A 2 x 4 ANOVA was conducted to evaluate two groups of consumer's preference of four types of chicken available in fast-food outlets, based on a 12-point preference rating scale. The means and standard deviations for preference rating as a function of the two factors are presented in Table 1.

Table 2. Means and Standard Deviations for Preference Rating.

	Mean	Standard Deviation
Kids	5.69	2.120
KFC	3.75	1.500
McChicken	4.00	0.816
Pop Eyes	7.00	0.816
Swiss Chalet	8.00	0.816
Adults	5.06	3.316
KFC	1.75	0.500
McChicken	3.00	0.816
Pop Eyes	5.50	0.577
Swiss Chalet	10.00	0.816

Levene's test of equality of error variances was not significant, $F(7,24) = .748$, $p = .635$. However, the sample sizes were of equal sizes so assumption of normality is tenable.

The results for the ANOVA indicated that the interaction between chicken and group was significant, $F(3,24) = 8.378$, $p < .001$, $\eta^2 = .512$. Since the interaction between chicken and group was significant, the significant chicken main effect was ignored. Instead, the group by chicken simple main effect was examined.

Kids significantly preferred KFC more than adults, $F(1,24) = 10.378$, $p < .004$, $\eta^2 = .302$. Kids also significantly preferred Pop Eyes chicken more than adults, $F(1,24) = 5.838$, $p < .024$, $\eta^2 = .196$. However, adults significantly preferred Swiss Chalet chicken more so than kids, $F(1,24) = 10.378$, $p < .004$, $\eta^2 = .196$. There was no preference between adults and kids towards the McChicken.

The chicken style was significant for kids, $F(3,24) = 23.649$, $p < .001$, $\eta^2 = .747$, as well as for adults, $F(3,24) = 68.838$, $p < .001$, $\eta^2 = .896$. Follow-up tests called the analyses of simple main effects were conducted to evaluate the six pairwise comparisons among the means for kids and adults, with both α set at .01 (.01/6 = 0.0017 was used to evaluate significance of p-values of the six pairwise comparisons) to control for Type I error using the general Bonferroni procedure. Kids significantly preferred Pop Eyes ($\bar{x}$=7.00) over KFC ($\bar{x}$=3.75, $p < .001$) and McChicken ($\bar{x}$=4.00, $p < .001$). Kids also significantly preferred Swiss Chalet ($\bar{x}$=8.00) more than both KFC ($p < .001$) and McChicken ($p < .001$). There was no significant difference between KFC and McChicken, or Swiss Chalet and Pop Eyes among kids. Similarly, adults significantly preferred

Pop Eyes ($\bar{x}$=5.50) more than KFC ($\bar{x}$=1.75, $p < .001$) or McChicken ($\bar{x}$=3.00, $p < .001$). Adults also significantly preferred Swiss Chalet ($\bar{x}$=10.00) more than KFC ($p < .001$), McChicken ($p < .001$) or Pop Eyes ($p < .001$). However, there was no significant difference between adults preference of KFC and McChicken.