

## Y & S (Study 1) (#172277)

Created: 04/24/2024 03:25 PM (PT)

Public: 05/19/2024 09:57 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 is a replication (and extension) of Study 1 from Yin and Sharif (2024, JEP:G). Yin and Sharif find that participants are more likely to spend money from a used (vs. unused) account. Study 1 finds this when participants consider purchasing a drink from a clothing store. The authors propose that this happens because "consumers engage in a within-account comparison" (whereby the relatively small amount from the used account feels less valuable than the equivalent amount in the unused account). This replication (and extension) tests an alternative, mental accounting-based explanation: Consumers think that it feels weird to allocate funds for a different purpose than was intended.

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

Likelihood of purchasing a \$5 item (either nice socks or a tasty drink). Measured on a scale from 0 (not at all) to 100 (very).

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

Six conditions. Random assignment to one condition.

2 (focal item: drink vs. socks) X 3 (account: used, unused/no reference point, unused/reference point).

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

The core test of our hypothesis will be a 2 (focal item: drink vs. socks) X (account: used, unused/no reference point) ANOVA, with likelihood of purchasing as the dependent measure. This will allow us to see: (1) if the simple effect found by Yin and Sharif (where likelihood of purchasing is higher in the used than unused/no reference point condition) emerges, and (2) capture the extent to which that simple effect changes in the "socks" conditions.

Yin and Sharif's account predicts that this simple effect should emerge in the "socks" conditions, while the mental accounting explanation predicts that this effect will be attenuated in the "socks" conditions. The interaction effect (and follow-up simple effect tests) allow us to test these two accounts.

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

We will exclude participants who fail a memory-based attention check question.

### 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 N = 2400 respondents from Prolific Academic.

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

We will collect the following exploratory measures:

- (1) A measure that asks participants to identify three things that they see in a photo (i.e., an English check).
- (2) 1-2 sentences explaining participants to indicate why they answered the key DV the way that they did.
- (3) Whether participants remember completing an extremely similar survey on Prolific.