

Replication of Study 1 of VanBergen, Irmak & Sevilla (2020) (#44094)

Created: 07/06/2020 06:31 AM (PT)

Public: 08/03/2020 07:12 AM (PT)

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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?

This study is a replication of Study 1 in VanBergen, Irmak & Sevilla (2020), "Product Entitativity: How the Presence of Product Replicates Increases Perceived and Actual Product Efficacy," published in the Journal of Consumer Research. This study examines the hypothesis that a "product would be perceived as more efficacious when represented [in an advertisement] by multiple product replicates (vs. a single product)."

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

The key dependent variable will be a measure of product efficacy. This will be an average of four items: (1) "In general, how effective do you think the Dettol you considered would be?" (1=Not at all effective; 9=Extremely effective); (2) "How much do you think Dettol would help you clean your home?" (1=Not at all; 9=A great deal); (3) "How effective do you think Dettol is in cleaning dirt and bacteria?" (1=Not at all; 9=Extremely); and (4) "How potent do you think the active ingredients in Dettol are?" (1=Not at all potent; 9=Extremely potent).

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

Participants will see an advertisement for a surface cleanser called Dettol. We will manipulate whether the ad shows one bottle of Dettol (single product condition) or five bottles of Dettol (multiple products condition).

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

We will conduct a t-test that examines the effect of product condition on product effectiveness.

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

We will exclude participants who report an MTurk ID that is different from their actual MTurk ID (which will be automatically collected by Qualtrics), as well as those who take the study on a smartphone (which will be discernible from data collected by Qualtrics). In addition, we will exclude all responses from any participant whose MTurk ID (as recorded by Qualtrics) or IP Address (as recorded by Qualtrics) appears more than once in the dataset. Finally, only participants who submit the HIT will be included in the final analyses.

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 collect data from 800 U.S. MTurk participants.

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

No.