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Math 80

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### Lab Activity 2

1. Howard Moskowitz figured out that people cannot explain what they want in a food item. He stated, "The mind knows not what the tongue wants." The second thing he brought was horizontal segmentation, which allowed companies to market their product to a wide variety of consumers. The third thing Moskowitz introduced was that there is no perfect dish. The food industry previously believed there was one universal way to produce food for the people by making it as authentic as possible.
2. Using simple random sampling would not provide an accurate representation of the population in the United States. Simple random sampling can create a bias towards a certain race, age, or gender. The utilization of cluster sampling can avoid that bias.
3. One of my favorite products to buy is Cholula hot sauce. People prefer this hot sauce because it is mild compared to most hot sauces. Since it is not too spicy it allows them to reach a broader market across the United States. Stratified sampling would help discover areas where people would like them to increase the spiciness of their hot sauce. To do that different areas would be broken up into strata and then have individuals randomly selected. They would divide the different strata by those that purchase their hot sauce and

those that do not. This would allow them to gain a better understanding of the reasons why people may not be inclined to purchase Cholula.