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PRINGLES VS KNOCK OFF BRAND

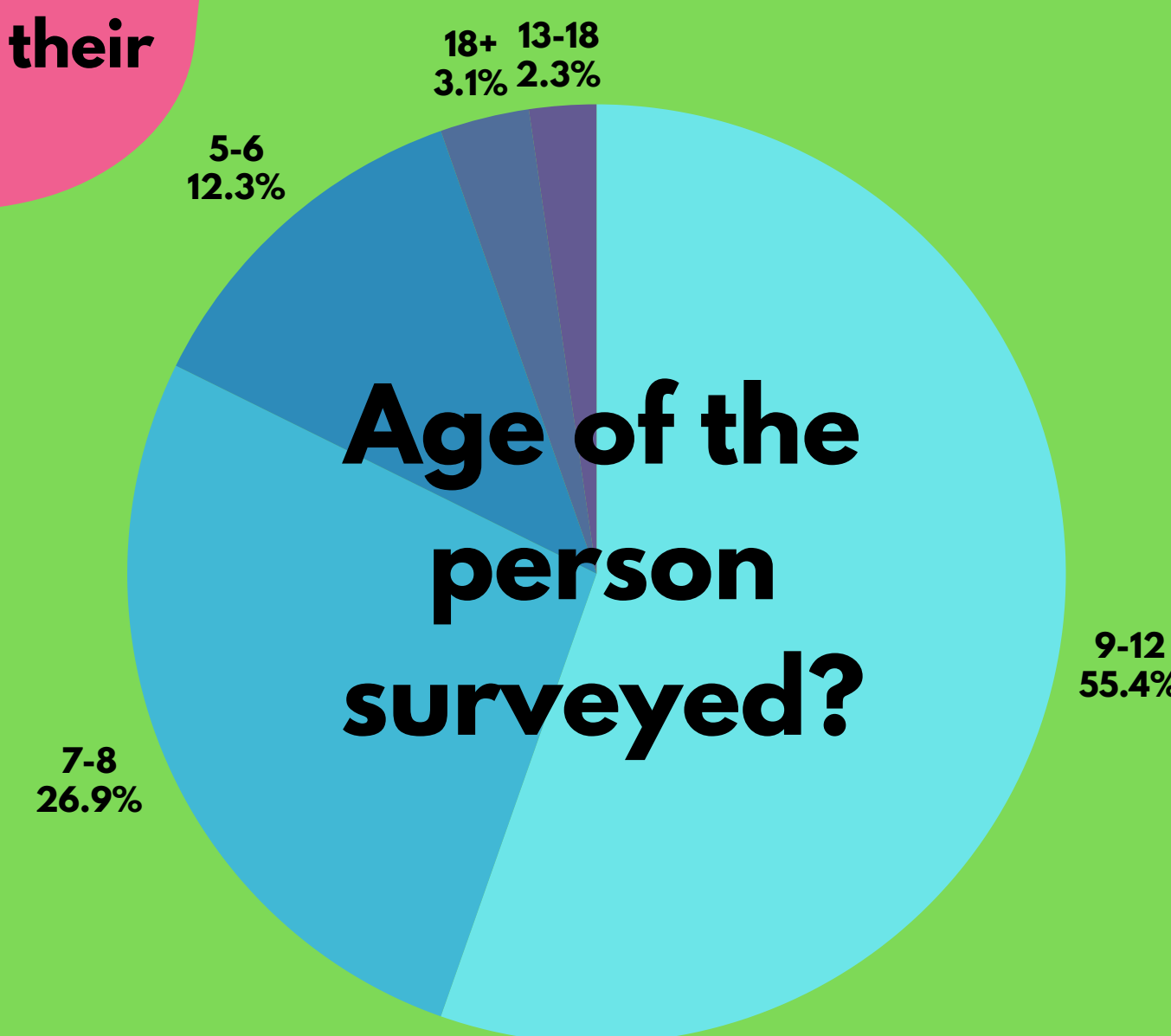
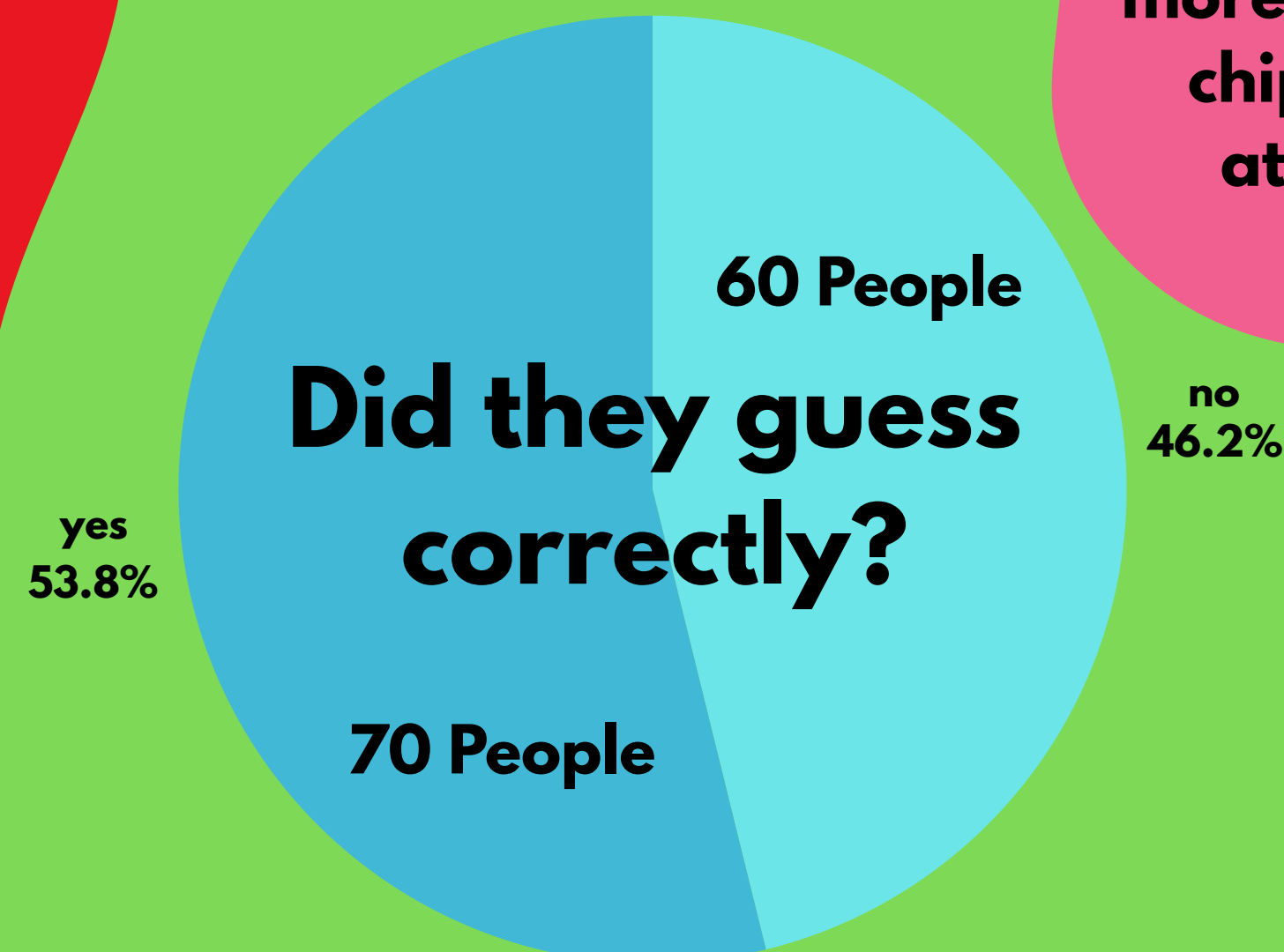
Who will Win?

Introduction: For our experiment we chose to compare (1) whether people prefer the taste of Pringles to that of the Woolworths knockoff chip, and (2) to see if people could identify which chip was the pringle. We used a blind taste-test.

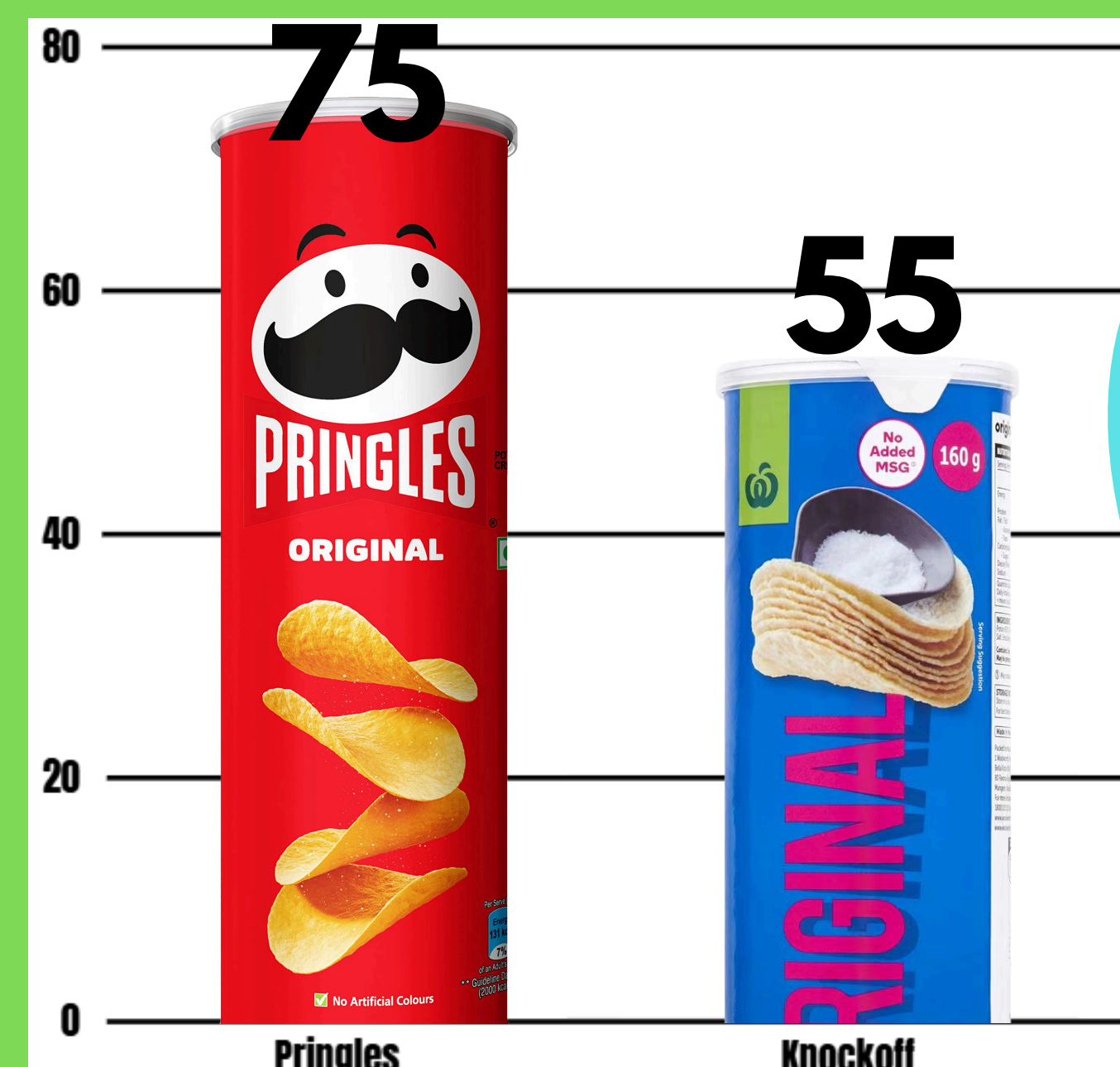
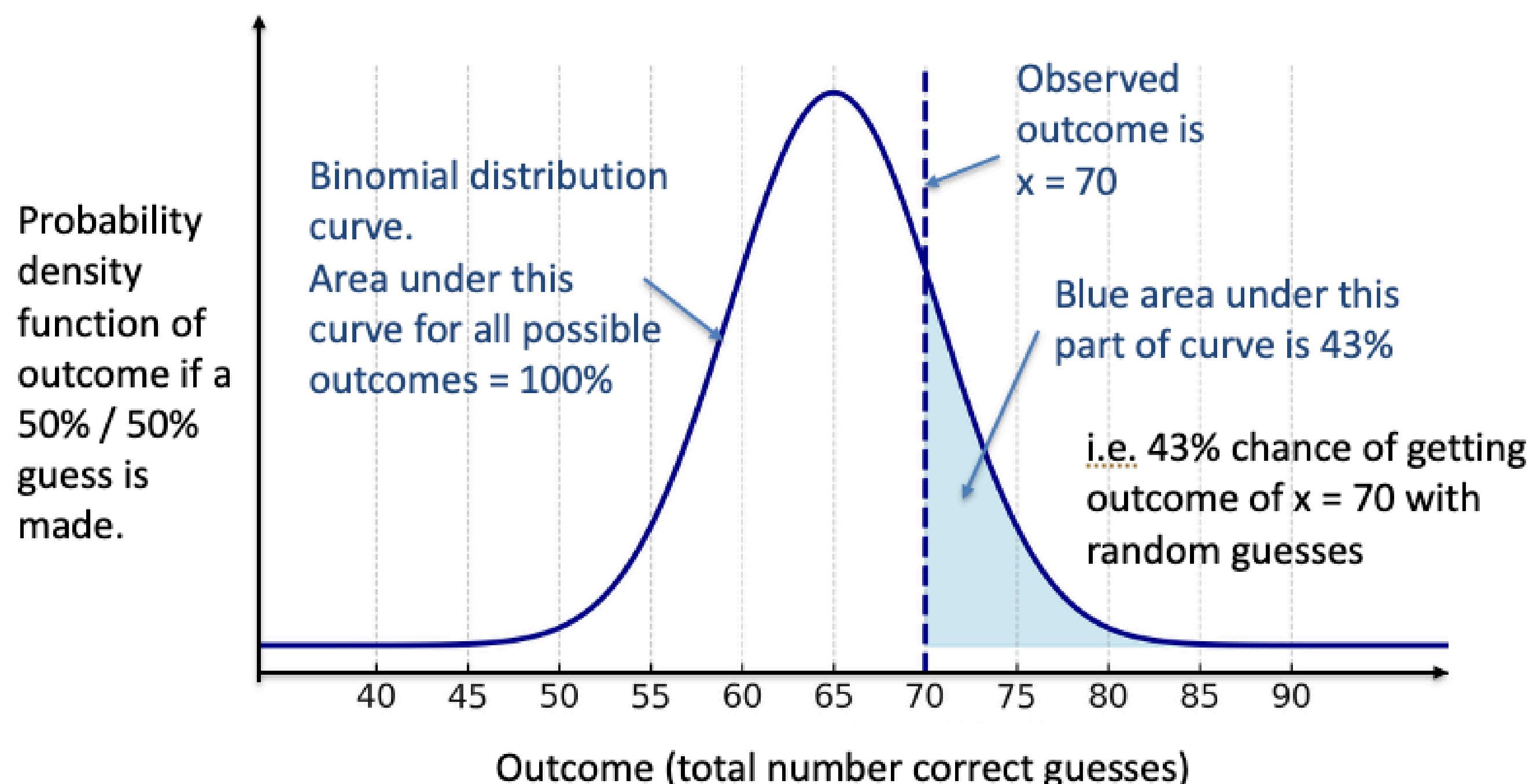
Hypothesis: We hypothesised that the people being tested wouldn't be able to tell the difference between the two brands of chips. We think the people will naturally prefer the Pringles (even if they think it's the knockoff) as they are the more expensive, and flavourful chips, whilst the other is an attempt to replicate their flavour.

Method: First we got the school microphone and called people upstairs where we had set up the taste test stall. We called people up one at a time and got them to hold out both hands with their eyes closed. The person handing out the Pringles and knockoff placed one in each of the person being tested's outstretched hands. They were then instructed to eat one at a time, then tell us which one they preferred and which one they thought was the knockoff. Lastly, the person at the computer would enter the information into the form and tell the person they could go.

Analysis: Out of 130 tests, 70 correct guesses aren't that persuasive. After analysing the the raw numbers, we ran a test with the binomial distribution (which is used in an either/or outcome) to see if our data was significant. As displayed in the graph, it showed that even if everyone just guessed randomly there is a 43% chance that this result could still occur. Scientists would prefer this number below 5% to ensure they have convincing results.



Analysis of correct guesses against Binomial distribution (n=130)



The Preferred Chip!

Conclusion: Overall the Pringles were preferred. Whilst most people guessed correctly that the Pringles were the Pringles, this wasn't a convincing result. One thing we noticed was that most people who liked the knockoff better thought they were the Pringles! This leads us to believe that most people have a bias to assume that the tastier one was the Pringles (even if it wasn't), due to the effect of branding. We also tried to get a range of different ages of students, but we ended up with a lot of older ones since some of the younger grade's teachers didn't let them do the survey due to allergies.