



**CALIFORNIA SCIENCE & ENGINEERING FAIR
2018 PROJECT SUMMARY**

Name(s) Antonio S. Cortijo	Project Number 38101
Project Title Branding and Its Effects on Consumer Choices and Satisfaction	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals This experimental study examines whether branding (in this case, Google) influences people's consumer choices and satisfaction with products (in this case, styli). I used a between-subjects design. The independent variable was the brand name assigned to the styli. Even though the styli being tested were identical, my subjects had a strong propensity to choose the stylus when it was assigned a name brand (Google) versus a non-name brand (Lumos, a fictitious name). In addition, they were more satisfied with the product they had chosen. Several filler styli were also include in the experiment to reduce suspicion among subjects. This experiment illustrates the power of advertising in impacting our behavior.</p> <p>Methods/Materials I used different styli of various prices and quality and an Ipad. Subjects were presented with the different styli and used them with the Ipad. I recorded their choices and satisfaction ratings.</p> <p>Results Subjects were far more likely to choose the stylus when it was assigned a name brand. The null hypothesis was that there would be no difference in preference for the styli (50/50 chance). I conducted a Chi-squared test and rejected the null hypothesis (with $p < .05$). Their preference was unlikely to be a fluke. I also tested whether there was a difference in satisfaction ratings. I conducted a t-test and found a significantly higher satisfaction rating with the product when it was called Google ($p < .05$).</p> <p>Conclusions/Discussion The data support the hypothesis that popular brands have a direct influence on consumer preferences and satisfaction. This experiment illustrates the power of advertising in impacting our behavior.</p>	
Summary Statement By using some deception, I demonstrated that brand names have a very strong influence on people's consumer choices and satisfaction.	
Help Received Mr. Brad Penkala (my teacher) helped me with the instructions for the project. My mother helped me with the statistical analyses and construction of the poster.	