

Favorite brand is not refrigerator brand

Stated identity versus what is actually in the pantry.

What you can measure when qualitative data is coherent at the person level: the same respondent names a different brand depending on how the question is framed — and the pattern replicates across three cultures.

156 SYNTHETIC RESPONDENTS	3 PARALLEL CULTURES	5 QUESTION FRAMES	780 RESPONSES · 0 ERRORS
--	-------------------------------	-----------------------------	------------------------------------

The design

Three parallel studies, one shared structure: 52 synthetic respondents per country (4 segments × 13), across Spain, the United States and the United Kingdom. Each person answered the same five frames in the same interview — a within-subject design, so every person is compared against themselves rather than against group averages.

- **Favorite** — identity
- **Usual** — routine
- **Fridge** — home
- **Receipts** — behaviour
- **No price** — aspiration

The central finding

Mainstream or private-label share moves systematically with the frame. Favorite is the *least* mainstream frame — it activates identity. Receipts is the *most* mainstream — evidence of consumption anchors in habit.

Market	Favorite	Receipts	Shift	No price
Spain	52%	73%	+21pp	0%
United States	62%	81%	+19pp	19%
United Kingdom	54%	65%	+11pp	8%

Mainstream / private-label share by frame. Removing price friction collapses the mainstream share: aspiration wins.

Same person, same interview, two brands

Receipts — behaviour

“Probably Minute Maid, honestly. It’s just the easiest one to grab when I’m trying to get out of the store.”

No price — aspiration

“If price really didn’t matter? I’d go with something like Naked Juice. Those big bottles feel like a splurge — they taste more like actual fruit.”

Same respondent, mainstream segment, USA — unedited, straight from the raw data file. What the data shows is not the brand: it is the movement.

The brand changes. The movement does not.

Market	Receipts	No price
Spain	Hacendado — private label	Freshly squeezed — eco
United States	Great Value / Minute Maid	Naked / organic
United Kingdom	Tesco own-brand	Innocent / freshly squeezed

Each culture trades up to a different aspirational brand when price is removed — but the direction of the movement is identical in all three.

It reasons segment × frame, not one template

Segment	Favorite	Receipts
Mainstream	77%	95%
Price-sensitive	74%	90%
Family	54%	74%
Urban conscious	18%	33%

The urban conscious segment lives in a different brand universe: 17.9% mainstream on their favourite brand, against 76.9% for the mainstream segment. Their stated identity and their consumption already coincide. A single category prototype does not produce that structure.

What this demonstrates — and what it does not claim

It does demonstrate

- Synthetic respondents are sensitive to the elicitation frame: identity versus behaviour.
- The effect is traceable at the person level (within-subject), not only in aggregate.
- It replicates in ES, US and UK with entirely different local brands.

It does not claim

- It does **not** claim to predict any brand’s real market share.
- The aspirational score is **directional** (heuristic coding), not exact. Mainstream share is the robust metric.
- Phase 1, 100% synthetic: **no human benchmark yet.**
- Segments are demographic, not psychometric poles. At 13 per segment, the per-segment read is illustrative.

The same, on your category

Juice is only the showcase. The same machinery answers about another market without a panel to recruit: 52 interviews in under 20 minutes, coherent at the person level rather than averaged across groups.

On cost: it scales with the number of interviews, like any generated data. What disappears is the fixed cost of recruiting and scheduling a panel.

Showcase study · 100% synthetic data · Phase 1 · 2026 · qualisynth.com

No human being was interviewed. All responses were generated by a language model. Regenerated 2026-09-17: two unsupported claims removed — see the generator script in the repository.