

Target gift card main effect (#26214)

Created: 07/27/2019 07:18 PM (PT)

Public: 09/27/2019 12:03 PM (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?

Participants will read about a high or low income consumer who won a \$200 gift card to Target and used it to buy a TV. We predict that participants will judge low income consumers more negatively than high income consumers for making the same purchase decision.

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

Perception of Consumer (5 item scale) rated from 1=Strongly Disagree to 7 = Strongly Agree.

1. Joe made the responsible purchasing decision
2. Joe deserves to buy what he did.
3. Joe made a thoughtful decision.
4. Joe made an impulsive decision. (reverse coded)
5. Joe would have been better off buying something else. (reverse coded)

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

2

1. Joe has a low paying job (bottom 25% of income distribution)
2. Joe has a high paying job (top 25% of income distribution)

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

We will compare the mean Judgement of Decision scores between the two conditions using a ttest.

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

We will exclude any participants under the age of 18.

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?)

Nothing else to pre-register.