Donut Anchoring_Within-Subjects (#49660)

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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?
I expect to observe a greater anchoring effect on the willingness-to-pay (WTP) for a dozen donuts than on the WTP for one donut.

3) Describe the key dependent variable(s) specifying how they will be measured.
Participants will indicate their WTP for 1 donut and a dozen donuts.

4) How many and which conditions will participants be assigned to?
Participants will be randomly assigned to one of two conditions: low anchor, high anchor. In the low anchor condition, participants will read "$1 or Pay What You Want". In the high anchor condition, participants will read "$3 or Pay What You Want".

5) Specify exactly which analyses you will conduct to examine the main question/hypothesis.
A 2(anchor: low, high) x 2(WTP: 1 donut, 1 dozen donuts) mixed ANOVA will first be conducted to test our hypothesis. Simple comparisons will be conducted to test the difference in WTP between anchor conditions. Log transformation of WTP will be first conducted if WTPs are highly skewed.

6) Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations.
Participants whose WTP is smaller or equal to 0 will be excluded from the analysis. Participants whose WTP for one donut is higher than their WTP for one dozen donuts will be excluded from the analysis.

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.
We will recruit 200 subjects to participate in the experiment.

8) Anything else you would like to pre-register? (e.g., secondary analyses, variables collected for exploratory purposes, unusual analyses planned?)
Nothing else to pre-register.