

Car Seat Perceived Necessity (#31766)

Created: 11/25/2019 09:43 AM (PT)

Public: 04/13/2020 09:15 AM (PT)

Author(s)

Serena Hagerty (Harvard Business School) - shagerty@hbs.edu

Kate Barasz (Harvard Business School) - kbarasz@hbs.edu

1) Have any data been collected for this study already?

No, no data have been collected for this study yet.

2) What's the main question being asked or hypothesis being tested in this study?

We predict that a car seat will be perceived as less of a necessity for a lower-income individual compared to a higher-income individual.

3) Describe the key dependent variable(s) specifying how they will be measured.

Perception of Necessity: how would you characterize the car seat that Alex bought?

- 1) A must-have
- 2) Necessary
- 3) Something one could not do without
- 4) Essential
- 5) A need

All items measured on 1-7 scale.

4) How many and which conditions will participants be assigned to?

2 Conditions: Lower-income vs higher-income

- 1) Lower- income (bottom 25% of income distribution)
- 2) Higher-income (top 25% of income distribution)

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.

We will first create a composite Perceived Necessity measure by taking the average of the five items. We will then run a t-test comparing perceived necessity between lower- and high-income conditions.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.

None

7) How many observations will be collected or what will determine sample size? No need to justify decision, but be precise about exactly how the number will be determined.

200

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)

None