

Old favorites vs. new favorites (\$30 gift card study) (#33893)

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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?

People will be more likely to choose gift cards for old favorite restaurants (over new favorite restaurants) when they are in a "last chance" mindset (when they are induced to feel like their next opportunity will be their last chance in a while to go to a restaurant).

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

Choice (new favorite vs. old favorite). All participants will be entered into a raffle and will choose one of two categories of prizes to earn if they win: a \$30 gift card to a restaurant they have been to before or a \$30 gift card to a restaurant they have never been to before. The description of the choice options (new favorite vs. old favorite) will be randomized. The order of the choice options will also be randomized.

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

2 (Framing, between subjects: plentiful opportunity vs. last time in a while) design, randomly assigned. Participants in the plentiful opportunity condition will write about why they expect to have plenty of opportunities to go out to restaurants in the next month. Participants in the last time in a while condition will write about why they expect to have few opportunities to go out to restaurants in the next month.

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

We will report the results of a logistic regression (condition as IV and choice as DV), and report the effect of condition. Our main prediction is that the "last time in a while" condition will show a significant shift towards old favorites compared to control.

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.

We will request 500 participants from Amazon Turk.

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

For exploratory purposes, we will also analyze the data excluding participants who fail a forced-choice attention check (described below).

After the gift card choice, participants will enter the names of a specific restaurant that they have been to before and would like a gift card to, and one that they have not been to before and would like a gift card to. These data will be used only for raffle prize distribution, and will not be analyzed.

At the end of the study, participants will complete a question asking about how confusing the task/instructions were, a manipulation check regarding the degree to which they were imagining that each scenario would be their last opportunity to have a given experience for a while, and a forced-choice attention check regarding the condition they were assigned to. Finally, participants will report demographic information (gender, age, ethnicity). These measures are for descriptive purposes; we plan to conduct our analyses without accounting for these responses.