



**CALIFORNIA STATE SCIENCE FAIR
2004 PROJECT SUMMARY**

Name(s) Jacob R. Skidmore	Project Number J1718
Project Title Battle of the Brands: National Brand vs. Store Brand	
<p style="text-align: center;">Abstract</p> <p>Objectives/Goals My objective is to determine if kids prefer national brand foods over store brand foods and if they are influenced more by package appearance, food appearance, or taste.</p> <p>Methods/Materials 10 to 15 student volunteers were asked to judge package appearance and actual product appearance of six foods kids typically eat including cereal, crackers, orange juice, breakfast pastries, and two kinds of cookies. They judged their preference for the national brand or the store brand. Also, a blind taste test was conducted. The procedure was repeated with a second group of students.</p> <p>Results The students consistently chose national brand products over store brand products in all areas. They were influenced most by packaging appearance. The area of least preference was taste. A small percentage in each area had no preference, liking national brand and store brand equally.</p> <p>Conclusions/Discussion Kids like national brands more than store brands. They liked the packaging and the appearance. They showed less preference for taste, but national brand still got more than half of the votes. Because up to 28% did not care, I believe it is worth it to try store brand foods if you can save money.</p>	
Summary Statement My project is to determine whether it is worth the higher price to buy national brand or whether store brand is just as good.	
Help Received My Mom helped me choose my topic & plan my project. My Mom, sister, & friend helped me conduct the tests and my Mom helped type my project.	