**Project Part 3**

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A. The proposed project aims to investigate the factors influencing participants' likelihood to suggest their favorite restaurant to others. The study involves collecting data on various variables to control for potential influences, such as cuisine preferences, social networks, and financial aspects. The research question focuses on whether offering a discount or opening a new location closer to the participant would increase the frequency of restaurant suggestions. The experimental design employs both between-subject and within-subject testing, randomly assigning participants to scenarios and measuring behavior before and after the scenarios. For Scenario 1 (discount offered), the average discount on the bill is tracked, while for Scenario 2 (new location opened), the average distance traveled is recorded. The dependent variable is the number of times the favorite restaurant is suggested. Operational definitions are provided for each variable to ensure consistency in data collection. The target population encompasses individuals of all age groups and genders, recruited from friends, family, coworkers, and extended networks. The analysis plan includes a 2x2 Mixed Analysis of Variance (ANOVA) to examine the effects of scenario type and time on the frequency of restaurant suggestions. Hypotheses are formulated for the main effects of scenario type and time, and a significance level of 0.05 is set for hypothesis testing. The study aims to shed light on whether situational changes influence participants' inclination to share their favorite dining spots, contributing valuable insights to understanding social dynamics and restaurant recommendations.

B. We carried out a 2-way ANOVA statistical test.