

Judgment of CPI Purchase Decisions - Prolific (#27063)

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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?

We predict that low income consumers will be judged less positively for making the same purchasing decisions as higher income consumers, across a spectrum of goods and services.

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

All participants will read about a hypothetical consumer Joe. Participants will be asked to rate their judgment of 20 different consumption decisions Joe makes (e.g. "Joe decides to spend money on laundry and dry cleaning services."; "Joe decides to spend money on newspapers and magazines."). All 20 consumption decisions involve Joe deciding to spend money on an item or service from the CPI bundle of goods.

For brevity, each participant will be asked to rate a random subset of 10 consumption decisions from the full list of 20 decisions.

Judgment of Decision:

- 1) Joe made the responsible purchasing decision
- 2) Joe deserves to buy the item he picked
- 3) Joe made a thoughtful decision
- 4) Joe made an impulsive decision (reverse coded).
- 5) Joe would have been better off without it (reverse coded).

All items measured on 1-7 scale.

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

Two Conditions

Condition 1: Imagine a man named Joe. Joe has a low paying job (putting him in the bottom 25% of US income distribution).

Condition 2: Imagine a man named Joe. Joe has a high paying job (putting him in the top 25% of US income distribution).

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

We will first create a composite (mean) score of Judgment Scale for each of the 20 consumption decisions. We will then create a composite score across all decisions for each participant.

We will run a t-test to test hypothesis that participants have less positive judgments of lower income consumers (Condition 1) compared to higher income consumers (Condition 2).

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.

N=500

We will recruit a nationally representative sample of participants through Prolific platform.

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

We will also include a measure for participants' household income and may include secondary analysis incorporating participant income.