

Kurlon Report

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Summary

Customer Profiling and Segmentation

The user research interviews for Kurlon reveal a brand that successfully caters to a diverse customer base while maintaining a strong focus on sleep quality and comfort. Several key themes emerge from the findings:

1. **Broad Market Appeal:** Kurlon has positioned itself as a versatile brand, appealing to a wide range of demographics from middle to upper-middle-class urban families. This diversity is reflected in their product pricing, which spans from budget-friendly to premium options, allowing the brand to capture various income segments within the Indian market.
2. **Customer Lifestyle and Aspirations:** Kurlon's customers exhibit varied lifestyles, from career-focused individuals to those prioritizing home improvement and travel. This diversity in customer profiles presents both opportunities and challenges for targeted marketing and product development.
3. **Technology and Digital Engagement:** There's a clear trend towards digital platforms for entertainment and information among Kurlon customers. This insight offers potential avenues for enhanced digital marketing strategies and customer engagement.
4. **Sleep Quality Focus:** Customers consistently prioritize comfort, support, and durability in their mattresses, with medium-firm options being most popular. The research highlights the importance of not just the mattress itself, but the overall sleep environment in determining sleep quality.
5. **Health and Wellness Awareness:** There's a growing consciousness among customers about mattress hygiene, temperature regulation, and orthopedic support. This awareness aligns well with Kurlon's focus on health benefits and technological advancements in their products.
6. **Demographic Influences:** Factors such as age, income, family structure, occupation, and geographic location significantly impact customer preferences and purchasing decisions. This underscores the need for targeted marketing and product development strategies.

The research suggests that Kurlon has successfully positioned itself as a brand that caters to diverse needs while maintaining a focus on sleep quality and health benefits. However, there are opportunities for further growth and improvement. These include developing more targeted marketing campaigns, expanding the product range to address evolving customer needs, strengthening the brand's positioning in terms of technological advancement and health benefits, and enhancing distribution networks.

To capitalize on these insights, Kurlon could consider developing complementary products that enhance the overall sleep environment, educating customers about sleep hygiene, and leveraging digital platforms for more personalized marketing and customer engagement. Future research could delve deeper into the interaction between demographic and psychographic factors to provide an even more nuanced understanding of customer segments and their specific needs.

Brand Perceptions and Positioning

Kurlon emerges as a well-established and trusted mattress brand in the Indian market, with a strong reputation built on a foundation of reliability, affordability, and quality. The brand's success stems from its ability to cater to a wide range of customer segments while maintaining a consistent image of value and trustworthiness.

Key strengths of the Kurlon brand include:

1. Broad appeal across diverse demographics, particularly resonating with middle-class and budget-conscious consumers
2. Strong emotional connections based on trust, comfort, and familiarity
3. Perceived superior value for money compared to competitors
4. Wide availability and accessibility
5. Diverse product range catering to various needs and preferences

However, the research also reveals areas for potential improvement:

1. Enhancing premium offerings to compete more effectively in the high-end market
2. Improving in-store experiences to match the quality of products
3. Addressing specific product issues such as heat retention in some models
4. Increasing appeal to younger, tech-savvy consumers
5. Strengthening online presence and digital marketing efforts

To maintain its competitive edge and expand its market share, Kurlon should consider:

1. Emphasizing its health benefits and orthopedic options more prominently
2. Innovating to address specific customer pain points while maintaining core brand values
3. Tailoring marketing strategies to target specific customer segments, particularly younger demographics
4. Enhancing the in-store experience to align with the brand's quality reputation
5. Leveraging its brand equity to explore new product categories or market segments

By focusing on these areas, Kurlon can reinforce its position as a leading mattress brand that offers quality, comfort, and value across diverse customer needs. The brand's ability to balance its trusted legacy with innovation and targeted improvements will be crucial in maintaining customer loyalty and attracting new segments in an increasingly competitive market.

Purchase Decision-Making and Channel Preferences

The user research for Kurlon reveals a complex interplay between online and offline channels throughout the customer journey, with distinct preferences and behaviors across different demographic segments. Several key themes emerge:

1. **Multi-faceted Decision-Making Process:** Comfort remains the primary factor in mattress purchase decisions, but the importance of price, brand reputation, and health benefits varies among customer segments. Kurlon's success stems from its ability to cater to diverse needs, offering a range of products that balance these factors. To maintain its market position, Kurlon should continue emphasizing comfort and value while addressing emerging priorities like health benefits and temperature regulation.
2. **Omnichannel Research and Purchase Behavior:** Customers engage in a dynamic research process that combines online and offline sources. While online platforms serve as a starting point for research and comparison, the tactile nature of mattresses makes offline experiences crucial in final decision-making. Younger, tech-savvy consumers lean towards online sources, while older consumers and those making high-value purchases rely more on in-store experiences. This highlights the need for Kurlon to develop a seamless omnichannel strategy that caters to diverse preferences.
3. **Critical Role of In-Store Experiences:** Physical store visits and salesperson interactions often serve as the tipping point in purchase decisions, even for customers who begin their search online. The ability to examine products, receive personalized recommendations, and get immediate answers significantly influences customer confidence. This is particularly important for budget-conscious, health-focused, and family decision-makers. Kurlon should invest in comprehensive staff training, create inviting store environments, and implement confidence-building policies like trial periods to leverage this aspect of the customer journey.
4. **Offline Purchase Preference with Online Research:** Despite the importance of online research, there's a strong preference for offline mattress purchases across demographic groups. This is driven by the need for tactile experiences and immediate feedback. To address this, Kurlon could explore innovative solutions like virtual reality experiences or more comprehensive online product information to bridge the gap between online research and offline purchases.
5. **Impact on Customer Satisfaction and Brand Loyalty:** The multi-channel approach significantly influences customer satisfaction, decision-making, and brand loyalty. While online channels are crucial for initial research, the in-store experience remains key to final purchase decisions and overall satisfaction. To capitalize on this, Kurlon should focus on enhancing their online presence, improving online-offline integration, investing in in-store experiences, and developing a robust omnichannel customer support system.

These insights suggest that Kurlon's strategy should focus on creating a seamless, integrated experience across all channels, tailoring approaches to different customer segments, and leveraging the strengths of both online and offline touchpoints. By addressing these areas, Kurlon can optimize its multi-channel strategy to better meet customer needs, leading to increased satisfaction, more informed decision-making, and stronger brand loyalty.

Product Experience, Expectations, and Development

The Kurlon brand emerges as a respected player in the mattress market, with a reputation for quality, comfort, and affordability. However, the research reveals a complex landscape of diverse customer needs and expectations, presenting both challenges and opportunities for the brand.

A recurring theme is the importance of personalization and segmentation. Kurlon's customers exhibit varied preferences for comfort, support, and features, largely influenced by factors such as age, health concerns, family situation, and lifestyle. This diversity underscores the need for a wide product range and tailored marketing strategies to effectively address different customer segments.

Comfort and support emerge as critical factors, with users seeking a delicate balance between softness and firmness. The emphasis on back and spine support, particularly among health-conscious consumers, highlights an opportunity for Kurlon to strengthen its position in the health and wellness segment.

While Kurlon generally receives positive feedback, some areas for improvement are evident. Heat retention, initial adjustment periods, and limited waterproofing are cited as drawbacks. Addressing these issues through product innovation could significantly enhance customer satisfaction and differentiate Kurlon in the market.

The research indicates strong potential for Kurlon to expand into additional sleep-related products, particularly pillows and protective bedding. The brand's established trust provides a solid foundation for this expansion, though success will depend on maintaining quality standards and competitive pricing.

An interesting insight is the varying awareness and perception of Kurlon's warranty and after-sales services across different customer groups. This suggests an opportunity to improve communication and tailor service offerings to different segments, potentially strengthening customer loyalty and brand perception.

Innovation emerges as a key area for focus, with customers expressing interest in advanced materials, health-oriented features, customization options, and integrated accessories. By addressing these unmet needs, Kurlon can appeal to a broader range of customers, from tech-savvy consumers to health-conscious individuals.

Overall, the research paints a picture of a brand with a strong foundation but facing the challenge of meeting increasingly diverse and sophisticated customer needs. By leveraging its strengths in quality and affordability while investing in innovation and personalization, Kurlon has the potential to significantly enhance its market position and customer satisfaction across various segments.

Market Positioning and Strategic Opportunities

The user research interviews for Kurlon reveal several recurring themes and important aspects that provide valuable insights for the brand's market positioning and strategic opportunities:

1. **Diverse Product Range and Pricing Strategy:** Kurlon's broad product range and competitive pricing resonate well with middle and upper-middle-class consumers. The brand's perceived value lies in its ability to offer quality, comfort, and durability at various price points. However, there's an opportunity to implement a more nuanced pricing strategy to cater to different customer segments' specific needs and price sensitivities.
2. **Brand Perception and Value Proposition:** Kurlon is recognized for its established reputation, quality-to-price ratio, and focus on comfort and health benefits. The brand's durability and warranty are also key selling points. To strengthen its market position, Kurlon should continue to emphasize these core values while adapting its messaging to address the unique preferences of different customer segments.
3. **Segmentation and Targeted Marketing:** There's a significant opportunity for Kurlon to differentiate its products and marketing messages across various customer segments. By developing segment-specific product lines and crafting targeted marketing campaigns, Kurlon can appeal to a broader range of consumers, including different age groups and lifestyles. This approach would allow the brand to maintain its core identity while addressing diverse consumer needs.
4. **Innovation and Sustainability:** Investing in technology and sustainability initiatives emerged as a potential way to attract forward-thinking consumers. Balancing tradition with innovation could help Kurlon maintain loyalty among long-time customers while appealing to new, environmentally-conscious consumers.
5. **Unmet Needs and Market Expansion:** The interviews revealed several unmet needs and underserved demographics, presenting significant opportunities for Kurlon to expand its market share. By developing innovative products and enhancing its marketing strategies to reach specific customer segments, Kurlon can position itself as a comprehensive sleep solutions provider.
6. **Customer Experience Enhancement:** Improving the overall customer experience, both online and in-store, was identified as a key area for growth. This suggests that Kurlon should focus on enhancing its omnichannel presence and ensuring a seamless customer journey across all touchpoints.

In conclusion, the user research highlights Kurlon's strong foundation in the mattress market, built on its reputation for quality and value. To capitalize on this position, the brand should focus on refining its segmentation strategy, developing targeted products and marketing campaigns, investing in innovation and sustainability, and enhancing the overall customer experience. By addressing these key areas, Kurlon can strengthen its market position, appeal to a broader range of consumers, and effectively compete in the evolving mattress market.

Customer Profiling And Segmentation

Customer Demographics Analysis

Key Takeaways

Kurlon caters to a broad spectrum of customers, with its core demographic being middle to upper-middle-class urban families. The brand appeals to both young couples starting their families and established households with school-age children. Customers typically have stable, white-collar jobs or run small to medium businesses, with education levels ranging from graduate to postgraduate degrees.

The wide range of mattress prices (12,000 - 50,000+ INR) indicates that Kurlon successfully targets different income segments, offering products that cater to budget-conscious consumers as well as those seeking premium options. This diverse customer base suggests that Kurlon has positioned itself as a versatile brand capable of meeting the needs of various demographic segments within the Indian market.

Further research could explore how Kurlon's marketing strategies differ across these segments and whether there are untapped demographic groups that could be potential growth areas for the brand.

Synthesized Insights

Based on the analysis of the interview data, Kurlon customers represent a diverse demographic across various segments. The brand caters to a wide range of consumers, from young couples to established families, spanning different income levels and occupations. This analysis delves into the common demographic characteristics of Kurlon customers and explores how these vary across different segments.

1. Age and Family Structure

Kurlon customers span a wide age range, typically between **25 and 50 years old**. The majority of interviewed customers fall into two main categories:

a) Young Couples and New Families:

- **Age Range:** Late 20s to mid-30s
- **Marital Status:** Recently married (1-5 years) or with young children
- **Examples:**
 - Subham and Payel (35 and 23+)
 - Meenu and Kiran (26 and 30)
 - Aishwarya and Nikhil (35)

b) Established Families:

- **Age Range:** Late 30s to late 40s
- **Marital Status:** Married for 10+ years with school-age or teenage children
- **Examples:**
 - Jai and Nandita (40 and 33)
 - Lokesh and Shakti (both 38)
 - Abhijeet and Supriya (40)

Family Structures:

- **Nuclear Families:** Couple with 1-2 children

- **Joint Families:** Couple, children, and grandparents

2. Occupation and Education

Kurlon customers come from diverse professional backgrounds, with a notable concentration in white-collar jobs:

a) IT and Software Professionals:

- Several interviewees work in the IT sector
- **Examples:** Aishwarya and Nikhil (software engineers), Nagraj (IT professional)

b) Teachers and Educators:

- A significant number of customers work in education
- **Examples:** Deepankar (school teacher), Divya (teacher)

c) Business Owners and Entrepreneurs:

- Some customers run their own businesses
- **Examples:** Kamal (garment factory owner), Chirag (retail garment business)

d) Corporate Professionals:

- Various corporate roles are represented
- **Examples:** Prasenjit (HR), Meenu (tax associate), Arun (Area Sales Manager)

Education Levels:

- Vary but tend to be high, with many customers holding graduate or postgraduate degrees.

3. Income Level and Purchasing Power

While exact income levels are not provided, we can infer a range based on purchasing behavior and housing situations:

a) Middle-Class Segment:

- **Characteristics:** Budget-conscious but willing to invest in quality
- **Mattress Purchase Range:** 12,000 - 20,000 INR
- **Examples:** Prasenjit and Monimala (14,000 INR), Abhijeet and Supriya (14,000 INR)

b) Upper-Middle-Class Segment:

- **Characteristics:** More flexible budgets, prioritizing quality and features
- **Mattress Purchase Range:** 20,000 - 30,000 INR
- **Examples:** Lokesh and Shakti (19,000 INR), Balaji (25,000 INR)

c) Affluent Segment:

- **Characteristics:** Higher disposable income, focus on premium products
- **Mattress Purchase Range:** 30,000+ INR
- **Example:** Neha (50,000 INR for two mattresses, original price 80,000 INR)

4. Geographic Distribution

The interviews reveal Kurlon customers across various urban centers in India:

- **Bangalore:** Multiple interviewees (e.g., Aishwarya and Nikhil, Balaji)

- **Kolkata:** Several respondents (e.g., Prasenjit and Monimala, Abhijeet and Supriya)
- **Delhi:** Some interviewees (e.g., Vaishali and Kamal)

This suggests that Kurlon has a strong presence in major metropolitan areas.

5. Housing Situation

Kurlon customers exhibit diverse housing situations:

- **Owned Apartments or Houses:** (e.g., Prasenjit and Monimala, Lokesh and Shakti)
- **Rented Accommodations:** (e.g., Deepankar and Sujata)
- **Multi-Generational Family Homes:** (e.g., Aishwarya and Nikhil)

Many customers are in the process of upgrading their living situations or planning future home improvements, indicating upward mobility and aspirational lifestyles.

Quotes By Respondents

- *"R: I am in private sector as HR."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about his occupation)
- *"R: Payel Debnath, my age is 23+ years. R: My name is Subham Debnath, I am 35years old."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when the respondents were asked to introduce themselves)
- *"M: How old are you? R: 40. M: Nandita? W: 33. M: What you do? R: Business. M: What business? R: Decorating. M: Marriage decoration or what? R: Everything. M: You do pendal decoration or what? R: I may not do but I take orders. I decorate mostly marriages, basically events. M: What about you Nandita? W: I am housewife."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when the moderator asks for their names and ages)
- *"Me, wife and kids stay upstairs, one is 10 years old son and one is 5 years old daughter. Me working with Wipro and she is working with Amoliq."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing their family composition)
- *"R: I thought it will be somewhere between 8 or 9 thousand. This cost us 14 thousand something."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the final cost of their new mattress)
- *"I have a big house in Noida. I have a big house in Indirapuram. But I don't stay there. If I stay there, my expenses will increase. Living costs will increase. Then how will I send my children? It's not that I spend on expensive things. Even though I have so much, I don't buy. Because I don't know where to invest. I don't know where to get returns. I've invested in my daughter. If I don't get returns from her, I won't know where to get them. My house is so beautiful. If you see my house in Noida, it's like a palace. My house is in Amrapali Sanctuary and Park. My house is in Amrapali Village."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing her properties and investment choices)
- *"I got Rs. 30,000 discount, this was originally Rs. 80,000. I got it for Rs. 50,000."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the original price and discount of her mattress)
- *"Hi, this is Meenu. I'm 26 years old and from Bangalore. I work at Accenture as a tax associate."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when introducing themselves at the beginning of the interview)
- *"We are family of 7. I stay in a joint family and as he is from Tumkur we are staying here so that it will be nearby to his office. and so, we decided to stay here and it's a 2 floored house. in the ground floor my grandparents are there and here my parents and we both are staying and my brother has come from Canada and he is going back."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when aishwarya describes their living situation)
- *"H: My name is Kamal and my age is 35yrs. I have done my education from Delhi only and I am Post Graduate, I have done MBA Finance and my parents are also from Delhi only but their background like my grandparents were from Haryana, they belonged to Haryana."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when kamal introducing himself and his family background)

Customer Lifestyle And Aspirations

Key Takeaways

The lifestyle patterns, aspirations, and future goals of Kurlon customers are diverse and multifaceted. They range from career-focused individuals balancing work and family life to those prioritizing home improvement and travel experiences. Housing situations vary from joint family setups to modern apartments, reflecting the diverse socio-economic backgrounds of Kurlon's customer base. Entertainment preferences show a strong inclination towards digital platforms, with social media and OTT services playing a significant role in daily life. These insights provide a rich understanding of Kurlon's customer segments, offering valuable information for tailoring products and marketing strategies to meet the varied needs and aspirations of their diverse customer base.

Synthesized Insights

The analysis of interviews with Kurlon customers reveals diverse lifestyle patterns, aspirations, and future goals across various segments. These insights provide a comprehensive understanding of how housing situations and entertainment preferences influence their choices and behaviors. This exploration offers valuable perspectives on the multifaceted nature of Kurlon's customer base.

1. Lifestyle Patterns Among Kurlon Customer Segments

Work-Life Balance and Daily Routines

Kurlon customers exhibit a range of lifestyle patterns, often dictated by their occupations and family structures. Many interviewees have demanding work schedules, with some working in IT or corporate sectors and others running their own businesses.

- **Example:** Aishwarya and Nikhil, both software engineers, have adapted to work-from-home arrangements, while Kamal runs his own garment manufacturing business with long hours.

The daily routines of Kurlon customers often revolve around balancing work commitments with family responsibilities.

- **Example:** Meenu, a tax associate at Accenture, has a packed schedule that includes a two-hour commute, while her husband Kiran works in shifts. This pattern of busy professionals juggling work and home life is common

among the interviewees.

Family-Centric Lifestyles

Many Kurlon customers lead family-centric lifestyles, focusing on children's education and family activities.

- **Example:** Prasenjit and Monimala spend time helping their son with studies and watching cartoons together. Similarly, Deepankar and Sujata prioritize their son's education and extracurricular activities like swimming and cycling.

Health and Wellness

There's a growing emphasis on health and wellness among Kurlon customers. Several interviewees mentioned engaging in activities like yoga, exercise, and morning walks.

- **Example:** Subham does yoga and exercise in the morning, while Jai Shah Baxi expressed a desire to keep his body fit to fulfill his dreams and family responsibilities.

2. Aspirations and Future Goals Influencing Lifestyle Choices

Career Advancement and Financial Growth

Many Kurlon customers aspire to career advancement and financial growth, significantly influencing their lifestyle choices.

- **Example:** Prasenjit aims for career betterment within Kolkata, while Monimala expresses a desire to work and contribute financially to the family. These aspirations often lead to choices that prioritize work and financial stability.

Education and Children's Future

A common aspiration among Kurlon customers is to provide quality education for their children. This goal shapes many of their lifestyle decisions, from choice of residence to daily routines.

- **Example:** Abhijeet and Supriya want their daughter to study abroad, possibly at a prestigious institution like Oxford, influencing their financial planning and lifestyle choices.

Home Ownership and Improvement

Many interviewees expressed aspirations related to home ownership or improvement.

- **Example:** Neha and Raj plan to renovate their entire house and potentially move to a bigger home in a better society. These goals often lead to careful financial planning and influence decisions about current living arrangements.

Travel and Experiences

Travel emerges as a significant aspiration for many Kurlon customers.

- **Example:** Interviewees like Lokesh and Shakti enjoy activities such as sky-diving and scuba diving, indicating a desire for unique experiences. Others, like Meenu and Kiran, aspire to international travel, with plans for a trip to Paris.

3. Housing Situations and Entertainment Preferences

Diverse Housing Situations

Kurlon customers represent a range of housing situations, from those living in joint families to nuclear families in apartments.

- **Example:** Some, like Subham and Payel, live in older family homes, while others like Aishwarya and Nikhil reside in newer apartments. The housing situation often reflects the family structure and financial status of the customers.

Home Improvement and Decor

Many interviewees showed a keen interest in home improvement and decor.

- **Example:** Neha mentions plans for renovations including wall designing and wallpaper. This interest in home aesthetics often extends to their choice of mattresses and other home furnishings.

Entertainment Preferences

Kurlon customers exhibit diverse entertainment preferences, with a significant inclination towards digital platforms.

- **Example:** Many interviewees mentioned using OTT platforms like Amazon Prime, Netflix, and Hotstar for watching movies and series. Aishwarya enjoys watching Telugu movies and Korean series, while Nikhil prefers content related to finance on platforms like Quora and LinkedIn.

Social Media Usage

Social media plays a significant role in the entertainment and information consumption of many Kurlon customers.

- **Example:** Platforms like Instagram, Facebook, and YouTube are widely used for various purposes, from watching cooking videos and travel vlogs to following fashion trends and motivational content.

Television and Traditional Media

While digital platforms are popular, traditional television still holds a place in many households.

- **Example:** Shows like "Taarak Mehta Ka Ooltah Chashmah" and news channels were mentioned by several interviewees as part of their daily entertainment routine.

This structured analysis highlights the diverse lifestyles, aspirations, and preferences of Kurlon's customer base, providing a deeper understanding of their behaviors and choices.

Quotes By Respondents

- *"Then I teach my son and also prepare something for dinner. Then I feed him, chat with him so that I know what he did in his school, what naughty things he did or his friends did. I try to know all these, he says it like a story. [...] Then we sit with our child and he watches cartoon"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when monimala describes her evening routine with her son)
- *"Yes, my main wish is for my son to go abroad."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing their future plans and wishes)
- *"As I have to reach school within 10: 30am, so I wake up at 6: 30 or 7am. I do some exercise, then I take my bath and worship to God and go out after having food."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about his daily routine, subham describes his morning activities.)
- *"W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed should be proper. The pillow, bedsheet should be proper. M: Why these things are important? W: Otherwise you will not get comfort. R: Rest is needed, comfort is needed."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing factors affecting sleep quality)
- *"I want to be rich in next 5 years. I wish to lead a lavish lifestyle."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, the husband expressing his future aspirations)
- *"R: Everything comes under travelling like multiple cuisines, I like driving and then I like to do activities. M: Like what? R: I did sky-diving, I did scuba diving."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, lokesh describing his interests)
- *"I want her to be independent, good education, a better job, I want to see her established. That will give me mental satisfaction."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about expectations for their daughter)
- *"I think it should definitely have a view of the Eiffel Tower since we're planning for Paris. We're expecting great service, and we want something luxurious. That's why it's taking us longer to plan."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing their plans for an international trip)
- *"H: Officially it's 7, but we will not be able to log out at 7. W: Yes, going to office is better, like from 10-7 your work will be done and you will be able to come back home after that. H: Before covid that was there but now that practice is not there. even after coming home meetings will be there at times."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing their work-from-home routine using technology)
- *"The hardness was the main issue. It didn't feel like a proper bed anymore; it was more like a mat. I started getting neck pain, so we decided it was time to change the mattress and the pillows together."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining the trigger for buying a new mattress)

Tech And Social Media Habits

Key Takeaways

Kurlon customers exhibit diverse technology usage and social media habits, with clear patterns emerging across different segments. By understanding these patterns, Kurlon can tailor its digital marketing and customer engagement strategies to effectively reach and resonate with various customer groups. Future research could focus on quantitative analysis of platform usage and content preferences to further refine these insights and inform targeted marketing initiatives.

Synthesized Insights

The analysis of interviews with Kurlon customers reveals diverse technology usage and social media habits across different customer groups. This comprehensive overview explores the most commonly used technology platforms, variations in social media habits, and content consumption patterns among Kurlon customers.

1. Most Commonly Used Technology Platforms

a) Social Media Platforms:

- **Facebook** and **Instagram** emerge as the most popular social media platforms among Kurlon customers.

- **WhatsApp** is widely used for communication and participating in various groups.
- **YouTube** is frequently mentioned as a platform for both entertainment and information.
- Some customers also use **LinkedIn** and **Twitter**, particularly for professional networking.

b) OTT Platforms:

- **Amazon Prime** and **Netflix** are the most commonly mentioned OTT platforms.
- Other platforms like **Hotstar**, **Zee5**, **Sony Liv**, and **Disney+ Hotstar** are also used by some customers.

c) Smart Devices:

- **Smartphones** are ubiquitous among Kurlon customers for accessing social media and OTT content.
- **Smart TVs** and **Fire TV sticks** are used for streaming content on larger screens.
- **Laptops** are commonly used, especially for work-from-home arrangements.

2. Social Media Habits Across Customer Segments

a) Age-based Differences:

- **Younger customers** (20s-30s) tend to be more active on social media, using multiple platforms regularly.
- **Middle-aged customers** (40s-50s) show varied engagement levels, with some being active users and others more limited in their usage.

b) Occupation-based Variations:

- **Working professionals**, especially in IT and corporate sectors, use social media for both personal and professional purposes.
- **Homemakers** tend to be more active on platforms like Facebook and Instagram, often following lifestyle, cooking, and parenting content.

c) Gender Differences:

- **Female respondents** generally show higher engagement with social media, particularly on Instagram and Facebook.
- **Male respondents** often use social media more selectively, focusing on specific interests or professional networking.

d) Urban vs. Semi-urban Differences:

- **Urban customers** appear to have higher engagement with multiple social media platforms and OTT services.
- **Semi-urban customers** show a preference for more established platforms like Facebook and YouTube.

3. Content Consumption Patterns

a) Entertainment:

- **Movies** and **web series** on OTT platforms are popular across all segments.
- **YouTube** is widely used for watching short-form content like reels and vlogs.
- **TV serials** and **reality shows** remain popular, especially among homemakers.

b) Information and Learning:

- **YouTube** is a primary source for tutorials, product reviews, and educational content.
- Many customers follow influencers and content creators for lifestyle tips, cooking recipes, and financial advice.

c) News and Current Affairs:

- **Social media platforms**, especially Facebook and Twitter, are used to stay updated on news.
- Some customers prefer dedicated news channels on TV or news apps.

d) Professional Development:

- **LinkedIn** is used by working professionals for networking and industry updates.
- **YouTube** and specialized online platforms are used for skill development and learning.

e) Shopping and Product Research:

- **E-commerce platforms** like Amazon and Flipkart are used for online shopping and product research.
- **Social media platforms**, particularly Instagram, influence purchasing decisions through ads and influencer recommendations.

4. Key Insights and Implications

a) Platform Diversity:

Kurlon customers use a wide range of technology platforms, suggesting a need for a multi-channel marketing approach to reach different customer segments effectively.

b) Content Preferences:

There's a clear preference for visual and short-form content, indicating that Kurlon could benefit from creating engaging video content and social media posts to connect with customers.

c) Information Seeking Behavior:

Many customers use social media and online platforms for product research and reviews, highlighting the importance of maintaining a strong online presence and positive customer feedback.

d) Influencer Impact:

The influence of content creators and social media personalities on customer decisions suggests potential opportunities for influencer partnerships in Kurlon's marketing strategy.

e) Age and Lifestyle Segmentation:

The variations in technology usage and content preferences across age groups and lifestyles indicate the need for targeted marketing approaches for different customer segments.

Quotes By Respondents

- *"I do little bit, reels, I have 6k followers. [...] I posted my photo with a song which became popular then, I sang 'Phuloware boshe achi' I got lots of comments and likes. Then I got a message from Facebook to give them my bank account, monetization."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when monimala describes her facebook activity)
- *"Connecting people, if I need to purchase anything, first I search on You tube or Google and check the reviews."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when prasenjit describes his social media usage)
- *"R: I have seen online, I may not compared the price. M: Where? R: Normally we see on social media. M: Like? R: I have seen on Facebook, YouTube."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about considering online purchases)
- *"Social media provides a lot of information. You get tricks and hacks from WhatsApp, recipes, and tips for daily life, like cleaning up oil after frying. It's helpful for many things that we didn't know before."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when the wife describes the benefits of social media)
- *"H: On Amazon, Flipkart, there are mattress, electronics items, sometimes we are exposed to prices, online prices, offline prices, the more the difference the more we think the more we try. Secondly, what are the reviews? We are purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customer reviews? Is it better or not better?"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they research mattresses online)
- *"I use Instagram mostly... There is not fixed content as such like if I have to plan for the trip then I search otherwise bloggers of food are there, I am fond of bikes and cars so Power on Wheels is there, Mr. Tikku is there who is Sardarji and there is one blogger named Foodie."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, male respondent describing his social media usage)
- *"M: What you do on Facebook? W: I watch contents out there, I watch reels. [...] M: What is social media for you? W: For me it's oxygen."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, the wife discussing her social media usage)
- *"R: When I come back home, then mobile is only for voice calls and maximum it is used for WhatsApp. I don't use Facebook. [...] M: What is social media for you? R: News."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, the husband explaining his social media habits)
- *"R: I will watch about cooking, beauty tips, rangoli, how to celebrate festivals. So, I will either type or I will search through voice search option. M: Have you subscribed to any channel in YouTube? R: I have subscribed Rekha Adige channel and apart from that in 1 channel they are giving health tips and so, I have subscribed to that. they were telling about health in a good manner and so, I wanted to watch their videos so, subscribed to that."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the female respondent's youtube watching habits)
- *"H: Same influencers are on YouTube as well, and their max content will be on YouTube and in Instagram they would have just posted 1 min reel and so, if I feel any content is interesting then I will go to YouTube and watch the full video."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, husband explaining how they use youtube in relation to instagram content)

Sleep Habits And Issues

Key Takeaways

1. Kurlon customers value a balance of comfort, support, and durability in their mattresses, with medium-firm options being the most popular.

2. Sleep quality is significantly impacted by both the mattress and the overall sleep environment, including factors like room temperature, cleanliness, and bedding accessories.
3. Common sleep issues among customers include physical discomfort (especially back pain), stress-related sleep disturbances, and challenges related to work schedules or family responsibilities.
4. Customers who switched to Kurlon mattresses generally report improved sleep quality, highlighting the importance of a good mattress in addressing sleep-related issues.
5. There is a growing awareness among customers about the importance of mattress hygiene, temperature regulation, and orthopaedic support for better sleep.

These insights suggest that Kurlon should continue to focus on developing mattresses that offer a balance of comfort and support while addressing specific customer concerns such as temperature regulation and hygiene. Additionally, educating customers about the importance of the overall sleep environment and providing complementary products (like pillows and mattress protectors) could further enhance customer satisfaction and sleep quality.

Synthesized Insights

Based on an analysis of interviews with Kurlon customers, several key insights regarding sleep habits, preferences, and issues faced by various customer segments have emerged. This comprehensive analysis explores common sleep patterns, factors influencing sleep quality, and the role of mattresses in enhancing customers' sleep experiences.

1. Common Sleep Habits and Preferences

Sleep Duration and Timing:

- Most Kurlon customers aim for **6-8 hours** of sleep per night.
- Wake-up times vary, with some rising as early as **5:30 AM** and others sleeping until **7:30 AM** or later on weekends.
- Bedtimes typically range from **10:30 PM to midnight**, influenced by work schedules and family responsibilities.

Sleep Environment: Customers emphasize the importance of a comfortable sleep environment, highlighting key factors such as:

- A **quiet, peaceful atmosphere**
- Proper **room temperature** (often achieved through air conditioning or fans)
- **Darkness** (some use eye masks to block out light)
- Absence of **mosquitoes** (using repellents like All Out)
- A **clean and spacious room**

Mattress Preferences: Kurlon customers generally prefer mattresses that are:

- **Medium-firm** (not too soft or too hard)
- Supportive of the body's **natural shape**
- Made of **high-quality foam** or a combination of foam and other materials
- **Durable** and able to maintain shape over time
- **Temperature-regulating** (not heating up during use)
- **Antibacterial** and hygienic

Pillow Preferences: Pillow preferences vary among customers, with key factors in selection including:

- Proper **neck support**
- **Comfort** and softness
- **Durability**

- **Ease of maintenance**

2. Sleep-Related Issues Reported by Customer Segments

Physical Discomfort: Many customers report experiencing physical discomfort affecting their sleep quality, including:

- **Back pain** and cervical issues, often attributed to poor mattress quality or inappropriate firmness
- **Body aches** and stiffness upon waking, especially with older or low-quality mattresses

Sleep Disturbances: Common factors disrupting sleep include:

- **Stress** and overthinking
- External **noises** or disturbances
- Uncomfortable **sleeping surfaces** (especially when traveling or staying in unfamiliar places)
- Health issues such as **acidity problems**

Work-Related Sleep Issues: Customers in IT or with irregular work schedules face unique challenges:

- Difficulty adjusting sleep patterns to **rotating shifts**
- Extended work hours leading to **inconsistent sleep schedules**
- Work-related **stress** affecting relaxation and sleep onset

Family-Related Sleep Concerns: Customers with young children or elderly family members often experience:

- **Interrupted sleep** due to childcare responsibilities
- Concerns about mattress **hygiene** and durability, especially with young children
- Need for mattresses that accommodate different **sleeping preferences** within the family

3. Influence of Mattress Type and Sleep Environment on Sleep Quality

Mattress Impact on Sleep Quality: Customers consistently report that their mattress significantly influences sleep quality:

- Many experienced improved sleep after switching to a Kurlon mattress, with some rating their new mattress **9-10 out of 10** for comfort.
- Customers who previously used low-quality or old mattresses reported issues such as **body pain**, discomfort, and poor sleep quality.
- The right balance of **firmness and softness** in a mattress is crucial for sleep satisfaction.

Sleep Environment Factors: Several environmental factors are important for sleep quality:

- **Bedding accessories** like pillows, blankets, and bed sheets play a significant role in overall comfort.
- **Room temperature regulation** is crucial, with many emphasizing the importance of a cool sleeping environment.
- **Cleanliness and hygiene** of the sleeping area, including the use of mattress protectors and regular maintenance, contribute to better sleep.

Mattress Features Affecting Sleep: Specific mattress features associated with improved sleep quality include:

- **Orthopaedic support** for those with back pain or spinal issues
- **Temperature-regulating properties** to prevent overheating during sleep
- **Antibacterial properties** for hygiene and health concerns
- Proper **thickness and layering** for comfort and support

This structured analysis provides valuable insights into the sleep habits and preferences of Kurlon customers, highlighting the critical role of mattresses and sleep environments in enhancing sleep quality.

Quotes By Respondents

- *"It has to have weight. When we bought the mattress, they told that the mattress should have weight. Quality is also an issue, how will we know it, if there is design in this side of the mattress then that same design should be on the other side of the mattress too."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing qualities of a good mattress)
- *"A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain. I don't want to stay in bed for too long if it's uncomfortable."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the balance between softness and firmness in a mattress)
- *"Deep sleep without any tension, there is tension throughout the day, but while sleeping at night, it should be peaceful one, sleep is important."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about what good sleep means)
- *"W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed should be proper. The pillow, bedsheet should be proper. M: Why these things are important? W: Otherwise you will not get comfort. R: Rest is needed, comfort is needed."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing factors affecting sleep quality)
- *"W: Peaceful sleep. Don't think about anything. Sometimes it happens that we are overthinking things in our mind. So, we are not able to sleep. When we sleep, we sleep very comfortably and relaxed. We recharge ourselves so that we remain energetic and active in the morning. So that we can maintain a good schedule of our daily life."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining the connection between sleep and words like relaxing, calming, and peaceful)
- *"They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing mattress features for health issues)
- *"It has sorted out my cervical problem."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about the comfort of their new kurlon mattress)
- *"Where we sleep, because of that we will face a lot of health issues. if we do not sleep then also it is a problem and also if we do not sleep in proper bed then that will also create problem."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining the importance of the mattress material on health and sleep quality)
- *"Yeah, for me, my shifts rotate, right? So for the first two days when the shift changes, even if I try to sleep, I don't sleep properly."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the impact of shift work on sleep, a respondent said)

- "I should not get body pain and it should be easy for me to make movements. If the bed goes in a lot, then it will be difficult for me to get up. At times the neck sprain will happen."
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to define what comfortable means for a mattress)

Demographics Impact On Mattress Choices

Key Takeaways

Demographic factors play a crucial role in shaping customer preferences, purchasing decisions, and brand perceptions for Kurlon products. Age and life stage influence the prioritization of features such as comfort, health benefits, and durability. Income levels affect the perceived value proposition of Kurlon mattresses, with the brand appealing to a wide range of income segments. Family structure impacts the specific mattress features sought, while occupation influences brand associations and perceived suitability. Geographic location affects brand accessibility and familiarity.

To leverage these insights, Kurlon could consider:

1. Developing targeted marketing campaigns that address the specific needs and preferences of different age groups and family structures.
2. Expanding their product range to cater to the evolving needs of customers across various income segments.
3. Enhancing their brand positioning to reinforce perceptions of technological advancement and health benefits, particularly for urban professionals.
4. Strengthening their distribution network to maintain accessibility across different geographic locations.

Further research could explore how these demographic factors interact with psychographic variables to influence customer behavior, providing an even more nuanced understanding of Kurlon's customer segments.

Synthesized Insights

The analysis of the interview data reveals that demographic factors significantly influence mattress preferences, purchasing decisions, and brand perceptions for Kurlon products across different customer segments. Key demographic factors shaping customer behavior and attitudes towards Kurlon mattresses include age, income level, family structure, and occupation.

1. Age and Life Stage Influence on Mattress Preferences

Young Adults and Newly Married Couples: Younger customers, particularly those in their late 20s to early 30s, prioritize comfort and brand reputation when selecting mattresses. For instance:

- **Neha and Raj** (married for 1.5 years) emphasized the importance of comfort and brand when purchasing their Kurlon mattress.
- **Meenu and Kiran** (aged 26 and 30) ranked comfort as their top priority, followed by brand reputation.

Middle-Aged Professionals: Customers in their 30s and 40s, often with young children, show a preference for durability and health benefits in addition to comfort. Examples include:

- **Prasenjit and Monimala Saha** (both 33 with a 4-year-old son) chose Kurlon for its perceived quality and health benefits, particularly for back pain relief.
- **Abhijeet Shah** (40) and his wife **Supriya** prioritized health concerns, specifically choosing a Kurlon mattress to address Abhijeet's cervical problem.

Older Adults: Customers in their late 40s and above tend to emphasize orthopedic benefits and long-term comfort. For instance:

- **Balaji** (47) and his wife **Pavithra** (42) specifically sought out an ortho mattress from Kurlon to address back pain issues. This preference for health-oriented features among older customers is consistent across multiple interviews.

2. Income Level and Purchasing Decisions

Budget-Conscious Segment: Lower to middle-income customers view Kurlon as an affordable yet quality option. For example:

- **Deepankar and Sujata Rai** paid Rs. 14,000 for their Kurlon mattress, choosing the brand for its perceived value for money.
- **Arun Kumar** and **Jyoti**, working in sales and customer handling respectively, opted for Kurlon due to its balance of quality and affordability.

Middle-Class Segment: Customers in the middle-income bracket often stretch their budgets for Kurlon mattresses, perceiving them as a worthwhile investment. For instance:

- **Lokesh and Shakti** (both 38 and working professionals) were willing to spend Rs. 25,000 on a Kurlon mattress, viewing it as a long-term investment in comfort and health.

Aspirational Segment: Some customers view Kurlon as a stepping stone to more premium brands. For example:

- **Neha**, an MBA graduate, mentioned considering Sleepwell for future purchases if they offer more affordable options, indicating an aspiration for perceived higher-end brands as income increases.

3. Family Structure and Mattress Choices

Nuclear Families: Smaller families often prioritize features like reversibility and ease of maintenance. For example:

- **Prasenjit and Monimala Saha** appreciated Kurlon's dual-sided mattress feature, allowing for versatility in a smaller household.

Joint Families: Larger families tend to focus on durability and suitability for different age groups. For instance:

- **Aishwarya and Nikhil**, living in a joint family of 7, chose Kurlon for its perceived durability and ability to cater to various family members' needs.

4. Occupation and Brand Perception

IT Professionals: Customers working in the IT sector often associate Kurlon with reliability and technological advancement. For example:

- **Aishwarya and Nikhil**, both software engineers, perceived Kurlon as a brand that understands the needs of tech-savvy professionals.

Traditional Professions: Those in more traditional occupations tend to view Kurlon as a trustworthy, established brand. For instance:

- **Deepankar Rai**, a school teacher, chose Kurlon based on its long-standing reputation and familiarity since childhood.

5. Geographic Location and Brand Accessibility

Urban Customers: Respondents living in cities like Bangalore and Kolkata often mentioned the wide availability of Kurlon products as a factor in their purchasing decision. For example:

- **Meenu and Kiran** from Bangalore appreciated Kurlon's accessibility in physical stores.

Semi-Urban or Rural Customers: While not explicitly mentioned in the interviews, there's an indication that Kurlon's widespread distribution network makes it appealing to customers outside major urban centers.

This structured analysis highlights the diverse factors influencing customer preferences and perceptions of Kurlon mattresses across various demographic segments.

Quotes By Respondents

- *"Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"I wanted to use something branded since childhood, plus he also told that he has used it in his uncle's marriage, then we discussed and decided to buy it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing factors that influenced their purchase decision)
- *"H: First is the brand. Second is the comfort. Third is brand price."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about the most important factors when buying mattresses)
- *"We then decided that from where we have to take, what to take and what to do then we saw that we have to take this one only. Yes and then budget was already decided that budget should be at least of Rs. 25,000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing their initial budget for the mattress)
- *"Because his back problem was increasing so we thought to change it once so it might get solved as all told us that new mattresses are good."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they decided to buy a new mattress)
- *"The one who wins the election will definitely be Kurlon win because he is suitable for both middle-class and higher-class people. He also has a low range. If he has a high range, he will win because he can make everyone happy."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing which brand would win in a hypothetical election)
- *"Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"Budget was there in mind, like for queen size. ... Around 20k. ... Comfort. The back pain issue should be solved. Kurlon is an old brand and we know it from so many years and in my cousins house we had seen a bed and even that was good."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the factors they considered before going to the store, the wife said)
- *"I liked the type of foam and the smoothness. We also considered other brands like Royal Oak, but Kurlon stood out because of the softness. It also fit within our budget, and it's a brand I've known since my school days, so there was a familiarity."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)

- *"With local, non-branded mattresses, you don't always know the quality or the chemicals used in the foam, which can affect your skin. This is especially important if kids are sleeping on it. Brands follow quality checks and standards, which gives peace of mind."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of brands for mattresses)

Brand Perceptions And Positioning

Kurlon Brand Image Assessment

Key Takeaways

Kurlon's brand image is characterized by a combination of reliability, affordability, and quality, with strong emotional connections based on trust, comfort, and familiarity. The brand is personified as a mature, experienced, and caring entity, which resonates well with its target customer base. Kurlon's ability to appeal to a wide range of customer segments while maintaining a consistent brand image is a significant strength.

However, there are areas where Kurlon could potentially improve its brand image, such as enhancing its premium offerings to compete with higher-end brands and increasing its appeal to younger demographics. Future research could focus on exploring how Kurlon can maintain its strong emotional connections with existing customers while also attracting new, younger customer segments.

Synthesized Insights

Based on the analysis of interview data, Kurlon emerges as a well-established and trusted mattress brand with a strong emotional connection to its customers. The brand is perceived as reliable, affordable, and of good quality, appealing to a wide range of customer segments. This comprehensive analysis will explore the personality traits associated with Kurlon, the emotional connections customers have with the brand, and the overall brand image across different customer segments.

1. Personality Traits Associated with Kurlon

Across different customer segments, Kurlon is consistently associated with several key personality traits:

- **Mature and Experienced:**
Many respondents personify Kurlon as a middle-aged individual, typically between 35-50 years old. This perception reflects the brand's long-standing presence in the market and its established reputation. For example, one respondent described Kurlon as a "40-year-old working woman who is sophisticated, caring, and trying to maintain balance for everyone in the family" (Interview 4).
- **Reliable and Trustworthy:**
Kurlon is often seen as dependable and trustworthy. One respondent likened Kurlon to a "bank manager - someone visible in all areas and approachable for advice" (Interview 12). This perception is reinforced by the brand's longevity and consistent quality.
- **Friendly and Approachable:**
Multiple respondents described Kurlon as friendly and easy to approach. One interviewee stated, "Kurlon is friendly, precise, and experienced" (Interview 6). This trait contributes to the brand's appeal across various customer segments.
- **Adaptable and Versatile:**
Kurlon is perceived as a brand that can cater to different needs and preferences. One respondent described Kurlon as "someone who can handle different situations and always has a solution to problems" (Interview 15). This adaptability is reflected in the brand's diverse product range and ability to meet various customer requirements.
- **Caring and Nurturing:**
Several respondents associated Kurlon with a caring and nurturing personality. One interviewee compared

Kurlon to a "mother figure who is trustworthy, reliable, and cares for all" (Interview 4). This perception contributes to the brand's emotional appeal and customer loyalty.

2. Emotional Connections with the Kurlon Brand

The emotional connections with Kurlon vary across customer segments but generally revolve around themes of comfort, familiarity, and trust:

- **Nostalgia and Familiarity:**

Many respondents expressed a long-standing familiarity with Kurlon, often dating back to their childhood. This creates a nostalgic connection, as exemplified by one respondent who stated, "Kurlon has been around since our childhood" (Interview 12). This emotional tie is particularly strong among older customer segments.

- **Trust and Reliability:**

Across all segments, there is a strong emotional connection based on trust and reliability. One respondent described Kurlon as "easily available, budget-friendly, and offering good quality and service" (Interview 11). This trust is built on the brand's consistent performance and long-standing presence in the market.

- **Comfort and Well-being:**

Many customers associate Kurlon with comfort and improved well-being. One respondent mentioned, "When sleeping on the Kurlon, you can sleep peacefully, no back pain and all" (Interview 3). This emotional connection is particularly strong among customers who have experienced health benefits from using Kurlon mattresses.

- **Pride and Status:**

Some customers, particularly in the middle-class segment, associate Kurlon with a sense of pride and status. One respondent mentioned that Kurlon makes them "stand out in the group" (Interview 12), suggesting that owning a Kurlon mattress is seen as a marker of quality and good taste.

- **Close Friendship:**

Many respondents described their relationship with Kurlon as that of a close friend. One interviewee stated, "They associate Kurlon with a close friend relationship. They describe Kurlon as familiar, reliable, and sticking with you no matter what" (Interview 14). This emotional connection indicates a strong brand loyalty among Kurlon customers.

3. Overall Brand Image of Kurlon

The overall brand image of Kurlon is positive and multifaceted, with several key aspects:

- **Quality and Durability:**

Across all customer segments, Kurlon is perceived as a brand that offers good quality and durable products. One respondent mentioned, "They perceive Kurlon mattresses as high quality. They mention that Kurlon is durable, maintaining its quality even after water damage" (Interview 1).

- **Affordability and Value for Money:**

Kurlon is widely seen as offering good value for money, with products that are affordable yet of good quality. One interviewee stated, "They perceive Kurlon as reasonably priced and affordable for middle-class consumers" (Interview 13).

- **Wide Appeal and Inclusivity:**

Kurlon's brand image includes a perception of wide appeal across different socioeconomic classes. One respondent noted, "Kurlon is viewed as the most easily available and accessible brand, with numerous stores" (Interview 11). This accessibility contributes to the brand's inclusive image.

- **Innovation and Adaptability:**

While Kurlon is seen as a traditional brand, it is also perceived as innovative and adaptable. One respondent

mentioned, "They associate it with smartness, high technology, and new innovations" (Interview 9). This perception helps Kurlon maintain relevance across different customer segments.

- **Health-Conscious:**

Many customers associate Kurlon with health benefits, particularly in relation to back pain relief and overall sleep quality. This aspect of the brand image is especially important for older customer segments and those with health concerns.

This analysis highlights Kurlon's strong brand identity, characterized by reliability, emotional connections, and a positive overall image among its diverse customer base.

Quotes By Respondents

- *"Kurlon is reliable. It's like saying, 'I'm always with you when you feel sleepy.'"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to other brands)
- *"W: Kurlon will be a female. M: What age? W: Around 40. R: Sophisticated. M: Housewife or working? R: Working lady, not only housewife. She is doing everything for all in the family; she is trying to maintain balance."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to a person)
- *"Kurlon could be represented by someone like Akshay Kumar—appealing to all classes: lower, medium, higher, and premium. It's an established brand like Akshay, known for comfort and reliability without negative points. I'd say the person's age would range between 25 to 55 years old."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to personify the kurlon brand)
- *"Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the positive points of kurlon)
- *"When people see mattress they say its Kurlon, it's like when people see water purifier in your house they say they have Aquaguard. Some brands are so popular."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand recognition compared to other brands)
- *"We are very close to Kurlon because it's very friendly, like a friend. We feel it is our friend because it keeps us in a comfort zone and solves all our problems."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing her relationship with kurlon)
- *"It's a good brand and it helps us in having a very good sleep. It's a trusted brand and it's a known brand and everyone knows about it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about perceptions of the kurlon brand)
- *"It's easily available, has good service, is budget-friendly, and offers good quality. We've experienced it ourselves."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's strengths)
- *"It's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing about Kurlon. And they came up with all the segments, like from cheap to costly they have it all."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing their perception of the kurlon brand)
- *"A close friend. ... Because Kurlon is familiar, reliable, and sticks with you no matter what."*
- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked what kind of relationship they would associate with kurlon)

Competitive Brand Perception

Key Takeaways

1. **Quality:** All three brands are perceived as offering good quality products, with Kurlon having a slight edge due to its long-standing reputation and positive customer experiences.
2. **Pricing:** Kurlon is perceived as offering the best value for money, Sleepwell is seen as a premium option, and Wakefit is viewed as the most expensive, luxury choice.
3. **Target Audience:** Kurlon appeals to the broadest range of consumers, Sleepwell targets upper-middle-class professionals, and Wakefit is perceived as catering to affluent, luxury-seeking customers.
4. **Brand Personality:** Kurlon is seen as reliable and approachable, Sleepwell as sophisticated but somewhat distant, and Wakefit as exclusive and high-end.
5. **Areas for Improvement:** Kurlon could enhance its in-store experience and increase advertising to improve visibility. Sleepwell could work on becoming more affordable and accessible to a wider audience. Wakefit could focus on increasing brand awareness and potentially offering more affordable options to appeal to a broader market.

These insights suggest that Kurlon has successfully positioned itself as a high-quality, affordable brand with broad appeal. To maintain its competitive edge, Kurlon should continue to emphasize its value proposition while also considering strategies to enhance its premium offerings to compete more directly with Sleepwell and Wakefit in the higher-end market segments.

Synthesized Insights

Based on customer interviews, distinct perceptions emerge regarding Kurlon in comparison to its main competitors, Sleepwell and Wakefit, particularly in terms of quality, pricing, and target audience. This synthesis explores these perceptions and highlights key differences in brand positioning.

Quality Perceptions

1. Kurlon:

- Kurlon is widely regarded as a high-quality brand with a long-standing reputation for reliability and durability.
- Many respondents associate Kurlon with comfort and excellent sleep quality.
 - *Example:* One respondent rated their Kurlon mattress comfort as **9-9.5 out of 10**, indicating high satisfaction.
 - Another noted that Kurlon mattresses maintain their quality even after water damage and do not develop issues like ant infestations.

2. Sleepwell:

- Sleepwell is also perceived as a high-quality brand, associated with comfort and good sleep.
- However, some respondents view it as slightly inferior to Kurlon.

- *Example:* One respondent described Sleepwell as an "average brand based on what others have told them."
- Another mentioned that while Sleepwell is known for smooth mattresses and soft bedding, they chose Kurlon due to better reviews and features.

3. Wakefit:

- Wakefit is seen as a good quality brand, but with limited awareness among respondents.
- Those familiar with Wakefit associate it with high-end, luxury products.
 - *Example:* One respondent described Wakefit as "good but expensive," indicating a perception of premium quality.

Pricing Perceptions

1. Kurlon:

- Kurlon is perceived as offering good value for money, with reasonable prices for middle-class consumers.
- Many respondents noted that Kurlon provides high-quality products at competitive prices.
 - *Example:* One respondent paid **Rs. 14,000** for their Kurlon mattress, while similar types from other brands were priced at **Rs. 8,000-9,000**, feeling the higher price was justified by quality and features.

2. Sleepwell:

- Sleepwell is generally viewed as more expensive than Kurlon, positioning it as a premium brand.
- Some respondents find Sleepwell less accessible due to its higher prices.
 - *Example:* One respondent mentioned that Sleepwell was pricier than Kurlon, while another suggested that Sleepwell should work on making their products more budget-friendly.

3. Wakefit:

- Wakefit is perceived as the most expensive among the three brands, positioning it as a luxury option.
 - *Example:* One respondent described Wakefit as "expensive and not fitting into everyone's budget," associating it with high-end consumers who drive luxury cars like BMW or Mercedes.

Target Audience Perceptions

1. Kurlon:

- Kurlon is perceived as appealing to the broadest target audience among the three brands.
- Respondents associate Kurlon with all categories of people, from middle class to upper-middle class.
 - *Example:* One respondent personified Kurlon as a **40-year-old reliable, knowledgeable man**, comparable to a bank manager—approachable and visible in all areas.

2. Sleepwell:

- Sleepwell is perceived as targeting a slightly more upscale audience compared to Kurlon.
- Respondents associate Sleepwell with upper-middle-class professionals, particularly in IT or government jobs.
 - *Example:* One respondent personified Sleepwell as a **25 to 30-year-old male IT professional**, living in a well-off house with high-end brands.

3. Wakefit:

- Wakefit is perceived as targeting the highest-end consumers among the three brands.
- Respondents associate Wakefit with affluent individuals, business class, and those who can afford expensive items.

- *Example: One respondent personified Wakefit as a **30 to 35-year-old rich male** who drives luxury cars, positioning it as an exclusive, luxury brand for affluent consumers.*

This analysis underscores the nuanced perceptions of Kurlon, Sleepwell, and Wakefit, revealing how each brand is positioned in the minds of consumers based on quality, pricing, and target audience.

Quotes By Respondents

- *"Best quality, Kurlon is old brand. Also price range matters, it was Rs14000... They showed me same type of mattress which are cheaper in price... Half price, Rs8000-9000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing why they chose kurlon and its pricing)
- *"Kurlon is reliable. It's like saying, 'I'm always with you when you feel sleepy.'"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to other brands)
- *"W: Kurlon will be a female. M: What age? W: Around 40. R: Sophisticated. M: Housewife or working? R: Working lady, not only housewife. She is doing everything for all in the family; she is trying to maintain balance."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to describe kurlon as a person)
- *"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile, but it lacks the premium touch that Sleepwell offers."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon and sleepwell)
- *"Sleepwell's world would be more premium and a bit exclusive. It's a space for the elite, with big gatherings and high-profile occasions. It's mostly populated by upper-middle and higher classes. The lower class is almost absent; even the medium class is less common."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing sleepwell's imaginary world)
- *"Sleepwell is new in market, Kurlon is old company, and this has a market value. Compare to Kurlon, Sleepwell is cheaper, giving offers but when you will think of a brand, you don't worry for the cost."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to other mattress brands)
- *"In it there is no much confusion, I am sure about it. If you want to go in budget then Kurlon and if you want to go for luxury then Sleepwell."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to compare kurlon and sleepwell)
- *"H: With Wakefit we think of that it is a good brand but it is a costly brand. Its mattresses are expensive price wise. W: It doesn't fits in everyone's budget."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing wakefit)
- *"Male. ... 25 to 30. ... Maybe in IT. ... He's kind of reserved—not accessible to everyone. He's somewhat distant, like he stays in his own world."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to personify sleepwell as a human being)
- *"They need to work on making their products more budget-friendly. Right now, their prices are a bit high. If they could reduce the cost, more people would be interested."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about improvements for sleepwell)

Brand Loyalty Factors

Key Takeaways

Kurlon's brand preference and loyalty are primarily driven by its perceived quality, affordability, and long-standing reputation in the Indian market. The brand's ability to cater to diverse customer needs across different demographic groups contributes to its strong position. However, to maintain and enhance brand loyalty, Kurlon should continue to innovate, address specific customer pain points (such as heat retention in some models), and strengthen its emotional connection with younger consumers. Further research could explore how Kurlon can leverage its brand equity to expand into new product categories or market segments while maintaining its core brand values.

Synthesized Insights

Based on interviews with Kurlon customers across various demographic groups, several key factors emerge as influential in brand preference and loyalty. This comprehensive assessment reveals that Kurlon's brand perception is shaped by a combination of product quality, affordability, legacy, and customer experience. The manifestation of brand loyalty varies among different demographic segments, driven by distinct needs and priorities.

Factors Influencing Brand Preference for Kurlon:

1. Quality and Comfort:

- Across all demographic groups, quality and comfort are primary factors influencing brand preference for Kurlon. Interviewees consistently mention the importance of a mattress that provides proper support, reduces body pain, and ensures a good night's sleep.
- For example, Abhijeet and Supriya (Interview 7) rated their Kurlon mattress 9-9.5 out of 10 for comfort, while Balaji (Interview 15) specifically chose Kurlon for its ortho mattress designed for back pain and spine support.

2. Affordability and Value for Money:

- Kurlon's positioning as a brand offering good quality at reasonable prices resonates strongly with middle-class consumers. Many interviewees, such as Aishwarya and Nikhil (Interview 12), appreciate Kurlon's ability to provide quality products within their budget.
- This perception of value for money is a significant driver of brand preference, especially when compared to more expensive alternatives like Sleepwell.

3. Brand Legacy and Reputation:

- Kurlon's long-standing presence in the market contributes significantly to its brand preference. Older customers, in particular, associate Kurlon with reliability and trust.
- Prasenjit and Monimala Saha (Interview 1) chose Kurlon because it was considered a premium brand with good quality, while Deepankar and Sujata Rai (Interview 2) viewed Kurlon as a brand for everyone, long-lasting, and with good shine.

4. Availability and Service:

- The wide availability of Kurlon products and the presence of nearby service centers influence brand preference, especially for customers who value after-sales support.
- Aishwarya and Nikhil (Interview 12) mentioned the availability of options within their budget and good warranty as factors in choosing Kurlon.

5. Product Features:

- Specific product features, such as the dual-sided mattress option (soft on one side, firm on the other), appeal to certain customer segments.
- Prasenjit and Monimala Saha (Interview 1) appreciated this feature, which allowed them to customize their sleeping experience.

Manifestation and Drivers of Brand Loyalty:

1. Positive Past Experiences:

- Many Kurlon customers exhibit brand loyalty based on positive past experiences, either personal or through family members.
- Subham and Payel Debnath (Interview 3) chose Kurlon based on childhood memories and positive experiences at a relative's house.

2. Trust and Reliability:

- The perception of Kurlon as a trustworthy and reliable brand fosters loyalty among customers.
- Neha (Interview 9) describes Kurlon as very close, friendly, and solving all her problems, indicating a strong emotional connection to the brand.

3. Consistent Quality:

- Customers who have used Kurlon products for extended periods and experienced consistent quality are more likely to remain loyal.
- Balaji (Interview 15) personifies Kurlon as an experienced, knowledgeable, and adaptable 50-year-old man, reflecting a deep-rooted trust in the brand's ability to deliver quality consistently.

4. Brand Personality Alignment:

- Customers who perceive Kurlon's brand personality as aligning with their values and lifestyle tend to exhibit stronger loyalty.
- Bindu Sri and Nagraj (Interview 14) personify Kurlon as a 25-30 year old working woman who can mingle with everyone, reflecting a relatable and approachable brand image.

Demographic Differences in Brand Loyalty and Preference:

1. Age:

- Older customers tend to have stronger brand loyalty to Kurlon, often based on long-term familiarity and positive experiences.
- Younger customers, while still preferring Kurlon, are more open to exploring other brands like Sleepwell or Wakefit, especially if they offer innovative features or better value propositions.

2. Income Level:

- Middle-class consumers show a stronger preference for Kurlon due to its perceived value for money.
- Higher-income groups, while still considering Kurlon, are more likely to explore premium brands like Sleepwell or Wakefit if they offer additional features or perceived benefits.

3. Family Stage:

- Families with young children or elderly members tend to prioritize factors like durability and health benefits, which often leads to a preference for Kurlon's ortho or specialized mattresses.
- Young couples or singles may be more influenced by factors like design and brand image.

4. Urban vs. Semi-urban:

- Urban customers seem to have more exposure to various brands and are more likely to compare options before choosing Kurlon.
- Semi-urban customers may have stronger loyalty to Kurlon due to its established presence and familiarity in these markets.

This structured analysis highlights the multifaceted nature of Kurlon's brand preference and loyalty, emphasizing the importance of understanding customer demographics and their unique needs.

Quotes By Respondents

- *"Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"Kurlon is reliable. It's like saying, 'I'm always with you when you feel sleepy.'"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to other brands)
- *"I know there are others in the market like Sleepwell but Kurlon is old, during my uncle's marriage, their in-laws have given him Kurlon mattress for their bed. that also have this bouncing back affect, his house is in Kasba."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing why they chose kurlon)
- *"The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why he ranked brand, comfort, and price as the top three factors)
- *"Later on they showed Kurlon... They were showing color options in both then I asked about the pricing from him then he told that take Kurlon one, it will have more warranty period and it is durable and it won't go anywhere for 10-15 years and rest it depends on you but for 10-15 years it lasts easily, otherwise it depends on you like how will you use it and more of it was only there, durability came and he told about the brand Kurlon that search it anywhere, it is visible everywhere and more of it is an old brand and according to the rate, Sleepwell is expensive, he had told so and he told that Sleepwell does not have much varieties as compared to Kurlon."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing their shopping experience and comparing kurlon to sleepwell)
- *"We are very close to Kurlon because it's very friendly, like a friend. We feel it is our friend because it keeps us in a comfort zone and solves all our problems."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing her relationship with kurlon)
- *"We have got suitable advice. And it's not expensive and it's affordable. And exchange offers and extra discounts all these things were given."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"H: For us it is comfortable brand. Quite known brand. W: Price is reasonable of it. H: Its quality is better as we are using it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing qualities associated with kurlon)

- *"I liked the type of foam and the smoothness. We also considered other brands like Royal Oak, but Kurlon stood out because of the softness. It also fit within our budget, and it's a brand I've known since my school days, so there was a familiarity."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and the shopkeeper recommended it for back pain and spinal support."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining the choice of kurlon over sleepwell)

Customer Satisfaction Analysis

Key Takeaways

Overall, Kurlon products enjoy high customer satisfaction levels across various segments, particularly in terms of comfort and value for money. The brand's ability to offer quality products at affordable prices contributes significantly to its positive perception among consumers. However, there are opportunities for improvement in areas such as heat regulation, waterproofing, and in-store experiences. To maintain and enhance customer satisfaction, Kurlon should consider addressing these concerns while continuing to leverage its strengths in comfort, durability, and value for money.

Synthesized Insights

Based on the analysis of customer interviews, Kurlon products generally receive high satisfaction levels across various customer segments, with particular emphasis on **comfort**, **durability**, and **value for money**. However, there are some areas of improvement and sources of dissatisfaction that warrant attention.

Customer Satisfaction with Comfort and Durability

1. Comfort

The majority of Kurlon customers express high satisfaction with the comfort of their mattresses. Several interviewees rated their Kurlon mattresses **9 or 10 out of 10** for comfort. For instance:

- One respondent rated their Kurlon mattress **9-9.5 out of 10** (Interview 12).
- Another gave it **"Full 10 marks" out of 10** (Interview 7).
- A third respondent rated it **10 out of 10** (Interview 14).

Customers appreciate the balance between softness and firmness that Kurlon mattresses offer. Many respondents mentioned that their Kurlon mattresses are neither too soft nor too hard, providing the right level of support for a good night's sleep.

2. Durability

Kurlon mattresses are generally perceived as durable and long-lasting. Several interviewees mentioned that their Kurlon mattresses have maintained their shape and comfort over time:

- One respondent noted that their mattress has not deteriorated in the **7-8 months** they've been using it (Interview 13).
- Another mentioned that a quality mattress like Kurlon maintains its structure and comfort over time (Interview 11).

However, some customers expressed concerns about potential compression over time, indicating that durability remains an important factor in their satisfaction.

Value for Money Across Customer Segments

Kurlon is widely perceived as offering **good value for money** across various customer segments, particularly among middle-class consumers. Several factors contribute to this perception:

1. Affordable Pricing

Many respondents view Kurlon as reasonably priced and budget-friendly compared to other brands like Sleepwell or Wakefit. For example:

- One respondent paid **14,000 rupees** for their Kurlon mattress, which they considered affordable (Interview 1).
- Another paid **18,000 rupees** after discounts for a Kurlon Ortho Magic mattress (Interview 12).

2. Quality-to-Price Ratio

Customers appreciate that Kurlon offers good quality at an affordable price point. Many interviewees mentioned that Kurlon provides a balance between quality and cost, making it accessible to a wide range of consumers.

3. Brand Reputation

Kurlon's long-standing presence in the market and reputation for reliability contribute to its perceived value. Many respondents associate Kurlon with trust and quality, which justifies their investment in the product.

4. Variety of Options

Kurlon offers a range of products at different price points, catering to various customer segments. This variety allows customers to find a mattress that fits their budget while still meeting their comfort needs.

5. Additional Benefits

Features such as warranties, exchange offers, and discounts add to the perceived value of Kurlon products. For instance, one respondent mentioned receiving a **2-year warranty** with their Kurlon mattress purchase (Interview 13).

Common Sources of Dissatisfaction

While overall satisfaction with Kurlon products is high, there are some areas of dissatisfaction and potential improvement:

1. Heat Retention

Some customers mentioned that their Kurlon mattresses tend to heat up, especially those with spring construction. This issue was particularly important for customers who rely on fans rather than air conditioning (Interview 12).

2. Initial Adjustment Period

A few respondents reported experiencing some discomfort or back pain initially, suggesting that there might be an adjustment period when switching to a new Kurlon mattress.

3. In-Store Experience

Some customers expressed a desire for improved showroom experiences, including better lighting, layout, and product arrangement (Interview 11).

4. Limited Waterproofing

One respondent mentioned that their Kurlon mattress was not sufficiently waterproof, leading to damage from an AC leak (Interview 1).

5. Material Preferences

A small number of customers expressed a preference for different materials, such as cotton over foam or springs, indicating that material choice remains an important factor in customer satisfaction.

This analysis highlights the strengths of Kurlon products while also identifying areas for potential improvement to enhance customer satisfaction further.

Quotes By Respondents

- *"Full 10 marks."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to rate their satisfaction with the kurlon mattress)
- *"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's qualities)
- *"A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain. I don't want to stay in bed for too long if it's uncomfortable."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the balance between softness and firmness in a mattress)
- *"Yes, quality matters. The mattress should provide good comfort, softness, and durability. It should last at least five to seven years without the cotton clumping or losing its firmness. With cheaper retail mattresses, the cotton shifts, and that's not ideal. A quality mattress maintains its structure and comfort over time."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about the importance of mattress quality and durability)
- *"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing important features of a mattress)
- *"We have got suitable advice. And it's not expensive and it's affordable. And exchange offers and extra discounts all these things were given."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"It gives proper sleep. ... It is around 7 to 8 months that we are using it and it has not spoiled till now."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, describing their experience with the kurlon mattress)
- *"Definitely. The in-store experience could be improved. Although the staff is friendly, I think the store layout and product arrangement could be better. The store needs to be bigger, with better lighting to enhance the shopping experience."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about potential improvements for kurlon)

- *"Because I use it, and it's very good. It's not too soft, not too hard, and very satisfying. That's why I think of it as a close friend."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why kurlon is considered a close friend)
- *"Water proof, as I faced it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked how kurlon could be improved)

Kurlon'S Unique Selling Points

Key Takeaways

Kurlon's perceived unique selling points vary across different customer groups, but generally center around its trusted brand legacy, affordability, diverse product range, comfort, durability, and wide availability. Middle-class and budget-conscious consumers particularly value the brand's balance of quality and price, while older customers and those with health concerns appreciate the comfort and potential health benefits. The brand's wide availability and perceived good service appeal to customers who prefer in-store purchases and local support.

However, it's worth noting that some premium or luxury-oriented consumers may not perceive Kurlon as having unique selling points in the high-end market segment. Additionally, younger, tech-savvy consumers might be looking for more innovative features or stronger online presence, areas where Kurlon could potentially improve to broaden its appeal.

To further strengthen its position, Kurlon could consider emphasizing its health benefits and orthopaedic options more prominently, as these seem to be strong differentiators from competitors. Additionally, enhancing its in-store experience and online presence could help attract younger consumers while maintaining its appeal to its core customer base.

Synthesized Insights

Based on the analysis of interview data, Kurlon mattresses are perceived to have several unique selling points compared to competitors. These perceptions vary across different customer groups and highlight specific aspects that differentiate Kurlon in the mattress market.

1. Brand Legacy and Trust

A key unique selling point for Kurlon is its long-standing presence in the market, which has fostered trust and familiarity among consumers.

- Many respondents associate Kurlon with being an "old," "established," and "trusted" brand that has been around since their childhood.
- The brand's longevity is seen as a sign of reliability and quality. One respondent stated, *"Kurlon has been around for many years and has a strong reputation."*
- This perception is particularly strong among middle-aged and older customers who have grown up with the brand.

2. Affordability and Value for Money

Kurlon is consistently perceived as offering good quality at reasonable prices, making it an attractive option for budget-conscious consumers.

- Multiple respondents mentioned that Kurlon fits within their budget while still providing good quality.

- Compared to competitors like Sleepwell, Kurlon is often seen as more affordable. One respondent noted, *"They paid Rs. 14,000 for their Kurlon mattress, while similar types from other brands were priced at Rs. 8,000-9,000."*
- This perception is particularly strong among middle-class consumers who are looking for a balance between quality and price.

3. Wide Range of Options

Kurlon's diverse product range is seen as a unique selling point, catering to various customer needs and preferences.

- Respondents appreciate that Kurlon offers options for different budget ranges, from affordable to premium.
- The brand is perceived as having solutions for various customer segments, from "lower, medium, higher, and premium" classes.
- This wide range appeals to customers across different income groups and life stages.

4. Comfort and Health Benefits

Kurlon mattresses are associated with comfort and potential health benefits, particularly for those with back pain or other physical discomfort.

- Several respondents mentioned that Kurlon mattresses helped alleviate back pain and provided good support.
- The brand's orthopaedic mattresses are seen as a unique offering, with one respondent specifically choosing Kurlon for its *"Ortho Magic"* mattress.
- This perception is particularly strong among older customers and those with health concerns.

5. Durability and Quality

Kurlon is perceived as offering durable, high-quality mattresses that maintain their shape and comfort over time.

- Respondents frequently mentioned the longevity of Kurlon mattresses, with some noting that they last for many years without deterioration.
- The quality of materials, particularly the foam, is highlighted as a differentiator. One respondent stated, *"Kurlon has good foam quality."*
- This perception is valued by customers across different age groups who see mattresses as a long-term investment.

6. Availability and Service

Kurlon's wide availability and perceived good customer service are seen as unique selling points compared to some competitors.

- Many respondents mentioned that Kurlon is easily available, with numerous stores and service centers.
- The brand is perceived as providing good after-sales service and honoring warranties.
- This aspect is particularly important for customers who prefer to purchase mattresses from physical stores and value local support.

7. Innovation and Technology

While not as prominent as other factors, some customers perceive Kurlon as a brand that embraces new technologies and innovations.

- A few respondents mentioned Kurlon's use of new technologies and constant improvement of their products.
- This perception is more common among younger, tech-savvy customers who value innovation in their purchases.

This structured analysis highlights the various unique selling points of Kurlon mattresses, showcasing their strengths in the competitive mattress market.

Quotes By Respondents

- *"Premium brand... Best quality, Kurlon is old brand. Also price range matters, it was Rs14000... They showed me same type of mattress which are cheaper in price... Half price, Rs8000-9000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's qualities)
- *"W: When we think of mattress, Kurlon name comes to mind first."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing brand perception)
- *"I liked the color and I pressed and saw and they had spring inside and not sponge and so, it will last long and it will be good and I compared the rates and felt that Kurlon was better."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon at the store)
- *"Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"it's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing about Kurlon. And they came up with all the segments, like from cheap to costly they have it all."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing their perception of the kurlon brand)
- *"In Kurlon, there is a reasonable price. You have body comfort. You have quality. There are many things that are beneficial for you. So Kurlon is much better."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about her satisfaction with kurlon)
- *"The fabric should be of good quality, and the material should be supportive. For example, this mattress I bought is called Mermaid. The fabric is very supportive for the backbone. I used to have back pain, and ever since I got this mattress, my back pain is gone. So, that's important."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing what she looks for in a mattress)
- *"The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and the shopkeeper recommended it for back pain and spinal support."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining the choice of kurlon over sleepwell)
- *"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why online shopping wasn't satisfactory)

Brand Strengthening Opportunities

Key Takeaways

Kurlon has a strong foundation as a trusted, affordable mattress brand with wide appeal. To strengthen its brand image and emotional connection with specific customer segments, Kurlon should focus on leveraging its legacy while showcasing innovation, emphasizing its health benefits, improving the in-store experience, targeting specific customer segments with tailored products and marketing, enhancing its digital presence, and reinforcing its value-for-money positioning. By implementing these strategies, Kurlon can deepen its emotional connection with consumers and solidify its position as a leading mattress brand that caters to diverse needs and preferences.

Synthesized Insights

Based on the analysis of the interview data, Kurlon has established a strong brand image as a trusted, affordable, and comfortable mattress option for a wide range of consumers. However, there are several opportunities for Kurlon to strengthen its brand image and emotional connection with specific customer segments. This analysis will explore these opportunities and suggest strategies to enhance Kurlon's positioning in the market.

1. Leveraging Kurlon's Legacy and Trustworthiness

Kurlon's long-standing presence in the market is a significant asset that can be further leveraged to strengthen its brand image:

- **Emphasize Kurlon's History:** Many respondents associated Kurlon with being an "old," "established," and "trusted" brand. Kurlon can capitalize on this perception by highlighting its legacy in marketing campaigns, emphasizing how it has been a part of Indian households for generations.
- **Showcase Evolution and Innovation:** While maintaining its image as a reliable brand, Kurlon should also emphasize how it has evolved over time. As one respondent noted, Kurlon is "constantly improving and upgrading its variety." This balance of tradition and innovation can appeal to both older and younger demographics.

Strategy: Create marketing campaigns that showcase Kurlon's journey through the years, highlighting how it has adapted to changing consumer needs while maintaining its core values of quality and affordability.

2. Strengthening Emotional Connections through Personification

The interviews revealed interesting personifications of the Kurlon brand, which can be used to create stronger emotional connections:

- **Nurturing and Caring Image:** Several respondents personified Kurlon as a caring, maternal figure. One described Kurlon as "like saying, 'I'm always with you when you feel sleepy.'" Another compared it to a "mother figure who pampers you."
- **Reliable and Experienced:** Kurlon was also personified as a mature, experienced individual who is "friendly, adjusting, and someone who cares for everyone."

Strategy: Develop advertising campaigns that embody these personifications, showcasing Kurlon as a caring, reliable presence in consumers' lives. This could include storytelling ads that depict Kurlon mattresses as a constant, comforting presence through various life stages.

3. Enhancing the Health and Wellness Positioning

Many respondents associated Kurlon with health benefits, particularly in addressing back pain and providing proper support:

- **Orthopaedic Focus:** Several interviewees mentioned choosing Kurlon for its orthopaedic benefits. One respondent specifically chose a Kurlon Ortho Magic mattress for back pain issues.
- **Customized Solutions:** There's an opportunity to position Kurlon as offering tailored solutions for different health needs and age groups.

Strategy: Collaborate with health professionals to develop and promote mattresses designed for specific health concerns. Create educational content about the importance of proper sleep posture and how Kurlon mattresses can address various health issues.

4. Improving In-Store Experience and Product Presentation

While Kurlon is praised for its wide availability, some respondents noted areas for improvement in the shopping experience:

- **Enhanced Showroom Experience:** One respondent suggested improving Kurlon's showrooms and increasing visibility.
- **Better Product Display:** Another mentioned that Kurlon's catalogue was missing or not readily available when shopping.

Strategy: Invest in upgrading Kurlon's retail spaces to create a more premium, engaging shopping experience. This could include interactive displays, better lighting, and comprehensive product information to help customers make informed decisions.

5. Targeting Specific Customer Segments

The interviews revealed opportunities to strengthen Kurlon's appeal to specific customer segments:

- **Young Professionals:** Some respondents associated Kurlon with a younger, working demographic. There's an opportunity to create products and marketing campaigns specifically targeting this group.
- **Family-Oriented Consumers:** Many interviewees mentioned Kurlon in the context of family life and joint families.

Strategy: Develop product lines and marketing campaigns tailored to these specific segments. For young professionals, focus on aspects like innovation and modern design. For family-oriented consumers, emphasize durability, versatility, and suitability for all family members.

6. Leveraging Technology and Social Media

While Kurlon is seen as a traditional brand, there's room to enhance its image as a modern, tech-savvy company:

- **Social Media Presence:** Several respondents mentioned being active on platforms like Instagram and Facebook.
- **Online Research:** Many interviewees researched mattress options online before making a purchase.

Strategy: Increase Kurlon's presence on social media platforms with engaging content, including educational videos about sleep health, user testimonials, and behind-the-scenes looks at Kurlon's manufacturing process. Improve the online shopping experience to cater to digitally-savvy consumers.

7. Emphasizing Value for Money

Kurlon is consistently perceived as offering good quality at reasonable prices. This positioning can be further strengthened:

- **Transparent Pricing:** Clearly communicate the value proposition of Kurlon mattresses, explaining the features that justify the price point.
- **Competitive Offers:** Several respondents mentioned appreciating Kurlon's discounts and offers. Continue to provide competitive pricing and attractive promotions to maintain the perception of value for money.

Strategy: Develop marketing materials that clearly illustrate the quality-to-price ratio of Kurlon products compared to competitors. Highlight the long-term value of investing in a Kurlon mattress.

By implementing these strategies, Kurlon can enhance its brand image, strengthen emotional connections with consumers, and position itself as a leader in the mattress market.

Quotes By Respondents

- *"Kurlon is reliable. It's like saying, 'I'm always with you when you feel sleepy.'"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to other brands)
- *"Middle age, healthy figure... Wants to be with everyone and adjusting nature too... Married... Friendly... Will be adjusting too."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to personify kurlon as a person)
- *"I know there are others in the market like Sleepwell but Kurlon is old, during my uncle's marriage, their in-laws have given him Kurlon mattress for their bed. that also have this bouncing back affect, his house is in Kasba."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing why they chose kurlon)
- *"W: Kurlon will be a female. M: What age? W: Around 40. R: Sophisticated. M: Housewife or working? R: Working lady, not only housewife. She is doing everything for all in the family; she is trying to maintain balance."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to a person)
- *"Kurlon could be represented by someone like Akshay Kumar—appealing to all classes: lower, medium, higher, and premium. It's an established brand like Akshay, known for comfort and reliability without negative points. I'd say the person's age would range between 25 to 55 years old."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to personify the kurlon brand)
- *"Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the positive points of kurlon)
- *"When people see mattress they say its Kurlon, it's like when people see water purifier in your house they say they have Aquaguard. Some brands are so popular."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand recognition compared to other brands)
- *"Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervical problem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15k*

as per our health then we will go for that only."

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon over sleepwell)
- *"Definitely. The in-store experience could be improved. Although the staff is friendly, I think the store layout and product arrangement could be better. The store needs to be bigger, with better lighting to enhance the shopping experience."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about potential improvements for kurlon)
- *"I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining their decision to change their mattress)

Purchase Decision-Making And Channel Preferences

Mattress Purchase Decision Factors

Key Takeaways

The analysis reveals that while comfort remains the primary factor influencing mattress purchase decisions across all Kurlon customer segments, the relative importance of price, brand reputation, and health benefits varies significantly. Kurlon's success appears to stem from its ability to cater to diverse customer needs, offering a range of products that balance comfort, affordability, and quality. To maintain and expand its market position, Kurlon should continue to emphasize its strengths in comfort and value for money while also addressing emerging customer priorities such as health benefits and temperature regulation. Further research could explore how Kurlon can better tailor its marketing and product development strategies to address the specific needs of each customer segment identified in this analysis.

Synthesized Insights

The analysis of interviews with Kurlon customers reveals a complex interplay of factors influencing mattress purchase decisions. While comfort emerges as the primary consideration across all segments, the relative importance of price, brand reputation, and health benefits varies among different customer groups. This comprehensive analysis identifies and prioritizes key factors influencing mattress purchase decisions and explores variations across different Kurlon customer segments.

Key Factors Influencing Mattress Purchase Decisions:

1. Comfort and Sleep Quality:

- Comfort consistently ranks as the most critical factor in mattress purchase decisions across all customer segments. Interviewees frequently mention the importance of a mattress that provides good support, allows for easy movement, and maintains its shape over time.
- **Quotes:**
 - "A good mattress should be soft but not too soft. It should have enough firmness to support you." (Interview 1)
 - "It should adjust to body shape." (Interview 13)

2. Price and Value for Money:

- Price is a significant consideration for most Kurlon customers, often ranking second or third in importance after comfort. Many interviewees express a preference for Kurlon due to its perceived value for money, offering good quality at reasonable prices.
- **Quote:** "Kurlon is reasonably priced and affordable for middle-class consumers." (Interview 13)
- The importance of price varies among customer segments, with some willing to invest more for perceived quality and durability.

3. Brand Reputation and Trust:

- Brand reputation plays a crucial role in purchase decisions, particularly for older and more established customers. Kurlon's long-standing presence in the market and reputation for quality contribute significantly to customer trust.
- **Quote:** "Kurlon has been around for many years and has a strong reputation." (Interview 11)

4. Health Benefits and Orthopaedic Support:

- Health benefits, particularly orthopaedic support and back pain relief, are increasingly important factors for many Kurlon customers, especially older customers and those with existing health issues.
- **Quote:** "I chose a Kurlon Ortho Magic mattress specifically to address back pain issues." (Interview 12)

5. Durability and Longevity:

- Many customers prioritize the durability and longevity of the mattress, expecting it to maintain its quality for several years.
- **Quote:** "I want a mattress that will last at least five to seven years without the cotton clumping or losing its firmness." (Interview 11)

6. Material Quality and Composition:

- The quality of materials used in the mattress, including foam quality, fabric type, and overall construction, is a significant factor for many customers.
- **Quote:** "Good foam quality, cotton fabric on top." (Interview 13)

7. Size and Dimensions:

- While not always the top priority, mattress size is an important consideration for many customers, particularly those with specific space requirements or preferences for larger sleeping areas.
- **Quote:** "The mattress should be big enough to change sides." (Interview 12)

8. Temperature Regulation:

- Some customers, particularly those in warmer climates or without air conditioning, prioritize mattresses that offer good temperature regulation.
- **Quote:** "The mattress should not heat up." (Interview 12)

Variations Across Customer Segments:

1. Budget-Conscious Customers:

- For this segment, price and value for money are paramount considerations, often ranking just below comfort in importance. They appreciate Kurlon's affordability and often compare prices across brands and stores.
- **Quote:** "I negotiated the price down from the initial offer." (Interview 3)

2. Health-Focused Customers:

- This segment prioritizes health benefits and orthopaedic support, often ranking these factors alongside or even above comfort. They are more likely to invest in specialized mattresses like the Kurlon Ortho Magic.

3. Quality-Seeking Customers:

- For these customers, brand reputation and material quality are highly important, often ranking just below comfort. They are willing to pay more for perceived quality and durability.
- **Quote:** "Kurlon specializes in mattresses." (Interview 13)

4. Comfort-Prioritizing Customers:

- This group places comfort far above other considerations and is willing to invest more in a mattress that provides the perfect balance of softness and support.
- **Quote:** "I rate my Kurlon mattress 10 out of 10 for comfort." (Interview 14)

5. Tech-Savvy, Younger Customers:

- This segment is more likely to conduct extensive online research before making a purchase. They value features like antibacterial properties and innovative materials.
- **Quote:** "I consider factors like antibacterial properties when researching mattresses online." (Interview 14)

This structured analysis highlights the diverse factors influencing mattress purchase decisions among Kurlon customers, showcasing the varying priorities across different segments.

Quotes By Respondents

- *"A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing qualities of a good mattress)
- *"Yes, after marriage suppose it is raining and I didn't go upstairs and I am sleeping here, then there is back pain. On Kurlon, nothing happens, no back pain."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing sleeping on the kurlon mattress to their old mattress)
- *"M: Now if you will think about all these like comfort, brand, lasting, the level, evenness, guaranty, exchange offer and then stitching pattern, price, design, discount, offer, what is number one criteria? R: Comfort. M: What will be number two? R: Brand and when brand is good that will be long lasting and then price."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to rank criteria for selecting a mattress)
- *"H: The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why he ranked brand, comfort, and price as the top three factors)
- *"If you think of buying branded mattress then Kurlon comes to mind first. This name is popular in mattress category."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing brand preference for mattresses)
- *"Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon over other brands)
- *"Yes, quality matters. The mattress should provide good comfort, softness, and durability. It should last at least five to seven years without the cotton clumping or losing its firmness. With cheaper retail mattresses, the cotton shifts, and that's not ideal. A quality mattress maintains its structure and comfort over time."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of mattresses for sleep quality, a respondent said:)
- *"I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure."*

That was the trigger point to change the bed."

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about what made them decide to change their mattress, nikhil responded:)
- *"Then we came to know new things about it like its form quality. Then came to know about its brand that this brand is having such a specialty, these people make such thing only so it has more of specialty in it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing what they learned at the shop)
- *"I liked the type of foam and the smoothness. We also considered other brands like Royal Oak, but Kurlon stood out because of the softness. It also fit within our budget, and it's a brand I've known since my school days, so there was a familiarity."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)

Pre-Purchase Research Behavior

Key Takeaways

The research and information-gathering process for Kurlon customers is a dynamic and multi-faceted journey that combines online and offline sources. While online platforms provide a starting point for research and comparison, the tactile nature of mattresses means that offline experiences remain crucial in the final decision-making process. Different demographic groups show varying preferences in their research methods, with younger, tech-savvy consumers leaning more towards online sources, while older consumers and those making high-value purchases tend to rely more on in-store experiences.

To better serve their diverse customer base, Kurlon could consider:

1. Enhancing their online presence with detailed product information, comparison tools, and customer reviews to cater to tech-savvy researchers.
2. Improving in-store experiences with knowledgeable staff and interactive displays to satisfy customers who prefer physical product interactions.
3. Developing a seamless omnichannel strategy that allows customers to easily transition between online research and in-store experiences.
4. Tailoring marketing messages and channels to specific demographic groups based on their preferred information sources and research patterns.

Further research could explore how the COVID-19 pandemic has affected these research and purchase patterns, and whether the shift towards online research is likely to persist or evolve in the post-pandemic era.

Synthesized Insights

The research and information-gathering process for mattress purchases among Kurlon customers reveals a complex interplay between online and offline sources, with distinct patterns emerging across different demographic groups. This analysis synthesizes insights from multiple interviews to provide a comprehensive understanding of how customers approach their mattress purchase decisions.

1. Research Methods and Information Sources

Online Research

A majority of Kurlon customers begin their mattress research process online. This trend is particularly evident among younger, tech-savvy consumers and working professionals. Key online research methods include:

- **E-commerce Platforms:** Many respondents mentioned using Amazon and Flipkart to compare prices, check product specifications, and read customer reviews. For example, Neha (Interview 9) and the couple from Interview 12 both used Amazon for initial research.
- **YouTube:** Several interviewees, such as the couple from Interview 1 and Aishwarya and Nikhil (Interview 12), used YouTube to search for "Best quality mattress" videos and learn about different types of mattresses and materials.
- **Brand Websites:** Some customers, like those in Interview 2, visited official brand websites to gather information about specific mattress models and features.
- **Social Media:** Platforms like Instagram and Facebook were used by some respondents, particularly younger ones, to follow influencers and gather lifestyle-related information that indirectly influenced their mattress choices.

Offline Research

Despite the prevalence of online research, many customers still rely heavily on offline sources for information and decision-making. This is especially true for older consumers and those making high-value purchases. Offline research methods include:

- **Store Visits:** Almost all respondents visited physical stores to see and feel the mattresses before making a purchase. For instance, the couple from Interview 7 visited 7-8 multi-brand stores in their area.
- **Recommendations from Friends and Family:** Many interviewees, such as those in Interview 13, relied on recommendations from relatives who had used different mattress brands.
- **Salesperson Interactions:** In-store conversations with salespeople provided valuable information about mattress features, materials, and brand comparisons. This was particularly important for customers like Balaji (Interview 15), who preferred immediate answers to their questions.

2. Influence of Online and Offline Sources on Different Demographic Groups

- **Young, Tech-Savvy Consumers:** Younger respondents, typically in their 20s and 30s, showed a stronger preference for online research. They were more likely to use multiple online platforms and spend significant time comparing options before visiting stores. For example, Aishwarya and Nikhil (Interview 12), both software engineers in their 30s, extensively used YouTube and online reviews before making their decision.
- **Middle-Aged and Older Consumers:** Older respondents and those with less technological inclination tended to rely more heavily on offline sources. They often preferred visiting stores directly and valued the ability to physically test the mattresses. The couple from Interview 1, both in their 30s, primarily relied on store visits and recommendations from the shopkeeper.
- **Working Professionals:** Respondents with demanding jobs, such as Meenu and Kiran (Interview 11), both working in the tech industry, often started their research online due to time constraints but still visited stores for final decision-making.
- **Families with Children:** Families with young children, like Jai and Nandita (Interview 4), considered factors such as durability and stain resistance, often relying on a combination of online research and in-store experiences to make their decision.

3. Patterns in the Information-Gathering Process

- **Multi-Channel Approach:** Most Kurlon customers adopted a multi-channel approach to gathering information. They typically started with online research to get a broad understanding of options and prices, followed by store visits to physically experience the products. This pattern was consistent across various demographic groups, although the emphasis on online versus offline sources varied.

- **Focus on Specific Features:** Customers often focused their research on specific features that were important to them. For instance, those with health concerns, like Balaji (Interview 15), specifically looked for ortho mattresses to address back pain issues.
- **Brand Comparison:** Many respondents, such as the couple from Interview 13, consistently compared a few key brands (often Kurlon, Sleepwell, and one or two others) throughout their research process.
- **Budget-Driven Research:** Most customers had a specific budget in mind and tailored their research accordingly. For example, the respondents in Interview 11 had a budget of around 22,000-25,000 rupees, which influenced their brand and model choices.
- **Reliance on Personal Experience:** Many customers, like those in Interview 7, based their decisions on personal experiences with mattresses at friends' or relatives' homes, incorporating these experiences into their research process.

This structured analysis highlights the diverse approaches Kurlon customers take in their mattress purchasing journey, emphasizing the importance of both online and offline resources across different demographic segments.

Quotes By Respondents

- *"If you search on you tube then you will find it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about how they researched mattress options)
- *"On Amazon, Flipkart, there are mattress, electronics items, sometimes we are exposed to prices, online prices, offline prices, the more the difference the more we think the more we try. Secondly, what are the reviews? We are purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customer reviews? Is it better or not better?"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they researched mattresses online)
- *"From Laxmi Nagar to Shankar Vihar, there are 7-8 multi-brand stores. I searched in 8-10 places. [...] I collected information about the most popular brands. There are around 20 brands for Kurlon and 8-10 brands for Sleep."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing her mattress search process)
- *"In case of offline we can touch it and have a look at it and then buy it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they preferred buying from a physical store)
- *"Probably the biggest thing missing online is the ability to touch and feel the product. I might like something online, but I want to experience it physically before purchasing."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the limitations of online research)
- *"To some extent we got to know, like basic we got to know that these are the things that will be there. then when we go to showroom, those showroom people will have more knowledge as they will be dealing in it on daily basis. So, there we got even more knowledge."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, describing their research process, nikhil explained)
- *"Then we had talked to our relatives and asked them which brands that they used. Then they suggested us as well."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, explaining how they sought recommendations)
- *"With local, non-branded mattresses, you don't always know the quality or the chemicals used in the foam, which can affect your skin. This is especially important if kids are sleeping on it. Brands follow quality checks and standards, which gives peace of mind."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of brands for mattresses)
- *"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why online shopping wasn't satisfactory)
- *"The thickness and layers were very important. Over time, mattresses tend to become thinner, so we wanted a thick one that would last. Comfort and softness come from the layers, and good sleep can even help with back pain, so that was a priority too."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about the most important factors in choosing a mattress)

In-Store Experience Impact

Key Takeaways

In-store experiences and salesperson interactions play a vital role in the final purchase decision for Kurlon products, often serving as the tipping point even for customers who begin their search online. The ability to physically examine products, receive personalized recommendations, and gain immediate answers to queries significantly influences customer confidence and decision-making.

The importance of these factors varies across customer segments, with budget-conscious, health-focused, and family decision-makers placing higher value on in-store experiences and salesperson interactions. Younger, tech-savvy customers, while conducting extensive online research, still rely on physical store visits for final validation.

To maximize the effectiveness of in-store experiences and salesperson interactions, Kurlon should:

1. Invest in comprehensive training for sales staff, ensuring they can provide expert advice on product features, health benefits, and suitability for different customer needs.
2. Create inviting in-store environments that encourage product testing and comparison.
3. Develop targeted strategies for different customer segments, balancing online information with compelling reasons to visit physical stores.
4. Implement policies like trial periods or return guarantees to build customer confidence and leverage the trust-building role of in-store experiences.

By focusing on these areas, Kurlon can enhance the impact of in-store experiences and salesperson interactions on purchase decisions across various customer segments.

Synthesized Insights

The in-store experience and salesperson interactions play a crucial role in the final purchase decision for Kurlon products across various customer segments. This analysis reveals that while many customers conduct initial research online, the physical store visit often becomes the deciding factor in their mattress purchase journey.

1. Impact of In-Store Experiences on Final Purchase Decisions

Physical Examination of Products:

The ability to physically interact with mattresses emerges as a primary driver for in-store purchases. Multiple respondents emphasized the importance of touching, feeling, and testing mattresses before making a decision. For example, one respondent stated, "In offline stores, they could touch and look at the mattress before buying it" (Interview 10). This sentiment was echoed across various interviews, highlighting the tactile nature of mattress shopping.

Comparison and Variety:

In-store experiences allow customers to compare different mattress options side-by-side, which is challenging to replicate online. Respondents appreciated the ability to see and feel the differences between various models and brands. One interviewee mentioned visiting "2-3 local mattress shops in person to inquire about options and prices" (Interview 8), underscoring the value of physical stores in providing a comprehensive shopping experience.

Immediate Gratification and Confidence:

The in-store experience provides immediate answers to customer queries and allows for on-the-spot decision-making. As one respondent noted, they preferred visiting a physical store where they could "ask detailed questions, touch and feel the products, and get immediate answers from salespeople" (Interview 15). This immediacy builds confidence in the purchase decision.

2. Role of Salesperson Interactions in Purchase Decisions

Product Knowledge and Recommendations:

Salesperson interactions significantly influence customer decisions through their product knowledge and personalized recommendations. Many respondents relied on salespeople to guide them towards suitable options based on their specific needs. For instance, one customer mentioned that the "shopkeeper understood their needs quickly, recommended a suitable mattress within their budget, and offered assurance" (Interview 8).

Trust and Assurance:

Salespeople play a crucial role in building trust and providing assurance to customers. Several respondents mentioned feeling more confident in their purchase due to the salesperson's guidance and guarantees. One interviewee highlighted how the salesperson's recommendation and "assurance in the form of a 7-day return/replace policy" influenced their decision (Interview 8).

Additional Information and Clarification:

Salespeople provide valuable additional information that may not be readily available online or in product descriptions. For example, one respondent appreciated that the salesperson "provided information about the foam quality and different names for the foam" (Interview 13), helping them make a more informed decision.

3. Variation in Importance Across Customer Segments

Age and Tech-Savviness:

Younger, more tech-savvy customers tend to conduct more extensive online research before visiting stores. However, even this segment often relies on in-store experiences for final validation. For instance, a 27-year-old respondent mentioned first searching online but ultimately choosing to visit offline stores to "physically feel the product" (Interview 14).

Budget-Conscious vs. Premium Seekers:

Budget-conscious customers appear to value in-store experiences and salesperson interactions more heavily, as they seek to maximize value within their constraints. These customers often appreciate salespeople who can guide them towards the best options within their budget. In contrast, premium seekers may be more influenced by brand reputation and specific features, using in-store visits to confirm their pre-existing preferences.

Health-Focused Customers:

Customers with specific health concerns, such as back pain, tend to place higher importance on salesperson

expertise. One respondent with back pain issues particularly valued the salesperson's recommendation of an ortho mattress (Interview 15). For this segment, the ability to discuss health-related concerns with knowledgeable staff is crucial.

Family Decision-Makers:

Families making joint decisions often value the in-store experience more, as it allows all decision-makers to test and agree on a choice. One couple mentioned visiting stores together to ensure the mattress suited both their needs (Interview 12).

Brand Loyalists vs. New Customers:

Customers with prior positive experiences with Kurlon may be less influenced by in-store experiences and salesperson interactions, as they already trust the brand. New customers or those switching from other brands tend to rely more heavily on these factors to build confidence in their choice.

This structured presentation highlights the key findings and insights regarding the importance of in-store experiences and salesperson interactions in the purchasing decisions of Kurlon customers.

Quotes By Respondents

- *"Then I saw that we can use both sides of Kurlon, one side is soft and another hard, instead of buying a new one when needed, I can just turn it over."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain. I don't want to stay in bed for too long if it's uncomfortable."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the balance between softness and firmness in a mattress)
- *"R: Before they don't used to give guaranty but nowadays they are giving 1-2 years of guaranty. M: What is guaranty in mattress? R: If damage they will replace. M: And what type of damage they replace? Suppose your child will spill water on it. R: No, not that way if the mattress presses down, set flat which was happening before but nowadays Kurlon is giving guaranty. Neel Kamal is also giving guaranty."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing guarantees and warranties for mattresses)
- *"On Amazon, Flipkart, there are mattress, electronics items, sometimes we are exposed to prices, online prices, offline prices, the more the difference the more we think the more we try. Secondly, what are the reviews? We are purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customer reviews? Is it better or not better?"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they research mattresses online)
- *"So I need 7 days' time at least, but I will tell you what it is after 2 to 3 days' time whether I will keep the mattress or you will refund my money. They agreed to it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining the return/replace policy offered by the shopkeeper)
- *"Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervical problem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15k as per our health then we will go for that only."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon over sleepwell)
- *"In case of offline we can touch it and have a look at it and then buy it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they preferred buying from a physical store)
- *"Probably the biggest thing missing online is the ability to touch and feel the product. I might like something online, but I want to experience it physically before purchasing."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the limitations of online research)
- *"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why online shopping wasn't satisfactory)
- *"The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and the shopkeeper recommended it for back pain and spinal support."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining the choice of kurlon over sleepwell)

Online Vs. Offline Purchase Preferences

Key Takeaways

The analysis reveals a strong preference for offline mattress purchases among Kurlon customers across various demographic groups. This preference is primarily driven by the need for a tactile experience, immediate feedback, and confidence in the purchase decision. However, online channels play a crucial role in the research phase of the customer journey, particularly for price comparisons and initial product exploration.

To cater to these preferences, Kurlon could consider implementing an omnichannel strategy that leverages online platforms for information dissemination and initial engagement while emphasizing the in-store experience for final purchase decisions. Additionally, exploring options like virtual reality experiences or more comprehensive online product information could help bridge the gap between online research and offline purchases, potentially capturing a segment of customers who might be more inclined towards online shopping in the future.

Synthesized Insights

The analysis reveals a strong preference for offline mattress purchasing across various demographic groups. This preference is primarily driven by the tactile nature of mattresses and the importance of physically experiencing the product before making a decision. However, online channels play a significant role in the research phase of the purchase journey.

1. Prevailing Attitudes Towards Online vs. Offline Mattress Purchases

1.1 Strong Preference for Offline Purchases

The majority of Kurlon customers express a clear preference for purchasing mattresses offline. This sentiment is consistent across different age groups, from younger customers in their 20s and 30s to older customers in their 40s.

For example, Aishwarya and Nikhil (both software engineers in their 30s) and Balaji (a 47-year-old system engineer) all chose to buy their mattresses from physical stores.

1.2 Online Channels for Research, Offline for Purchase

While customers prefer offline purchases, many utilize online channels for initial research. This hybrid approach is exemplified by respondents like Meenu and Kiran, who checked Amazon for product details before visiting physical stores. Similarly, Bindu Sri and Nagraj used online platforms like Amazon and Flipkart to narrow down options based on their budget and requirements before visiting offline stores.

1.3 Limited Trust in Online Mattress Purchases

There is a general skepticism towards buying mattresses online without physical inspection. Neha, for instance, had a negative experience with an online mattress purchase, stating that she didn't like it after it arrived and swelled up. This experience reinforces the preference for offline purchases among many customers.

2. Reasons for Preferring Offline Purchases

2.1 Tactile Experience

The most frequently cited reason for preferring offline purchases is the ability to physically experience the mattress. Respondents consistently mention the importance of touching, feeling, and lying down on the mattress before making a decision. Bindu Sri and Nagraj explicitly stated that for mattresses, it's crucial to physically feel the product to see how it suits their body.

2.2 Immediate Feedback and Information

Customers value the ability to get immediate answers to their questions from salespeople in physical stores. Balaji, for example, preferred visiting a physical store where he could ask detailed questions and get immediate answers from salespeople.

2.3 Confidence in Purchase Decision

The ability to physically test the mattress gives customers more confidence in their purchase decision. Aishwarya and Nikhil chose to buy offline because they preferred the ability to directly contact the store if any issues arose, rather than dealing with online customer service.

2.4 Better Deals and Services

Some respondents found better deals in physical stores compared to online platforms. Aishwarya and Nikhil mentioned that the showroom offered better deals than online, including exchange offers for their old bed and home delivery and installation services.

3. Role of Online Channels in the Purchase Journey

3.1 Initial Research

Online platforms play a crucial role in the initial research phase. Many respondents, like Vaishali and Kamal, used Google to search for mattress information and compare prices. YouTube was also mentioned as a source of information, with respondents like Aishwarya and Nikhil watching videos to learn about different types of mattresses and materials.

3.2 Price Comparison

Customers often use online channels to compare prices before visiting physical stores. Vaishali and Kamal, for instance, checked online sites like Amazon and Flipkart to compare prices with market rates.

3.3 Reading Reviews

Online customer reviews are an important source of information for many customers. Vaishali and Kamal mentioned reading customer reviews online as part of their research process.

4. Demographic Variations in Attitudes and Preferences

4.1 Age and Tech-Savviness

While there is a general preference for offline purchases across age groups, younger and more tech-savvy customers tend to engage more extensively with online research. For example, Meenu (26) and Kiran (30) conducted thorough online research before visiting stores, whereas older respondents like Balaji (47) primarily relied on in-store experiences.

4.2 Urban vs. Semi-Urban

Respondents from more urban areas, like Bangalore, seemed more comfortable with online research and considering online purchases. In contrast, respondents from semi-urban areas showed a stronger preference for traditional offline shopping methods.

4.3 Occupation and Education

Respondents with technology-related occupations, such as software engineers, appeared more inclined to use online resources extensively in their research process. However, even these tech-savvy customers ultimately preferred offline purchases for mattresses.

This structured format enhances readability and allows for easier navigation through the key points of the analysis.

Quotes By Respondents

- *"In case of offline we can touch it and have a look at it and then buy it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they preferred buying from a physical store)
- *"She searched online, but I didn't prefer buying online. For mattresses, I believe you need to feel it physically—sit on it, lie down, and see how it suits your body. So while she did the research online, I wanted to purchase it offline."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose to visit offline stores)
- *"I ordered it online. [...] It was a roll. After opening it, it swelled up. [...] I didn't like it online. I ordered a lot of things online."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing her experience with ordering a mattress online)
- *"I started with Amazon and Flipkart. I looked at the sizes available, the types of foam used, and whether they were antibacterial or not. It was important to get an idea of the price range. Online research helped us narrow down the options based on our budget."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing how they researched mattress options)
- *"Showroom people were giving better offer than the online. If anything happens then we can directly contact them. in case of online we have to call customer-care and talk to them. and we don't know as to how it will work in case of beds."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked why they didn't buy online, nikhil explained:)
- *"On Amazon, Flipkart, there are mattress, electronics items, sometimes we are exposed to prices, online prices, offline prices, the more the difference the more we think the more we try. Secondly, what are the reviews? We are purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customer reviews? Is it better or not better?"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they research mattresses online)
- *"Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon over other brands)
- *"The thickness and layers were very important. Over time, mattresses tend to become thinner, so we wanted a thick one that would last. Comfort and softness come from the layers, and good sleep can even help with back pain, so that was a priority too."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing important factors in choosing a mattress)
- *"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why online shopping wasn't satisfactory)
- *"We also found out about in-store discounts and credit card offers, which weren't available online."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing additional benefits of buying in-store)

Channel Impact On Customer Behavior

Key Takeaways

The research reveals that a multi-channel approach, combining online research with offline purchasing, significantly impacts customer satisfaction, decision-making, and brand loyalty for Kurlon mattresses. While online channels play a crucial role in the initial stages of the customer journey, the ability to physically experience the product in-store remains a key factor in final purchase decisions and overall satisfaction.

To leverage these insights, Kurlon should focus on:

1. Enhancing their online presence with detailed product information, customer reviews, and educational content about mattress selection.
2. Improving the integration between online and offline channels to provide a seamless customer experience.
3. Investing in in-store experiences that allow customers to thoroughly test and compare mattresses.
4. Developing a robust omnichannel customer support system to maintain high satisfaction levels and foster brand loyalty.

By addressing these areas, Kurlon can optimize its multi-channel strategy to better meet customer needs and preferences, ultimately leading to increased satisfaction, more informed decision-making, and stronger brand loyalty.

Synthesized Insights

The analysis of customer interviews reveals that both online and offline channels play significant roles in the research and purchasing process for Kurlon mattresses. However, there is a clear preference for offline purchasing, despite the increasing use of online platforms for initial research. This combination of channels impacts customer satisfaction, decision-making processes, and brand loyalty in various ways.

1. Impact on Customer Satisfaction

Online Research: Many customers begin their mattress search online, using platforms like Amazon, Flipkart, and YouTube. This initial research helps them gather information about brands, prices, and features. For example, one respondent mentioned, *"I checked rates, brands, and ratings on Amazon. I also searched on YouTube for information about which mattress brands were better and their uses."* This online research phase allows customers to feel more informed and confident when they eventually make a purchase.

Offline Purchase Experience: Despite the convenience of online research, the majority of customers prefer to purchase mattresses offline. This preference stems from the desire to physically experience the product before buying. As one respondent stated, *"In offline stores, they could touch and look at the mattress before buying it."* This tactile experience leads to higher satisfaction levels, as customers can ensure the mattress meets their comfort needs.

Post-Purchase Satisfaction: Customers who purchased Kurlon mattresses after experiencing them in-store generally reported high satisfaction levels. Many respondents rated their Kurlon mattresses 9 or 10 out of 10 for comfort. This high satisfaction can be attributed to the ability to test the mattress before purchase, which is not possible with online buying.

2. Impact on Decision-Making Process

Multi-Channel Approach: Most customers adopt a multi-channel approach in their decision-making process. They typically start with online research to gather information and narrow down options, then visit physical stores to make the final decision. This approach allows for a more informed and confident purchase decision.

Online Influence: Online channels significantly influence the initial stages of decision-making. Customers use online platforms to compare prices, read reviews, and learn about different mattress types and brands. One respondent mentioned, *"I searched on YouTube for 'Best quality mattress' and 'Best Indian mattress'. I also checked prices on Amazon and read online reviews about different brands."*

Offline Conversion: While online research is crucial, the final decision is often made in-store. Factors like the ability to physically test the mattress, interact with salespeople, and negotiate prices play a significant role in the final purchase decision. One customer noted, *"We preferred to visit a physical store where we could ask detailed questions, touch and feel the products, and get immediate answers from salespeople."*

3. Influence on Brand Loyalty

Brand Awareness: Online channels contribute significantly to brand awareness. Many customers first encounter Kurlon through online searches and advertisements. This online presence helps establish Kurlon as a reputable brand in customers' minds before they even visit a store.

Trust Building: The combination of online research and offline purchase experiences helps build trust in the Kurlon brand. Customers appreciate the consistency between online information and in-store experiences, which reinforces their trust in the brand.

Post-Purchase Support: The availability of both online and offline support channels contributes to brand loyalty. Customers value the option to contact physical stores for immediate support while also having access to online resources. This multi-channel support system enhances the overall customer experience and encourages brand loyalty.

4. Challenges and Opportunities

Online-Offline Integration: While customers appreciate the ability to research online and purchase offline, there's an opportunity for Kurlon to better integrate these experiences. Some customers mentioned a disconnect between online information and in-store offerings, suggesting room for improvement in creating a seamless omnichannel experience.

Personalization: The offline purchasing experience allows for personalized recommendations from salespeople, which customers value highly. There's an opportunity for Kurlon to enhance this personalization by integrating online data with in-store experiences, providing even more tailored recommendations to customers.

Quotes By Respondents

- *"I checked mostly You tube, I just checked the price on Amazon."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they researched mattress options)
- *"Yes, I've asked my colleagues, and they mentioned these brands as reliable—Kurlon, Sleepwell, and Duroflex are considered trustworthy."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing how they gathered information about mattress brands)
- *"On Amazon, Flipkart, there are mattress, electronics items, sometimes we are exposed to prices, online prices, offline prices, the more the difference the more we think the more we try. Secondly, what are the reviews? We are purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customer reviews? Is it better or not better?"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they research mattresses online)
- *"We went out only, I see practically that how is the quality and what is the pricing? These things are practically more important and they have samples that you see carefully by sitting, you see color options from front and they have godowns, you see and choose the color, size comes later, firstly we see that which brand we have to take and what is the preference?"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing their process of comparing mattresses in stores)
- *"When people see mattress they say its Kurlon, it's like when people see water purifier in your house they say they have Aquaguard. Some brands are so popular."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand recognition compared to other brands)
- *"In case of offline we can touch it and have a look at it and then buy it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they preferred buying from a physical store)
- *"Probably the biggest thing missing online is the ability to touch and feel the product. I might like something online, but I want to experience it physically before purchasing."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the limitations of online research)

- *"Showroom people were giving better offer than the online. If anything happens then we can directly contact them. in case of online we have to call customer-care and talk to them. and we don't know as to how it will work in case of beds."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked why they didn't buy online, nikhil explained)
- *"M: On a scale of 1 to 10, how would you rate the comfort? R: 10 out of 10."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to rate the comfort of their current mattress)
- *"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why online shopping wasn't satisfactory)

Product Experience, Expectations, And Development

Mattress Expectations Analysis

Key Takeaways

Kurlon customers have diverse expectations regarding comfort, support, and durability, which vary across different segments. While there is a general preference for balanced firmness and good support, specific needs differ based on factors such as age, health concerns, and family situation. Kurlon's ability to meet these varied expectations while maintaining its reputation for quality and value appears to be key to customer satisfaction.

Key Takeaways:

1. Comfort expectations center around a balance between softness and firmness.
2. Support for the back and spine is a crucial expectation, especially for those with health concerns.
3. Durability is universally important, with customers expecting mattresses to maintain their quality over time.
4. Different customer segments have unique priorities, ranging from pain relief to ease of maintenance.
5. Health issues, previous experiences, lifestyle, brand perception, and budget all play significant roles in shaping customer expectations.

Further research could explore how Kurlon can better tailor its products and marketing to address the specific needs of different customer segments while maintaining its broad appeal.

Synthesized Insights

Based on the analysis of interview data, Kurlon customers exhibit diverse expectations regarding comfort, support, and durability in mattresses. These expectations are influenced by various factors, including personal health concerns, lifestyle, and previous experiences with mattresses. This comprehensive analysis explores common expectations, variations across customer segments, and the factors influencing these expectations.

1. Common Expectations of Kurlon Customers

Comfort:

Kurlon customers generally expect a mattress that provides a balance between softness and firmness. Many interviewees expressed a preference for a "medium" firmness that allows for comfortable sleep without causing body aches. For example, Neha from Interview 9 defines comfort as "a balance between firmness and softness," while respondents in Interview 12 prefer a mattress that is "neither too soft nor too hard."

Support:

Customers expect their mattresses to provide adequate support for their bodies, particularly for the back and spine. This is evident in Interview 15, where the respondent specifically chose a mattress "designed for back pain and spine support." Similarly, in Interview 8, a male respondent purchased a Kurlon mattress to address his cervical problems.

Durability:

Kurlon customers expect their mattresses to maintain their shape and comfort over an extended period. Many interviewees mentioned the importance of the mattress not becoming uneven or compressed over time. For instance, in Interview 7, respondents look for a mattress that doesn't "get pressed or sink inside" and maintains its quality for years.

2. Variations Across Customer Segments

Young Professionals:

This segment, represented by interviewees like Meenu and Kiran (Interview 11), tends to prioritize comfort and sleep quality. They are willing to invest in higher-quality mattresses and consider factors like temperature regulation and ease of movement important.

Families with Young Children:

Families, such as those in Interviews 1 and 4, place a higher emphasis on durability and ease of maintenance. They often prefer mattresses with water-resistant properties and dark colors to hide stains.

Middle-aged Individuals with Health Concerns:

This segment, represented by respondents like Balaji (Interview 15) and the couple in Interview 8, prioritizes support and pain relief. They often seek out specialized mattresses, such as orthopedic options, to address specific health issues.

Budget-conscious Consumers:

Some customers, like those in Interview 13, prioritize finding a balance between quality and affordability. They expect Kurlon to offer good value for money compared to other brands.

3. Factors Influencing Expectations

Health Issues:

Many respondents' expectations are shaped by health concerns, particularly back and neck pain. This is evident in multiple interviews, including 8, 12, and 15, where respondents specifically sought mattresses to address these issues.

Previous Mattress Experiences:

Customers' past experiences with mattresses significantly influence their expectations. For example, in Interview 2, respondents' dissatisfaction with their old mattress led them to prioritize durability and comfort in their new purchase.

Lifestyle and Family Situation:

Factors such as having young children or working long hours impact customers' expectations. In Interview 1, the presence of a young child influenced the desire for a water-resistant mattress, while in Interview 11, respondents' work schedules affected their preferences for temperature regulation.

Brand Perception:

Kurlon's reputation as a trusted and established brand influences customer expectations. Many interviewees, such as those in Interviews 5 and 13, chose Kurlon based on its positive brand image and recommendations from others.

Budget Constraints:

While not always the primary factor, budget considerations do influence expectations. Some customers, like those in Interview 13, expect Kurlon to offer quality mattresses at reasonable prices compared to other brands.

This structured analysis highlights the diverse expectations of Kurlon customers and the various factors that shape their preferences in mattress selection.

Quotes By Respondents

- *"It has to have weight. When we bought the mattress, they told that the mattress should have weight. Quality is also an issue, how will we know it, if there is design in this side of the mattress then that same design should be on the other side of the mattress too."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing qualities of a good mattress)
- *"A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain. I don't want to stay in bed for too long if it's uncomfortable."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the balance between softness and firmness in a mattress)
- *"Yes, after marriage suppose it is raining and I didn't go upstairs and I am sleeping here, then there is back pain. On Kurlon, nothing happens, no back pain."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing sleeping on the kurlon mattress to their old mattress)
- *"M: Now if you will think about all these like comfort, brand, lasting, the level, evenness, guaranty, exchange offer and then stitching pattern, price, design, discount, offer, what is number one criteria? R: Comfort. M: What will be number two? R: Brand and when brand is good that will be long lasting and then price."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to rank criteria for selecting a mattress)
- *"H: The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why he ranked brand, comfort, and price as the top three factors)
- *"They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing mattress features for health issues)
- *"I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure. That was the trigger point to change the bed."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about what made them decide to change their mattress, nikhil responded)
- *"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing important features of a mattress)
- *"A good mattress should be soft, but not too soft. There should be no body pain. If it's too soft, it can cause pain. It should also not be too hard. When we went to the shop, we selected a mattress that was designed for back pain and spine support."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about what makes a comfortable mattress)
- *"The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and the shopkeeper recommended it for back pain and spinal support."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon and sleepwell)

Kurlon Product Pros And Cons

Key Takeaways

Kurlon mattresses are generally perceived positively across various demographic groups, with key benefits including comfort, quality, affordability, and brand trust. The main drawbacks reported are related to heat retention, initial adjustment periods, and limited waterproofing. Perceptions vary somewhat across demographics, with factors like age, income level, location, and occupation influencing priorities and expectations.

To further improve customer satisfaction, Kurlon could consider:

1. Developing mattresses with better temperature regulation properties
2. Enhancing waterproofing features
3. Providing more detailed guidance on the adjustment period for new mattresses
4. Improving the in-store experience and visibility of the brand

Further research could focus on quantifying the prevalence of reported drawbacks and exploring how Kurlon can better cater to the specific needs of different demographic segments while maintaining its broad appeal.

Synthesized Insights

Based on an analysis of customer interviews, Kurlon mattresses are generally perceived positively across various demographic groups. However, notable benefits and drawbacks emerge from customer experiences. This evaluation explores these perceptions, highlighting variations across different demographics and their implications for Kurlon's product development and marketing strategies.

Perceived Benefits of Kurlon Mattresses

1. Comfort and Quality

Customers consistently praised Kurlon mattresses for their comfort and quality. For instance, respondents in Interview 14 rated their Kurlon mattress a perfect 10 out of 10 for comfort, while those in Interview 10 gave it a rating of 9-9.5. This high level of satisfaction reflects the balance between softness and firmness that Kurlon offers.

2. Brand Reputation and Trust

Kurlon's long-standing market presence has cultivated a strong sense of trust among consumers. In Interview 1, respondents chose Kurlon for being a "premium brand with good quality." Similarly, Interview 5 respondents associated Kurlon with being an "old, trustworthy, and caring brand." This perception of reliability spans various age groups and professions.

3. Affordability and Value for Money

Many interviewees highlighted Kurlon's competitive pricing as a significant benefit. In Interview 13, respondents viewed Kurlon as "reasonably priced and affordable for middle-class consumers." This sentiment was echoed in Interview 10, where Kurlon was described as "budget-friendly" while still offering good quality.

4. Variety and Options

Kurlon's wide range of products catering to different needs was appreciated by customers. In Interview 5, respondents noted that Kurlon offers options "across lower, medium, and high segments," appealing to a broad demographic from young professionals to older generations.

5. Health Benefits

Several interviewees mentioned specific health benefits associated with Kurlon mattresses. In Interview 1, respondents noted that Kurlon mattresses helped with "back and shoulder pain." Interview 15 highlighted the ortho mattress designed for "back pain and spine support," indicating that Kurlon's health-focused options are valued by customers with specific needs.

Perceived Drawbacks of Kurlon Mattresses

1. Heat Retention

Some customers reported issues with heat retention in Kurlon mattresses. In Interview 10, respondents mentioned that their spring mattress tended to heat up during use, which could be a concern for customers in warmer climates or those sensitive to temperature while sleeping.

2. Initial Adjustment Period

A few interviewees noted an adjustment period when first using their Kurlon mattress. In Interview 10, respondents experienced some initial back pain, suggesting that some customers may need time to adapt to the new mattress.

3. Limited Waterproofing

In Interview 1, respondents suggested that better waterproofing would be an improvement for Kurlon mattresses. This indicates that some customers may find the current level of water resistance inadequate, particularly those with young children or in humid environments.

4. In-Store Experience

While not directly related to the product, some customers mentioned that Kurlon's in-store experience could be improved. In Interview 11, respondents suggested enhancing showrooms and increasing advertising to improve visibility.

Variations Across Demographic Groups

1. Age and Life Stage

Younger professionals and families with children prioritized durability, ease of maintenance, and health benefits. For instance, in Interview 2, a young couple with a child emphasized the importance of a mattress that wouldn't sink over time. Older customers, as seen in Interview 15, focused more on specific health benefits like back pain relief.

2. Income Level

While Kurlon was generally perceived as affordable across income groups, higher-income customers (like those in Interview 11) were more likely to compare Kurlon with premium brands like Sleepwell. Lower and middle-income groups consistently praised Kurlon's value for money.

3. Urban vs. Semi-Urban

Customers in urban areas (like Bangalore in Interview 12) had more exposure to various mattress brands and technologies, considering factors like temperature regulation and advanced materials. Semi-urban customers often relied more on brand reputation and word-of-mouth recommendations.

4. Occupation

Professionals with desk jobs or those experiencing work-related physical strain (like the IT professional in Interview 10) emphasized the importance of orthopedic benefits and proper back support in their mattress choice.

This structured evaluation provides insights into customer perceptions of Kurlon mattresses, highlighting both strengths and areas for improvement that can inform future product development and marketing strategies.

Quotes By Respondents

- *"Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"W: When we think of mattress, Kurlon name comes to mind first."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing brand perception)

- *"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's qualities)
- *"Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the positive points of kurlon)
- *"In Kurlon, there is a reasonable price. You have body comfort. You have quality. There are many things that are beneficial for you. So Kurlon is much better."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about her satisfaction with kurlon)
- *"Based on our experience, we are getting a bit of back pain. That one thing can be told and it will heat up a bit, as they have spring inside, it might be getting heated up."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing potential weaknesses of kurlon)
- *"The thickness and layers were very important. Over time, mattresses tend to become thinner, so we wanted a thick one that would last. Comfort and softness come from the layers, and good sleep can even help with back pain, so that was a priority too."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about the most important factors in choosing a mattress)
- *"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing important features of a mattress)
- *"A good mattress should be soft, but not too soft. There should be no body pain. If it's too soft, it can cause pain. It should also not be too hard. When we went to the shop, we selected a mattress that was designed for back pain and spine support."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about what makes a comfortable mattress)
- *"Kurlon is like a man in his 50s. It's been around for many years, and it's a trusted brand. It's reliable and suits everyone."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to imagine kurlon as a person)

Sleep-Related Product Interest

Key Takeaways

1. There is significant interest in additional sleep-related products among Kurlon customers, particularly in pillows and protective bedding.
2. The likelihood of purchasing these products from Kurlon is generally positive, supported by strong brand trust and satisfaction with existing Kurlon products.

3. Interest and purchase likelihood vary across customer segments, with factors such as budget consciousness, quality focus, health concerns, and family needs influencing preferences.
4. Kurlon has an opportunity to leverage its strong brand reputation to expand into additional sleep-related product categories.
5. To maximize success, Kurlon should consider:
 - Developing a range of pillows catering to different preferences and health needs
 - Offering bundled deals with mattress purchases to encourage additional product sales
 - Creating targeted marketing campaigns for different customer segments, highlighting relevant benefits (e.g., health features for older customers, durability for young families)
 - Ensuring competitive pricing to appeal to budget-conscious customers while maintaining the perception of quality

Further research could explore specific product preferences within each category (e.g., pillow types, bedsheet materials) and investigate the potential for subscription-based models for regularly replaced items like pillows or seasonal bedding.

Synthesized Insights

Based on the analysis of interview data, there is a notable interest among Kurlon customers in additional sleep-related products, particularly pillows and bedsheets. The likelihood of purchasing these products from Kurlon varies across different customer segments, influenced by factors such as brand loyalty, perceived quality, and price considerations. This analysis explores the level of interest, purchase likelihood, and variations across customer segments for Kurlon's additional sleep-related products.

1. Level of Interest in Additional Sleep-Related Products

There is significant interest in additional sleep-related products among Kurlon customers, with pillows being the most frequently mentioned item:

a) Pillows:

- Many respondents expressed strong opinions about pillow preferences, indicating a high level of interest in this product category.
- Customers value pillows that provide proper neck support, have the right balance of softness, and maintain their quality over time.
- One respondent mentioned using a Peps memory foam pillow, suggesting openness to specialized pillow types.

b) Bedsheets and Covers:

- Several respondents mentioned interest in bedsheets and mattress covers, particularly those that are waterproof or protect the mattress.
- One interviewee specifically mentioned considering purchasing a bedsheet set from Kurlon during Diwali.

c) Blankets:

- At least one respondent mentioned purchasing blankets along with their mattress, indicating some interest in this category.

2. Likelihood of Purchasing Additional Products from Kurlon

The likelihood of customers purchasing additional sleep-related products from Kurlon appears to be moderate to high, influenced by several factors:

a) Brand Trust and Loyalty:

- Many respondents expressed strong positive associations with the Kurlon brand, describing it as reliable, trustworthy, and familiar.
- This brand loyalty suggests a higher likelihood of purchasing additional products from Kurlon.

b) Bundled Purchases:

- Some respondents mentioned receiving or being offered complementary items (like pillows) with their mattress purchase, indicating an opportunity for Kurlon to increase sales of additional products through bundling.

c) Quality Expectations:

- Customers who are satisfied with their Kurlon mattresses may be more likely to trust the brand for other sleep-related products.
- One respondent mentioned, "Kurlon has been around for many years and has a strong reputation," suggesting that this reputation could extend to other product categories.

d) Price Sensitivity:

- While many customers appreciate Kurlon's quality, there is a consistent emphasis on affordability and value for money.
- The likelihood of purchase may depend on Kurlon's ability to offer these additional products at competitive prices.

3. Variations Across Customer Segments

Interest in additional sleep-related products and likelihood of purchase from Kurlon varies across different customer segments:

a) Budget-Conscious Customers:

- This segment is more likely to purchase additional products if they perceive them as offering good value for money.
- They may be more interested in bundled offers or discounts on additional products.

b) Quality-Focused Customers:

- These customers prioritize comfort and durability and may be more willing to invest in higher-quality additional products from Kurlon.
- They are likely to be interested in specialized products like memory foam pillows or orthopedic supports.

c) Health-Conscious Customers:

- Respondents who mentioned back pain or other health concerns may be more interested in additional products that offer health benefits.
- This segment might be particularly interested in ergonomic pillows or specialized bedding.

d) Young Families:

- Customers with young children showed interest in waterproof mattress protectors and durable bedding.
- This segment may be more likely to purchase additional products that offer practical benefits and easy maintenance.

e) Brand Loyalists:

- Customers who strongly associate with Kurlon as a trusted brand are more likely to consider purchasing additional products from the company.

- One respondent described Kurlon as "a close friend," indicating a strong emotional connection that could translate to additional purchases.

This structured analysis highlights the key insights regarding Kurlon customers' interests and purchasing behaviors related to additional sleep-related products.

Quotes By Respondents

- *"Kurlon is reliable. It's like saying, 'I'm always with you when you feel sleepy.'"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to other brands)
- *"W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed should be proper. The pillow, bedsheet should be proper. M: Why these things are important? W: Otherwise you will not get comfort. R: Rest is needed, comfort is needed."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing factors affecting sleep quality)
- *"H: The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why he ranked brand, comfort, and price as the top three factors)
- *"H: The mattress protector also makes the mattress waterproof. I have two children who can sometimes make a mess. If something spills on the mattress, it can be difficult to clean. The protector helps prevent these issues and keeps the mattress in good condition."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of mattress protectors)
- *"Mattress means Kurlon."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand dominance in the mattress category)
- *"We are very close to Kurlon because it's very friendly, like a friend. We feel it is our friend because it keeps us in a comfort zone and solves all our problems."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing her relationship with kurlon)
- *"Yes, they were part of a complimentary offer. The pillows are very soft—too soft, actually."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about purchasing pillows with their mattress)
- *"I will look at memory foam and in that I will look at height. I don't want it to be too height and I want it to be of mid height. [...] Otherwise, I will start to get neck pain."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when the female respondent describes her pillow preferences)
- *"Yeah now she is thinking to get pillow, bedsheet set and cover in Diwali."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing future plans for additional purchases)

- "Yes, we bought pillows, blankets, and a mattress protector that makes it waterproof. Even if water spills, it doesn't soak through."
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about accessories purchased with the mattress)

Warranty And After-Sales Perception

Key Takeaways

Customer awareness and perception of Kurlon's warranty and after-sales service vary across different customer groups. While there is a general positive association with the brand's reliability and service quality, specific awareness of warranty terms and after-sales services appears limited. Older and more experienced customers seem to have more confidence in Kurlon's support, while budget-conscious customers focus less on these aspects. To improve, Kurlon should consider:

1. Enhancing communication of warranty terms to ensure consistency and clarity.
2. Actively promoting after-sales services to increase customer awareness.
3. Conducting targeted research to gather more specific feedback on actual after-sales service experiences.
4. Tailoring warranty and service communications to different customer segments based on their priorities and expectations.

By addressing these areas, Kurlon can strengthen its position in the market and improve customer satisfaction across all segments.

Synthesized Insights

The analysis of interview data reveals varying levels of awareness and perception regarding Kurlon's warranty and after-sales service among customers. While some customers demonstrate a clear understanding of the warranty offerings, others show limited awareness or recall of specific details. Perceptions of Kurlon's after-sales service are generally positive, though experiences and expectations differ across customer groups.

1. Customer Awareness of Kurlon's Warranty and After-Sales Services

Warranty Awareness: The level of awareness regarding Kurlon's warranty varies among customers. Some interviewees demonstrated clear knowledge of their warranty terms:

- One respondent mentioned receiving a one-year warranty, stating, "Yes, within one year if anything happens, they will return" (Interview 1).
- Another customer reported receiving a 2-year warranty with their Kurlon mattress purchase (Interview 13).
- A different respondent noted a 7-year warranty on their Kurlon mattress (Interview 8).

However, not all customers showed the same level of awareness. Many interviewees did not mention warranty details unprompted, suggesting that warranty information may not be a top-of-mind feature for all Kurlon customers.

After-Sales Service Awareness: Awareness of Kurlon's after-sales services appears to be limited among the interviewed customers. Few respondents explicitly mentioned after-sales services, indicating a potential gap in customer knowledge or communication from Kurlon about these offerings.

2. Customer Perceptions of Kurlon's After-Sales Service Quality

Overall Positive Perception: While specific mentions of after-sales service experiences were limited, the general perception of Kurlon as a brand includes attributes that suggest confidence in their service quality:

- Kurlon is described as "caring," "reliable," and "trustworthy" by multiple respondents (Interviews 1, 2, 5).

- One interviewee stated, "Kurlon is reliable. It's like saying, 'I'm always with you when you feel sleepy'" (Interview 2), implying a sense of ongoing support.

Association with Good Service: Some customers associate Kurlon with good service, even if they haven't directly experienced it:

- A respondent mentioned, "They perceive Kurlon as high quality. They mention that Kurlon is durable, maintaining its quality even after water damage and not developing issues like ant infestations" (Interview 1), suggesting confidence in the product's longevity and potential after-sales support.
- Another interviewee noted that Kurlon offers "good service" (Interview 12), although specific details were not provided.

3. Variations in Awareness and Perceptions Across Customer Groups

Age and Experience: Older customers and those with longer experience with the brand seem to have more confidence in Kurlon's service and warranty:

- One respondent personified Kurlon as a "middle-aged, healthy figured person who is married," describing them as "friendly, adjusting, and someone who cares for everyone" (Interview 1), suggesting that older customers may associate the brand with reliability and good service.

Budget-Conscious Customers: Customers who prioritize budget-friendliness appear to be less focused on warranty and after-sales service details:

- Several respondents mentioned choosing Kurlon for its affordability and value for money (Interviews 5, 9, 12), with less emphasis on warranty or after-sales service.

Tech-Savvy Customers: More tech-savvy customers seem to expect modern service approaches:

- One respondent associated Kurlon with "smartness, high technology, and new innovations" (Interview 9), suggesting that this group may have higher expectations for after-sales service and support.

4. Areas for Improvement and Further Investigation

Communication of Warranty Terms: The variation in reported warranty periods (1 year, 2 years, 7 years) suggests a need for clearer communication of warranty terms to customers.

Promotion of After-Sales Services: The limited explicit mentions of after-sales services indicate an opportunity for Kurlon to better promote and educate customers about these offerings.

Customer Service Experience: While general perceptions are positive, there is a lack of specific feedback on actual after-sales service experiences, suggesting a need for more focused research in this area.

Quotes By Respondents

- "Yes, within one year if anything happens, they will return."
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the warranty of their kurlon mattress)
- "Kurlon is reliable. It's like saying, 'I'm always with you when you feel sleepy.'"
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to other brands)
- "R: Before they don't used to give guaranty but nowadays they are giving 1-2 years of guaranty. M: What is guaranty in mattress? R: If damage they will replace. M: And what type of damage they replace? Suppose your child will spill water on it. R: No, not that way if the mattress presses down, set flat which was happening before but nowadays Kurlon is giving guaranty. Neel Kamal is also giving guaranty."

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing guarantees and warranties for mattresses)
- *"They have waterproof options, good layering, and a long-lasting guarantee—usually lasting around 12-14 years."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the qualities of kurlon mattresses)
- *"Caring, trusted and reliable, similar to an old friend or relative."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why kurlon feels like a mother-in-law)
- *"Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the positive points of kurlon)
- *"Brands give you the most durability and variety. Now, they come with a 10-year warranty. They even say that if anything happens within 10 years, they'll repair it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why branded mattresses are important)
- *"As soon as I hear Kurlon, I think of smartness, high technology, and new innovations. It's comfortable and represents a new way of doing things."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about her perception of kurlon)
- *"Kurlon was having beds which comes in our budget. And they also spoke about warranty and it's an old brand and they have service centers nearby."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"I liked the type of foam and the smoothness. We also considered other brands like Royal Oak, but Kurlon stood out because of the softness. It also fit within our budget, and it's a brand I've known since my school days, so there was a familiarity."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)

Product Feature Preferences

Key Takeaways

The analysis reveals that Kurlon's customer base has diverse preferences for mattress features, largely influenced by factors such as age, health concerns, family situation, and lifestyle. To cater to these varied needs, Kurlon should:

1. Develop a diverse product range with clearly defined firmness levels and material compositions.
2. Invest in innovative technologies addressing concerns such as temperature regulation and antibacterial properties.
3. Offer a variety of design options to appeal to both style-conscious and practical customers.
4. Ensure availability of different size options and explore customization services.

5. Enhance marketing communications to clearly convey the benefits of different mattress features for specific customer segments.

By implementing these strategies, Kurlon can better meet the diverse needs of its customer base, potentially increasing market share and customer satisfaction across various segments.

Synthesized Insights

An analysis of the interview data reveals significant variations in product feature preferences across different Kurlon customer segments. These insights can inform Kurlon's product development efforts to better meet the diverse needs of its customer base. The following sections explore the key product features preferred by different segments and how these preferences vary, concluding with actionable insights for Kurlon's product development strategy.

1. Comfort and Firmness Preferences

Across all customer segments, **comfort** emerged as the primary consideration when selecting a mattress. However, preferences for firmness levels varied:

- **Middle-aged professionals with back issues:**

This segment, represented by respondents like Nikhil (Interview 12) and Balaji (Interview 15), prefer mattresses with moderate firmness. They seek a balance between softness and support, often opting for orthopaedic or back-support models. Balaji mentions, "It should not cause body pain and should provide support for the back and spine."

- **Young couples:**

Represented by respondents like Abhijeet and Supriya (Interview 7), this segment prefers mattresses that are neither too soft nor too hard. They value a "moderate" firmness that allows for easy movement and doesn't cause body pain.

- **Families with young children:**

This segment, exemplified by Jai and Nandita (Interview 4), prioritizes mattresses that are comfortable for all age groups. They prefer mattresses that are not too soft to ensure proper support for growing children.

Insight for product development: Kurlon should consider developing a range of mattresses with varying firmness levels, clearly labeling and marketing them for specific customer segments based on their comfort preferences and health needs.

2. Material and Construction Preferences

Different customer segments showed varying preferences for mattress materials and construction:

- **Health-conscious customers:**

Represented by respondents like Bindu and Nagraj (Interview 14), this segment strongly prefers foam mattresses over spring mattresses. They believe foam mattresses are more comfortable, durable, and less likely to cause body pains.

- **Value-seeking customers:**

This segment, exemplified by Arun and Jyoti (Interview 5), prioritizes mattresses with good quality foam or a combination of foam and coir. They value durability and long-lasting comfort.

- **Luxury-oriented customers:**

Represented by respondents like Lokesh and Shakti (Interview 6), this segment is interested in premium materials and innovative technologies. They are willing to invest in higher-end mattresses with advanced features.

Insight for product development: Kurlon should diversify its product line to include a range of material options, from all-foam mattresses to hybrid designs incorporating both foam and springs. Clear communication of the benefits

of each material type can help customers make informed decisions based on their preferences and needs.

3. Additional Features and Technologies

Certain customer segments showed interest in specific features and technologies:

- **Tech-savvy young professionals:**

This segment, represented by respondents like Deepankar and Sujata (Interview 2), is interested in innovative mattress technologies that enhance comfort and durability.

- **Health-conscious customers:**

Exemplified by Bindu and Nagraj (Interview 14), this segment highly values antibacterial properties in mattresses. They ranked this feature as the second most important factor after comfort.

- **Customers in warm climates:**

Represented by respondents like Aishwarya and Nikhil (Interview 12), this segment prioritizes temperature regulation in mattresses. They specifically mention the importance of mattresses that don't heat up, especially in non-air-conditioned environments.

Insight for product development: Kurlon should invest in developing and incorporating advanced features such as antibacterial treatments, temperature-regulating technologies, and other innovations that address specific customer concerns. These features should be clearly communicated in marketing materials to attract tech-savvy and health-conscious consumers.

4. Design and Aesthetic Preferences

While not as critical as comfort and functionality, design and aesthetics play a role in mattress selection for some customer segments:

- **Style-conscious young couples:**

Represented by respondents like Abhijeet and Supriya (Interview 7), this segment values the appearance of the mattress, including color and pattern. They prefer designs that enhance the overall look of their bedroom.

- **Practical family-oriented customers:**

Exemplified by Prasenjit and Monimala (Interview 1), this segment prefers dark-colored mattresses to hide stains, especially when they have young children.

Insight for product development: Kurlon should offer a range of design options, including both stylish patterns for style-conscious consumers and practical, dark-colored options for families with young children. The company could also consider developing easily removable and washable mattress covers to address concerns about stains and maintenance.

5. Size and Customization Preferences

Different customer segments showed varying preferences for mattress sizes and customization options:

- **Young couples and small families:**

This segment, represented by respondents like Deepankar and Sujata (Interview 2), prefers larger mattress sizes like king-size to allow for comfortable movement during sleep.

- **Customers with specific health needs:**

Exemplified by Balaji (Interview 15), this segment may require customized or specialized mattresses to address specific health concerns like back pain.

Insight for product development: Kurlon should ensure a wide range of size options are available across its product lines. Additionally, the company could explore offering customization services or specialized mattresses for customers with specific health needs, potentially partnering with healthcare professionals to develop these products.

By addressing these insights, Kurlon can enhance its product offerings and better cater to the diverse preferences of its customer segments.

Quotes By Respondents

- *"When I was expecting, I had back pain, doctor suggested me not to sleep in too soft mattress."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing mattress firmness and health)
- *"A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing what makes a good mattress)
- *"I have to consider both of us. I have no problem as I won't have back pain but he would. Sleep is the most important thing, if I sleep well at night then in the morning my mood will also be nice."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining the compromise between bounce and firmness for health reasons)
- *"H: The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why he ranked brand, comfort, and price as the top three factors)
- *"It is very important, first one was white in color, dirty marks on that becomes visible, we have taken it of maroon color so dirt is not much visible on that."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the color choice for their mattress cover)
- *"I think lightweight will be better. I can change it whenever I want. ... Cotton fibre. ... It will be light and soft. I can move it, can turn it easily."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing preferences for mattress materials)
- *"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing important features of a mattress)
- *"In my opinion, a mattress without springs, made entirely of foam, is the best. Springs can cause body pains and aren't suitable for everyone. A foam mattress is comfortable for people of all ages."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the ideal combination for a comfortable mattress)
- *"Antibacterial properties were the second priority. We didn't want a mattress that would attract insects or cause skin issues, especially for children."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the priorities for selecting a mattress)

- *"A good mattress should be soft, but not too soft. There should be no body pain. If it's too soft, it can cause pain. It should also not be too hard. When we went to the shop, we selected a mattress that was designed for back pain and spine support."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurlon, when asked about what makes a comfortable mattress)

Product Improvement Opportunities

Key Takeaways

The analysis reveals that while Kurlon has a strong reputation for comfort and quality, there are several areas where product improvements and new developments could enhance their market position. Key focus areas should include advanced materials for improved comfort and durability, health-oriented features, customization options, and integrated accessories. By addressing these unmet needs and innovating in these areas, Kurlon can strengthen its appeal across various customer segments, from health-conscious individuals to tech-savvy consumers, and from young families to older adults with specific comfort requirements.

Synthesized Insights

Based on the analysis of customer feedback from the provided interviews, several potential areas for product improvement and new product development have been identified for Kurlon mattresses. These insights span various customer segments and highlight both common themes and specific unmet needs.

1. Material and Comfort Improvements

A recurring theme across interviews was the importance of mattress comfort and the materials used. While many customers expressed satisfaction with their Kurlon mattresses, there are opportunities for improvement:

- **Temperature Regulation:** Several respondents mentioned the importance of a mattress that doesn't heat up, especially in non-air-conditioned environments. Developing mattresses with enhanced temperature regulation properties could address this need.
- **Balanced Firmness:** Customers consistently expressed a preference for mattresses that are neither too soft nor too hard. Kurlon could consider developing a line of mattresses with adjustable firmness levels to cater to individual preferences.
- **Foam Quality:** Some respondents praised Kurlon's foam quality, but there's room for innovation. Developing advanced foam technologies that maintain their properties over time could address concerns about mattresses becoming compressed or uneven with use.

2. Health and Wellness Features

Many interviewees mentioned health-related concerns, indicating a potential market for mattresses with enhanced health benefits:

- **Orthopedic Support:** Several respondents, particularly older customers, mentioned back pain and cervical issues. Expanding the range of orthopedic mattresses or incorporating advanced spinal support features could appeal to this segment.
- **Antibacterial Properties:** Some customers expressed a strong preference for antibacterial mattresses, especially those with young children. Enhancing and prominently featuring antibacterial properties could be a significant selling point.
- **Allergy-Friendly Materials:** While not explicitly mentioned, given the concerns about dust and hygiene, developing hypoallergenic mattresses could address an unmet need in the market.

3. Durability and Longevity

Customers consistently valued durability and longevity in their mattresses. Kurlon could focus on:

- **Extended Warranties:** Some respondents mentioned warranties as a factor in their purchase decision. Offering longer warranties or tiered warranty options could enhance customer confidence.
- **Self-Rejuvenating Materials:** Developing materials that maintain their shape and comfort over extended periods could address concerns about mattresses becoming uneven or compressed over time.

4. Customization and Versatility

There's a potential market for more customizable mattress options:

- **Modular Designs:** Some customers expressed a desire for mattresses with different firmness levels on each side. Developing modular mattresses that allow customers to customize firmness for different sections could be innovative.
- **Seasonal Adaptability:** Given India's diverse climate, mattresses that can adapt to different seasons (e.g., cooler in summer, warmer in winter) could be a unique selling point.

5. Accessories and Complementary Products

Several interviewees mentioned purchasing or considering additional products along with their mattresses:

- **Integrated Mattress Protectors:** Many customers expressed interest in mattress protectors, particularly waterproof ones. Developing mattresses with built-in, removable protectors could be a valuable innovation.
- **Pillow Innovation:** Some respondents mentioned dissatisfaction with pillow longevity. Kurlon could expand its pillow offerings with a focus on maintaining quality and comfort over time.
- **Sleep System Bundles:** Offering complete sleep systems that include mattresses, pillows, and bedding could appeal to customers looking for a coordinated sleep solution.

6. Design and Aesthetics

While comfort was the primary concern, several respondents mentioned the importance of mattress design and appearance:

- **Stain-Resistant Fabrics:** Developing mattresses with stain-resistant outer fabrics, particularly in darker colors, could address concerns about maintaining a clean appearance over time.
- **Customizable Designs:** Offering mattresses with customizable outer designs or removable, washable covers could appeal to style-conscious consumers.

7. Technology Integration

While not explicitly mentioned by many respondents, there's potential for incorporating technology into mattresses:

- **Smart Sleep Tracking:** Integrating sleep tracking technology into mattresses could appeal to health-conscious consumers and provide valuable data for further product development.
- **App-Controlled Adjustments:** Developing mattresses with app-controlled firmness or temperature settings could be a premium offering for tech-savvy customers.

These insights provide a roadmap for Kurlon to enhance its product offerings and better meet the needs of its diverse customer base.

Quotes By Respondents

- *"When I was expecting, I had back pain, doctor suggested me not to sleep in too soft mattress."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing mattress firmness and health)
- *"A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain. I don't want to stay in bed for too long if it's uncomfortable."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the balance between softness and firmness in a mattress)
- *"Yes, after marriage suppose it is raining and I didn't go upstairs and I am sleeping here, then there is back pain. On Kurlon, nothing happens, no back pain."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing sleeping on the kurlon mattress to their old mattress)
- *"M: Now if you will think about all these like comfort, brand, lasting, the level, evenness, guaranty, exchange offer and then stitching pattern, price, design, discount, offer, what is number one criteria? R: Comfort. M: What will be number two? R: Brand and when brand is good that will be long lasting and then price."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to rank criteria for selecting a mattress)
- *"W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed should be proper. The pillow, bedsheet should be proper. M: Why these things are important? W: Otherwise you will not get comfort. R: Rest is needed, comfort is needed."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing factors affecting sleep quality)
- *"They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing mattress features for health issues)
- *"He will say this only that first of all, I am reasonable and 2nd thing I am affordable. 3rd thing I give good service, I am so old and my service is so good, you take my service and see."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about what kurlon would say about itself if it were a person)
- *"Material which they use inside should be improved so that we will not get backpain and it should not get heated up. They should use cotton."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked what kurlon should improve to win in the future)
- *"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing important features of a mattress)
- *"H: For us it is comfortable brand. Quite known brand. W: Price is reasonable of it. H: Its quality is better as we are using it."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing qualities associated with kurlon)

Market Positioning And Strategic Opportunities

Price Point Receptiveness

Key Takeaways

Kurlon's diverse product range and pricing strategy generally resonate well with a broad spectrum of customers, particularly in the middle and upper-middle-class segments. The brand's perceived value lies in its ability to offer quality, comfort, and durability at competitive price points. However, to maintain and expand its market position, Kurlon should consider implementing a more nuanced pricing strategy that caters to different customer segments' specific needs and price sensitivities. By focusing on health benefits, customization options, and strategic discounting, while maintaining its core value propositions, Kurlon can enhance its appeal across various demographic segments and strengthen its market position against competitors.

Synthesized Insights

Based on customer interviews, Kurlon's market positioning and strategic opportunities are closely tied to its perceived value across different price points and demographic segments. The brand's reputation for quality, comfort, and affordability resonates well with a broad spectrum of consumers, particularly within the middle-class and upper-middle-class segments. However, nuanced differences exist in how various customer groups perceive and respond to Kurlon's value propositions and pricing strategies.

1. Price Point Receptiveness

Kurlon customers generally exhibit high receptiveness to the brand's current price points, viewing them as offering good value for money. This is evident across multiple interviews:

- **Budget-conscious consumers:** Interviewees like Abhijeet and Supriya (Interview 7), who paid around 18,000 rupees for their Kurlon Ortho Magic mattress, found the price reasonable for the quality offered. Similarly, Neha (Interview 9) negotiated a 30% discount on her Kurlon mattress, indicating price sensitivity but also a willingness to invest in quality.
- **Mid-range buyers:** Respondents such as Arun and Jyoti (Interview 5) paid 14,000 rupees for their Kurlon mattress, considering it a good balance of quality and affordability. This price point is particularly attractive to middle-class consumers seeking reliable, branded products.
- **Premium segment:** Some customers, like Balaji (Interview 15), were willing to spend up to 25,000 rupees on a Kurlon mattress, suggesting that the brand also appeals to those seeking higher-end products within their range.

However, there is a ceiling to price tolerance. For instance, Meenu and Kiran (Interview 11) mentioned that if Sleepwell were to offer more affordable options, they might consider switching from Kurlon, indicating that maintaining competitive pricing is crucial for customer retention.

2. Value Propositions Across Demographic Segments

Different demographic segments respond to various value propositions offered by Kurlon:

- **Young professionals:** Represented by respondents like Aishwarya and Nikhil (Interview 12), key value propositions include comfort, addressing specific health concerns (e.g., back pain), and the balance between quality and affordability.
- **Families with children:** Respondents like Prasenjit and Monimala Saha (Interview 1) value durability, ease of maintenance, and features like water resistance. They appreciate Kurlon's range of options catering to different

family members' needs.

- **Older consumers:** For this segment, represented by respondents like Srinivas Reddy and Kavitha (Interview 10), the orthopaedic benefits, brand legacy, and long-term durability are crucial value propositions.
- **Budget-conscious buyers:** Across various age groups, many respondents like Deepankar and Sujata Rai (Interview 2) appreciate Kurlon's ability to offer quality products at accessible price points, making it an attractive option for value-seeking consumers.

3. Price Sensitivity Across Customer Segments

Price sensitivity varies across different customer segments:

- **Middle-class families:** This segment, represented by respondents like Lokesh and Shakti (Interview 6), shows moderate price sensitivity. They are willing to invest in quality but actively seek discounts and compare prices across brands.
- **Young couples:** Respondents like Divya and Chirag (Interview 8) set specific budgets (around 15,000 rupees in their case) and are price-conscious but willing to stretch for perceived quality and brand value.
- **Aspirational buyers:** Some respondents, like Neha (Interview 9), who paid 50,000 rupees for two mattresses, demonstrate lower price sensitivity when it comes to branded products they perceive as high-quality and status-enhancing.
- **Value-seekers:** A significant portion of Kurlon's customer base, represented by respondents like Subham and Payel Debnath (Interview 3), actively seek value for money, comparing Kurlon favorably to more expensive brands like Sleepwell.

4. Strategic Opportunities

Based on the analysis, several strategic opportunities emerge for Kurlon:

- **Tiered pricing strategy:** Kurlon could benefit from a clearly defined tiered pricing strategy that caters to different segments, from budget-conscious buyers to premium seekers. This would allow them to capture a wider market share while maintaining their value proposition across segments.
- **Health-focused marketing:** Many respondents, like Balaji (Interview 15), chose Kurlon for its orthopaedic benefits. Emphasizing these health-related features could strengthen Kurlon's position in the market, especially among older consumers and those with specific health concerns.
- **Customization options:** Some respondents, like Bindu Sri and Nagraj (Interview 14), expressed interest in specific features like antibacterial properties. Offering customizable options could appeal to customers willing to pay more for personalized solutions.
- **Bundle deals and discounts:** Many respondents, such as Neha (Interview 9), actively sought discounts. Implementing strategic bundle deals or seasonal discounts could help Kurlon attract price-sensitive customers without compromising their overall price positioning.
- **Enhanced in-store experience:** Several respondents, including Aishwarya and Nikhil (Interview 12), valued the ability to physically test mattresses before purchase. Improving the in-store experience could further differentiate Kurlon from online-only competitors.

Quotes By Respondents

- *"Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)

- *"Yes, I've thought about it. The first one is the brand, then price, then durability. After that, it's softness and hardness, followed by the material. Then come the offers, color choice, stitching, and finally, the design."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when ranking the factors they considered when choosing a mattress)
- *"I wanted to use something branded since childhood, plus he also told that he has used it in his uncle's marriage, then we discussed and decided to buy it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing factors that influenced their purchase decision)
- *"The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why he ranked brand, comfort, and price as the top three factors)
- *"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile, but it lacks the premium touch that Sleepwell offers."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon and sleepwell)
- *"Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervical problem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15k as per our health then we will go for that only."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon over sleepwell)
- *"I choose it as per my requirements, it was the most expensive. I got Rs. 30,000 discount, this was originally Rs. 80,000. I got it for Rs. 50,000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing their kurlon mattress purchase)
- *"I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they decided to change their mattress)
- *"it's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing about Kurlon. And they came up with all the segments, like from cheap to costly they have it all."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing their perception of the kurlon brand)
- *"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why online shopping wasn't satisfactory)

Price Sensitivity Analysis

Key Takeaways

Kurlon's customer base exhibits varying levels of price sensitivity, from budget-conscious consumers to those willing to pay premium prices for perceived quality and features. The brand's perceived value is rooted in its quality-to-price ratio, established reputation, comfort and health benefits, and durability. To optimize its pricing strategy and marketing efforts, Kurlon should maintain a tiered pricing approach, emphasize its value proposition, leverage its brand heritage, highlight health and comfort benefits, promote durability and warranty, and offer targeted promotions. By addressing the needs and perceptions of different customer segments, Kurlon can strengthen its market position and appeal to a broad range of consumers.

Synthesized Insights

The analysis of interview data reveals varying levels of price sensitivity and perceived value across different Kurlon customer segments. These insights can inform Kurlon's pricing strategy and marketing efforts to better target and serve its diverse customer base.

1. Price Sensitivity Across Customer Segments

1.1 Budget-Conscious Segment

A significant portion of Kurlon's customer base is price-sensitive, with many interviewees citing budget as a key factor in their decision-making process. For example:

- One respondent had a budget of **15,000 rupees** (Interview 13).
- Another spent **14,000 rupees** on their Kurlon mattress (Interview 1).

This segment values Kurlon's affordability compared to other brands, with one respondent noting that Kurlon is "reasonably priced and affordable for middle-class consumers" (Interview 13).

1.2 Mid-Range Segment

Some customers are willing to spend more for perceived quality and features. For instance:

- One respondent paid **25,000 rupees** for a king-size Kurlon mattress (Interview 15).
- Another spent **22,000 rupees** (Interview 11).

This segment is less price-sensitive but still values the balance between cost and quality that Kurlon offers.

1.3 Premium Segment

A smaller segment of Kurlon customers is less price-sensitive and more focused on quality and features. For example:

- One respondent mentioned paying **50,000 rupees** for two mattresses, with the original price being **80,000 rupees** before discounts (Interview 9).

This segment may be more open to Kurlon's higher-end offerings.

2. Perceived Value Assessment

2.1 Quality-to-Price Ratio

Many respondents perceive Kurlon as offering good value for money. One interviewee stated that Kurlon offers "good quality at an affordable price point compared to the other brands" (Interview 13). This perception of value is a key driver for many customers choosing Kurlon over competitors.

2.2 Brand Reputation and Trust

Kurlon's long-standing presence in the market significantly contributes to its perceived value. Multiple respondents mentioned Kurlon being a trusted brand since their childhood (Interviews 12, 14). This established reputation adds to the perceived value of Kurlon products, even when priced higher than some alternatives.

2.3 Comfort and Health Benefits

Many customers associate Kurlon with comfort and health benefits, enhancing its perceived value. For example:

- One respondent chose Kurlon for its ability to address back pain issues (Interview 12).
- Another appreciated its orthopaedic benefits (Interview 15).

2.4 Durability and Warranty

Kurlon's perceived durability and warranty offerings contribute to its value proposition. Several respondents mentioned the importance of long-lasting products and warranty coverage (Interviews 1, 11, 12), indicating that these factors justify higher prices for some customers.

3. Insights for Pricing Strategy and Marketing Efforts

3.1 Tiered Pricing Strategy

Kurlon should maintain a tiered pricing strategy to cater to different customer segments. This approach allows the brand to serve budget-conscious customers while also offering premium options for less price-sensitive segments. One respondent noted that Kurlon has "options for all budget ranges from cheap to costly" (Interview 12).

3.2 Emphasize Value for Money

Marketing efforts should highlight Kurlon's value proposition, emphasizing the quality-to-price ratio. Many respondents perceive Kurlon as offering good quality at reasonable prices (Interviews 5, 13), which should be a key message in marketing communications.

3.3 Leverage Brand Heritage

Kurlon's long-standing presence in the market is a significant asset. Marketing campaigns should leverage this heritage to reinforce trust and perceived value, especially when justifying higher prices for premium products.

3.4 Highlight Health and Comfort Benefits

Many respondents chose Kurlon for its perceived health benefits and comfort (Interviews 1, 12, 15). Marketing efforts should emphasize these aspects to justify pricing and differentiate Kurlon from competitors.

3.5 Promote Durability and Warranty

Emphasizing the long-term value of Kurlon mattresses through durability claims and warranty offerings can help justify higher price points and appeal to value-conscious consumers.

3.6 Offer Targeted Promotions

To address price sensitivity, Kurlon should consider targeted promotions and discounts. Many respondents mentioned taking advantage of offers and discounts (Interviews 9, 14), indicating that such promotions can be effective in driving sales across different segments.

This structured analysis provides a comprehensive overview of Kurlon's customer segments, their price sensitivity, and perceived value, offering actionable insights for strategic decision-making.

Quotes By Respondents

- *"Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"I wanted to use something branded since childhood, plus he also told that he has used it in his uncle's marriage, then we discussed and decided to buy it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing factors that influenced their purchase decision)
- *"H: The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why he ranked brand, comfort, and price as the top three factors)
- *"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's qualities)
- *"Sleepwell is new in market, Kurlon is old company, and this has a market value. Compare to Kurlon, Sleepwell is cheaper, giving offers but when you will think of a brand, you don't worry for the cost."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to other mattress brands)
- *"I choose it as per my requirements, it was the most expensive. I got Rs. 30,000 discount, this was originally Rs. 80,000. I got it for Rs. 50,000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing her kurlon mattress purchase)
- *"The fabric should be of good quality, and the material should be supportive. For example, this mattress I bought is called Mermaid. The fabric is very supportive for the backbone. I used to have back pain, and ever since I got this mattress, my back pain is gone. So, that's important."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing what she looks for in a mattress)
- *"it's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing about Kurlon. And they came up with all the segments, like from cheap to costly they have it all."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing their perception of the kurlon brand)
- *"I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they decided to change their mattress)
- *"H: Kurlon. W: It is at reasonable price and in budget. W: Sleepwell has less qualities than Kurlon. Less range. Wakefit has higher price so it will lose."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurlon on, when asked which brand would win if the three brands were contesting elections)

Segment-Specific Differentiation

Key Takeaways

Kurlon has significant opportunities to differentiate its products and marketing messages across various customer segments. By addressing the unique preferences and needs of each segment, Kurlon can strengthen its market position and appeal to a broader range of consumers. Key strategies include:

1. Developing segment-specific product lines that cater to different age groups, lifestyles, and health needs.
2. Crafting targeted marketing messages that resonate with each segment's values and priorities.
3. Emphasizing Kurlon's versatility in meeting diverse consumer needs while maintaining its core brand identity.
4. Investing in technology and sustainability initiatives to appeal to forward-thinking consumers.
5. Balancing tradition and innovation to maintain loyalty among long-time customers while attracting new ones.

By implementing these strategies, Kurlon can create a more diversified and appealing product portfolio, ultimately strengthening its position in the competitive mattress market.

Synthesized Insights

Based on the analysis of interview data, several opportunities exist for Kurlon to differentiate its products and marketing messages for specific customer segments. The interviews reveal diverse preferences, needs, and perceptions among consumers, which Kurlon can leverage to enhance its market positioning and appeal to different segments more effectively.

1. Age-Specific Product Differentiation

Young Adults and Professionals:

- **Preferences:** Comfort, technology integration, modern designs
- **Needs:** Support for active lifestyles, relief from work-related stress
- **Opportunities:**
 - Develop mattresses with smart features (e.g., sleep tracking, temperature regulation)
 - Create marketing messages emphasizing work-life balance and productivity benefits
 - Highlight Kurlon's ability to cater to tech-savvy, career-focused individuals

Middle-Aged and Older Adults:

- **Preferences:** Durability, health benefits, traditional values
- **Needs:** Back pain relief, joint support, familiarity with brand
- **Opportunities:**
 - Expand the orthopaedic mattress line with a specific focus on age-related issues
 - Create marketing campaigns that emphasize Kurlon's long-standing reputation and trust
 - Develop products that combine traditional materials (like cotton) with modern technology

2. Lifestyle-Based Segmentation

Urban Professionals:

- **Preferences:** Convenience, space-saving designs, modern aesthetics
- **Needs:** Quick delivery, easy maintenance, compatibility with urban living spaces

- **Opportunities:**
 - Develop compact, multi-functional mattresses for small apartments
 - Create marketing messages highlighting Kurlon's understanding of urban lifestyles
 - Offer convenient delivery and setup services tailored for busy professionals

Family-Oriented Consumers:

- **Preferences:** Safety, durability, versatility
- **Needs:** Child-friendly features, easy cleaning, long-lasting quality
- **Opportunities:**
 - Develop mattresses with child-safety features (e.g., waterproof, hypoallergenic)
 - Create marketing campaigns showcasing Kurlon as a family-oriented brand
 - Offer customizable options for different family members' needs

3. Health and Wellness Focus

Health-Conscious Consumers:

- **Preferences:** Natural materials, eco-friendly products, health benefits
- **Needs:** Allergy prevention, stress relief, improved sleep quality
- **Opportunities:**
 - Develop a line of organic, eco-friendly mattresses
 - Create marketing messages emphasizing Kurlon's commitment to health and wellness
 - Partner with health experts to validate and promote the health benefits of Kurlon mattresses

4. Price-Sensitive Segments

Budget-Conscious Consumers:

- **Preferences:** Affordability, value for money, basic comfort
- **Needs:** Durable products at lower price points
- **Opportunities:**
 - Develop a budget-friendly line without compromising on essential quality
 - Create marketing messages highlighting Kurlon's ability to offer quality at various price points
 - Offer financing options or installment plans to make higher-end models more accessible

5. Luxury and Premium Segments

Affluent Consumers:

- **Preferences:** Exclusive designs, premium materials, personalized service
- **Needs:** Status symbols, cutting-edge technology, unique experiences
- **Opportunities:**
 - Develop a luxury line with high-end materials and customization options
 - Create marketing campaigns emphasizing exclusivity and premium quality
 - Offer personalized consultation and white-glove delivery services

6. Technology Integration

Tech-Savvy Consumers:

- **Preferences:** Smart features, integration with home automation systems
- **Needs:** Data-driven sleep improvement, convenience through technology

- **Opportunities:**
 - Develop smart mattresses with sleep tracking and environmental control features
 - Create marketing messages highlighting Kurlon's innovation in sleep technology
 - Partner with tech companies to integrate Kurlon products into smart home ecosystems

7. Sustainability-Focused Segment

Environmentally Conscious Consumers:

- **Preferences:** Eco-friendly materials, sustainable production practices
- **Needs:** Guilt-free consumption, alignment with personal values
- **Opportunities:**
 - Develop a line of mattresses made from recycled or sustainable materials
 - Create marketing campaigns showcasing Kurlon's commitment to environmental responsibility
 - Implement and promote sustainable manufacturing and disposal practices

By addressing these diverse segments, Kurlon can effectively enhance its market presence and cater to the unique needs of its customers.

Quotes By Respondents

- *"Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"Kurlon is reliable. It's like saying, 'I'm always with you when you feel sleepy.'"*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon to other brands)
- *"M: Now if you will think about all these like comfort, brand, lasting, the level, evenness, guaranty, exchange offer and then stitching pattern, price, design, discount, offer, what is number one criteria? R: Comfort. M: What will be number two? R: Brand and when brand is good that will be long lasting and then price."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to rank criteria for selecting a mattress)
- *"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile, but it lacks the premium touch that Sleepwell offers."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon and sleepwell)
- *"They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing mattress features for health issues)
- *"Mattress means Kurlon."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand dominance in the mattress category)
- *"As soon as I hear Kurlon, I think of smartness, high technology, and new innovations. It's comfortable and represents a new way of doing things."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about her perception of kurlon)

- *"Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"it's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing about Kurlon. And they came up with all the segments, like from cheap to costly they have it all."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing their perception of the kurlon brand)
- *"A close friend. ... Because Kurlon is familiar, reliable, and sticks with you no matter what."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked what kind of relationship they would associate with kurlon)

Targeted Marketing Opportunities

Key Takeaways

By developing targeted marketing campaigns that speak to different age groups and lifestyles, tailoring product offerings to address specific consumer needs, and implementing strategic initiatives to increase market share, Kurlon has significant potential to strengthen its position in the mattress market. The key lies in leveraging its established brand reputation while also innovating to meet evolving consumer preferences and addressing pain points identified in the consumer interviews.

Synthesized Insights

The analysis of the interview data reveals several key opportunities for Kurlon to develop targeted marketing campaigns and tailor product offerings to different customer segments. By addressing specific needs and preferences expressed by consumers, Kurlon can strengthen its market position and potentially increase market share.

1. Targeted Marketing Campaigns

Age-Based Segmentation:

- **Young Adults (20s-30s):**
Position Kurlon as a modern, tech-savvy brand that understands the needs of young professionals. Emphasize features like temperature regulation and support for those who work long hours at desks. One respondent personified Kurlon as a "35-40 year old working woman who supports her family financially" (Interview 9), suggesting an opportunity to appeal to career-oriented individuals.
- **Middle-Aged Adults (40s-50s):**
Focus on Kurlon's legacy and reliability. Many respondents in this age group associated Kurlon with trust and familiarity. One interviewee described Kurlon as "an old, trustworthy, and caring brand" (Interview 5). Highlight Kurlon's long-standing presence in the market and its evolution to meet changing consumer needs.
- **Older Adults (60+):**
Emphasize orthopedic benefits and health-focused features. Several respondents mentioned back pain and the importance of proper support. Kurlon can position itself as a brand that understands and addresses the specific sleep needs of older adults.

Lifestyle-Based Campaigns:

- **Health-Conscious Consumers:**

Highlight Kurlon's orthopedic and health benefits. Many respondents mentioned concerns about back pain and proper support. One interviewee chose Kurlon specifically for its "ability to address the husband's cervical problem" (Interview 8).

- **Tech-Savvy Consumers:**

Emphasize any technological innovations in Kurlon mattresses. Some respondents associated Kurlon with being up-to-date with technology. One described Kurlon's world as populated by "tech-oriented people" (Interview 13).

- **Budget-Conscious Families:**

Position Kurlon as offering the best value for money. Many respondents chose Kurlon because it offered good quality at an affordable price point compared to other brands.

- **Luxury Seekers:**

While Kurlon is often seen as budget-friendly, there's an opportunity to create premium product lines for those seeking luxury. Some respondents aspired to more luxurious sleep experiences, with one mentioning a desire for a "greenhouse with white, golden, and copper colors" (Interview 5).

2. Tailored Product Offerings

Customization Options:

- **Firmness Levels:**

Many respondents expressed preferences for specific firmness levels. Offer a range of options from soft to firm, allowing customers to choose based on their personal comfort preferences.

- **Temperature Regulation:**

Several interviewees mentioned concerns about mattresses heating up. Develop products with enhanced temperature regulation features, especially for regions with warmer climates.

- **Size Variations:**

While standard sizes are important, consider offering more size options to cater to different room sizes and family needs. One respondent mentioned the importance of having a mattress "big enough to change sides" (Interview 12).

Health-Focused Product Lines:

- **Orthopedic Range:**

Develop a comprehensive orthopedic line targeting specific health concerns like back pain, cervical issues, and joint problems. Many respondents mentioned these health issues as factors in their mattress choice.

- **Hypoallergenic Options:**

Some interviewees expressed concern about hygiene and antibacterial properties. Offer mattresses with enhanced hypoallergenic features to address these concerns.

Lifestyle-Specific Products:

- **Work-from-Home Line:**

With more people working from home, develop mattresses that provide extra support for those who may use their beds as workspaces. One respondent mentioned the importance of a mattress that allows them to "work on a laptop for long periods without feeling stretched or tired" (Interview 13).

- **Child-Friendly Options:**

Several respondents mentioned concerns about children jumping on mattresses or the need for durable options for growing families. Develop a line specifically designed to withstand the rigors of family use while providing proper support for growing children.

- **Eco-Friendly Range:**

For environmentally conscious consumers, create a line of mattresses made from sustainable materials. While not explicitly mentioned in the interviews, this could appeal to younger, socially conscious consumers.

3. Increasing Market Share Through Targeted Efforts

Brand Storytelling:

Leverage Kurlon's long history and evolution to create compelling brand narratives. Many respondents associated Kurlon with trust and familiarity. One interviewee said, "Kurlon has been around for many years and has a strong reputation" (Interview 8). Use this perception to strengthen emotional connections with consumers.

Digital Presence:

Enhance Kurlon's online presence and e-commerce capabilities. While many respondents preferred to purchase mattresses in-store, there was significant use of online platforms for research. Improve the online product information, user reviews, and comparison tools to capture consumers early in their decision-making process.

Influencer Partnerships:

Collaborate with influencers in health, home decor, and lifestyle spaces. Many respondents mentioned following social media influencers for various topics. Partnering with trusted influencers could help Kurlon reach new audience segments and build credibility.

Customer Education:

Develop educational content about the importance of good sleep and how to choose the right mattress. Many respondents expressed uncertainty about mattress features and their impact on sleep quality. By positioning Kurlon as a sleep expert, the brand can build trust and guide consumers towards their products.

Retail Experience:

Improve the in-store experience to complement online efforts. Several respondents mentioned the importance of being able to test mattresses in person. Create immersive retail experiences that allow customers to truly experience the benefits of Kurlon mattresses.

By implementing these strategies, Kurlon can effectively address consumer needs and preferences, ultimately enhancing its market presence and driving growth.

Quotes By Respondents

- *"When I was expecting I had back pain, so I told him that we have to be in check, because if I have back pain from this age, it will increase more later. Then I saw that we can use both sides of Kurlon, one side is soft and another hard, instead of buying a new one when needed, I can just turn it over."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining the benefits of kurlon's two-sided design)
- *"Middle age, healthy figure... Wants to be with everyone and adjusting nature too... Married... Friendly... Will be adjusting too."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to personify kurlon as a person)
- *"I wanted to use something branded since childhood, plus he also told that he has used it in his uncle's marriage, then we discussed and decided to buy it."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing factors that influenced their purchase decision)
- *"W: Kurlon will be a female. M: What age? W: Around 40. R: Sophisticated. M: Housewife or working? R: Working lady, not only housewife. She is doing everything for all in the family; she is trying to maintain balance."*

- (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to describe kurlon as a person)
- *"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile, but it lacks the premium touch that Sleepwell offers."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon and sleepwell)
- *"Kurlon World will have mixed people. It is obvious thing that it is budget friendly and everybody knows about Kurlon so I will say mixed... Middle to upper... Bangalore, Pune... Because over there, there are mixed and tech people... Technology wise if you see then Kurlon has lots of varieties as I told you that it has different Memory and color options are more... More technology like weather is good, city is good and there are many travelling destinations and everything is there."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing the 'world' of kurlon)
- *"Mattress means Kurlon."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand dominance in the mattress category)
- *"Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervical problem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15k as per our health then we will go for that only."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon over sleepwell)
- *"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing important features of a mattress)
- *"With local, non-branded mattresses, you don't always know the quality or the chemicals used in the foam, which can affect your skin. This is especially important if kids are sleeping on it. Brands follow quality checks and standards, which gives peace of mind."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of brands for mattresses)

Market Expansion Strategies

Key Takeaways

By addressing these unmet needs and targeting underserved demographics, Kurlon has significant opportunities to expand its market share. The company's strong brand recognition and reputation for quality provide a solid foundation for these initiatives. To effectively capture a larger market share, Kurlon should focus on developing innovative products, enhancing its marketing strategies to reach specific customer segments, and improving the overall customer experience both online and in-store. By doing so, Kurlon can position itself as a comprehensive sleep solutions provider catering to the diverse needs of Indian consumers across different demographics and lifestyles.

Synthesized Insights

The analysis of interview data reveals several opportunities for Kurlon to enhance its market share by addressing the unmet needs of specific customer segments and underserved demographics. Insights from the interviews highlight

consumer preferences, pain points, and perceptions of mattress brands that Kurlon can leverage to strengthen its market positioning and capture a larger share of the mattress market.

1. Addressing Health and Wellness Concerns

Unmet Need:

Many interviewees expressed concerns about health issues related to sleep, particularly back pain, neck pain, and cervical problems. There is a clear demand for mattresses that can alleviate these issues.

Opportunity:

Kurlon could expand its range of orthopedic and health-focused mattresses, positioning them more prominently in their product lineup. For example:

- Develop a line of mattresses specifically designed for different health concerns (e.g., back pain, neck pain, pregnancy).
- Partner with healthcare professionals to create medically-endorsed mattress options.
- Offer customizable mattresses that can be adjusted for firmness or support in specific areas.

Strategy:

Launch a targeted marketing campaign highlighting the health benefits of Kurlon's specialized mattresses, using testimonials from customers who have experienced relief from pain or improved sleep quality. This could help Kurlon capture a larger share of the health-conscious consumer segment.

2. Serving Tech-Savvy Young Professionals

Unmet Need:

Several younger interviewees, particularly those working in IT or corporate jobs, expressed interest in mattresses that incorporate technology or innovative features.

Opportunity:

Kurlon could develop a new product line targeting tech-savvy young professionals, incorporating features such as:

- Smart mattresses with sleep tracking capabilities.
- Temperature-regulating technology for improved comfort.
- Mattresses with built-in charging ports or other tech-friendly features.

Strategy:

Partner with tech companies or startups to develop innovative mattress technologies. Launch a digital-first marketing campaign on platforms like Instagram and LinkedIn to reach young professionals. This could help Kurlon capture market share from newer, tech-focused brands like Wakefit.

3. Addressing Climate Concerns

Unmet Need:

Some interviewees mentioned issues with mattresses heating up, particularly in warm climates without air conditioning.

Opportunity:

Kurlon could develop a line of climate-adaptive mattresses specifically designed for different weather conditions in India. This could include:

- Mattresses with enhanced breathability and cooling properties for hot climates.
- Mattresses with moisture-wicking capabilities for humid regions.
- Dual-season mattresses with different sides optimized for summer and winter.

Strategy:

Launch region-specific marketing campaigns highlighting how Kurlon mattresses are designed to provide optimal comfort in local climate conditions. This could help Kurlon differentiate itself from competitors and capture market share in regions where climate-related sleep issues are common.

4. Catering to Joint Families and Multigenerational Households**Unmet Need:**

Several interviewees lived in joint families or multigenerational households, where different family members may have varying mattress preferences and needs.

Opportunity:

Kurlon could develop mattress solutions specifically designed for joint families, such as:

- Modular mattresses that can be customized for different sections of the bed.
- Mattresses with varying firmness levels on different sides.
- Family-size mattresses with enhanced durability for multiple users.

Strategy:

Create marketing campaigns that resonate with joint families, emphasizing how Kurlon mattresses can meet the diverse needs of different family members. Partner with furniture retailers to offer complete bedroom solutions for large families. This could help Kurlon capture a larger share of the family-oriented market segment.

5. Enhancing the Budget-Friendly Range**Unmet Need:**

While many interviewees praised Kurlon's affordability, some still found the prices challenging, particularly for larger mattress sizes.

Opportunity:

Kurlon could expand its budget-friendly range without compromising on quality, potentially through:

- Introducing a "basics" line with essential features at lower price points.
- Offering more competitive pricing on larger mattress sizes.
- Developing innovative, cost-effective materials to reduce production costs.

Strategy:

Launch a marketing campaign emphasizing Kurlon's commitment to making quality sleep accessible to all income levels. Introduce flexible payment options or partnerships with fintech companies to offer easy EMIs. This could help Kurlon capture market share from local, unbranded mattress sellers and expand its presence in price-sensitive segments.

6. Improving In-Store Experience**Unmet Need:**

Some interviewees mentioned that Kurlon's in-store experience could be improved, particularly in terms of store layout and product presentation.

Opportunity:

Kurlon could enhance its retail presence by:

- Redesigning stores to create a more inviting and interactive shopping experience.
- Introducing "sleep zones" where customers can test mattresses in simulated bedroom environments.
- Providing better training to sales staff to offer personalized recommendations based on customer needs.

Strategy:

Invest in upgrading flagship stores in key markets and train staff to provide expert sleep consultations. This could help Kurlon differentiate itself from online-only brands and capture customers who prefer a physical retail experience.

By addressing these opportunities, Kurlon can effectively enhance its market share and better meet the diverse needs of its customers.

Quotes By Respondents

- *"When I was expecting I had back pain, so I told him that we have to be in check, because if I have back pain from this age, it will increase more later. Then I saw that we can use both sides of Kurlon, one side is soft and another hard, instead of buying a new one when needed, I can just turn it over."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)
- *"If the mattress doesn't provide the right support, you start having issues with your waist or neck. You need to have the right movement and flexibility."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of proper support in a mattress)
- *"W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed should be proper. The pillow, bedsheets should be proper. M: Why these things are important? W: Otherwise you will not get comfort. R: Rest is needed, comfort is needed."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing factors affecting sleep quality)
- *"H: The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why he ranked brand, comfort, and price as the top three factors)
- *"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile, but it lacks the premium touch that Sleepwell offers."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when comparing kurlon and sleepwell)
- *"They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing mattress features for health issues)
- *"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing important features of a mattress)
- *"H: Kurlon. W: It is at reasonable price and in budget. W: Sleepwell has less qualities than Kurlon. Less range. Wakefit has higher price so it will lose."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked which brand would win if the three brands were contesting elections)

- *"We needed a smooth, comfortable mattress without springs. It had to be antibacterial, have a nice design, and be comfortable for all age groups—whether it's for us, children, or elderly relatives who might visit."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the parameters for choosing a mattress)
- *"Kurlon has most things covered, but there's always room for improvement. The prices could be more competitive, especially with rising costs."*
 - (From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about improvements for kurlon)

Annexure

Interview Numbers

Interview 1:

- Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon
- Prasenjit and Monimala Saha, Kolkata

Interview 2:

- New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On
- Deepankar and Sujata Rai, Kolkata

Interview 3:

- Unit 3 - KKO1 - 35- 45- NCCS A1 - Offline buyers - Kurl On - Kolkata
- Subham and Payel Debnath, Kolkata

Interview 4:

- Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On
- Jai Shah Baxi and Nandita Shah Baxi, Kolkata

Interview 5:

- Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi
- Jyoti and Arun Kumar, Delhi

Interview 6:

- Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on
- Lokesh and Shakti, Delhi

Interview 7:

- Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on
- Abhijeet and Supriya Shah, Kolkata

Interview 8:

- UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on
- Divya and Chirag, Delhi

Interview 9:

- Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi
- Neha and Raj, Delhi

Interview 10:

- Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore
- Kavitha and Srinivas Reddy, Bangalore

Interview 11:

- Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on
- Meenu and Kiran, Bangalore

Interview 12:

- Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on
- Aishwarya and Nikhil, Bangalore

Interview 13:

- Unit 17-Vaishali_Kamal-DKY1-25-35-NCCS A1-Buyer-Kurl on
- Vaishali and Kamal, Delhi

Interview 14:

- Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on
- Bindu Sri and Nagraj, Bangalore

Interview 15:

- Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on
- Balaji, Bangalore

