

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 — and a generic GPT does not produce it systematically.

156

synthetic respondents

3

parallel cultures

5

question frames

780

responses · 0 errors

“Isn’t this just a GPT in disguise?”

It is the legitimate question of any research buyer. A generic wrapper invents plausible brands. What truly sets a synthetic population apart is whether it answers differently depending on HOW you ask — and whether that pattern holds at the person level and across cultures.



Within-subject coherence

The same person, compared against themselves across 5 frames in the same interview.



Frame sensitivity

The answer shifts from identity to habit depending on whether you ask for preference or for evidence of consumption.

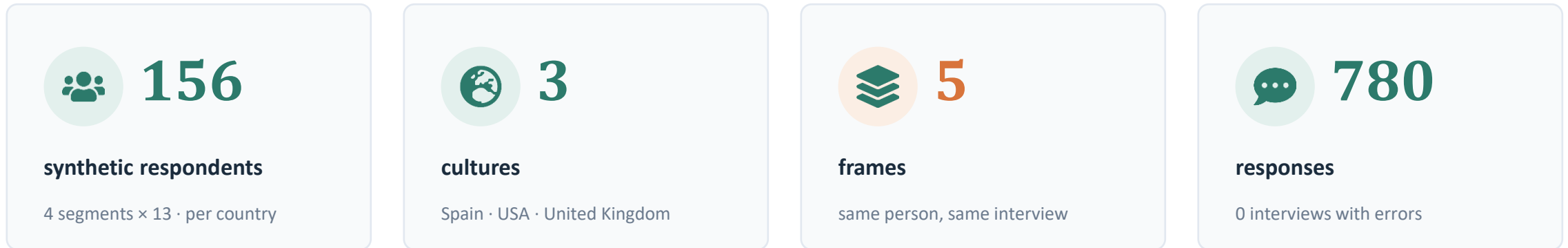


Cross-cultural replication

The same movement appears in ES, US and UK — with completely different local brands.

THE DESIGN

Three parallel studies. One shared structure.



The 5 frames — from the stated self to evidence of consumption

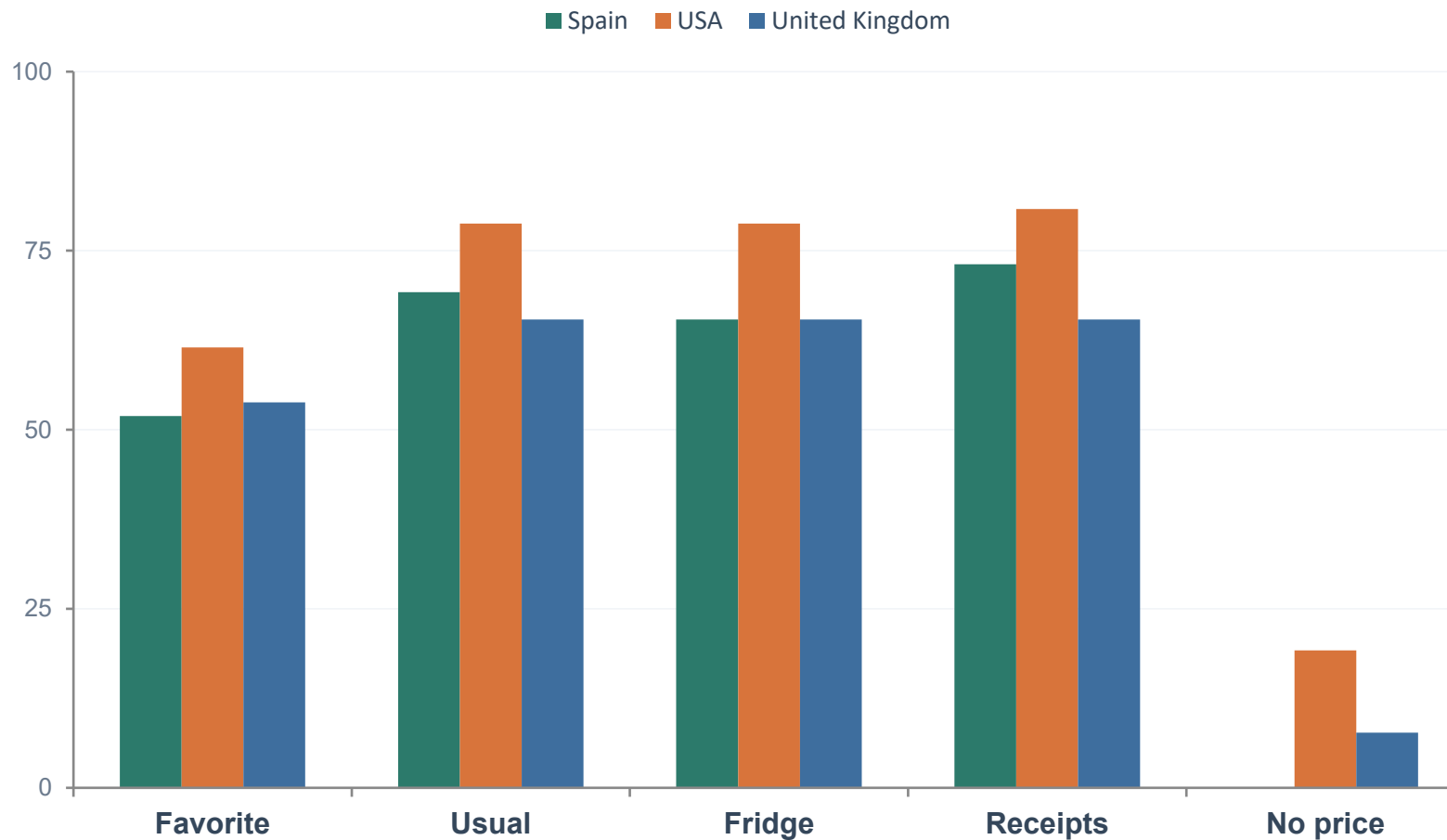


Within-subject design: we compare each person against themselves, not averages across groups.

THE CENTRAL FINDING

The same individual changes brand depending on how you ask

% of responses on a mainstream / private-label brand, by question frame



Favorite = the LEAST mainstream

It is the frame that activates identity.

Receipts = the MOST mainstream

Evidence of consumption anchors in habit.

No price COLLAPSES the mainstream

Without price friction, aspiration wins.

Favorite → Receipts jump: ES +21pp · US +19pp · UK +12pp — same people, more mainstream brand when the question appeals to evidence.

Same person. Same interview. Two brands.



RECEIPTS — behavior

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



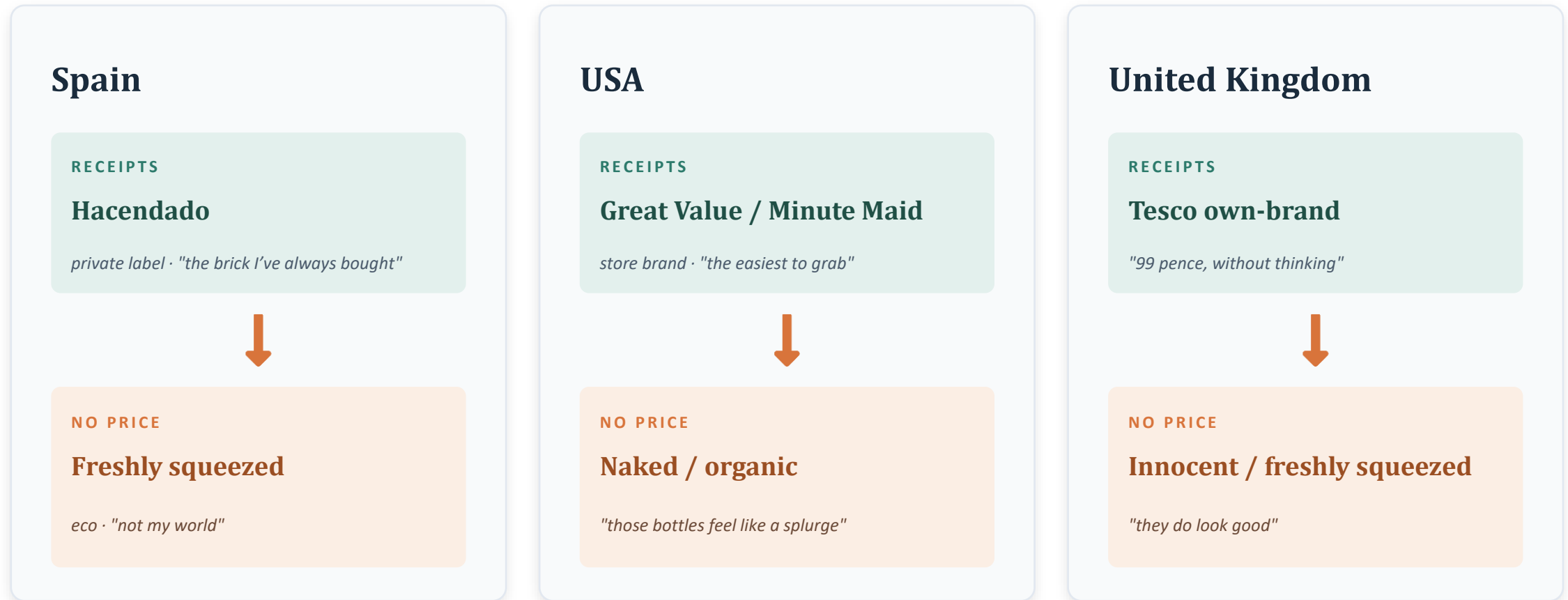
NO PRICE — aspiration

"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."

hu_383c0b2d5a05 · mainstream segment · USA — unedited verbatim, straight from the raw data file.

Anchors on the cheap, easy brand when the question appeals to evidence of consumption; reveals aspirational identity when price is removed. That is the data — not the brand, the movement.

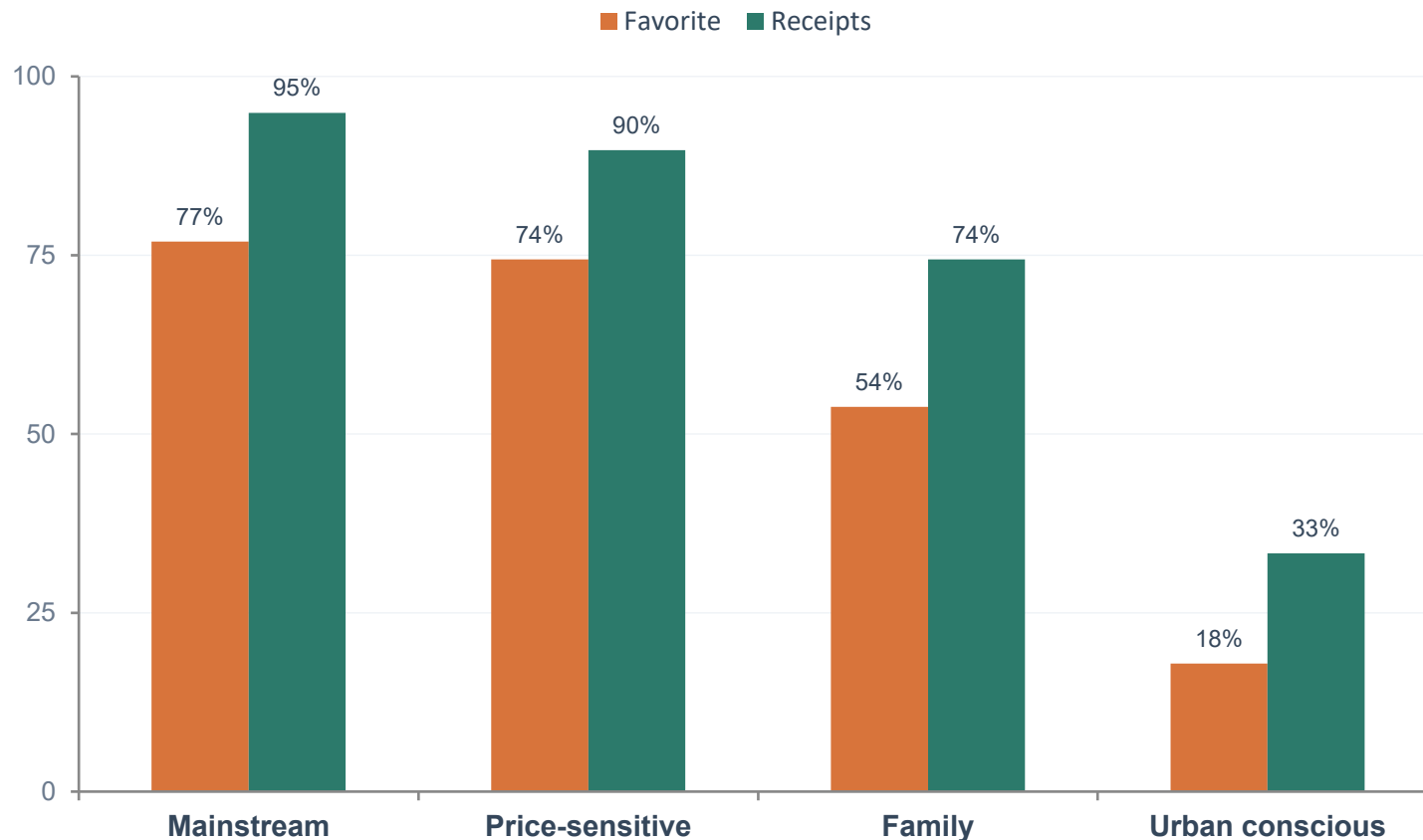
The brand changes. The movement is identical.



Each culture "trades up" to a different aspirational brand when price does not matter — but the direction of the movement is the same across all three countries.

It reasons segment × frame, not one single template

Mainstream share Favorite → Receipts, by segment (ES+US+UK pooled)



The urban conscious segment lives in a different brand universe

17.9%

mainstream on their "favorite" brand — vs 76.9% for the mainstream segment.

Their identity and consumption already coincide. A single category prototype does not produce this structure: it requires reasoning over segment and frame at once.

What it demonstrates — and what it does NOT claim



It DOES demonstrate

- Synthetic respondents are sensitive to the elicitation frame: identity vs behavior.
- The effect is traceable at the person level (within-subject).
- It replicates in ES, US and UK with 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.
- Phase 1, 100% synthetic — no human benchmark yet.

Validation against real humans (Mirror View) is available when the study calls for it — not a default, an activatable option.

WHAT YOU CAN ACHIEVE

The same — on YOUR category

Juice is just the showcase. The same machinery responds about your market in minutes, with no panel to recruit.



Pitch / Deck Reality Check

Stress-test your brand narrative against a coherent population before spending on fieldwork.



Concept Divergence Test

Spot where segments split on a concept — and which ones live in a different universe.



Message / Positioning Pre-Test

Find out whether your claim measures aspirational identity or real habit. The difference between an insight and a mirage.

In minutes

52 interviews in <20 min

No panel to recruit

cost does not scale with N

Coherent per person

not averages across groups

Human validation

optional, when it matters

QualiSynth

Synthetic qualitative data — coherent at the person level, replicable across cultures, and falsifiable by design.

Favorite brand is not refrigerator brand. Knowing which one you are measuring is the difference between an insight and a mirage.

qualisynth.com

Showcase study · 100% synthetic data · Phase 1 · 2026

