

## Anchoring in different categories (#38421)

Created: 04/01/2020 08:01 PM (PT)

Public: 11/28/2021 10:05 AM (PT)

### Author(s)

Chang-Yuan Lee (Boston University) - leecy@bu.edu

Carey Morewedge (Boston University) - morewedg@bu.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?

An anchor will have an asymmetric anchoring effect on a set of stimuli in the same category, but not on a set of stimuli in different categories.

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

Participants will indicate their willingness to pay for each of three target hotels

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

Control condition: Participants will indicate their WTP for each of three target hotels (i.e., 2-star, 3-star, 4-star hotels), then they will indicate their WTP for a 1-star hotel.

Hotel anchor condition: Before participants indicate their WTP for the target hotels, they will indicate their WTP for a 1-star hotel.

Jeans anchor condition: Before participants indicate their WTP for the target hotels, they will indicate their WTP for a pair of jeans.

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

A 3 (anchor) x 3 (hotels) mixed ANCOVA with anchor as a covariate will be conducted to examine the direction of our hypothesis. Simple comparisons then will be conducted to test the difference in WTP for each of the hotels between conditions.

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

We will exclude participants whose WTP for hotels are below or equal to zero.

### 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 request 600 people to participate in the study.

### 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.