

Understanding Consumer Recruitment Drivers

BACKGROUND PROBLEM

The client needed to identify the key drivers of teen brand recruitment in the non-alcoholic beverage category and understand how perceptions, motivations, occasions, and brand attributes influence adoption.

APPROACH PROCESS

- Used factor analysis to group related variables and reduce complexity across the category dataset.
- Applied structural equation modeling to test alternative causal models of recruitment.
- Refined the model with the client through hypothesis-based testing to improve actionability for campaigns.

KEY FINDINGS / OUTCOME

- Brand affinity and favorite-brand status had the strongest direct relationship with recruitment.
- Fun and enjoyment perceptions were the most impactful overall, working through indirect pathways.
- The client shifted away from a taste-only focus and launched new qualitative work that informed advertising.

Understanding Teen Brand Recruitment Drivers

