



BURGER FLAVORS

BOI LABS

BOI RESEARCH SERVICES

BOI LABS

OVERVIEW

BOI Labs is a playground where members of our team can play around with new ideas for market research about serious topics, funny topics or where wild and crazy ideas can be tested, within the context of market research.

In the end of the day, the projects in BOI Labs are also meant to come up with ways to make BOI work more efficient, more accurate and create new solutions for our clients.

We hand pick such topics ourselves. For Q1 2017, BOI Labs covered the subject of burger flavors. We conducted research in Jabodetabek and we obtained some interesting insights.

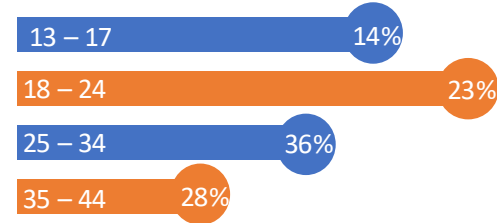


RESPONDENT PROFILE

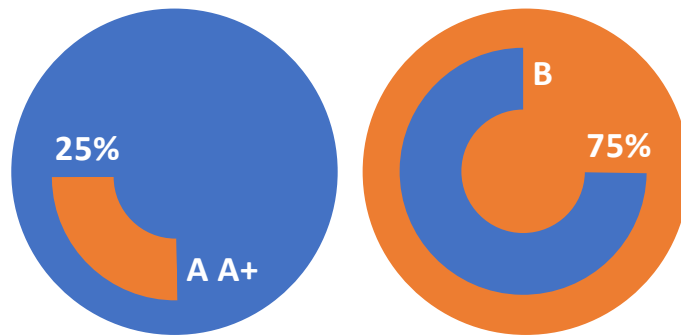
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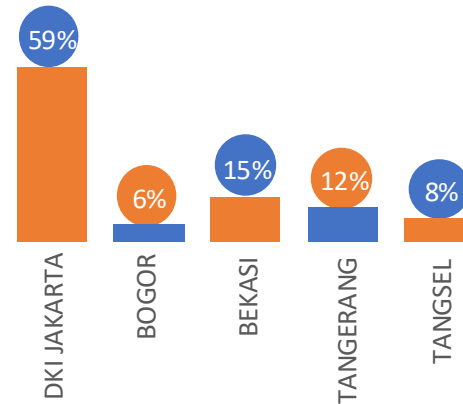
AGE



SES



AREA



RESEARCH METHODOLOGY



RESEARCH
METHODOLOGY

QUANTITATIVE
FACE – TO FACE INTERVIEW



SAMPLING

MULTISTAGE RANDOM SAMPLING



SELECTION
CRITERIA

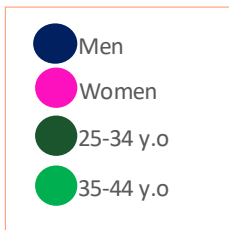
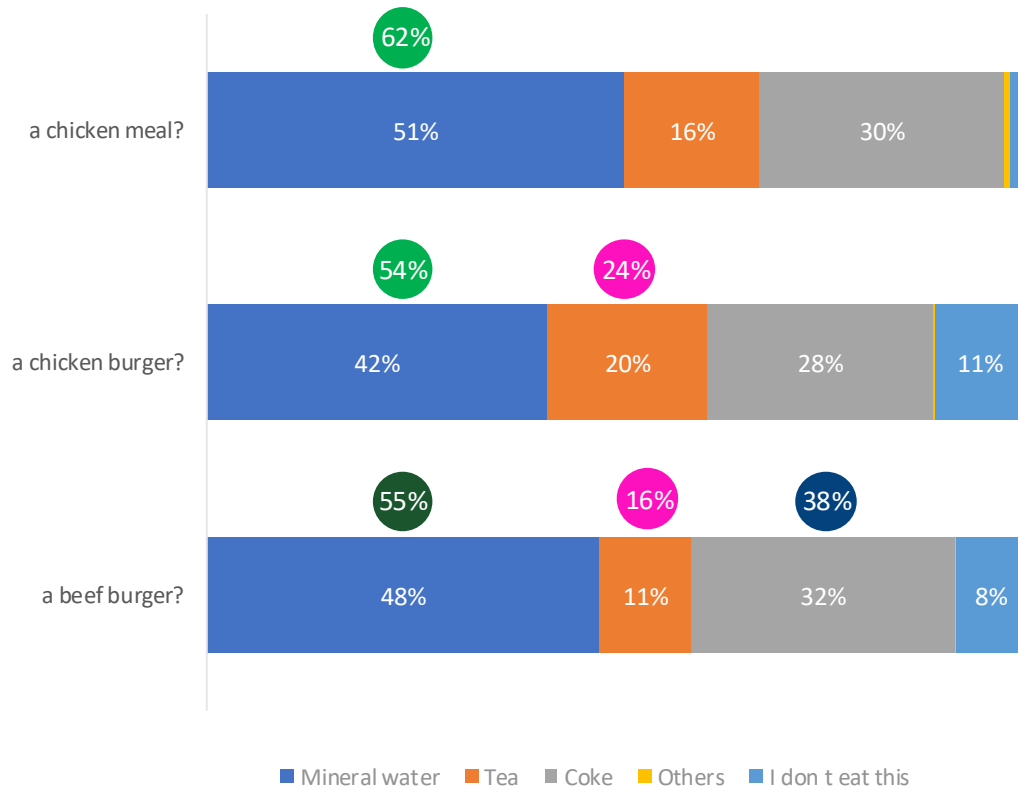
AGE : 13 – 44 YEARS OLD
SES : A+, A, B



PERIOD

Q1 2017

DRINK IN A QSR



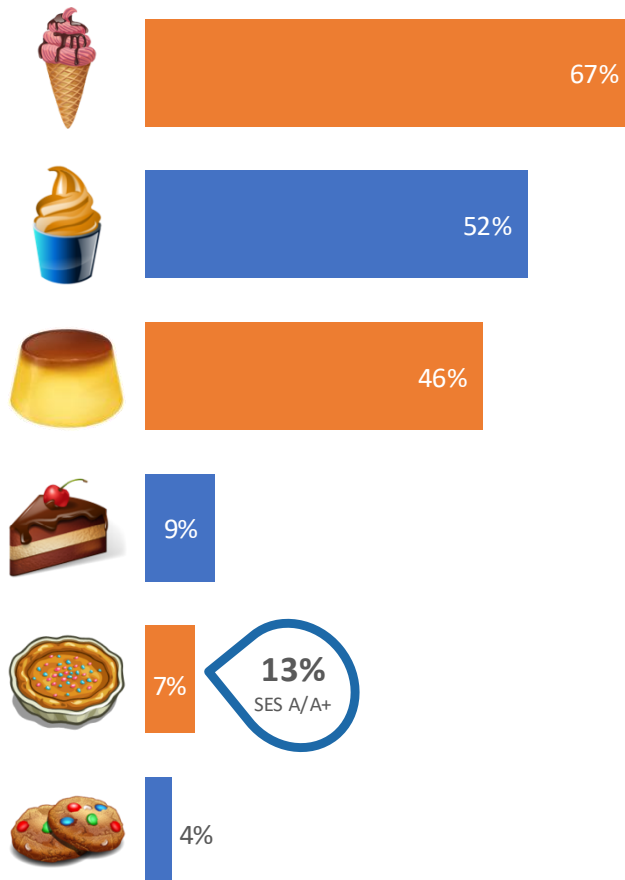
OLDER CUSTOMERS DRINK MINERAL WATER

The older you are, the more health-conscious you become. This popular belief is confirmed here with the fact that more than half of the older customers drink mineral water with any kinds of meals.

MEN AND WOMEN HAVE DIFFERENT PREFERENCES

Men are from Mars, women are from Venus. Men like coke, women prefer tea. This preference happens when they eat a beef or a chicken burger in a QSR.

DESSERT PREFERENCE



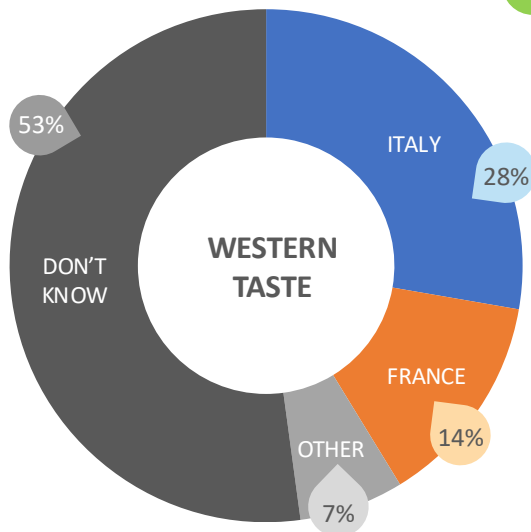
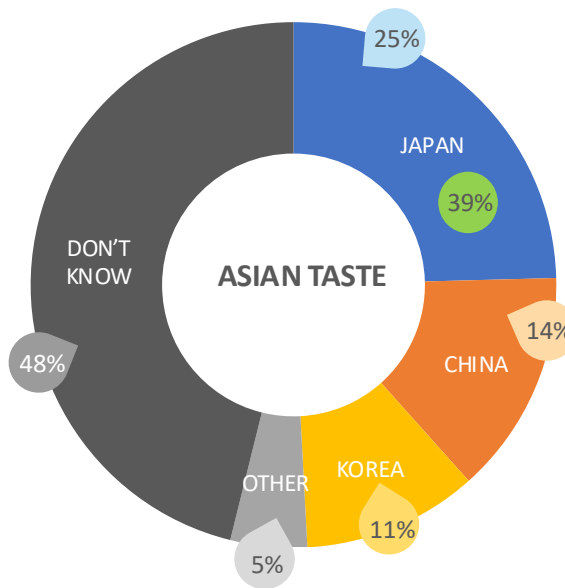
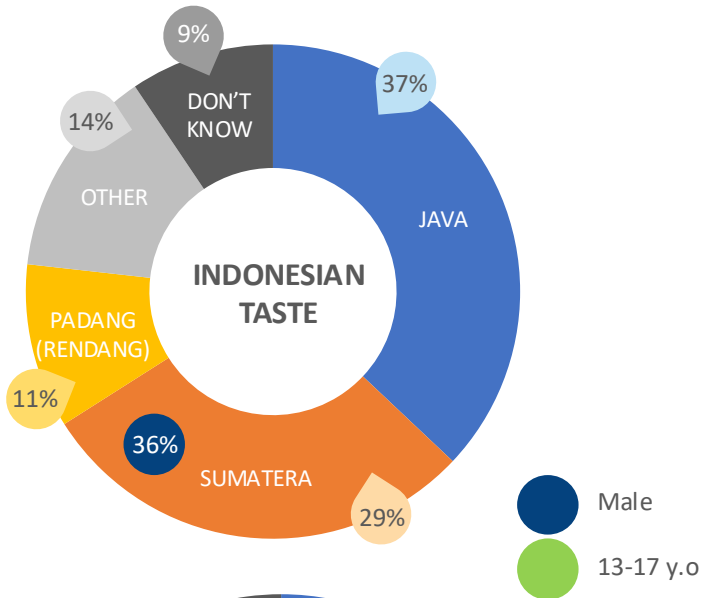
ICE CREAM IS THE MOST PREFERRED DESSERT

It's not a surprise if some studies predict that the yearly growth of ice cream market in Indonesia is around 10.6% during 2015 to 2020, due to the fact that vast majority of customers prefer ice cream, either cone or sundae as a dessert.

PEOPLE WITH HIGHER INCOME PREFER PIE

Pie is not a common dessert in Indonesia, resulting only few customers preferring this dessert and most of them are customers with higher income exposed and have bigger opportunity to access this type of dessert.

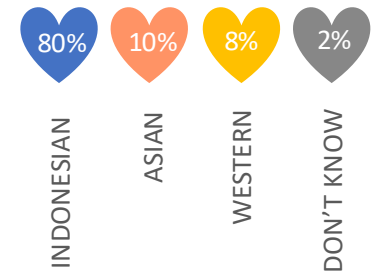
BURGER PREFERENCE



JAVANESE, JAPANESE, AND ITALIAN TASTE ARE PREFERRED

Indonesian customers find it easier to think of Indonesian burger taste, in which Javanese and Sumatera –some mention Rendang to be specific – as the best taste. Some customers think that Japanese and Italian are also suitable for a burger

THE BEST TASTE OF BURGERS



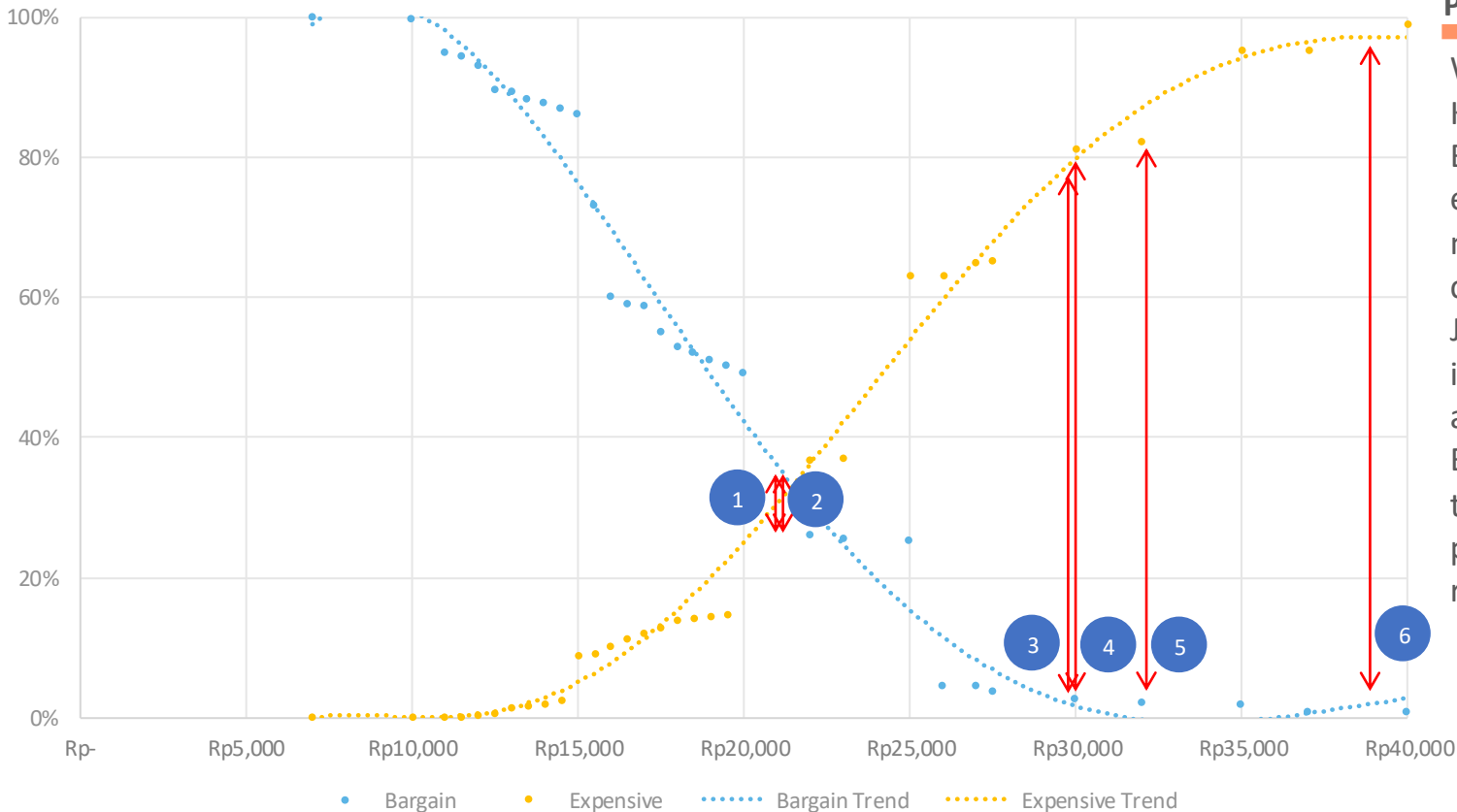
INDONESIAN TASTE BURGER IS PREFERRED

As expected, Indonesian burger taste is the most favorite taste among the customers. This might be because not many customers are familiar with other countries' taste, or maybe because they are really proud of Indonesian food.

BURGER PRICE

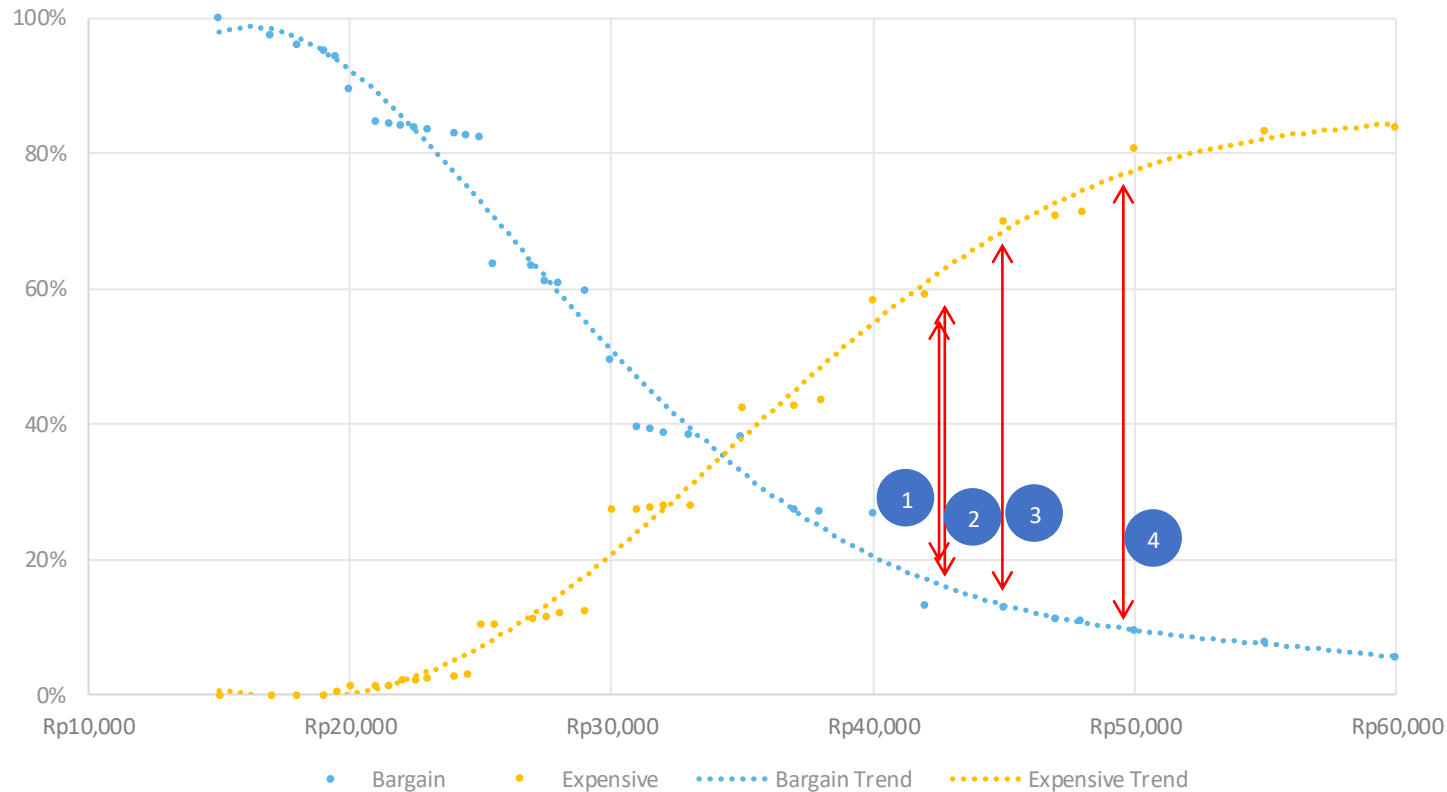
IDR 21K IS THE IDEAL PRICE FOR BURGER ONLY

Whooper from Burger King and McDonald's Big Mac are seen as an expensive burger for more than half customers in Jabodetabek. For their ideal price, Whooper Jr and McDonald's Cheese Burger are two burgers that they would possibly purchase regularly.



- | | | |
|---------------------------|-----------------------------------|-----------|
| 1 Whooper Jr | 3 McDonald's Double cheeseburger | 5 Big Mac |
| 2 McDonald's Cheeseburger | 4 Burger King Double cheeseburger | 6 Whooper |

BURGER MEAL PRICE



- 1 Burger King Double cheeseburger
- 2 McDonald's Double cheeseburger
- 3 Big Mac
- 4 Whooper

IDR 34K IS THE IDEAL PRICE FOR BURGER MEAL

Customers are willing to pay 61% more when it comes to a burger meal. Still this ideal price is way cheaper than the good burger meal deals from Burger King and McDonald's. This is due to burger image as a snack. When something is perceived as a snack, less customers would like to spend more money on it. Those who'd spend are likely to be those who are really into burgers, which are not the majority.

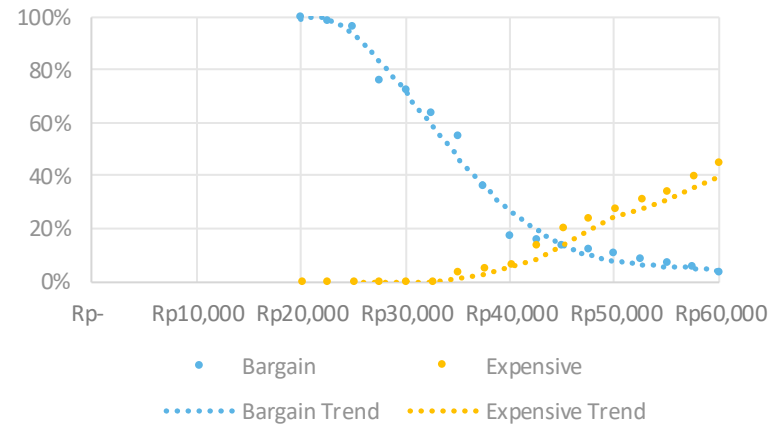
BURGER ASIAN TASTE

PRICE

Total - Burger Asian taste



Total - Burger Asian taste



CUSTOMERS ARE WILLING TO PAY MORE ASIAN BURGER TASTES

Among the small number of customers who like Asian (excluding Indonesian) burger tastes, they are willing to pay 9% to 17% more for burger a la carte and burger meal respectively. The exclusivity of Japanese restaurants might be one of the reasons why customers value Asian burger taste higher than other burgers.

BOI TEAM



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CLIENTS WE HAVE WORKED WITH





QUESTIONS? CALL OR EMAIL US!

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