The Association between Brand Equity and Recall Value in McDonald's Corporation

Sample Methodology Section for a Dissertation Proposal

Name:

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**Chapter Three: Methodology**

According to Keller (2016), brand equity refers to the concept of having a known product label due to increased awareness among consumers. The popularity of any product brand is not established accidentally (Theurer, Tumasjan, Welpe, & Lievens, 2016). Instead, key stakeholders such as managers are involved in the implementation of a series of logically linked activities that illustrate to consumers the benefits attributed to the product. Brands with significant equity enjoy benefits such as improved recall value, customer loyalty, a competitive edge in business, and better profit margins (Pappu & Christodoulides, 2017; Theurer et al., 2016). The ability of consumers to recall a brand influences their decision to purchase a product from a category that is manufactured by the specified company (Chen, Chen, & Ma, 2016). In this dissertation, an evaluation of the impact of brand equity on McDonald's Corporation recall value is presented.

McDonalds Corporation constitutes companies in the United States (US) that have established their brand equity (McDonald's Corporation, 2020). Extensive marketing initiatives commenced with the development of a billboard advertising campaign. The billboard was effective for drawing the attention of target consumers to the McDonalds brand. In the billboard, graphics, and writings are presented in bright colors and big letters to make the brand noticeable to consumers (McDonald's Corporation, 2020). Neon signage have been fitted at the entrance of the various McDonald's stores to ensure that consumers can locate them from a distance. The McDonald's logo is big yet simple.

The use of character Ronald McDonald as a friend of both children and adults creates a perception of relaxation and happiness when visiting the restaurant, thus draws customers (McDonald's Corporation, 2020). The McDonald's slogan, "I'm lovin it" is simple, easy to recall,

and is personal to each client. Their packaging bags have been customized with the brand logo and slogan making them distinct from their competitors. In addition, McDonald's has established an online presence through the domain mcdonalds.com. The cohesion of strategy, communication, and extensive marketing have been imputed to the success of the McDonald's Corporation in establishing brand equity (Raduzzi & Massey, 2019). Hence, McDonald's Corporation has a significant equity share in the market. The succeeding paragraphs present a discussion of the research design, sampling technique, sample size determination method, data collection, questionnaire development, data analysis methods, and ethical considerations in investigating the association between brand equity and recall value in McDonald's Corporation.

## Research Design

The aim writing this dissertation is to investigate the association between brand equity and recall value in McDonald's Corporation. The organization of the proposed activities will follow the framework of correlational research design. The approach is appropriate because the research design was developed for use in assessing the relationship between outcome variables using statistical data (Krause, 2018). Data collection will be performed using an evaluation form with close-ended questions (see Appendix A). Therefore, the data to be collected will be quantitative. Analysis of the resulting data will show trends and patterns in the target population.

## Sampling Technique

The target population for the dissertation will comprise adult consumers of fast food products by McDonald's Corporation. The dissertation will focus on the group of consumers of ages 18 and above who attend the university. A non-purposive convenience sampling approach will be used to select eligible participants. The sampling technique involves the selection of participants based on factors such as geographical proximity, ease of access, and availability at

the specified time (Etikan, Musa, & Alkassim, 2016). The approach is appropriate because the

aim of the dissertation is to evaluate a representative consumer population for the association

between brand equity and recall value.

## Sample Size Determination Method

A priori power analysis will be performed to determine a suitable sample size that is

needed for this dissertation to detect a specified level of effect with inferential statistics. In

executing a priori power analysis, the probability of finding significance where there is none ($\alpha$)

is usually set to .50 (Utah State University, 2020). The probability of finding true significance

(power) is often set to .80. The common effect size used is usually the Cohn's d. Cohn Gross,

Jia, and Larson (2009) estimated that a power set to .80 can produce an effect with the odds ratio

of 2.6. Therefore, the effect size for determining the sample size for this dissertation can be

estimated at 2.6. In GPower, a two-tailed priory power analysis involving an alpha of .50 and a

power of .80 projected a sample size with $n$=56 (28 per group) participants to detect an effect

size of 2.6 with inferential statistics.

## Data Collection

The process of collecting the required data will commence with writing to the

administration of the university to request permission to involve some of the students in the

implementation of the proposed activities for the dissertation. Upon receiving approval, two

voluntary educational sessions will be scheduled within the university to create awareness about

the dissertation. Students who will be interested in participating in the dissertation will be asked

to provide verbal consent as confirmation for their desire to be involved in the activities.

Thereafter, participants will be assigned unique code identifiers and provided with a

questionnaire to fill by themselves. The approach is suitable because (a) questionnaires can be

distributed to many respondents within a limited time, (b) it is free of the influence of the investigator, and (c) it is more convenient for respondents compared to interviews (Dalati & Gómez, 2018).

## Questionnaire Development

A questionnaire has been developed for use in collecting the primary data for evaluating the association between brand equity and recall value (see Appendix). The questionnaire has three main parts. The first part assesses participants for their demographic characteristics comprising age, gender, and educational level. The second part assesses participants for general information about the consumption of fast foods from McDonald's Corporation. The third part is detailed, and it assesses for brand equity and recall value of McDonald's Corporation. The responses to the questions in the third part are organized on a Likert scale with 1= Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, and 5=Strongly Disagree.

## Data Analysis Methods

The responses to the questions used in the evaluation will be coded into version 25 of the Statistical Package for the Social Sciences (SPSS) for analysis. The variable age is assessed on a scale level of measurement; therefore, the analysis will involve generating the mean and the standard deviation. Questions two to fifteen were assessed on a nominal and categorical level of measurement. Therefore, the analysis will involve generating frequency tables and diagrams. Having fulfilled the assumption that outcome variables are measured on a categorical level, a chi-square test of association will be performed between the responses to the first and those of the succeeding nine questions in part 3. Findings from the inferential statistics will show whether there is an association between brand equity and recall value in McDonald's Corporation.

## Ethical Considerations

According to Miracle (2016), there are three fundamental ethical research principles comprising respect for human participants, beneficence, and justice. For this dissertation, participants will be protected by being asked to provide verbal consent as confirmation for their desire to be involved in the activities. In addition, no identifying information of participants will be used in reporting the findings from the evaluations. The filled questionnaires will be stored in a locking file cabinet that can only be accessed by the investigator. After reporting the findings, the collected data will be stored for three years before discarding it. The principle of beneficence will be accomplished where the findings from the dissertation can be used by organizations to inform decision making around improving sales (Miracle, 2016).

## Summary

Increased awareness among consumers about a category of products produced by a specific company has been linked to benefits such as improved recall value, a competitive edge in business, customer loyalty, and better profit margins. This dissertation has been proposed to investigate the association between brand equity and the recall value for McDonald's Corporation. The company has a significant equity share in the market following the extensive advertising initiatives. The proposed activities comprise evaluating a sample of university students for general information and their perception of the brand equity and recall value of McDonald's Corporation. A priory power analysis will be performed to determine the suitable sample size for this dissertation. The evaluation will be performed by administering questionnaires for participants to fill in. The responses will be recorded in SPSS version 25 for analysis. Reporting of the findings will show the brand equity and recall value of McDonald's

Corporation. The implementation of the proposed activities will be customized to address the three fundamental ethical principles of research comprising justice, beneficence, and respect for human participants.

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**Appendix A**

**Questionnaire**

**Part 1: Demographic Characteristics**

1. What is your age?

2. What is your gender?

   ☐ Male        ☐ Female

3. What is your education level?

   ☐ Bachelors    ☐ Masters    ☐ PhD

**Part 2: General Information**

4. Which criteria do you use to select a preferred fast food joint?

   ☐ Price        ☐ hygiene        ☐ convenience

   ☐ Speed and quality of the service and food

5. How often have you bought from McDonald's Corporation in the past 3 months?

**Part 3: Brand Equity and Recall Value**

|  | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| I have heard about the products from McDonald's Corporation. |  |  |  |  |  |
| I have bought foodstuff from a McDonald's Corporation store. |  |  |  |  |  |
| I find their packaging to be attractive. |  |  |  |  |  |
| I like the taste of foodstuff from McDonald's. |  |  |  |  |  |
| The retail price of most foodstuffs is affordable. |  |  |  |  |  |
| McDonald's is a reliable brand name. |  |  |  |  |  |
| The advertisement for McDonald's usually draws my attention |  |  |  |  |  |
| McDonald's Corporation stores are convenient to find. |  |  |  |  |  |
| I can easily locate a McDonald's Corporation store. |  |  |  |  |  |
| I prefer to buy my fast food from McDonald's Corporation. |  |  |  |  |  |

Note: 1= Strongly Agree, 2=Agree, 3=Neutral, 4=Disagree, and 5=Strongly Disagree