



# The Effect of Covid on Restaurant Prices

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## INTRODUCTION

Covid-19 has been a great toll on many people's restaurant businesses, and it has changed the way they carry out and process the ways of their business. Many restaurants have lost everything from the hardships of covid-19 with them being unable to keep their businesses running. Fortunately, some businesses have survived the hardships of covid, but now they have to adapt. Covid has made many hurdles for restaurant owners. With restrictions that restaurants have to oblige with and having the supply and demand for meals changing. So now, what have the restaurants done to keep their businesses going? The most important thing in a business is cash because it is used to keep the business running, but where do restaurants get their income? Through the sold meals and beverages they provide. With the struggles restaurant businesses have gone through, they have to take effect if they will change the prices of their meals to try and help the income they receive to keep their restaurants running. With different struggles for restaurants in different cities, what were the effects on the prices of meals in the restaurants? How do meal prices correlate with different cities? So my job is to answer all the questions you are asking.

## DISCUSSION

The research consisted with finding data to further my research the research was qualitative and quantitative. With the qualitative data that was collected I sadly had the inconvenience of not collecting the amount of data I had hoped for in my surveys. With time being a complication and also there being a language barrier the surveys had a only given me a small amount of data that I couldn't really compare upon with the data. With the research there was many factors that needed to be looked at or was missed but time had limited the research.

## ANALYSIS, AND EVALUATION

With the data found it is seen that there are many correlations between the meals prices and the different types of effects on them. Supply has been very difficult for more ethnically authentic cuisines and it is seen in the vietnamese and partially in Mexican restaurants that it has had a great impact on them because their products are harder to get and because of that it has made there products be gained in price so they had substantially increased there meal prices that's why it is seen that the more ethnically authentic cuisines have a higher change in meal prices. With average incomes per city it is seen that the higher the income the higher of a tool there is in meal prices.

## RESEARCH METHODOLOGIES

I will be collecting data in the qualitative and quantitative forms of data. Qualitative data is gathered through surveys that I will create for restaurant owners/managers to answer. The survey will include questions about topics that correlate with my research so that it can help further my research. Some examples of topics of questions on the survey are supply, demand, and workforce. The quantitative data will be collected with the primary goal of finding the price change of meals before and after Covid-19. This will occur with finding menu prices from pre to post covid Yelp postings and comparing their prices. There will also be forms of quantitative data that will go into the research which is the ethnicity rates of the central orange county cities with also data being collected on the popularity of the restaurants within the cities which consists of the number of reviews a restaurant receives. The reason for the restaurants being

chosen into groups of cuisine is because we wanted to have data that spans different types of cuisines and we wanted to see if there is any effect on the type of cuisine on the change of meal prices. We had used these cities for it's very diverse incomes, which was another factor that was looked upon for possibly having an effect on the changes of meal prices

## DATA AND Findings



## CONCLUSIONS, IMPLICATIONS, AND NEXT STEPS

There has been a great increase in the prices of meals in restaurants which is formed by many reasons with our data showing that the more ethnically authentic the restaurant cuisines are then the harder it is to get product and during these tough times it made it even harder and so it affected the prices to go up substantially. The incomes of each city had also shown to correlate with the ethnicity and the amount the prices would raise with lower income cities having less

of a change in meal prices then the higher income cities. The research concluded by our restaurant owners had explained that supply has affected them greatly with also the struggle in finding workers and also finding a sustainable way to upkeep enough customers but also have a profit with the meals they sell. To further my research it is needed that I would go back to the restaurants and I would ask many specific questions to find root causes of the increases and also some decreases in the prices of the meals. With the research that has been conducted there are still many answers that need to be answered to find the true meaning of the data that has been found.

## ACKNOWLEDGEMENTS / REFERENCES

Special thanks to my mentor David Makela who helped all along the way with this research project

Special thanks to Mr.Alvarez and Mrs.Johnson for helping me further my research