

Premium Vodka Product

Campaign Evaluation Report

Team 14

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Introduction

Targeted Product: Premium Vodka

Targeted Audiences: 21–29-year-old drinkers

Business Challenge: How does our beverage company rank against other beverage companies the younger consumers' intent to purchase on alcoholic products?

Two Important Concepts

Brand Perceptions: the impression of the brand on the consumer's mind

Consumer's Purchase Intent: the willingness to buy the alcoholic product

Three Statistics Analysis

Correspondence Analysis: competitors analysis on brand positionings

Independent Sample T-Test: consumer profile analysis

Binary Logistic Regression: the impact of brand positionings on purchase intent

Metrics We Will Use

We will conduct an in-person survey to collect responses from 21-29 aged customers, and the scale of variables ranges from 1 to 7.

Exciting_brand (interval data)

I would describe this adult beverage brand as “exciting”.

Innovative_brand (interval data)

I think this adult beverage brand is “Innovative”.

Goodtime_choice (interval data)

I would drink this brand when I want to have a “good time”.

Party_choice (interval data)

I think this beverage brand is “great for a party”.

Nightoutwithfriends (interval data)

I would drink this beverage brand in order to “have a good night out with friends”.

Purchase_intent (interval data)

Would you buy the alcoholic product from this adult beverage brand?

T2BPurchaseIntent (nominal data)

category 1 is low purchase intent (1-4 scores)

category 2 is high purchase intent (5-7 scores)

First: Correspondence Analysis

Before implementing the campaign, we need to do competitor analysis and correspondence analysis. The correspondence analysis can determine which statements are highly associated with our company.

Brand positioning/ Adult beverage company	Our company	Competitor A	Competitor B	Competitor C	Competitor D	Competitor E
I would describe this adult beverage brand as "exciting".						
I think this adult beverage brand is "Innovative".						
I would drink this brand when I want to have a "good time"						
I think this beverage brand is "great for a party".						
I would drink this beverage brand in order to "have a good night out with friends".						

Above is contingency table. We can check which attribute accounts for higher scores, and it could be assumed that this attribute is highly related to our brand positioning.

Second: Independent Sample T-Test

Furthermore, we also want to know how different groups of consumers perceive our brand positionings, an independent sample t-test can help outline the customer profiles. Below is the process of data interpretation with fabricated data:

Step 1: Independent Samples Test

Attribute	Sig.(2-tailed)
Goodtime_choice	0.023
Party_choice	0.000
Nightoutwithfriends	0.024

First, we check if **significance is smaller than alpha (0.05)**. For attributes above, the significance are smaller than 0.05, meaning that they are meaningful variables.

Step 2: Group Statistics

Attribute	Group	Mean
Goodtime_choice	lowpurchaseintent	5.35
	highpurchaseintent	5.92
Party_choice	lowpurchaseintent	4.96
	highpurchaseintent	6.00
Nightoutwithfriends	lowpurchaseintent	4.27
	highpurchaseintent	6.10

Next, we need to identify which group with **higher mean scores**. Basically, the group with higher purchase intent accounts for higher means for three attributes, so it's possible that those consumers will choose our brand when they hold the party or hang out with friends.

Third: Binary Logistic Regression

Lastly, it's necessary to identify how each attribute impacts the customers purchase intent, so we can highlight which attributes contribute to our brand identity. Below is how we do data analysis by using fabricated data:

Step 1: R square & Significance

Model Summary	Nagelkerke R Square
	0.171
Hosmer and Lemeshow Test	Sig.
	0.056

First, we check **Nagelkerke R square**. Generally, 10% is kind of acceptable criteria. In addition, **significance** should be greater than alpha (0.05), so that we could assume it's a good fitting model and do analysis on each attribute.

Step 2: Variables in the Equation

Attribute	Sig.	Exp (B)
Exciting_brand	0.64	0.883
Party_choice	0.00	2.214
Nightoutwithfriends	0.008	1.902

Next step is to determine **the direction and degree of relationship between willingness to purchase and attributes**. Here, we can ignore "Exciting_brand" because its sig. isn't smaller than alpha (0.05), which isn't meaningful. As for other attributes, both are meaningful and have positive relationships. For instances, the higher scores on "Party_choice", it's 2.214 times more likely for consumer to buy our products.

Insights for the Brand

Correspondence Analysis: The correspondence analysis will be an accurate positioning of the brand when compared to other brands as viewed by customers. This will be meaningful for stakeholders as they can not only see what the customers perception of the brand is, but also what the customers perception of the competitors are as well.

Independent Sample T-Test: With the independent sample t-test stakeholders will be able to see what exactly drives customers to make purchases regarding their brand. This brings more meaning to the correspondence analysis by seeing which statements influence a customer's purchase intent, therefore showing stakeholders which brand is successfully associated with the statements most likely to influence purchase intent.

Binary Logistic Regression: While the independent t-test shows the different attributes and how they contribute to purchase intent, the binary logistic regression will provide an even more in-depth analysis for stakeholders to really see which attributes are influencing a customer's purchase intent, if it is significant, and if the relationship is positive or negative. This can help stakeholders easily see where the efforts need to be put to contribute to brand perception and where efforts may need to be removed depending on the outcomes for which attributes influence purchase intent negatively or positively.

Reference

- Cover Photo by Wil Stewart on Unsplash
- Fabricated data is from MKTG811 Problem Set 1 and MKTG811 Problem Set 3