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# Summary

## Customer Profiling and Segmentation

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

Broad Market Appeal: Kurlon has positioned itself as a versatile brand, appealing to a wide range of demographics from middle to upper-middle-class urban families. This diversity is reflected in their product pricing, which spans from budget-friendly to premium options, allowing the brand to capture various income segments within the Indian market

Customer Lifestyle and Aspirations: Kurlon's customers exhibit varied lifestyles, from career-focused individuals to those prioritizing home improvement and travel. This diversity in customer profiles presents both opportunities and challenges for targeted marketing and product development.

Technology and Digital Engagement:T here's a clear trend towards digital platforms for entertainment and information among Kurlon customers. This insight offers potential avenues for enhanced digital marketing strategies and customer engagement.

Sleep Quality Focus: Customers consistently prioritize comfort, support, and durability in their mattresses, with medium-firm options being most popular.

Health and Wellness Awareness: There's a growing consciousness among customers about mattress hygiene, temperature regulation, and orthopedic support. This awareness aligns well with Kurlon's focus on health benefits and technological advancements in their products.

Demographic Influences: Factors such as age, income, family structure, occupation, and geographic location significantly impact customer preferences and purchasing decisions.

# Brand Perceptions and Positioning

## Key Strengths

Broad appeal across diverse demographics

Strong emotional connections based on trust, comfort, and familiarity

Perceived superior value for money compared to competitors

Wide availability and accessibility

Diverse product range catering to various needs and preferences

## Areas for Improvement

Enhancing premium offerings to compete more effectively in the high-end market

Improving in-store experiences to match the quality of products

Addressing specific product issues such as heat retention in some models

Increasing appeal to younger, tech-savvy consumers

Strengthening online presence and digital marketing efforts

## Recommendations

Emphasizing health benefits and orthopedic options more prominently

Innovating to address specific customer pain points while maintaining core brand values

Tailoring marketing strategies to target specific customer segments, particularly younger demographics

Enhancing the in-store experience to align with the brand's quality reputation

Leveraging its brand equity to explore new product categories or market segments

# Customer Profiling and Segmentation

## Customer Demographics Analysis

### Key Takeaways

Kurlon caters to a broad spectrum of customers, with its core demographic being middle to upper-middle-class urban families.

The brand appeals to both young couples starting their families and established households with school-age children.

The wide range of mattress prices indicates that Kurlon successfully targets different income segments.

### Synthesized Insights

Kurlon customers span a wide age range, typically between 25 and 50 years old.

Professionals, business owners, and educators form a significant portion of the customer base.

Middle to upper-middle-class families with stable jobs are the primary target market.

### Age and Family Structure

### Age Groups

Primary target age group: 25-50 years old.

Significant interest from young couples in their late 20s and early 30s.

Older demographic (above 45) focuses on health and comfort aspects.

### Family Structure

Joint families and nuclear families both contribute to the customer base.

Newly married couples and young parents are key segments for Kurlon.

Family-oriented households prioritize durability and comfort.

### Young Couples and New Families

### Importance of Home Comfort

Young couples value comfort for both themselves and their children.

Preference for medium-firm mattresses that offer a balance of support and coziness.

Mattresses that enhance home aesthetics are appealing for this segment.

### Lifestyle and Aspirations

Focus on improving living spaces, especially bedrooms.

Strong inclination towards products that offer value for money.

Health-conscious choices with emphasis on sleep quality and wellness.

## Customer Lifestyle and Aspirations

### Key Takeaways

Lifestyle patterns, aspirations, and future goals are diverse among Kurlon customers.

There is a growing emphasis on health, wellness, and family-centric lifestyles.

Customers have aspirations related to home improvement, travel, and children's education.

### Synthesized Insights

Kurlon customers often balance demanding work schedules with family responsibilities.

Family-centric activities, children's education, and home improvement are common lifestyle focuses.

Entertainment preferences lean heavily towards digital platforms like OTT services and social media.

## Tech and Social Media Habits

### Key Takeaways

Kurlon customers exhibit diverse technology usage and social media habits.

Popular platforms include Facebook, Instagram, WhatsApp, and YouTube.

OTT platforms like Amazon Prime and Netflix are widely used.

### Synthesized Insights

Younger customers tend to be more active on social media, using multiple platforms regularly.

Homemakers and older customers show a preference for platforms like Facebook.

Content preferences vary from educational tutorials to entertainment like movies and TV series.

## Sleep Habits and Issues

### Key Takeaways

Kurlon customers value a balance of comfort, support, and durability in mattresses.

Sleep quality is influenced by the overall sleep environment, including room temperature and bedding accessories.

There is a growing awareness of the importance of mattress hygiene and orthopaedic support.

### Synthesized Insights

Most customers aim for 6-8 hours of sleep per night, with preferences for medium-firm mattresses.

Back pain relief and overall comfort are critical considerations for many customers.

Kurlon's focus on orthopaedic support aligns with the needs of older customers.

# Competitive Brand Perception

## Key Takeaways

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

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

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

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

Areas for Improvement: Kurlon could enhance its in-store experience and increase advertising to improvevisibility. Sleepwell could work on becoming more affordable and accessible to a wider audience. Wakefit couldfocus on increasing brand awareness and potentially offering more affordable options to appeal to a broadermarket.

# Synthesized Insights

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

### Quality Perceptions

### Kurlon

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

Many respondents associate Kurlon with comfort and excellent sleep quality.

Example:  
One respondent rated their Kurlon mattress comfort as 9-9.5 out of 10, indicating highsatisfaction.

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

### Sleepwell

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

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

Example:  
One respondent described Sleepwell as an "average brand based on what others have toldthem."

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