

Team Burger

# Franchises Affect on Burger's Preference



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# Introduction



## Research Question

Will fast food franchise brand logo affect people's choice on burger preference?



## Hypothesis

People are more likely to choose a burger from a brand that they are more familiar with



## Implications

Useful to all fast food industry stakeholders to provide insightful marketing suggestions

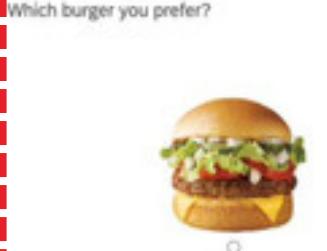
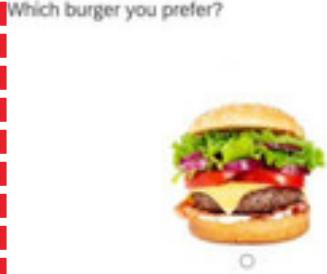
# How the survey was done?

- Two pictures presented side-by-side on 5 pages with randomized locations
  - Same size with similar ingredients.
- Two versions: Control (no branding info) and Treatment (branding info)
  - Local, lesser-known brands chosen to reduce unintended bias
- Other information such as gender, age, eat-out frequency, Boston residency are also collected

Treatment



Control

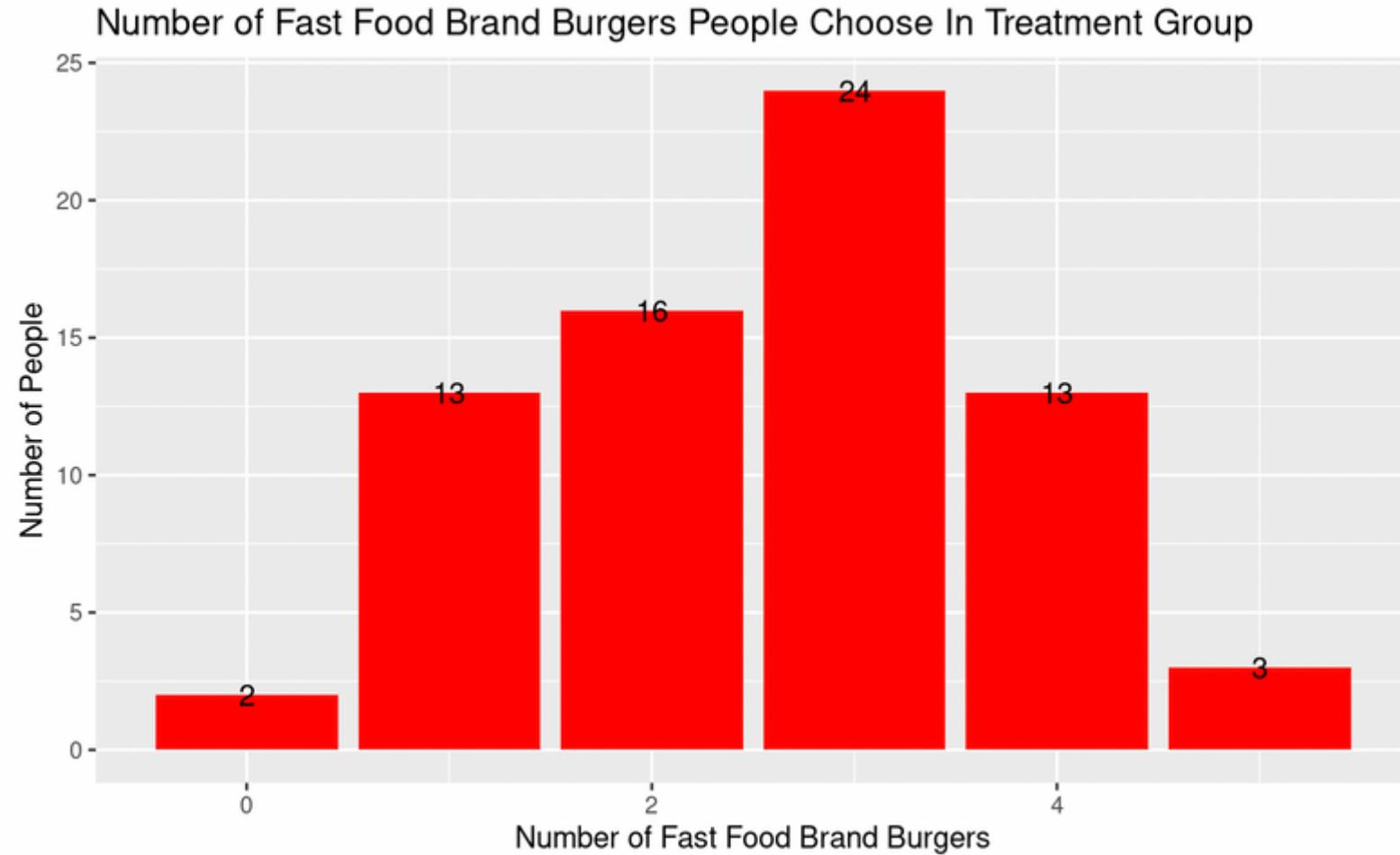
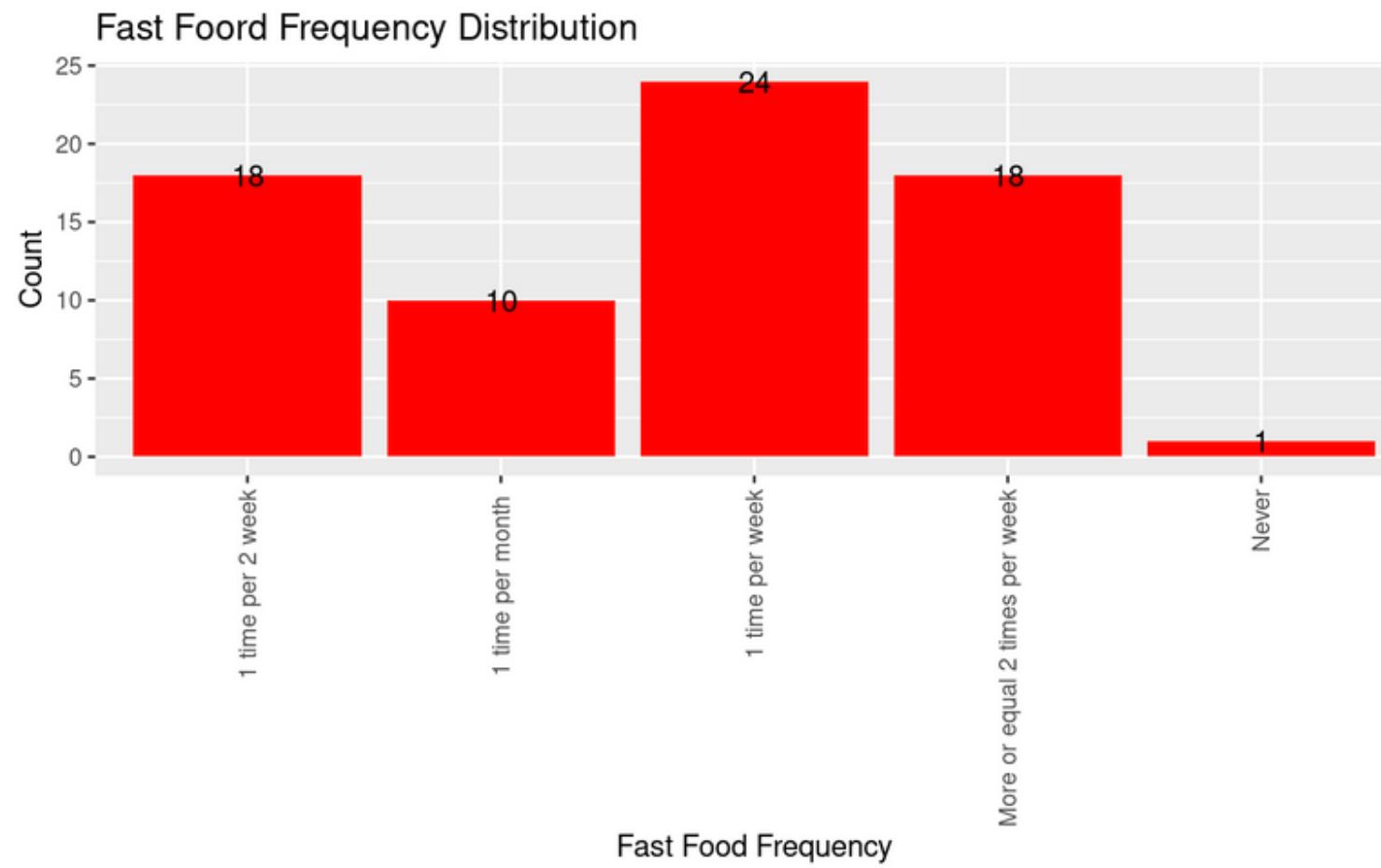
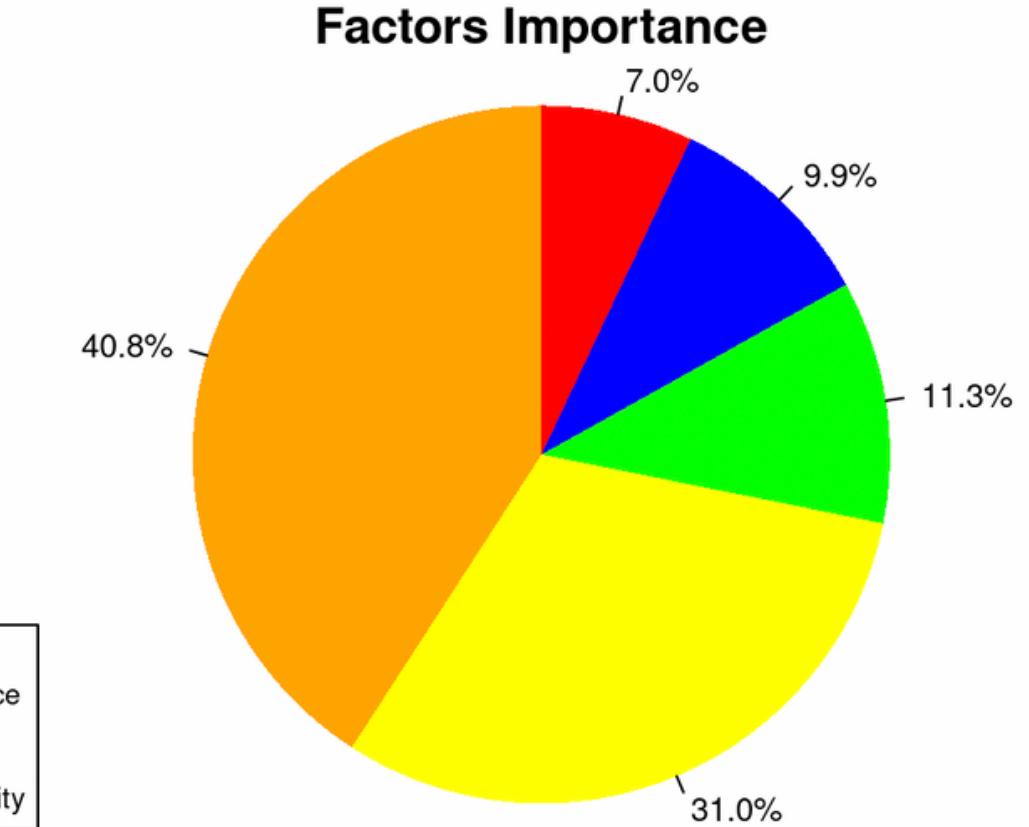
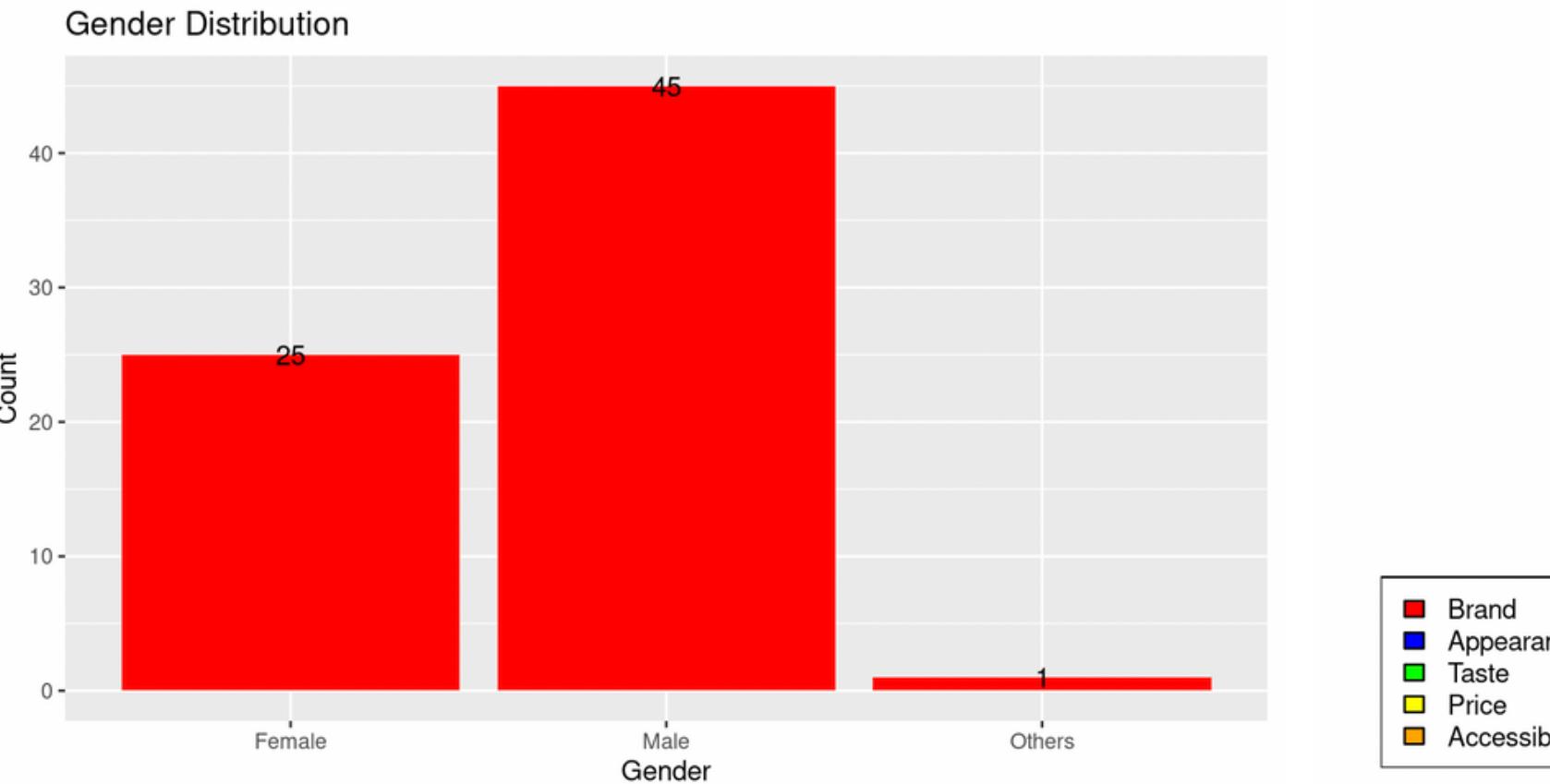




# Randomization

- Treatment vs. Control
  - Survey participants were randomly assigned to either treatment group or control group upon opening the survey.
  - 50% vs. 50%
- Order of the Burger Choices

# Outcome





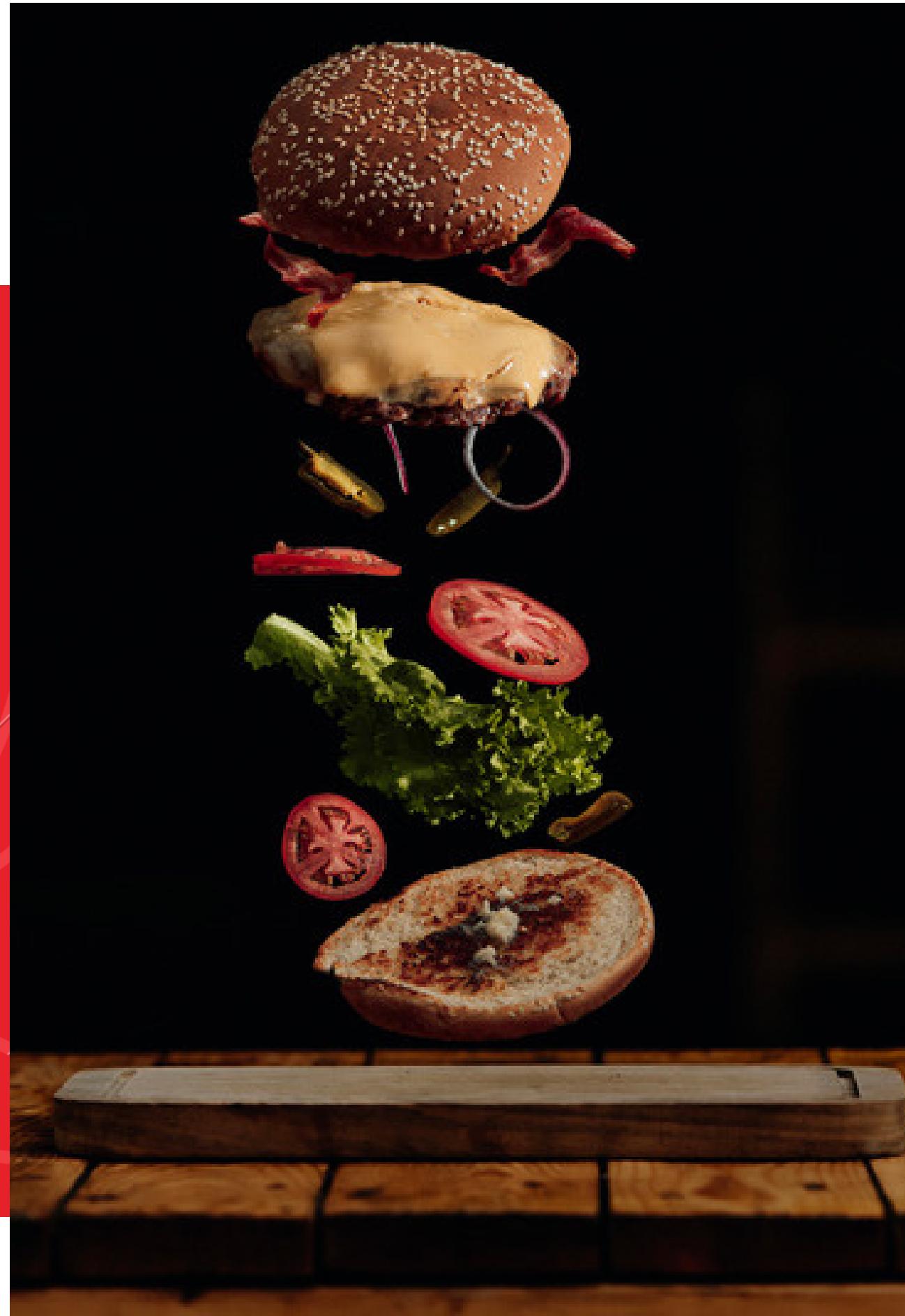
# Analyzation

- Dependant Variable: Burger Choice 1-5
- Independant Variable: All Other Variables
- Regression Models
  - Burger Choice vs. All Variables
  - Burger Choice vs. All Variables in Control Group
  - Burger Choice vs. All Variables in Treatment Group
  - Fixed Variables
  - Covariates
- T-test: Control Group vs. Treatment Group

# Interpretation

- People prefer eating In-N-Out when they were in the treatment group
- As the frequency of fast food consumption increase, they are more likely to choose the fast food franchise product
- Overall, Banding plays a role in consumers' selection behavior. But personal preferences and eating frequency also plays a role





# Limitations

- **Picture quality:**
  - Modified pictures made some burgers appear larger than they actually were
- **Lack of follow-up detailed question:**
  - Follow-up questions could have increased significance
- **Different levels of well-knownness:**
  - People's knowledge and impression of fast food brands varies



**Thank you & Enjoy  
your burger!**



**Team Burger**

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