

Your Name

Consumer Economics

Mr. Lowen

Today's Date, 2013

Taste Test Results

On Thursday, May 9, 2013, I conducted a taste test of bottled water with students at LT. My hypothesis was that people would not be able to taste the difference between the following three choices:

Product	Size	Cost	Cost per oz.	Store
Evian	24 oz.	\$3.99	\$0.16	Jewel
Perrier	18 oz.	\$2.99	\$0.16	Dominick's
Joe's Water	18 oz.	\$1.99	\$0.11	Jewel

Twelve subjects in 3rd period Consumer Economics class were given samples of each of the above brands of bottled water in a random order. The water was poured into plastic cups, and subjects were not told nor shown which brand they tasted. They were asked if there was a preference among the three samples, and, if there was a preference, which was the best tasting. Of the twelve participants, three preferred Perrier, one preferred Evian, and one had no preference.

Based on these results, I have come up with two conclusions. First, the hypothesis was incorrect; people can taste the difference in the brands tested. Between Evian and Perrier, there is a preference for Perrier. Because the two name brands are the same price, the better buy between these two is Perrier. Joe's Water is not a contender. While it is cheaper to purchase, no one preferred it to the others. Second, Perrier should promote its product as a high-quality, great tasting beverage, while Joe's should promote its product as a low cost alternative. Evian didn't win either way, so they should use cool ads to lure customers to buy their product.