**Assignment 4:**

**Hypotheses Evaluation**

Please evaluate each group’s hypothesis using the following three items:

To what extent do you think this group’s hypothesis is related to its topic? (1 = not at all, 7 = very much)

To what extent do you think this group’s hypothesis is testable? (1 = not at all, 7 = very much)

To what extent do you think this group’s hypothesis is meaningful (1 = not at all, 7 = very much)

To what extent do you think this groups’ hypothesis can be proven false? (1 = not at all, 7 = very much)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Group 1  Hypothesis:  Proxy (distance) of dissmore will increase the frequency of shopping at dissmore and the closer participants live to dissmore the more they will shop at dissmore compared to Walmart. | Group 2  Hypothesis:  The coffee shops in Pullman will increase customer satisfaction when they follow the CDC guidelines on coronavirus practices. | Group 3  Hypothesis:  Price reductions increase consumers intent to buy Chinese food in a covid-19 era. | Group 4  Hypothesis:  If dissmores employees wear masks and gloves, then it will increase the perception of being safe and increase sales during covid-19. | Group 6  Hypothesis:  Social media advertisements will increase consumers’ willingness to measure whether how often/what are their attitudes to advertisements and willingness to buy. |
| Topic-related? | 7 | 7 | 7 | 7 | 7 |
| Testable? | 7 | 7 | 7 | 7 | 4 |
| Meaningful? | 7 | 7 | 6 | 7 | 7 |
| Falsifiability? | 5 | 7 | 7 | 5 | 5 |

Group 5 Hypotheses:

1. As the coronavirus increases, the demand for fast food delivery increases.

2. As the coronavirus increases, the purchase of dollar menu items increases.

3. As the coronavirus increases, the desire for more sustainable food increases.

4. Free delivery entices people to order more fast food.

5. The productivity inside the restaurant will decrease with more customers going through the drive through.

6. As the coronavirus increases, the less likely people are willing to buy groceries (so they get fast food).

**New Hypotheses:**

1. With an increased demand for social distancing and regulations, the demand for fast food delivery increases and the demand for no contact from the restaurant and the delivery man also increases.

IV: social distancing and regulations

DV: delivery/no contact for restaurant and delivery man

1. The increased use of delivery will cause a higher rate of delivery after the coronavirus.

IV: coronavirus

DV: delivery

1. Following the new regulations for the coronavirus will ensure everyone’s safety for both the people making the food and also the people receiving the food.

IV: regulations (CDC)

DV: safety for workers and consumers

1. With more people becoming unemployed, the purchase of the dollar menu and cheaper items at fast food restaurants is more likely.

Before: After:

IV: Before coronavirus IV: unemployment

DV: Cheap/dollar menu items DV: dollar menu/cheaper items

1. The productivity inside the restaurant will decrease with more customers going through the drive through.

IV: drive through

DV: inside productivity of workers

**Assignment 5:**

Fast Food Survey

In this survey, we would like to know what the average fast food consumer’s thoughts are while living through this pandemic. With millions of people going into unemployment, having to learn new regulations and adjusting to a new era, there are a lot of new opinions on how people deal with the fast food industry. We would like to know your new thoughts and opinions on delivery options and also value menu options.

Please, if you have any questions, email [samantha.gregoryk@wsu.edu](mailto:samantha.gregoryk@wsu.edu) and [sheng.bi@wsu.edu](mailto:sheng.bi@wsu.edu)

First, please answer some questions about social distancing regulations.

1. The social distance order is something that should be taken seriously.
2. Social distancing has changed the way you purchase fast food.
3. Getting fast food is an essential process that should be allowed during social distancing.
4. Social distancing regulations have made you less likely to order fast food.
5. Social distancing regulations have made you more likely to order fast food

Second, please answer some questions about CDC guidelines.

1. How familiar are you with CDC guidelines for restaurant cleanliness.
2. I’m concerned about how fast food restaurants are following CDC guidelines
3. If a fast food restaurant did not meet coronavirus guidelines I’m less likely to purchase food there.
4. Fast food restaurants are doing enough to ensure the safety of their customers.

Third, please answer some questions about fast food delivery services.

1. There is a certain time of the day I like to order fast food delivery.
2. I order fast food delivery \_\_ many times a week:
3. I am willing to pay $\_\_ for a fast food delivery fee:
4. I do not have a preference on what the delivery fee is if I am ordering from a specific fast food restaurant.
5. If delivery was free, would you be more likely to order fast food?

Fourth, please answer some questions about value menu items.

1. I usually order value menu items every time I am at a fast food restaurant.
2. What’s your favorite value menu item?
3. I was more likely to regularly purchase cheaper/dollar menu items **before** the coronavirus.
4. I am more likely to regularly purchase cheaper/dollar menu items **during** the coronavirus.

Fifth, please answer some questions about changes in personal consumer habits in the future.

1. I would rather order fast food from a delivery app than go and get it myself.
2. How aware are you of all the delivery apps available for fast food delivery?
3. Have you become more aware about fast food delivery services since social distancing began?
4. In the future I am going to utilize fast food delivery service more than I did before social distancing began.
5. My knowledge upon coming to a fast food restaurant and CDC guidelines will increase because of the coronavirus.

Now, please answer some questions about the demographics.

1. I am (gender):
2. My current age is:
3. I have been affected by the coronavirus.
4. I am currently unemployed because of the coronavirus.
5. How often do you order fast food?
6. My go-to fast food restaurant is:

Thank you for completing this survey.