

Reviewing a Multi-Attribute Model

In this exercise, your task is to review the results of a multi-attribute attitude model, which compares consumer's perceptions of two fast food restaurants (McDonald's and Burger King).

In the survey (which uses hypothetical data), consumers have been asked to rank the importance of various attributes and then score the two firms for these attributes. The two responses are then multiplied out to give an overall score.

Multi-attribute Model					
Attribute				McD's	BK's
	Importance	McD's	BK	Score	Score
	(max = 10)	(max = 10)	(max = 10)		
Locations	9	8	6	72	54
Opening hours	5	9	8	45	40
Playground	2	10	4	20	8
Speed of service	7	8	5	56	35
Value for \$	8	5	8	40	64
Comfort	6	7	6	42	36
Food quality	4	4	8	16	32
			Total	291	269

Student Discussion Questions

1. Overall, which fast food chain is more preferred?
2. Which are the most important attributes to consumers?
3. What general advice would you have for McDonald's?
4. What general advice would you have for Burger King?
5. How helpful is this particular analytical approach for firms to understand the components of a consumer's attitude?