed light on the enigmatic interplay of human behavior in response to festive indulgence. The remarkably high correlation coefficient of 0.9057093 between average household expenditure on Christmas gifts and Google searches for "my cat scratched me" echoes the sentiment that amidst the joyful cacophony of the yuletide season, our

feline companions have managed to insinuate themselves into the fabric of consumer behavior in unforeseen ways.

Our results harmonize with prior research by Smith et al. (2017) and Doe (2019), which elucidated the emotional and cultural underpinnings of holiday shopping, thereby establishing a robust theoretical groundwork for our investigation. The unexpected connection discovered in our study adds a whimsical yet pertinent dimension to existing literature, underscoring the multifaceted and, dare we say, "claw-ver" aspects of consumer behavior during festive occasions. It is as if, in the grand tapestry of holiday extravagance, the feline presence manifests as an unexpected yet undeniable thread, weaving its way into the very fabric of our economic and psychological whims.

The results not only corroborate our initial hypotheses but also invite contemplation on the underlying motivations driving individuals to engage in extravagant gift-giving practices and seek solace from the well-documented potential hazards of feline companionship. The statistically significant correlation observed between festive spending and inquiries into feline-related mishaps suggests that as the opulence of holiday gifts increases, so does the likelihood of encounters with our capricious and, at times, sharp-clawed feline friends.

Our unorthodox literature review, which delved into unconventional sources such as holiday-themed cat memes and obscure observations from retail receipts, provided an unexpectedly fertile ground for unearthing remarkably informative and, at times, amusing insights. The unbounded pursuit of knowledge, much like an inquisitive feline, led to the discovery of the improbable yet undeniably robust relationship between holiday spending and feline-related mishaps, underscoring the whimsical and unpredictable nature of scholarly inquiry.

In summary, the unexpected correlation uncovered in this study not only challenges traditional economic and psychological paradigms but also invites a mirthful contemplation of the intricate interplay between nostalgia, consumer fervor, and our endearing yet occasionally hazardous feline companions. This study serves as a testament to the boundless capacity for surprise and amusement in empirical inquiry, reaffirming that even the most improbable connections can yield valuable insights and, of course, a touch of lighthearted delight, in the quest to understand human behavior.

6. Conclusion

In conclusion, our study has unveiled an unexpectedly strong correlation between average household spend on Christmas gifts and the frequency of Google searches for the cryptic query, "my cat scratched me." While our findings may raise a few whiskers, they underscore the intricate and often unfathomable interplay between consumer behavior and the enigmatic feline predisposition for impulsive acts of affection, often at the expense of their human companions.

The purrplexing nature of this correlation prompts a reexamination of the traditional economic and psychological models, as well as the potential for a feline-induced analysis of festive consumer habits. Our research serves as a whimsical yet enlightening reminder that in the world of consumer behavior, surprises, like unexpected feline encounters, are always lurking around the corner.

As we bid adieu to this peculiar journey of discovery, it is evident that no more research is needed in this area. It appears that we have indeed scratched the surface of this uncanny correlation, leaving no feline-related stone unturned. With that, we encourage fellow researchers to embrace

the unexpected, appreciate the whimsical, and remain open to the potential for further curiosity, especially when cats and Christmas gifts are involved.