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Executive Summary

All fast food lovers know the struggle of where they should eat. "I am in the mood for some grub, but which sounds better, Wendy's or McDonald's?" Fast food has been around ever since the 1950s, and you cannot deny they have been a success. Wendy's and McDonald's both serve similar food options and are both extremely popular being within the top three fast food restaurant chains. Everyone has their own preference which is usually determined by their differences such as price, food quality, cleanliness, and services. With this in mind, our research team decided to conduct a survey based on the Fast- food preferences, "HEBOT Marketing Research Company" Question to everybody " Which of the fast-food restaurants do you prefer the most, Wendy's or McDonald's"?

We explored this question utilizing three detailed research methods:conducting exploratory Secondary Data research, completing an Experience Survey, and conducting a Questionnaire. When conducting our exploratory research to compile our secondary data, we discovered that Wendy's have more healthy meals that benefit the consumer and the quality is well produced due to the fresh ingredients. Although Wendy's and McDonald's prices are the same; Wendy's has more meals to offer in the combo meals option than McDonald's. This led to Wendy's being in a competition with McDonald since the consumer prefers Wendy's for their prices and healthy meals. If you ever go to Wendy's and buy a meal you would notice the difference between Wendy's and McDonald just by looking at their menu and the prices as well as more healthier food to buy. Furthermore, Wendy's also has better drinks and slushies than McDonald's, so next time you decide to eat at a fast food restaurant the best option would be Wendy's.

When creating the questions for our experience survey we decided to implement questions that were not biased and that were well rounded. For instance, we included questions like, "Did you sometimes make a change in what fast-food restaurant you consistently eat at?", "In a typical week, how many days do you purchase fast food?", and "Approximately how many years have you been eating at your favorite fast-food restaurant" to find functional information on how the consumers felt about fast food in general. We also asked demographic questions such as "Where do you currently Reside?", "What is your Ethnic Background?", and "What is your Age?" to be able to identify the respondent and get a better understanding of why they would enjoy one fast food restaurant over another. The information that we got back from these questions helped us in the process of creating our questionnaire.

Before conducting and analyzing the data from the experience survey and questionnaire replied from 50 people, "HEBOT Marketing Research Co " believed that Wendys is more favorable amongst multi-fast-food chain stores, especially Mc Donald in the New York City Marketplace. People in New York City prefer Wendy's than McDonald's because Wendy's has better quality food than Mcdonalds, especially on meat. While conducting our exploratory,

primary research, we have identified four major factors that significantly affect the consumer's decision such as the price of the meals offered, the quality of the meat, and the overall taste of the food. As the result, Wendy's achieves the quality of the meal and overall best taste of the food and McDonalds achieves low price of the meals offered. Therefore, we believed that Wendy's is more favorable for New York City consumers. If McDonalds continues to cater to health-conscious eaters around the world while still preserving the taste and broadening their menu with more eye-popping meals.

Wendy's has high quality and fresh ingredients. They are famously known for promoting this, with their slogans, "Fresh never-frozen beef" and "you know when it's real". This gives them an advantage as the consumers of NYC are more conscious eaters. On the other hand, McDonald's menu consists of up to 145 items. They are continuously adding new items and have many combo meals making them have a wide variety. Wendy's menu also consists of combo meals and various items. Both McDonalds and Wendys have fairly cheap options and are convenient choices making them great competitors.

Finally, after our team constructed, pre-tested, revised , conducted and analyzed our research it was easy to conclude what fast-food firm people prefered between McDonalds and Wendy's. Being that we properly took time to construct the data and create a questionnaire, it helped our research be credible. This makes it clear that the research methods we utilized were constructed and analyzed correctly.

Research Team Profile

Gregory Lugo

Gregory Lugo is an aspiring entrepreneur and student currently attending Baruch College located in Manhattan majoring in business marketing. After graduating from Baruch college in 2019 Gregory has decided to go back and to pursue an MBA in Marketing. In addition, After working with numerous franchises in the food industry such as Chipotle, Qdoba, and Chick- fil-a Gregory has gone on to create several up and coming restaurants in New York City, New Jersey, and Connecticut. His restaurants cater to a vast amount of individuals from many different ethnicities and are famously known for their creativity when it comes to selling exclusive meals on their menu. Gregory is constantly looking for new Ideas and opportunities to build onto his restaurants and performs thorough analysis across several companies in the food industry to help strengthen his businesses.

Position: Co-project Director

As Co-project Director Gregory is responsible for overlooking the entire project as well as creating the execute summary, analysing the data of the project, and planning for the research design. He is also responsible for the tying up the entire project together ensuring that it is 100% complete.

DASHONTE CRAFTON - COBHAM

Dashonte is an entrepreneur. She attended Stanford college specializing in business and marketing. Ms. Crafton has graduated with a masters degree in her field of study. She previously owned a makeup business on the side, which opened her eyes to the business and entrepreneur world. In her teen years she has catered at many restaurants such as red lobsters, del frisco and suede. She had also worked at fast food restaurants including McDonald's and Wendy's. Dashonte has witnessed the business and process of fast food and ethnic healthy cooked meals. For years this is how she mainly made her money on a day to business. Being that her passion consists of makeup and food , she plans to open up her own shop that gives the clients the luxury of eating cooked food while they wait for their service.

Position : Co- Project Director

As co-project director Dashonte's job is to overlook the project and keep everything organized. She has to make sure all parts are done correctly. She has to be sure to help make sure that the executive summary, data analysis and research designs are up to par. Overall Dashonte's responsibility is to be sure that the project is done to the team's best of ability.

Katherine Chooi

Katherine Chooi graduated from Saito College in Malaysia, majored in Fashion Design; currently attending Cuny New York City Technology in Business and Technology of Fashion major as senior year. Even though she currently studies in fashion major, she is interested in the food industry as well. She has a plan of operating a cafe after retiring. She has experience in a server position in a Korean coffee shop. Besides that, she has more than 7 years of working experience as a sales associate. Her plan after graduation is to become a fashion buyer and work at a pastry cafe as a side job to learn more about operating a pastry shop.

Position: Research analyst

Research analyst is responsible for analyzing, researching, interpreting data related to the markets. Also, managing financing or accounting of the company and understanding the demand of products, target market, and the pricing to place in the market.
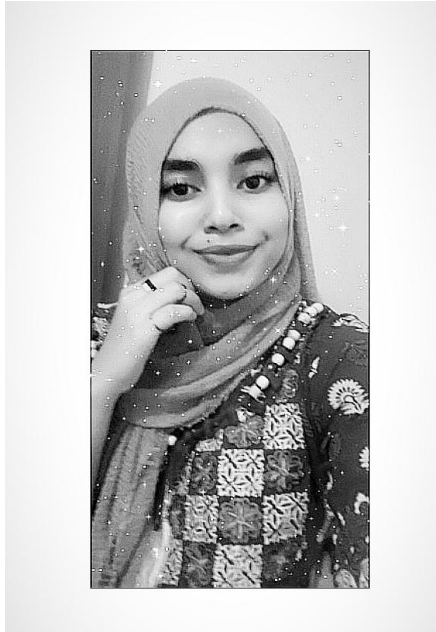
Snzida Tania

Sanzida Tania is currently in her first year at New York City College of Technology. She is majoring in Business and Technology of Fashion. She wants to be a fashion designer and have an opportunity to open her clothing boutique and become a successful businesswoman. At 18 years old, she started her first retail job at Boost mobile and had the experience of customer service.

Sanzida enjoys doing online shopping and dressing modestly. She is currently thinking of starting an online business with her friends. She hopes that this experience will help her to start her own business.

Position: Research Analyst

As a Research Analyst, she is responsible for analyzing data and information to find ways to improve operations. Inform and advise various levels of management and stakeholders. Develop and conduct user surveys.

MAMADOU BARRY

Mamadou Barry is currently a freshman at New York City College majoring in Marketing Management. In the past, she has worked closely in the food industry as her parents own a food business, she has seen the ins and outs of that industry. Mamadou plans to become an entrepreneur and create an exclusive abstract clothing line. Also, she plans to expand her parents business and open up more locations of their shop and build up the marketing side to their business. She has worked in retail and also at Wendy's for a little time. These experiences will help with her future career.

POSITION: STATISTICAL WRITER

The statistical writer is responsible for writing and synthesizing multiple components of the Research Project. As well as going over and editing/ proofreading everything that has been written.

Jayleen Collado

Jayleen Collado is a student at New York City College of Technology she is in her second semester her current major is fashion business. She hopes to have her bachelor degree in the year of 2024. In the future she plans on owning her own clothing line as well as having a boutique in the Dominican Republic and hopes to expand her business and collaborate with other fashion designers. She also has an interest within the food industry and as of right now she writes blogs for many fast food companies such as McDonald, Wendy's, Subway, Burger king and many more. She wants to become a popular food blogger as a hobby since she enjoys many different types of foods.

Position: Statistical Writer

As statistical writer Jayleen will be responsible for writing and editing the research project from the information that has been gathered by the research analyst.

Problems Discovery and Definition

Exploratory Research

Secondary Data Research

With the advancement of technology increasing at an exponential rate, ordering food from the comfort of your home has never been easier. In addition, with the effects of the pandemic restricting many restaurants to cater their food to its consumers, many are turning to ordering fast-food a lot more than usual. This is a result of their not being many options for people to choose from and the prices of fast food starting to become a lot more appealing.

After doing extensive research on numerous fast-food chains in New York City, our research team has discovered that two of the prominent franchises within NYC are Wendy's and McDonalds. To discover why these franchises had such a big impact in the New York City marketplace we decided to dive deeper into the many reason why consumers prefer one company over the other. In the process, we found various distinguishable factors that cause consumers to favor one franchise over the other. Keeping these factors in mind we found that many consumers based their decision on the basis of 5 categories such as the quality of the food, the price, how healthy it is, how its tastes, and how many meals are offer on menu.

Wendy's, an international Fast-Food franchise, has been around for over 51 years and is famously known for promoting its high concern for the quality and freshness of their ingredients specifically the beef utilized for its burgers. With Wendy's having this to their advantage it becomes a major in decision making due to many of consumers who are a little more conscious of what they eat and favor the freshness of the ingredients used for their food. For instance, according to "Guiltyeats", a major food blog, "what makes Wendy's burgers better is the ingredients: the tomatoes are generally fresher, lettuce cleaner, onions better, and their purported use of never-frozen beef is a game-changer for the patty's flavor and juiciness". With Wendy's slogan "Fresh never-frozen Beef" and "you know when it's real" you can tell how much pride they put into marketing the quality of their food. This a major drawback for McDonalds when trying to compete based on the quality of their ingredients. In addition, over the years McDonalds has made several attempts to produce fresher meat for their burgers such the quarter pounder. However, despite their attempts Wendy's still has the competitive advantage when it comes to the quality of the meat.

In addition, many use the taste of the food in order to decide which between McDonald's and Wendy's Is the best fit for them. Based on the burgers provided by both franchise, many came to the decision that Wendy's is a better taste. Customers believe that Wendy's sell fresher and more of a real meat than McDonald's does. On fansided.com, a blog arguing which is better stated "what makes Wendy's burgers better is the ingredients: the tomatoes are generally fresher, lettuce cleaner, onions better, and their purported use of never-frozen beef is a game-changer for the patty's flavor and juiciness. McDonald's cooks its 1/4-pound patties fresh and its 1/10th pounders from frozen, leading to a patty that is less browned and more dry". It is clear that when comparing the two food businesses the freshness of the food at Wendy's is what sets them apart

and why many prefer Wendy's over McDonald's. When the food being prepared is fresh, the taste when prepared has a better outcome, rather than frozen food that is reheated.

McDonald is a fast-food restaurant that has up to 145 items on their menu. McDonald's has been adding new items onto their menu to attract more customers and they also started to do more deals and offers as well as their competitors. There are 17 combo meals that McDonald has to offer on their menu. Wendy's is also a fast-food restaurant that is McDonald's competitors and they have up to 105 items on their menu and meal deals. They have 11 combo meals on their menu, although McDonald has more meals to offer as well as combo meals. Wendy breakfast is cheaper than McDonald and offers the same if not better. In the article Insider by Irene Jiang, it states "Wendy's secret weapon come 2020 are its crispy chicken concoctions. The chicken is good, and the accoutrements are better. The flavors are intentional." This shows that Wendy's food is better than McDonald when it comes to the breakfast menu and great quality meat. Overall, Wendy's may have less meals to offer than McDonald's, but Wendy's has better deals and cheaper prices making it very competitive with McDonald's.

Wendy's and McDonald's menus are identical in terms of choices and price, but their quality, sales, and costs associated with the history, as well as the number of locations, differ significantly. In terms of pricing, Wendy's and McDonald's are strong competitors. The menus feature different items and prices based on the current market value in the given area, depending on the region of their target market. According to the article "Most Affordable Fast-Food Chains" by Amanda C. Haury mentioned that McDonald's is among the most affordable fast-food chains because of its dollar menu, everything on the menu available for $1 or more. Additionally, McDonald's offers a value menu with many options that help keep the dinning cost

low. Although Wendy's prices are slightly higher than McDonald's, they offer just as big of a selection.

Being that both Wendy's and McDonald's are fast-food chains, they both have distinctive qualities in their healthier meals. Despite the differences in their healthy menu items, both Wendy's and McDonald's have a wide range of salads on their food menu. Wendy's offers a wide variety of healthy food such as chicken salads and wraps with various choices for people who are on a diet. McDonald's used to have salad on its menu. However, they removed all salads from their menu for the foreseeable future after the coronavirus pandemic led the company to shrink its offerings. Besides that, both Wendy's and McDonald's offer coffee on their menu. McDonalds have more choices compared to Wendy's, but they did not have decaf caffeine coffee in their coffee menu and Wendy does. Moreover, in beverage and yogurt menus, Wendy's have lower calories compared to McDonalds such as Wendy's yogurt serving 160 calories and McDonald's Fruit 'n Yogurt Parfait serving 200 calories. All fast food is created equally. Therefore, both Wendy's and McDonald's benefits and losses for health are the same.

Problem Definition

- Millenials

- The parents of children

- Individuals with family principles

Problem Statement:

To Identify the components that influence consumers in the New York City marketplace to favor meals from Wendys over McDonalds, while trying to explore new strategies that McDonalds can utilize to attract more consumers.

Research Objective:

1. To pinpoint which fast food company has more favorable meals to its consumers in term of the quality, price, and taste of the food they cater.
2. To identify what consumers in the New York City Marketplace, look at when deciding to purchase a meal at either Wendy's or McDonalds.
3. To determine why a majority of consumers in the New York City Marketplace favor Wendy's over McDonalds.

Research Questions:

- Why do most consumers in the New York City Marketplace favor Wendy's over

  McDonalds?

- What are the main factors that consumers look at when buying their food at either Wendy's or McDonalds?

- Are many Individuals in the New York City marketplace concerned about what they eat? if so what type of dietary restrictions are they following?

- Does the age of the consumer influence their decision on what they want to eat? • Does Price play a big role in the consumers decision process when decided what fast-food company to eat from.

Hypothesis:

After doing extensive research our research team have reason believe that many consumers living in New York City favor Wendys over Mcdonalds. When looking into both organizations our research team found that there are many different factors that play into part when consumers are deciding on what to eat. From this research we identified four major factors that significantly affect the consumers decision such as the price of the meals offered, the quality of the meat, how much meals are offered on the menu, the types of healthy meals being offered, and the overall taste of the food. Although McDonalds is a larger franchise and brings in a lot more revenue than McDonald's we have reason to believe that Wendy's will soon become more profitable than McDonalds if they continue to cater to the healthy conscious eaters around the world while still preserving the taste n and broaden their menu with more eye-popping meals.

How satisfied or dissatisfied are you with the fast-food restaurants in your neighborhood?

How satisfied or dissatisfied are you with the fast-food restaurants in your neighborhood?

Our research group HEBOT is conducting a Citywide Survey in the New York City Marketplace among consumers who patronize the fast-food restaurants in our beautiful city. The answers you provide us with will be kept strictly confidential and used for research purposes only. We are thankful for your time and greatly appreciate your participation!

1. Do you enjoy eating fast-food?
   [   ] Always
   [   ] Sometimes
   [   ] Rarely
   [   ] Never

2. In a typical week, how many days do you purchase fast food?
   [   ] Everyday
   [   ] 5-6 days a week
   [   ] 3-4 days a week
   [   ] 1-2 days a week
   [   ] Less than 1 day a week

3. Which of the following fast-food restaurants do you prefer the most? (Please choose your top 3 most preferred by numbering them 1,2 and 3)
   [   ] Burger King
   [   ] KFC
   [   ] McDonald's
   [   ] Taco Bell
   [   ] Wendy's
   [   ] Other (Please specify)_____

4. On average how much money do you spend on buying fast food per week?
   [   ] Less than $10   [   ] $25 - $29.99   [   ] $45 - $49.99
   [   ] $10 - $14.99   [   ] $30 - $34.99   [   ] $50 or More
   [   ] $15 - 19.99   [   ] $35 - $39.99
   [   ] $20 - $24.99   [   ] $40 - $44.99

5. At what time of day do you typically eat at a fast-food restaurant the most? (Please choose only one)
   [   ] Breakfast
   [   ] Lunch
   [   ] Dinner
   [   ] Other (Please Specify)_____

6. In general, do your family members enjoy eating fast food?
   [   ] Always   [   ] Rarely
   [   ] Sometimes   [   ] Never

7. How often do you go shopping for groceries?
   [   ] Weekly or More
   [   ] Every 2 weeks
   [   ] Every 3 weeks
   [   ] Monthly or Less

8. Does your income impact your decision to eat fast-food?
   [ ] Definitely Yes
   [ ] Probably Yes
   [ ] Probably No
   [ ] Definitely No

9. Does advertising Influence your decision about which fast-food to eat?
   [ ] Strongly Influence   [ ] Somewhat Influence
   [ ] Mostly Influence   [ ] Not Influence at all

10. Does your favorite fast-food restaurant offer you coupons to save on certain meals?
    [ ] Yes
    [ ] No (Skip to Question #12)
        a. If you selected "yes" does this determine why you consistently eat there?
            [ ] Yes
            [ ] No

11. Has your purchasing habit ever been influenced by promotions of fast-food chains on social media?
    [ ] Always   [ ] Rarely
    [ ] Sometimes   [ ] Never

12. Based on each of the factors listed below, in your opinion, which company is the **Best**? (Please Choose only one company for each factor)

Factors	Burger King	KFC	McDonalds	Taco Bell	Wendy's
Health	[ ]	[ ]	[ ]	[ ]	[ ]
Taste	[ ]	[ ]	[ ]	[ ]	[ ]
Price	[ ]	[ ]	[ ]	[ ]	[ ]
Service	[ ]	[ ]	[ ]	[ ]	[ ]
Quality of Ingredients	[ ]	[ ]	[ ]	[ ]	[ ]
Courteous Staff	[ ]	[ ]	[ ]	[ ]	[ ]
Convenient Location	[ ]	[ ]	[ ]	[ ]	[ ]

13. How do you feel about the following statements? (Please respond to each statement listed below)

	Strongly Agree	Agree	Disagree	Strongly Disagree
Having Fresh ingredients are an important factor when deciding on what to eat.	[ ]	[ ]	[ ]	[ ]
A meal with amazing taste is a major decision factor when choosing what to eat.	[ ]	[ ]	[ ]	[ ]
I value when the price of the meal reflects the amount of food given.	[ ]	[ ]	[ ]	[ ]
Having a vast variety of meals on the menu is a good indicator of a good restaurant.	[ ]	[ ]	[ ]	[ ]

14. On a scale of 1-9 (1- being least likely, 9 being most likely) how likely are you to recommend the following restaurants to someone else? (Please respond to each fast-food restaurant listed below)

	1	2	3	4	5	6	7	8	9
Burger King	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
KFC	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
McDonalds	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
Taco Bell	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]
Wendy's	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]	[ ]

15. How loyal or disloyal are you to your favorite fast-food restaurant?
    [ ] Very Loyal
    [ ] Somewhat Loyal
    [ ] Mostly Loyal
    [ ] Not Loyal At All

16. Do you sometimes make a change in what fast-food restaurant you consistently eat at?
    [ ] Yes
    [ ] No
        a. If you selected "Yes" please specify why?
        [ ] I selected yes because _____

        b. If you selected "No" please specify what keeps you from changing
        [ ] I selected no because _____

17. Approximately, how many years have you been eating at your favorite fast-food
    restaurant?
    [ ] 1 - 2
    [ ] 3 - 4
    [ ] 5 - 6
    [ ] 7 - 8
    [ ] 9+

18. How did you first become aware of your favorite fast-food restaurant? (Please choose
    only one)
    [ ] Friends
    [ ] TV Advertisement
    [ ] Magazine
    [ ] Newspaper
    [ ] Billboard
    [ ] Social media
    [ ] Other (Please Specify) _____

19. In a Typical week, how often do you eat each of the following meals at a fast-food
    restaurant? (Please respond to each meal listed below)

Weekdays	Breakfast	Lunch	Dinner
Everyday	[ ]	[ ]	[ ]
5 to 6 days a week	[ ]	[ ]	[ ]
3 to 4 days a week	[ ]	[ ]	[ ]
1 to 2 days a week	[ ]	[ ]	[ ]
Less than 1 day a week	[ ]	[ ]	[ ]

The following personal questions are for statistical purposes only. Your answers to these questions will be kept strictly confidential.

20. What is your Gender?
    [_] Male   [_] Female   [_] Other (Please specify)_____

21. How many people live in your household?
    [_] 1
    [_] 2
    [_] 3
    [_] 4
    [_] 5 or more

22. What is your Age?
    [_] Under 18   [_] 45 - 54
    [_] 18 - 24   [_] 55 - 65
    [_] 25 - 34   [_] 65 & Older
    [_] 35 - 44

23. What is your current Employment Status? (Please choose all that apply)
    [_] Employed Full Time   [_] Part-Time Student
    [_] Employed Part Time   [_] Unemployed
    [_] Self Employed   [_] Retired
    [_] Full Time Student

24. What is your Ethnic Background? (Please choose only one)
    [_] African-American
    [_] Caucasian
    [_] Hispanic / Latino
    [_] Asian
    [_] Other (Please Specify) _____

25. What is your current Marital Status? (Please choose only one)
    [_] Single
    [_] Married
    [_] Divorced
    [_] Separated
    [_] Widowed

26. Do you have any children?
    [   ] Yes (*if so, how many?)*___
    [   ] No

27. What is the highest level of education that you have completed?

[_] Some High School or less
[_] High School Graduate
[_] Some College
[_] College Graduate
[_] Some Graduate School
[_] Completed Graduate School
[_] Other (Please Specify) _____

28. What is your total Annual Income?

[_] Under $10,000   [_] $30,000 - $34,999
[_] $10,000 - $14,999   [_] $35,000 - $39,999
[_] $15,000 - $19,999   [_] $40,000 - $44,999
[_] $20,000 - $24,999   [_] $45,000 - $49,999
[_] $25,000 - $29,999   [_] $50,000 or more

29. What is your current Occupational Status?
(Please choose only one)
[_] Professional
[_] Executive
[_] Managerial
[_] Administrative
[_] Sales
[_] Laborer
[_] Technical
[_] Secretarial
[_] Clerical
[_] Other (Please Specify) _____

30. Where do you currently Reside? (Please choose only one)
[_] Manhattan
[_] Queens
[_] Brooklyn
[_] Bronx
[_] Staten Island
[_] Long Island
[_] Other (Please Specify) _____

Thank you for your participation. Please feel free to use the space provided for any additional comments about this exciting topic.

_____
_____
_____

Thank you for your time! Have a nice day!

Research Design

Research design is a structure of research strategies and procedures picked by a researcher. Research design is the master plan specifying the methods and procedures for collecting and analyzing the needed information and is a framework for the research plan of action. The design of a research topic clarifies the kind of research experimental, study, correlational, semi-test, survey and experimental design, research issue, expressive contextual analysis decided that a cross-sectional study would be the best survey classification to use. Cross-sectional studies capture a single moment in time, collecting information from a study group at just one point. This is usually in the form of a single survey, questionnaire, or observation.

A survey is a set of gathered data from interviews and questionnaires of sample groups. Surveys are used to get a general idea of a set group's behavior or opinions towards a certain thing. We decided to use the experience survey to determine which fast food between Wendy's and McDonald's is more preferred and what affects people's decision in which they pick. We included questions that were specific in what eating habits they have when pertaining to fast food to narrow down the process of their decision making.

Methodology is the process by different types of appropriate research methods that are chosen to collect data, and gain relevant knowledge in order to formulate informed business decisions. There are so many different types of research methods and we have decided to create a questionnaire as well as the survey method to collect data. These two methods will help our group to obtain useful information to address our research problem and our hypothesis.

Experience survey (1/2)

Store: Mc Donalds
Name: Diana Marsden
Position: Employee
Location / Address: 840 Atlantic Ave Brooklyn, NY 11238.
Date: 11 March 2021

01. **If you had to rate the quality of the meat of both Wendy's and McDonald's which one would you consider to be the best.**
    Ans: I think both are the same. Both Wendy's and McDonald provided fresh meat for all burgers and the ingredients are the same.

02. **Which age group do you think McDonald's best correlates with? Why?**
    Ans: McDonald's best correlates with age group 8 - 45 males and females. We offer meals for children, a place to relax with free WiFi for adults, and a quick breakfast for those in a hurry in the morning.

03. **As we know Wendy's and McDonald offered low calories menu. Who offered the most healthier foods on the menu between Wendy's and Mc Donald?**
    Ans: McDonald's does offer some of the healthiest items such as southwest grilled chicken salad, fruit and maple oatmeal, egg muffins, etc. There are like seven or eight healthiest items on the menu.

04. **How long have you been working and buying at Mcdonald's?**
    Ans: I have been working for 5 years. My kids always prefer McDonald's and keep the peace.

05. **What are the pros/cons of operational processes McDonald's and Wendy's adopted to serve their customers faster and better?**
    Ans: McDonald's process is a highly efficient make to stock, a process that produces highly customized products that can be delivered quickly to the customers.

06. **Between McDonald's and Wendy's, who has the better fast-food fries?**
    Ans: I would say McDonald's has the better fast-food fries because our fries are salty, thin, and crispy and have stayed consistent over the years.

07. **Do you think McDonald's maintains quality control? How?**

Ans: I think the answer is yes. To maintain the high-quality standard of food, we ensure that the supplies come from the approved regional and local suppliers. Quality procedures are followed throughout the supply chain.

08. Do you think best deals are the main factor that affects consumers who decide to choose?
Ans: From my perspective, I think no. With the best deal the quality of the food needs to be best and the service.

09. Which is the best selling meal (Breakfast, Lunch, Dinner & Snack) of the day in Mcdonald's?
Ans: I would say the best selling meal of the day in Macdonald's is lunch. Because most of the time our store stays busy from 12 pm to 5 pm.

10. Where is the location for both McDonalds or Wendys located the most? (Housing area? mall?)
Ans: I think McDonald's locations are mostly surrounded by housing areas which are convenient for our consumers getting our food within walking distance.

11. McDonald's or Wendys which target young kids the most? How?
Ans: I believe Mcdonald's targets young kids the most because McDonald's has kids' meals with free toys which are " Happy meal ". Also, Some of the Mcdonald's have a playground at the corner for families who have kids eating in the store.

12. Why do you think customers prefer McDonalds rather than Wendy's?
Ans: Customers prefer McDonald's rather than Wendy's because it's cheap compared to the other fast food restaurants and quick service.

Experience survey (2/2)

Store: Wendy's
Name:
Position: Assistant Store Manager
Location / Address: (full address)
Date: 09 March 2021

1. **If you had to rate the quality of the meat of both Wendy's and McDonald's which one would you consider to be the best.**
   Ans:

2. **Which age group do you think McDonald's best correlates with? Why ?**
   Ans:

3. **As we know Wendy's and Mc Donald offered low calories menu. Who offered the most healthier foods in the menu between Wendy's and Mc Donald?**
   Ans:

4. **How long have you been working and buying at Wendy's?**
   Ans:

5. **What are the pros/cons of operational processes McDonald's and Wendy's adopted to serve their customers faster and better?**
   Ans:

6. **Between McDonald's and Wendy's, who has the healthiest fast-food fries?**
   Ans:

7. **Which company provides the best drinks that benefit your health?**
   Ans:

8. **Do you think best deals is the main factor that affects consumers who decide to choose?**
   Ans:

9. **When is the best selling meal (Breakfast, Lunch, Dinner & Snack) of the day in Wendy's?**
   Ans:

10. **Where is the location for both McDonalds or Wendys located the most?(Housing area? mall?)**

    Ans:

11. **McDonalds or Wendys which target young kids the most? How?**

    Ans:

13. **Why do you think customers prefer Wendy's rather than McDonalds?**

    Ans:

Selection of the Sample Design

Sample

A sample is the data gathered from conducting various types of surveys, polls, etc. It is a collection of opinions of people with different characteristics. These differences in opinions are recorded, collected, and analyzed to draw conclusions about the products, marketing programs, advertising campaigns etc. A sample is meant to represent the whole audience, but it is also a small subset of the audience because it is neither practical nor possible to hold surveys and polls on a huge, big scale as it would take a lot of resources and time. For example, if there are 10,000 potential customers in a market segment and 400 are being approached for the collection of their responses to a set of questions regarding marketing campaigns, these 400 represent the sample and the data gathered. Furthermore, this small scale of data will represent the whole segment. Thus, sampling is done so that it is easier to understand and collect data of the population of a market.

The Types of Sampling

There are two major types of samples distinguishable between two subcategories of probability and nonprobability. The first sample probability is a sample in which every member of the population has a known nonzero probability of being selected to participate in the sample. The factors of probability sampling are random, stratified, systematic and cluster sampling.

Another major type of sampling is nonprobability which is a sample in units of the sample that are selected on the basics of personal judgement or convenience; the probability of any member of the population being chosen is unknown. The factors of nonprobability sampling are convenience, judgmental, quota and snowball sampling.

Questionnaire

The sampling technique that we will be using is the questionnaire. A questionnaire is a set of written questions with a choice of answers for the purpose of a survey. This technique will be used to get research on how satisfied or dissatisfied individuals are with fast food restaurants in the New York City marketplace. These questions will provide information on certain preferences towards a set of fast-food companies carefully selected by our marketing firm. We will also gather statistical information on the individuals to see all the possible factors that affect their answers. The questionnaire is strictly confidential which will lean our respondents to provide reliable responses that we will use for research purposes.

Target Population

A target population refers to the group of individuals that the intervention intends to conduct research in and draw conclusions from. The entire population for any given study intends to examine and identify the group of the target market, also referred to as the theoretical population. When Identifying our target population, we evaluated a series of data that help us concluded who are our consumers for our company. It is important to for us to determine our target consumers to identify candidates who will be spending and using our product. There are several target groups for consumers who eat in Wendy's such as millennials, the parents of children and individuals with family principles. Our target market are individuals that range from

ages 18- 75. Since both Wendy's and McDonalds both target millennials and the parents of millennials by promoting family principles.

Collection of Data

Main Study

After conducting the pretest that was from 5 recipients, we can work on the next phase which is collecting the data from 50 recipients to conducting the main study. Due to the pandemic, the only way to collect the data from the questionnaire is an online survey which is sending out the questionnaire by email and social media. Based on the Exploring Marketing Research research by William G. Zikmund and Barry J Babin, email surveys involve making the questionnaire available to a potential respondent via email. Today, respondents receive requests to participate in surveys more by email than any other distribution method. The benefits of incorporating a questionnaire in an email include the speed of distribution, lower distribution, and processing costs, faster turnaround time, more flexibility, and less manual processing of paper questionnaires.

Besides using email to send out the survey, we were using an internet survey which is a self-administered questionnaire posted on a website or social media. For example, respondents know the questionnaire exists either by simply coming across it while browsing, through a pop-up notification, or via an email containing a hyperlink, as described above. Today, a consumer might participate in an Internet survey as a way of earning some benefit. Internet surveys allow us to reach out to a large audience, personalize individual messages, and secure confidential answers quickly. We were using only two days to receive all 50 surveys from recipients while using these two methods to send out the surveys from each group member.

While conducting the main study, we have been through a few difficulties due to the pandemic even though most people got the vaccine, but we are still required to have social distance. Also, some of our team members were not in New York City, which also makes us

difficult to work on the questionnaire survey. So, we decided to use a google form to create the questionnaire sheets and send them to our friends and family by using emails and social media.

Based on our research team "Hebot" hypothesis stated, "Wendy's believe that many consumers living in New York City favor Wendys over Mcdonalds." However, after we have finalized our questionnaire chart, it turned out we are correct. There is 35 percent out of 100 rated Wendy's like the top 1 fast food restaurant prefer the most. The second-ranking is Mc Donald 33 percent out of 100. We also stated in the hypothesis that one of the major factors that significantly affect consumer decisions is the price of the meals offered. But, our hypothesis turned out to be incorrect. Although it can be possible, based on recipients there are many variables opposed to our hypothesis.

The fast-food chain store Wendys is famously known for promoting its high concern for the quality and freshness of their ingredients specifically the beef utilized for its burgers which also an advantage it becomes a major in decision making due to many consumers who are a little more conscious of what they eat and favor the freshness of the ingredients used for their food. Therefore, Wendy's pricing is slightly expensive than Mc Donalds on the fresh ingredients. Based on the Questionnaire data, Wendy's have the most vote on the quality of ingredients. Thus, Wendy's is targeting mostly the family with kids. Therefore, they have different combos in their menu which come with a larger portion for the family and the price is reasonable for a family consumer. Based on the data, our recipients are mostly single and in the group of age 18 to 24 which is one of the variables that opposed our hypothesis.

Last, Wendy's surpass McDonald's with another reason which is Wendy's provided fresh, healthy, and low calories on salad. From the data, people tend to eat fast food less than one day a week. Also, people shop for groceries quite often which means that people are getting concerned

about their health these days eat in instead of eating out. Wendy's has healthier and low calories food compare to McDonald especially on the salad which is convenient for people who are on diet with busy life living in New York City to bring it back home or office to enjoy their meals.

Data Analysis

Data Analysis is the process of collecting and organizing data to draw helpful conclusions from it. Based on the data we have collected from questionnaires that will help us to conduct the data information to resolve our hypothesis, problem statement, and research objectives. 8 Questions were analyzed and concluded on our data research from the questionnaire.

1. Do you enjoy eating fast-food?

   Based on our data analysis:

   - **25.9%** people choose Always.

   - **59.3%** people choose Sometimes.

   - **13%** people choose Rarely.

   - **1.9%** people choose Never.

2. At what time of day do you typically eat at a fast-food restaurant the most? *(Please choose only one)*

   Based on our data analysis:

   - **1.6%** people choose Breakfast.

   - **56.6%** people choose Lunch.

   - **36.6%** people choose Dinner.

   - **5%** people choose Late Night.

3. How often do you go shopping for groceries?

   Based on our data analysis:

   - **50.8%** people choose Weekly or More.

   - **24.5%** people choose Every 2 Weeks.

   - **10.5%** people choose Every 3 Weeks.

- **14%** people choose Monthly or Less.

4. Does advertising Influence your decision about which fast-food to eat?

   Based on our data analysis:

   - **5.6%** people choose Strongly Influence.

   - **18.5%** people choose Mostly Influence.

   - **55.6%** people choose Somewhat Influence.

   - **20.4%** people choose Not Influence At All.

5. Does your favorite fast-food restaurant offer you coupons to save on certain meals?

   Based on our data analysis:

   - **36%** people choose Yes.

     If you selected "yes" on above question, does this determine why you consistently eat there?

     * **37.5%** people choose Yes.

     * **62.5%** people choose No.

   - **63.6%** people choose No.

6. If you selected "yes" on above question, does this determine why you consistently eat there?

   Based on our data analysis:

   - **6.25%** people choose Always.

   - **43.75%** people choose Sometimes.

   - **37.5%** people choose Rarely.

   - **12.5%** people choose Never.

7. How loyal or disloyal are you to your favorite fast-food restaurant?

Based on our data analysis:

- **14%** people choose Very Loyal.

- **45%** people choose Somewhat Loyal.

- **12%** people choose Mostly Loyal.

- **29%** people choose Not Loyal At All.

8. Do you sometimes make a change in what fast-food restaurant you consistently eat at?

Based on our data analysis:

- **67.3%** people choose Yes.

    If you selected "Yes" on question 16 please specify why?

    * **55%** people commented they like to switch different foods.

    * **16%** people commented it's based on the locations.

    * **29%** people commented on the others.

- **32.7%** people choose No.

Tables & Figures

Table 1
Frequency eating fast food

Times	Respondent	Percentage
Everyday	0	0%
5 to 6 days a week	4	7%
3 to 4 days a week	10	20%
1 to 2 days a week	15	30%
Less than 1 day a week	21	43%
Total	**50**	**100%**

Question number #2 - In a typical week, how many days do you purchase fast-food?

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds

Table 2

Factor & preference rating

Fast food restaurant	Total	Female	Male	Prefer not to answer	African American	Asian	Caucasion	Hispanic / Latino	Other
Burger King	6%	2.56%	18.18%	0%	25%	5.9%	0%	4%	0%
	9	1	2	0	1	1	0	1	0
KFC	7%	5.13%	9.09%	0%	0%	5.9%	25%	4%	0%
	10	2	1	0	0	1	1	1	0
Mc Donald	25%	25.64%	18.18%	0%	25%	17.6%	25%	28%	0%
	37	10	2	0	1	3	1	7	0
Taco Bell	19%	20.51%	18.18%	0%	0%	17.6%	25%	24%	0%
	29	8	2	0	0	3	1	6	0
Wendy's	27%	30.77%	18.18%	0%	25%	35.3%	0%	28%	0%
	41	12	2	0	1	6	0	7	0
Others	16%	15.38%	18.18%	0%	25%	17.6%	25%	12%	0%
	24	6	2	0	1	3	1	3	0
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
	150	39	11	0	4	17	4	25	0

Question number #3 - Which of the following fast-food restaurants do you prefer the most? (Please choose your top 3 most preferred by numbering them 1, 2 and 3)

Table 3

Respondent Spending

Price Range	Respondents	Percentages
Less than $10	15	30%
$10 - $14.99	10	20%
$15 - $19.99	7	15%
$20 - $24.99	5	10%
$25 - $29.99	4	7%
$30 - $34.99	3	6%
$35 - $39.99	3	5%
$40 - $44.99	2	4%
$45 - $49.99	0	0%
$50 or more	1	3%
Total	**50**	**100%**

Question number #4 - On average how much money do you spend on buying fast food per week?

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds

Table 4

Factor & preference rating

Fast Food Restaurant	Respondents	Percentages
Burger King	24	10.13%
KFC	13	5.49%
Mc Donald	74	31.22%
Taco Bell	40	16.88%
Wendy's	86	36.29%
Total	237	100%

Question number #12- Based on each of the factors listed below, in your opinion, which company is the Best? (Please Choose only one company for each factor)

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds

<p align="center"><i>Table 5</i></p>
<p align="center"><i>Household Population</i></p>

Population	Total	Female	Male	Prefer not to answer	African American	Asian	Caucasion	Hispanic / Latino	Other
1	0%	0%	0%	0%	0%	0%	0%	0%	0%
	0	0	0	0	0	0	0	0	0
2	8%	8%	9%	0%	25%	6%	25%	4%	0%
	4	3	1	0	1	1	1	1	0
3	14%	13%	18%	0%	25%	12%	25%	12%	0%
	7	5	2	0	1	2	1	3	0
4	44%	41%	55%	0%	25%	53%	25%	44%	0%
	22	16	6	0	1	9	1	11	0
5 or more	34%	38%	18%	0%	25%	29%	25%	40%	0%
	17	15	2	0	1	5	1	10	0
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
	50	39	11	0	4	17	4	25	0

Question Number #21- How many people live in your household?

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds

Table 6

Respondent Age

Age	Number	Percentage
Under 18	11	23%
18 - 24	35	70%
25 - 34	4	7%
35 - 44	0	0%
45 - 54	0	0%
55 - 65	0	0%
65 & older	0	0%
Total	**0**	**100%**

Question Number #22- What is your Age?

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds

Table 7

Respondent Marital Status

Marital Status	Total	Brooklyn	Bronx	Long Island	Manhattan	Queens	Staten Island	Female	Male
Divorced	0%	0%	0%	0%	0%	0%	0%	0%	0%
	0	0	0	0	0	0	0	0	0
Married	2%	0%	0%	0%	0%	0%	3%	3%	0%
	1	0	0	0	0	0	1	1	0
Single	98%	100%	100%	100%	100%	100%	97%	97%	100%
	49	14	1	1	1	3	29	38	11
Separated	0%	0%	0%	0%	0%	0%	0%	0%	0%
	0	0	0	0	0	0	0	0	0
Widowed	0%	0%	0%	0%	0%	0%	0%	0%	0%
	0	0	0	0	0	0	0	0	0
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%
	50	14	1	1	1	3	30	39	11

Question Number #25- What is your Current Marital Status?

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds

Figure 1
Statements
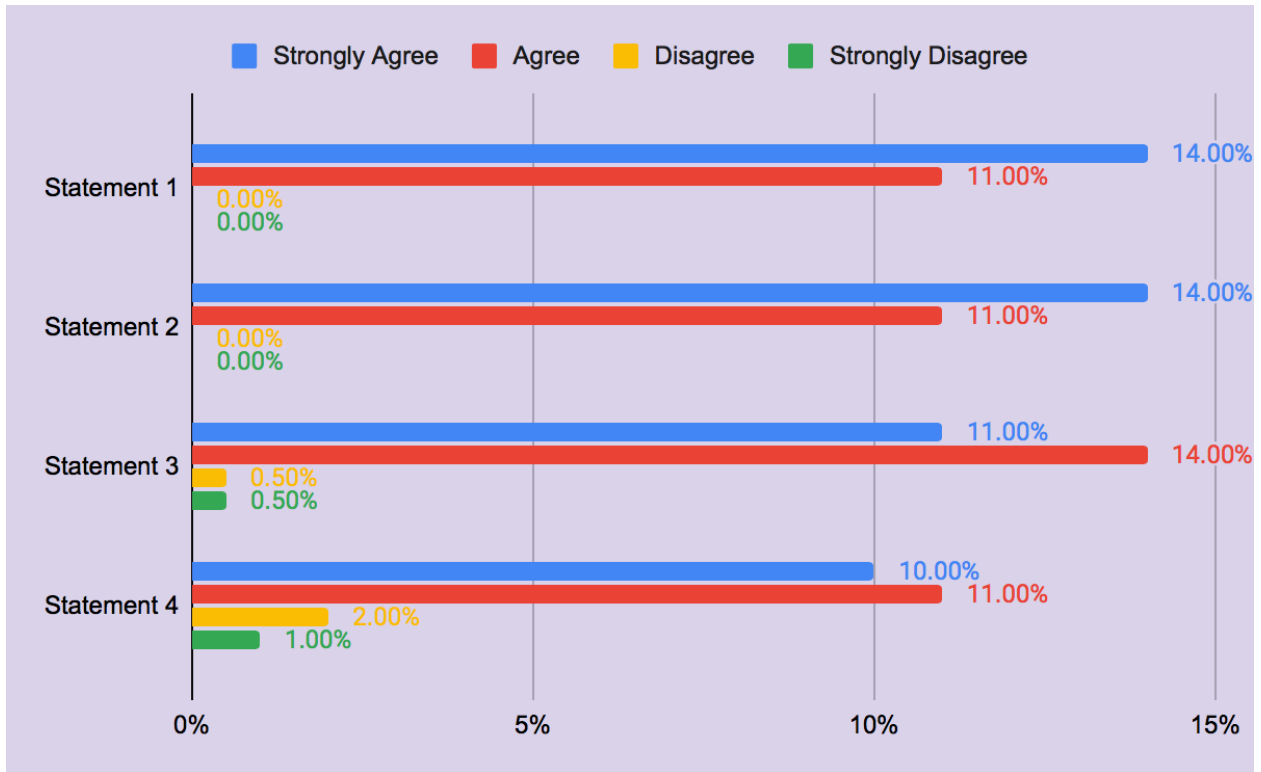
Statement 1 - Having Fresh ingredients are an important factor when deciding on what to eat.
Statement 2 - A meal with amazing taste is a major decision factor when choosing what to eat.
Statement 3 - I value when the price of the meal reflects the amount of food given.
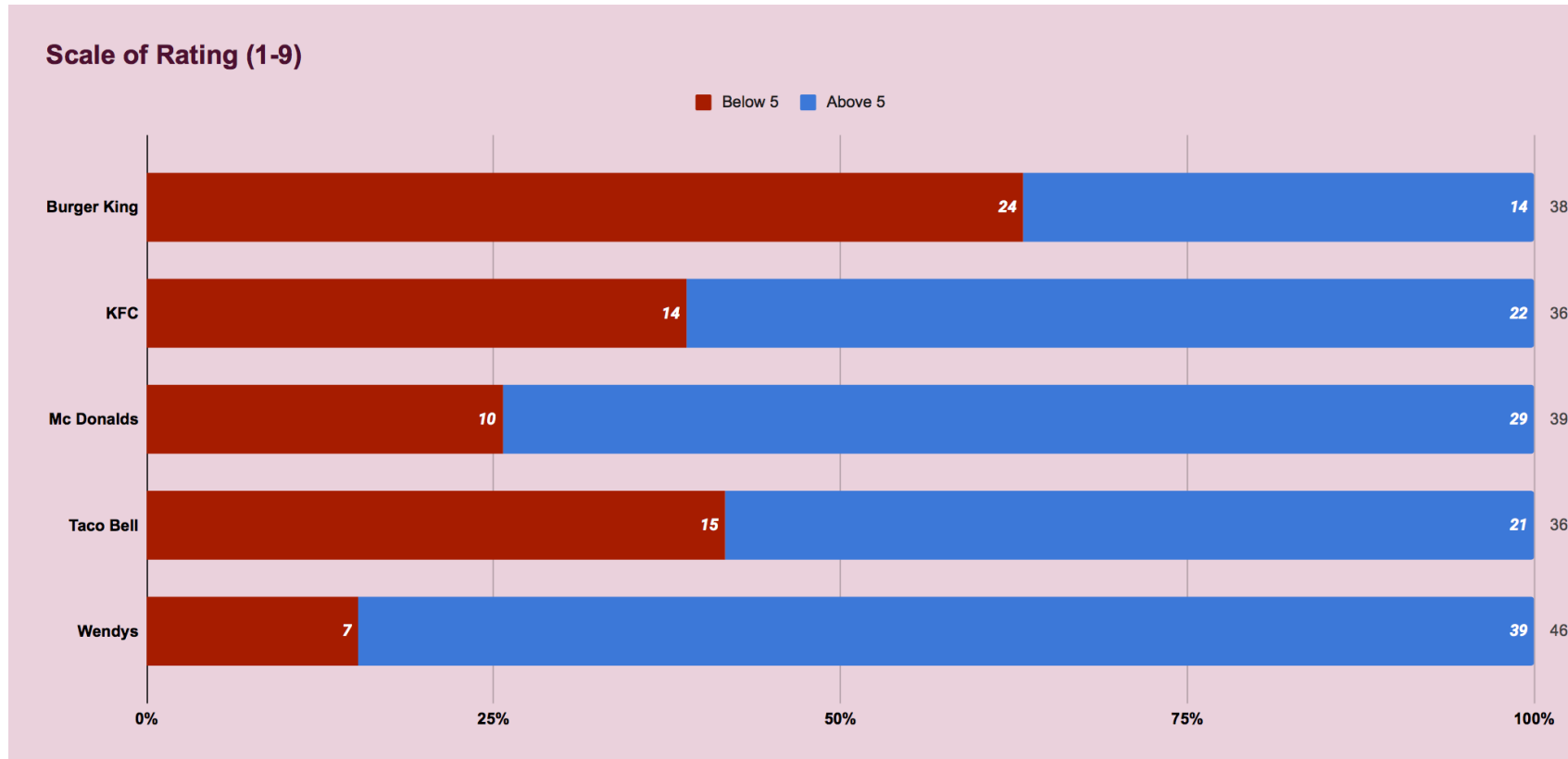Statement 4 - Having a vast variety of meals on the menu is a good indicator of a good restaurant.

	Strongly Agree	Agree	Disagree	Strongly Disagree	Total
Statement 1	24	18	0	0	42
Statement 2	24	18	0	0	42
Statement 3	18	23	1	1	43
Statement 4	17	18	4	2	41
Total	83	77	5	3	168

Question number #13 How do you feel about the following statements? (Please respond to each statement listed below)

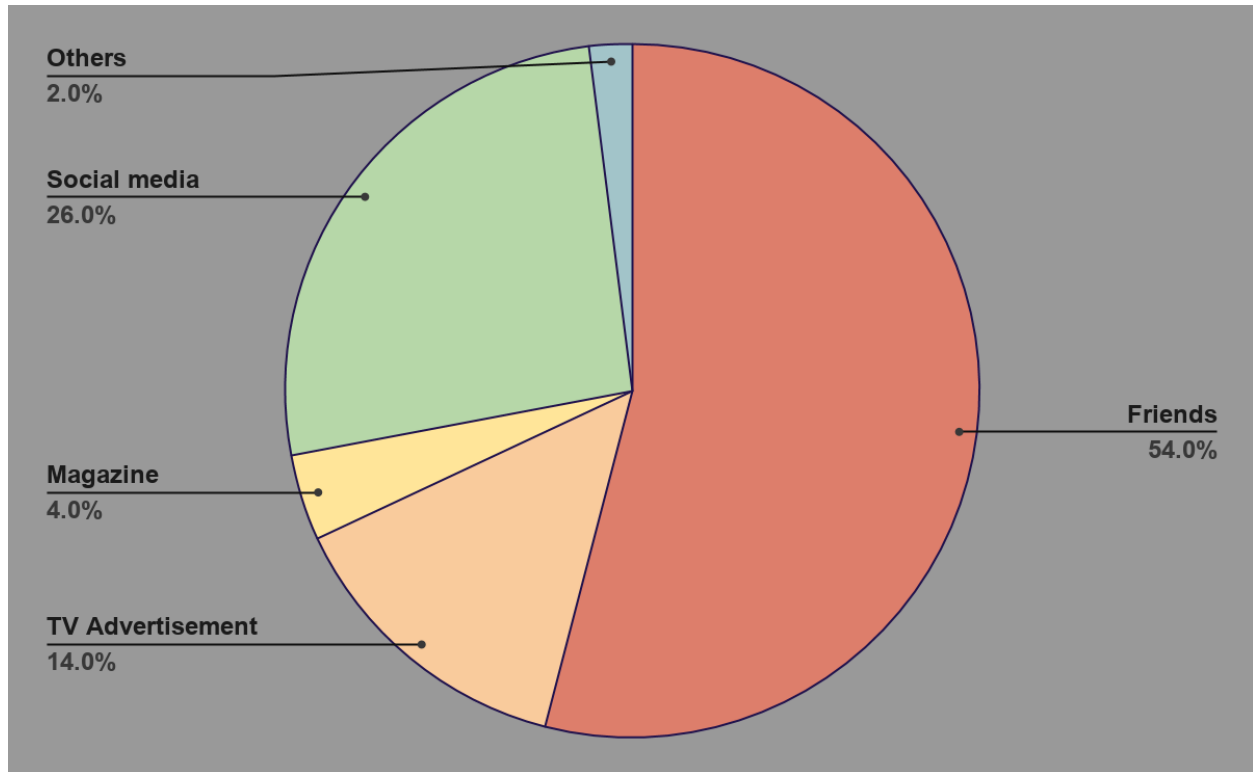**Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds**

Figure 2

Rating of fast food restaurant

Scale of Rating (1-9)

Legend: ■ Below 5 ■ Above 5

Restaurant	Below 5	Above 5	Total
Burger King	24	14	38
KFC	14	22	36
Mc Donalds	10	29	39
Taco Bell	15	21	36
Wendys	7	39	46

Question #14 - On a scale of 1-9 (1- being least likely, 9 being most likely) how likely are you to recommend the following restaurants to someone else? (Please respond to each fast-food restaurant listed below)

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds

Figure 3

## First become aware of favourite fast food restaurant

Friends	TV Advertisement	Magazine	Billboard	Social media	Others	Total
27	7	2	0	13	1	50

Question #18 - How did you first become aware of your favorite fast-food restaurant? (Please choose only one)

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds
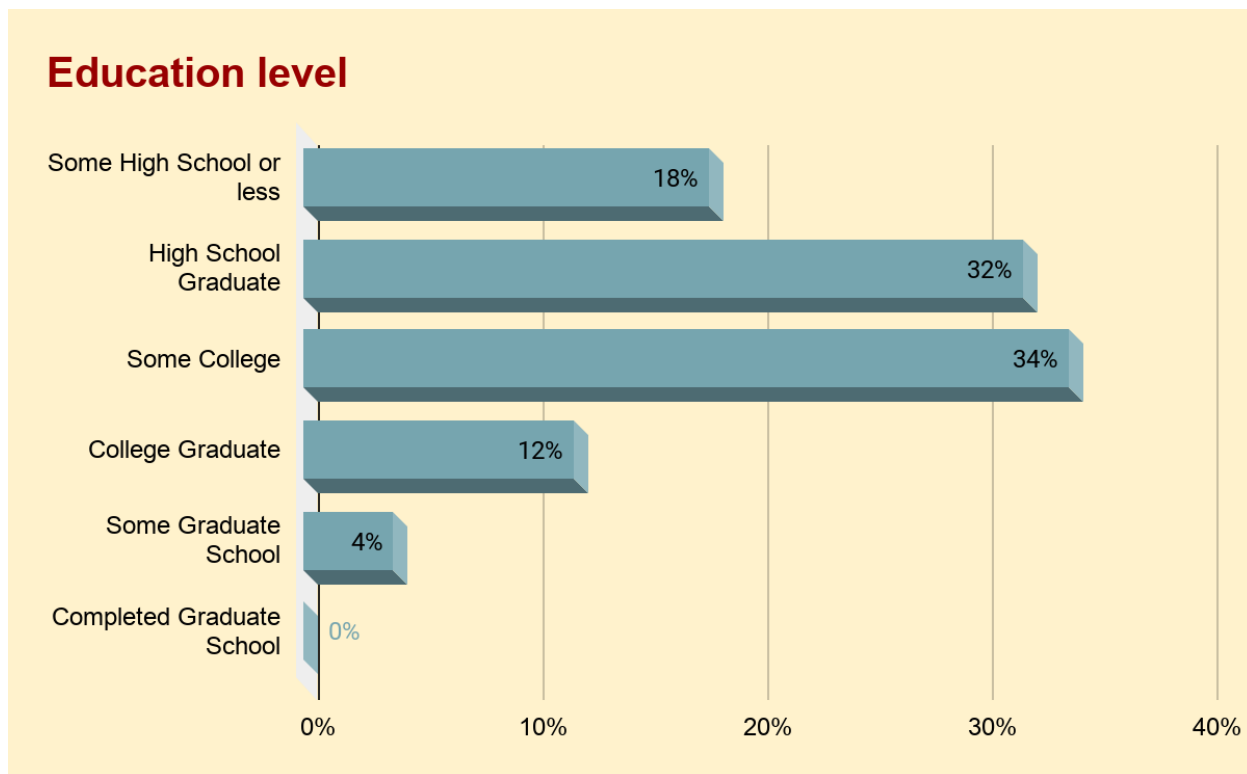
Figure 4
Respondent Employment status

Employent status data
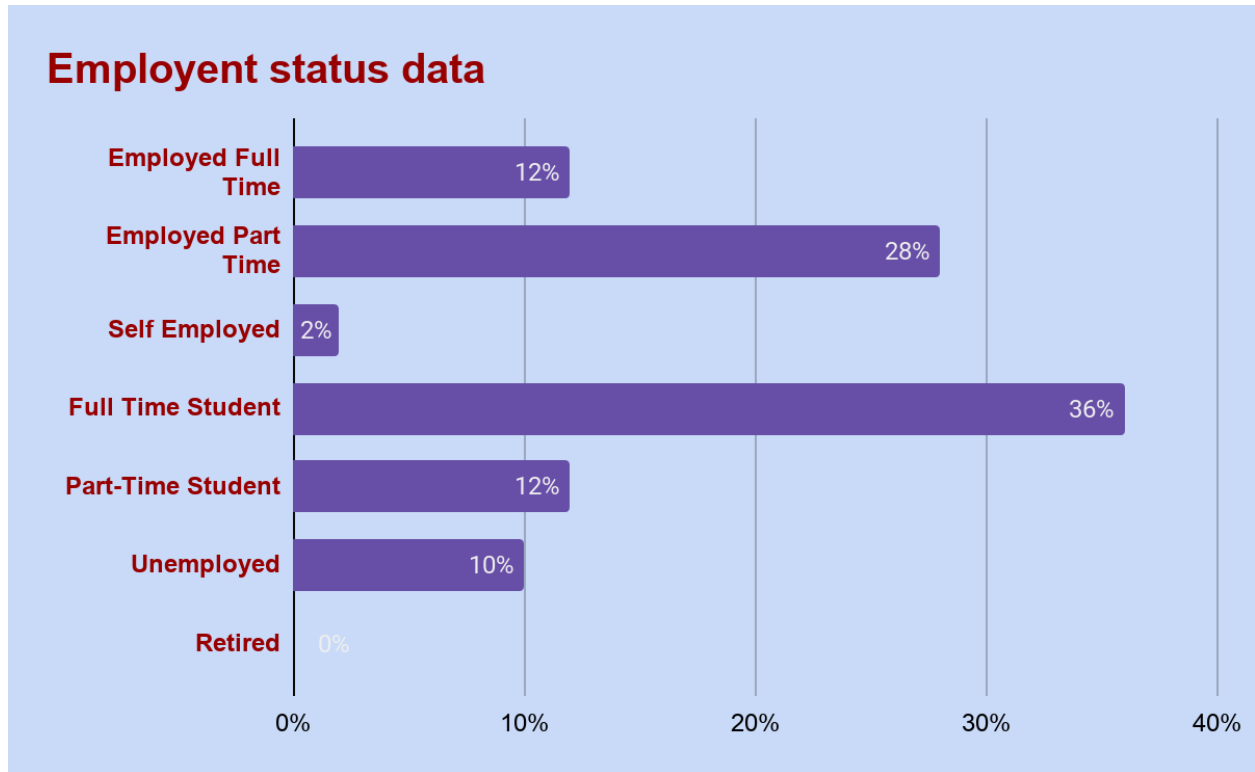
Employed Full Time	Employed Part Time	Self Employed	Full Time Student	Part-Time Student	Unemployed	Retired	Total
6	14	1	18	6	5	0	50

Question # 23 - What is your current Employment Status? (Please choose all that apply)

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds

Figure 5

Respondent education level

Education level

Education Level	Value
Some High School or less	18%
High School Graduate	32%
Some College	34%
College Graduate	12%
Some Graduate School	4%
Completed Graduate School	0%

Some High School or less	High School Graduate	Some College	College Graduate	Some Graduate School	Completed Graduate School	Total
9	16	17	6	2	0	50

Question # 27 - What is the highest level of education that you have completed?

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds

Figure 6

Current reside boroughs in New York City

Population Pecentages
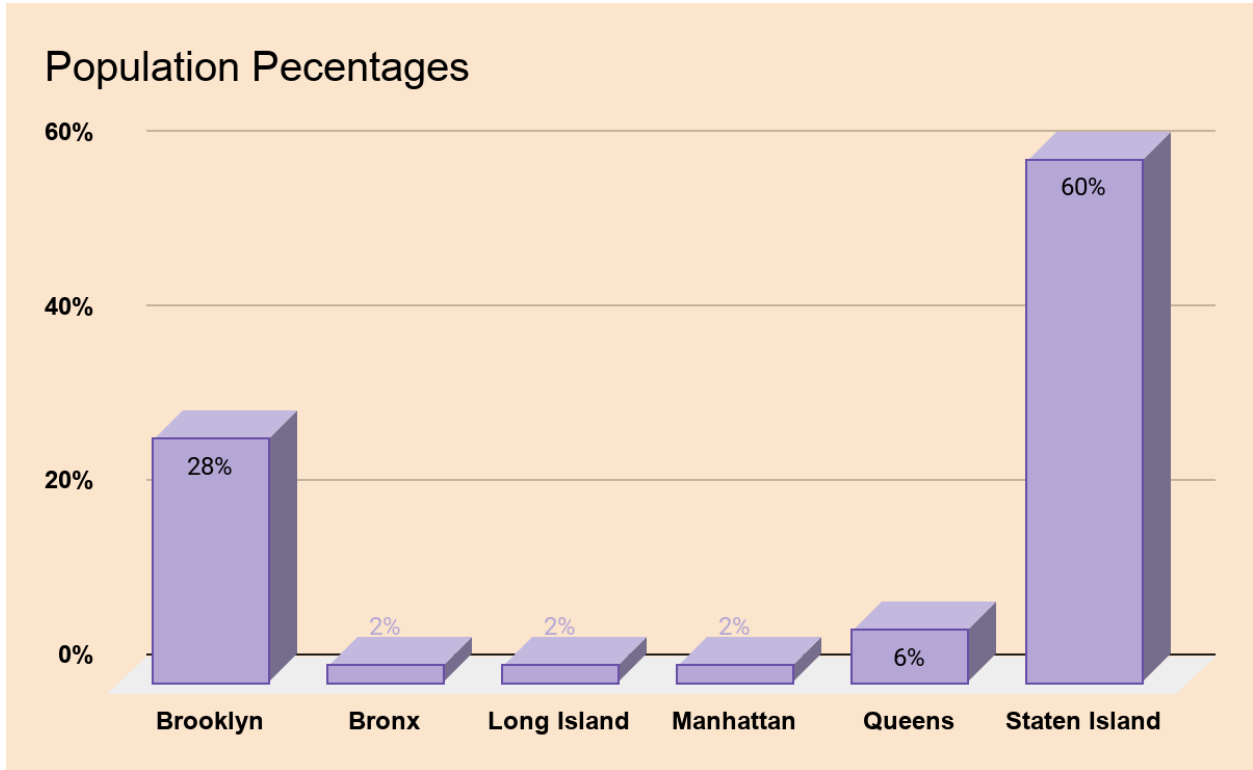
Brooklyn	Bronx	Long Island	Manhattan	Queens	Staten Island	Total
14	1	1	1	3	30	50

Question #30 - Where do you currently Reside? (Please choose only one)

Source: HEBOT Marketing Research Co's 2021 Wendy's Vs Mc Donalds