

# Market Driver Modeling assesses competitor performance on the factors that most influence purchasing behavior

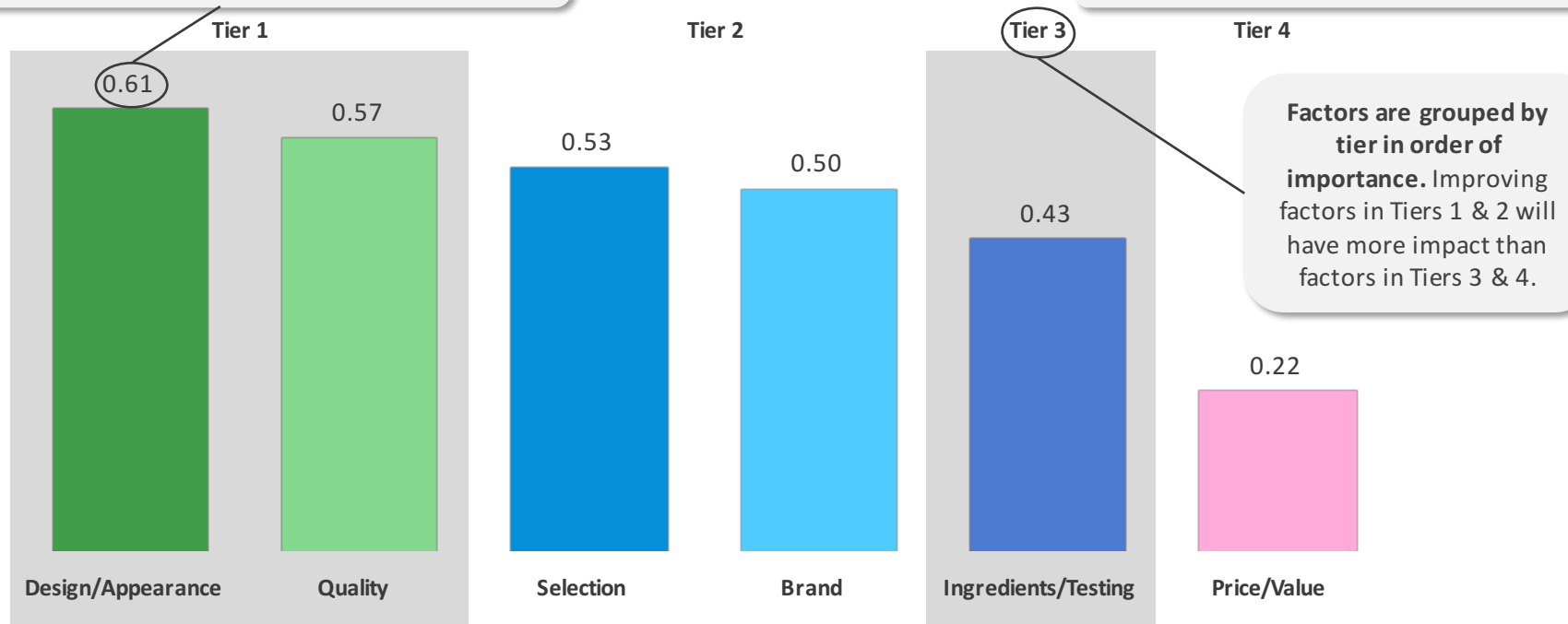
Using structural equation modeling, we identify clusters of performance indicators – the market drivers.

Each market driver is assigned an impact score, derived using the following dependent variables:

**Satisfaction, Likelihood to Recommend, Likelihood to Repurchase, and Share of Wallet (professional model only).**

Each market driver has a calculated **Impact Score** that represents its **relative importance**.

*Beauty Market Example*



Buyer behavior is influenced by a different mix of market drivers in each retail segment, and we identify leaders and laggards at the overall (summative) level and within each driver for every segment

Beauty Products	Children's Clothing	Consumer Electronics	Home Furniture	Home Product	Pet Supplies	Sports Supplies	Women's Clothing
Design/ Appearance (0.61)	Design/ Style (0.69)	Quality (0.55)	Design/Style (0.80)	Design/Style (0.84)	Quality (0.76)	Quality (0.64)	Design/ Appearance (0.76)
Quality (0.57)	Quality (0.59)	Brand (0.52)	Brand (0.78)	Brand (0.70)	Ingredients/ Taste (0.70)	Technology (0.58)	Quality (0.70)
Selection (0.53)	Selection (0.57)	Design/Style (0.51)	Quality (0.75)	Quality (0.63)	Brand (0.63)	Selection (0.52)	Selection (0.63)
Brand (0.50)	Brand (0.45)	Selection (0.46)	Selection (0.67)	Selection (0.60)	Selection (0.59)	Brand (0.46)	Brand (0.59)
Ingredients/ Testing (0.43)	Price/Value (0.26)	Support/ Convenience (0.45)	Price/Value (0.23)	Price/Value (0.26)	Price/Value (0.29)	Price/Value (0.34)	Price/Value (0.29)
Price/Value (0.22)	Convenience (0.20)	Price/ Value (0.28)	—	—	—	Convenience (0.30)	—

*We've evaluated the performance of dozens of competitors  
on each driver within each segment.*

Find out where your company and your competitors stand by reaching out to:

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