Kurlon ReportBy Unmistakably Human (unmistakablyhuman.ai)

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SummaryCustomer Profiling and SegmentationThe user research interviews for Kurlon reveal a brand that successfully caters to a diverse customer base whilemaintaining 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 ofdemographics from middle to upper-middle-class urban families. This diversity is reflected in their productpricing, which spans from budget-friendly to premium options, allowing the brand to capture various incomesegments within the Indian market.2. Customer Lifestyle and Aspirations: Kurlon's customers exhibit varied lifestyles, from career-focused individualsto those prioritizing home improvement and travel. This diversity in customer profiles presents both opportunitiesand challenges for targeted marketing and product development.3. Technology and Digital Engagement: There's a clear trend towards digital platforms for entertainment andinformation among Kurlon customers. This insight offers potential avenues for enhanced digital marketingstrategies and customer engagement.4. Sleep Quality Focus: Customers consistently prioritize comfort, support, and durability in their mattresses, withmedium-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 healthbenefits and technological advancements in their products.6. Demographic Influences: Factors such as age, income, family structure, occupation, and geographic locationsignificantly impact customer preferences and purchasing decisions. This underscores the need for targetedmarketing and product development strategies.The research suggests that Kurlon has successfully positioned itself as a brand that caters to diverse needs whilemaintaining a focus on sleep quality and health benefits. However, there are opportunities for further growth andimprovement. These include developing more targeted marketing campaigns, expanding the product range toaddress evolving customer needs, strengthening the brand's positioning in terms of technological advancement andhealth benefits, and enhancing distribution networks.To capitalize on these insights, Kurlon could consider developing complementary products that enhance the overallsleep environment, educating customers about sleep hygiene, and leveraging digital platforms for more personalizedmarketing and customer engagement. Future research could delve deeper into the interaction between demographicand psychographic factors to provide an even more nuanced understanding of customer segments and their specificneeds.

Brand Perceptions and PositioningKurlon emerges as a well-established and trusted mattress brand in the Indian market, with a strong reputation builton a foundation of reliability, affordability, and quality. The brand's success stems from its ability to cater to a widerange 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-consciousconsumers2. Strong emotional connections based on trust, comfort, and familiarity3. Perceived superior value for money compared to competitors4. Wide availability and accessibility5. Diverse product range catering to various needs and preferencesHowever, the research also reveals areas for potential improvement:1. Enhancing premium offerings to compete more effectively in the high-end market2. Improving in-store experiences to match the quality of products3. Addressing specific product issues such as heat retention in some models4. Increasing appeal to younger, tech-savvy consumers5. Strengthening online presence and digital marketing effortsTo maintain its competitive edge and expand its market share, Kurlon should consider:1. Emphasizing its health benefits and orthopedic options more prominently2. Innovating to address specific customer pain points while maintaining core brand values3. Tailoring marketing strategies to target specific customer segments, particularly younger demographics4. Enhancing the in-store experience to align with the brand's quality reputation5. Leveraging its brand equity to explore new product categories or market segmentsBy 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 andtargeted improvements will be crucial in maintaining customer loyalty and attracting new segments in an increasinglycompetitive market.

Purchase Decision-Making and Channel PreferencesThe user research for Kurlon reveals a complex interplay between online and offline channels throughout thecustomer journey, with distinct preferences and behaviors across different demographic segments. Several keythemes emerge:1. Multi-faceted Decision-Making Process: Comfort remains the primary factor in mattress purchase decisions, butthe importance of price, brand reputation, and health benefits varies among customer segments. Kurlon'ssuccess 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 addressingemerging priorities like health benefits and temperature regulation.2. Omnichannel Research and Purchase Behavior: Customers engage in a dynamic research process thatcombines online and offline sources. While online platforms serve as a starting point for research andcomparison, 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-valuepurchases rely more on in-store experiences. This highlights the need for Kurlon to develop a seamlessomnichannel strategy that caters to diverse preferences.3. Critical Role of In-Store Experiences: Physical store visits and salesperson interactions often serve as the tippingpoint 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 customerconfidence. 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 implementconfidence-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 strongpreference for offline mattress purchases across demographic groups. This is driven by the need for tactileexperiences and immediate feedback. To address this, Kurlon could explore innovative solutions like virtualreality experiences or more comprehensive online product information to bridge the gap between online researchand offline purchases.5. Impact on Customer Satisfaction and Brand Loyalty: The multi-channel approach significantly influencescustomer 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-storeexperiences, and developing a robust omnichannel customer support system.These insights suggest that Kurlon's strategy should focus on creating a seamless, integrated experience across allchannels, tailoring approaches to different customer segments, and leveraging the strengths of both online andoffline touchpoints. By addressing these areas, Kurlon can optimize its multi-channel strategy to better meetcustomer needs, leading to increased satisfaction, more informed decision-making, and stronger brand loyalty.

Product Experience, Expectations, and DevelopmentThe Kurlon brand emerges as a respected player in the mattress market, with a reputation for quality, comfort, andaffordability. 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 variedpreferences for comfort, support, and features, largely influenced by factors such as age, health concerns, familysituation, and lifestyle. This diversity underscores the need for a wide product range and tailored marketing strategiesto effectively address different customer segments.Comfort and support emerge as critical factors, with users seeking a delicate balance between softness andfirmness. The emphasis on back and spine support, particularly among health-conscious consumers, highlights anopportunity 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, initialadjustment periods, and limited waterproofing are cited as drawbacks. Addressing these issues through productinnovation 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 pillowsand protective bedding. The brand's established trust provides a solid foundation for this expansion, though successwill 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 acrossdifferent customer groups. This suggests an opportunity to improve communication and tailor service offerings todifferent 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 canappeal 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 meetingincreasingly diverse and sophisticated customer needs. By leveraging its strengths in quality and affordability whileinvesting in innovation and personalization, Kurlon has the potential to significantly enhance its market position andcustomer satisfaction across various segments.

Market Positioning and Strategic OpportunitiesThe user research interviews for Kurlon reveal several recurring themes and important aspects that provide valuableinsights 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 wellwith 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 nuancedpricing 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. Tostrengthen its market position, Kurlon should continue to emphasize these core values while adapting itsmessaging to address the unique preferences of different customer segments.3. Segmentation and Targeted Marketing: There's a significant opportunity for Kurlon to differentiate its productsand marketing messages across various customer segments. By developing segment-specific product lines andcrafting targeted marketing campaigns, Kurlon can appeal to a broader range of consumers, including differentage groups and lifestyles. This approach would allow the brand to maintain its core identity while addressingdiverse consumer needs.4. Innovation and Sustainability: Investing in technology and sustainability initiatives emerged as a potential way toattract forward-thinking consumers. Balancing tradition with innovation could help Kurlon maintain loyalty amonglong-time customers while appealing to new, environmentally-conscious consumers.5. Unmet Needs and Market Expansion: The interviews revealed several unmet needs and underserveddemographics, presenting significant opportunities for Kurlon to expand its market share. By developinginnovative products and enhancing its marketing strategies to reach specific customer segments, Kurlon canposition itself as a comprehensive sleep solutions provider.6. Customer Experience Enhancement: Improving the overall customer experience, both online and in-store, wasidentified as a key area for growth. This suggests that Kurlon should focus on enhancing its omnichannelpresence 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 reputationfor 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 theoverall customer experience. By addressing these key areas, Kurlon can strengthen its market position, appeal to abroader range of consumers, and effectively compete in the evolving mattress market.

Customer Profiling And SegmentationCustomer Demographics AnalysisKey TakeawaysKurlon caters to a broad spectrum of customers, with its core demographic being middle to upper-middle-class urbanfamilies. The brand appeals to both young couples starting their families and established households with school-agechildren. Customers typically have stable, white-collar jobs or run small to medium businesses, with education levelsranging from graduate to postgraduate degrees.The wide range of mattress prices (12,000 - 50,000+ INR) indicates that Kurlon successfully targets different incomesegments, 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 theneeds of various demographic segments within the Indian market.Further research could explore how Kurlon's marketing strategies differ across these segments and whether thereare untapped demographic groups that could be potential growth areas for the brand.Synthesized InsightsBased on the analysis of the interview data, Kurlon customers represent a diverse demographic across varioussegments. The brand caters to a wide range of consumers, from young couples to established families, spanningdifferent income levels and occupations. This analysis delves into the common demographic characteristics of Kurloncustomers and explores how these vary across different segments.1. Age and Family StructureKurlon customers span a wide age range, typically between 25 and 50 years old. The majority of interviewedcustomers fall into two main categories:a) Young Couples and New Families:Age Range: Late 20s to mid-30sMarital Status: Recently married (1-5 years) or with young childrenExamples: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 40sMarital Status: Married for 10+ years with school-age or teenage childrenExamples: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 grandparents2. Occupation and EducationKurlon 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 sectorExamples: Aishwarya and Nikhil (software engineers), Nagraj (IT professional)b) Teachers and Educators:A significant number of customers work in educationExamples: Deepankar (school teacher), Divya (teacher)c) Business Owners and Entrepreneurs:Some customers run their own businessesExamples: Kamal (garment factory owner), Chirag (retail garment business)d) Corporate Professionals:Various corporate roles are representedExamples: 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 PowerWhile exact income levels are not provided, we can infer a range based on purchasing behavior and housingsituations:a) Middle-Class Segment:Characteristics: Budget-conscious but willing to invest in qualityMattress Purchase Range: 12,000 - 20,000 INRExamples: Prasenjit and Monimala (14,000 INR), Abhijeet and Supriya (14,000 INR)b) Upper-Middle-Class Segment:Characteristics: More flexible budgets, prioritizing quality and featuresMattress Purchase Range: 20,000 - 30,000 INRExamples: Lokesh and Shakti (19,000 INR), Balaji (25,000 INR)c) Affluent Segment:Characteristics: Higher disposable income, focus on premium productsMattress Purchase Range: 30,000+ INRExample: Neha (50,000 INR for two mattresses, original price 80,000 INR)4. Geographic DistributionThe 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 SituationKurlon 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 introducethemselves)"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 notdo but I take orders. I decorate mostly marriages, basically events. M: What about you Nandita? W: I amhousewife."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when the moderator asks for their names andages)"Me, wife and kids stay upstairs, one is 10 years old son and one is 5 years old daughter. Me working with Wiproand 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 newmattress)"I have a big house in Noida. I have a big house in Indirapuram. But I don't stay there. If I stay there, myexpenses will increase. Living costs will increase. Then how will I send my children? It's not that I spend onexpensive things. Even though I have so much, I don't buy. Because I don't know where to invest. I don't knowwhere 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 andPark. My house is in Amrapali Village."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing her properties and investmentchoices)"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 discountof 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 beginningof 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 nearbyto his office. and so, we decided to stay here and it's a 2 floored house. in the ground floor my grandparents arethere and here my parents and we both are staying and my brother has come from Canada and he is goingback."(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, Ihave done MBA Finance and my parents are also from Delhi only but their background like my grandparentswere from Haryana, they belonged to Haryana."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when kamal introducing himself and his familybackground)Customer Lifestyle And AspirationsKey TakeawaysThe lifestyle patterns, aspirations, and future goals of Kurlon customers are diverse and multifaceted. They rangefrom career-focused individuals balancing work and family life to those prioritizing home improvement and travelexperiences. 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 towardsdigital platforms, with social media and OTT services playing a significant role in daily life. These insights provide arich understanding of Kurlon's customer segments, offering valuable information for tailoring products and marketingstrategies to meet the varied needs and aspirations of their diverse customer base.Synthesized InsightsThe analysis of interviews with Kurlon customers reveals diverse lifestyle patterns, aspirations, and future goalsacross various segments. These insights provide a comprehensive understanding of how housing situations andentertainment preferences influence their choices and behaviors. This exploration offers valuable perspectives on themultifaceted nature of Kurlon's customer base.1. Lifestyle Patterns Among Kurlon Customer SegmentsWork-Life Balance and Daily RoutinesKurlon customers exhibit a range of lifestyle patterns, often dictated by their occupations and family structures. Manyinterviewees have demanding work schedules, with some working in IT or corporate sectors and others running theirown businesses.Example: Aishwarya and Nikhil, both software engineers, have adapted to work-from-home arrangements, whileKamal 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, whileher husband Kiran works in shifts. This pattern of busy professionals juggling work and home life is common

among the interviewees.Family-Centric LifestylesMany 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 andcycling.Health and WellnessThere's a growing emphasis on health and wellness among Kurlon customers. Several interviewees mentionedengaging 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 hisbody fit to fulfill his dreams and family responsibilities.2. Aspirations and Future Goals Influencing Lifestyle ChoicesCareer Advancement and Financial GrowthMany Kurlon customers aspire to career advancement and financial growth, significantly influencing their lifestylechoices.Example: Prasenjit aims for career betterment within Kolkata, while Monimala expresses a desire to work andcontribute financially to the family. These aspirations often lead to choices that prioritize work and financialstability.Education and Children's FutureA common aspiration among Kurlon customers is to provide quality education for their children. This goal shapesmany 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 likeOxford, influencing their financial planning and lifestyle choices.Home Ownership and ImprovementMany 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 bettersociety. These goals often lead to careful financial planning and influence decisions about current livingarrangements.Travel and ExperiencesTravel 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 adesire for unique experiences. Others, like Meenu and Kiran, aspire to international travel, with plans for a trip toParis.3. Housing Situations and Entertainment PreferencesDiverse Housing SituationsKurlon customers represent a range of housing situations, from those living in joint families to nuclear families inapartments.

Example: Some, like Subham and Payel, live in older family homes, while others like Aishwarya and Nikhilreside in newer apartments. The housing situation often reflects the family structure and financial status of thecustomers.Home Improvement and DecorMany interviewees showed a keen interest in home improvement and decor.Example: Neha mentions plans for renovations including wall designing and wallpaper. This interest in homeaesthetics often extends to their choice of mattresses and other home furnishings.Entertainment PreferencesKurlon 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 forwatching movies and series. Aishwarya enjoys watching Telugu movies and Korean series, while Nikhil preferscontent related to finance on platforms like Quora and LinkedIn.Social Media UsageSocial 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, fromwatching cooking videos and travel vlogs to following fashion trends and motivational content.Television and Traditional MediaWhile 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 severalinterviewees 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 whathe 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 routinewith 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 so some exercise, then I take mybath 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, subhamdescribes his morning activities.)"W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed shouldbe proper. The pillow, bedsheet should be proper. M: Why these things are important? W: Otherwise you will notget 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: Likewhat? 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 memental satisfaction."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about expectations for theirdaughter)"I think it should definitely have a view of the Eiffel Tower since we're planning for Paris. We're expecting greatservice, 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 internationaltrip)"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 yourwork will be done and you will be able to come back home after that. H: Before covid that was there but now thatpractice 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 routineusing technology)"The hardness was the main issue. It didn't feel like a proper bed anymore; it was more like a mat. I startedgetting 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 newmattress)Tech And Social Media HabitsKey TakeawaysKurlon customers exhibit diverse technology usage and social media habits, with clear patterns emerging acrossdifferent segments. By understanding these patterns, Kurlon can tailor its digital marketing and customerengagement strategies to effectively reach and resonate with various customer groups. Future research could focuson quantitative analysis of platform usage and content preferences to further refine these insights and inform targetedmarketing initiatives.Synthesized InsightsThe analysis of interviews with Kurlon customers reveals diverse technology usage and social media habits acrossdifferent 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 Platformsa) 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 Segmentsa) 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 othersmore limited in their usage.b) Occupation-based Variations:Working professionals, especially in IT and corporate sectors, use social media for both personal andprofessional 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 andFacebook.Male respondents often use social media more selectively, focusing on specific interests or professionalnetworking.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 Patternsa) 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 influencerrecommendations.4. Key Insights and Implicationsa) Platform Diversity:Kurlon customers use a wide range of technology platforms, suggesting a need for a multi-channel marketingapproach 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 creatingengaging 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 importanceof 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 potentialopportunities 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 fortargeted 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 mybank account, monetization."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when monimala describes her facebookactivity)"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 mediausage)"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 onlinepurchases)"Social media provides a lot of information. You get tricks and hacks from WhatsApp, recipes, and tips for dailylife, 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 socialmedia)"H: On Amazon, Flipkart, there are mattress, electronics items, sometimes we are exposed to prices, onlineprices, 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 thecustomer reviews? Is it better or not better?"(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they research mattressesonline)"I use Instagram mostly... There is not fixed content as such like if I have to plan for the trip then I searchotherwise bloggers of food are there, I am fond of bikes and cars so Power on Wheels is there, Mr. Tikku is therewho 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 mediausage)"M: What you do on Facebook? W: I watch contents out there, I watch reels. [...] M: What is social media foryou? 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'tuse 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 searchthrough voice search option. M: Have you subscribed to any channel in YouTube? R: I have subscribed RekhaAdige channel and apart from that in 1 channel they are giving health tips and so, I have subscribed to that. theywere 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'syoutube watching habits)"H: Same influencers are on YouTube as well, and their max content will be on YouTube and in Instagram theywould have just posted 1 min reel and so, if I feel any content is interesting then I will go to YouTube and watchthe full video."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, husband explaining how they use youtube inrelation to instagram content)Sleep Habits And IssuesKey Takeaways1. Kurlon customers value a balance of comfort, support, and durability in their mattresses, with medium-firmoptions being the most popular.

2. Sleep quality is significantly impacted by both the mattress and the overall sleep environment, including factorslike room temperature, cleanliness, and bedding accessories.3. Common sleep issues among customers include physical discomfort (especially back pain), stress-related sleepdisturbances, and challenges related to work schedules or family responsibilities.4. Customers who switched to Kurlon mattresses generally report improved sleep quality, highlighting theimportance of a good mattress in addressing sleep-related issues.5. There is a growing awareness among customers about the importance of mattress hygiene, temperatureregulation, and orthopaedic support for better sleep.These insights suggest that Kurlon should continue to focus on developing mattresses that offer a balance of comfortand 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 InsightsBased 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 commonsleep patterns, factors influencing sleep quality, and the role of mattresses in enhancing customers' sleepexperiences.1. Common Sleep Habits and PreferencesSleep 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 onweekends.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 keyfactors such as:A quiet, peaceful atmosphereProper 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 roomMattress Preferences: Kurlon customers generally prefer mattresses that are:Medium-firm (not too soft or too hard)Supportive of the body's natural shapeMade of high-quality foam or a combination of foam and other materialsDurable and able to maintain shape over timeTemperature-regulating (not heating up during use)Antibacterial and hygienicPillow Preferences: Pillow preferences vary among customers, with key factors in selection including:Proper neck supportComfort and softnessDurability

Ease of maintenance2. Sleep-Related Issues Reported by Customer SegmentsPhysical 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 firmnessBody aches and stiffness upon waking, especially with older or low-quality mattressesSleep Disturbances: Common factors disrupting sleep include:Stress and overthinkingExternal noises or disturbancesUncomfortable sleeping surfaces (especially when traveling or staying in unfamiliar places)Health issues such as acidity problemsWork-Related Sleep Issues: Customers in IT or with irregular work schedules face unique challenges:Difficulty adjusting sleep patterns to rotating shiftsExtended work hours leading to inconsistent sleep schedulesWork-related stress affecting relaxation and sleep onsetFamily-Related Sleep Concerns: Customers with young children or elderly family members often experience:Interrupted sleep due to childcare responsibilitiesConcerns about mattress hygiene and durability, especially with young childrenNeed for mattresses that accommodate different sleeping preferences within the family3. Influence of Mattress Type and Sleep Environment on Sleep QualityMattress Impact on Sleep Quality: Customers consistently report that their mattress significantly influences sleepquality:Many experienced improved sleep after switching to a Kurlon mattress, with some rating their new mattress 9-10out 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 sleepingenvironment.Cleanliness and hygiene of the sleeping area, including the use of mattress protectors and regularmaintenance, 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 issuesTemperature-regulating properties to prevent overheating during sleepAntibacterial properties for hygiene and health concernsProper 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 isalso an issue, how will we know it, if there is design in this side of the mattress then that same design should beon 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 mattressis 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 softnessand firmness in a mattress)"Deep sleep without any tension, there is tension throughout the day, but while sleeping at night, it should bepeaceful 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 shouldbe proper. The pillow, bedsheet should be proper. M: Why these things are important? W: Otherwise you will notget 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 ourmind. So, we are not able to sleep. When we sleep, we sleep very comfortably and relaxed. We rechargeourselves so that we remain energetic and active in the morning. So that we can maintain a good schedule ofour daily life."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining the connection between sleepand 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 ofcervical 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 healthissues)"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 newkurlon 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 problemand 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 mattressmaterial 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, Idon't sleep properly."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the impact of shift work onsleep, 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 willbe 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 meansfor a mattress)Demographics Impact On Mattress ChoicesKey TakeawaysDemographic factors play a crucial role in shaping customer preferences, purchasing decisions, and brandperceptions for Kurlon products. Age and life stage influence the prioritization of features such as comfort, healthbenefits, and durability. Income levels affect the perceived value proposition of Kurlon mattresses, with the brandappealing to a wide range of income segments. Family structure impacts the specific mattress features sought, whileoccupation influences brand associations and perceived suitability. Geographic location affects brand accessibilityand familiarity.To leverage these insights, Kurlon could consider:1. Developing targeted marketing campaigns that address the specific needs and preferences of different agegroups 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 influencecustomer behavior, providing an even more nuanced understanding of Kurlon's customer segments.Synthesized InsightsThe 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. Keydemographic 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 PreferencesYoung 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 theirKurlon 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 fordurability 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 healthbenefits, particularly for back pain relief.Abhijeet Shah (40) and his wife Supriya prioritized health concerns, specifically choosing a Kurlon mattress toaddress 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 painissues. This preference for health-oriented features among older customers is consistent across multipleinterviews.2. Income Level and Purchasing DecisionsBudget-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 valuefor money.Arun Kumar and Jyoti, working in sales and customer handling respectively, opted for Kurlon due to its balanceof 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 affordableoptions, indicating an aspiration for perceived higher-end brands as income increases.3. Family Structure and Mattress ChoicesNuclear 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 asmaller 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 tovarious family members' needs.4. Occupation and Brand PerceptionIT Professionals: Customers working in the IT sector often associate Kurlon with reliability and technologicaladvancement. For example:Aishwarya and Nikhil, both software engineers, perceived Kurlon as a brand that understands the needs oftech-savvy professionals.Traditional Professions: Those in more traditional occupations tend to view Kurlon as a trustworthy, establishedbrand. For instance:Deepankar Rai, a school teacher, chose Kurlon based on its long-standing reputation and familiarity sincechildhood.5. Geographic Location and Brand AccessibilityUrban Customers: Respondents living in cities like Bangalore and Kolkata often mentioned the wide availability ofKurlon 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'swidespread distribution network makes it appealing to customers outside major urban centers.This structured analysis highlights the diverse factors influencing customer preferences and perceptions of Kurlonmattresses 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 theirpurchase 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 factorswhen 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 totake 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 themattress)"Because his back problem was increasing so we thought to change it once so it might get solved as all told usthat new mattresses are good."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they decided to buy a newmattress)"The one who wins the election will definitely be Kurlon win because he is suitable for both middle-class andhigher-class people. He also has a low range. If he has a high range, he will win because he can make everyonehappy."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing which brand would win in ahypothetical election)"Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available forservice, 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 andeven that was good."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the factors they consideredbefore 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 stoodout because of the softness. It also fit within our budget, and it's a brand I've known since my school days, sothere 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, whichcan affect your skin. This is especially important if kids are sleeping on it. Brands follow quality checks andstandards, which gives peace of mind."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of brands formattresses)

Brand Perceptions And PositioningKurlon Brand Image AssessmentKey TakeawaysKurlon's brand image is characterized by a combination of reliability, affordability, and quality, with strong emotionalconnections based on trust, comfort, and familiarity. The brand is personified as a mature, experienced, and caringentity, which resonates well with its target customer base. Kurlon's ability to appeal to a wide range of customersegments 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 premiumofferings to compete with higher-end brands and increasing its appeal to younger demographics. Future researchcould focus on exploring how Kurlon can maintain its strong emotional connections with existing customers while alsoattracting new, younger customer segments.Synthesized InsightsBased on the analysis of interview data, Kurlon emerges as a well-established and trusted mattress brand with astrong 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 traitsassociated with Kurlon, the emotional connections customers have with the brand, and the overall brand imageacross different customer segments.1. Personality Traits Associated with KurlonAcross 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. Thisperception 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 tomaintain 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 thebrand's longevity and consistent quality.Friendly and Approachable:Multiple respondents described Kurlon as friendly and easy to approach. One interviewee stated, "Kurlon isfriendly, precise, and experienced" (Interview 6). This trait contributes to the brand's appeal across variouscustomer segments.Adaptable and Versatile:Kurlon is perceived as a brand that can cater to different needs and preferences. One respondent describedKurlon 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 customerrequirements.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 contributesto the brand's emotional appeal and customer loyalty.2. Emotional Connections with the Kurlon BrandThe emotional connections with Kurlon vary across customer segments but generally revolve around themes ofcomfort, familiarity, and trust:Nostalgia and Familiarity:Many respondents expressed a long-standing familiarity with Kurlon, often dating back to their childhood. Thiscreates a nostalgic connection, as exemplified by one respondent who stated, "Kurlon has been around sinceour 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 respondentdescribed Kurlon as "easily available, budget-friendly, and offering good quality and service" (Interview 11). Thistrust 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, "Whensleeping on the Kurlon, you can sleep peacefully, no back pain and all" (Interview 3). This emotional connectionis 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 thatowning 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 stickingwith you no matter what" (Interview 14). This emotional connection indicates a strong brand loyalty amongKurlon customers.3. Overall Brand Image of KurlonThe 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 isdurable, 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. Oneinterviewee 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. Onerespondent 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). Thisperception 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 sleepquality. This aspect of the brand image is especially important for older customer segments and those withhealth concerns.This analysis highlights Kurlon's strong brand identity, characterized by reliability, emotional connections, and apositive 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'dsay 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 improvementalso in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety andeverything... 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 saythey have Aquaguard. Some brands are so popular."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand recognitioncompared 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 ina 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 andeveryone knows about it."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about perceptions of the kurlonbrand)"It's easily available, has good service, is budget-friendly, and offers good quality. We've experienced itourselves."(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 aboutKurlon. 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 kurlonbrand)"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 theywould associate with kurlon)Competitive Brand PerceptionKey Takeaways1. Quality: All three brands are perceived as offering good quality products, with Kurlon having a slight edge due toits 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, andWakefit is viewed as the most expensive, luxury choice.3. Target Audience: Kurlon appeals to the broadest range of consumers, Sleepwell targets upper-middle-classprofessionals, 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 somewhatdistant, and Wakefit as exclusive and high-end.5. Areas for Improvement: Kurlon could enhance its in-store experience and increase advertising to improvevisibility. Sleepwell could work on becoming more affordable and accessible to a wider audience. Wakefit couldfocus on increasing brand awareness and potentially offering more affordable options to appeal to a broadermarket.These insights suggest that Kurlon has successfully positioned itself as a high-quality, affordable brand with broadappeal. To maintain its competitive edge, Kurlon should continue to emphasize its value proposition while alsoconsidering strategies to enhance its premium offerings to compete more directly with Sleepwell and Wakefit in thehigher-end market segments.Synthesized InsightsBased 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 theseperceptions and highlights key differences in brand positioning.Quality Perceptions1. 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 highsatisfaction.Another noted that Kurlon mattresses maintain their quality even after water damage and do not developissues 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 toldthem."Another mentioned that while Sleepwell is known for smooth mattresses and soft bedding, they choseKurlon 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 premiumquality.Pricing Perceptions1. 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 brandswere 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 thatSleepwell 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 Perceptions1. 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, comparableto 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 awell-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 expensiveitems.

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 ispositioned 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 ofmattress 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 itspricing)"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 isversatile, 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 andhigh-profile occasions. It's mostly populated by upper-middle and higher classes. The lower class is almostabsent; 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, Sleepwellis 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 mattressbrands)"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 gofor 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 pricewise. 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 humanbeing)"They need to work on making their products more budget-friendly. Right now, their prices are a bit high. If theycould 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 FactorsKey TakeawaysKurlon's brand preference and loyalty are primarily driven by its perceived quality, affordability, and long-standingreputation in the Indian market. The brand's ability to cater to diverse customer needs across different demographicgroups contributes to its strong position. However, to maintain and enhance brand loyalty, Kurlon should continue toinnovate, address specific customer pain points (such as heat retention in some models), and strengthen itsemotional connection with younger consumers. Further research could explore how Kurlon can leverage its brandequity to expand into new product categories or market segments while maintaining its core brand values.Synthesized InsightsBased on interviews with Kurlon customers across various demographic groups, several key factors emerge asinfluential in brand preference and loyalty. This comprehensive assessment reveals that Kurlon's brand perception isshaped by a combination of product quality, affordability, legacy, and customer experience. The manifestation ofbrand 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 forKurlon. 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, whileBalaji (Interview 15) specifically chose Kurlon for its ortho mattress designed for back pain and spinesupport.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'sability to provide quality products within their budget.This perception of value for money is a significant driver of brand preference, especially when compared tomore expensive alternatives like Sleepwell.3. Brand Legacy and Reputation:Kurlon's long-standing presence in the market contributes significantly to its brand preference. Oldercustomers, in particular, associate Kurlon with reliability and trust.Prasenjit and Monimala Saha (Interview 1) chose Kurlon because it was considered a premium brand withgood 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 brandpreference, especially for customers who value after-sales support.Aishwarya and Nikhil (Interview 12) mentioned the availability of options within their budget and goodwarranty 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 theirsleeping 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 throughfamily members.Subham and Payel Debnath (Interview 3) chose Kurlon based on childhood memories and positiveexperiences 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 strongemotional connection to the brand.3. Consistent Quality:Customers who have used Kurlon products for extended periods and experienced consistent quality aremore 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 exhibitstronger loyalty.Bindu Sri and Nagraj (Interview 14) personify Kurlon as a 25-30 year old working woman who can minglewith 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 andpositive experiences.Younger customers, while still preferring Kurlon, are more open to exploring other brands like Sleepwell orWakefit, 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 likeSleepwell 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 optionsbefore choosing Kurlon.Semi-urban customers may have stronger loyalty to Kurlon due to its established presence and familiarity inthese markets.This structured analysis highlights the multifaceted nature of Kurlon's brand preference and loyalty, emphasizing theimportance 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-lawshave 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 inwarranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don'tget relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not gofor ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allowthe 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 himthen he told that take Kurlon one, it will have more warranty period and it is durable and it won't go anywhere for10-15 years and rest it depends on you but for 10-15 years it lasts easily, otherwise it depends on you like howwill you use it and more of it was only there, durability came and he told about the brand Kurlon that search itanywhere, it is visible everywhere and more of it is an old brand and according to the rate, Sleepwell isexpensive, 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 andcomparing 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 ina 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 discountsall 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 weare using it."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing qualities associated withkurlon)

"I liked the type of foam and the smoothness. We also considered other brands like Royal Oak, but Kurlon stoodout because of the softness. It also fit within our budget, and it's a brand I've known since my school days, sothere 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 theshopkeeper 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 oversleepwell)Customer Satisfaction AnalysisKey TakeawaysOverall, Kurlon products enjoy high customer satisfaction levels across various segments, particularly in terms ofcomfort and value for money. The brand's ability to offer quality products at affordable prices contributes significantlyto its positive perception among consumers. However, there are opportunities for improvement in areas such as heatregulation, waterproofing, and in-store experiences. To maintain and enhance customer satisfaction, Kurlon shouldconsider addressing these concerns while continuing to leverage its strengths in comfort, durability, and value formoney.Synthesized InsightsBased on the analysis of customer interviews, Kurlon products generally receive high satisfaction levels acrossvarious customer segments, with particular emphasis on comfort, durability, and value for money. However, thereare some areas of improvement and sources of dissatisfaction that warrant attention.Customer Satisfaction with Comfort and Durability1. ComfortThe majority of Kurlon customers express high satisfaction with the comfort of their mattresses. Several intervieweesrated 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 respondentsmentioned that their Kurlon mattresses are neither too soft nor too hard, providing the right level of support for a goodnight's sleep.2. DurabilityKurlon mattresses are generally perceived as durable and long-lasting. Several interviewees mentioned that theirKurlon 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 (Interview13).Another mentioned that a quality mattress like Kurlon maintains its structure and comfort over time (Interview11).

However, some customers expressed concerns about potential compression over time, indicating that durabilityremains an important factor in their satisfaction.Value for Money Across Customer SegmentsKurlon is widely perceived as offering good value for money across various customer segments, particularly amongmiddle-class consumers. Several factors contribute to this perception:1. Affordable PricingMany respondents view Kurlon as reasonably priced and budget-friendly compared to other brands like Sleepwell orWakefit. 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 RatioCustomers appreciate that Kurlon offers good quality at an affordable price point. Many interviewees mentioned thatKurlon provides a balance between quality and cost, making it accessible to a wide range of consumers.3. Brand ReputationKurlon's long-standing presence in the market and reputation for reliability contribute to its perceived value. Manyrespondents associate Kurlon with trust and quality, which justifies their investment in the product.4. Variety of OptionsKurlon offers a range of products at different price points, catering to various customer segments. This variety allowscustomers to find a mattress that fits their budget while still meeting their comfort needs.5. Additional BenefitsFeatures such as warranties, exchange offers, and discounts add to the perceived value of Kurlon products. Forinstance, one respondent mentioned receiving a 2-year warranty with their Kurlon mattress purchase (Interview 13).Common Sources of DissatisfactionWhile overall satisfaction with Kurlon products is high, there are some areas of dissatisfaction and potentialimprovement:1. Heat RetentionSome 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 PeriodA few respondents reported experiencing some discomfort or back pain initially, suggesting that there might be anadjustment period when switching to a new Kurlon mattress.3. In-Store ExperienceSome customers expressed a desire for improved showroom experiences, including better lighting, layout, andproduct arrangement (Interview 11).4. Limited Waterproofing

One respondent mentioned that their Kurlon mattress was not sufficiently waterproof, leading to damage from an ACleak (Interview 1).5. Material PreferencesA 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 toenhance 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 thekurlon mattress)"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and isversatile"(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 mattressis 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 softnessand firmness in a mattress)"Yes, quality matters. The mattress should provide good comfort, softness, and durability. It should last at leastfive to seven years without the cotton clumping or losing its firmness. With cheaper retail mattresses, the cottonshifts, 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 mattressquality and durability)"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, whenwe 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 amattress)"We have got suitable advice. And it's not expensive and it's affordable. And exchange offers and extra discountsall 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 kurlonmattress)"Definitely. The in-store experience could be improved. Although the staff is friendly, I think the store layout andproduct arrangement could be better. The store needs to be bigger, with better lighting to enhance the shoppingexperience."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about potential improvements forkurlon)

"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 asa close friend."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why kurlon is considered aclose 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 PointsKey TakeawaysKurlon's perceived unique selling points vary across different customer groups, but generally center around its trustedbrand 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 thosewith health concerns appreciate the comfort and potential health benefits. The brand's wide availability and perceivedgood 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 havingunique selling points in the high-end market segment. Additionally, younger, tech-savvy consumers might be lookingfor more innovative features or stronger online presence, areas where Kurlon could potentially improve to broaden itsappeal.To further strengthen its position, Kurlon could consider emphasizing its health benefits and orthopaedic options moreprominently, as these seem to be strong differentiators from competitors. Additionally, enhancing its in-storeexperience and online presence could help attract younger consumers while maintaining its appeal to its corecustomer base.Synthesized InsightsBased on the analysis of interview data, Kurlon mattresses are perceived to have several unique selling pointscompared to competitors. These perceptions vary across different customer groups and highlight specific aspectsthat differentiate Kurlon in the mattress market.1. Brand Legacy and TrustA key unique selling point for Kurlon is its long-standing presence in the market, which has fostered trust andfamiliarity among consumers.Many respondents associate Kurlon with being an "old," "established," and "trusted" brand that has been aroundsince their childhood.The brand's longevity is seen as a sign of reliability and quality. One respondent stated, "Kurlon has been aroundfor many years and has a strong reputation."This perception is particularly strong among middle-aged and older customers who have grown up with thebrand.2. Affordability and Value for MoneyKurlon is consistently perceived as offering good quality at reasonable prices, making it an attractive option forbudget-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, "Theypaid 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 betweenquality and price.3. Wide Range of OptionsKurlon's diverse product range is seen as a unique selling point, catering to various customer needs andpreferences.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, andpremium" classes.This wide range appeals to customers across different income groups and life stages.4. Comfort and Health BenefitsKurlon mattresses are associated with comfort and potential health benefits, particularly for those with back pain orother 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 choosingKurlon for its "Ortho Magic" mattress.This perception is particularly strong among older customers and those with health concerns.5. Durability and QualityKurlon 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 manyyears without deterioration.The quality of materials, particularly the foam, is highlighted as a differentiator. One respondent stated, "Kurlonhas good foam quality."This perception is valued by customers across different age groups who see mattresses as a long-terminvestment.6. Availability and ServiceKurlon's wide availability and perceived good customer service are seen as unique selling points compared to somecompetitors.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 andvalue local support.7. Innovation and TechnologyWhile not as prominent as other factors, some customers perceive Kurlon as a brand that embraces newtechnologies 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 theirpurchases.

This structured analysis highlights the various unique selling points of Kurlon mattresses, showcasing their strengthsin the competitive mattress market.Quotes By Respondents"Premium brand... Best quality, Kurlon is old brand. Also price range matters, it was Rs14000... They showed mesame 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 isversatile"(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 itwill 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 thestore)"Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available forservice, 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 aboutKurlon. 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 kurlonbrand)"In Kurlon, there is a reasonable price. You have body comfort. You have quality. There are many things that arebeneficial 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 boughtis called Mermaid. The fabric is very supportive for the backbone. I used to have back pain, and ever since I gotthis 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 amattress)"The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and theshopkeeper 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 oversleepwell)"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it'snot the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to ashop, 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'tsatisfactory)Brand Strengthening OpportunitiesKey TakeawaysKurlon has a strong foundation as a trusted, affordable mattress brand with wide appeal. To strengthen its brandimage and emotional connection with specific customer segments, Kurlon should focus on leveraging its legacy whileshowcasing innovation, emphasizing its health benefits, improving the in-store experience, targeting specificcustomer 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 consumersand solidify its position as a leading mattress brand that caters to diverse needs and preferences.Synthesized InsightsBased 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 Kurlonto strengthen its brand image and emotional connection with specific customer segments. This analysis will explorethese opportunities and suggest strategies to enhance Kurlon's positioning in the market.1. Leveraging Kurlon's Legacy and TrustworthinessKurlon's long-standing presence in the market is a significant asset that can be further leveraged to strengthen itsbrand 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 alsoemphasize how it has evolved over time. As one respondent noted, Kurlon is "constantly improving andupgrading its variety." This balance of tradition and innovation can appeal to both older and youngerdemographics.Strategy: Create marketing campaigns that showcase Kurlon's journey through the years, highlighting how it hasadapted to changing consumer needs while maintaining its core values of quality and affordability.2. Strengthening Emotional Connections through PersonificationThe interviews revealed interesting personifications of the Kurlon brand, which can be used to create strongeremotional connections:Nurturing and Caring Image: Several respondents personified Kurlon as a caring, maternal figure. Onedescribed Kurlon as "like saying, 'I'm always with you when you feel sleepy.'" Another compared it to a "motherfigure 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 PositioningMany respondents associated Kurlon with health benefits, particularly in addressing back pain and providing propersupport:Orthopaedic Focus: Several interviewees mentioned choosing Kurlon for its orthopaedic benefits. Onerespondent 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 differenthealth needs and age groups.Strategy: Collaborate with health professionals to develop and promote mattresses designed for specific healthconcerns. Create educational content about the importance of proper sleep posture and how Kurlon mattresses canaddress various health issues.4. Improving In-Store Experience and Product PresentationWhile Kurlon is praised for its wide availability, some respondents noted areas for improvement in the shoppingexperience:Enhanced Showroom Experience: One respondent suggested improving Kurlon's showrooms and increasingvisibility.Better Product Display: Another mentioned that Kurlon's catalogue was missing or not readily available whenshopping.Strategy: Invest in upgrading Kurlon's retail spaces to create a more premium, engaging shopping experience. Thiscould include interactive displays, better lighting, and comprehensive product information to help customers makeinformed decisions.5. Targeting Specific Customer SegmentsThe 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 anopportunity to create products and marketing campaigns specifically targeting this group.Family-Oriented Consumers: Many interviewees mentioned Kurlon in the context of family life and jointfamilies.Strategy: Develop product lines and marketing campaigns tailored to these specific segments. For youngprofessionals, focus on aspects like innovation and modern design. For family-oriented consumers, emphasizedurability, versatility, and suitability for all family members.6. Leveraging Technology and Social MediaWhile 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 andFacebook.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 videosabout sleep health, user testimonials, and behind-the-scenes looks at Kurlon's manufacturing process. Improve theonline shopping experience to cater to digitally-savvy consumers.

7. Emphasizing Value for MoneyKurlon is consistently perceived as offering good quality at reasonable prices. This positioning can be furtherstrengthened:Transparent Pricing: Clearly communicate the value proposition of Kurlon mattresses, explaining the featuresthat justify the price point.Competitive Offers: Several respondents mentioned appreciating Kurlon's discounts and offers. Continue toprovide 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 tocompetitors. Highlight the long-term value of investing in a Kurlon mattress.By implementing these strategies, Kurlon can enhance its brand image, strengthen emotional connections withconsumers, 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 beadjusting 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-lawshave 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'dsay 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 improvementalso in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety andeverything... 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 saythey have Aquaguard. Some brands are so popular."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand recognitioncompared to other brands)"Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervicalproblem 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 oversleepwell)"Definitely. The in-store experience could be improved. Although the staff is friendly, I think the store layout andproduct arrangement could be better. The store needs to be bigger, with better lighting to enhance the shoppingexperience."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about potential improvements forkurlon)"I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am gettingstrained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot ofpressure."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining their decision to change theirmattress)

Purchase Decision-Making And Channel PreferencesMattress Purchase Decision FactorsKey TakeawaysThe analysis reveals that while comfort remains the primary factor influencing mattress purchase decisions across allKurlon 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 thatbalance comfort, affordability, and quality. To maintain and expand its market position, Kurlon should continue toemphasize its strengths in comfort and value for money while also addressing emerging customer priorities such ashealth benefits and temperature regulation. Further research could explore how Kurlon can better tailor its marketingand product development strategies to address the specific needs of each customer segment identified in thisanalysis.Synthesized InsightsThe analysis of interviews with Kurlon customers reveals a complex interplay of factors influencing mattresspurchase decisions. While comfort emerges as the primary consideration across all segments, the relativeimportance of price, brand reputation, and health benefits varies among different customer groups. Thiscomprehensive analysis identifies and prioritizes key factors influencing mattress purchase decisions and exploresvariations 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 customersegments. Interviewees frequently mention the importance of a mattress that provides good support, allowsfor 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 importanceafter 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 perceivedquality and durability.3. Brand Reputation and Trust:Brand reputation plays a crucial role in purchase decisions, particularly for older and more establishedcustomers. Kurlon's long-standing presence in the market and reputation for quality contribute significantlyto 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 formany 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 forseveral years.Quote: "I want a mattress that will last at least five to seven years without the cotton clumping or losing itsfirmness." (Interview 11)6. Material Quality and Composition:The quality of materials used in the mattress, including foam quality, fabric type, and overall construction, isa 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 thatoffer 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 comfortin 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 oreven 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 belowcomfort. 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 thatprovides 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 valuefeatures 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 Kurloncustomers, 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 mattressis 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 kurlonmattress to their old mattress)"M: Now if you will think about all these like comfort, brand, lasting, the level, evenness, guaranty, exchange offerand then stitching pattern, price, design, discount, offer, what is number one criteria? R: Comfort. M: What will benumber 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 amattress)"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 inwarranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don'tget relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not gofor ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allowthe 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 mattresscategory."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing brand preference formattresses)"Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available forservice, and its budget-friendly."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon overother brands)"Yes, quality matters. The mattress should provide good comfort, softness, and durability. It should last at leastfive to seven years without the cotton clumping or losing its firmness. With cheaper retail mattresses, the cottonshifts, 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 mattressesfor 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 gettingstrained. 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 tochange 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 thisbrand 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 stoodout because of the softness. It also fit within our budget, and it's a brand I've known since my school days, sothere was a familiarity."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)Pre-Purchase Research BehaviorKey TakeawaysThe research and information-gathering process for Kurlon customers is a dynamic and multi-faceted journey thatcombines online and offline sources. While online platforms provide a starting point for research and comparison, thetactile 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-savvyconsumers leaning more towards online sources, while older consumers and those making high-value purchasestend 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 tocater to tech-savvy researchers.2. Improving in-store experiences with knowledgeable staff and interactive displays to satisfy customers who preferphysical product interactions.3. Developing a seamless omnichannel strategy that allows customers to easily transition between online researchand in-store experiences.4. Tailoring marketing messages and channels to specific demographic groups based on their preferred informationsources 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 InsightsThe research and information-gathering process for mattress purchases among Kurlon customers reveals a complexinterplay 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 howcustomers approach their mattress purchase decisions.1. Research Methods and Information SourcesOnline ResearchA majority of Kurlon customers begin their mattress research process online. This trend is particularly evident amongyounger, tech-savvy consumers and working professionals. Key online research methods include:

E-commerce Platforms: Many respondents mentioned using Amazon and Flipkart to compare prices, checkproduct specifications, and read customer reviews. For example, Neha (Interview 9) and the couple fromInterview 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 andmaterials.Brand Websites: Some customers, like those in Interview 2, visited official brand websites to gather informationabout specific mattress models and features.Social Media: Platforms like Instagram and Facebook were used by some respondents, particularly youngerones, to follow influencers and gather lifestyle-related information that indirectly influenced their mattresschoices.Offline ResearchDespite the prevalence of online research, many customers still rely heavily on offline sources for information anddecision-making. This is especially true for older consumers and those making high-value purchases. Offlineresearch methods include:Store Visits: Almost all respondents visited physical stores to see and feel the mattresses before making apurchase. 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 onrecommendations from relatives who had used different mattress brands.Salesperson Interactions: In-store conversations with salespeople provided valuable information aboutmattress 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 GroupsYoung, Tech-Savvy Consumers: Younger respondents, typically in their 20s and 30s, showed a strongerpreference for online research. They were more likely to use multiple online platforms and spend significant timecomparing options before visiting stores. For example, Aishwarya and Nikhil (Interview 12), both softwareengineers 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 torely more heavily on offline sources. They often preferred visiting stores directly and valued the ability tophysically test the mattresses. The couple from Interview 1, both in their 30s, primarily relied on store visits andrecommendations from the shopkeeper.Working Professionals: Respondents with demanding jobs, such as Meenu and Kiran (Interview 11), bothworking in the tech industry, often started their research online due to time constraints but still visited stores forfinal decision-making.Families with Children: Families with young children, like Jai and Nandita (Interview 4), considered factorssuch as durability and stain resistance, often relying on a combination of online research and in-storeexperiences to make their decision.3. Patterns in the Information-Gathering ProcessMulti-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 storevisits 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 importantto them. For instance, those with health concerns, like Balaji (Interview 15), specifically looked for orthomattresses to address back pain issues.Brand Comparison: Many respondents, such as the couple from Interview 13, consistently compared a few keybrands (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 researchaccordingly. For example, the respondents in Interview 11 had a budget of around 22,000-25,000 rupees, whichinfluenced their brand and model choices.Reliance on Personal Experience: Many customers, like those in Interview 7, based their decisions onpersonal experiences with mattresses at friends' or relatives' homes, incorporating these experiences into theirresearch process.This structured analysis highlights the diverse approaches Kurlon customers take in their mattress purchasingjourney, 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 researchedmattress 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? Weare purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customerreviews? Is it better or not better?"(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they researchedmattresses online)"From Laxmi Nagar to Shankar Vihar, there are 7-8 multi-brand stores. I searched in 8-10 places. [...] I collectedinformation 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 buyingfrom a physical store)"Probably the biggest thing missing online is the ability to touch and feel the product. I might like somethingonline, 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 onlineresearch)"To some extent we got to know, like basic we got to know that these are the things that will be there. then whenwe go to showroom, those showroom people will have more knowledge as they will be dealing in it on dailybasis. So, there we got even more knowledge."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, describing their research process, nikhilexplained)"Then we had talked to our relatives and asked them which brands that they used. Then they suggested us aswell."

(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, whichcan affect your skin. This is especially important if kids are sleeping on it. Brands follow quality checks andstandards, which gives peace of mind."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of brands formattresses)"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it'snot the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to ashop, 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'tsatisfactory)"The thickness and layers were very important. Over time, mattresses tend to become thinner, so we wanted athick one that would last. Comfort and softness come from the layers, and good sleep can even help with backpain, 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 inchoosing a mattress)In-Store Experience ImpactKey TakeawaysIn-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 examineproducts, receive personalized recommendations, and gain immediate answers to queries significantly influencescustomer confidence and decision-making.The importance of these factors varies across customer segments, with budget-conscious, health-focused, andfamily 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 compellingreasons 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 onpurchase decisions across various customer segments.Synthesized InsightsThe in-store experience and salesperson interactions play a crucial role in the final purchase decision for Kurlonproducts across various customer segments. This analysis reveals that while many customers conduct initialresearch online, the physical store visit often becomes the deciding factor in their mattress purchase journey.

1. Impact of In-Store Experiences on Final Purchase DecisionsPhysical Examination of Products:The ability to physically interact with mattresses emerges as a primary driver for in-store purchases. Multiplerespondents emphasized the importance of touching, feeling, and testing mattresses before making a decision. Forexample, 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 mattressshopping.Comparison and Variety:In-store experiences allow customers to compare different mattress options side-by-side, which is challenging toreplicate online. Respondents appreciated the ability to see and feel the differences between various models andbrands. 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 buildsconfidence in the purchase decision.2. Role of Salesperson Interactions in Purchase DecisionsProduct Knowledge and Recommendations:Salesperson interactions significantly influence customer decisions through their product knowledge andpersonalized recommendations. Many respondents relied on salespeople to guide them towards suitable optionsbased on their specific needs. For instance, one customer mentioned that the "shopkeeper understood their needsquickly, 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 respondentsmentioned feeling more confident in their purchase due to the salesperson's guidance and guarantees. Oneinterviewee highlighted how the salesperson's recommendation and "assurance in the form of a 7-day return/replacepolicy" influenced their decision (Interview 8).Additional Information and Clarification:Salespeople provide valuable additional information that may not be readily available online or in productdescriptions. For example, one respondent appreciated that the salesperson "provided information about the foamquality and different names for the foam" (Interview 13), helping them make a more informed decision.3. Variation in Importance Across Customer SegmentsAge 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-oldrespondent mentioned first searching online but ultimately choosing to visit offline stores to "physically feel theproduct" (Interview 14).Budget-Conscious vs. Premium Seekers:Budget-conscious customers appear to value in-store experiences and salesperson interactions more heavily, asthey seek to maximize value within their constraints. These customers often appreciate salespeople who can guidethem towards the best options within their budget. In contrast, premium seekers may be more influenced by brandreputation 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 orthomattress (Interview 15). For this segment, the ability to discuss health-related concerns with knowledgeable staff iscrucial.Family Decision-Makers:Families making joint decisions often value the in-store experience more, as it allows all decision-makers to test andagree 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 andsalesperson interactions, as they already trust the brand. New customers or those switching from other brands tendto 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 experiencesand 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 onewhen 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 mattressis 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 softnessand 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 isguaranty in mattress? R: If damage they will replace. M: And what type of damage they replace? Suppose yourchild will spill water on it. R: No, not that way if the mattress presses down, set flat which was happening beforebut 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 formattresses)"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? Weare purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customerreviews? Is it better or not better?"(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they research mattressesonline)"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 mattressor 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 policyoffered by the shopkeeper)"Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervicalproblem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15kas 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 oversleepwell)"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 buyingfrom a physical store)"Probably the biggest thing missing online is the ability to touch and feel the product. I might like somethingonline, 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 onlineresearch)"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it'snot the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to ashop, 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'tsatisfactory)"The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and theshopkeeper 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 oversleepwell)Online Vs. Offline Purchase PreferencesKey TakeawaysThe analysis reveals a strong preference for offline mattress purchases among Kurlon customers across variousdemographic 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 thecustomer journey, particularly for price comparisons and initial product exploration.To cater to these preferences, Kurlon could consider implementing an omnichannel strategy that leverages onlineplatforms for information dissemination and initial engagement while emphasizing the in-store experience for finalpurchase decisions. Additionally, exploring options like virtual reality experiences or more comprehensive onlineproduct information could help bridge the gap between online research and offline purchases, potentially capturing asegment of customers who might be more inclined towards online shopping in the future.Synthesized InsightsThe analysis reveals a strong preference for offline mattress purchasing across various demographic groups. Thispreference is primarily driven by the tactile nature of mattresses and the importance of physically experiencing theproduct before making a decision. However, online channels play a significant role in the research phase of thepurchase journey.1. Prevailing Attitudes Towards Online vs. Offline Mattress Purchases1.1 Strong Preference for Offline PurchasesThe majority of Kurlon customers express a clear preference for purchasing mattresses offline. This sentiment isconsistent 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 PurchaseWhile customers prefer offline purchases, many utilize online channels for initial research. This hybrid approach isexemplified by respondents like Meenu and Kiran, who checked Amazon for product details before visiting physicalstores. Similarly, Bindu Sri and Nagraj used online platforms like Amazon and Flipkart to narrow down options basedon their budget and requirements before visiting offline stores.1.3 Limited Trust in Online Mattress PurchasesThere is a general skepticism towards buying mattresses online without physical inspection. Neha, for instance, hada 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 Purchases2.1 Tactile ExperienceThe 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 makinga decision. Bindu Sri and Nagraj explicitly stated that for mattresses, it's crucial to physically feel the product to seehow it suits their body.2.2 Immediate Feedback and InformationCustomers 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 answersfrom salespeople.2.3 Confidence in Purchase DecisionThe ability to physically test the mattress gives customers more confidence in their purchase decision. Aishwarya andNikhil chose to buy offline because they preferred the ability to directly contact the store if any issues arose, ratherthan dealing with online customer service.2.4 Better Deals and ServicesSome respondents found better deals in physical stores compared to online platforms. Aishwarya and Nikhilmentioned that the showroom offered better deals than online, including exchange offers for their old bed and homedelivery and installation services.3. Role of Online Channels in the Purchase Journey3.1 Initial ResearchOnline platforms play a crucial role in the initial research phase. Many respondents, like Vaishali and Kamal, usedGoogle to search for mattress information and compare prices. YouTube was also mentioned as a source ofinformation, with respondents like Aishwarya and Nikhil watching videos to learn about different types of mattressesand materials.3.2 Price ComparisonCustomers often use online channels to compare prices before visiting physical stores. Vaishali and Kamal, forinstance, 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 mentionedreading customer reviews online as part of their research process.4. Demographic Variations in Attitudes and Preferences4.1 Age and Tech-SavvinessWhile there is a general preference for offline purchases across age groups, younger and more tech-savvycustomers tend to engage more extensively with online research. For example, Meenu (26) and Kiran (30) conductedthorough online research before visiting stores, whereas older respondents like Balaji (47) primarily relied on in-storeexperiences.4.2 Urban vs. Semi-UrbanRespondents from more urban areas, like Bangalore, seemed more comfortable with online research andconsidering online purchases. In contrast, respondents from semi-urban areas showed a stronger preference fortraditional offline shopping methods.4.3 Occupation and EducationRespondents with technology-related occupations, such as software engineers, appeared more inclined to use onlineresources extensively in their research process. However, even these tech-savvy customers ultimately preferredoffline 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 buyingfrom 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 itoffline."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose to visit offlinestores)"I ordered it online. [...] It was a roll. After opening it, it swelled up. [...] I didn't like it online. I ordered a lot ofthings online."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing her experience with ordering amattress online)"I started with Amazon and Flipkart. I looked at the sizes available, the types of foam used, and whether theywere antibacterial or not. It was important to get an idea of the price range. Online research helped us narrowdown the options based on our budget."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing how they researched mattressoptions)"Showroom people were giving better offer than the online. If anything happens then we can directly contactthem. in case of online we have to call customer-care and talk to them. and we don't know as to how it will workin case of beds."

(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked why they didn't buy online, nikhilexplained:)"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? Weare purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customerreviews? Is it better or not better?"(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they research mattressesonline)"Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available forservice, and its budget-friendly."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon overother brands)"The thickness and layers were very important. Over time, mattresses tend to become thinner, so we wanted athick one that would last. Comfort and softness come from the layers, and good sleep can even help with backpain, so that was a priority too."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing important factors in choosinga mattress)"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it'snot the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to ashop, 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'tsatisfactory)"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 buyingin-store)Channel Impact On Customer BehaviorKey TakeawaysThe research reveals that a multi-channel approach, combining online research with offline purchasing, significantlyimpacts customer satisfaction, decision-making, and brand loyalty for Kurlon mattresses. While online channels playa crucial role in the initial stages of the customer journey, the ability to physically experience the product in-storeremains 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 contentabout 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 brandloyalty.By addressing these areas, Kurlon can optimize its multi-channel strategy to better meet customer needs andpreferences, ultimately leading to increased satisfaction, more informed decision-making, and stronger brand loyalty.

Synthesized InsightsThe analysis of customer interviews reveals that both online and offline channels play significant roles in the researchand purchasing process for Kurlon mattresses. However, there is a clear preference for offline purchasing, despitethe increasing use of online platforms for initial research. This combination of channels impacts customersatisfaction, decision-making processes, and brand loyalty in various ways.1. Impact on Customer SatisfactionOnline Research: Many customers begin their mattress search online, using platforms like Amazon, Flipkart, andYouTube. This initial research helps them gather information about brands, prices, and features. For example, onerespondent mentioned, "I checked rates, brands, and ratings on Amazon. I also searched on YouTube for informationabout which mattress brands were better and their uses." This online research phase allows customers to feel moreinformed and confident when they eventually make a purchase.Offline Purchase Experience: Despite the convenience of online research, the majority of customers prefer topurchase mattresses offline. This preference stems from the desire to physically experience the product beforebuying. As one respondent stated, "In offline stores, they could touch and look at the mattress before buying it." Thistactile experience leads to higher satisfaction levels, as customers can ensure the mattress meets their comfortneeds.Post-Purchase Satisfaction: Customers who purchased Kurlon mattresses after experiencing them in-storegenerally reported high satisfaction levels. Many respondents rated their Kurlon mattresses 9 or 10 out of 10 forcomfort. This high satisfaction can be attributed to the ability to test the mattress before purchase, which is notpossible with online buying.2. Impact on Decision-Making ProcessMulti-Channel Approach: Most customers adopt a multi-channel approach in their decision-making process. Theytypically start with online research to gather information and narrow down options, then visit physical stores to makethe 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 onlineplatforms to compare prices, read reviews, and learn about different mattress types and brands. One respondentmentioned, "I searched on YouTube for 'Best quality mattress' and 'Best Indian mattress'. I also checked prices onAmazon 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 abilityto physically test the mattress, interact with salespeople, and negotiate prices play a significant role in the finalpurchase decision. One customer noted, "We preferred to visit a physical store where we could ask detailedquestions, touch and feel the products, and get immediate answers from salespeople."3. Influence on Brand LoyaltyBrand Awareness: Online channels contribute significantly to brand awareness. Many customers first encounterKurlon through online searches and advertisements. This online presence helps establish Kurlon as a reputablebrand 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 Kurlonbrand. Customers appreciate the consistency between online information and in-store experiences, which reinforcestheir 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 onlineresources. This multi-channel support system enhances the overall customer experience and encourages brandloyalty.

4. Challenges and OpportunitiesOnline-Offline Integration: While customers appreciate the ability to research online and purchase offline, there'san opportunity for Kurlon to better integrate these experiences. Some customers mentioned a disconnect betweenonline information and in-store offerings, suggesting room for improvement in creating a seamless omnichannelexperience.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 onlinedata 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 mattressoptions)"Yes, I've asked my colleagues, and they mentioned these brands as reliable—Kurlon, Sleepwell, and Duroflexare considered trustworthy."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing how they gathered informationabout 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? Weare purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customerreviews? Is it better or not better?"(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining how they research mattressesonline)"We went out only, I see practically that how is the quality and what is the pricing? These things are practicallymore important and they have samples that you see carefully by sitting, you see color options from front andthey have godowns, you see and choose the color, size comes later, firstly we see that which brand we have totake and what is the preference?"(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when describing their process of comparingmattresses in stores)"When people see mattress they say its Kurlon, it's like when people see water purifier in your house they saythey have Aquaguard. Some brands are so popular."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand recognitioncompared 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 buyingfrom a physical store)"Probably the biggest thing missing online is the ability to touch and feel the product. I might like somethingonline, 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 onlineresearch)

"Showroom people were giving better offer than the online. If anything happens then we can directly contactthem. in case of online we have to call customer-care and talk to them. and we don't know as to how it will workin case of beds."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked why they didn't buy online, nikhilexplained)"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 currentmattress)"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it'snot the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to ashop, 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'tsatisfactory)

Product Experience, Expectations, And DevelopmentMattress Expectations AnalysisKey TakeawaysKurlon customers have diverse expectations regarding comfort, support, and durability, which vary across differentsegments. While there is a general preference for balanced firmness and good support, specific needs differ basedon factors such as age, health concerns, and family situation. Kurlon's ability to meet these varied expectations whilemaintaining 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 shapingcustomer expectations.Further research could explore how Kurlon can better tailor its products and marketing to address the specific needsof different customer segments while maintaining its broad appeal.Synthesized InsightsBased 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 healthconcerns, lifestyle, and previous experiences with mattresses. This comprehensive analysis explores commonexpectations, variations across customer segments, and the factors influencing these expectations.1. Common Expectations of Kurlon CustomersComfort:Kurlon customers generally expect a mattress that provides a balance between softness and firmness. Manyinterviewees expressed a preference for a "medium" firmness that allows for comfortable sleep without causing bodyaches. For example, Neha from Interview 9 defines comfort as "a balance between firmness and softness," whilerespondents 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 spinesupport." 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. Manyinterviewees 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 foryears.

2. Variations Across Customer SegmentsYoung Professionals:This segment, represented by interviewees like Meenu and Kiran (Interview 11), tends to prioritize comfort and sleepquality. They are willing to invest in higher-quality mattresses and consider factors like temperature regulation andease 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. Theyoften 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 supportand pain relief. They often seek out specialized mattresses, such as orthopedic options, to address specific healthissues.Budget-conscious Consumers:Some customers, like those in Interview 13, prioritize finding a balance between quality and affordability. They expectKurlon to offer good value for money compared to other brands.3. Factors Influencing ExpectationsHealth Issues:Many respondents' expectations are shaped by health concerns, particularly back and neck pain. This is evident inmultiple interviews, including 8, 12, and 15, where respondents specifically sought mattresses to address theseissues.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, thepresence 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 asthose 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 inInterview 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 shapetheir 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 isalso an issue, how will we know it, if there is design in this side of the mattress then that same design should beon 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 mattressis 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 softnessand 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 kurlonmattress to their old mattress)"M: Now if you will think about all these like comfort, brand, lasting, the level, evenness, guaranty, exchange offerand then stitching pattern, price, design, discount, offer, what is number one criteria? R: Comfort. M: What will benumber 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 amattress)"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 inwarranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don'tget relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not gofor ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allowthe 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 ofcervical 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 healthissues)"I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am gettingstrained. 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 tochange 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, whenwe 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 amattress)"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 backpain and spine support."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about what makes a comfortablemattress)"The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and theshopkeeper 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 ConsKey TakeawaysKurlon mattresses are generally perceived positively across various demographic groups, with key benefits includingcomfort, quality, affordability, and brand trust. The main drawbacks reported are related to heat retention, initialadjustment periods, and limited waterproofing. Perceptions vary somewhat across demographics, with factors likeage, income level, location, and occupation influencing priorities and expectations.To further improve customer satisfaction, Kurlon could consider:1. Developing mattresses with better temperature regulation properties2. Enhancing waterproofing features3. Providing more detailed guidance on the adjustment period for new mattresses4. Improving the in-store experience and visibility of the brandFurther research could focus on quantifying the prevalence of reported drawbacks and exploring how Kurlon canbetter cater to the specific needs of different demographic segments while maintaining its broad appeal.Synthesized InsightsBased on an analysis of customer interviews, Kurlon mattresses are generally perceived positively across variousdemographic groups. However, notable benefits and drawbacks emerge from customer experiences. This evaluationexplores these perceptions, highlighting variations across different demographics and their implications for Kurlon'sproduct development and marketing strategies.Perceived Benefits of Kurlon Mattresses1. Comfort and QualityCustomers consistently praised Kurlon mattresses for their comfort and quality. For instance, respondents inInterview 14 rated their Kurlon mattress a perfect 10 out of 10 for comfort, while those in Interview 10 gave it arating of 9-9.5. This high level of satisfaction reflects the balance between softness and firmness that Kurlonoffers.2. Brand Reputation and TrustKurlon'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 respondentsassociated Kurlon with being an "old, trustworthy, and caring brand." This perception of reliability spans variousage groups and professions.3. Affordability and Value for MoneyMany interviewees highlighted Kurlon's competitive pricing as a significant benefit. In Interview 13, respondentsviewed Kurlon as "reasonably priced and affordable for middle-class consumers." This sentiment was echoed inInterview 10, where Kurlon was described as "budget-friendly" while still offering good quality.4. Variety and OptionsKurlon'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 broaddemographic from young professionals to older generations.5. Health BenefitsSeveral 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 theortho mattress designed for "back pain and spine support," indicating that Kurlon's health-focused options arevalued by customers with specific needs.

Perceived Drawbacks of Kurlon Mattresses1. Heat RetentionSome customers reported issues with heat retention in Kurlon mattresses. In Interview 10, respondentsmentioned that their spring mattress tended to heat up during use, which could be a concern for customers inwarmer climates or those sensitive to temperature while sleeping.2. Initial Adjustment PeriodA 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 thenew mattress.3. Limited WaterproofingIn 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 thosewith young children or in humid environments.4. In-Store ExperienceWhile not directly related to the product, some customers mentioned that Kurlon's in-store experience could beimproved. In Interview 11, respondents suggested enhancing showrooms and increasing advertising to improvevisibility.Variations Across Demographic Groups1. Age and Life StageYounger 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'tsink over time. Older customers, as seen in Interview 15, focused more on specific health benefits like back painrelief.2. Income LevelWhile Kurlon was generally perceived as affordable across income groups, higher-income customers (like thosein 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-UrbanCustomers in urban areas (like Bangalore in Interview 12) had more exposure to various mattress brands andtechnologies, considering factors like temperature regulation and advanced materials. Semi-urban customersoften relied more on brand reputation and word-of-mouth recommendations.4. OccupationProfessionals with desk jobs or those experiencing work-related physical strain (like the IT professional inInterview 10) emphasized the importance of orthopedic benefits and proper back support in their mattresschoice.This structured evaluation provides insights into customer perceptions of Kurlon mattresses, highlighting bothstrengths 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 isversatile"(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 improvementalso in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety andeverything... 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 arebeneficial 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 ofkurlon)"The thickness and layers were very important. Over time, mattresses tend to become thinner, so we wanted athick one that would last. Comfort and softness come from the layers, and good sleep can even help with backpain, 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 inchoosing a mattress)"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, whenwe 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 amattress)"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 backpain and spine support."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about what makes a comfortablemattress)"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 suitseveryone."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked to imagine kurlon as a person)Sleep-Related Product InterestKey Takeaways1. There is significant interest in additional sleep-related products among Kurlon customers, particularly in pillowsand protective bedding.2. The likelihood of purchasing these products from Kurlon is generally positive, supported by strong brand trustand 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 productcategories.5. To maximize success, Kurlon should consider:Developing a range of pillows catering to different preferences and health needsOffering bundled deals with mattress purchases to encourage additional product salesCreating 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 ofqualityFurther research could explore specific product preferences within each category (e.g., pillow types, bedsheetmaterials) and investigate the potential for subscription-based models for regularly replaced items like pillows orseasonal bedding.Synthesized InsightsBased 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 variesacross different customer segments, influenced by factors such as brand loyalty, perceived quality, and priceconsiderations. This analysis explores the level of interest, purchase likelihood, and variations across customersegments for Kurlon's additional sleep-related products.1. Level of Interest in Additional Sleep-Related ProductsThere is significant interest in additional sleep-related products among Kurlon customers, with pillows being the mostfrequently mentioned item:a) Pillows:Many respondents expressed strong opinions about pillow preferences, indicating a high level of interest in thisproduct category.Customers value pillows that provide proper neck support, have the right balance of softness, and maintain theirquality 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 waterproofor 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 thiscategory.2. Likelihood of Purchasing Additional Products from KurlonThe likelihood of customers purchasing additional sleep-related products from Kurlon appears to be moderate tohigh, 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 mattresspurchase, 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," suggestingthat 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 formoney.The likelihood of purchase may depend on Kurlon's ability to offer these additional products at competitiveprices.3. Variations Across Customer SegmentsInterest in additional sleep-related products and likelihood of purchase from Kurlon varies across different customersegments:a) Budget-Conscious Customers:This segment is more likely to purchase additional products if they perceive them as offering good value formoney.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 additionalproducts 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 productsthat 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 easymaintenance.e) Brand Loyalists:Customers who strongly associate with Kurlon as a trusted brand are more likely to consider purchasingadditional products from the company.

One respondent described Kurlon as "a close friend," indicating a strong emotional connection that couldtranslate to additional purchases.This structured analysis highlights the key insights regarding Kurlon customers' interests and purchasing behaviorsrelated 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 shouldbe proper. The pillow, bedsheet should be proper. M: Why these things are important? W: Otherwise you will notget 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 inwarranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don'tget relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not gofor ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allowthe 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 amess. If something spills on the mattress, it can be difficult to clean. The protector helps prevent these issuesand keeps the mattress in good condition."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of mattressprotectors)"Mattress means Kurlon."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand dominance inthe 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 ina 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 theirmattress)"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 ofmid 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 herpillow 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 additionalpurchases)

"Yes, we bought pillows, blankets, and a mattress protector that makes it waterproof. Even if water spills, itdoesn't soak through."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about accessories purchased withthe mattress)Warranty And After-Sales PerceptionKey TakeawaysCustomer awareness and perception of Kurlon's warranty and after-sales service vary across different customergroups. While there is a general positive association with the brand's reliability and service quality, specificawareness of warranty terms and after-sales services appears limited. Older and more experienced customers seemto have more confidence in Kurlon's support, while budget-conscious customers focus less on these aspects. Toimprove, 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 andexpectations.By addressing these areas, Kurlon can strengthen its position in the market and improve customer satisfactionacross all segments.Synthesized InsightsThe analysis of interview data reveals varying levels of awareness and perception regarding Kurlon's warranty andafter-sales service among customers. While some customers demonstrate a clear understanding of the warrantyofferings, others show limited awareness or recall of specific details. Perceptions of Kurlon's after-sales service aregenerally positive, though experiences and expectations differ across customer groups.1. Customer Awareness of Kurlon's Warranty and After-Sales ServicesWarranty Awareness: The level of awareness regarding Kurlon's warranty varies among customers. Someinterviewees 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 warrantydetails 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 theinterviewed customers. Few respondents explicitly mentioned after-sales services, indicating a potential gap incustomer knowledge or communication from Kurlon about these offerings.2. Customer Perceptions of Kurlon's After-Sales Service QualityOverall Positive Perception: While specific mentions of after-sales service experiences were limited, the generalperception 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'" (Interview2), implying a sense of ongoing support.Association with Good Service: Some customers associate Kurlon with good service, even if they haven't directlyexperienced it:A respondent mentioned, "They perceive Kurlon as high quality. They mention that Kurlon is durable, maintainingits quality even after water damage and not developing issues like ant infestations" (Interview 1), suggestingconfidence in the product's longevity and potential after-sales support.Another interviewee noted that Kurlon offers "good service" (Interview 12), although specific details were notprovided.3. Variations in Awareness and Perceptions Across Customer GroupsAge and Experience: Older customers and those with longer experience with the brand seem to have moreconfidence in Kurlon's service and warranty:One respondent personified Kurlon as a "middle-aged, healthy figured person who is married," describing themas "friendly, adjusting, and someone who cares for everyone" (Interview 1), suggesting that older customers mayassociate the brand with reliability and good service.Budget-Conscious Customers: Customers who prioritize budget-friendliness appear to be less focused onwarranty 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 InvestigationCommunication of Warranty Terms: The variation in reported warranty periods (1 year, 2 years, 7 years) suggestsa 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 forKurlon 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 actualafter-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 kurlonmattress)"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 isguaranty in mattress? R: If damage they will replace. M: And what type of damage they replace? Suppose yourchild will spill water on it. R: No, not that way if the mattress presses down, set flat which was happening beforebut 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 formattresses)"They have waterproof options, good layering, and a long-lasting guarantee—usually lasting around 12-14years."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the qualities of kurlonmattresses)"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 improvementalso in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety andeverything... 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 ifanything 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 areimportant)"As soon as I hear Kurlon, I think of smartness, high technology, and new innovations. It's comfortable andrepresents 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 brandand 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 stoodout because of the softness. It also fit within our budget, and it's a brand I've known since my school days, sothere was a familiarity."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they chose kurlon)Product Feature PreferencesKey TakeawaysThe analysis reveals that Kurlon's customer base has diverse preferences for mattress features, largely influenced byfactors 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 antibacterialproperties.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 specificcustomer segments.By implementing these strategies, Kurlon can better meet the diverse needs of its customer base, potentiallyincreasing market share and customer satisfaction across various segments.Synthesized InsightsAn analysis of the interview data reveals significant variations in product feature preferences across different Kurloncustomer segments. These insights can inform Kurlon's product development efforts to better meet the diverse needsof its customer base. The following sections explore the key product features preferred by different segments andhow these preferences vary, concluding with actionable insights for Kurlon's product development strategy.1. Comfort and Firmness PreferencesAcross 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 mattresseswith moderate firmness. They seek a balance between softness and support, often opting for orthopaedic orback-support models. Balaji mentions, "It should not cause body pain and should provide support for the backand spine."Young couples:Represented by respondents like Abhijeet and Supriya (Interview 7), this segment prefers mattresses that areneither too soft nor too hard. They value a "moderate" firmness that allows for easy movement and doesn'tcause body pain.Families with young children:This segment, exemplified by Jai and Nandita (Interview 4), prioritizes mattresses that are comfortable for all agegroups. 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 firmnesslevels, clearly labeling and marketing them for specific customer segments based on their comfort preferences andhealth needs.2. Material and Construction PreferencesDifferent 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 foammattresses over spring mattresses. They believe foam mattresses are more comfortable, durable, and less likelyto cause body pains.Value-seeking customers:This segment, exemplified by Arun and Jyoti (Interview 5), prioritizes mattresses with good quality foam or acombination 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 premiummaterials and innovative technologies. They are willing to invest in higher-end mattresses with advancedfeatures.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 TechnologiesCertain 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 innovativemattress technologies that enhance comfort and durability.Health-conscious customers:Exemplified by Bindu and Nagraj (Interview 14), this segment highly values antibacterial properties inmattresses. 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 temperatureregulation in mattresses. They specifically mention the importance of mattresses that don't heat up, especially innon-air-conditioned environments.Insight for product development: Kurlon should invest in developing and incorporating advanced features such asantibacterial treatments, temperature-regulating technologies, and other innovations that address specific customerconcerns. These features should be clearly communicated in marketing materials to attract tech-savvy and health-conscious consumers.4. Design and Aesthetic PreferencesWhile not as critical as comfort and functionality, design and aesthetics play a role in mattress selection for somecustomer segments:Style-conscious young couples:Represented by respondents like Abhijeet and Supriya (Interview 7), this segment values the appearance of themattress, 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 hidestains, especially when they have young children.Insight for product development: Kurlon should offer a range of design options, including both stylish patterns forstyle-conscious consumers and practical, dark-colored options for families with young children. The company couldalso consider developing easily removable and washable mattress covers to address concerns about stains andmaintenance.5. Size and Customization PreferencesDifferent 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 mattresssizes 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 addressspecific health concerns like back pain.Insight for product development: Kurlon should ensure a wide range of size options are available across itsproduct lines. Additionally, the company could explore offering customization services or specialized mattresses forcustomers 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 ofits 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 mattressis 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 mostimportant 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 betweenbounce 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 inwarranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don'tget relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not gofor ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allowthe 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 marooncolor 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 theirmattress cover)"I think lightweight will be better. I can change it whenever I want. ... Cotton fibre. ... It will be light and soft. I canmove it, can turn it easily."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing preferences for mattressmaterials)"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, whenwe 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 amattress)"In my opinion, a mattress without springs, made entirely of foam, is the best. Springs can cause body pains andaren'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 acomfortable mattress)"Antibacterial properties were the second priority. We didn't want a mattress that would attract insects or causeskin issues, especially for children."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the priorities for selecting amattress)

"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 backpain and spine support."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about what makes a comfortablemattress)Product Improvement OpportunitiesKey TakeawaysThe analysis reveals that while Kurlon has a strong reputation for comfort and quality, there are several areas whereproduct improvements and new developments could enhance their market position. Key focus areas should includeadvanced materials for improved comfort and durability, health-oriented features, customization options, andintegrated accessories. By addressing these unmet needs and innovating in these areas, Kurlon can strengthen itsappeal across various customer segments, from health-conscious individuals to tech-savvy consumers, and fromyoung families to older adults with specific comfort requirements.Synthesized InsightsBased on the analysis of customer feedback from the provided interviews, several potential areas for productimprovement and new product development have been identified for Kurlon mattresses. These insights span variouscustomer segments and highlight both common themes and specific unmet needs.1. Material and Comfort ImprovementsA recurring theme across interviews was the importance of mattress comfort and the materials used. While manycustomers 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 regulationproperties could address this need.Balanced Firmness: Customers consistently expressed a preference for mattresses that are neither too soft nortoo hard. Kurlon could consider developing a line of mattresses with adjustable firmness levels to cater toindividual preferences.Foam Quality: Some respondents praised Kurlon's foam quality, but there's room for innovation. Developingadvanced foam technologies that maintain their properties over time could address concerns about mattressesbecoming compressed or uneven with use.2. Health and Wellness FeaturesMany interviewees mentioned health-related concerns, indicating a potential market for mattresses with enhancedhealth benefits:Orthopedic Support: Several respondents, particularly older customers, mentioned back pain and cervicalissues. Expanding the range of orthopedic mattresses or incorporating advanced spinal support features couldappeal 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 asignificant 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 LongevityCustomers 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. Offeringlonger warranties or tiered warranty options could enhance customer confidence.Self-Rejuvenating Materials: Developing materials that maintain their shape and comfort over extendedperiods could address concerns about mattresses becoming uneven or compressed over time.4. Customization and VersatilityThere's a potential market for more customizable mattress options:Modular Designs: Some customers expressed a desire for mattresses with different firmness levels on eachside. Developing modular mattresses that allow customers to customize firmness for different sections could beinnovative.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 ProductsSeveral interviewees mentioned purchasing or considering additional products along with their mattresses:Integrated Mattress Protectors: Many customers expressed interest in mattress protectors, particularlywaterproof 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 itspillow offerings with a focus on maintaining quality and comfort over time.Sleep System Bundles: Offering complete sleep systems that include mattresses, pillows, and bedding couldappeal to customers looking for a coordinated sleep solution.6. Design and AestheticsWhile comfort was the primary concern, several respondents mentioned the importance of mattress design andappearance: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 coverscould appeal to style-conscious consumers.7. Technology IntegrationWhile 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-consciousconsumers and provide valuable data for further product development.App-Controlled Adjustments: Developing mattresses with app-controlled firmness or temperature settingscould 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 diversecustomer 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 mattressis 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 softnessand 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 kurlonmattress to their old mattress)"M: Now if you will think about all these like comfort, brand, lasting, the level, evenness, guaranty, exchange offerand then stitching pattern, price, design, discount, offer, what is number one criteria? R: Comfort. M: What will benumber 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 amattress)"W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed shouldbe proper. The pillow, bedsheet should be proper. M: Why these things are important? W: Otherwise you will notget 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 ofcervical 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 healthissues)"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 aboutitself 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 heatedup. They should use cotton."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked what kurlon should improve to winin the future)"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, whenwe 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 amattress)"H: For us it is comfortable brand. Quite known brand. W: Price is reasonable of it. H: Its quality is better as weare using it."

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

Market Positioning And Strategic OpportunitiesPrice Point ReceptivenessKey TakeawaysKurlon'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 offerquality, 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 strategicdiscounting, while maintaining its core value propositions, Kurlon can enhance its appeal across variousdemographic segments and strengthen its market position against competitors.Synthesized InsightsBased on customer interviews, Kurlon's market positioning and strategic opportunities are closely tied to its perceivedvalue across different price points and demographic segments. The brand's reputation for quality, comfort, andaffordability 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 respondto Kurlon's value propositions and pricing strategies.1. Price Point ReceptivenessKurlon customers generally exhibit high receptiveness to the brand's current price points, viewing them as offeringgood value for money. This is evident across multiple interviews:Budget-conscious consumers: Interviewees like Abhijeet and Supriya (Interview 7), who paid around 18,000rupees 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 willingnessto invest in quality.Mid-range buyers: Respondents such as Arun and Jyoti (Interview 5) paid 14,000 rupees for their Kurlonmattress, considering it a good balance of quality and affordability. This price point is particularly attractive tomiddle-class consumers seeking reliable, branded products.Premium segment: Some customers, like Balaji (Interview 15), were willing to spend up to 25,000 rupees on aKurlon 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 ifSleepwell were to offer more affordable options, they might consider switching from Kurlon, indicating thatmaintaining competitive pricing is crucial for customer retention.2. Value Propositions Across Demographic SegmentsDifferent demographic segments respond to various value propositions offered by Kurlon:Young professionals: Represented by respondents like Aishwarya and Nikhil (Interview 12), key valuepropositions include comfort, addressing specific health concerns (e.g., back pain), and the balance betweenquality and affordability.Families with children: Respondents like Prasenjit and Monimala Saha (Interview 1) value durability, ease ofmaintenance, 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 (Interview10), 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 attractiveoption for value-seeking consumers.3. Price Sensitivity Across Customer SegmentsPrice sensitivity varies across different customer segments:Middle-class families: This segment, represented by respondents like Lokesh and Shakti (Interview 6), showsmoderate price sensitivity. They are willing to invest in quality but actively seek discounts and compare pricesacross brands.Young couples: Respondents like Divya and Chirag (Interview 8) set specific budgets (around 15,000 rupees intheir 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 andPayel Debnath (Interview 3), actively seek value for money, comparing Kurlon favorably to more expensivebrands like Sleepwell.4. Strategic OpportunitiesBased 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 differentsegments, from budget-conscious buyers to premium seekers. This would allow them to capture a wider marketshare while maintaining their value proposition across segments.Health-focused marketing: Many respondents, like Balaji (Interview 15), chose Kurlon for its orthopaedicbenefits. Emphasizing these health-related features could strengthen Kurlon's position in the market, especiallyamong older consumers and those with specific health concerns.Customization options: Some respondents, like Bindu Sri and Nagraj (Interview 14), expressed interest inspecific features like antibacterial properties. Offering customizable options could appeal to customers willing topay 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 customerswithout compromising their overall price positioning.Enhanced in-store experience: Several respondents, including Aishwarya and Nikhil (Interview 12), valued theability to physically test mattresses before purchase. Improving the in-store experience could further differentiateKurlon 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 andhardness, 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 whenchoosing 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 theirpurchase 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 inwarranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don'tget relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not gofor ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allowthe 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 isversatile, 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 cervicalproblem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15kas 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 oversleepwell)"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 mattresspurchase)"I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am gettingstrained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot ofpressure."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they decided to changetheir mattress)"it's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing aboutKurlon. 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 kurlonbrand)"When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it'snot the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to ashop, 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'tsatisfactory)

Price Sensitivity AnalysisKey TakeawaysKurlon's customer base exhibits varying levels of price sensitivity, from budget-conscious consumers to those willingto pay premium prices for perceived quality and features. The brand's perceived value is rooted in its quality-to-priceratio, established reputation, comfort and health benefits, and durability. To optimize its pricing strategy andmarketing efforts, Kurlon should maintain a tiered pricing approach, emphasize its value proposition, leverage itsbrand 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 positionand appeal to a broad range of consumers.Synthesized InsightsThe analysis of interview data reveals varying levels of price sensitivity and perceived value across different Kurloncustomer segments. These insights can inform Kurlon's pricing strategy and marketing efforts to better target andserve its diverse customer base.1. Price Sensitivity Across Customer Segments1.1 Budget-Conscious SegmentA significant portion of Kurlon's customer base is price-sensitive, with many interviewees citing budget as a key factorin 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 SegmentSome 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 SegmentA smaller segment of Kurlon customers is less price-sensitive and more focused on quality and features. Forexample:One respondent mentioned paying 50,000 rupees for two mattresses, with the original price being 80,000rupees before discounts (Interview 9).This segment may be more open to Kurlon's higher-end offerings.2. Perceived Value Assessment2.1 Quality-to-Price RatioMany respondents perceive Kurlon as offering good value for money. One interviewee stated that Kurlon offers "goodquality at an affordable price point compared to the other brands" (Interview 13). This perception of value is a keydriver for many customers choosing Kurlon over competitors.

2.2 Brand Reputation and TrustKurlon's long-standing presence in the market significantly contributes to its perceived value. Multiple respondentsmentioned Kurlon being a trusted brand since their childhood (Interviews 12, 14). This established reputation adds tothe perceived value of Kurlon products, even when priced higher than some alternatives.2.3 Comfort and Health BenefitsMany 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 WarrantyKurlon's perceived durability and warranty offerings contribute to its value proposition. Several respondentsmentioned the importance of long-lasting products and warranty coverage (Interviews 1, 11, 12), indicating that thesefactors justify higher prices for some customers.3. Insights for Pricing Strategy and Marketing Efforts3.1 Tiered Pricing StrategyKurlon should maintain a tiered pricing strategy to cater to different customer segments. This approach allows thebrand 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 MoneyMarketing efforts should highlight Kurlon's value proposition, emphasizing the quality-to-price ratio. Manyrespondents perceive Kurlon as offering good quality at reasonable prices (Interviews 5, 13), which should be a keymessage in marketing communications.3.3 Leverage Brand HeritageKurlon's long-standing presence in the market is a significant asset. Marketing campaigns should leverage thisheritage to reinforce trust and perceived value, especially when justifying higher prices for premium products.3.4 Highlight Health and Comfort BenefitsMany respondents chose Kurlon for its perceived health benefits and comfort (Interviews 1, 12, 15). Marketing effortsshould emphasize these aspects to justify pricing and differentiate Kurlon from competitors.3.5 Promote Durability and WarrantyEmphasizing the long-term value of Kurlon mattresses through durability claims and warranty offerings can helpjustify higher price points and appeal to value-conscious consumers.3.6 Offer Targeted PromotionsTo address price sensitivity, Kurlon should consider targeted promotions and discounts. Many respondentsmentioned taking advantage of offers and discounts (Interviews 9, 14), indicating that such promotions can beeffective 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 theirpurchase 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 inwarranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don'tget relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not gofor ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allowthe 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 isversatile"(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, Sleepwellis 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 mattressbrands)"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 boughtis called Mermaid. The fabric is very supportive for the backbone. I used to have back pain, and ever since I gotthis 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 amattress)"it's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing aboutKurlon. 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 kurlonbrand)"I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am gettingstrained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot ofpressure."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when explaining why they decided to changetheir 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 threebrands were contesting elections)Segment-Specific DifferentiationKey TakeawaysKurlon has significant opportunities to differentiate its products and marketing messages across various customersegments. By addressing the unique preferences and needs of each segment, Kurlon can strengthen its marketposition 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, ultimatelystrengthening its position in the competitive mattress market.Synthesized InsightsBased on the analysis of interview data, several opportunities exist for Kurlon to differentiate its products andmarketing messages for specific customer segments. The interviews reveal diverse preferences, needs, andperceptions among consumers, which Kurlon can leverage to enhance its market positioning and appeal to differentsegments more effectively.1. Age-Specific Product DifferentiationYoung Adults and Professionals:Preferences: Comfort, technology integration, modern designsNeeds: Support for active lifestyles, relief from work-related stressOpportunities:Develop mattresses with smart features (e.g., sleep tracking, temperature regulation)Create marketing messages emphasizing work-life balance and productivity benefitsHighlight Kurlon's ability to cater to tech-savvy, career-focused individualsMiddle-Aged and Older Adults:Preferences: Durability, health benefits, traditional valuesNeeds: Back pain relief, joint support, familiarity with brandOpportunities:Expand the orthopaedic mattress line with a specific focus on age-related issuesCreate marketing campaigns that emphasize Kurlon's long-standing reputation and trustDevelop products that combine traditional materials (like cotton) with modern technology2. Lifestyle-Based SegmentationUrban Professionals:Preferences: Convenience, space-saving designs, modern aestheticsNeeds: Quick delivery, easy maintenance, compatibility with urban living spaces

Opportunities:Develop compact, multi-functional mattresses for small apartmentsCreate marketing messages highlighting Kurlon's understanding of urban lifestylesOffer convenient delivery and setup services tailored for busy professionalsFamily-Oriented Consumers:Preferences: Safety, durability, versatilityNeeds: Child-friendly features, easy cleaning, long-lasting qualityOpportunities:Develop mattresses with child-safety features (e.g., waterproof, hypoallergenic)Create marketing campaigns showcasing Kurlon as a family-oriented brandOffer customizable options for different family members' needs3. Health and Wellness FocusHealth-Conscious Consumers:Preferences: Natural materials, eco-friendly products, health benefitsNeeds: Allergy prevention, stress relief, improved sleep qualityOpportunities:Develop a line of organic, eco-friendly mattressesCreate marketing messages emphasizing Kurlon's commitment to health and wellnessPartner with health experts to validate and promote the health benefits of Kurlon mattresses4. Price-Sensitive SegmentsBudget-Conscious Consumers:Preferences: Affordability, value for money, basic comfortNeeds: Durable products at lower price pointsOpportunities:Develop a budget-friendly line without compromising on essential qualityCreate marketing messages highlighting Kurlon's ability to offer quality at various price pointsOffer financing options or installment plans to make higher-end models more accessible5. Luxury and Premium SegmentsAffluent Consumers:Preferences: Exclusive designs, premium materials, personalized serviceNeeds: Status symbols, cutting-edge technology, unique experiencesOpportunities:Develop a luxury line with high-end materials and customization optionsCreate marketing campaigns emphasizing exclusivity and premium qualityOffer personalized consultation and white-glove delivery services6. Technology IntegrationTech-Savvy Consumers:Preferences: Smart features, integration with home automation systemsNeeds: Data-driven sleep improvement, convenience through technology

Opportunities:Develop smart mattresses with sleep tracking and environmental control featuresCreate marketing messages highlighting Kurlon's innovation in sleep technologyPartner with tech companies to integrate Kurlon products into smart home ecosystems7. Sustainability-Focused SegmentEnvironmentally Conscious Consumers:Preferences: Eco-friendly materials, sustainable production practicesNeeds: Guilt-free consumption, alignment with personal valuesOpportunities:Develop a line of mattresses made from recycled or sustainable materialsCreate marketing campaigns showcasing Kurlon's commitment to environmental responsibilityImplement and promote sustainable manufacturing and disposal practicesBy addressing these diverse segments, Kurlon can effectively enhance its market presence and cater to the uniqueneeds 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 offerand then stitching pattern, price, design, discount, offer, what is number one criteria? R: Comfort. M: What will benumber 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 amattress)"Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and isversatile, 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 ofcervical 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 healthissues)"Mattress means Kurlon."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing kurlon's brand dominance inthe mattress category)"As soon as I hear Kurlon, I think of smartness, high technology, and new innovations. It's comfortable andrepresents 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 forservice, 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 aboutKurlon. 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 kurlonbrand)"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 theywould associate with kurlon)Targeted Marketing OpportunitiesKey TakeawaysBy developing targeted marketing campaigns that speak to different age groups and lifestyles, tailoring productofferings to address specific consumer needs, and implementing strategic initiatives to increase market share, Kurlonhas significant potential to strengthen its position in the mattress market. The key lies in leveraging its establishedbrand reputation while also innovating to meet evolving consumer preferences and addressing pain points identifiedin the consumer interviews.Synthesized InsightsThe analysis of the interview data reveals several key opportunities for Kurlon to develop targeted marketingcampaigns and tailor product offerings to different customer segments. By addressing specific needs andpreferences expressed by consumers, Kurlon can strengthen its market position and potentially increase marketshare.1. Targeted Marketing CampaignsAge-Based Segmentation:Young Adults (20s-30s):Position Kurlon as a modern, tech-savvy brand that understands the needs of young professionals. Emphasizefeatures like temperature regulation and support for those who work long hours at desks. One respondentpersonified 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 andfamiliarity. One interviewee described Kurlon as "an old, trustworthy, and caring brand" (Interview 5). HighlightKurlon'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 theimportance of proper support. Kurlon can position itself as a brand that understands and addresses the specificsleep needs of older adults.Lifestyle-Based Campaigns:

Health-Conscious Consumers:Highlight Kurlon's orthopedic and health benefits. Many respondents mentioned concerns about back pain andproper support. One interviewee chose Kurlon specifically for its "ability to address the husband's cervicalproblem" (Interview 8).Tech-Savvy Consumers:Emphasize any technological innovations in Kurlon mattresses. Some respondents associated Kurlon with beingup-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 goodquality 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 thoseseeking luxury. Some respondents aspired to more luxurious sleep experiences, with one mentioning a desire fora "greenhouse with white, golden, and copper colors" (Interview 5).2. Tailored Product OfferingsCustomization 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 enhancedtemperature 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 andfamily 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, andjoint 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 withenhanced 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 usetheir beds as workspaces. One respondent mentioned the importance of a mattress that allows them to "work ona 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 optionsfor growing families. Develop a line specifically designed to withstand the rigors of family use while providingproper support for growing children.

Eco-Friendly Range:For environmentally conscious consumers, create a line of mattresses made from sustainable materials. Whilenot explicitly mentioned in the interviews, this could appeal to younger, socially conscious consumers.3. Increasing Market Share Through Targeted EffortsBrand Storytelling:Leverage Kurlon's long history and evolution to create compelling brand narratives. Many respondents associatedKurlon with trust and familiarity. One interviewee said, "Kurlon has been around for many years and has a strongreputation" (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 purchasemattresses in-store, there was significant use of online platforms for research. Improve the online productinformation, 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 followingsocial media influencers for various topics. Partnering with trusted influencers could help Kurlon reach new audiencesegments and build credibility.Customer Education:Develop educational content about the importance of good sleep and how to choose the right mattress. Manyrespondents expressed uncertainty about mattress features and their impact on sleep quality. By positioning Kurlonas 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 ofbeing able to test mattresses in person. Create immersive retail experiences that allow customers to truly experiencethe benefits of Kurlon mattresses.By implementing these strategies, Kurlon can effectively address consumer needs and preferences, ultimatelyenhancing 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 painfrom this age, it will increase more later. Then I saw that we can use both sides of Kurlon, one side is soft andanother 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 beadjusting 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 theirpurchase 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 isversatile, 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 aboutKurlon so I will say mixed... Middle to upper... Bangalore, Pune... Because over there, there are mixed and techpeople... Technology wise if you see then Kurlon has lots of varieties as I told you that it has different Memoryand color options are more... More technology like weather is good, city is good and there are many travellingdestinations 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 inthe mattress category)"Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervicalproblem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15kas 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 oversleepwell)"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, whenwe 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 amattress)"With local, non-branded mattresses, you don't always know the quality or the chemicals used in the foam, whichcan affect your skin. This is especially important if kids are sleeping on it. Brands follow quality checks andstandards, which gives peace of mind."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of brands formattresses)Market Expansion StrategiesKey TakeawaysBy addressing these unmet needs and targeting underserved demographics, Kurlon has significant opportunities toexpand its market share. The company's strong brand recognition and reputation for quality provide a solidfoundation for these initiatives. To effectively capture a larger market share, Kurlon should focus on developinginnovative products, enhancing its marketing strategies to reach specific customer segments, and improving theoverall customer experience both online and in-store. By doing so, Kurlon can position itself as a comprehensivesleep solutions provider catering to the diverse needs of Indian consumers across different demographics andlifestyles.Synthesized InsightsThe analysis of interview data reveals several opportunities for Kurlon to enhance its market share by addressing theunmet 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 itsmarket positioning and capture a larger share of the mattress market.1. Addressing Health and Wellness ConcernsUnmet Need:Many interviewees expressed concerns about health issues related to sleep, particularly back pain, neck pain, andcervical 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 intheir 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, usingtestimonials from customers who have experienced relief from pain or improved sleep quality. This could help Kurloncapture a larger share of the health-conscious consumer segment.2. Serving Tech-Savvy Young ProfessionalsUnmet Need:Several younger interviewees, particularly those working in IT or corporate jobs, expressed interest in mattresses thatincorporate 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 marketingcampaign on platforms like Instagram and LinkedIn to reach young professionals. This could help Kurlon capturemarket share from newer, tech-focused brands like Wakefit.3. Addressing Climate ConcernsUnmet Need:Some interviewees mentioned issues with mattresses heating up, particularly in warm climates without airconditioning.Opportunity:Kurlon could develop a line of climate-adaptive mattresses specifically designed for different weather conditions inIndia. 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 optimalcomfort in local climate conditions. This could help Kurlon differentiate itself from competitors and capture marketshare in regions where climate-related sleep issues are common.4. Catering to Joint Families and Multigenerational HouseholdsUnmet Need:Several interviewees lived in joint families or multigenerational households, where different family members mayhave 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 thediverse needs of different family members. Partner with furniture retailers to offer complete bedroom solutions forlarge families. This could help Kurlon capture a larger share of the family-oriented market segment.5. Enhancing the Budget-Friendly RangeUnmet Need:While many interviewees praised Kurlon's affordability, some still found the prices challenging, particularly for largermattress 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 incomelevels. Introduce flexible payment options or partnerships with fintech companies to offer easy EMIs. This could helpKurlon capture market share from local, unbranded mattress sellers and expand its presence in price-sensitivesegments.6. Improving In-Store ExperienceUnmet Need:Some interviewees mentioned that Kurlon's in-store experience could be improved, particularly in terms of storelayout 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 couldhelp 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 diverseneeds 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 painfrom this age, it will increase more later. Then I saw that we can use both sides of Kurlon, one side is soft andanother 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 tohave the right movement and flexibility."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when discussing the importance of propersupport in a mattress)"W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed shouldbe proper. The pillow, bedsheet should be proper. M: Why these things are important? W: Otherwise you will notget 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 inwarranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don'tget relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not gofor ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allowthe 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 isversatile, 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 ofcervical 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 healthissues)"Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, whenwe 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 amattress)"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 threebrands were contesting elections)

"We needed a smooth, comfortable mattress without springs. It had to be antibacterial, have a nice design, andbe 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 amattress)"Kurlon has most things covered, but there's always room for improvement. The prices could be morecompetitive, especially with rising costs."(From Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on, when asked about improvements for kurlon)

AnnexureInterview NumbersInterview 1:Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - KurlonPrasenjit and Monimala Saha, KolkataInterview 2:New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl OnDeepankar and Sujata Rai, KolkataInterview 3:Unit 3 - KKO1 - 35- 45- NCCS A1 - Offline buyers - Kurl On - KolkataSubham and Payel Debnath, KolkataInterview 4:Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl OnJai Shah Baxi and Nandita Shah Baxi, KolkataInterview 5:Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- DelhiJyoti and Arun Kumar, DelhiInterview 6:Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl onLokesh and Shakti, DelhiInterview 7:Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl onAbhijeet and Supriya Shah, KolkataInterview 8:UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl onDivya and Chirag, DelhiInterview 9:Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - DelhiNeha and Raj, DelhiInterview 10:Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- BangaloreKavitha and Srinivas Reddy, BangaloreInterview 11:

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl onMeenu and Kiran, BangaloreInterview 12:Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl onAishwarya and Nikhil, BangaloreInterview 13:Unit 17-Vaishali\_Kamal-DKY1-25-35-NCCS A1-Buyer-Kurl onVaishali and Kamal, DelhiInterview 14:Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl onBindu Sri and Nagraj, BangaloreInterview 15:Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl onBalaji, Bangalore