# Kurlon Report

By Unmistakably Human [(unmistakablyhuman.ai)](https://www.unmistakablyhuman.ai)

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Key Insights

## Health Features: The New Luxury

The strong interest in health-oriented features like temperature regulation and antibacterial properties indicates a shift in customer perception. These once-niche features are now seen as essential, suggesting that health-focused innovations could be a key differentiator in the mattress market.

## The Multi-Channel Loyalty Loop

Customers who engage in both online research and offline purchasing have higher satisfaction rates and increased brand loyalty. This implies that a well-executed multi-channel strategy doesn't just facilitate single purchases, but potentially creates a loyalty loop that drives repeat business and word-of-mouth recommendations.

## The Holistic Sleep Environment: An Untapped Market

Growing customer awareness about the overall sleep environment, including temperature regulation and hygiene, reveals an emerging market need that extends beyond just mattresses. This shift in customer mindset from focusing solely on the mattress to considering the entire sleep ecosystem represents a significant opportunity for product line expansion and value-added services.

## The Segmentation Imperative

The distinct priorities and pain points across different customer segments highlight the limitations of broad-based marketing and product development strategies. This diversity underscores the need for a more nuanced, segment-specific approach to truly resonate with and meet the needs of various customer groups.

## The Trust Transfer Effect

Trust built through online research is ultimately transferred to and solidified by in-store experiences. This suggests that the online and offline channels are not competing, but rather working in synergy to build customer confidence and drive purchase decisions.

## The Generation Gap

Kurlon's strong connection with older customers and those with health concerns contrasts with its weaker appeal to younger, tech-savvy consumers, indicating a potential future market share risk as demographics shift.

## Sleep Quality: The Silent Loyalty Builder

Customers who switched to Kurlon report improved sleep quality, particularly in addressing physical discomfort and stress-related disturbances. This improvement in sleep quality appears to be a key factor in customer satisfaction and potentially brand loyalty, suggesting that actual sleep outcomes may be more important for customer retention than initial purchase motivators.

## Tech Integration: The Sleeping Giant

The diverse technology usage and social media habits among Kurlon's customers indicate an untapped potential for personalized digital engagement. This variation in digital behavior suggests that customers might be receptive to tech-integrated sleep solutions, opening avenues for innovation in smart mattresses or sleep tracking accessories that align with different tech preferences.

## The Premium Dilemma

Kurlon's success in the value-for-money segment may be hindering its ability to compete in the premium market, as customers associate the brand primarily with affordability rather than luxury or cutting-edge features.

## The Durability-Innovation Tension

Customers' emphasis on long-lasting quality potentially conflicts with their desire for innovative features and materials. This tension highlights a challenge in balancing traditional durability expectations with the integration of new technologies and materials in mattress design.

Insights Outputs

## Customer Profiling And Segmentation

## Insights

#### The Comfort Paradox: One Size Doesn'T Fit All

While medium-firm mattresses are most popular, Kurlon's success stems from its diverse range. This suggests that customers value personalization in comfort, despite gravitating towards a common preference. The wide price range and product offerings indicate that comfort is subjective and closely tied to individual circumstances, challenging the notion of a universally ideal mattress.

#### Sleep Quality: The Silent Loyalty Builder

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#### The Holistic Sleep Environment: An Untapped Market

Growing customer awareness about the overall sleep environment, including temperature regulation and hygiene, reveals an emerging market need that extends beyond just mattresses. This shift in customer mindset from focusing solely on the mattress to considering the entire sleep ecosystem represents a significant opportunity for product line expansion and value-added services.

#### Demographic Diversity: A Double-Edged Sword

The diverse customer base across various life stages and income levels, while allowing Kurlon to capture a wide market share, also presents challenges in product development and marketing. The significant impact of demographic factors on preferences suggests that a one-size-fits-all approach in product design or marketing may be ineffective, necessitating a more nuanced, segmented strategy.

#### Tech Integration: The Sleeping Giant

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## Brand Perceptions And Positioning

## Insights

#### The Comfort Paradox

While Kurlon is known for comfort, concerns about heat retention suggest a disconnect between perceived and experienced comfort, potentially affecting long-term satisfaction and repeat purchases.

#### The Generation Gap

Kurlon's strong connection with older customers and those with health concerns contrasts with its weaker appeal to younger, tech-savvy consumers, indicating a potential future market share risk as demographics shift.

#### The Premium Dilemma

Kurlon's success in the value-for-money segment may be hindering its ability to compete in the premium market, as customers associate the brand primarily with affordability rather than luxury or cutting-edge features.

#### The Trust-Innovation Tightrope

Kurlon's established reputation as a mature and experienced brand, while beneficial for trust, may be creating a perception barrier to being seen as innovative or modern, potentially limiting its appeal to consumers seeking the latest sleep technology.

#### The Waterproofing Wake-Up Call

Customer concerns about waterproofing in certain models reveal an often-overlooked aspect of mattress durability that could be a key differentiator in the market, especially for families with young children or in humid climates.

## Purchase Decision-Making And Channel Preferences

## Insights

#### The Comfort Paradox

While comfort is universally cited as the primary factor in mattress purchase decisions, it's the least quantifiable aspect, leading customers to rely heavily on in-store experiences. This creates a tension between the desire for online research and the necessity of physical testing, potentially explaining the strong preference for offline purchases across all demographics.

#### The Generational Channel Divide

There's a clear generational split in channel preferences, with younger, tech-savvy consumers favoring online sources and older consumers relying more on in-store experiences. This divide extends beyond just the research phase and impacts the entire purchase journey, suggesting that age may be a more significant factor in channel strategy than previously thought.

#### The Trust Transfer Effect

The research reveals an interesting phenomenon where trust built through online research is ultimately transferred to and solidified by in-store experiences. This suggests that the online and offline channels are not competing, but rather working in synergy to build customer confidence and drive purchase decisions.

#### The Salesperson As The Human Algorithm

In an age of advanced online algorithms and recommendation engines, the analysis shows that salespeople still play a crucial role as 'human algorithms'. Their ability to provide personalized recommendations and immediate answers often serves as the tipping point in purchase decisions, especially for complex, high-value purchases like mattresses.

#### The Multi-Channel Loyalty Loop

The data suggests that customers who engage in both online research and offline purchasing not only have higher satisfaction rates but also demonstrate increased brand loyalty. This implies that a well-executed multi-channel strategy doesn't just facilitate single purchases, but potentially creates a loyalty loop that drives repeat business and word-of-mouth recommendations.

## Product Experience, Expectations, And Development

## Insights

#### The Comfort Paradox

While customers universally seek comfort, their definitions of comfort vary widely based on age, health, and lifestyle factors. This paradox reveals a complex challenge in product development and marketing, where a one-size-fits-all approach to comfort may alienate significant customer segments.

#### Health Features: The New Luxury

The strong interest in health-oriented features like temperature regulation and antibacterial properties indicates a shift in customer perception. These once-niche features are now seen as essential, suggesting that health-focused innovations could be a key differentiator in the mattress market.

#### The Durability-Innovation Tension

Customers' emphasis on long-lasting quality potentially conflicts with their desire for innovative features and materials. This tension highlights a challenge in balancing traditional durability expectations with the integration of new technologies and materials in mattress design.

#### Brand Trust As A Double-Edged Sword

While strong brand loyalty presents opportunities for product line expansion, it also creates higher expectations for new offerings. This dynamic suggests that Kurlon's expansion into new categories must be carefully managed to maintain trust while meeting diverse customer needs.

#### The Customization Conundrum

The growing demand for personalized sleep solutions reveals a shift from viewing mattresses as standardized products to highly individualized ones. This trend challenges traditional manufacturing and inventory management approaches in the mattress industry.

#### The Silent Service Gap

The limited awareness of warranty terms and after-sales services, despite overall positive brand perception, indicates a communication disconnect. This gap suggests that customers may not be fully leveraging the value proposition offered by Kurlon, potentially impacting long-term satisfaction and repeat purchases.

#### The Segmentation Imperative

The distinct priorities and pain points across different customer segments highlight the limitations of broad-based marketing and product development strategies. This diversity underscores the need for a more nuanced, segment-specific approach to truly resonate with and meet the needs of various customer groups.

## Market Positioning And Strategic Opportunities

## Insights

#### The Comfort Conundrum

While Kurlon is perceived as offering comfort, there's a notable absence of specific comfort-related feedback or preferences in the analysis, suggesting a potential gap between general comfort claims and individualized comfort experiences that could be further explored and addressed.

#### The Loyalty-Innovation Paradox

Kurlon faces a delicate balance between maintaining its traditional customer base and innovating for new markets. This tension reveals an underlying challenge in brand evolution, where rapid innovation might alienate loyal customers, while slow adaptation could lose potential new segments.

#### The Customization Catch-22

The analysis suggests a demand for customization, yet Kurlon's strength lies in broad appeal and competitive pricing. This indicates a complex challenge where increasing customization options could potentially conflict with maintaining cost-effectiveness and streamlined production.

#### The Unspoken Health Narrative

While health benefits are mentioned as a focus area, the analysis lacks specific health concerns or preferences from customers. This gap suggests that customers may not be explicitly articulating health needs, presenting an opportunity for Kurlon to educate and create demand for health-oriented sleep solutions.

#### The Multi-Channel Mirage

The emphasis on creating a seamless shopping experience across all channels implies that the current experience is fragmented. This suggests that customers are likely facing inconsistencies or friction when interacting with Kurlon across different touchpoints, potentially impacting brand perception and purchase decisions.

Summary Outputs

## Customer Profiling And Segmentation

Kurlon's customer base is diverse and multifaceted, encompassing middle to upper-middle-class urban families across various life stages and income levels. This diversity is reflected in the brand's wide price range and product offerings, allowing it to cater to both budget-conscious consumers and those seeking premium options.

## Key Themes From Research

1. **Product Performance and Sleep Quality**

Customers prioritize a balance of comfort, support, and durability in mattresses, with medium-firm options being the most popular. Those who switched to Kurlon generally report improved sleep quality, highlighting the brand's effectiveness in addressing common sleep issues such as physical discomfort and stress-related disturbances.

2. **Holistic Sleep Environment**

There is a growing awareness among customers about the importance of the overall sleep environment, including factors like temperature regulation, hygiene, and complementary accessories. This presents an opportunity for Kurlon to expand its product line and educate customers on comprehensive sleep solutions.

3. **Demographic Influences**

Age, life stage, income, family structure, occupation, and geographic location significantly impact customer preferences and purchasing decisions. This underscores the need for targeted marketing strategies and product development to address specific segment needs.

4. **Technology and Lifestyle Integration**

Kurlon's customers exhibit diverse technology usage and social media habits, suggesting potential for tailored digital marketing and engagement strategies across different platforms.

5. **Brand Perception**

Kurlon is viewed as a versatile brand capable of meeting varied needs, with associations of technological advancement and health benefits, particularly among urban professionals.

## Strategic Recommendations For Kurlon

To capitalize on these insights, Kurlon should consider:

- **Developing targeted marketing campaigns** that address specific demographic needs.

- **Expanding its product range** to cater to evolving customer requirements.

- **Strengthening its brand positioning** around sleep quality and overall well-being.

- **Enhancing its digital presence** and engagement strategies.

- **Educating customers** on the importance of a holistic sleep environment.

## Future Research Directions

Further research could explore:

- The interaction between demographic and psychographic factors.

- Quantitative analysis of digital platform usage.

- Potential untapped market segments for growth opportunities.

## Brand Perceptions And Positioning

Kurlon has established itself as a well-respected mattress brand in the Indian market, striking a delicate balance between quality, affordability, and broad appeal. The brand's core strengths include:

- **Reliability**: Kurlon is perceived as a dependable choice, resonating strongly with middle-class and budget-conscious consumers.

- **Comfort**: The mattresses are known for their comfort, making them a preferred option for many.

- **Value for Money**: Kurlon offers products that provide excellent value, further solidifying its position as a go-to choice for diverse customer segments.

## Key Themes From Research

1. **Brand Perception**:

Kurlon is viewed as a mature, experienced, and caring brand, fostering strong emotional connections based on trust and familiarity. This perception significantly contributes to brand loyalty and preference.

2. **Value Proposition**:

The brand's ability to offer quality products at affordable prices sets it apart, especially when compared to competitors like Sleepwell and Wakefit, which are seen as more premium or luxury options.

3. **Product Satisfaction**:

Customers generally express high satisfaction with Kurlon products, particularly regarding comfort and durability. However, some concerns have been raised about heat retention and waterproofing in certain models.

4. **Target Audience**:

Kurlon appeals to a wide range of consumers but has a particularly strong connection with older customers and those with health concerns, who value the comfort and potential health benefits of the products.

5. **Areas for Improvement**:

There are opportunities for Kurlon to enhance its premium offerings, improve in-store experiences, and strengthen its appeal to younger, tech-savvy consumers. Addressing these areas could help the brand compete more effectively in the high-end market segment and attract new customer demographics.

## Strategic Focus For Continued Success

To maintain and strengthen its market position, Kurlon should focus on:

- **Leveraging Legacy**: Showcase innovation while building on its established reputation.

- **Emphasizing Health Benefits**: Highlight orthopaedic options and health benefits more prominently.

- **Improving In-Store Experiences**: Enhance the shopping experience both in physical stores and online.

- **Tailoring Products and Marketing**: Customize offerings and marketing strategies to target specific customer segments.

- **Reinforcing Value-for-Money Positioning**: Maintain its reputation for affordability while expanding premium offerings.

By addressing these areas, Kurlon can deepen its emotional connection with existing customers while attracting new segments, ensuring its continued success in the competitive mattress market.

## Purchase Decision-Making And Channel Preferences

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

## 1. Multi-Faceted Decision-Making Process

- **Comfort** is the primary factor in mattress purchase decisions.

- The importance of **price**, **brand reputation**, and **health benefits** varies among customer segments.

- Kurlon's success lies in its ability to cater to diverse needs, balancing comfort, affordability, and quality.

- To maintain its market position, Kurlon should continue emphasizing these strengths while addressing emerging priorities like health benefits and temperature regulation.

## 2. Hybrid Research Approach

- Customers engage in a **dynamic research process** that combines online and offline sources.

- Online platforms serve as a starting point for research and comparison, while the tactile nature of mattresses necessitates offline experiences for final decision-making.

- Younger, tech-savvy consumers lean towards online sources, whereas older consumers and those making high-value purchases rely more on in-store experiences.

## 3. Crucial Role Of In-Store Experiences

- **Physical store visits** and salesperson interactions often serve as the tipping point in purchase decisions, even for customers who begin their search online.

- The ability to examine products, receive personalized recommendations, and get immediate answers significantly influences customer confidence.

- This factor is particularly important for **budget-conscious**, **health-focused**, and **family decision-makers**.

## 4. Offline Purchase Preference

- Despite the importance of online research, there is a strong preference for **offline mattress purchases** across demographic groups.

- This preference is driven by the need for tactile experiences, immediate feedback, and purchase confidence.

- However, online channels remain crucial for initial product exploration and price comparisons.

## 5. Impact Of Multi-Channel Approach On Satisfaction And Loyalty

- The combination of online research and offline purchasing significantly impacts customer satisfaction, decision-making, and brand loyalty.

- While online channels are vital in the initial stages, the ability to physically experience the product in-store remains key to final purchase decisions and overall satisfaction.

## Recommendations For Kurlon

To leverage these insights, Kurlon should focus on:

- **Enhancing online presence** with comprehensive product information, comparison tools, and educational content.

- **Improving in-store experiences** with knowledgeable staff and interactive displays.

- **Developing a seamless omnichannel strategy** that integrates online and offline touchpoints.

- **Tailoring marketing messages** and channels to specific demographic groups.

- **Investing in sales staff training** to provide expert advice and build customer confidence.

- **Exploring innovative solutions** like virtual reality experiences to bridge the gap between online research and offline purchases.

By addressing these areas, Kurlon can optimize its multi-channel strategy to better meet customer needs, increase satisfaction, facilitate informed decision-making, and foster stronger brand loyalty across its diverse customer base.

## Product Experience, Expectations, And Development

Kurlon's user research reveals a complex landscape of customer expectations and experiences, highlighting both strengths and areas for improvement. The brand enjoys a strong reputation for comfort, quality, and affordability across diverse demographic segments, but faces challenges in meeting the varied needs of its customer base.

## Key Themes Emerging From The Research:

1. **Diverse Comfort Expectations**

Customers seek a delicate balance between softness and firmness, with preferences varying based on age, health concerns, and lifestyle. This diversity underscores the need for a wide product range and clear communication of mattress features.

2. **Health and Wellness Focus**

Support for the back and spine is crucial, particularly for older customers and those with health issues. There's significant interest in health-oriented features such as temperature regulation and antibacterial properties, presenting opportunities for product innovation.

3. **Durability and Value**

Customers universally prioritize long-lasting quality, expecting mattresses to maintain their performance over time. This emphasis on durability aligns with Kurlon's reputation for value but also highlights the importance of effective warranty and after-sales service.

4. **Brand Trust and Expansion Potential**

Strong brand loyalty and satisfaction with existing products create opportunities for Kurlon to expand into additional sleep-related categories, particularly pillows and protective bedding.

5. **Customization and Innovation**

There's a growing demand for personalized sleep solutions, including customizable firmness levels and sizes. Integrating technology and innovative materials could help Kurlon appeal to tech-savvy consumers and address specific comfort needs.

6. **Communication Gaps**

While overall brand perception is positive, there's limited awareness of specific warranty terms and after-sales services. Enhancing communication in these areas could further strengthen customer relationships and brand loyalty.

7. **Segment-Specific Needs**

Different customer segments (e.g., young families, older adults, health-conscious individuals) have distinct priorities and pain points, suggesting the need for targeted product development and marketing strategies.

## Recommendations For Kurlon:

To capitalize on these insights, Kurlon should focus on:

- Diversifying its product range

- Investing in health-oriented innovations

- Improving communication about product features and services

- Developing segment-specific marketing approaches

By addressing these areas, Kurlon can enhance its market position, meet evolving customer needs, and maintain its reputation for quality and value in the competitive mattress industry.

## Market Positioning And Strategic Opportunities

Kurlon's market positioning and strategic opportunities reveal a brand with strong potential for growth and differentiation in the competitive mattress market. The research highlights several recurring themes and important aspects:

## 1. Diverse Appeal And Value Proposition

Kurlon resonates well with a broad spectrum of customers, particularly in the middle and upper-middle-class segments. The brand's core strength lies in its ability to offer quality, comfort, and durability at competitive price points. This perceived value forms the foundation of Kurlon's market position and customer loyalty.

## 2. Segmentation And Targeted Strategies

There's a clear need for more nuanced approaches to product development, pricing, and marketing. Kurlon can significantly strengthen its market position by:

- **Developing segment-specific product lines** catering to different age groups, lifestyles, and health needs.

- **Implementing a tiered pricing strategy** that addresses varying levels of price sensitivity across customer segments.

- **Crafting targeted marketing messages** that resonate with each segment's unique values and priorities.

## 3. Innovation And Tradition Balance

Kurlon has the opportunity to leverage its established brand reputation while innovating to meet evolving consumer preferences. This involves:

- **Investing in technology and sustainability initiatives** to appeal to forward-thinking consumers.

- **Maintaining core brand identity and quality standards** to retain long-time customers.

- **Addressing unmet needs and targeting underserved demographics** to expand market share.

## 4. Health And Comfort Focus

Emphasizing health benefits and comfort features in product development and marketing efforts can further differentiate Kurlon in the market. This aligns with consumer priorities and can justify premium pricing for certain product lines.

## 5. Customer Experience Enhancement

Improving the overall customer experience, both online and in-store, emerges as a critical factor for Kurlon's success. This includes:

- **Offering customization options**

- **Providing excellent customer service**

- **Creating a seamless shopping experience** across all channels.

## 6. Strategic Marketing And Promotions

Leveraging Kurlon's brand heritage while also highlighting innovation can appeal to both traditional and modern consumers. Strategic discounting and targeted promotions can help address price sensitivities without devaluing the brand's premium offerings.

By addressing these key areas, Kurlon can position itself as a comprehensive sleep solutions provider, catering to the diverse needs of Indian consumers across different demographics and lifestyles. This approach will allow the brand to maintain its strong market position while also capturing new opportunities for growth and differentiation.

Main Outputs

## Customer Profiling And Segmentation

## Research Objective Outputs

Identify And Analyze Demographic Characteristics (Age, Family Structure, Occupation, Income Level) Of Kurlon Customers Across Different Segments.

Customer Demographics Analysis

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

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

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

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

#### 1. Age And Family Structure

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

**a) Young Couples and New Families:**

- **Age Range:** Late 20s to mid-30s

- **Marital Status:** Recently married (1-5 years) or with young children

- **Examples:**

- Subham and Payel (35 and 23+)

- Meenu and Kiran (26 and 30)

- Aishwarya and Nikhil (35)

**b) Established Families:**

- **Age Range:** Late 30s to late 40s

- **Marital Status:** Married for 10+ years with school-age or teenage children

- **Examples:**

- Jai and Nandita (40 and 33)

- Lokesh and Shakti (both 38)

- Abhijeet and Supriya (40)

**Family Structures:**

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

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

#### 2. Occupation And Education

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

**a) IT and Software Professionals:**

- Several interviewees work in the IT sector

- **Examples:** Aishwarya and Nikhil (software engineers), Nagraj (IT professional)

**b) Teachers and Educators:**

- A significant number of customers work in education

- **Examples:** Deepankar (school teacher), Divya (teacher)

**c) Business Owners and Entrepreneurs:**

- Some customers run their own businesses

- **Examples:** Kamal (garment factory owner), Chirag (retail garment business)

**d) Corporate Professionals:**

- Various corporate roles are represented

- **Examples:** Prasenjit (HR), Meenu (tax associate), Arun (Area Sales Manager)

**Education Levels:**

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

#### 3. Income Level And Purchasing Power

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

**a) Middle-Class Segment:**

- **Characteristics:** Budget-conscious but willing to invest in quality

- **Mattress Purchase Range:** 12,000 - 20,000 INR

- **Examples:** Prasenjit and Monimala (14,000 INR), Abhijeet and Supriya (14,000 INR)

**b) Upper-Middle-Class Segment:**

- **Characteristics:** More flexible budgets, prioritizing quality and features

- **Mattress Purchase Range:** 20,000 - 30,000 INR

- **Examples:** Lokesh and Shakti (19,000 INR), Balaji (25,000 INR)

**c) Affluent Segment:**

- **Characteristics:** Higher disposable income, focus on premium products

- **Mattress Purchase Range:** 30,000+ INR

- **Example:** Neha (50,000 INR for two mattresses, original price 80,000 INR)

#### 4. Geographic Distribution

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

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

- **Kolkata:** Several respondents (e.g., Prasenjit and Monimala, Abhijeet and Supriya)

- **Delhi:** Some interviewees (e.g., Vaishali and Kamal)

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

#### 5. Housing Situation

Kurlon customers exhibit diverse housing situations:

- **Owned Apartments or Houses:** (e.g., Prasenjit and Monimala, Lokesh and Shakti)

- **Rented Accommodations:** (e.g., Deepankar and Sujata)

- **Multi-Generational Family Homes:** (e.g., Aishwarya and Nikhil)

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

#### Quotes With Context

###### When The Respondents Were Asked To Introduce Themselves

R: Payel Debnath, my age is 23+ years.

R: My name is Subham Debnath, I am 35years old.

Unit 3 - KKO1 - 35- 45- NCCS A1 - Offline buyers - Kurl On - Kolkata.txt

###### When The Moderator Asks For Their Names And Ages

M: How old are you?

R: 40.

M: Nandita?

W: 33.

M: What you do?

R: Business.

M: What business?

R: Decorating.

M: Marriage decoration or what?

R: Everything.

M: You do pendal decoration or what?

R: I may not do but I take orders. I decorate mostly marriages, basically events.

M: What about you Nandita?

W: I am housewife.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Describing Their Family Composition

Me, wife and kids stay upstairs, one is 10 years old son and one is 5 years old daughter. Me working with Wipro and she is working with Amoliq.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Discussing The Daughter'S Education

M: In which class? W: Class 9. M: Class 9, how come? W: Double promotion, CBSE.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### When Discussing Her Properties And Investment Choices

I have a big house in Noida. I have a big house in Indirapuram. But I don't stay there. If I stay there, my expenses will increase. Living costs will increase. Then how will I send my children? It's not that I spend on expensive things. Even though I have so much, I don't buy. Because I don't know where to invest. I don't know where to get returns. I've invested in my daughter. If I don't get returns from her, I won't know where to get them. My house is so beautiful. If you see my house in Noida, it's like a palace. My house is in Amrapali Sanctuary and Park. My house is in Amrapali Village.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing The Original Price And Discount Of Her Mattress

I got Rs. 30,000 discount, this was originally Rs. 80,000. I got it for Rs. 50,000.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Introducing Themselves At The Beginning Of The Interview

Hi, this is Meenu. I'm 26 years old and from Bangalore. I work at Accenture as a tax associate.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Aishwarya Describes Their Living Situation

We are family of 7. I stay in a joint family and as he is from Tumkur we are staying here so that it will be nearby to his office. and so, we decided to stay here and it's a 2 floored house. in the ground floor my grandparents are there and here my parents and we both are staying and my brother has come from Canada and he is going back.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### Kamal Introducing Himself And His Family Background

H: My name is Kamal and my age is 35yrs. I have done my education from Delhi only and I am Post Graduate, I have done MBA Finance and my parents are also from Delhi only but their background like my grandparents were from Haryana, they belonged to Haryana.

Unit 17-Vaishali\_Kamal-DKY1-25-35-NCCS A1-Buyer-Kurl on.txt

###### When Nagraj Responds To The Moderator'S Question About Their Recent Marriage

Yes, a year and a half ago.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

Explore Lifestyle Patterns, Aspirations, And Future Goals Of Various Kurlon Customer Segments, Including Housing Situations And Entertainment Preferences.

Customer Lifestyle and Aspirations

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

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

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#### 1. Lifestyle Patterns Among Kurlon Customer Segments

#### Work-Life Balance And Daily Routines

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

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

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

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

#### Family-Centric Lifestyles

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

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

#### Health And Wellness

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

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

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#### 2. Aspirations And Future Goals Influencing Lifestyle Choices

#### Career Advancement And Financial Growth

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

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

#### Education And Children'S Future

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

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

#### Home Ownership And Improvement

Many interviewees expressed aspirations related to home ownership or improvement.

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

#### Travel And Experiences

Travel emerges as a significant aspiration for many Kurlon customers.

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

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#### 3. Housing Situations And Entertainment Preferences

#### Diverse Housing Situations

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

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

#### Home Improvement And Decor

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

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

#### Entertainment Preferences

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

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

#### Social Media Usage

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

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

#### Television And Traditional Media

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

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

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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 With Context

###### When Monimala Describes Her Evening Routine With Her Son

Then I teach my son and also prepare something for dinner. Then I feed him, chat with him so that I know what he did in his school, what naughty things he did or his friends did. I try to know all these, he says it like a story. [...] Then we sit with our child and he watches cartoon

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing Their Future Plans And Wishes

Yes, my main wish is for my son to go abroad.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Asked About His Daily Routine, Subham Describes His Morning Activities.

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 my bath and worship to God and go out after having food.

Unit 3 - KKO1 - 35- 45- NCCS A1 - Offline buyers - Kurl On - Kolkata.txt

###### The Husband Expressing His Future Aspirations

I want to be rich in next 5 years. I wish to lead a lavish lifestyle.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When The Wife Explains Her Feelings About Making Changes To Their Home

I feel good when there is a change... I feel proud. I feel good that we are moving one level ahead.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### Lokesh Describing His Interests

R: Everything comes under travelling like multiple cuisines, I like driving and then I like to do activities.

M: Like what?

R: I did sky-diving, I did scuba diving.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Discussing Supriya'S Future Plans

W: Something independently. M: What is that? W: Business only. I want to do online business so that I can take care of the family at the same time.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### When Asked About What She Wants For Herself

What is important for me is to respect each other's feelings. Because if we don't respect each other's feelings, the heart breaks. I want to meet people who respect my feelings. Because I am a loving person, but I don't get that much in return. Secondly, I want to help people. I don't want to ask for anything; I just want to give. Thirdly, I want to share my knowledge. If I am educated, then I can educate more people. And fourthly, I want to be healthy, whether I have to walk, do yoga, or meditate.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing Their Work-From-Home Routine Using Technology

H: Officially it's 7, but we will not be able to log out at 7. W: Yes, going to office is better, like from 10-7 your work will be done and you will be able to come back home after that. H: Before covid that was there but now that practice is not there. even after coming home meetings will be there at times.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Nagraj Describes His Daily Routine

I usually wake up around 7 a.m. I help Bindu with packing lunch or other things she needs. After breakfast, I start my meetings at 9: 30 a.m., which go on until around 11: 30 a.m. After a short break, I continue working, have lunch around 2: 30 p.m., and work again until 6: 30 or 7 p.m. After that, I log off and go out for a walk.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

Investigate Technology Usage And Social Media Habits Of Different Kurlon Customer Groups, Including Preferred Platforms And Content Consumption Patterns.

Tech and Social Media Habits

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

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

#### 1. Most Commonly Used Technology Platforms

#### A) Social Media Platforms:

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

- **WhatsApp** is widely used for communication and participating in various groups.

- **YouTube** is frequently mentioned as a platform for both entertainment and information.

- Some customers also use **LinkedIn** and **Twitter**, particularly for professional networking.

#### B) Ott Platforms:

- **Amazon Prime** and **Netflix** are the most commonly mentioned OTT platforms.

- Other platforms like **Hotstar**, **Zee5**, **Sony Liv**, and **Disney+ Hotstar** are also used by some customers.

#### C) Smart Devices:

- **Smartphones** are ubiquitous among Kurlon customers for accessing social media and OTT content.

- **Smart TVs** and **Fire TV sticks** are used for streaming content on larger screens.

- **Laptops** are commonly used, especially for work-from-home arrangements.

#### 2. Social Media Habits Across Customer Segments

#### A) Age-Based Differences:

- **Younger customers** (20s-30s) tend to be more active on social media, using multiple platforms regularly.

- **Middle-aged customers** (40s-50s) show varied engagement levels, with some being active users and others more limited in their usage.

#### B) Occupation-Based Variations:

- **Working professionals**, especially in IT and corporate sectors, use social media for both personal and professional purposes.

- **Homemakers** tend to be more active on platforms like Facebook and Instagram, often following lifestyle, cooking, and parenting content.

#### C) Gender Differences:

- **Female respondents** generally show higher engagement with social media, particularly on Instagram and Facebook.

- **Male respondents** often use social media more selectively, focusing on specific interests or professional networking.

#### D) Urban Vs. Semi-Urban Differences:

- **Urban customers** appear to have higher engagement with multiple social media platforms and OTT services.

- **Semi-urban customers** show a preference for more established platforms like Facebook and YouTube.

#### 3. Content Consumption Patterns

#### A) Entertainment:

- **Movies** and **web series** on OTT platforms are popular across all segments.

- **YouTube** is widely used for watching short-form content like reels and vlogs.

- **TV serials** and **reality shows** remain popular, especially among homemakers.

#### B) Information And Learning:

- **YouTube** is a primary source for tutorials, product reviews, and educational content.

- Many customers follow influencers and content creators for lifestyle tips, cooking recipes, and financial advice.

#### C) News And Current Affairs:

- **Social media platforms**, especially Facebook and Twitter, are used to stay updated on news.

- Some customers prefer dedicated news channels on TV or news apps.

#### D) Professional Development:

- **LinkedIn** is used by working professionals for networking and industry updates.

- **YouTube** and specialized online platforms are used for skill development and learning.

#### E) Shopping And Product Research:

- **E-commerce platforms** like Amazon and Flipkart are used for online shopping and product research.

- **Social media platforms**, particularly Instagram, influence purchasing decisions through ads and influencer recommendations.

#### 4. Key Insights And Implications

#### A) Platform Diversity:

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

#### B) Content Preferences:

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

#### C) Information Seeking Behavior:

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

#### D) Influencer Impact:

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

#### E) Age And Lifestyle Segmentation:

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

#### Quotes With Context

###### When Monimala Describes Her Facebook Activity

I do little bit, reels, I have 6k followers. [...] I posted my photo with a song which became popular then, I sang 'Phuloware boshe achi' I got lots of comments and likes. Then I got a message from Facebook to give them my bank account, monetization.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Prasenjit Describes His Social Media Usage

Connecting people, if I need to purchase anything, first I search on You tube or Google and check the reviews.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When The Wife Describes The Benefits Of Social Media

Social media provides a lot of information. You get tricks and hacks from WhatsApp, recipes, and tips for daily life, like cleaning up oil after frying. It's helpful for many things that we didn't know before.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### Male Respondent Describing His Social Media Usage

I use Instagram mostly... There is not fixed content as such like if I have to plan for the trip then I search otherwise bloggers of food are there, I am fond of bikes and cars so Power on Wheels is there, Mr. Tikku is there who is Sardarji and there is one blogger named Foodie.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### The Wife Discussing Her Social Media Usage

M: What you do on Facebook? W: I watch contents out there, I watch reels. [...] M: What is social media for you? W: For me it's oxygen.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### The Husband Explaining His Social Media Habits

R: When I come back home, then mobile is only for voice calls and maximum it is used for WhatsApp. I don't use Facebook. [...] M: What is social media for you? R: News.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### When Discussing The Female Respondent'S Youtube Watching Habits

R: I will watch about cooking, beauty tips, rangoli, how to celebrate festivals. So, I will either type or I will search through voice search option. M: Have you subscribed to any channel in YouTube? R: I have subscribed Rekha Adige channel and apart from that in 1 channel they are giving health tips and so, I have subscribed to that. they were telling about health in a good manner and so, I wanted to watch their videos so, subscribed to that.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Discussing The Limitations Of Online Research

Probably the biggest thing missing online is the ability to touch and feel the product. I might like something online, but I want to experience it physically before purchasing.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### Husband Explaining How He Uses Social Media For Financial Planning

H: Mostly I will follow them. apart from that I will watch reels related to finance. As I will be investing in share market and mutual funds.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Describing How They Researched Mattress Options

I started with Amazon and Flipkart. I looked at the sizes available, the types of foam used, and whether they were antibacterial or not. It was important to get an idea of the price range. Online research helped us narrow down the options based on our budget.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

Analyze Sleep Habits, Preferences, And Issues Faced By Various Customer Segments, Including Factors Associated With Good And Poor Sleep Quality.

Sleep Habits and Issues

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

2. Sleep quality is significantly impacted by both the mattress and the overall sleep environment, including factors like room temperature, cleanliness, and bedding accessories.

3. Common sleep issues among customers include physical discomfort (especially back pain), stress-related sleep disturbances, and challenges related to work schedules or family responsibilities.

4. Customers who switched to Kurlon mattresses generally report improved sleep quality, highlighting the importance of a good mattress in addressing sleep-related issues.

5. There is a growing awareness among customers about the importance of mattress hygiene, temperature regulation, and orthopaedic support for better sleep.

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

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

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#### 1. Common Sleep Habits And Preferences

**Sleep Duration and Timing:**

- Most Kurlon customers aim for **6-8 hours** of sleep per night.

- Wake-up times vary, with some rising as early as **5:30 AM** and others sleeping until **7:30 AM** or later on weekends.

- Bedtimes typically range from **10:30 PM to midnight**, influenced by work schedules and family responsibilities.

**Sleep Environment:**

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

- A **quiet, peaceful atmosphere**

- Proper **room temperature** (often achieved through air conditioning or fans)

- **Darkness** (some use eye masks to block out light)

- Absence of **mosquitoes** (using repellents like All Out)

- A **clean and spacious room**

**Mattress Preferences:**

Kurlon customers generally prefer mattresses that are:

- **Medium-firm** (not too soft or too hard)

- Supportive of the body's **natural shape**

- Made of **high-quality foam** or a combination of foam and other materials

- **Durable** and able to maintain shape over time

- **Temperature-regulating** (not heating up during use)

- **Antibacterial** and hygienic

**Pillow Preferences:**

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

- Proper **neck support**

- **Comfort** and softness

- **Durability**

- **Ease of maintenance**

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#### 2. Sleep-Related Issues Reported By Customer Segments

**Physical Discomfort:**

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

- **Back pain** and cervical issues, often attributed to poor mattress quality or inappropriate firmness

- **Body aches** and stiffness upon waking, especially with older or low-quality mattresses

**Sleep Disturbances:**

Common factors disrupting sleep include:

- **Stress** and overthinking

- External **noises** or disturbances

- Uncomfortable **sleeping surfaces** (especially when traveling or staying in unfamiliar places)

- Health issues such as **acidity problems**

**Work-Related Sleep Issues:**

Customers in IT or with irregular work schedules face unique challenges:

- Difficulty adjusting sleep patterns to **rotating shifts**

- Extended work hours leading to **inconsistent sleep schedules**

- Work-related **stress** affecting relaxation and sleep onset

**Family-Related Sleep Concerns:**

Customers with young children or elderly family members often experience:

- **Interrupted sleep** due to childcare responsibilities

- Concerns about mattress **hygiene** and durability, especially with young children

- Need for mattresses that accommodate different **sleeping preferences** within the family

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#### 3. Influence Of Mattress Type And Sleep Environment On Sleep Quality

**Mattress Impact on Sleep Quality:**

Customers consistently report that their mattress significantly influences sleep quality:

- Many experienced improved sleep after switching to a Kurlon mattress, with some rating their new mattress **9-10 out of 10** for comfort.

- Customers who previously used low-quality or old mattresses reported issues such as **body pain**, discomfort, and poor sleep quality.

- The right balance of **firmness and softness** in a mattress is crucial for sleep satisfaction.

**Sleep Environment Factors:**

Several environmental factors are important for sleep quality:

- **Bedding accessories** like pillows, blankets, and bed sheets play a significant role in overall comfort.

- **Room temperature regulation** is crucial, with many emphasizing the importance of a cool sleeping environment.

- **Cleanliness and hygiene** of the sleeping area, including the use of mattress protectors and regular maintenance, contribute to better sleep.

**Mattress Features Affecting Sleep:**

Specific mattress features associated with improved sleep quality include:

- **Orthopaedic support** for those with back pain or spinal issues

- **Temperature-regulating properties** to prevent overheating during sleep

- **Antibacterial properties** for hygiene and health concerns

- Proper **thickness and layering** for comfort and support

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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 With Context

###### When Discussing The Balance Between Softness And Firmness In A Mattress

A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain. I don't want to stay in bed for too long if it's uncomfortable.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Discussing Factors Affecting Sleep Quality

W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed should be proper. The pillow, bedsheet should be proper.

M: Why these things are important?

W: Otherwise you will not get comfort.

R: Rest is needed, comfort is needed.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Explaining The Connection Between Sleep And Words Like Relaxing, Calming, And Peaceful

W: Peaceful sleep. Don't think about anything. Sometimes it happens that we are overthinking things in our mind. So, we are not able to sleep. When we sleep, we sleep very comfortably and relaxed. We recharge ourselves so that we remain energetic and active in the morning. So that we can maintain a good schedule of our daily life.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing Mattress Features For Health Issues

They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Describing The Effects Of Bad Sleep

It happens like I want sleep of 8 hours for sure, if I don't get it and if I sleep for 5-6 hours then on the next day I feel sleepiness, I do yawning a lot and if I am working then in between I take a small nap, activeness is not there which is required for the work so it makes difference to these things.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Discussing Factors Affecting Sleep Quality

When we have eaten something wrong. Like I have lot of acidity problem. So I have to get up at night to drink water and go to washroom that is very bad sleep.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Asked About What Comes To Mind When Thinking About Mattresses

The mattress should be straight, not pressed down. If it's too pressed, it hurts your backbone, and you don't get proper rest or comfort. So, the mattress must be comfortable. If it's waterproof, that's even better because if water seeps in, it gets spoiled. And it should be made according to your body shape.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing The Impact Of Shift Work On Sleep, A Respondent Said

Yeah, for me, my shifts rotate, right? So for the first two days when the shift changes, even if I try to sleep, I don't sleep properly.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Discussing Important Features Of A Mattress

Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing The Priorities For Selecting A Mattress

Antibacterial properties were the second priority. We didn't want a mattress that would attract insects or cause skin issues, especially for children.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

Examine How Demographic Factors Influence Mattress Preferences, Purchasing Decisions, And Brand Perceptions For Kurlon Products Across Different Customer Segments.

Demographics Impact on Mattress Choices

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

To leverage these insights, Kurlon could consider:

1. Developing targeted marketing campaigns that address the specific needs and preferences of different age groups and family structures.

2. Expanding their product range to cater to the evolving needs of customers across various income segments.

3. Enhancing their brand positioning to reinforce perceptions of technological advancement and health benefits, particularly for urban professionals.

4. Strengthening their distribution network to maintain accessibility across different geographic locations.

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

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

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#### 1. Age And Life Stage Influence On Mattress Preferences

**Young Adults and Newly Married Couples:**

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

- **Neha and Raj** (married for 1.5 years) emphasized the importance of comfort and brand when purchasing their Kurlon mattress.

- **Meenu and Kiran** (aged 26 and 30) ranked comfort as their top priority, followed by brand reputation.

**Middle-Aged Professionals:**

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

- **Prasenjit and Monimala Saha** (both 33 with a 4-year-old son) chose Kurlon for its perceived quality and health benefits, particularly for back pain relief.

- **Abhijeet Shah** (40) and his wife **Supriya** prioritized health concerns, specifically choosing a Kurlon mattress to address Abhijeet's cervical problem.

**Older Adults:**

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

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

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#### 2. Income Level And Purchasing Decisions

**Budget-Conscious Segment:**

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

- **Deepankar and Sujata Rai** paid Rs. 14,000 for their Kurlon mattress, choosing the brand for its perceived value for money.

- **Arun Kumar** and **Jyoti**, working in sales and customer handling respectively, opted for Kurlon due to its balance of quality and affordability.

**Middle-Class Segment:**

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

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

**Aspirational Segment:**

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

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

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#### 3. Family Structure And Mattress Choices

**Nuclear Families:**

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

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

**Joint Families:**

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

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

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#### 4. Occupation And Brand Perception

**IT Professionals:**

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

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

**Traditional Professions:**

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

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

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#### 5. Geographic Location And Brand Accessibility

**Urban Customers:**

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

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

**Semi-Urban or Rural Customers:**

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

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

#### Quotes With Context

###### When Explaining Why They Chose Kurlon

Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing Factors That Influenced Their Purchase Decision

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.

Unit 3 - KKO1 - 35- 45- NCCS A1 - Offline buyers - Kurl On - Kolkata.txt

###### When Explaining Why He Ranked Brand, Comfort, And Price As The Top Three Factors

The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing Their Initial Budget For The Mattress

We then decided that from where we have to take, what to take and what to do then we saw that we have to take this one only. Yes and then budget was already decided that budget should be at least of Rs. 25,000.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Explaining Why They Decided To Buy A New Mattress

Because his back problem was increasing so we thought to change it once so it might get solved as all told us that new mattresses are good.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Explaining Why They Chose Kurlon Over Sleepwell

Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervical problem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15k as per our health then we will go for that only.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Discussing Which Brand Would Win In A Hypothetical Election

The one who wins the election will definitely be Kurlon win because he is suitable for both middle-class and higher-class people. He also has a low range. If he has a high range, he will win because he can make everyone happy.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Explaining Why They Chose Kurlon

Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Discussing The Importance Of Brands For Mattresses

With local, non-branded mattresses, you don't always know the quality or the chemicals used in the foam, which can affect your skin. This is especially important if kids are sleeping on it. Brands follow quality checks and standards, which gives peace of mind.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked About What Makes A Comfortable Mattress

A good mattress should be soft, but not too soft. There should be no body pain. If it's too soft, it can cause pain. It should also not be too hard. When we went to the shop, we selected a mattress that was designed for back pain and spine support.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

## Brand Perceptions And Positioning

## Research Objective Outputs

Evaluate The Overall Brand Image Of Kurlon Among Different Customer Segments, Including Associated Personality Traits And Emotional Connections.

Kurlon Brand Image Assessment

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

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

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

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#### 1. Personality Traits Associated With Kurlon

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

- **Mature and Experienced:**

Many respondents personify Kurlon as a middle-aged individual, typically between 35-50 years old. This perception reflects the brand's long-standing presence in the market and its established reputation. For example, one respondent described Kurlon as a "40-year-old working woman who is sophisticated, caring, and trying to maintain balance for everyone in the family" (Interview 4).

- **Reliable and Trustworthy:**

Kurlon is often seen as dependable and trustworthy. One respondent likened Kurlon to a "bank manager - someone visible in all areas and approachable for advice" (Interview 12). This perception is reinforced by the brand's longevity and consistent quality.

- **Friendly and Approachable:**

Multiple respondents described Kurlon as friendly and easy to approach. One interviewee stated, "Kurlon is friendly, precise, and experienced" (Interview 6). This trait contributes to the brand's appeal across various customer segments.

- **Adaptable and Versatile:**

Kurlon is perceived as a brand that can cater to different needs and preferences. One respondent described Kurlon as "someone who can handle different situations and always has a solution to problems" (Interview 15). This adaptability is reflected in the brand's diverse product range and ability to meet various customer requirements.

- **Caring and Nurturing:**

Several respondents associated Kurlon with a caring and nurturing personality. One interviewee compared Kurlon to a "mother figure who is trustworthy, reliable, and cares for all" (Interview 4). This perception contributes to the brand's emotional appeal and customer loyalty.

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#### 2. Emotional Connections With The Kurlon Brand

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

- **Nostalgia and Familiarity:**

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

- **Trust and Reliability:**

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

- **Comfort and Well-being:**

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

- **Pride and Status:**

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

- **Close Friendship:**

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

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#### 3. Overall Brand Image Of Kurlon

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

- **Quality and Durability:**

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

- **Affordability and Value for Money:**

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

- **Wide Appeal and Inclusivity:**

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

- **Innovation and Adaptability:**

While Kurlon is seen as a traditional brand, it is also perceived as innovative and adaptable. One respondent mentioned, "They associate it with smartness, high technology, and new innovations" (Interview 9). This perception helps Kurlon maintain relevance across different customer segments.

- **Health-Conscious:**

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

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

#### Quotes With Context

###### When Asked To Personify Kurlon As A Person

Middle age, healthy figure... Wants to be with everyone and adjusting nature too... Married... Friendly... Will be adjusting too.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Comparing Kurlon To Other Brands

Kurlon is reliable. It's like saying, "I'm always with you when you feel sleepy."

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Comparing Kurlon To A Person

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.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Asked To Personify The Kurlon Brand

Kurlon could be represented by someone like Akshay Kumar—appealing to all classes: lower, medium, higher, and premium. It's an established brand like Akshay, known for comfort and reliability without negative points. I'd say the person's age would range between 25 to 55 years old.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing The Positive Points Of Kurlon

Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Discussing Kurlon'S Brand Recognition Compared To Other Brands

When people see mattress they say its Kurlon, it's like when people see water purifier in your house they say they have Aquaguard. Some brands are so popular.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### When Describing Her Relationship With Kurlon

We are very close to Kurlon because it's very friendly, like a friend. We feel it is our friend because it keeps us in a comfort zone and solves all our problems.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Asked About Perceptions Of The Kurlon Brand

It's a good brand and it helps us in having a very good sleep. It's a trusted brand and it's a known brand and everyone knows about it.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Discussing Kurlon'S Strengths

It's easily available, has good service, is budget-friendly, and offers good quality. We've experienced it ourselves.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Asked What Kind Of Relationship They Would Associate With Kurlon

A close friend. ... Because Kurlon is familiar, reliable, and sticks with you no matter what.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

Compare Customer Perceptions Of Kurlon With Competitors (E.G., Sleepwell, Wakefit) Across Various Segments In Terms Of Quality, Pricing, And Target Audience.

Competitive Brand Perception

1. Quality: All three brands are perceived as offering good quality products, with Kurlon having a slight edge due to its long-standing reputation and positive customer experiences.

2. Pricing: Kurlon is perceived as offering the best value for money, Sleepwell is seen as a premium option, and Wakefit is viewed as the most expensive, luxury choice.

3. Target Audience: Kurlon appeals to the broadest range of consumers, Sleepwell targets upper-middle-class professionals, and Wakefit is perceived as catering to affluent, luxury-seeking customers.

4. Brand Personality: Kurlon is seen as reliable and approachable, Sleepwell as sophisticated but somewhat distant, and Wakefit as exclusive and high-end.

5. Areas for Improvement: Kurlon could enhance its in-store experience and increase advertising to improve visibility. Sleepwell could work on becoming more affordable and accessible to a wider audience. Wakefit could focus on increasing brand awareness and potentially offering more affordable options to appeal to a broader market.

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

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

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#### Quality Perceptions

**1. Kurlon:**

- Kurlon is widely regarded as a high-quality brand with a long-standing reputation for reliability and durability.

- Many respondents associate Kurlon with comfort and excellent sleep quality.

- \*Example:\* One respondent rated their Kurlon mattress comfort as **9-9.5 out of 10**, indicating high satisfaction.

- Another noted that Kurlon mattresses maintain their quality even after water damage and do not develop issues like ant infestations.

**2. Sleepwell:**

- Sleepwell is also perceived as a high-quality brand, associated with comfort and good sleep.

- However, some respondents view it as slightly inferior to Kurlon.

- \*Example:\* One respondent described Sleepwell as an "average brand based on what others have told them."

- Another mentioned that while Sleepwell is known for smooth mattresses and soft bedding, they chose Kurlon due to better reviews and features.

**3. Wakefit:**

- Wakefit is seen as a good quality brand, but with limited awareness among respondents.

- Those familiar with Wakefit associate it with high-end, luxury products.

- \*Example:\* One respondent described Wakefit as "good but expensive," indicating a perception of premium quality.

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#### Pricing Perceptions

**1. Kurlon:**

- Kurlon is perceived as offering good value for money, with reasonable prices for middle-class consumers.

- Many respondents noted that Kurlon provides high-quality products at competitive prices.

- \*Example:\* One respondent paid **Rs. 14,000** for their Kurlon mattress, while similar types from other brands were priced at **Rs. 8,000-9,000**, feeling the higher price was justified by quality and features.

**2. Sleepwell:**

- Sleepwell is generally viewed as more expensive than Kurlon, positioning it as a premium brand.

- Some respondents find Sleepwell less accessible due to its higher prices.

- \*Example:\* One respondent mentioned that Sleepwell was pricier than Kurlon, while another suggested that Sleepwell should work on making their products more budget-friendly.

**3. Wakefit:**

- Wakefit is perceived as the most expensive among the three brands, positioning it as a luxury option.

- \*Example:\* One respondent described Wakefit as "expensive and not fitting into everyone's budget," associating it with high-end consumers who drive luxury cars like BMW or Mercedes.

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#### Target Audience Perceptions

**1. Kurlon:**

- Kurlon is perceived as appealing to the broadest target audience among the three brands.

- Respondents associate Kurlon with all categories of people, from middle class to upper-middle class.

- \*Example:\* One respondent personified Kurlon as a **40-year-old reliable, knowledgeable man**, comparable to a bank manager—approachable and visible in all areas.

**2. Sleepwell:**

- Sleepwell is perceived as targeting a slightly more upscale audience compared to Kurlon.

- Respondents associate Sleepwell with upper-middle-class professionals, particularly in IT or government jobs.

- \*Example:\* One respondent personified Sleepwell as a **25 to 30-year-old male IT professional**, living in a well-off house with high-end brands.

**3. Wakefit:**

- Wakefit is perceived as targeting the highest-end consumers among the three brands.

- Respondents associate Wakefit with affluent individuals, business class, and those who can afford expensive items.

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

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

#### Quotes With Context

###### When Discussing Why They Chose Kurlon And Its Pricing

Best quality, Kurlon is old brand. Also price range matters, it was Rs14000... They showed me same type of mattress which are cheaper in price... Half price, Rs8000-9000.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Asked About Their Perception Of Kurlon

Kurlon is a brand for everyone. It'll last long, and the shine will be good.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Asked To Describe Kurlon As A Person

Kurlon will be a female. Around 40. Sophisticated. Working lady, not only housewife. She is doing everything for all in the family; she is trying to maintain balance.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Comparing Kurlon And Sleepwell

Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile, but it lacks the premium touch that Sleepwell offers.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing The Positive Points Of Kurlon

Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Asked To Compare Kurlon And Sleepwell

In it there is no much confusion, I am sure about it. If you want to go in budget then Kurlon and if you want to go for luxury then Sleepwell.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Discussing Which Brand Would Win In A Hypothetical Election

The one who wins the election will definitely be Kurlon win because he is suitable for both middle-class and higher-class people. He also has a low range. If he has a high range, he will win because he can make everyone happy.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing Wakefit

H: With Wakefit we think of that it is a good brand but it is a costly brand. Its mattresses are expensive price wise. W: It doesn't fits in everyone's budget.

Unit 17-Vaishali\_Kamal-DKY1-25-35-NCCS A1-Buyer-Kurl on.txt

###### When Asked To Personify Sleepwell As A Human Being

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.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked About Improvements For Sleepwell

They need to work on making their products more budget-friendly. Right now, their prices are a bit high. If they could reduce the cost, more people would be interested.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Assess Factors Influencing Brand Preference And Loyalty For Kurlon Customers Across Different Demographic Groups.

Brand Loyalty Factors

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

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

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#### Factors Influencing Brand Preference For Kurlon:

1. **Quality and Comfort:**

- Across all demographic groups, quality and comfort are primary factors influencing brand preference for Kurlon. Interviewees consistently mention the importance of a mattress that provides proper support, reduces body pain, and ensures a good night's sleep.

- For example, Abhijeet and Supriya (Interview 7) rated their Kurlon mattress 9-9.5 out of 10 for comfort, while Balaji (Interview 15) specifically chose Kurlon for its ortho mattress designed for back pain and spine support.

2. **Affordability and Value for Money:**

- Kurlon's positioning as a brand offering good quality at reasonable prices resonates strongly with middle-class consumers. Many interviewees, such as Aishwarya and Nikhil (Interview 12), appreciate Kurlon's ability to provide quality products within their budget.

- This perception of value for money is a significant driver of brand preference, especially when compared to more expensive alternatives like Sleepwell.

3. **Brand Legacy and Reputation:**

- Kurlon's long-standing presence in the market contributes significantly to its brand preference. Older customers, in particular, associate Kurlon with reliability and trust.

- Prasenjit and Monimala Saha (Interview 1) chose Kurlon because it was considered a premium brand with good quality, while Deepankar and Sujata Rai (Interview 2) viewed Kurlon as a brand for everyone, long-lasting, and with good shine.

4. **Availability and Service:**

- The wide availability of Kurlon products and the presence of nearby service centers influence brand preference, especially for customers who value after-sales support.

- Aishwarya and Nikhil (Interview 12) mentioned the availability of options within their budget and good warranty as factors in choosing Kurlon.

5. **Product Features:**

- Specific product features, such as the dual-sided mattress option (soft on one side, firm on the other), appeal to certain customer segments.

- Prasenjit and Monimala Saha (Interview 1) appreciated this feature, which allowed them to customize their sleeping experience.

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#### Manifestation And Drivers Of Brand Loyalty:

1. **Positive Past Experiences:**

- Many Kurlon customers exhibit brand loyalty based on positive past experiences, either personal or through family members.

- Subham and Payel Debnath (Interview 3) chose Kurlon based on childhood memories and positive experiences at a relative's house.

2. **Trust and Reliability:**

- The perception of Kurlon as a trustworthy and reliable brand fosters loyalty among customers.

- Neha (Interview 9) describes Kurlon as very close, friendly, and solving all her problems, indicating a strong emotional connection to the brand.

3. **Consistent Quality:**

- Customers who have used Kurlon products for extended periods and experienced consistent quality are more likely to remain loyal.

- Balaji (Interview 15) personifies Kurlon as an experienced, knowledgeable, and adaptable 50-year-old man, reflecting a deep-rooted trust in the brand's ability to deliver quality consistently.

4. **Brand Personality Alignment:**

- Customers who perceive Kurlon's brand personality as aligning with their values and lifestyle tend to exhibit stronger loyalty.

- Bindu Sri and Nagraj (Interview 14) personify Kurlon as a 25-30 year old working woman who can mingle with everyone, reflecting a relatable and approachable brand image.

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#### Demographic Differences In Brand Loyalty And Preference:

1. **Age:**

- Older customers tend to have stronger brand loyalty to Kurlon, often based on long-term familiarity and positive experiences.

- Younger customers, while still preferring Kurlon, are more open to exploring other brands like Sleepwell or Wakefit, especially if they offer innovative features or better value propositions.

2. **Income Level:**

- Middle-class consumers show a stronger preference for Kurlon due to its perceived value for money.

- Higher-income groups, while still considering Kurlon, are more likely to explore premium brands like Sleepwell or Wakefit if they offer additional features or perceived benefits.

3. **Family Stage:**

- Families with young children or elderly members tend to prioritize factors like durability and health benefits, which often leads to a preference for Kurlon's ortho or specialized mattresses.

- Young couples or singles may be more influenced by factors like design and brand image.

4. **Urban vs. Semi-urban:**

- Urban customers seem to have more exposure to various brands and are more likely to compare options before choosing Kurlon.

- Semi-urban customers may have stronger loyalty to Kurlon due to its established presence and familiarity in these markets.

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

#### Quotes With Context

###### When Explaining Why They Chose Kurlon

Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing Brand Perception

W: When we think of mattress, Kurlon name comes to mind first.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Explaining Why He Ranked Brand, Comfort, And Price As The Top Three Factors

The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Describing Their Shopping Experience And Comparing Kurlon To Sleepwell

Later on they showed Kurlon... They were showing color options in both then I asked about the pricing from him then he told that take Kurlon one, it will have more warranty period and it is durable and it won't go anywhere for 10-15 years and rest it depends on you but for 10-15 years it lasts easily, otherwise it depends on you like how will you use it and more of it was only there, durability came and he told about the brand Kurlon that search it anywhere, it is visible everywhere and more of it is an old brand and according to the rate, Sleepwell is expensive, he had told so and he told that Sleepwell does not have much varieties as compared to Kurlon.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Discussing What She Looks For In A Mattress

The fabric should be of good quality, and the material should be supportive. For example, this mattress I bought is called Mermaid. The fabric is very supportive for the backbone. I used to have back pain, and ever since I got this mattress, my back pain is gone. So, that's important.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Explaining Why They Chose Kurlon

We have got suitable advice. And it's not expensive and it's affordable. And exchange offers and extra discounts all these things were given.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing Their Perception Of The Kurlon Brand

it's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing about Kurlon. And they came up with all the segments, like from cheap to costly they have it all.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing The Importance Of Brands For Mattresses

With local, non-branded mattresses, you don't always know the quality or the chemicals used in the foam, which can affect your skin. This is especially important if kids are sleeping on it. Brands follow quality checks and standards, which gives peace of mind.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked To Imagine Kurlon As A Person

Kurlon is like a man in his 50s. It's been around for many years, and it's a trusted brand. It's reliable and suits everyone.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

###### When Explaining The Choice Of Kurlon Over Sleepwell

The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and the shopkeeper recommended it for back pain and spinal support.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Investigate Customer Satisfaction Levels With Kurlon Products, Including Comfort, Durability, And Value For Money, Across Various Customer Segments.

Customer Satisfaction Analysis

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

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

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#### Customer Satisfaction With Comfort And Durability

#### 1. Comfort

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

- One respondent rated their Kurlon mattress **9-9.5 out of 10** (Interview 12).

- Another gave it **"Full 10 marks" out of 10** (Interview 7).

- A third respondent rated it **10 out of 10** (Interview 14).

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

#### 2. Durability

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

- One respondent noted that their mattress has not deteriorated in the **7-8 months** they've been using it (Interview 13).

- Another mentioned that a quality mattress like Kurlon maintains its structure and comfort over time (Interview 11).

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

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#### Value For Money Across Customer Segments

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

#### 1. Affordable Pricing

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

- One respondent paid **14,000 rupees** for their Kurlon mattress, which they considered affordable (Interview 1).

- Another paid **18,000 rupees** after discounts for a Kurlon Ortho Magic mattress (Interview 12).

#### 2. Quality-To-Price Ratio

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

#### 3. Brand Reputation

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

#### 4. Variety Of Options

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

#### 5. Additional Benefits

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

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#### Common Sources Of Dissatisfaction

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

#### 1. Heat Retention

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

#### 2. Initial Adjustment Period

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

#### 3. In-Store Experience

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

#### 4. Limited Waterproofing

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

#### 5. Material Preferences

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

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

#### Quotes With Context

###### When Asked To Rate Their Satisfaction With The Kurlon Mattress

Full 10 marks.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Discussing The Balance Between Softness And Firmness In A Mattress

A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain. I don't want to stay in bed for too long if it's uncomfortable.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Discussing Kurlon'S Qualities

Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Asked About The Comfort Of Their New Kurlon Mattress

It has sorted out my cervical problem.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Discussing The Importance Of Mattress Quality And Durability

Yes, quality matters. The mattress should provide good comfort, softness, and durability. It should last at least five to seven years without the cotton clumping or losing its firmness. With cheaper retail mattresses, the cotton shifts, and that's not ideal. A quality mattress maintains its structure and comfort over time.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Asked To Rate The Comfort Level Of Their New Mattress

M: For comfort level you have to give marks from 1-10. How would you rate it? W: 9-9.5. M: Why 0.5 you didn't give? W: The material which is on top could have been different.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing Important Features Of A Mattress

Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### Describing Their Experience With The Kurlon Mattress

It gives proper sleep. ... It is around 7 to 8 months that we are using it and it has not spoiled till now.

Unit 17-Vaishali\_Kamal-DKY1-25-35-NCCS A1-Buyer-Kurl on.txt

###### When Explaining Why They Chose Kurlon

I liked the type of foam and the smoothness. We also considered other brands like Royal Oak, but Kurlon stood out because of the softness. It also fit within our budget, and it's a brand I've known since my school days, so there was a familiarity.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Explaining Why Kurlon Is Considered A Close Friend

Because I use it, and it's very good. It's not too soft, not too hard, and very satisfying. That's why I think of it as a close friend.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Identify Perceived Unique Selling Points Of Kurlon Mattresses Compared To Competitors For Different Customer Groups.

Kurlon's Unique Selling Points

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

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

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

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

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#### 1. Brand Legacy And Trust

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

- Many respondents associate Kurlon with being an "old," "established," and "trusted" brand that has been around since their childhood.

- The brand's longevity is seen as a sign of reliability and quality. One respondent stated, \*"Kurlon has been around for many years and has a strong reputation."\*

- This perception is particularly strong among middle-aged and older customers who have grown up with the brand.

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#### 2. Affordability And Value For Money

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

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

- Compared to competitors like Sleepwell, Kurlon is often seen as more affordable. One respondent noted, \*"They paid Rs. 14,000 for their Kurlon mattress, while similar types from other brands were priced at Rs. 8,000-9,000."\*

- This perception is particularly strong among middle-class consumers who are looking for a balance between quality and price.

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#### 3. Wide Range Of Options

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

- Respondents appreciate that Kurlon offers options for different budget ranges, from affordable to premium.

- The brand is perceived as having solutions for various customer segments, from "lower, medium, higher, and premium" classes.

- This wide range appeals to customers across different income groups and life stages.

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#### 4. Comfort And Health Benefits

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

- Several respondents mentioned that Kurlon mattresses helped alleviate back pain and provided good support.

- The brand's orthopaedic mattresses are seen as a unique offering, with one respondent specifically choosing Kurlon for its \*"Ortho Magic"\* mattress.

- This perception is particularly strong among older customers and those with health concerns.

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#### 5. Durability And Quality

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

- Respondents frequently mentioned the longevity of Kurlon mattresses, with some noting that they last for many years without deterioration.

- The quality of materials, particularly the foam, is highlighted as a differentiator. One respondent stated, \*"Kurlon has good foam quality."\*

- This perception is valued by customers across different age groups who see mattresses as a long-term investment.

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#### 6. Availability And Service

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

- Many respondents mentioned that Kurlon is easily available, with numerous stores and service centers.

- The brand is perceived as providing good after-sales service and honoring warranties.

- This aspect is particularly important for customers who prefer to purchase mattresses from physical stores and value local support.

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#### 7. Innovation And Technology

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

- A few respondents mentioned Kurlon's use of new technologies and constant improvement of their products.

- This perception is more common among younger, tech-savvy customers who value innovation in their purchases.

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

#### Quotes With Context

###### When Explaining Why They Chose Kurlon

Premium brand... Best quality, Kurlon is old brand. Also price range matters, it was Rs14000... They showed me same type of mattress which are cheaper in price... Half price, Rs8000-9000.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing Kurlon'S Qualities

Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing Brand Perception

W: When we think of mattress, Kurlon name comes to mind first.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Explaining Why They Chose Kurlon At The Store

I liked the color and I pressed and saw and they had spring inside and not sponge and so, it will last long and it will be good and I compared the rates and felt that Kurlon was better.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Explaining Why They Chose Kurlon

Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Discussing Their Perception Of The Kurlon Brand

it's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing about Kurlon. And they came up with all the segments, like from cheap to costly they have it all.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Explaining The Choice Of Kurlon Over Sleepwell

The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and the shopkeeper recommended it for back pain and spinal support.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

###### Wife Comparing Old Mattress To Kurlon

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.

Unit 3 - KKO1 - 35- 45- NCCS A1 - Offline buyers - Kurl On - Kolkata.txt

###### When Asked About Her Satisfaction With Kurlon

In Kurlon, there is a reasonable price. You have body comfort. You have quality. There are many things that are beneficial for you. So Kurlon is much better.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing Kurlon'S Perceived Qualities

It has better foam quality than others. ... These people make such thing only so it has more of specialty in it. So they pay more satisfaction of people.

Unit 17-Vaishali\_Kamal-DKY1-25-35-NCCS A1-Buyer-Kurl on.txt

Explore Opportunities For Kurlon To Strengthen Its Brand Image And Emotional Connection With Specific Customer Segments.

Brand Strengthening Opportunities

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

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

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#### 1. Leveraging Kurlon'S Legacy And Trustworthiness

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

- **Emphasize Kurlon's History:** Many respondents associated Kurlon with being an "old," "established," and "trusted" brand. Kurlon can capitalize on this perception by highlighting its legacy in marketing campaigns, emphasizing how it has been a part of Indian households for generations.

- **Showcase Evolution and Innovation:** While maintaining its image as a reliable brand, Kurlon should also emphasize how it has evolved over time. As one respondent noted, Kurlon is "constantly improving and upgrading its variety." This balance of tradition and innovation can appeal to both older and younger demographics.

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

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#### 2. Strengthening Emotional Connections Through Personification

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

- **Nurturing and Caring Image:** Several respondents personified Kurlon as a caring, maternal figure. One described Kurlon as "like saying, 'I'm always with you when you feel sleepy.'" Another compared it to a "mother figure who pampers you."

- **Reliable and Experienced:** Kurlon was also personified as a mature, experienced individual who is "friendly, adjusting, and someone who cares for everyone."

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

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#### 3. Enhancing The Health And Wellness Positioning

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

- **Orthopaedic Focus:** Several interviewees mentioned choosing Kurlon for its orthopaedic benefits. One respondent specifically chose a Kurlon Ortho Magic mattress for back pain issues.

- **Customized Solutions:** There's an opportunity to position Kurlon as offering tailored solutions for different health needs and age groups.

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

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#### 4. Improving In-Store Experience And Product Presentation

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

- **Enhanced Showroom Experience:** One respondent suggested improving Kurlon's showrooms and increasing visibility.

- **Better Product Display:** Another mentioned that Kurlon's catalogue was missing or not readily available when shopping.

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

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#### 5. Targeting Specific Customer Segments

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

- **Young Professionals:** Some respondents associated Kurlon with a younger, working demographic. There's an opportunity to create products and marketing campaigns specifically targeting this group.

- **Family-Oriented Consumers:** Many interviewees mentioned Kurlon in the context of family life and joint families.

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

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#### 6. Leveraging Technology And Social Media

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

- **Social Media Presence:** Several respondents mentioned being active on platforms like Instagram and Facebook.

- **Online Research:** Many interviewees researched mattress options online before making a purchase.

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

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#### 7. Emphasizing Value For Money

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

- **Transparent Pricing:** Clearly communicate the value proposition of Kurlon mattresses, explaining the features that justify the price point.

- **Competitive Offers:** Several respondents mentioned appreciating Kurlon's discounts and offers. Continue to provide competitive pricing and attractive promotions to maintain the perception of value for money.

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

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

#### Quotes With Context

###### When Comparing Kurlon To Other Brands

Kurlon is reliable. It's like saying, "I'm always with you when you feel sleepy."

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Asked To Personify Kurlon As A Person

Middle age, healthy figure... Wants to be with everyone and adjusting nature too... Married... Friendly... Will be adjusting too.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing Brand Perception

W: When we think of mattress, Kurlon name comes to mind first.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Asked About Their Perception Of Kurlon As A Brand

It's an old brand. That's why I feel it's easy to have faith in it.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing The Positive Points Of Kurlon

Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Discussing Kurlon'S Brand Recognition Compared To Other Brands

When people see mattress they say its Kurlon, it's like when people say water purifier in your house they say they have Aquaguard. Some brands are so popular.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### When Explaining Why They Chose Kurlon At The Store

I liked the color and I pressed and saw and they had spring inside and not sponge and so, it will last long and it will be good and I compared the rates and felt that Kurlon was better.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Asked About Potential Improvements For Kurlon

Definitely. The in-store experience could be improved. Although the staff is friendly, I think the store layout and product arrangement could be better. The store needs to be bigger, with better lighting to enhance the shopping experience.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Explaining Why They Decided To Change Their Mattress

I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Explaining Why They Like Kurlon

Kurlon can adjust to any situation. If there's a problem, Kurlon always has a solution.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

## Purchase Decision-Making And Channel Preferences

## Research Objective Outputs

Identify And Prioritize Key Factors Influencing Mattress Purchase Decisions Among Different Kurlon Customer Segments, Including The Relative Importance Of Comfort, Price, Brand Reputation, And Health Benefits.

Mattress Purchase Decision Factors

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

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

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#### Key Factors Influencing Mattress Purchase Decisions:

1. **Comfort and Sleep Quality:**

- Comfort consistently ranks as the most critical factor in mattress purchase decisions across all customer segments. Interviewees frequently mention the importance of a mattress that provides good support, allows for easy movement, and maintains its shape over time.

- **Quotes:**

- "A good mattress should be soft but not too soft. It should have enough firmness to support you." (Interview 1)

- "It should adjust to body shape." (Interview 13)

2. **Price and Value for Money:**

- Price is a significant consideration for most Kurlon customers, often ranking second or third in importance after comfort. Many interviewees express a preference for Kurlon due to its perceived value for money, offering good quality at reasonable prices.

- **Quote:** "Kurlon is reasonably priced and affordable for middle-class consumers." (Interview 13)

- The importance of price varies among customer segments, with some willing to invest more for perceived quality and durability.

3. **Brand Reputation and Trust:**

- Brand reputation plays a crucial role in purchase decisions, particularly for older and more established customers. Kurlon's long-standing presence in the market and reputation for quality contribute significantly to customer trust.

- **Quote:** "Kurlon has been around for many years and has a strong reputation." (Interview 11)

4. **Health Benefits and Orthopaedic Support:**

- Health benefits, particularly orthopaedic support and back pain relief, are increasingly important factors for many Kurlon customers, especially older customers and those with existing health issues.

- **Quote:** "I chose a Kurlon Ortho Magic mattress specifically to address back pain issues." (Interview 12)

5. **Durability and Longevity:**

- Many customers prioritize the durability and longevity of the mattress, expecting it to maintain its quality for several years.

- **Quote:** "I want a mattress that will last at least five to seven years without the cotton clumping or losing its firmness." (Interview 11)

6. **Material Quality and Composition:**

- The quality of materials used in the mattress, including foam quality, fabric type, and overall construction, is a significant factor for many customers.

- **Quote:** "Good foam quality, cotton fabric on top." (Interview 13)

7. **Size and Dimensions:**

- While not always the top priority, mattress size is an important consideration for many customers, particularly those with specific space requirements or preferences for larger sleeping areas.

- **Quote:** "The mattress should be big enough to change sides." (Interview 12)

8. **Temperature Regulation:**

- Some customers, particularly those in warmer climates or without air conditioning, prioritize mattresses that offer good temperature regulation.

- **Quote:** "The mattress should not heat up." (Interview 12)

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#### Variations Across Customer Segments:

1. **Budget-Conscious Customers:**

- For this segment, price and value for money are paramount considerations, often ranking just below comfort in importance. They appreciate Kurlon's affordability and often compare prices across brands and stores.

- **Quote:** "I negotiated the price down from the initial offer." (Interview 3)

2. **Health-Focused Customers:**

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

3. **Quality-Seeking Customers:**

- For these customers, brand reputation and material quality are highly important, often ranking just below comfort. They are willing to pay more for perceived quality and durability.

- **Quote:** "Kurlon specializes in mattresses." (Interview 13)

4. **Comfort-Prioritizing Customers:**

- This group places comfort far above other considerations and is willing to invest more in a mattress that provides the perfect balance of softness and support.

- **Quote:** "I rate my Kurlon mattress 10 out of 10 for comfort." (Interview 14)

5. **Tech-Savvy, Younger Customers:**

- This segment is more likely to conduct extensive online research before making a purchase. They value features like antibacterial properties and innovative materials.

- **Quote:** "I consider factors like antibacterial properties when researching mattresses online." (Interview 14)

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

#### Quotes With Context

###### When Discussing What Makes A Good Mattress

A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Explaining Why He Ranked Brand, Comfort, And Price As The Top Three Factors

H: The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing The Positive Points Of Kurlon

Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Comparing Kurlon To Other Mattress Brands

Sleepwell is new in market, Kurlon is old company, and this has a market value. Compare to Kurlon, Sleepwell is cheaper, giving offers but when you will think of a brand, you don't worry for the cost.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### When Explaining The Importance Of The Mattress Material On Health And Sleep Quality

Where we sleep, because of that we will face a lot of health issues. if we do not sleep then also it is a problem and also if we do not sleep in proper bed then that will also create problem.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Discussing The Importance Of Mattresses For Sleep Quality, A Respondent Said:

Yes, quality matters. The mattress should provide good comfort, softness, and durability. It should last at least five to seven years without the cotton clumping or losing its firmness. With cheaper retail mattresses, the cotton shifts, and that's not ideal. A quality mattress maintains its structure and comfort over time.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Explaining Why They Decided To Change Their Mattress

I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing What They Learned At The Shop

Then we came to know new things about it like its form quality. Then came to know about its brand that this brand is having such a specialty, these people make such thing only so it has more of specialty in it.

Unit 17-Vaishali\_Kamal-DKY1-25-35-NCCS A1-Buyer-Kurl on.txt

###### When Discussing The Priorities For Selecting A Mattress

Antibacterial properties were the second priority. We didn't want a mattress that would attract insects or cause skin issues, especially for children.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked To Imagine Kurlon As A Person

Kurlon is like a man in his 50s. It's been around for many years, and it's a trusted brand. It's reliable and suits everyone.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Analyze The Research And Information-Gathering Process Customers Undergo Before Purchasing A Mattress, Including Online And Offline Sources, Across Various Demographic Groups.

Pre-Purchase Research Behavior

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

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

1. Enhancing their online presence with detailed product information, comparison tools, and customer reviews to cater to tech-savvy researchers.

2. Improving in-store experiences with knowledgeable staff and interactive displays to satisfy customers who prefer physical product interactions.

3. Developing a seamless omnichannel strategy that allows customers to easily transition between online research and in-store experiences.

4. Tailoring marketing messages and channels to specific demographic groups based on their preferred information sources and research patterns.

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

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

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#### 1. Research Methods And Information Sources

#### Online Research

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

- **E-commerce Platforms:** Many respondents mentioned using Amazon and Flipkart to compare prices, check product specifications, and read customer reviews. For example, Neha (Interview 9) and the couple from Interview 12 both used Amazon for initial research.

- **YouTube:** Several interviewees, such as the couple from Interview 1 and Aishwarya and Nikhil (Interview 12), used YouTube to search for "Best quality mattress" videos and learn about different types of mattresses and materials.

- **Brand Websites:** Some customers, like those in Interview 2, visited official brand websites to gather information about specific mattress models and features.

- **Social Media:** Platforms like Instagram and Facebook were used by some respondents, particularly younger ones, to follow influencers and gather lifestyle-related information that indirectly influenced their mattress choices.

#### Offline Research

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

- **Store Visits:** Almost all respondents visited physical stores to see and feel the mattresses before making a purchase. For instance, the couple from Interview 7 visited 7-8 multi-brand stores in their area.

- **Recommendations from Friends and Family:** Many interviewees, such as those in Interview 13, relied on recommendations from relatives who had used different mattress brands.

- **Salesperson Interactions:** In-store conversations with salespeople provided valuable information about mattress features, materials, and brand comparisons. This was particularly important for customers like Balaji (Interview 15), who preferred immediate answers to their questions.

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#### 2. Influence Of Online And Offline Sources On Different Demographic Groups

- **Young, Tech-Savvy Consumers:** Younger respondents, typically in their 20s and 30s, showed a stronger preference for online research. They were more likely to use multiple online platforms and spend significant time comparing options before visiting stores. For example, Aishwarya and Nikhil (Interview 12), both software engineers in their 30s, extensively used YouTube and online reviews before making their decision.

- **Middle-Aged and Older Consumers:** Older respondents and those with less technological inclination tended to rely more heavily on offline sources. They often preferred visiting stores directly and valued the ability to physically test the mattresses. The couple from Interview 1, both in their 30s, primarily relied on store visits and recommendations from the shopkeeper.

- **Working Professionals:** Respondents with demanding jobs, such as Meenu and Kiran (Interview 11), both working in the tech industry, often started their research online due to time constraints but still visited stores for final decision-making.

- **Families with Children:** Families with young children, like Jai and Nandita (Interview 4), considered factors such as durability and stain resistance, often relying on a combination of online research and in-store experiences to make their decision.

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#### 3. Patterns In The Information-Gathering Process

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

- **Focus on Specific Features:** Customers often focused their research on specific features that were important to them. For instance, those with health concerns, like Balaji (Interview 15), specifically looked for ortho mattresses to address back pain issues.

- **Brand Comparison:** Many respondents, such as the couple from Interview 13, consistently compared a few key brands (often Kurlon, Sleepwell, and one or two others) throughout their research process.

- **Budget-Driven Research:** Most customers had a specific budget in mind and tailored their research accordingly. For example, the respondents in Interview 11 had a budget of around 22,000-25,000 rupees, which influenced their brand and model choices.

- **Reliance on Personal Experience:** Many customers, like those in Interview 7, based their decisions on personal experiences with mattresses at friends' or relatives' homes, incorporating these experiences into their research process.

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

#### Quotes With Context

###### When Asked About How They Researched Mattress Options

If you search on you tube then you will find it.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Explaining How They Researched Mattresses Online

On Amazon, Flipkart, there are mattress, electronics items, sometimes we are exposed to prices, online prices, offline prices, the more the difference the more we think the more we try. Secondly, what are the reviews? We are purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customer reviews? Is it better or not better?

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Describing Their Offline Research Process And Considering Recommendations From Friends

We went to Sadar market. We always go to the shops offline. They have a Sleep well and we will do it. I told you earlier that my friends had taken it. So, by chance, when I was in the office, they also talked about taking the mattress.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Describing Her Mattress Search Process

From Laxmi Nagar to Shankar Vihar, there are 7-8 multi-brand stores. I searched in 8-10 places. [...] I collected information about the most popular brands. There are around 20 brands for Kurlon and 8-10 brands for Sleep.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Explaining Why They Preferred Buying From A Physical Store

In case of offline we can touch it and have a look at it and then buy it.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Discussing The Limitations Of Online Research

Probably the biggest thing missing online is the ability to touch and feel the product. I might like something online, but I want to experience it physically before purchasing.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Asked About Their First Steps In Researching Mattresses, Nikhil Said

We searched because we didn't have much knowledge at that time. ... in YouTube we searched as to what kind of mattress will be there.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing The Factors They Considered Before Going To The Store, The Wife Said

Budget was there in mind, like for queen size. ... Around 20k. ... Comfort. The back pain issue should be solved. Kurlon is an old brand and we know it from so many years and in my cousins house we had seen a bed and even that was good.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Explaining Why Online Shopping Wasn'T Satisfactory

When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

###### When Discussing Mattress Selection Criteria

I was looking for something that could give me the right support and reduce my back pain. In the store, they showed me a few varieties, and we compared them. We also considered recommendations from others.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Evaluate The Role Of In-Store Experiences And Salesperson Interactions In The Final Purchase Decision For Kurlon Products Among Different Customer Segments.

In-Store Experience Impact

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

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

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

1. Invest in comprehensive training for sales staff, ensuring they can provide expert advice on product features, health benefits, and suitability for different customer needs.

2. Create inviting in-store environments that encourage product testing and comparison.

3. Develop targeted strategies for different customer segments, balancing online information with compelling reasons to visit physical stores.

4. Implement policies like trial periods or return guarantees to build customer confidence and leverage the trust-building role of in-store experiences.

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

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

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#### 1. Impact Of In-Store Experiences On Final Purchase Decisions

**Physical Examination of Products:**

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

**Comparison and Variety:**

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

**Immediate Gratification and Confidence:**

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

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#### 2. Role Of Salesperson Interactions In Purchase Decisions

**Product Knowledge and Recommendations:**

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

**Trust and Assurance:**

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

**Additional Information and Clarification:**

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

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#### 3. Variation In Importance Across Customer Segments

**Age and Tech-Savviness:**

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

**Budget-Conscious vs. Premium Seekers:**

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

**Health-Focused Customers:**

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

**Family Decision-Makers:**

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

**Brand Loyalists vs. New Customers:**

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

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

#### Quotes With Context

###### When Explaining Why They Chose Kurlon

Then I saw that we can use both sides of Kurlon, one side is soft and another hard, instead of buying a new one when needed, I can just turn it over.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing The Balance Between Softness And Firmness In A Mattress

A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain. I don't want to stay in bed for too long if it's uncomfortable.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Discussing Guarantees And Warranties For Mattresses

R: Before they don't used to give guaranty but nowadays they are giving 1-2 years of guaranty.

M: What is guaranty in mattress?

R: If damage they will replace.

M: And what type of damage they replace? Suppose your child will spill water on it.

R: No, not that way if the mattress presses down, set flat which was happening before but nowadays Kurlon is giving guaranty. Neel Kamal is also giving guaranty.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Explaining How They Research Mattresses Online

On Amazon, Flipkart, there are mattress, electronics items, sometimes we are exposed to prices, online prices, offline prices, the more the difference the more we think the more we try. Secondly, what are the reviews? We are purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customer reviews? Is it better or not better?

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Describing Their Conversation With The Shopkeeper

I said them that I have cervical problem so which mattress is good for me. Then you tell me the budget in which what I will get and what I will get. I also told them my budget.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Explaining The Return/Replace Policy Offered By The Shopkeeper

So I need 7 days' time at least, but I will tell you what it is after 2 to 3 days' time whether I will keep the mattress or you will refund my money. They agreed to it.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Explaining Why They Preferred Buying From A Physical Store

In case of offline we can touch it and have a look at it and then buy it.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Discussing The Limitations Of Online Research

Probably the biggest thing missing online is the ability to touch and feel the product. I might like something online, but I want to experience it physically before purchasing.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Explaining Why They Chose To Visit Offline Stores

She searched online, but I didn't prefer buying online. For mattresses, I believe you need to feel it physically—sit on it, lie down, and see how it suits your body. So while she did the research online, I wanted to purchase it offline.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Explaining Why Online Shopping Wasn'T Satisfactory

When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Explore Customer Attitudes Towards Online Vs. Offline Mattress Purchases And The Reasons Behind Their Preferences Across Various Demographic Groups.

Online vs. Offline Purchase Preferences

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

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

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

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#### 1. Prevailing Attitudes Towards Online Vs. Offline Mattress Purchases

#### 1.1 Strong Preference For Offline Purchases

The majority of Kurlon customers express a clear preference for purchasing mattresses offline. This sentiment is consistent across different age groups, from younger customers in their 20s and 30s to older customers in their 40s. For example, Aishwarya and Nikhil (both software engineers in their 30s) and Balaji (a 47-year-old system engineer) all chose to buy their mattresses from physical stores.

#### 1.2 Online Channels For Research, Offline For Purchase

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

#### 1.3 Limited Trust In Online Mattress Purchases

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

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#### 2. Reasons For Preferring Offline Purchases

#### 2.1 Tactile Experience

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

#### 2.2 Immediate Feedback And Information

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

#### 2.3 Confidence In Purchase Decision

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

#### 2.4 Better Deals And Services

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

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#### 3. Role Of Online Channels In The Purchase Journey

#### 3.1 Initial Research

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

#### 3.2 Price Comparison

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

#### 3.3 Reading Reviews

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

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#### 4. Demographic Variations In Attitudes And Preferences

#### 4.1 Age And Tech-Savviness

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

#### 4.2 Urban Vs. Semi-Urban

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

#### 4.3 Occupation And Education

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

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

#### Quotes With Context

###### When Explaining Why They Preferred Buying From A Physical Store

In case of offline we can touch it and have a look at it and then buy it.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Discussing The Limitations Of Online Research

Probably the biggest thing missing online is the ability to touch and feel the product. I might like something online, but I want to experience it physically before purchasing.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Explaining Why They Chose To Visit Offline Stores

She searched online, but I didn't prefer buying online. For mattresses, I believe you need to feel it physically—sit on it, lie down, and see how it suits your body. So while she did the research online, I wanted to purchase it offline.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Describing How They Researched Mattress Options

I started with Amazon and Flipkart. I looked at the sizes available, the types of foam used, and whether they were antibacterial or not. It was important to get an idea of the price range. Online research helped us narrow down the options based on our budget.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Explaining Why Online Shopping Wasn'T Satisfactory

When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

###### When Discussing Her Experience With Ordering A Mattress Online

I ordered it online. [...] It was a roll. After opening it, it swelled up. [...] I didn't like it online. I ordered a lot of things online.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Asked Why They Didn'T Buy Online, Nikhil Explained:

Showroom people were giving better offer than the online. If anything happens then we can directly contact them. in case of online we have to call customer-care and talk to them. and we don't know as to how it will work in case of beds.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked If They Checked Online For Mattress Options

We did not wanted to purchase it online.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Explaining How They Research Mattresses Online

On Amazon, Flipkart, there are mattress, electronics items, sometimes we are exposed to prices, online prices, offline prices, the more the difference the more we think the more we try. Secondly, what are the reviews? We are purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customer reviews? Is it better or not better?

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Explaining Why They Chose Kurlon Over Other Brands

Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

Analyze The Impact Of Various Research And Purchasing Channels (Online Vs. Offline) On Customer Satisfaction, Decision-Making Processes, And Brand Loyalty For Kurlon Mattresses.

Channel Impact on Customer Behavior

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

To leverage these insights, Kurlon should focus on:

1. Enhancing their online presence with detailed product information, customer reviews, and educational content about mattress selection.

2. Improving the integration between online and offline channels to provide a seamless customer experience.

3. Investing in in-store experiences that allow customers to thoroughly test and compare mattresses.

4. Developing a robust omnichannel customer support system to maintain high satisfaction levels and foster brand loyalty.

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

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

#### 1. Impact On Customer Satisfaction

**Online Research:**

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

**Offline Purchase Experience:**

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

**Post-Purchase Satisfaction:**

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

#### 2. Impact On Decision-Making Process

**Multi-Channel Approach:**

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

**Online Influence:**

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

**Offline Conversion:**

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

#### 3. Influence On Brand Loyalty

**Brand Awareness:**

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

**Trust Building:**

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

**Post-Purchase Support:**

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

#### 4. Challenges And Opportunities

**Online-Offline Integration:**

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

**Personalization:**

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

#### Quotes With Context

###### When Explaining How They Researched Mattress Options

I checked mostly You tube, I just checked the price on Amazon.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing How They Gathered Information About Mattress Brands

Yes, I've asked my colleagues, and they mentioned these brands as reliable—Kurlon, Sleepwell, and Duroflex are considered trustworthy.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Explaining How They Research Mattresses Online

On Amazon, Flipkart, there are mattress, electronics items, sometimes we are exposed to prices, online prices, offline prices, the more the difference the more we think the more we try. Secondly, what are the reviews? We are purchasing The shopkeeper is saying that it is comfortable but what are the reviews? What are the customer reviews? Is it better or not better?

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Describing Their Process Of Comparing Mattresses In Stores

We went out only, I see practically that how is the quality and what is the pricing? These things are practically more important and they have samples that you see carefully by sitting, you see color options from front and they have godowns, you see and choose the color, size comes later, firstly we see that which brand we have to take and what is the preference?

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Discussing Kurlon'S Brand Recognition Compared To Other Brands

When people see mattress they say its Kurlon, it's like when people see water purifier in your house they say they have Aquaguard. Some brands are so popular.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### When Explaining Why They Preferred Buying From A Physical Store

In case of offline we can touch it and have a look at it and then buy it.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Discussing The Limitations Of Online Research

Probably the biggest thing missing online is the ability to touch and feel the product. I might like something online, but I want to experience it physically before purchasing.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Explaining Why They Chose Kurlon

Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Explaining Why They Chose To Visit Offline Stores

She searched online, but I didn't prefer buying online. For mattresses, I believe you need to feel it physically—sit on it, lie down, and see how it suits your body. So while she did the research online, I wanted to purchase it offline.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked To Imagine Kurlon As A Person

Kurlon is like a man in his 50s. It's been around for many years, and it's a trusted brand. It's reliable and suits everyone.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

## Product Experience, Expectations, And Development

## Research Objective Outputs

Assess Customer Expectations From A Mattress In Terms Of Comfort, Support, And Durability Across Different Customer Segments.

Mattress Expectations Analysis

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

Key Takeaways:

1. Comfort expectations center around a balance between softness and firmness.

2. Support for the back and spine is a crucial expectation, especially for those with health concerns.

3. Durability is universally important, with customers expecting mattresses to maintain their quality over time.

4. Different customer segments have unique priorities, ranging from pain relief to ease of maintenance.

5. Health issues, previous experiences, lifestyle, brand perception, and budget all play significant roles in shaping customer expectations.

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

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

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#### 1. Common Expectations Of Kurlon Customers

**Comfort:**

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

**Support:**

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

**Durability:**

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

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#### 2. Variations Across Customer Segments

**Young Professionals:**

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

**Families with Young Children:**

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

**Middle-aged Individuals with Health Concerns:**

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

**Budget-conscious Consumers:**

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

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#### 3. Factors Influencing Expectations

**Health Issues:**

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

**Previous Mattress Experiences:**

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

**Lifestyle and Family Situation:**

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

**Brand Perception:**

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

**Budget Constraints:**

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

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

#### Quotes With Context

###### When Discussing The Balance Between Softness And Firmness In A Mattress

A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain. I don't want to stay in bed for too long if it's uncomfortable.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Asked To Rank Criteria For Selecting A Mattress

M: Now if you will think about all these like comfort, brand, lasting, the level, evenness, guaranty, exchange offer and then stitching pattern, price, design, discount, offer, what is number one criteria?

R: Comfort.

M: What will be number two?

R: Brand and when brand is good that will be long lasting and then price.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Explaining Why He Ranked Brand, Comfort, And Price As The Top Three Factors

H: The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing Mattress Features For Health Issues

They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Asked About The Comfort Of Their New Kurlon Mattress

It has sorted out my cervical problem.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Explaining What She Means By Quality In A Mattress

The fabric should be of good quality, and the material should be supportive. For example, this mattress I bought is called Mermaid. The fabric is very supportive for the backbone.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Asked About What Made Them Decide To Change Their Mattress, Nikhil Responded

I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure. That was the trigger point to change the bed.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing The Factors They Considered Before Going To The Store, The Wife Said

Budget was there in mind, like for queen size. ... Around 20k. ... Comfort. The back pain issue should be solved. Kurlon is an old brand and we know it from so many years and in my cousins house we had seen a bed and even that was good.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked About What Makes A Comfortable Mattress

A good mattress should be soft, but not too soft. There should be no body pain. If it's too soft, it can cause pain. It should also not be too hard. When we went to the shop, we selected a mattress that was designed for back pain and spine support.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

###### When Comparing Kurlon And Sleepwell

The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and the shopkeeper recommended it for back pain and spinal support.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Evaluate The Perceived Benefits And Drawbacks Of Kurlon Mattresses Based On Customer Experiences In Various Demographic Groups.

Kurlon Product Pros and Cons

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

To further improve customer satisfaction, Kurlon could consider:

1. Developing mattresses with better temperature regulation properties

2. Enhancing waterproofing features

3. Providing more detailed guidance on the adjustment period for new mattresses

4. Improving the in-store experience and visibility of the brand

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

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

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#### Perceived Benefits Of Kurlon Mattresses

1. **Comfort and Quality**

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

2. **Brand Reputation and Trust**

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

3. **Affordability and Value for Money**

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

4. **Variety and Options**

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

5. **Health Benefits**

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

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#### Perceived Drawbacks Of Kurlon Mattresses

1. **Heat Retention**

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

2. **Initial Adjustment Period**

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

3. **Limited Waterproofing**

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

4. **In-Store Experience**

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

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#### Variations Across Demographic Groups

1. **Age and Life Stage**

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

2. **Income Level**

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

3. **Urban vs. Semi-Urban**

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

4. **Occupation**

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

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

#### Quotes With Context

###### When Explaining Why They Chose Kurlon

Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing Brand Perception

W: When we think of mattress, Kurlon name comes to mind first.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Discussing Kurlon'S Qualities

Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing Mattress Features For Health Issues

They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Asked To Rate Their Satisfaction With The Kurlon Mattress

Full 10 marks.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Asked About Her Satisfaction With Kurlon

In Kurlon, there is a reasonable price. You have body comfort. You have quality. There are many things that are beneficial for you. So Kurlon is much better.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing Potential Weaknesses Of 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.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Explaining Why They Chose Kurlon

Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Discussing Important Features Of A Mattress

Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked To Imagine Kurlon As A Person

Kurlon is like a man in his 50s. It's been around for many years, and it's a trusted brand. It's reliable and suits everyone.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Investigate Customer Interest In Additional Sleep-Related Products (E.G., Pillows, Bedsheets) And Their Likelihood Of Purchasing These From Kurlon Across Different Segments.

Sleep-Related Product Interest

1. There is significant interest in additional sleep-related products among Kurlon customers, particularly in pillows and protective bedding.

2. The likelihood of purchasing these products from Kurlon is generally positive, supported by strong brand trust and satisfaction with existing Kurlon products.

3. Interest and purchase likelihood vary across customer segments, with factors such as budget consciousness, quality focus, health concerns, and family needs influencing preferences.

4. Kurlon has an opportunity to leverage its strong brand reputation to expand into additional sleep-related product categories.

5. To maximize success, Kurlon should consider:

- Developing a range of pillows catering to different preferences and health needs

- Offering bundled deals with mattress purchases to encourage additional product sales

- Creating targeted marketing campaigns for different customer segments, highlighting relevant benefits (e.g., health features for older customers, durability for young families)

- Ensuring competitive pricing to appeal to budget-conscious customers while maintaining the perception of quality

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

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

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#### 1. Level Of Interest In Additional Sleep-Related Products

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

**a) Pillows:**

- Many respondents expressed strong opinions about pillow preferences, indicating a high level of interest in this product category.

- Customers value pillows that provide proper neck support, have the right balance of softness, and maintain their quality over time.

- One respondent mentioned using a Peps memory foam pillow, suggesting openness to specialized pillow types.

**b) Bedsheets and Covers:**

- Several respondents mentioned interest in bedsheets and mattress covers, particularly those that are waterproof or protect the mattress.

- One interviewee specifically mentioned considering purchasing a bedsheet set from Kurlon during Diwali.

**c) Blankets:**

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

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#### 2. Likelihood Of Purchasing Additional Products From Kurlon

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

**a) Brand Trust and Loyalty:**

- Many respondents expressed strong positive associations with the Kurlon brand, describing it as reliable, trustworthy, and familiar.

- This brand loyalty suggests a higher likelihood of purchasing additional products from Kurlon.

**b) Bundled Purchases:**

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

**c) Quality Expectations:**

- Customers who are satisfied with their Kurlon mattresses may be more likely to trust the brand for other sleep-related products.

- One respondent mentioned, "Kurlon has been around for many years and has a strong reputation," suggesting that this reputation could extend to other product categories.

**d) Price Sensitivity:**

- While many customers appreciate Kurlon's quality, there is a consistent emphasis on affordability and value for money.

- The likelihood of purchase may depend on Kurlon's ability to offer these additional products at competitive prices.

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#### 3. Variations Across Customer Segments

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

**a) Budget-Conscious Customers:**

- This segment is more likely to purchase additional products if they perceive them as offering good value for money.

- They may be more interested in bundled offers or discounts on additional products.

**b) Quality-Focused Customers:**

- These customers prioritize comfort and durability and may be more willing to invest in higher-quality additional products from Kurlon.

- They are likely to be interested in specialized products like memory foam pillows or orthopedic supports.

**c) Health-Conscious Customers:**

- Respondents who mentioned back pain or other health concerns may be more interested in additional products that offer health benefits.

- This segment might be particularly interested in ergonomic pillows or specialized bedding.

**d) Young Families:**

- Customers with young children showed interest in waterproof mattress protectors and durable bedding.

- This segment may be more likely to purchase additional products that offer practical benefits and easy maintenance.

**e) Brand Loyalists:**

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

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

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

#### Quotes With Context

###### When Discussing Factors Affecting Sleep Quality

W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed should be proper. The pillow, bedsheet should be proper.

M: Why these things are important?

W: Otherwise you will not get comfort.

R: Rest is needed, comfort is needed.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Discussing The Importance Of Mattress Protectors

H: The mattress protector also makes the mattress waterproof. I have two children who can sometimes make a mess. If something spills on the mattress, it can be difficult to clean. The protector helps prevent these issues and keeps the mattress in good condition.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Comparing Kurlon And Sleepwell

Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile, but it lacks the premium touch that Sleepwell offers.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing Mattress Features For Health Issues

They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Describing Her Relationship With Kurlon

We are very close to Kurlon because it's very friendly, like a friend. We feel it is our friend because it keeps us in a comfort zone and solves all our problems.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing The Additional Items Received With The Mattress

Yes. Along with that, I got 2 covers, 2 pillows, etc.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing Future Plans For Additional Purchases

Yeah now she is thinking to get pillow, bedsheet set and cover in Diwali.

Unit 17-Vaishali\_Kamal-DKY1-25-35-NCCS A1-Buyer-Kurl on.txt

###### When Asked About Accessories Purchased With The Mattress

Yes, we bought pillows, blankets, and a mattress protector that makes it waterproof. Even if water spills, it doesn't soak through.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When The Female Respondent Describes Her Pillow Preferences

I will look at memory foam and in that I will look at height. I don't want it to be too height and I want it to be of mid height. [...] Otherwise, I will start to get neck pain.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing Sleeping Without Pillows

I tried it for a while, but I couldn't continue. I've seen some of my relatives who sleep without pillows—they are used to it. They have the practice. But I couldn't make it a habit.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Analyze Customer Awareness And Perception Of Kurlon'S Warranty And After-Sales Service Among Various Customer Groups.

Warranty and After-Sales Perception

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

1. Enhancing communication of warranty terms to ensure consistency and clarity.

2. Actively promoting after-sales services to increase customer awareness.

3. Conducting targeted research to gather more specific feedback on actual after-sales service experiences.

4. Tailoring warranty and service communications to different customer segments based on their priorities and expectations.

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

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

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#### 1. Customer Awareness Of Kurlon'S Warranty And After-Sales Services

**Warranty Awareness:**

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

- One respondent mentioned receiving a one-year warranty, stating, "Yes, within one year if anything happens, they will return" (Interview 1).

- Another customer reported receiving a 2-year warranty with their Kurlon mattress purchase (Interview 13).

- A different respondent noted a 7-year warranty on their Kurlon mattress (Interview 8).

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

**After-Sales Service Awareness:**

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

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#### 2. Customer Perceptions Of Kurlon'S After-Sales Service Quality

**Overall Positive Perception:**

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

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

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

**Association with Good Service:**

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

- A respondent mentioned, "They perceive Kurlon as high quality. They mention that Kurlon is durable, maintaining its quality even after water damage and not developing issues like ant infestations" (Interview 1), suggesting confidence in the product's longevity and potential after-sales support.

- Another interviewee noted that Kurlon offers "good service" (Interview 12), although specific details were not provided.

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#### 3. Variations In Awareness And Perceptions Across Customer Groups

**Age and Experience:**

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

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

**Budget-Conscious Customers:**

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

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

**Tech-Savvy Customers:**

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

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

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#### 4. Areas For Improvement And Further Investigation

**Communication of Warranty Terms:**

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

**Promotion of After-Sales Services:**

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

**Customer Service Experience:**

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

#### Quotes With Context

###### When Discussing The Warranty Of Their Kurlon Mattress

Yes, within one year if anything happens, they will return.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Comparing Kurlon To Other Brands

Kurlon is reliable. It's like saying, "I'm always with you when you feel sleepy."

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Discussing Guarantees And Warranties For Mattresses

R: Before they don't used to give guaranty but nowadays they are giving 1-2 years of guaranty.

M: What is guaranty in mattress?

R: If damage they will replace.

M: And what type of damage they replace? Suppose your child will spill water on it.

R: No, not that way if the mattress presses down, set flat which was happening before but nowadays Kurlon is giving guaranty. Neel Kamal is also giving guaranty.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Discussing The Qualities Of Kurlon Mattresses

They have waterproof options, good layering, and a long-lasting guarantee—usually lasting around 12-14 years.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing The Positive Points Of Kurlon

Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Explaining Why They Trust Kurlon

Trusted brand because it is a very old brand so that's why when they told us we trusted them.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Explaining Why Branded Mattresses Are Important

Brands give you the most durability and variety. Now, they come with a 10-year warranty. They even say that if anything happens within 10 years, they'll repair it.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Explaining Why They Chose Kurlon

Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Explaining Why They Chose Kurlon

Kurlon was having beds which comes in our budget. And they also spoke about warranty and it's an old brand and they have service centers nearby.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Suggesting Improvements For Kurlon

I feel they can give more ads. We get to see less Kurlon ads. ... They need to give more ads on social media.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

Examine Variations In Product Feature Preferences Across Different Customer Segments To Inform Kurlon'S Product Development Efforts.

Product Feature Preferences

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

1. Develop a diverse product range with clearly defined firmness levels and material compositions.

2. Invest in innovative technologies addressing concerns such as temperature regulation and antibacterial properties.

3. Offer a variety of design options to appeal to both style-conscious and practical customers.

4. Ensure availability of different size options and explore customization services.

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

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

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

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#### 1. Comfort And Firmness Preferences

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

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

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

- **Young couples:**

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

- **Families with young children:**

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

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

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#### 2. Material And Construction Preferences

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

- **Health-conscious customers:**

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

- **Value-seeking customers:**

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

- **Luxury-oriented customers:**

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

**Insight for product development:** Kurlon should diversify its product line to include a range of material options, from all-foam mattresses to hybrid designs incorporating both foam and springs. Clear communication of the benefits of each material type can help customers make informed decisions based on their preferences and needs.

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#### 3. Additional Features And Technologies

Certain customer segments showed interest in specific features and technologies:

- **Tech-savvy young professionals:**

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

- **Health-conscious customers:**

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

- **Customers in warm climates:**

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

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

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#### 4. Design And Aesthetic Preferences

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

- **Style-conscious young couples:**

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

- **Practical family-oriented customers:**

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

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

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#### 5. Size And Customization Preferences

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

- **Young couples and small families:**

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

- **Customers with specific health needs:**

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

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

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

#### Quotes With Context

###### When Discussing Mattress Firmness And Health

When I was expecting, I had back pain, doctor suggested me not to sleep in too soft mattress.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing What Makes A Good Mattress

A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Explaining The Compromise Between Bounce And Firmness For Health Reasons

I have to consider both of us. I have no problem as I won't have back pain but he would. Sleep is the most important thing, if I sleep well at night then in the morning my mood will also be nice.

Unit 3 - KKO1 - 35- 45- NCCS A1 - Offline buyers - Kurl On - Kolkata.txt

###### When Explaining Why He Ranked Brand, Comfort, And Price As The Top Three Factors

H: The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing Important Features Of A Mattress

Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked About What Made Them Decide To Change Their Mattress, Nikhil Responded

I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure. That was the trigger point to change the bed.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing The Ideal Combination For A Comfortable Mattress

In my opinion, a mattress without springs, made entirely of foam, is the best. Springs can cause body pains and aren't suitable for everyone. A foam mattress is comfortable for people of all ages.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing The Priorities For Selecting A Mattress

Antibacterial properties were the second priority. We didn't want a mattress that would attract insects or cause skin issues, especially for children.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked About What Makes A Comfortable Mattress

A good mattress should be soft, but not too soft. There should be no body pain. If it's too soft, it can cause pain. It should also not be too hard. When we went to the shop, we selected a mattress that was designed for back pain and spine support.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

###### When Explaining The Choice Of Kurlon Over Sleepwell

The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and the shopkeeper recommended it for back pain and spinal support.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Identify Potential Areas For Product Improvement Or New Product Development Based On Customer Feedback And Unmet Needs Across Various Segments.

Product Improvement Opportunities

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

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

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#### 1. Material And Comfort Improvements

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

- **Temperature Regulation:** Several respondents mentioned the importance of a mattress that doesn't heat up, especially in non-air-conditioned environments. Developing mattresses with enhanced temperature regulation properties could address this need.

- **Balanced Firmness:** Customers consistently expressed a preference for mattresses that are neither too soft nor too hard. Kurlon could consider developing a line of mattresses with adjustable firmness levels to cater to individual preferences.

- **Foam Quality:** Some respondents praised Kurlon's foam quality, but there's room for innovation. Developing advanced foam technologies that maintain their properties over time could address concerns about mattresses becoming compressed or uneven with use.

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#### 2. Health And Wellness Features

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

- **Orthopedic Support:** Several respondents, particularly older customers, mentioned back pain and cervical issues. Expanding the range of orthopedic mattresses or incorporating advanced spinal support features could appeal to this segment.

- **Antibacterial Properties:** Some customers expressed a strong preference for antibacterial mattresses, especially those with young children. Enhancing and prominently featuring antibacterial properties could be a significant selling point.

- **Allergy-Friendly Materials:** While not explicitly mentioned, given the concerns about dust and hygiene, developing hypoallergenic mattresses could address an unmet need in the market.

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#### 3. Durability And Longevity

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

- **Extended Warranties:** Some respondents mentioned warranties as a factor in their purchase decision. Offering longer warranties or tiered warranty options could enhance customer confidence.

- **Self-Rejuvenating Materials:** Developing materials that maintain their shape and comfort over extended periods could address concerns about mattresses becoming uneven or compressed over time.

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#### 4. Customization And Versatility

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

- **Modular Designs:** Some customers expressed a desire for mattresses with different firmness levels on each side. Developing modular mattresses that allow customers to customize firmness for different sections could be innovative.

- **Seasonal Adaptability:** Given India's diverse climate, mattresses that can adapt to different seasons (e.g., cooler in summer, warmer in winter) could be a unique selling point.

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#### 5. Accessories And Complementary Products

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

- **Integrated Mattress Protectors:** Many customers expressed interest in mattress protectors, particularly waterproof ones. Developing mattresses with built-in, removable protectors could be a valuable innovation.

- **Pillow Innovation:** Some respondents mentioned dissatisfaction with pillow longevity. Kurlon could expand its pillow offerings with a focus on maintaining quality and comfort over time.

- **Sleep System Bundles:** Offering complete sleep systems that include mattresses, pillows, and bedding could appeal to customers looking for a coordinated sleep solution.

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#### 6. Design And Aesthetics

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

- **Stain-Resistant Fabrics:** Developing mattresses with stain-resistant outer fabrics, particularly in darker colors, could address concerns about maintaining a clean appearance over time.

- **Customizable Designs:** Offering mattresses with customizable outer designs or removable, washable covers could appeal to style-conscious consumers.

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#### 7. Technology Integration

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

- **Smart Sleep Tracking:** Integrating sleep tracking technology into mattresses could appeal to health-conscious consumers and provide valuable data for further product development.

- **App-Controlled Adjustments:** Developing mattresses with app-controlled firmness or temperature settings could be a premium offering for tech-savvy customers.

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

#### Quotes With Context

###### When Discussing Mattress Firmness And Health

When I was expecting, I had back pain, doctor suggested me not to sleep in too soft mattress.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing The Balance Between Softness And Firmness In A Mattress

A good mattress should be soft but not too soft. It should have enough firmness to support you. If the mattress is too hard, I'll get back pain. I don't want to stay in bed for too long if it's uncomfortable.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Comparing Sleeping On The Kurlon Mattress To Their Old 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.

Unit 3 - KKO1 - 35- 45- NCCS A1 - Offline buyers - Kurl On - Kolkata.txt

###### When Asked To Rank Criteria For Selecting A Mattress

M: Now if you will think about all these like comfort, brand, lasting, the level, evenness, guaranty, exchange offer and then stitching pattern, price, design, discount, offer, what is number one criteria?

R: Comfort.

M: What will be number two?

R: Brand and when brand is good that will be long lasting and then price.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Discussing Factors Affecting Sleep Quality

W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed should be proper. The pillow, bedsheet should be proper.

M: Why these things are important?

W: Otherwise you will not get comfort.

R: Rest is needed, comfort is needed.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Discussing Mattress Features For Health Issues

They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Asked About What Kurlon Would Say About Itself If It Were A Person

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.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Asked What Kurlon Should Improve To Win In The Future

Material which they use inside should be improved so that we will not get backpain and it should not get heated up. They should use cotton.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Discussing Important Features Of A Mattress

Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing Qualities Associated With Kurlon

H: For us it is comfortable brand. Quite known brand. W: Price is reasonable of it. H: Its quality is better as we are using it.

Unit 17-Vaishali\_Kamal-DKY1-25-35-NCCS A1-Buyer-Kurl on.txt

## Market Positioning And Strategic Opportunities

## Research Objective Outputs

Assess Customer Receptiveness To Different Price Points And Value Propositions Within The Kurlon Product Range Across Various Demographic Segments.

Price Point Receptiveness

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

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

#### 1. Price Point Receptiveness

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

- **Budget-conscious consumers:** Interviewees like Abhijeet and Supriya (Interview 7), who paid around 18,000 rupees for their Kurlon Ortho Magic mattress, found the price reasonable for the quality offered. Similarly, Neha (Interview 9) negotiated a 30% discount on her Kurlon mattress, indicating price sensitivity but also a willingness to invest in quality.

- **Mid-range buyers:** Respondents such as Arun and Jyoti (Interview 5) paid 14,000 rupees for their Kurlon mattress, considering it a good balance of quality and affordability. This price point is particularly attractive to middle-class consumers seeking reliable, branded products.

- **Premium segment:** Some customers, like Balaji (Interview 15), were willing to spend up to 25,000 rupees on a Kurlon mattress, suggesting that the brand also appeals to those seeking higher-end products within their range.

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

#### 2. Value Propositions Across Demographic Segments

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

- **Young professionals:** Represented by respondents like Aishwarya and Nikhil (Interview 12), key value propositions include comfort, addressing specific health concerns (e.g., back pain), and the balance between quality and affordability.

- **Families with children:** Respondents like Prasenjit and Monimala Saha (Interview 1) value durability, ease of maintenance, and features like water resistance. They appreciate Kurlon's range of options catering to different family members' needs.

- **Older consumers:** For this segment, represented by respondents like Srinivas Reddy and Kavitha (Interview 10), the orthopaedic benefits, brand legacy, and long-term durability are crucial value propositions.

- **Budget-conscious buyers:** Across various age groups, many respondents like Deepankar and Sujata Rai (Interview 2) appreciate Kurlon's ability to offer quality products at accessible price points, making it an attractive option for value-seeking consumers.

#### 3. Price Sensitivity Across Customer Segments

Price sensitivity varies across different customer segments:

- **Middle-class families:** This segment, represented by respondents like Lokesh and Shakti (Interview 6), shows moderate price sensitivity. They are willing to invest in quality but actively seek discounts and compare prices across brands.

- **Young couples:** Respondents like Divya and Chirag (Interview 8) set specific budgets (around 15,000 rupees in their case) and are price-conscious but willing to stretch for perceived quality and brand value.

- **Aspirational buyers:** Some respondents, like Neha (Interview 9), who paid 50,000 rupees for two mattresses, demonstrate lower price sensitivity when it comes to branded products they perceive as high-quality and status-enhancing.

- **Value-seekers:** A significant portion of Kurlon's customer base, represented by respondents like Subham and Payel Debnath (Interview 3), actively seek value for money, comparing Kurlon favorably to more expensive brands like Sleepwell.

#### 4. Strategic Opportunities

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

- **Tiered pricing strategy:** Kurlon could benefit from a clearly defined tiered pricing strategy that caters to different segments, from budget-conscious buyers to premium seekers. This would allow them to capture a wider market share while maintaining their value proposition across segments.

- **Health-focused marketing:** Many respondents, like Balaji (Interview 15), chose Kurlon for its orthopaedic benefits. Emphasizing these health-related features could strengthen Kurlon's position in the market, especially among older consumers and those with specific health concerns.

- **Customization options:** Some respondents, like Bindu Sri and Nagraj (Interview 14), expressed interest in specific features like antibacterial properties. Offering customizable options could appeal to customers willing to pay more for personalized solutions.

- **Bundle deals and discounts:** Many respondents, such as Neha (Interview 9), actively sought discounts. Implementing strategic bundle deals or seasonal discounts could help Kurlon attract price-sensitive customers without compromising their overall price positioning.

- **Enhanced in-store experience:** Several respondents, including Aishwarya and Nikhil (Interview 12), valued the ability to physically test mattresses before purchase. Improving the in-store experience could further differentiate Kurlon from online-only competitors.

#### Quotes With Context

###### When Explaining Why They Chose Kurlon

Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Ranking The Factors They Considered When Choosing A Mattress

Yes, I've thought about it. The first one is the brand, then price, then durability. After that, it's softness and hardness, followed by the material. Then come the offers, color choice, stitching, and finally, the design.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Explaining Why He Ranked Brand, Comfort, And Price As The Top Three Factors

The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Describing Their Shopping Experience And Comparing Kurlon To Sleepwell

Later on they showed Kurlon... They were showing color options in both then I asked about the pricing from him then he told that take Kurlon one, it will have more warranty period and it is durable and it won't go anywhere for 10-15 years and rest it depends on you but for 10-15 years it lasts easily, otherwise it depends on you like how will you use it and more of it was only there, durability came and he told about the brand Kurlon that search it anywhere, it is visible everywhere and more of it is an old brand and according to the rate, Sleepwell is expensive, he had told so and he told that Sleepwell does not have much varieties as compared to Kurlon.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Explaining Why They Chose Kurlon Over Sleepwell

Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervical problem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15k as per our health then we will go for that only.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Discussing Which Brand Would Win In A Hypothetical Election

The one who wins the election will definitely be Kurlon win because he is suitable for both middle-class and higher-class people. He also has a low range. If he has a high range, he will win because he can make everyone happy.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Explaining Why They Decided To Change Their Mattress

I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing Their Perception Of The Kurlon Brand

it's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing about Kurlon. And they came up with all the segments, like from cheap to costly they have it all.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Explaining Why Online Shopping Wasn'T Satisfactory

When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Analyze Price Sensitivity And Perceived Value Across Different Customer Segments To Inform Kurlon'S Pricing Strategy And Marketing Efforts.

Price Sensitivity Analysis

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

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

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#### 1. Price Sensitivity Across Customer Segments

#### 1.1 Budget-Conscious Segment

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

- One respondent had a budget of **15,000 rupees** (Interview 13).

- Another spent **14,000 rupees** on their Kurlon mattress (Interview 1).

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

#### 1.2 Mid-Range Segment

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

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

- Another spent **22,000 rupees** (Interview 11).

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

#### 1.3 Premium Segment

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

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

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

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#### 2. Perceived Value Assessment

#### 2.1 Quality-To-Price Ratio

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

#### 2.2 Brand Reputation And Trust

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

#### 2.3 Comfort And Health Benefits

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

- One respondent chose Kurlon for its ability to address back pain issues (Interview 12).

- Another appreciated its orthopaedic benefits (Interview 15).

#### 2.4 Durability And Warranty

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

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#### 3. Insights For Pricing Strategy And Marketing Efforts

#### 3.1 Tiered Pricing Strategy

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

#### 3.2 Emphasize Value For Money

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

#### 3.3 Leverage Brand Heritage

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

#### 3.4 Highlight Health And Comfort Benefits

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

#### 3.5 Promote Durability And Warranty

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

#### 3.6 Offer Targeted Promotions

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

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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 With Context

###### When Explaining Why They Chose Kurlon

Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Comparing Kurlon To Other Brands

Kurlon is reliable. It's like saying, "I'm always with you when you feel sleepy."

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Explaining Why He Ranked Brand, Comfort, And Price As The Top Three Factors

H: The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing The Positive Points Of Kurlon

Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Comparing Kurlon To Other Mattress Brands

Sleepwell is new in market, Kurlon is old company, and this has a market value. Compare to Kurlon, Sleepwell is cheaper, giving offers but when you will think of a brand, you don't worry for the cost.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### When Explaining Why They Chose Kurlon Over Sleepwell

Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervical problem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15k as per our health then we will go for that only.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Discussing Her Kurlon Mattress Purchase

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.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing Their Perception Of The Kurlon Brand

it's an old brand and mostly for this segment they 1st came. So, since my childhood days I am hearing about Kurlon. And they came up with all the segments, like from cheap to costly they have it all.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked Which Brand Would Win If The Three Brands Were Contesting Elections

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.

Unit 17-Vaishali\_Kamal-DKY1-25-35-NCCS A1-Buyer-Kurl on.txt

###### When Comparing Kurlon And Sleepwell

The price was better, and the quality of Kurlon matched my needs. The design was a bit softer, and the shopkeeper recommended it for back pain and spinal support.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Identify Opportunities For Kurlon To Differentiate Its Products And Marketing Messages For Specific Customer Segments Based On Their Unique Preferences And Needs.

Segment-Specific Differentiation

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

1. Developing segment-specific product lines that cater to different age groups, lifestyles, and health needs.

2. Crafting targeted marketing messages that resonate with each segment's values and priorities.

3. Emphasizing Kurlon's versatility in meeting diverse consumer needs while maintaining its core brand identity.

4. Investing in technology and sustainability initiatives to appeal to forward-thinking consumers.

5. Balancing tradition and innovation to maintain loyalty among long-time customers while attracting new ones.

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

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

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#### 1. Age-Specific Product Differentiation

**Young Adults and Professionals:**

- **Preferences:** Comfort, technology integration, modern designs

- **Needs:** Support for active lifestyles, relief from work-related stress

- **Opportunities:**

- Develop mattresses with smart features (e.g., sleep tracking, temperature regulation)

- Create marketing messages emphasizing work-life balance and productivity benefits

- Highlight Kurlon's ability to cater to tech-savvy, career-focused individuals

**Middle-Aged and Older Adults:**

- **Preferences:** Durability, health benefits, traditional values

- **Needs:** Back pain relief, joint support, familiarity with brand

- **Opportunities:**

- Expand the orthopaedic mattress line with a specific focus on age-related issues

- Create marketing campaigns that emphasize Kurlon's long-standing reputation and trust

- Develop products that combine traditional materials (like cotton) with modern technology

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#### 2. Lifestyle-Based Segmentation

**Urban Professionals:**

- **Preferences:** Convenience, space-saving designs, modern aesthetics

- **Needs:** Quick delivery, easy maintenance, compatibility with urban living spaces

- **Opportunities:**

- Develop compact, multi-functional mattresses for small apartments

- Create marketing messages highlighting Kurlon's understanding of urban lifestyles

- Offer convenient delivery and setup services tailored for busy professionals

**Family-Oriented Consumers:**

- **Preferences:** Safety, durability, versatility

- **Needs:** Child-friendly features, easy cleaning, long-lasting quality

- **Opportunities:**

- Develop mattresses with child-safety features (e.g., waterproof, hypoallergenic)

- Create marketing campaigns showcasing Kurlon as a family-oriented brand

- Offer customizable options for different family members' needs

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#### 3. Health And Wellness Focus

**Health-Conscious Consumers:**

- **Preferences:** Natural materials, eco-friendly products, health benefits

- **Needs:** Allergy prevention, stress relief, improved sleep quality

- **Opportunities:**

- Develop a line of organic, eco-friendly mattresses

- Create marketing messages emphasizing Kurlon's commitment to health and wellness

- Partner with health experts to validate and promote the health benefits of Kurlon mattresses

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#### 4. Price-Sensitive Segments

**Budget-Conscious Consumers:**

- **Preferences:** Affordability, value for money, basic comfort

- **Needs:** Durable products at lower price points

- **Opportunities:**

- Develop a budget-friendly line without compromising on essential quality

- Create marketing messages highlighting Kurlon's ability to offer quality at various price points

- Offer financing options or installment plans to make higher-end models more accessible

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#### 5. Luxury And Premium Segments

**Affluent Consumers:**

- **Preferences:** Exclusive designs, premium materials, personalized service

- **Needs:** Status symbols, cutting-edge technology, unique experiences

- **Opportunities:**

- Develop a luxury line with high-end materials and customization options

- Create marketing campaigns emphasizing exclusivity and premium quality

- Offer personalized consultation and white-glove delivery services

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#### 6. Technology Integration

**Tech-Savvy Consumers:**

- **Preferences:** Smart features, integration with home automation systems

- **Needs:** Data-driven sleep improvement, convenience through technology

- **Opportunities:**

- Develop smart mattresses with sleep tracking and environmental control features

- Create marketing messages highlighting Kurlon's innovation in sleep technology

- Partner with tech companies to integrate Kurlon products into smart home ecosystems

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#### 7. Sustainability-Focused Segment

**Environmentally Conscious Consumers:**

- **Preferences:** Eco-friendly materials, sustainable production practices

- **Needs:** Guilt-free consumption, alignment with personal values

- **Opportunities:**

- Develop a line of mattresses made from recycled or sustainable materials

- Create marketing campaigns showcasing Kurlon's commitment to environmental responsibility

- Implement and promote sustainable manufacturing and disposal practices

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

#### Quotes With Context

###### When Explaining Why They Chose Kurlon

Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Comparing Kurlon To Other Brands

Kurlon is reliable. It's like saying, "I'm always with you when you feel sleepy."

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Asked To Rank Criteria For Selecting A Mattress

M: Now if you will think about all these like comfort, brand, lasting, the level, evenness, guaranty, exchange offer and then stitching pattern, price, design, discount, offer, what is number one criteria?

R: Comfort.

M: What will be number two?

R: Brand and when brand is good that will be long lasting and then price.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Comparing Kurlon And Sleepwell

Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile, but it lacks the premium touch that Sleepwell offers.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing Kurlon'S Brand Dominance In The Mattress Category

Mattress means Kurlon.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### When Asked About Her Perception Of Kurlon

As soon as I hear Kurlon, I think of smartness, high technology, and new innovations. It's comfortable and represents a new way of doing things.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Explaining Why They Chose Kurlon

Kurlon has been around for many years and has a strong reputation. Plus, they have offline stores available for service, and its budget-friendly.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Asked About The Most Important Factors In Choosing A Mattress

The thickness and layers were very important. Over time, mattresses tend to become thinner, so we wanted a thick one that would last. Comfort and softness come from the layers, and good sleep can even help with back pain, so that was a priority too.

Unit 16-BKY1-25-35-NCCS A1-Offline buyer-Kurl on.txt

###### When Explaining Why They Decided To Change Their Mattress

I am facing back pain because I am sitting a lot. Even I play badminton and because of that also I am getting strained. So, doc said go for a little harder bed and don't sleep on soft bed because it is putting a lot of pressure.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Asked About What Makes A Comfortable Mattress

A good mattress should be soft, but not too soft. There should be no body pain. If it's too soft, it can cause pain. It should also not be too hard. When we went to the shop, we selected a mattress that was designed for back pain and spine support.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Explore Potential For Targeted Marketing Campaigns And Product Offerings Tailored To The Specific Needs And Preferences Of Different Customer Segments.

Targeted Marketing Opportunities

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

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

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#### 1. Targeted Marketing Campaigns

**Age-Based Segmentation:**

- **Young Adults (20s-30s):**

Position Kurlon as a modern, tech-savvy brand that understands the needs of young professionals. Emphasize features like temperature regulation and support for those who work long hours at desks. One respondent personified Kurlon as a "35-40 year old working woman who supports her family financially" (Interview 9), suggesting an opportunity to appeal to career-oriented individuals.

- **Middle-Aged Adults (40s-50s):**

Focus on Kurlon's legacy and reliability. Many respondents in this age group associated Kurlon with trust and familiarity. One interviewee described Kurlon as "an old, trustworthy, and caring brand" (Interview 5). Highlight Kurlon's long-standing presence in the market and its evolution to meet changing consumer needs.

- **Older Adults (60+):**

Emphasize orthopedic benefits and health-focused features. Several respondents mentioned back pain and the importance of proper support. Kurlon can position itself as a brand that understands and addresses the specific sleep needs of older adults.

**Lifestyle-Based Campaigns:**

- **Health-Conscious Consumers:**

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

- **Tech-Savvy Consumers:**

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

- **Budget-Conscious Families:**

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

- **Luxury Seekers:**

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

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#### 2. Tailored Product Offerings

**Customization Options:**

- **Firmness Levels:**

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

- **Temperature Regulation:**

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

- **Size Variations:**

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

**Health-Focused Product Lines:**

- **Orthopedic Range:**

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

- **Hypoallergenic Options:**

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

**Lifestyle-Specific Products:**

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

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

- **Child-Friendly Options:**

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

- **Eco-Friendly Range:**

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

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#### 3. Increasing Market Share Through Targeted Efforts

**Brand Storytelling:**

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

**Digital Presence:**

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

**Influencer Partnerships:**

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

**Customer Education:**

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

**Retail Experience:**

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

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

#### Quotes With Context

###### When Explaining Why They Chose Kurlon

Premium brand. R: Best quality, Kurlon is old brand. Also price range matters, it was Rs14000.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Explaining The Benefits Of Kurlon'S Two-Sided Design

When I was expecting I had back pain, so I told him that we have to be in check, because if I have back pain from this age, it will increase more later. Then I saw that we can use both sides of Kurlon, one side is soft and another hard, instead of buying a new one when needed, I can just turn it over.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Asked To Personify Kurlon As A Person

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.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Asked About Their Perception Of Kurlon As A Brand

It's an old brand. That's why I feel it's easy to have faith in it.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Comparing Kurlon And Sleepwell

Kurlon fits the budget. It offers options across lower, medium, and high segments. It has a wide appeal and is versatile, but it lacks the premium touch that Sleepwell offers.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing Kurlon'S Brand Dominance In The Mattress Category

Mattress means Kurlon.

Unit 8 - KKY1-35- 45- NCCS A2 - Offline buyers - Kurl on.txt

###### When Explaining Why They Chose Kurlon Over Sleepwell

Sleepwell was around 20K. So I said I do not want to spend that much. ... If we would have got this cervical problem mattress in Sleepwell for 20K then we would have managed in it. But the thing that we are getting in 15k as per our health then we will go for that only.

UNIT 12-DKY2-25-35-A2-Offline buyer-Kurl on.txt

###### When Discussing What She Looks For In A Mattress

The fabric should be of good quality, and the material should be supportive. For example, this mattress I bought is called Mermaid. The fabric is very supportive for the backbone. I used to have back pain, and ever since I got this mattress, my back pain is gone. So, that's important.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing Important Features Of A Mattress

Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Discussing The Importance Of Brands For Mattresses

With local, non-branded mattresses, you don't always know the quality or the chemicals used in the foam, which can affect your skin. This is especially important if kids are sleeping on it. Brands follow quality checks and standards, which gives peace of mind.

Unit 18- BKY2-25-35-NCCS A2-Offline buyer-Kurl on.txt

Investigate Opportunities For Kurlon To Expand Its Market Share By Addressing The Unmet Needs Of Specific Customer Segments Or Underserved Demographics.

Market Expansion Strategies

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

The analysis of interview data reveals several opportunities for Kurlon to enhance its market share by addressing the unmet needs of specific customer segments and underserved demographics. Insights from the interviews highlight consumer preferences, pain points, and perceptions of mattress brands that Kurlon can leverage to strengthen its market positioning and capture a larger share of the mattress market.

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#### 1. Addressing Health And Wellness Concerns

**Unmet Need:**

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

**Opportunity:**

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

- Develop a line of mattresses specifically designed for different health concerns (e.g., back pain, neck pain, pregnancy).

- Partner with healthcare professionals to create medically-endorsed mattress options.

- Offer customizable mattresses that can be adjusted for firmness or support in specific areas.

**Strategy:**

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

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#### 2. Serving Tech-Savvy Young Professionals

**Unmet Need:**

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

**Opportunity:**

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

- Smart mattresses with sleep tracking capabilities.

- Temperature-regulating technology for improved comfort.

- Mattresses with built-in charging ports or other tech-friendly features.

**Strategy:**

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

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#### 3. Addressing Climate Concerns

**Unmet Need:**

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

**Opportunity:**

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

- Mattresses with enhanced breathability and cooling properties for hot climates.

- Mattresses with moisture-wicking capabilities for humid regions.

- Dual-season mattresses with different sides optimized for summer and winter.

**Strategy:**

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

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#### 4. Catering To Joint Families And Multigenerational Households

**Unmet Need:**

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

**Opportunity:**

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

- Modular mattresses that can be customized for different sections of the bed.

- Mattresses with varying firmness levels on different sides.

- Family-size mattresses with enhanced durability for multiple users.

**Strategy:**

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

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#### 5. Enhancing The Budget-Friendly Range

**Unmet Need:**

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

**Opportunity:**

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

- Introducing a "basics" line with essential features at lower price points.

- Offering more competitive pricing on larger mattress sizes.

- Developing innovative, cost-effective materials to reduce production costs.

**Strategy:**

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

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#### 6. Improving In-Store Experience

**Unmet Need:**

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

**Opportunity:**

Kurlon could enhance its retail presence by:

- Redesigning stores to create a more inviting and interactive shopping experience.

- Introducing "sleep zones" where customers can test mattresses in simulated bedroom environments.

- Providing better training to sales staff to offer personalized recommendations based on customer needs.

**Strategy:**

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

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

#### Quotes With Context

###### When Explaining Why They Chose Kurlon

When I was expecting I had back pain, so I told him that we have to be in check, because if I have back pain from this age, it will increase more later. Then I saw that we can use both sides of Kurlon, one side is soft and another hard, instead of buying a new one when needed, I can just turn it over.

Unit 1- KKY3- 25- 35- NCCS A3 - Offline buyers - Kurlon.txt

###### When Discussing The Importance Of Proper Support In A Mattress

If the mattress doesn't provide the right support, you start having issues with your waist or neck. You need to have the right movement and flexibility.

New - Unit 2- KKO2 - 35- 45- NCCS A3B1 - Offline buyers - Kurl On.txt

###### When Discussing Factors Affecting Sleep Quality

W: Tension. If AC is not working then you cannot sleep well, you feel the heat. For good sleep the bed should be proper. The pillow, bedsheet should be proper. M: Why these things are important? W: Otherwise you will not get comfort. R: Rest is needed, comfort is needed.

Unit 4- KKY2-25- 35- NCCS A2 - Offline buyers - Kurl On.txt

###### When Explaining Why He Ranked Brand, Comfort, And Price As The Top Three Factors

The first thing is that if it is a brand, then it takes a little time to get faith. You know that there is an issue in warranty periods, and you will be covered. So first of all, this is the brand. Second is comfort. Even if you don't get relaxation, whether it is one thousand rupees or ten lakhs. If you get comfort in a thousand, you will not go for ten lakhs. So comfort is the main thing, you should buy and sell for your comfort. Third is price. If you allow the pocket to be in the range of the pocket, then only you can pick up the stuff.

Unit 6 - DKO1- 35- 45- NCCS A1 - Offline buyers - Kurl on- Delhi.txt

###### When Discussing Mattress Features For Health Issues

They had used special things in it, those who have problems of cervical and back aches, we have problems of cervical and back ache, it has much comfort ability for that and it is much better and it has so much of varieties.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Discussing The Positive Points Of Kurlon

Kurlon would say that I am the person who can be seen everywhere... Popularity... And I am doing improvement also in every phase, he can say. If there is any drawback, he is working on it... Upgrading in variety and everything... He will fulfill the request as per the budget, he is budget friendly... Again warranty that he is giving, warranty of foam up to 10 years.

Unit 7-DKO2-35-45-NCCS A2-Offline-Kurl on.txt

###### When Asked About Her Perception Of Kurlon

As soon as I hear Kurlon, I think of smartness, high technology, and new innovations. It's comfortable and represents a new way of doing things.

Unit 13 - DKO3 - 35- 45- NCCS A3 - Offline buyers - Kurl on - Delhi.txt

###### When Discussing The Comfort Level Of Their Kurlon Mattress

We are getting back pain and it will get heated up a bit.

Unit 14- BKO1-35-45-NCCS A1-Offline buyer-Kurl on- Bangalore.txt

###### When Discussing Important Features Of A Mattress

Even if we sleep for long hours it should not get heated up. [...] Yes. we are not from AC culture and so, when we put fan, we should be able to adjust to that.

Unit 17-BKO2-35-45-NCCS A2-Offline buyer-Kurl on.txt

###### When Explaining Why Online Shopping Wasn'T Satisfactory

When we talk to someone in a shop, we can ask them 10 questions, and they'll give us 100 answers. Online, it's not the same. You can't ask detailed questions. We have to search and figure things out ourselves. If you go to a shop, you can directly see and touch the products. Online doesn't offer that experience.

Unit 19-BKO3-35-45-NCCS B1-Offline buyer-Kurl on.txt

Annexure

**Interview 1**:

- Unit 1- Kky3- 25- 35- Nccs A3 - Offline Buyers - Kurlon

- Prasenjit And Monimala Saha, Kolkata

**Interview 2**:

- New - Unit 2- Kko2 - 35- 45- Nccs A3B1 - Offline Buyers - Kurl On

- Deepankar And Sujata Rai, Kolkata

**Interview 3**:

- Unit 3 - Kko1 - 35- 45- Nccs A1 - Offline Buyers - Kurl On - Kolkata

- Subham And Payel Debnath, Kolkata

**Interview 4**:

- Unit 4- Kky2-25- 35- Nccs A2 - Offline Buyers - Kurl On

- Jai Shah Baxi And Nandita Shah Baxi, Kolkata

**Interview 5**:

- Unit 6 - Dko1- 35- 45- Nccs A1 - Offline Buyers - Kurl On- Delhi

- Jyoti And Arun Kumar, Delhi

**Interview 6**:

- Unit 7-Dko2-35-45-Nccs A2-Offline-Kurl On

- Lokesh And Shakti, Delhi

**Interview 7**:

- Unit 8 - Kky1-35- 45- Nccs A2 - Offline Buyers - Kurl On

- Abhijeet And Supriya Shah, Kolkata

**Interview 8**:

- Unit 12-Dky2-25-35-A2-Offline Buyer-Kurl On

- Divya And Chirag, Delhi

**Interview 9**:

- Unit 13 - Dko3 - 35- 45- Nccs A3 - Offline Buyers - Kurl On - Delhi

- Neha And Raj, Delhi

**Interview 10**:

- Unit 14- Bko1-35-45-Nccs A1-Offline Buyer-Kurl On- Bangalore

- Kavitha And Srinivas Reddy, Bangalore

**Interview 11**:

- Unit 16-Bky1-25-35-Nccs A1-Offline Buyer-Kurl On

- Meenu And Kiran, Bangalore

**Interview 12**:

- Unit 17-Bko2-35-45-Nccs A2-Offline Buyer-Kurl On

- Aishwarya And Nikhil, Bangalore

**Interview 13**:

- Unit 17-Vaishali Kamal-Dky1-25-35-Nccs A1-Buyer-Kurl On

- Vaishali And Kamal, Delhi

**Interview 14**:

- Unit 18- Bky2-25-35-Nccs A2-Offline Buyer-Kurl On

- Bindu Sri And Nagraj, Bangalore

**Interview 15**:

- Unit 19-Bko3-35-45-Nccs B1-Offline Buyer-Kurl On

- Balaji, Bangalore