AsPredicted #118804: AI labels and purchase intention (KN & ON)

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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? H1: A label saying that a product description was written by AI lowers purchase intention. H2: This effect is stronger for a hedonic product (a scented candle) than for a utilitarian product (a phone charger). H3: For the hedonic product, perceived authenticity mediates the effect.

3. Describe the key dependent variable(s) specifying how they will be measured. Primary: purchase intention, the mean of three 7-point items. Secondary: willingness to pay, open-ended, in US dollars. Mediator: perceived authenticity, the mean of four 7-point items; item 3 ("The description feels artificial") is reverse-scored.

4. How many and which conditions will participants be assigned to? Four, between subjects: 2 (label: "This description was written by AI" vs. no label) × 2 (product: scented candle vs. phone charger).

5. Specify exactly which analyses you will conduct to examine the main question/hypothesis. A 2 × 2 ANOVA on purchase intention. H1 is the main effect of the label; H2 is the label × product interaction. H3: a mediation model for the candle (PROCESS Model 4, 5,000 bootstrap samples).

6. Describe exactly how outliers will be defined and handled, and your precise rule(s) for excluding observations. We will exclude participants who fail the attention check (an instructed-response item). There will be no other exclusions.

7. How many observations will be collected or what will determine sample size? 640 US residents on Prolific, 160 per condition.

8. Anything else you would like to pre-register? The manipulation check comes after the dependent variables, so that it cannot influence them.