

Market Research-Taste Comparisons

When consumers go shopping, they are offered plenty of choices of food brands. Often different brands taste the same but are priced very differently. Your group will prepare a test for a food product. You will conduct this test in class and accumulate the results on a spreadsheet and graph or illustrate this using a chart or graph on a poster to be presented to the class.

Procedure

1. Your team will decide the food product (cereal, cola, cookies, potato chips, etc). Take your decision to your teacher for approval. Duplicates will not be allowed.
2. Work with your team to organize and conduct market research with students in the class. Your research will be a taste test to see which brand of a product consumers really prefer. It is important that students have no indication of which brand they are testing, so you will have to disguise the package or bottle.
3. Design a survey for the class. The survey should ask the participants to vote on which product they like the best. It should include a minimum of 10 questions for the participants to complete regarding the products. Your group will accumulate the results of the survey.
4. Make a spreadsheet and graph on Excel or draw graphs and charts on a poster to present your results to the class.

Assessment

You will receive 3 grades for this project.

1. Procedure. Was your research conducted smoothly, and did you accurately accumulate results? Was your procedure written on handout and turned in on time?
2. Presentation. Your group will be evaluated on the quality and completeness of your spreadsheets, graphs, and or charts used to present your results to the class.
3. Professionalism. Did you take this project seriously? Did you conduct your research and present your results in a professional manner? Did you show respect for other groups as a survey participant and audience member during their presentations?

Market Research Taste Test

Group Member Names:

1. _____
2. _____
3. _____
4. _____

Product: _____

Brands:

Name	Cost

Survey questions you will ask your participants:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

Research

On a separate sheet of paper, describe in **detail** how you will conduct your research. Include how you will disguise your product, a list of assignments for each group member, etc. For example, who is doing shopping? Who is serving? Who is speaking to participants? What will they say? Who is collecting data? How will you collect data?

Taste Test

Sign Up Sheet

Group: Product:

- 1.
- 2.
- 3.
- 4.

Group: Product:

- 1.
- 2.
- 3.
- 4.

Group: Product:

- 1.
- 2.
- 3.
- 4.

Group: Product:

- 1.
- 2.
- 3.
- 4.

Group: Product:

- 1.
- 2.
- 3.
- 4.

1. Do you like Salsa? (Circle one) Yes or No
2. Which brand did you like best? (Circle one) A B C
3. What did you like about your favorite?
4. How much would you pay for this favorite? (Circle one) \$1, \$2, \$2.25, \$3, \$3.5, \$4
5. Which brand did you like least? (Circle one) A B C
6. Did you have a favorite salsa before this testing? (Circle one) Yes or No
 - a. If yes, which brand? _____
7. Did you change your mind after this taste test? (Circle one) Yes or No
 - a. If yes, why? _____

