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Alienation Testing: Updating With A Holistic Consumer Perspective

Case Study Team:



Michael Nestrud, Ph.D.
Vice President, Research & Innovation
mnestrud@curioninsights.com



Mike Coffel, M.S.
Manager, CMI Nestlé
Nestlé



Carrin Merkel
Director, Strategic Product Insights
cmerkel@curioninsights.com

What Is Consumer Alienation?

- **Consumer Rejection:** An alienated consumer actively rejects a product they had previously accepted or regularly purchased.
- **Product Change as a Cause:** This rejection is typically triggered by changes in the product, such as flavor, packaging, or functionality.
- **Emotional Disconnect:** The consumer experiences a disconnect between their past positive experience and the new product experience, leading to dissatisfaction and loss of loyalty.

Why Do We Change Products?

Consumer Led	Non-Consumer Led
Product superiority	Product changes due to ingredient supply disruption
Competitive entry appeals better	Retailer demands for flavor changes or cost optimization
Private label competition	Competitive pressures, especially pricing
Generational shifts In preferences	New regulations
Responding to new health advice	Change in company product strategy
	Increase in raw materials costs

Why Do We Care?

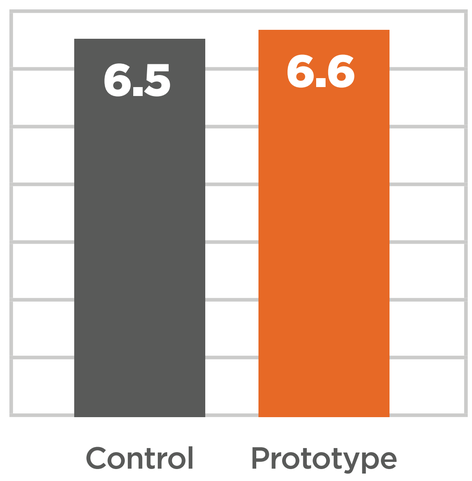
"Alienation" can be measured and helps us quantify the likelihood that perceptible changes in the product could result in a change in overall acceptance and subsequently purchase behavior.

What Are Some Ways To Measure Alienation?

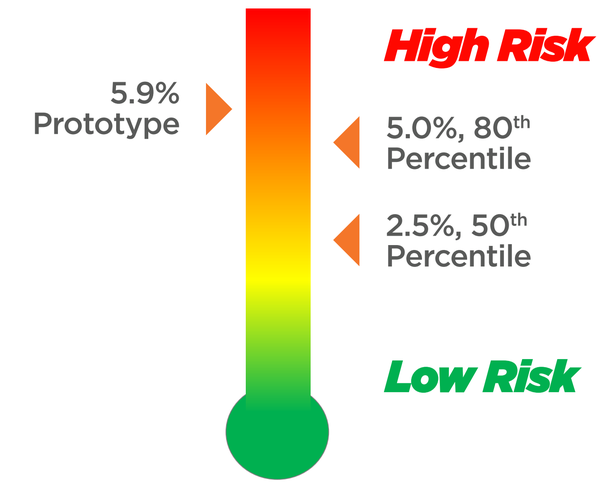
Methods of Measurement
Top Box vs. Bottom Box KPI ratios
60/40 paired preference
Loss in Category Position via Curion Score
Significant superiority on Single KPIs (PI, OAL, OI, etc)
Raise P value to protect against Type II

Why Not Just Use Liking? An Example.

Overall Liking is at Parity...



But Alienation Is High Risk!



Alienation = % Who Liked Control But Disliked Prototype

Call to Action: Why Did Nestlé Decide To Change Protocols?

- Quantitative KPIs are limited to "What is known"
- There is a desire to provide researchers with greater agency over decisions
- The consumer proposition is more complex than ever

The Process

Global Reevaluation of Alienation Methodology

- **Incorporate Language** — Incorporate Consumers' Natural Language in addition to tradional quantitative KPIs
- **Refine With Test & Learn** — Backtest protocols on historical results to evaluate decisions made
- **Best Practices** — Update Best Practices & Communicate

Updating The Action Standards

Consumer language is read and condensed into Low / Medium / High risk on important dimensions

Example: "I am not familiar with a couple [ingredients] and find their addition concerning."

Alienation is framed as monetary risk to the business to help stakeholders be part of the discussion.

FRANCHISE WORTH X ALIENATION
=
FRANCHISE RISK

Advantages of New Protocol

Test Product

$50.0 MM	Test Product Franchise Value
X 5.90%	Alienation Risk - This Study
$2.95 MM	Franchise Risk

Risk Assessment

Action Standard	Risk
Alienation Score	High (5.9%)
Overall Liking	Low (Not Shown)
Consumer Experience	High
JARs	Low (not shown)
Recommendation	***Do Not Change***

Flexible to address complex product and portfolio needs

Ability to translate into Franchise Risk == $$ == language business understands

Greater engagement of research results by knowledgeable stakeholders

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