

Food Quality & Menu Focus Group Study and Survey

Quad Squads

A Marketing Research Study on Customer Satisfaction with Food Quality, Menu Variety, and Dining Experience

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Table of Contents

Section Title	Page
Executive Summary.....	4
Key Findings:.....	4
Recommendations:.....	4
Introduction.....	5
Research Objectives.....	5
Research Method.....	6
Focus Group Approach.....	6
Survey Approach.....	6
Survey Findings.....	7
Research Study Group Findings.....	15
Customer Feedback on Seven Brothers Menu and Service.....	17
Most Repeated Words and Theme.....	22
1. Taste, Freshness, and Quality of Ingredients.....	22
2. Customer Experience and Service.....	23
3. Menu Variety and Dietary Options.....	23
Results.....	25
Descriptive Analysis Frequencies.....	25
Descriptive Analysis Statistics.....	31
Correlation Analysis Table.....	31
Key Findings from the Descriptive Statistics Food Quality & Menu Survey.....	34
Word Cloud.....	35
Limitations.....	35
Recommendations.....	36
1. Expand Menu Variety and Dietary Options.....	36
2. Improve Portion Sizes and Perceived Value.....	36
3. Enhance Food Quality and Consistency.....	36
4. Refine Service and Dining Atmosphere.....	36
5. Improve Takeout and Delivery Packaging.....	37
6. Boost Engagement and Targeted Promotions.....	37
Conclusion.....	37
Appendices.....	38
Photos.....	38
Food Quality & Menu Survey Questions– Seven Brothers.....	40
Qualtrics Survey Link.....	42

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Focus Group Study Questions.....	43
Taste, Freshness, and Portion Sizes.....	43
Variety and Unique Dietary Options.....	43
Best-Selling vs. Least-Selling Menu Items.....	43
Packaging & Presentation.....	43
Customer Experience & Service.....	44
Pricing & Value for Money.....	44
Focus Group Study Video Link.....	44
Concent Form.....	45

Executive Summary

The Locals - Single Female Adult Focus Group and the Quad Squads Food Quality & Menu Survey were conducted to gather in-depth insights into customers' dining preferences and experiences at Seven Brothers Kahuku. These studies explored key areas such as food quality, menu variety, pricing, portion sizes, service, and overall atmosphere.

The focus group involved participants aged 18–25, primarily Thai and American students majoring in business, music, psychology, and education. The survey reached a broader audience of 129 participants. Both methods yielded valuable qualitative and quantitative data to inform strategic improvements.

Key Findings:

- **Food Quality:** Participants generally found the food quality and taste satisfactory. However, there is a desire for healthier and more diverse menu options to accommodate varying dietary needs.
- **Menu Variety:** Both groups expressed the need for expanded and customizable menu offerings, particularly to suit personal and health-conscious preferences.
- **Pricing & Portions:** Concerns were raised over value for money, with many suggesting better-aligned portion sizes and pricing to improve perceived value.
- **Service:** Slow service and lack of personalization were noted, with recommendations for faster turnaround times and more engaging customer interactions.
- **Dining Atmosphere:** The focus group emphasized the importance of a welcoming and comfortable ambiance, suggesting improvements to seating and decor.
- **Menu Presentation:** Survey participants highlighted a need for more explicit menu descriptions, including ingredients and dietary labels, to support informed decisions.

Recommendations:

1. **Expand and diversify the menu** with healthier, customizable, and diet-friendly options.
2. **Revise portion sizes and pricing strategies** to meet customer expectations while ensuring profitability.
3. **Enhance service efficiency** through improved staff training and streamlined workflows.
4. **Improve the restaurant atmosphere** by creating a more inviting and comfortable dining space.
5. **Update menu design and descriptions** to communicate ingredients, dietary notes, and portion expectations.
6. **Boost customer engagement** through targeted promotions and personalized service, especially for young, single female patrons.

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By implementing these changes, Seven Brothers Kahuku can better align with customer preferences, strengthen loyalty, and foster a more memorable and satisfying dining experience for local and visiting guests.

Introduction

In March 2025, a comprehensive mixed-methods study assessed customer satisfaction and dining experiences at Seven Brothers Kahuku. The initiative included a **focus group discussion** and a **survey**, targeting two primary demographics: young, single female adults (ages 18–25) and the broader customer base of local residents and tourists. The study aimed to explore key aspects of the restaurant experience—such as food quality, menu variety, pricing, service, and atmosphere—and to gather actionable feedback that would guide improvements in customer satisfaction and brand loyalty.

The **focus group**, held on **March 23, 2025**, at **55-237 Moana St., Laie, Hawaii**, involved participants who were single women aged 18–25, primarily Thai and American, and pursuing degrees in business, music, psychology, and education. This session provided rich qualitative insights into the dining preferences and expectations of independent young women in the local community.

Concurrently, the **Quad Squads team** conducted a **food quality and menu survey** targeting a broader audience of **129 customers**, including both local residents and visiting tourists. The survey addressed recurring customer concerns around food variety, affordability, portion sizes, and service efficiency, allowing for broader trend analysis.

Both the focus group and the survey were conducted by the Quad Squads research team, composed of:

- **Kanlaya Berger** – Data Scientist / Note-taker & Transcriber
- **Guen Ramirez** – Food Critic / Videographer & Refreshment Coordinator
- **Howie Choo** – Customer Service Specialist / Photographer
- **Sadi Higley** – Facilitator / Human Resources & Engagement Lead

By leveraging individual strengths, the team ensured smooth execution, comprehensive data collection, and meaningful analysis across qualitative and quantitative methods.

Research Objectives

The overarching goal of this study was to understand and improve the dining experience at Seven Brothers Kahuku. Specific objectives included:

- Evaluate **customer satisfaction** with food quality, taste, and freshness, particularly with popular items like burgers, fries, and drinks.
- Assess **menu variety**, especially the availability and appeal of healthier, customizable, and dietary-specific options (e.g., vegetarian, gluten-free, keto).
- Understand **pricing and portion size perceptions**, focusing on affordability and value.
- Examine the **dining atmosphere** and identify elements that impact the comfort and overall appeal of the space.
- Identify **service-related issues**, such as speed, friendliness, and order accuracy.
- Determine **key motivators** influencing repeat visits, including ambiance, promotions, and social dynamics.
- Explore **menu item performance** to identify best-selling and underperforming dishes.
- Collect feedback on **packaging quality** for takeout items.
- **Recommend** enhancing engagement, satisfaction, and customer loyalty across target demographics.

Research Method

Focus Group Approach

The focus group was held in person on **March 23, 2025**, from **12:30 PM to 1:30 PM**, and included **young, single female participants** aged 18–25. The team designed **30 guided questions** to explore their dining habits, preferences, expectations, and improvement suggestions. The session was recorded and transcribed to ensure accuracy, and team members captured key visual and observational data.

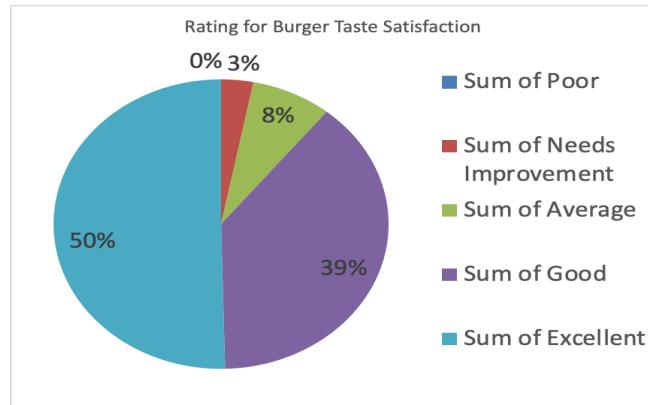
Survey Approach

Simultaneously, a **digital survey** was deployed throughout March 2025. Customers were invited to participate by scanning a **QR code** or receiving a **mobile link**, allowing them to respond conveniently on their own time. The survey collected **quantitative ratings** and **open-ended responses** about food, service, pricing, and menu preferences.

By integrating qualitative and quantitative data, this research provides a comprehensive view of the customer experience at Seven Brothers Kahuku, laying the foundation for targeted improvements and long-term customer retention strategies.

Survey Findings

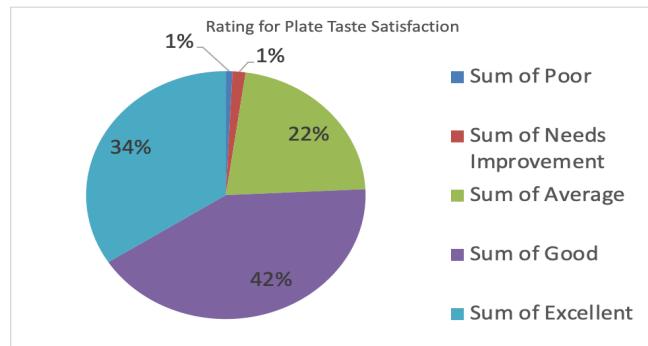
Q1



Most customers rated the taste of the burger as Excellent (50%), with 39% rating it as Good. Only 8% rated it as Average, and 3% rated it as Needs Improvement, with no Poor ratings.

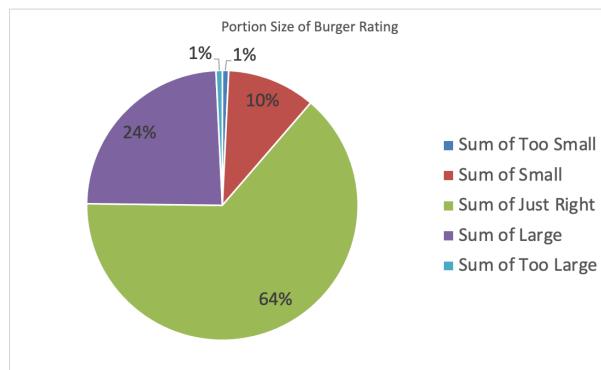


Most customers rated the taste of the fries as Excellent (48%), with 30% rating it as Good. (18%) rated it Average, (4%) rated it as Needs Improvement, and no one rated it as Poor.

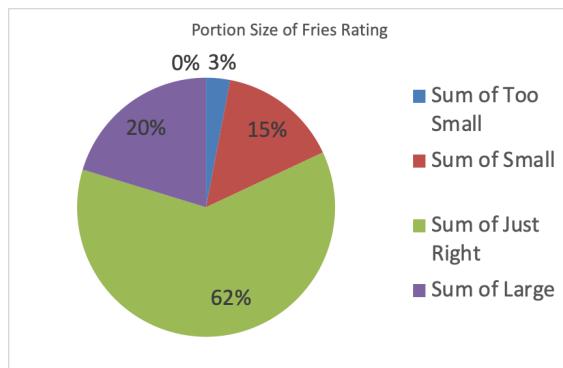


Most customers rated the plate satisfaction as Excellent (34%), (42%) rated it Good, (22%) rated it Average, (1%) rated it as Needs Improvement, and (1%) rated it as Poor.

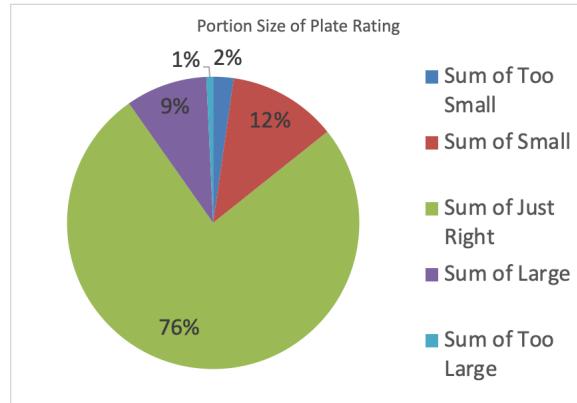
Q2



Most customers rated the portion size of burgers as Just Right (64%), followed by Large (24%), Small (10%), Too Small (1%), and Too Large (1%).

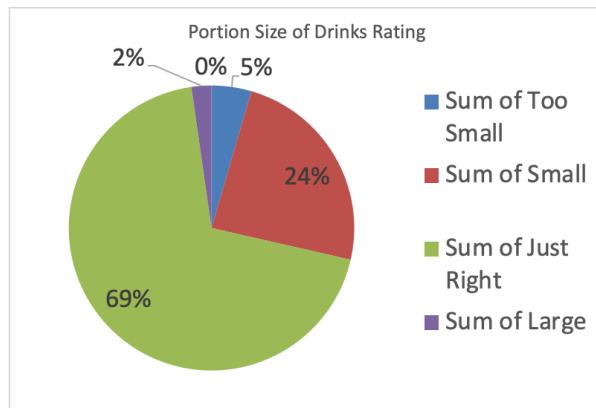


Most customers rated the portion size of fries as Just Right (62%), followed by Large (20%), Small (15%), Too Small (3%), and no one rated it Too Large (0%).



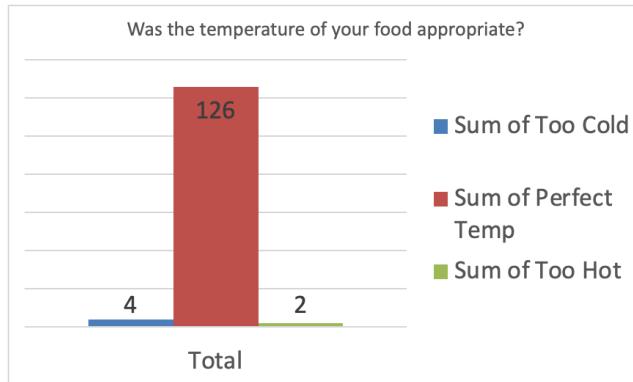
Most customers rated the portion size of plates as Just Right (76%), followed by Small (12%), Large (9%), Too Small (2%), and Too Large (1%).

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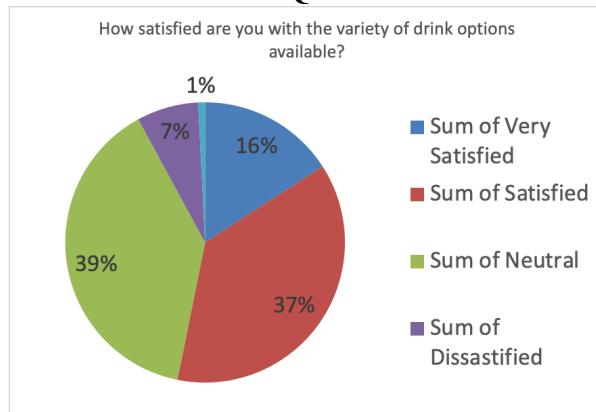
Most customers rated the drink size as Just Right (69%), followed by Small (24%), Too Small (5%), and Large (2%), and no one rated it Too Large (0%).

Q3



Most customers rated the overall food temperature as Perfect Temp (95%), followed by Too Cold (3%), and Too Hot (2%).

Q4



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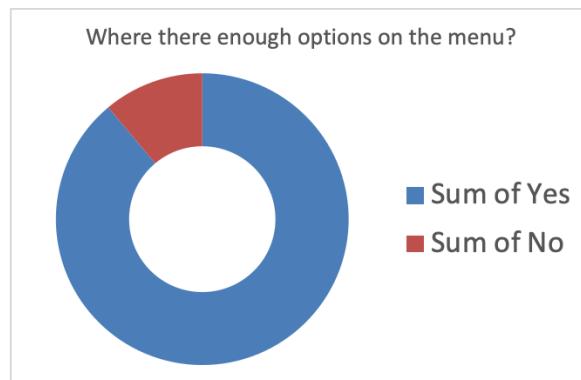
Most customers were satisfied with the drink options (37%), followed by Neutral (39%), Very Satisfied (16%), Dissatisfied (7%), and Very Dissatisfied (1%)

Q5



Customers at Seven Bros most frequently recommended adding more soda (9 votes) and fresh juice (7 votes), followed by lemonade (6 votes). Other notable mentions include smoothies and shakes (4 votes each), while floats (1 vote) and homemade/local drinks (2 votes) received the least interest.

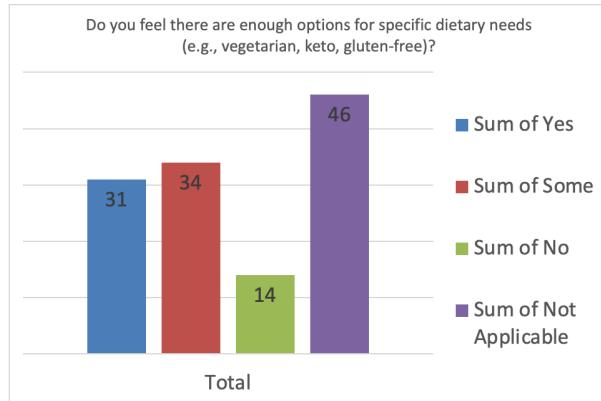
Q6



Most customers were satisfied with the menu options, with 112 saying Yes (89%) and 14 saying No (11%).

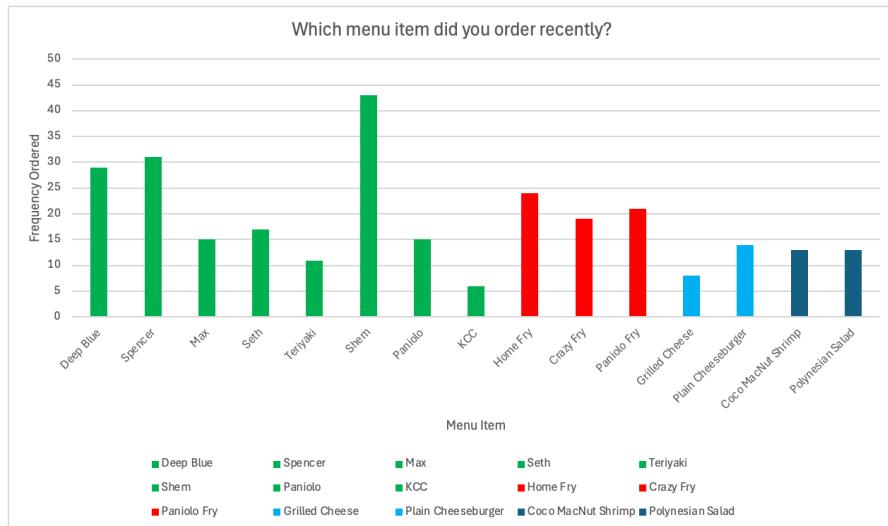
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Q7



Most customers felt there were enough dietary options, with 46 saying Not Applicable (43%), followed by 34 saying Some (32%), 31 saying Yes (29%), and 14 saying No (13%).

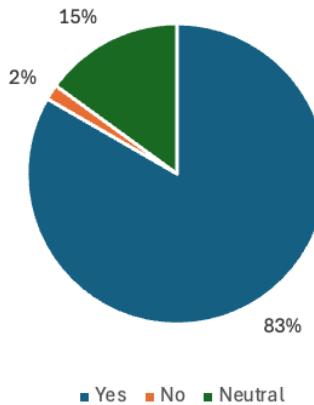
Q8



Most customers ordered burgers (~60%), with the Shem burger being the most popular item on the menu. The Home Fries were the most popular (37.5%), but not by a wide margin.

Q9

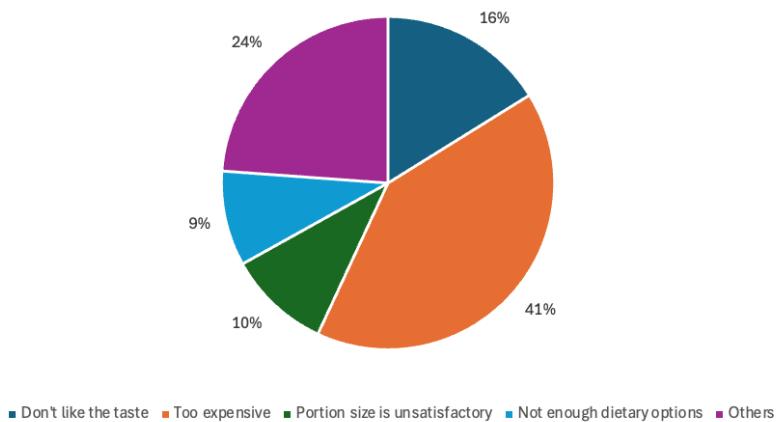
Did you enjoy the style of fries?



Customer feedback for those who ordered any kind of fries (Home, Crazy, or Paniolo) was overwhelmingly positive, with 83% liking them and only 1 out of 60 surveys returning negative.

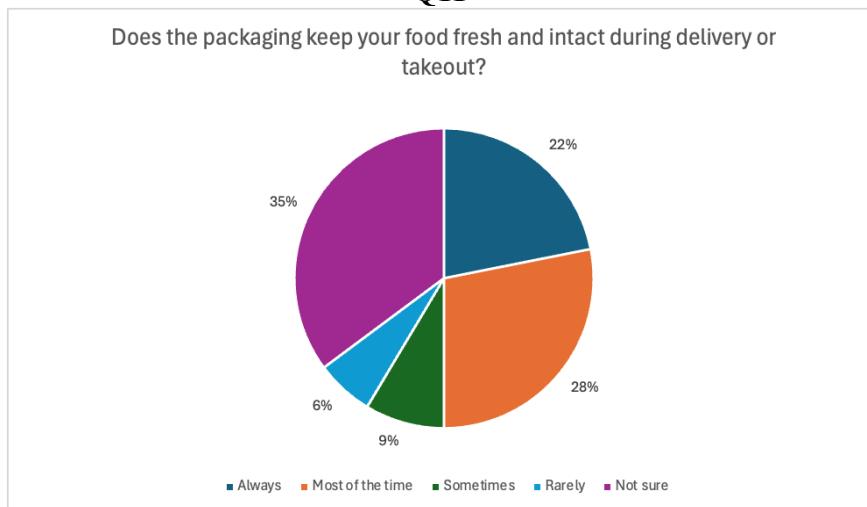
Q10

What is the primary reason you didn't order certain menu items?



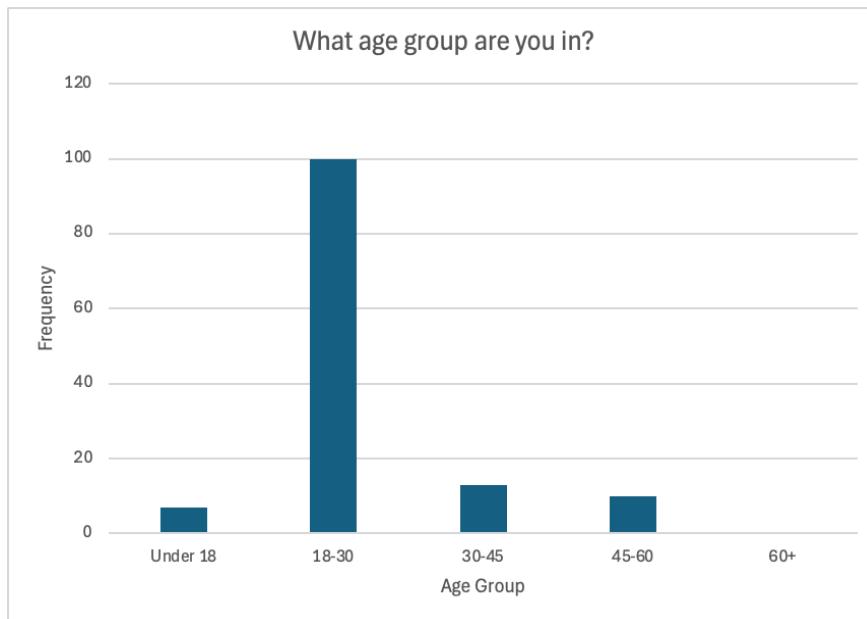
Most blamed it on high prices when asked why they didn't order certain menu items. About 24% of customers picked "Others" with reasons ranging from "I already know what I like" (35.5%) to "It doesn't seem appetizing" (12.9%).

Q11



Food packaging at Seven Brothers - Kahuku does a pretty good job of keeping food fresh and intact, as half of the respondents answered “Always” or “Most of the time”. However, this question could have been improved, as many responses opted for “Not sure” (35%).

Q12



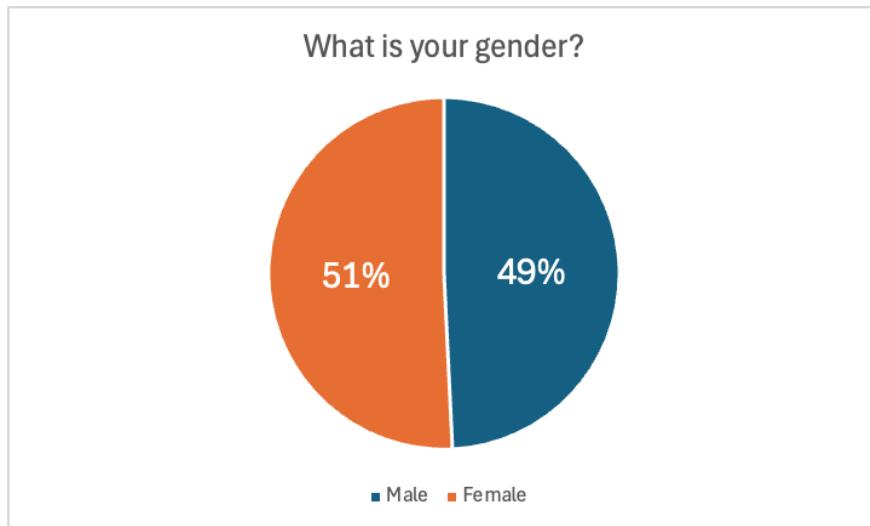
Seven Brothers - Kahuku is very attractive to the younger generation, especially the 18-30 age group, with 76.9% of customers in that range. It also shows a declining trend as the age group increases, with no survey takers identifying within the 60+ age group.

Q13



Customer type at Seven Brothers - Kahuku is evenly split, leaning towards locals at 57%, while 43% identify as tourists.

Q14



Similarly, the genders of customers at Seven Brothers - Kahuku are split almost evenly down the middle—66 females and 64 males made up our survey takers.

Research Study Group Findings

1. High Praise for Taste and Fries:

- Participants consistently rated the taste of Seven Brothers' burgers and fries highly, with many emphasizing the exceptional quality of the fries.
- "The fries are the best on the planet" was a strong sentiment.
- Gracie stated it was a "10 out of 10" and that "all the food" was good.
- The fries were a "highlight" for Iris.

2. Consistency Concerns:

- While generally positive, some participants noted inconsistencies in the crispiness of the fries, with occasional instances of them being "too crunchy" or "soggy".
- Lauren stated, "Sometimes, the fries are a little too crunchy".
- Katelyn said, "But if they're fresh, they're obviously better, but if they're not fresh, you have to have the crispy or soggy."

3. Portion Sizes and Value:

- Participants generally found the portion sizes generous and satisfying, particularly for the burgers and fries.
- However, the small size of the drinks was a common complaint, with participants expressing a desire for more extensive options.
- Lauren said, "I think it's actually a pretty good pork portion. I think everything's kind of expensive, but so is Hawaii in general. Well, like a keiki's meal is \$10 and I'm super full afterwards".
- Gracie stated, "I'm always full when I go to Seven Brothers."
- Gracie said, "I think the drinks could be different sizes."

4. Menu Variety and Dietary Options:

- The menu was considered to have a good variety of burger options, but lacked sufficient vegetarian, keto, and gluten-free choices.
- The Chicken sandwich was not well-received.
- Participants suggested expanding the menu to include more diverse options and addressing dietary restrictions.

5. Ingredient Quality and Suggestions:

- The freshness of the ingredients was generally perceived as high, with participants noting the use of fresh potatoes and daily preparation.
- Suggestions for improvement included offering more cheese options (e.g., pepper jack, pimento cheese) and improving the quality of pickles.
- Gracie said "Good good buns. Good burger patties, the cheese is good. Good lettuce, yeah, I'd say it's good."
- Lauren stated "2 things they could have are pickles and other sauces. They don't have mustard, and they can have more options for cheese like pepper jack."

6. Chicken Sandwich and Menu Adjustments:

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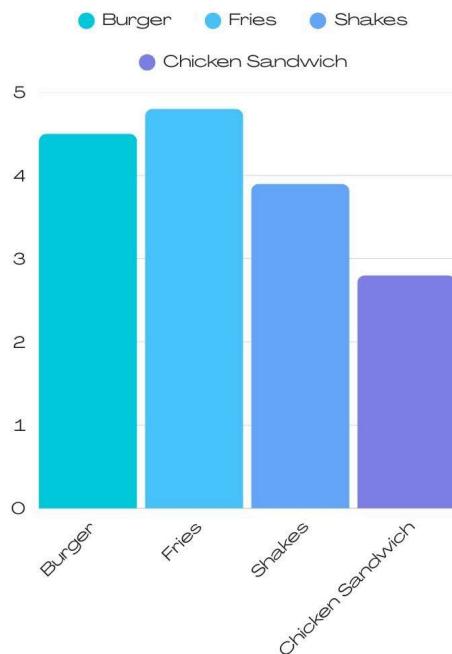
- The chicken sandwich was a point of contention, with participants expressing dissatisfaction with its lack of toppings and flavor.
- Suggestions included removing the chicken sandwich from the menu or offering the option to add chicken to other burgers.

7. Packaging:

- The to-go packaging was sufficient, keeping the food fresh and intact.
- Lauren stated, "And every time I carry them home, they're still good. I don't know about when a burger has an onion ring on it sort of squishes."

Takeaways and Opinions:

- Seven Brothers excels in its core burger and fries offerings, but should address inconsistencies in fry crispiness.
- Expanding drink sizes and offering more vegetarian, keto, and gluten-free options would broaden the restaurant's appeal.
- Menu adjustments, such as removing or revamping the chicken sandwich, are necessary.
- Adding more cheese options and adding basic burger items like pickles could enhance the overall dining experience.
- There is a high level of customer loyalty due to the high quality of the core menu items.



Customer Feedback on Seven Brothers Menu and Service

This report compiles customer feedback based on an interview with patrons of Seven Brothers. The responses have been categorized by question to offer insights on various aspects of the restaurant's menu, service, and customer experience.

1. How would you describe the overall taste and flavor of Seven Brothers menu items?

Answer: Customers described the taste and flavor as delicious, tasty, and amazing, with a focus on the quality of the burgers and fries. The Deep Blue burger and Shem were highlighted as favorites.

2. Do you find the freshness of ingredients consistent across different visits?

Answer: Yes, customers found the freshness of ingredients to be consistent across visits, particularly with burgers and fries.

3. How satisfied are you with the portion sizes of Seven Brothers burgers, fries, and drinks?

Answer: Generally, customers were satisfied with the portion sizes, though some mentioned that fries were sometimes too large, and drinks were small.

4. Are there any items on the menu that feel too small or too large in portion size?

Answer: Fries were noted as too large for some customers, while drinks (especially shakes) were considered too small.

5. How do Seven Brothers fries compare to different restaurants in terms of crispiness, seasoning, and freshness?

Answer: Seven Brothers' fries were praised for their crispy texture, seasoning, and freshness, with many customers stating that they were better than those at other restaurants.

6. Do our drinks (shakes, sodas, etc.) meet your expectations in terms of flavor and size?

Answer: Most customers felt that the flavor of shakes and sodas met expectations, but some found the portion size, particularly for shakes, to be small.

7. Are there any specific ingredients you think Seven Brothers should improve in terms of quality?

Answer: Some customers suggested improving the quality of cheese and buns in the burgers. There was a request to upgrade the buns to more artisan-style options.

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8. How do you feel about the variety of menu options available?

Answer: Customers felt that the variety was good but that there could be more options for those with dietary restrictions (such as vegetarian, keto, and gluten-free).

9. Do you think Seven Brothers offer enough vegetarian, keto, or gluten-free options?

Answer: Some customers felt that Seven Brothers did not offer enough vegetarian and gluten-free options. They suggested adding more items catering to these dietary preferences.

10. Have you ever struggled to find something that fits your dietary preferences?

Answer: Yes, some customers mentioned difficulty finding suitable options for their vegetarian or gluten-free needs.

11. What additional menu items would you like to see, considering different dietary needs?

Answer: Customers suggested adding plant-based burgers, gluten-free bread, and more keto-friendly options. The inclusion of veggie patties or tofu for vegetarian options was also requested.

12. Which menu item do you order the most, and why?

Answer: The most frequently ordered items were the Deep Blue burger and Shem due to their flavor and satisfaction. Fries were also a common choice.

13. Are there any menu items you've tried once but wouldn't order again? Why?

Answer: Some customers mentioned that certain sandwiches didn't meet expectations and would not order them again. However, specific items were not consistently identified.

14. What's the one item you think should be kept on the menu no matter what?

Answer: Both the Deep Blue burger and Shem were considered essential items that should always be kept on the menu.

15. How would you rate the packaging of Seven Brothers to-go items? Does it keep the food fresh and intact?

Answer: Packaging was criticized for not always keeping the food fresh or intact, with particular concerns regarding sogginess during transport.

16. Have you experienced any issues with packaging, such as spills, sogginess, or leaks?

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Answer: Some customers experienced issues with soggy food, especially with to-go orders. Fries and burgers were the most commonly affected items.

17. Do you think Seven Brothers food presentation adds to the dining experience?

Answer: The presentation was considered decent but not outstanding. Some customers felt that the food presentation could be improved, especially for to-go orders.

18. How would you describe your overall experience with Seven Brothers staff and service?

Answer: The staff and service were generally described as friendly and efficient. There were occasional mentions of delays in food delivery during busy times.

19. Do you feel welcomed and valued when visiting our restaurant?

Answer: Most customers felt welcomed and valued, with many mentioning the friendly staff and comfortable atmosphere.

20. Do you think we offer enough deals, promotions, or combo options to add value?

Answer: Some customers suggested offering a student discount or a combo meal promotion. A student special (e.g., \$1-\$2 off) was specifically requested.

21. Do you feel that the prices of Seven Brothers menu items reflect their quality and portion sizes?

Answer: Most customers felt that the prices were reasonable for the quality and portion sizes. However, some thought certain items, like the drinks, were overpriced.

22. Are there any menu items that you think are overpriced or underpriced?

Answer: Some customers felt that the drinks were overpriced, while others thought the fries were priced fairly given their portion size.

23. How do Seven Brothers compare to similar restaurants in the area in terms of price?

Answer: Customers found the prices to be competitive and in line with other similar restaurants in the area.

24. Would you be willing to pay a little more for premium ingredients or eco-friendly packaging?

Answer: Some customers expressed a willingness to pay more for premium ingredients, but most felt that eco-friendly packaging was not a priority unless it impacted food quality.

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25. Do you think we offer enough deals, promotions, or combo options to add value?

Answer: As previously mentioned, customers wanted more deals and promotions, especially targeting students or groups.

26. How would you describe your experience with the restaurant's ambiance?

Answer: The ambiance was praised for being comfortable and welcoming, making it a pleasant place to dine in.

27. How easy is it to customize your order to fit your preferences?

Answer: Customers found it easy to customize their orders, with the ability to modify toppings or ingredients to meet personal preferences.

28. Are there any areas where Seven Brothers customer service could be improved?

Answer: Some customers felt there were occasional delays in receiving their food, especially during peak hours, and suggested improving order speed.

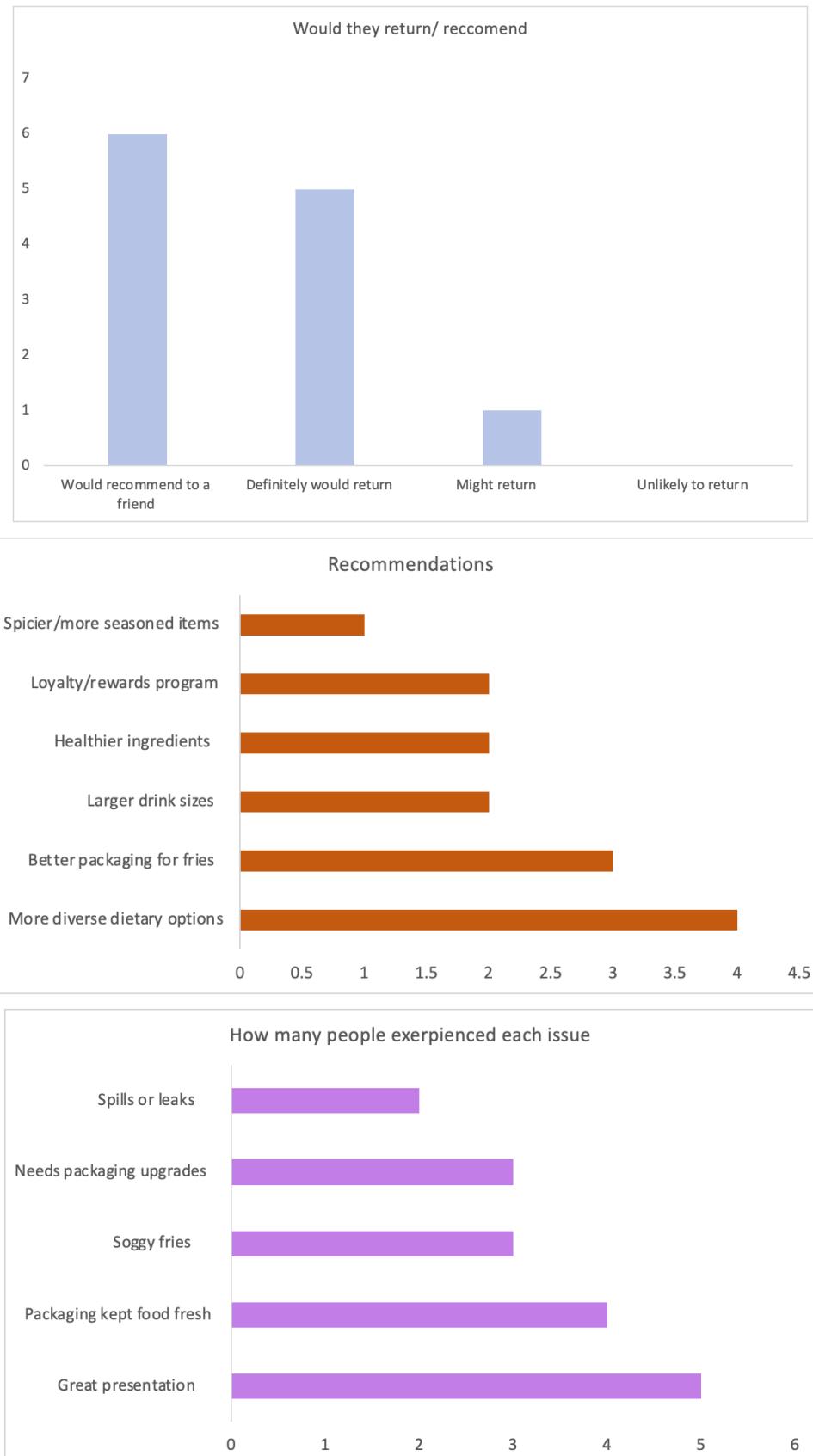
29. How often do you visit Seven Brothers?

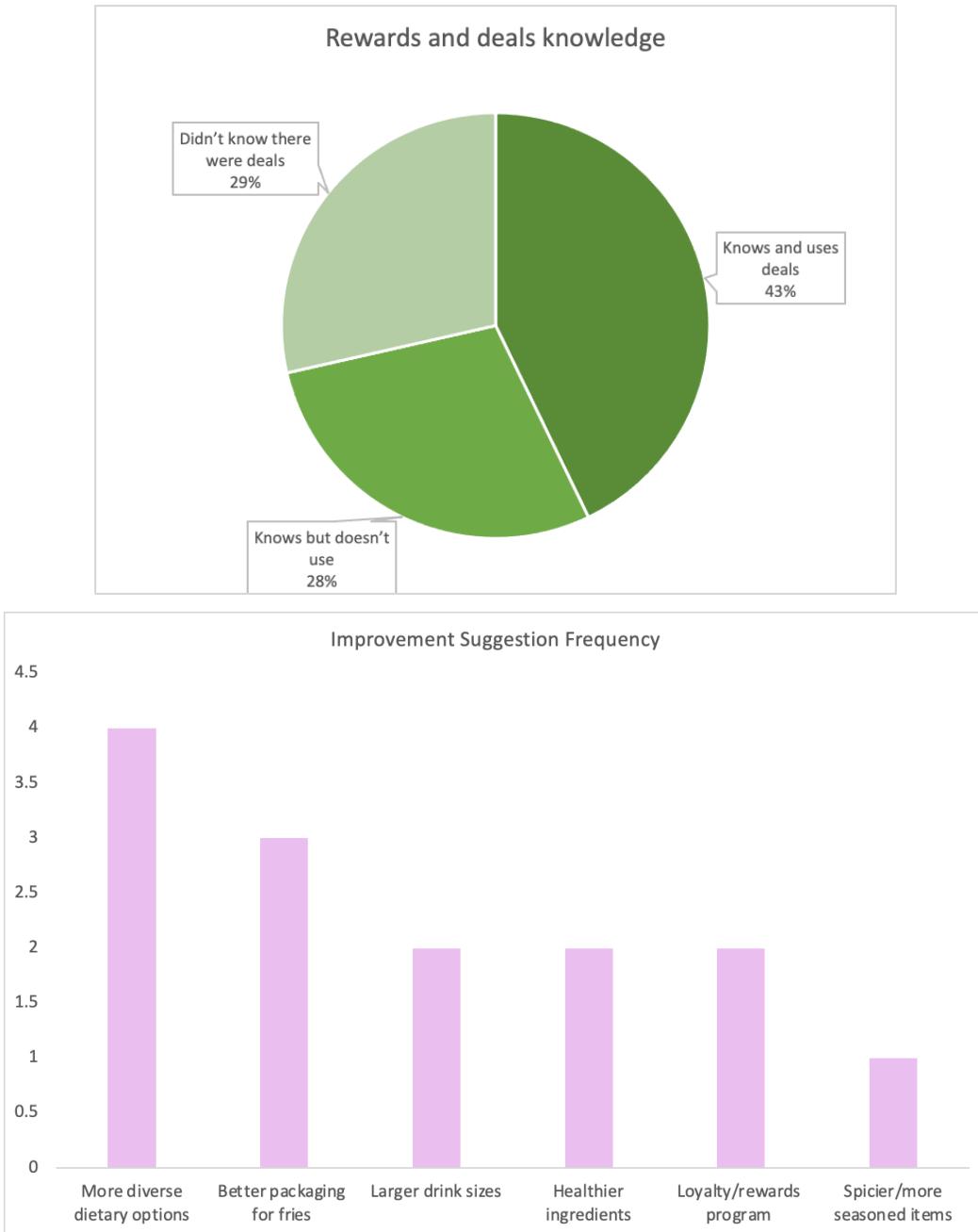
Answer: Many customers stated that they visited once a week, while others visited less frequently, typically around 2-3 times a month.

30. Would you recommend Seven Brothers to others?

Answer: Most customers would recommend Seven Brothers to others, particularly for the quality of the burgers and fries. The positive customer service experience was also a key factor in the recommendation.

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Most Repeated Words and Theme

Based on the interview responses, here are three of the most repeated themes and ideas:

1. Taste, Freshness, and Quality of Ingredients

- Many participants mentioned how fresh the ingredients are and how they enjoy the taste of the food at Seven Brothers.

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Some participants also commented on how crispy the fries are, and others noted the overall quality of the food, making it a significant theme in their responses.

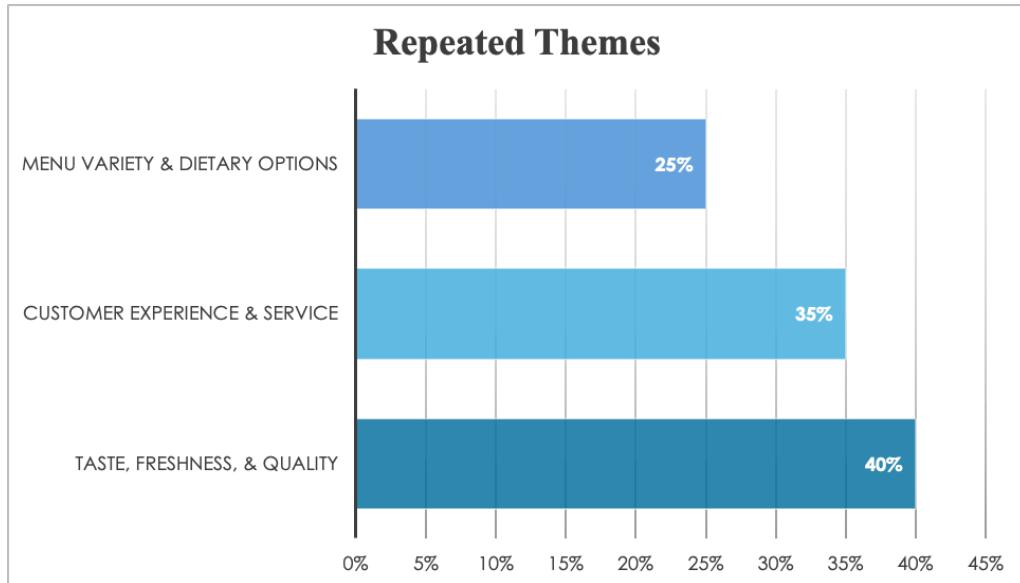
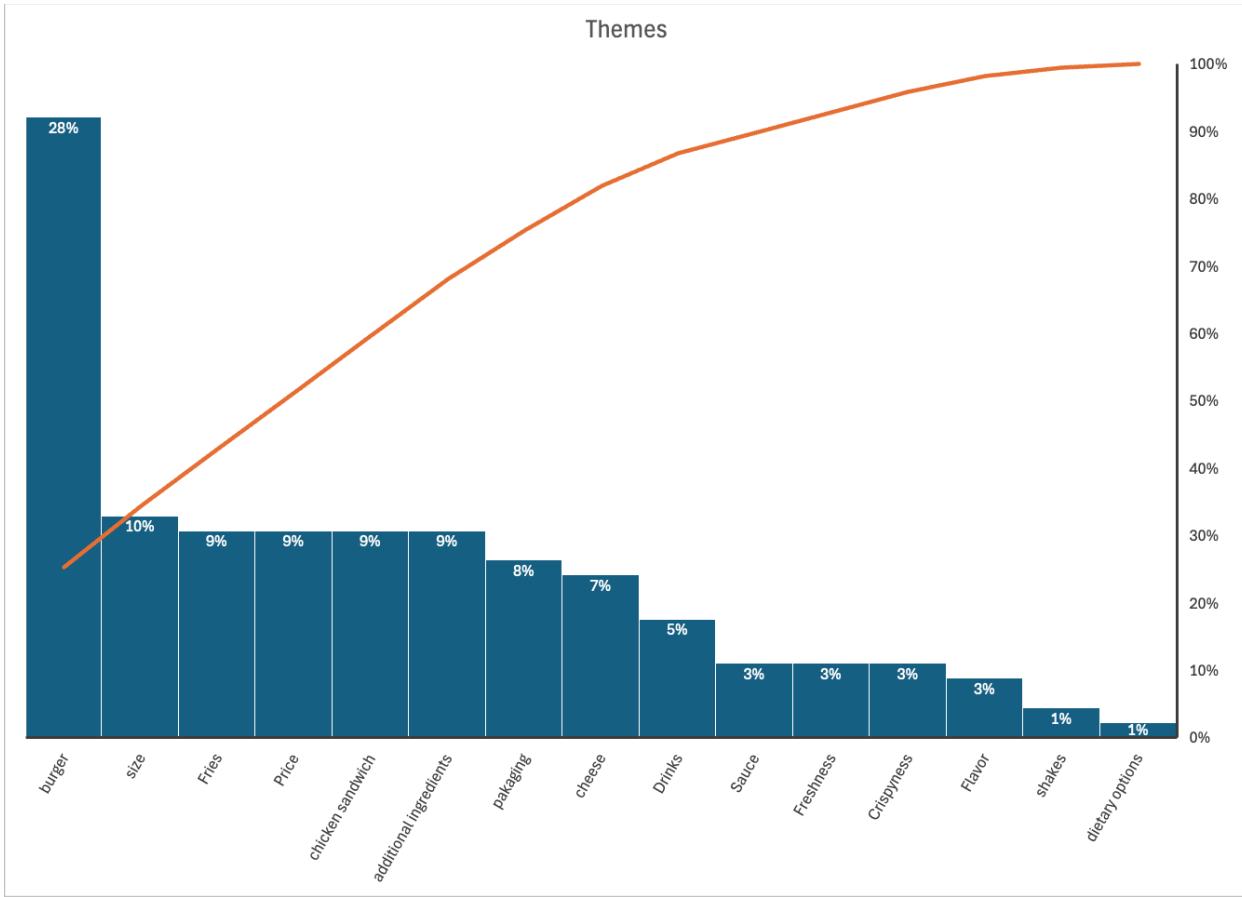
- A few also mentioned a desire for improvements in specific ingredients (e.g., flavor or quality) or portion sizes.

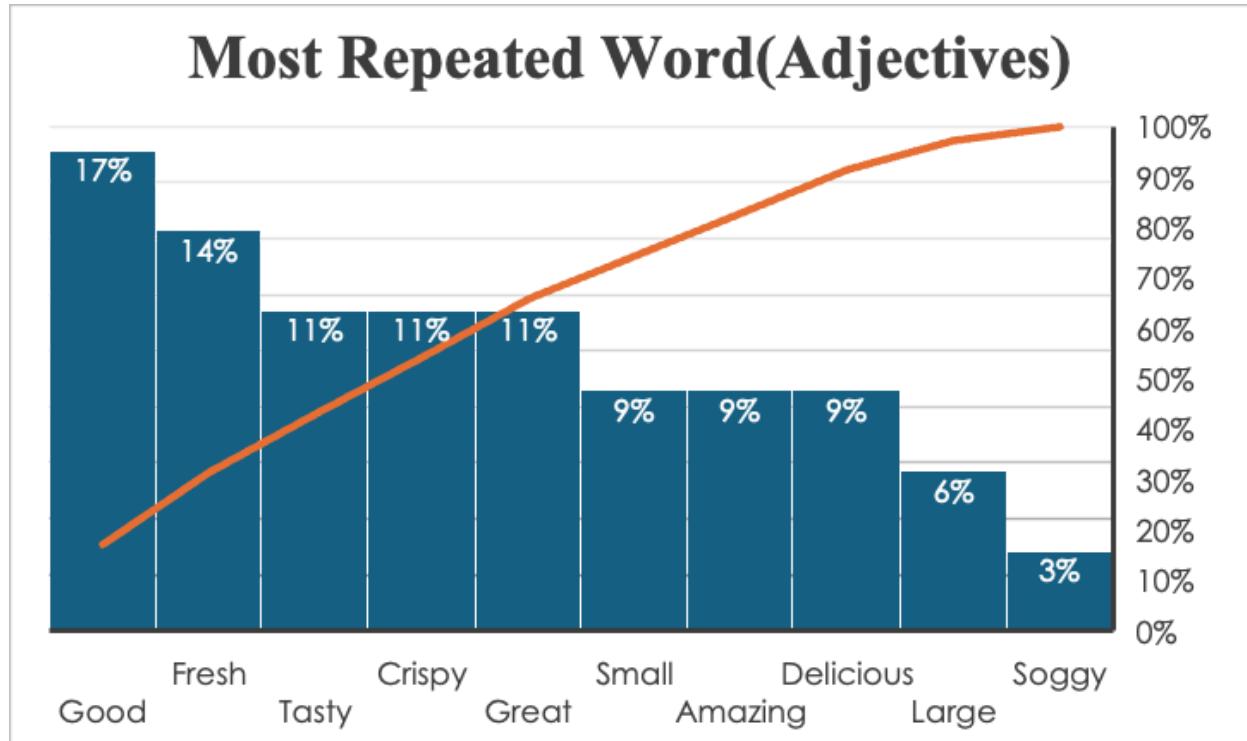
2. Customer Experience and Service

- Several participants highlighted the friendly service and welcoming atmosphere when visiting the restaurant, with some feeling valued as customers.
- Delays in ordering or receiving food were mentioned as an area for improvement, but overall, the customer service was generally seen as good.
- Customization of orders was also appreciated, indicating a desire for a personalized experience.

3. Menu Variety and Dietary Options

- A recurring topic was the variety of menu options available, with some expressing a desire for more vegetarian, keto, and gluten-free choices.
- A few respondents suggested adding more options to cater to different dietary needs, such as incorporating more cuisines or flavors.
- There was an overall sense that the menu could offer more options for people with specific dietary restrictions.





Results

Descriptive Analysis Frequencies

How would you rate our menu items on their taste? - Burgers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Needs Improvement	4	2.9	3.0	3.0
	Average	10	7.2	7.5	10.4
	Good	52	37.4	38.8	49.3
	Excellent	68	48.9	50.7	100.0
	Total	134	96.4	100.0	
Missing	System	5	3.6		
	Total	139	100.0		

The majority of customers rated the taste of the burgers highly, with 50.7% selecting "Excellent" and 38.8% choosing "Good." Only 10.4% gave average or lower ratings ("Needs Improvement" or "Average"), indicating strong overall satisfaction. This data suggests that burgers are a standout menu item, reinforcing their appeal in marketing messaging.

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How would you rate our menu items on their taste? - Fries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Needs Improvement	5	3.6	3.7	3.7
Average		24	17.3	17.9	21.6
Good		41	29.5	30.6	52.2
Excellent		64	46.0	47.8	100.0
Total		134	96.4	100.0	
Missing	System	5	3.6		
Total		139	100.0		

Nearly 80% of customers rated the taste of the fries positively, with 47.8% choosing "Excellent" and 30.6% selecting "Good." Only 21.6% gave average or lower ratings ("Needs Improvement" or "Average"), indicating strong customer satisfaction. This reinforces fries as a high-performing menu item that can be highlighted in promotions.

How would you rate our menu items on their taste? - Plates

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Poor	1	.7	.7	.7
Missing	System	5	3.6		
Valid	Needs Improvement	2	1.4	1.5	2.2
Average		29	20.9	21.6	23.9
Good		57	41.0	42.5	66.4
Excellent		45	32.4	33.6	100.0
Total		134	96.4	100.0	
Total		139	100.0		

The majority of customers (76.1%) rated the taste of plates positively, with 33.6% choosing "Excellent" and 42.5% selecting "Good." However, nearly 24% gave average or lower ratings ("Poor," "Needs Improvement," or "Average"), suggesting slightly less consistent satisfaction compared to burgers and fries. While still well-received, there may be room for improvement in flavor profiles or recipe refinement for plates.

How satisfied are you with the portion sizes of the following items? - Burgers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too Small	1	.7	.8	.8
Missing	System	6	4.3		
Valid	Small	14	10.1	10.5	11.3
Just right		85	61.2	63.9	75.2
Large		32	23.0	24.1	99.2
Too Large		1	.7	.8	100.0
Total		133	95.7	100.0	
Total		139	100.0		

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The vast majority of customers (88%) found burger portion sizes appropriate, with 63.9% selecting "Just right" and 24.1% choosing "Large." Only 11.3% felt portions were too small, while less than 1% considered them too large. This indicates strong satisfaction with burger sizing, suggesting current portions meet customer expectations effectively. The minimal complaints about oversizing suggest potential to highlight generous portions as a brand strength in marketing materials.

How satisfied are you with the portion sizes of the following items? - Fries

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too Small	4	2.9	3.0	3.0
	Small	20	14.4	15.0	18.0
	Just right	82	59.0	61.7	79.7
	Large	27	19.4	20.3	100.0
	Total	133	95.7	100.0	
	Missing System	6	4.3		
Total		139	100.0		

Most customers (82%) found fry portion sizes satisfactory, with 61.7% selecting "Just right" and 20.3% choosing "Large." However, 18% felt portions were too small ("Too Small" or "Small"), indicating room for improvement. While the majority are content, addressing portion concerns for a subset of customers could further enhance satisfaction, potentially through size customization options or clearer menu descriptions.

How satisfied are you with the portion sizes of the following items? - Plates

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Too Small	3	2.2	2.3	2.3
	Small	16	11.5	12.0	14.3
	Just right	101	72.7	75.9	90.2
	Large	12	8.6	9.0	99.2
	Too Large	1	.7	.8	100.0
	Total	133	95.7	100.0	
Missing	System	6	4.3		
Total		139	100.0		

An overwhelming majority of customers (84.9%) found plate portion sizes appropriate, with 75.9% selecting "Just right" and 9% choosing "Large." While 14.3% felt portions were too small ("Too Small" or "Small"), less than 1% considered them excessive. This indicates strong overall satisfaction with plate sizes, though a modest opportunity exists to address portion expectations for a small segment of customers through menu adjustments or clearer descriptions. The data suggests plates are generally well-portioned according to customer preferences.

How satisfied are you with the variety of drink options available?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Satisfied	22	15.8	16.7	16.7
	Satisfied	50	36.0	37.9	54.5
	Neutral	50	36.0	37.9	92.4
	Dissatisfied	9	6.5	6.8	99.2
	Very Dissatisfied	1	.7	.8	100.0
	Total	132	95.0	100.0	
Missing	System	7	5.0		
Total		139	100.0		

Customer sentiment toward drink variety is mixed, with 54.5% expressing satisfaction ("Very Satisfied" or "Satisfied"), while 37.9% remained neutral. Only 7.6% reported dissatisfaction, indicating most customers find the current options acceptable, though not exceptional. This presents an opportunity to enhance appeal by expanding or better promoting the drink menu, particularly to engage the neutral segment. The low dissatisfaction rate suggests improvements could further strengthen an already adequate offering.

Were there enough options on the menu?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, there were plenty of options for food	118	84.9	89.4	89.4
	No, there could have been more options for food	14	10.1	10.6	100.0
	Total	132	95.0	100.0	
Missing	System	7	5.0		
	Total	139	100.0		

An overwhelming 89.4% of customers felt the menu offered sufficient options, while only 10.6% desired more variety. This strong approval indicates the current menu breadth successfully meets most customers' expectations. However, the small dissatisfied segment suggests potential to further enhance appeal, possibly through limited-time offerings or targeted expansions in underperforming categories (like drinks or dietary-specific items noted in previous data). The results confirm the menu's core strength while identifying a minor area for optional refinement.

Do you feel there are enough options for specific dietary needs (e.g., vegetarian, keto, gluten-free)?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, plenty of options	33	23.7	25.2	25.2
	Some options, but could be improved	36	25.9	27.5	52.7
	No, not enough options	14	10.1	10.7	63.4
	Not applicable to me	48	34.5	36.6	100.0
	Total	131	94.2	100.0	
Missing	System	8	5.8		
	Total	139	100.0		

While 36.6% of customers reported dietary needs as "Not applicable," over 52.7% expressed some level of concern, with 25.2% satisfied ("Yes, plenty") and 27.5% wanting improvement ("Some options, but could be improved"). Notably, 10.7% found options insufficient. This reveals a strategic opportunity: Expanding vegetarian, keto, or gluten-free offerings could address nearly 40% of engaged customers (those with dietary needs), potentially attracting niche markets while maintaining mainstream appeal. The data suggests dietary inclusivity is a growing expectation worth prioritizing.

Did you enjoy the style of fries?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, they were fresh	50	36.0	83.3	83.3
	Neutral	9	6.5	15.0	98.3
	No, they were not good	1	.7	1.7	100.0
	Total	60	43.2	100.0	
	Missing	System	79	56.8	
	Total	139	100.0		

An overwhelming 83.3% of respondents enjoyed the style of fries, describing them as "fresh," while only 1.7% expressed dissatisfaction. The remaining 15% were neutral. Despite the low response rate (43.2% answered), the data strongly suggests the current fry style resonates with most customers. The minimal criticism indicates this menu item performs well, though the high non-response rate warrants further investigation into whether the question was overlooked or deemed irrelevant by a portion of patrons. The fries' freshness appears to be a notable strength.

Does the packaging keep your food fresh and intact during delivery or takeout?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	28	20.1	21.5	21.5
	Most of the time	36	25.9	27.7	49.2
	Sometimes	12	8.6	9.2	58.5
	Rarely	8	5.8	6.2	64.6
	Never	1	.7	.8	65.4
	Not sure	45	32.4	34.6	100.0
	Total	130	93.5	100.0	
Missing	System	9	6.5		
	Total	139	100.0		

Nearly half of customers (49.2%) reported positive experiences with packaging ("Always" or "Most of the time"), while 16.2% encountered issues ("Sometimes," "Rarely," or "Never"). Notably, 34.6% were uncertain, suggesting either inconsistent experiences or a lack of attention to packaging. While the majority of feedback is favorable, the combined 33% of neutral-to-negative responses indicates room for improvement, particularly in consistency. Strengthening packaging reliability could further enhance the takeout/delivery experience and reduce uncertainty among customers. The high "Not sure" rate may also warrant clearer communication about packaging features.

Descriptive Analysis Statistics

	Descriptive Statistics					
	N	Minimu m	Maximu m	Sum	Mean	Std. Deviation
Did you enjoy the style of fries?	60	1	3	71	1.18	0.431
Do you feel there are enough options for specific dietary needs (e.g., vegetarian, keto, gluten-free)?	131	1	4	339	2.59	1.221
How would you rate our menu items on their taste? - Burgers	134	2	5	586	4.37	0.753
How would you rate our menu items on their taste? - Fries	134	2	5	566	4.22	0.873
How would you rate our menu items on their taste? - Plates	134	1	5	545	4.07	0.824
How satisfied are you with the portion sizes of the following items? - Burgers	133	1	5	417	3.14	0.625
How satisfied are you with the portion sizes of the following items? - Fries	133	1	4	398	2.99	0.691
How satisfied are you with the portion sizes of the following items? - Plates	133	1	5	391	2.94	0.574
How satisfied are you with the portion sizes of the following items? - Drinks	133	1	4	358	2.69	0.593
Was the temperature of your food appropriate?	132	3	7	416	3.15	0.704
How satisfied are you with the variety of drink options available?	132	1	5	313	2.37	0.868
Were there enough options on the menu?	132	1	3	160	1.21	0.618
Does the packaging keep your food fresh and intact during delivery or takeout?	130	1	6	443	3.41	2.052

Correlation Analysis Table

Column 1 is Frequency, Column 2 is Percent, Column 3 is Valid Percent, and Column 4 is Cumulative Percent. Please refer to the questions in the **appendices**.

How would you rate our menu items on their taste? - Burgers

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1		
Column 3			1	
Column 4	0.962369	0.962369	0.962369	1

How would you rate our menu items on their taste? - Fries

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	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1	1	
Column 3		1	1	1
Column 4	0.986872	0.986872	0.986872	1

How would you rate our menu items on their taste? - Plates

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1	1	
Column 3		1	1	1
Column 4	0.872483	0.872483	0.872483	1

How satisfied are you with the portion sizes of the following items? - Burgers

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2	1	1		
Column 3	1	1	1	
Column 4	0.327855	0.327855	0.327855	1

How satisfied are you with the portion sizes of the following items? - Fries

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2	1	1		
Column 3	1	1	1	
Column 4	0.614474	0.614474	0.614474	1

How satisfied are you with the portion sizes of the following items? - Plates

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1	1	
Column 3			1	
Column 4	0.305336	0.305336	0.305336	1

How satisfied are you with the portion sizes of the following items? - Drinks

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1	1	
Column 3			1	
Column 4	0.425676	0.425676	0.425676	1

Was the temperature of your food appropriate?

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1	1	
Column 3			1	
Column 4	-0.94943	-0.94943	-0.94943	1

How satisfied are you with the variety of drink options available?

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1	1	
Column 3			1	
Column 4	-0.26226	-0.26226	-0.26226	1

Were there enough options on the menu?

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1	1	
Column 3			1	
Column 4	-1	-1	-1	1

Do you feel there are enough options for specific dietary needs (e.g., vegetarian, keto, gluten-free)?

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1	1	
Column 3		1	1	1
Column 4	0.393373	0.393373	0.393373	1

Did you enjoy the style of fries?

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1	1	
Column 3		1	1	1
Column 4	-0.99809	-0.99809	-0.99809	1

Does the packaging keep your food fresh and intact during delivery or takeout?

	Column 1	Column 2	Column 3	Column 4
Column 1	1			
Column 2		1	1	
Column 3		1	1	1
Column 4	0.170456	0.170456	0.170456	1

Key Findings from the Descriptive Statistics Food Quality & Menu Survey

1. Food Taste & Enjoyment

- Burgers, fries, and plates received high taste ratings (mean scores: 4.37, 4.22, and 4.07, respectively, on a 5-point scale).
- Fries were particularly enjoyed, with 60 respondents rating their style favorably (mean: 1.18, where lower scores indicate higher satisfaction).

2. Portion Sizes

- Burgers had the highest satisfaction (mean: 3.14), while drinks scored lowest (mean: 2.69).
- Fries and plates were rated slightly below burgers (means: 2.99 and 2.94, respectively).

3. Menu & Dietary Options

- Limited dietary accommodations: Respondents felt options for special diets (vegetarian, keto, gluten-free) were moderately available (mean: 2.59/4).
- Menu variety was rated low (mean: 1.21/3), suggesting a need for expansion.

- Drink variety was also below average (mean: 2.37/5).

4. Food Quality & Packaging

- The temperature was acceptable (mean: 3.15/7, but scale interpretation needed).
 - Packaging effectiveness varied widely (mean: 3.41, but high std. deviation of 2.052), indicating inconsistent experiences.

Word Cloud



Limitations

While our study offered valuable insights, several factors may have influenced the scope and accuracy of the findings:

- **Sample Bias:** The focus group consisted only of young, single female students, which limits the diversity of perspectives and may not reflect the views of other customer segments like families, older adults, or male patrons.
 - **Self-Selection in Surveys:** Participation in the survey was voluntary, which can lead to response bias—those with strong opinions (positive or negative) may have been more likely to respond.
 - **Time and Resource Constraints:** Limited time and resources restricted the number of focus groups we could conduct and the depth of follow-up questions we could explore.

- **Generalizability:** Since the study focused on a specific location (Seven Brothers Kahuku) and a specific timeframe (March 2025), the findings may not be generalizable to other locations or future conditions.

Recognizing these limitations is important when interpreting the results and applying them to broader business decisions.

Recommendations

To enhance customer satisfaction and strengthen Seven Brothers Kahuku's appeal to both young, single female diners and the wider customer base, the following recommendations are proposed based on insights gathered from both the focus group and survey:

1. Expand Menu Variety and Dietary Options

- Introduce more vegetarian, vegan, keto, and gluten-free items to accommodate diverse dietary needs.
- Improve existing items like the chicken sandwich by enhancing toppings and flavor, or consider removing underperforming items.
- Offer additional cheese options (e.g., pepper jack, pimento) for increased customization.
- Clearly label dietary information on the menu to help customers make informed choices.

2. Improve Portion Sizes and Perceived Value

- Increase drink sizes to better match meal portions and improve value perception.
- Maintain burger and fry portions, but consider offering **combo deals** to bundle popular items at a more affordable price.
- Explore **value meals or limited-time promotions** to appeal to cost-sensitive diners.

3. Enhance Food Quality and Consistency

- Refine cooking techniques for fries to ensure consistent crispness and reduce saltiness based on customer feedback.
- Introduce a **quality check process** to monitor consistency across all food items.
- Improve ingredient variety by adding condiments such as mustard, better pickles, and optional toppings.

4. Refine Service and Dining Atmosphere

- Provide staff training to improve service speed, friendliness, and personalization.
- Enhance the overall restaurant ambiance by improving seating arrangements, décor, and comfort to create a more welcoming environment.

5. Improve Takeout and Delivery Packaging

- Invest in better packaging materials that maintain food quality and temperature during transit.
- Test new packaging designs for durability and freshness.
- Train staff on effective packaging techniques to ensure consistent food presentation.

6. Boost Engagement and Targeted Promotions

- Launch loyalty programs and promotions specifically aimed at young, single female diners to build retention and word-of-mouth marketing.
- Use social media, in-store signage, and limited-time campaigns to highlight new menu items and encourage customer feedback.

Conclusion

The combined findings from the Locals - Single Female Adult Focus Group Study and the Food Quality & Menu Survey offer valuable, actionable insights into how customers perceive the dining experience at Seven Brothers Kahuku. While customers consistently praised the taste and quality of core items like burgers and fries, several areas emerged as opportunities for growth, including menu variety, pricing, portion sizing, service efficiency, and packaging quality.

By implementing the recommended improvements—such as expanding dietary options, refining portion sizes, improving service speed, and enhancing packaging—Seven Brothers Kahuku can:

- **Increase customer satisfaction and loyalty** through a more personalized and inclusive dining experience.
- **Attract a broader audience**, including health-conscious and dietary-restricted customers.
- **Strengthen its brand reputation** as a go-to destination for high-quality food, friendly service, and local hospitality.
- **Drive repeat visits and positive word-of-mouth**, contributing to long-term success in the local and tourist-driven dining market.

These enhancements, rooted in direct customer feedback, will not only help meet current expectations but also position Seven Brothers Kahuku for continued growth and excellence in the competitive restaurant landscape.

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Appendices

Photos



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Food Quality & Menu Survey Questions– Seven Brothers

- 1. How would you rate our menu items on their taste? (Select one option per item)**
 - **Burgers:** Poor | Needs Improvement | Average | Good | Excellent
 - **Fries:** Poor | Needs Improvement | Average | Good | Excellent
 - **Plates:** Poor | Needs Improvement | Average | Good | Excellent
- 2. How satisfied are you with the portion sizes of the following items? (Select one option per item)**
 - **Burgers:** Too Small | Small | Just Right | Large | Too Large
 - **Fries:** Too Small | Small | Just Right | Large | Too Large
 - **Plates:** Too Small | Small | Just Right | Large | Too Large
 - **Drinks:** Too Small | Small | Just Right | Large | Too Large
- 3. Was the temperature of your food appropriate?**
 - Too Cold
 - Perfect Temperature
 - Too Hot
- 4. How satisfied are you with the variety of drink options available?**
 - Satisfied
 - Neutral
 - Dissatisfied
 - Very Dissatisfied
- 5. Display this question if “Neutral,” “Dissatisfied,” or “Very Dissatisfied” is selected:**
 - **Are there any drink options you would like to see added to the menu?**
(Open-ended response)

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- 6. Were there enough options on the menu?**
 - Yes, there were plenty of options for food
 - No, there could have been more options for food
- 7. Display this question if “No” is selected:**
 - **What do you think Seven Brothers should add to the menu? (Open-ended response)**
- 8. Do you feel there are enough options for specific dietary needs (e.g., vegetarian, keto, gluten-free)?**
 - Yes, plenty of options
 - Some options, but could be improved
 - No, not enough options
 - Not applicable to me
- 9. If you have dietary restrictions, which of the following would you like to see more of? (Select all that apply)**
 - Vegetarian
 - Vegan
 - Keto
 - Gluten-Free
 - Dairy-Free
 - Other (please specify)
- 10. Which menu item did you order recently? (Select all that apply)**
 - Spencer Burger
 - Sterling's Teriyaki
 - Seth's Seven Brothers Cheeseburger
 - Shem Burger
 - Seek's Deep Blue
 - Max Burger
 - Shez's Paniolo (Cowboy)
 - Keep the Country, Country (Veg)
 - Polynesian Salad
 - Coconut Macadamia Nut Shrimp Salad
 - Home Fry
 - Crazy Fry
 - Paniolo Fry
 - Plain Cheeseburger
 - Grilled Cheese
 - Mom's Banana Bread
 - Chocolate Shakes
 - Vanilla Shakes

11. Display this question if “Home Fry,” “Crazy Fry,” or “Paniolo Fry” is selected:

- Did you enjoy the style of fries?
 - Yes, they were fresh
 - Neutral
 - No, they were not good

12. What is the primary reason you don't order certain menu items? (Select all that apply)

- Don't like the taste
- Too expensive
- Portion size is unsatisfactory
- Not enough dietary options
- Other (please specify)

13. Does the packaging keep your food fresh and intact during delivery or takeout?

- Always
- Most of the time
- Sometimes
- Rarely
- Never
- Not sure

11. For demographic purposes, what age group are you in?

- Below age 18
- 18-30
- 30-45
- 45-60
- 60+

12. For demographic purposes, are you a tourist visiting Hawai'i or a local?

- Tourist
- Local

13. For demographic purposes, what is your gender?

- Male
- Female

14. Any additional comments or suggestions for improving the food quality or menu?

(Open-ended response)

Qualtrics Survey Link

https://qualtricsxmwm5gm98cl.qualtrics.com/jfe/form/SV_3E0hiaddFKPNgY6

Focus Group Study Questions

Taste, Freshness, and Portion Sizes

1. How would you describe the overall taste and flavor of Seven Brothers menu items?
2. Do you find the freshness of ingredients consistent across different visits?
3. How satisfied are you with the portion sizes of Seven Brothers burgers, fries, and drinks?
4. Are there any items on the menu that feel too small or too large in portion size?
5. How do Seven Brothers fries compare to different restaurants in terms of crispiness, seasoning, and freshness?
6. Do our drinks (shakes, sodas, etc.) meet your expectations in terms of flavor and size?
7. Are there any specific ingredients you think Seven Brothers should improve in terms of quality?

Variety and Unique Dietary Options

8. How do you feel about the variety of menu options available?
9. Do you think Seven Brothers offer enough vegetarian, keto, or gluten-free options?
10. Have you ever struggled to find something that fits your dietary preferences?
11. What additional menu items would you like to see, considering different dietary needs?
12. Are there any specific cuisines or flavors you'd like Seven Brothers to incorporate into their menu?

Best-Selling vs. Least-Selling Menu Items

13. Which menu item do you order the most, and why?
14. Are there any menu items you've tried once but wouldn't order again? Why?
15. What's the one item you think should be kept on the menu no matter what?
16. Are there any items that you think could be improved or removed?

Packaging & Presentation

17. How would you rate the packaging of Seven Brothers to-go items? Does it keep the food fresh and intact?
18. Have you experienced any issues with packaging, such as spills, sogginess, or leaks?
19. Do you think Seven Brothers food presentation adds to the dining experience?
20. What improvements would you suggest for Seven Brothers packaging, whether for takeout or dine-in?

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Customer Experience & Service

21. How would you describe your overall experience with Seven Brothers staff and service?
22. Have you experienced any delays in ordering or receiving your food?
23. Do you feel welcomed and valued when visiting our restaurant?
24. How easy is it to customize your order to fit your preferences?
25. Are there any areas where Seven Brothers customer service could be improved?

Pricing & Value for Money

26. Do you feel that the prices of Seven Brothers menu items reflect their quality and portion sizes?
27. Are there any menu items that you think are overpriced or underpriced?
28. How does Seven Brothers pricing compare to similar restaurants in the area?
29. Would you be willing to pay a little more for premium ingredients or eco-friendly packaging?
30. Do you think we offer enough deals, promotions, or combo options to add value?

Focus Group Study Video Link

<https://youtu.be/825KjcGCBEs?si=ukF1Zq6GHJnWWjlb>

Concent Form

Consent Document

BACKGROUND

You are being asked to take part in a research study for Kanlaya Berger. Before you decide, it is important for you to understand why the research is being conducted and what it will involve. Please take time to read the following information carefully. If you have any concerns or need clarification, feel free to ask for more information. Take your time to decide whether you want to volunteer to participate in this study.

The purpose of this study is to assess the quality, variety, and popularity of menu items at Seven Brothers at Kahuku. This research aims to gather customer insights on taste, freshness, portion sizes, dietary options, packaging, and overall satisfaction with the restaurant's menu offerings.

STUDY PROCEDURE

You will participate in a focus group discussion lasting approximately 1 hour and 30 minutes. During the discussion, you will be asked questions about your experiences with the food quality, menu variety, and other related aspects. Your responses will be recorded for analysis, but no personally identifiable information will be shared.

RISKS

The risks of this study are minimal. The focus group session will involve open discussions about your dining experiences. There are no physical risks, and participation is completely voluntary.

BENEFITS

There are no direct benefits for taking part in this study, other than the opportunity to share your feedback, which may help improve the food quality and menu offerings at Seven Brothers at Kahuku.

CONFIDENTIALITY

Your responses will be recorded without collecting personally identifiable information. Each response will be assigned a number for data collection. At the conclusion of the study, all records will be securely stored and later destroyed to ensure confidentiality.

PERSON TO CONTACT

If you have questions, complaints, or concerns about this study, you can contact Kanlaya Berger at omanjuu@go.byuh.edu.

INSTITUTIONAL REVIEW BOARD

Contact the Institutional Review Board (IRB) if you have questions regarding your rights as a research participant. Also, contact the IRB if you have questions, complaints or concerns which you do not feel you can discuss with the investigator. Boyd Timothy, who is the chair of IRB at Brigham Young University - Hawaii, may be reached by phone at (808) 675-3931 or by e-mail at boyd.timothy@byuh.edu.

VOLUNTARY PARTICIPATION

Your participation in this study is completely voluntary. You may refuse to participate or withdraw at any time without any penalty or loss of benefits to which you are otherwise entitled. If you are a student, your decision to participate or not will not affect your grades in any university course.

COSTS AND COMPENSATION TO PARTICIPANTS

There is no cost and/or compensation for participants in this study.

CONSENT

By signing this consent form, I confirm that I have read the information provided and have had the opportunity to ask questions. I will receive a signed copy of this consent form. I voluntarily agree to take part in this study.

Printed Name of Participant: Kantima Romyasai

Signature of Participant: Kantima Date: Mar 23 / 25

Printed Name of Researcher: Kanlyna Berger

Signature of Researcher: Kanlyna Berger Date: 3/23/25

INSTITUTIONAL REVIEW BOARD

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Printed Name of Participant: GRACIE WILLIAMS

Signature of Participant: Jewell Date: 3/23/25

Printed Name of Researcher: Kmalya Burger

Signature of Researcher: Kmalya Date: 3/23/25

INSTITUTIONAL REVIEW BOARD

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There is no cost and/or compensation for participants in this study.

CONSENT

By signing this consent form, I confirm that I have read the information provided and have had the opportunity to ask questions. I will receive a signed copy of this consent form. I voluntarily agree to take part in this study.

Printed Name of Participant: Katelyn Strickland

Signature of Participant: [Signature] Date: 3/23/25

Printed Name of Researcher: Katelyn Berger

Signature of Researcher: [Signature] Date: 3/23/25

INSTITUTIONAL REVIEW BOARD

Contact the Institutional Review Board (IRB) if you have questions regarding your rights as a research participant. Also, contact the IRB if you have questions, complaints or concerns which you do not feel you can discuss with the investigator. Boyd Timothy, who is the chair of IRB at Brigham Young University - Hawaii, may be reached by phone at (808) 675-3931 or by e-mail at boyd.timothy@byuh.edu.

VOLUNTARY PARTICIPATION

Your participation in this study is completely voluntary. You may refuse to participate or withdraw at any time without any penalty or loss of benefits to which you are otherwise entitled. If you are a student, your decision to participate or not will not affect your grades in any university course.

COSTS AND COMPENSATION TO PARTICIPANTS

There is no cost and/or compensation for participants in this study.

CONSENT

By signing this consent form, I confirm that I have read the information provided and have had the opportunity to ask questions. I will receive a signed copy of this consent form. I voluntarily agree to take part in this study.

Printed Name of Participant: Lauren Vance

Signature of Participant: [Signature] Date: 8/20/25

Printed Name of Researcher: Kamlyn Berger

Signature of Researcher: [Signature] Date: 3/23/25

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Printed Name of Participant: Iris Mc George

Signature of Participant: lun Date: Mar/23/2025

Printed Name of Researcher: Kandise Berger

Signature of Researcher: Kandise Berger Date: 3/23/25

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Printed Name of Participant: Angelina Romers

Signature of Participant: Angelina Romers Date: 3/23/25

Printed Name of Researcher: Kamlayn Burger

Signature of Researcher: Kamlayn Date: 3/23/25