

## CASE STUDY

# Identifying the specific emotions boat purchasers feel that drive decision-making, which are then tracked over time

## Objectives

- A major goal for the client was to identify the emotional drivers of purchasing a boat in addition to the rational drivers, which they already knew something about
- The client's and competitors' brands are compared on how well they perform on the feelings (and brand and product attributes) that drive purchasing to identify opportunities

## Research Design

- 2,093 boat owners and intended purchasers completed the survey
- The study will be repeated annually to understand changes in the market and impact of changes in product and marketing

## Results

- The research identified the specific feelings about oneself that are highly predictive of boat purchasing
- The client is using these findings to develop more emotional messaging and to guide product development
- Performance on emotional drivers will be tracked to understand the impact of marketing and product improvements