

BUYING INTENT DEMO REPORT

Analysis by



Quest for Truth

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2. Brand's Consumers' Profile
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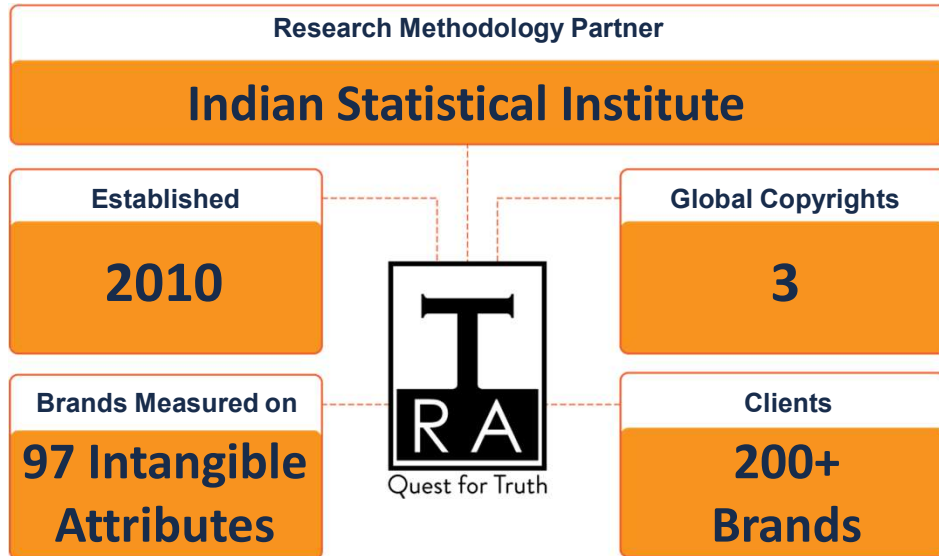


1. UNDERSTANDING TRA AND BUYING INTENT®

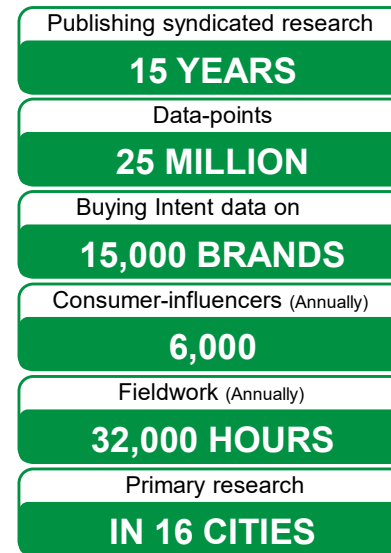


TRA Research's Background

TRA's Snapshot

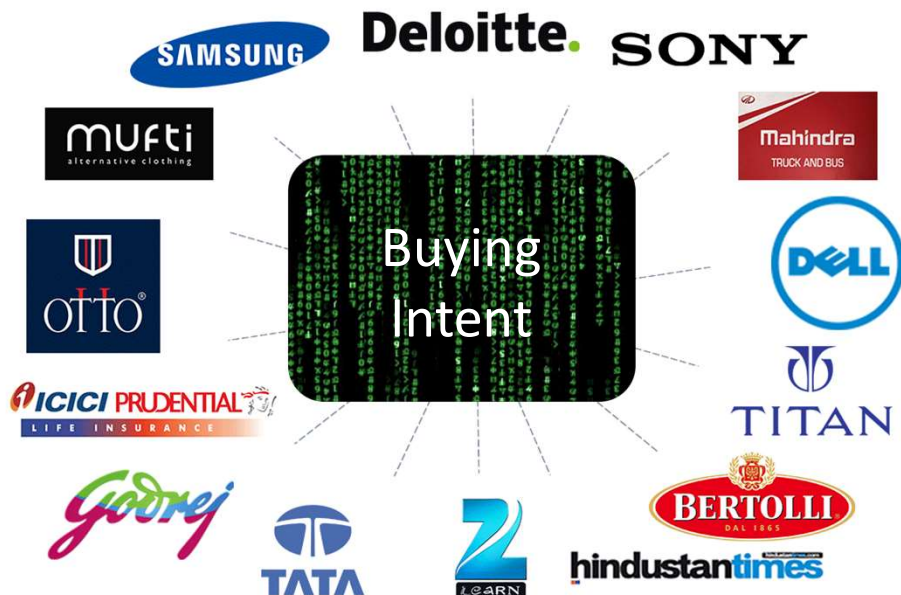


Providing researched insights on Buying Intent



Some of our Clients

Buying Intent data clients



Licensing – As a stamp of surety



TRA's Proprietary Buying Intent Model®

TRA evolved Buying Intent after analyzing that **the age of 'selling' is dead** - a brand can only help a customer buy

TRA's Buying Intent Model has been created after **research with over 300 Psychologists, Sociologists, Anthropologists, and Communication experts**

TRA's Buying Intent Model is **designed to understand stakeholder needs and Trusts**, the combination of which leads to buying behaviour

TRA's model analyses the intangibles that **lead to stakeholder buying decisions**

TRA's Proprietary Buying Intent Model®



Guides brand to achieve **buying fulfillment** for the customer

Is made of **Trust and Desire** - the combination of which leads to a magnetic, subliminal pull

Creates a **standardized basis** for all buying behavior

Adopted by over 200+ brands as **key brand metric**

Helps a brand remove **paradigm blinkers** and look at the brand anew

Process & Methodology of TRA's Brand Trust Report



Brand Trust Matrix

- TRA measures Trust through its proprietary 10 Behaviours Brand Trust Matrix
- After conducting several interviews with Sociologists, Psychologists & Communication Experts — and intense research over a period of 5 years



Methodology for data collection

- Consumer influencers interviewed with the help of a questionnaire that was designed to ensure to get valuable answers to the 425 questions
- Stringent minimum acceptance criteria were maintained to ensure authenticity of data



Questionnaire Design

- The questionnaire has been designed to ensure that the respondent is able to freely bring brand associations without any bias or channelization



Multiple Levels of Scrutiny

- Examination of interviewers, process quality, 100% back-checks, stringent quotas to avoid brand bias are a part of multiple levels of scrutiny to achieve maximum data accuracy



The four statistical parameters

- Standard deviation of suitability
- Position average
- Suitability average score of the brand &
- Number of occurrences



16 cities of TRA's Brand Trust Report fieldwork

NORTH	EAST	WEST	SOUTH
Delhi	Kolkata	Mumbai	Chennai
Chandigarh	Guwahati	Ahmedabad	Bangalore
Lucknow		Pune	Hyderabad
Jaipur		Nagpur	Cochin
		Indore	Coimbatore

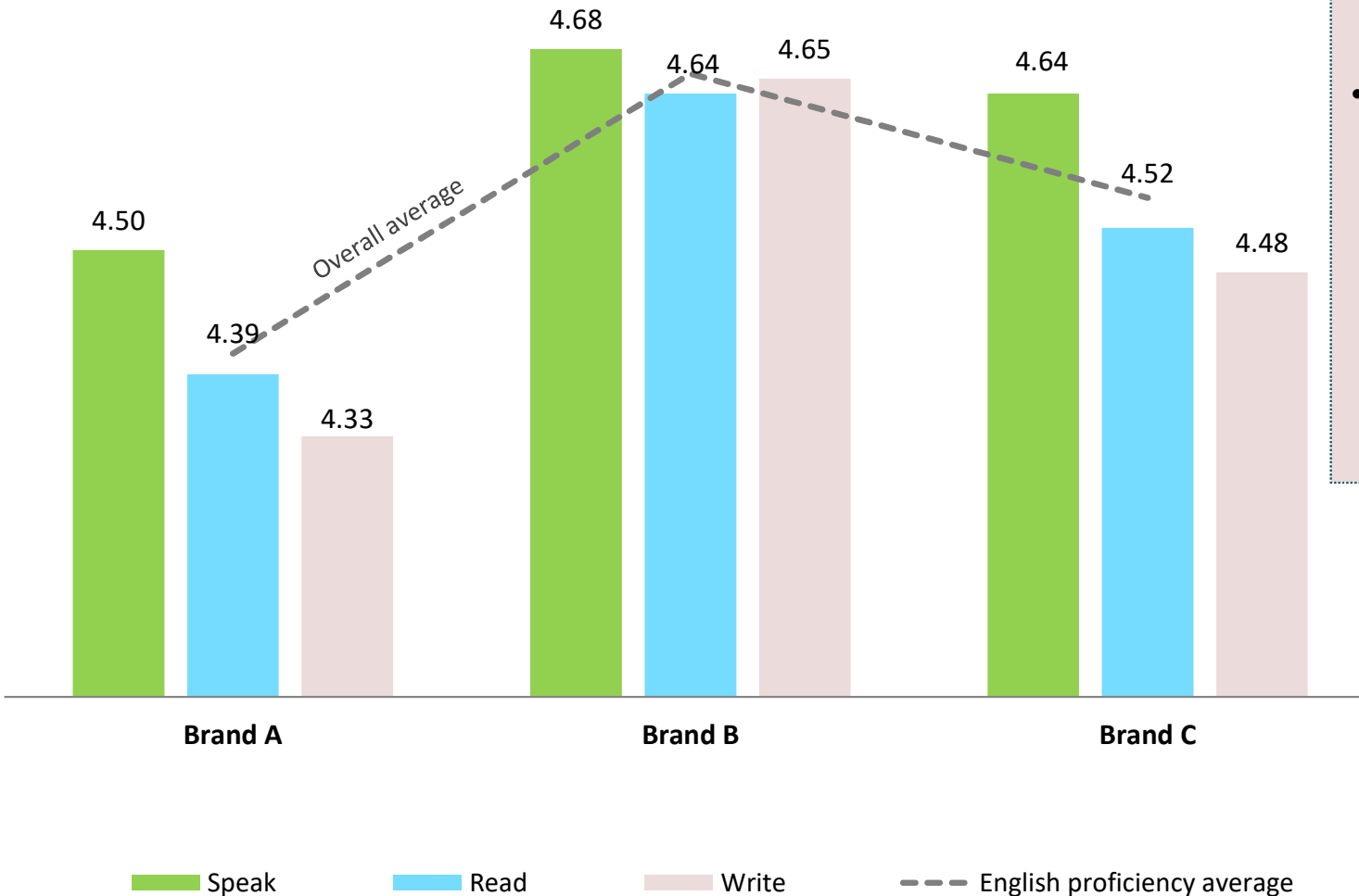
2. BRAND'S CONSUMERS' PREFERENCES

(BY LANGUAGE AND MEDIA PREFERENCES)



English proficiency of the consumers (basis Trust expressed)

English Language Proficiency



“English ‘Speak, Read & Write’ of Brand A, Brand B, and Brand C are very similar with only 1.23% difference

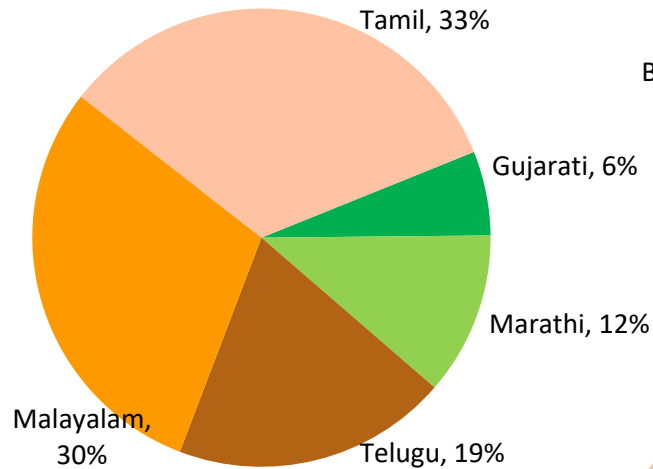
- While on the surface the audience which shows trust towards the two Southern brands may seem similar to Brand B, when regional language proficiency is considered, they can be seen to be distinctly different



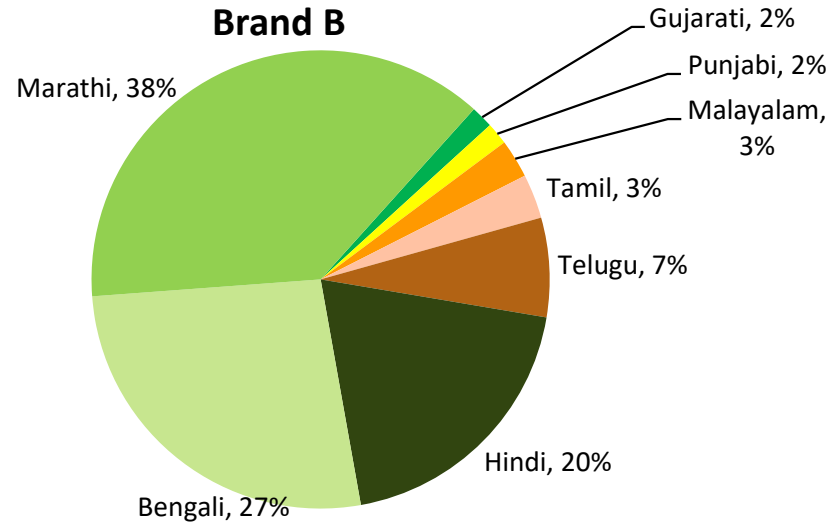
- Please note that respondent had to score minimum of 3/5 in English & one and one more language*

Language proficiency of consumers (basis Trust expressed)

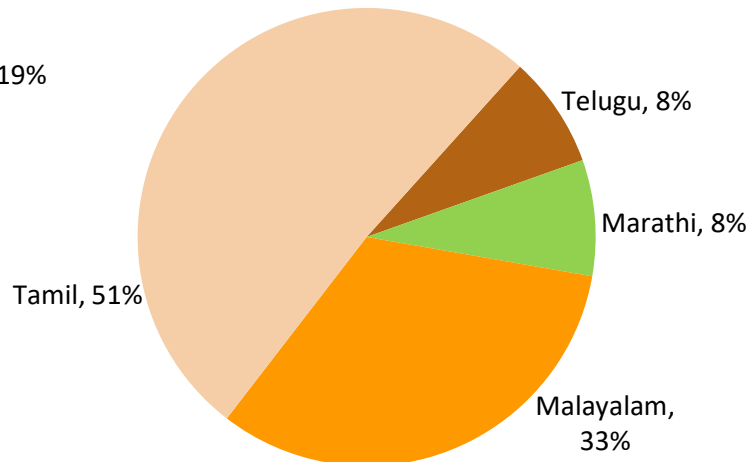
Brand A



Brand B



Brand C



“Brand A & Brand C have a very similar language proficient consumers”

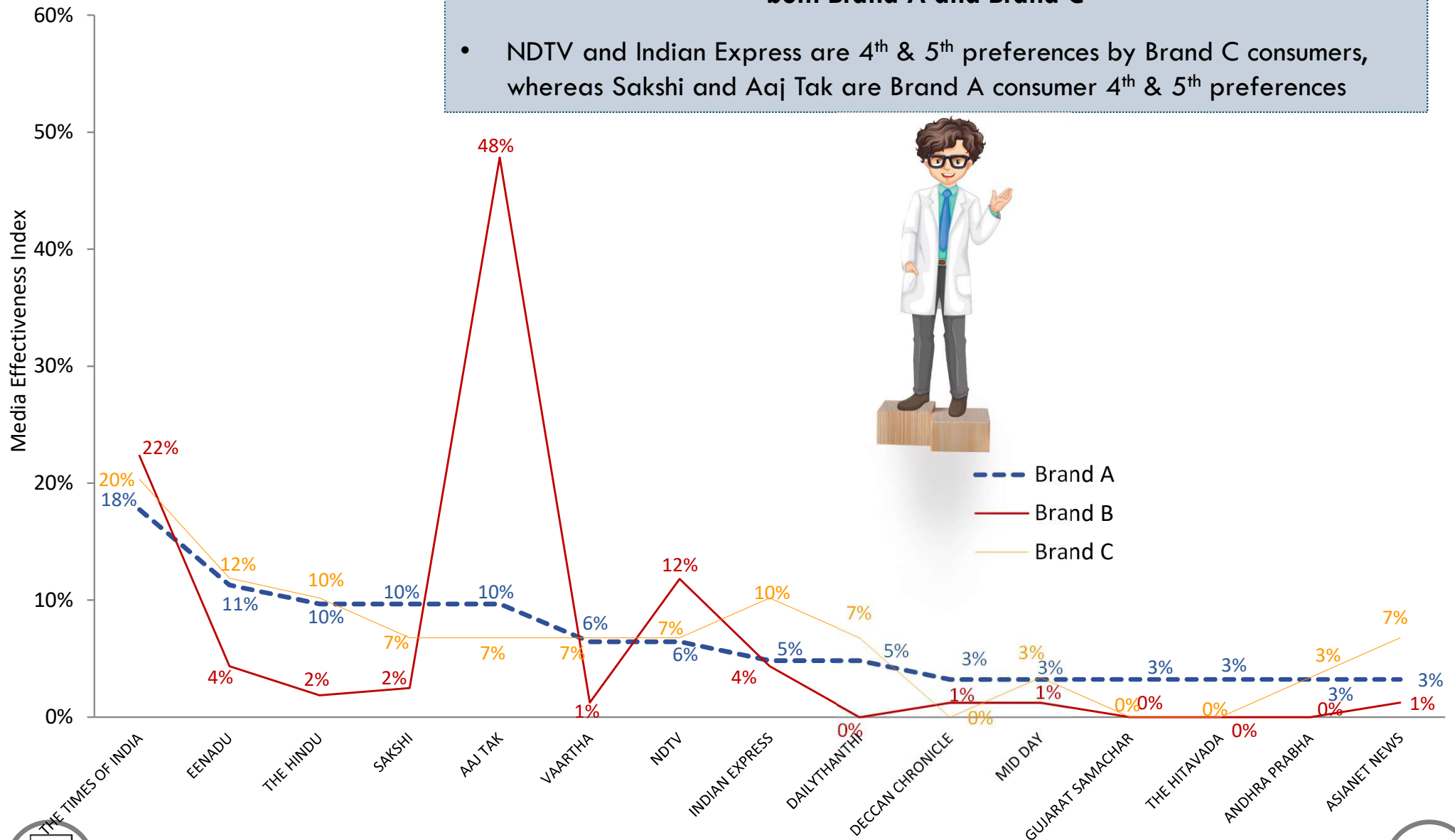
- Brand A has **82% Southern language dominance**, and **Brand C has 92%**.
- Marathi is also a common language between the two
- South Indian proficient consumers are as under:
 - Brand A – 83% (Tamil – 33%, Malayalam – 30%, Telugu – 19%)
 - Brand C – 92% (Tamil – 51%, Malayalam – 33%, Telugu – 8%)
- Brand B shows only 13% Southern language dominance and 38% for Marathi. Bengali and Hindi are 27% and 20% respectively



Media which consumers find most effective (Effective = Most consumed + Most informative)

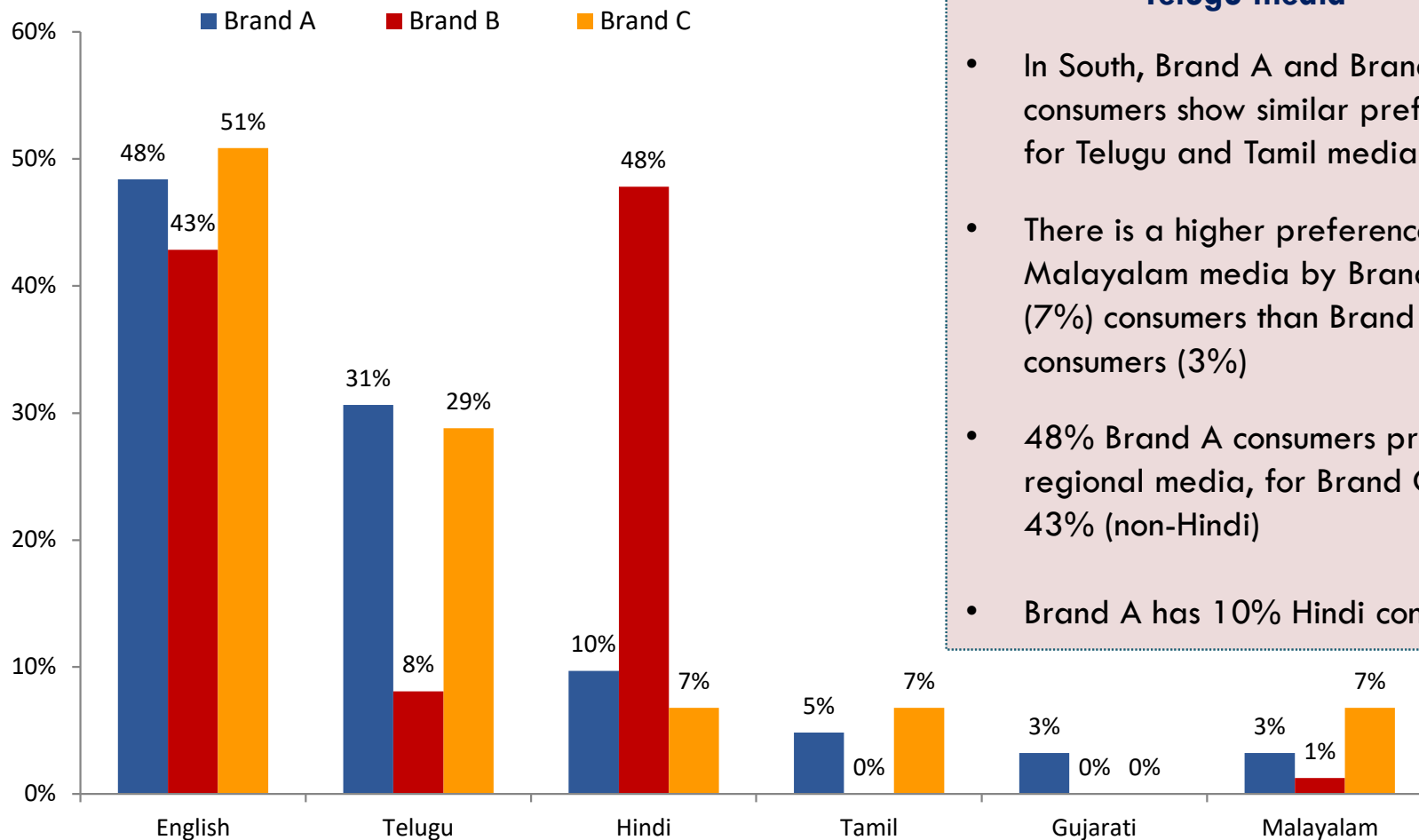
“Times of India, Eenadu and The Hindu are the common media preferred by both Brand A and Brand C ”

- NDTV and Indian Express are 4th & 5th preferences by Brand C consumers, whereas Sakshi and Aaj Tak are Brand A consumer 4th & 5th preferences



--- Brand A
— Brand B
— Brand C

Media (Language) which consumers find most effective

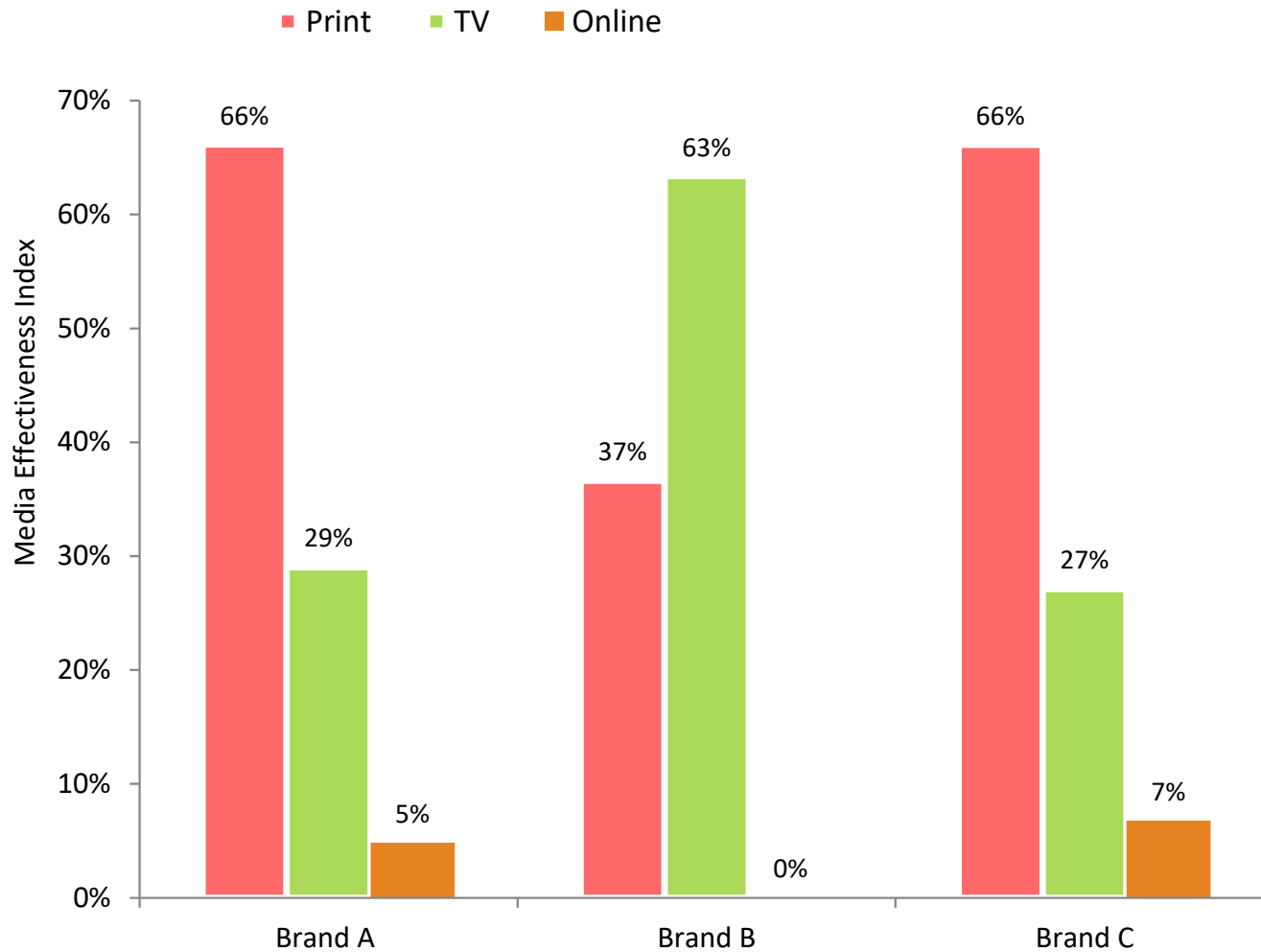


“Brand A & Brand C show highest dominance in English as well as Telugu media”

- In South, Brand A and Brand C consumers show similar preferences for Telugu and Tamil media
- There is a higher preference for Malayalam media by Brand C (7%) consumers than Brand A consumers (3%)
- 48% Brand A consumers prefer regional media, for Brand C it is 43% (non-Hindi)
- Brand A has 10% Hindi consumers



Media which consumers find most effective – Print, TV & Online



“Similarity of Brand A & Brand C consumers is further reinforced by similarity of Print & TV choices”

- 66% Brand C & 37% Brand B consumers find Print as effective mode of media

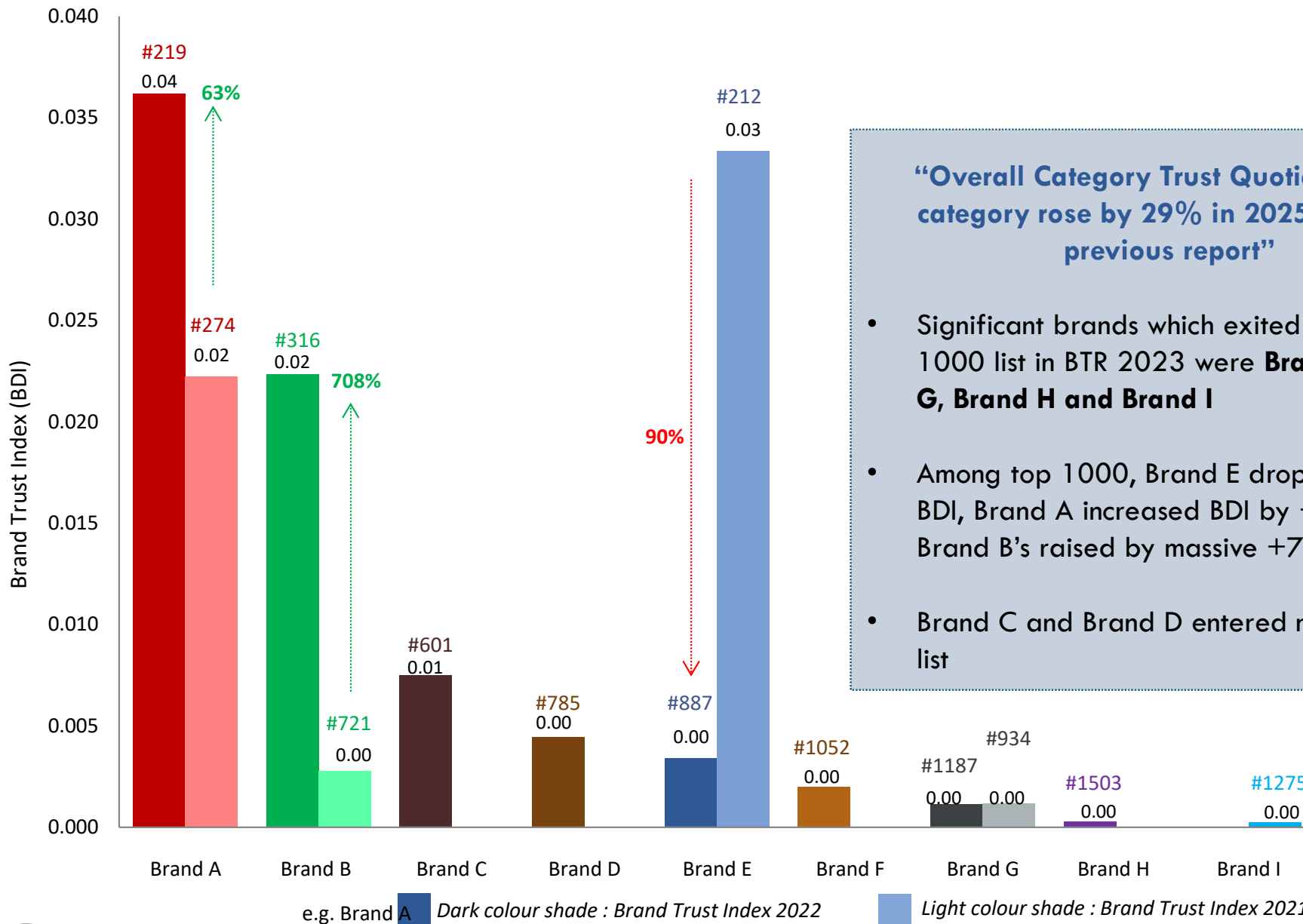


3. INDUSTRY ANALYSIS



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Brand Trust Comparison of Overall category: 2025 vs 2024



“Overall Category Trust Quotient of the category rose by 29% in 2025 over the previous report”

- Significant brands which exited the top 1000 list in BTR 2023 were **Brand F, Brand G, Brand H and Brand I**
- Among top 1000, Brand E dropped -90%% BDI, Brand A increased BDI by +63% while Brand B's raised by massive +708%
- Brand C and Brand D entered new to 2025 list

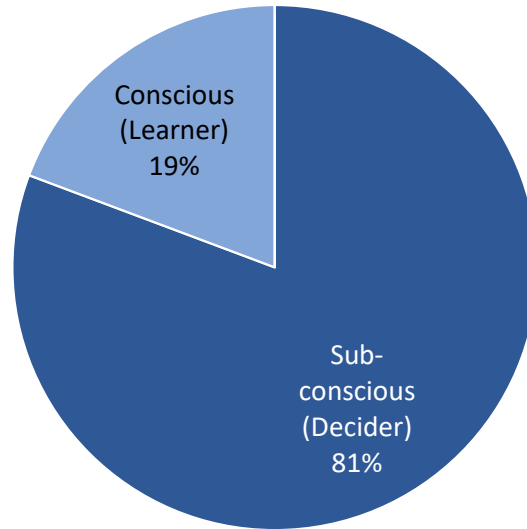
All India Rank BTR 2023 / 2022



Conscious and Sub-conscious Trust (2025)

Brand A, Brand B & Brand C

Brand A



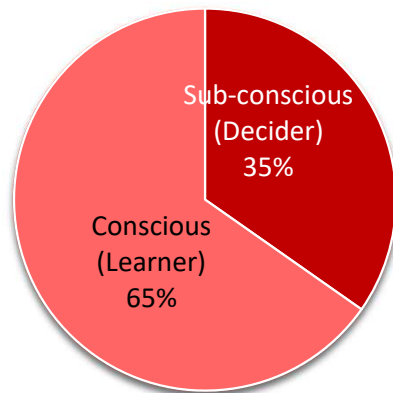
e.g. Brand A

■ Dark colour shade : Sub-conscious (Decider) ■ Light colour shade : Conscious (Learner)

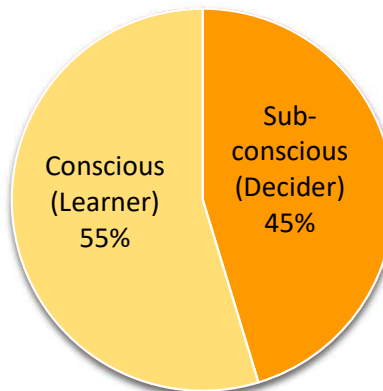


“The difference between Brand A and Brand C consumers is the way they interact with the brand”

- Brand A consumers have a greater subliminal pull to the brand, but the brand less successful in engaging newer audiences (as it was also with Trust)
- Brand C has a healthy mixture of both Conscious and Sub-Conscious Trust.



Brand B



Brand C

Ideal Ratio: 50%:50%

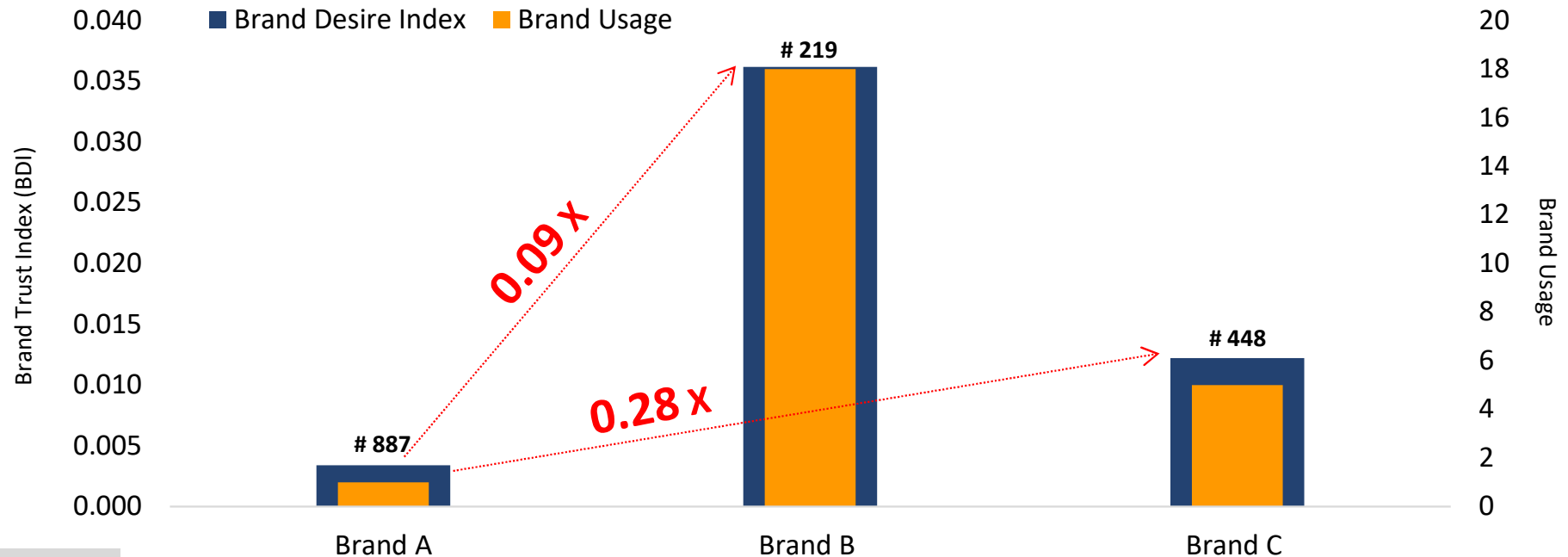
4. BRAND TRUST ANALYSIS

(Compared with Brand A, Brand B and Brand C)



Brand Trust and Usage Comparison

Brand Trust vs Brand Usage – BTR 2025



All India Rank
BTR 2025

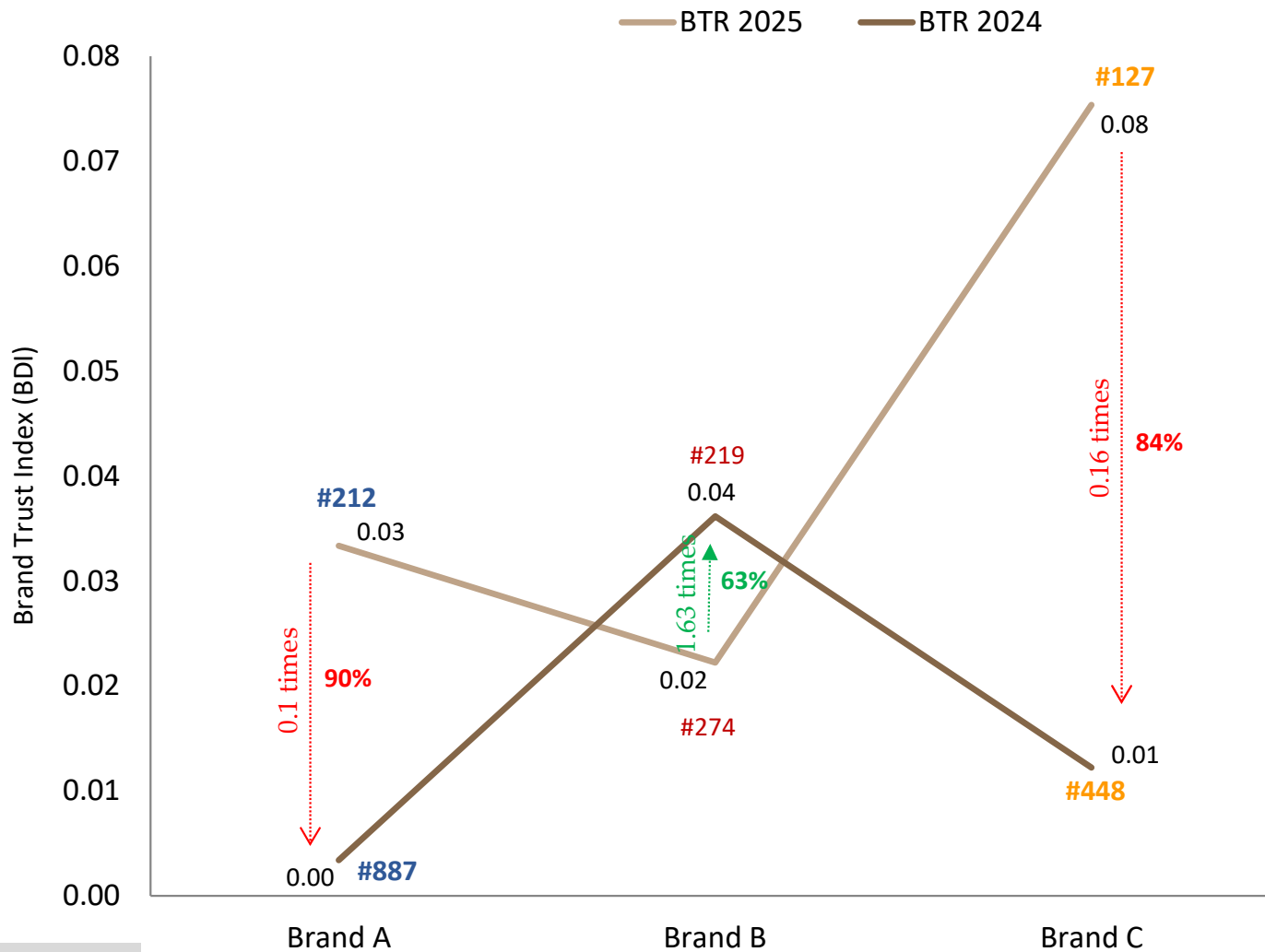
- Brand C Brand Trust Quotient is 72% higher than Brand A, and its' Brand usage is higher by 80% from Brand A
- Brand B's Brand usage is higher by 0.06 times & 94% over that of Brand A
- Brand Trust > Usage shows there is good opportunity to convert Trust into improved usage



Brand Trust Comparison : 2025 vs 2024

Brand A, Brand B & Brand C

Brand Trust Comparison 2025 vs 2024



“Brand A & Brand C both fell in Trust scores, while Brand B rose over the last report”



All India Rank
BTR 2023

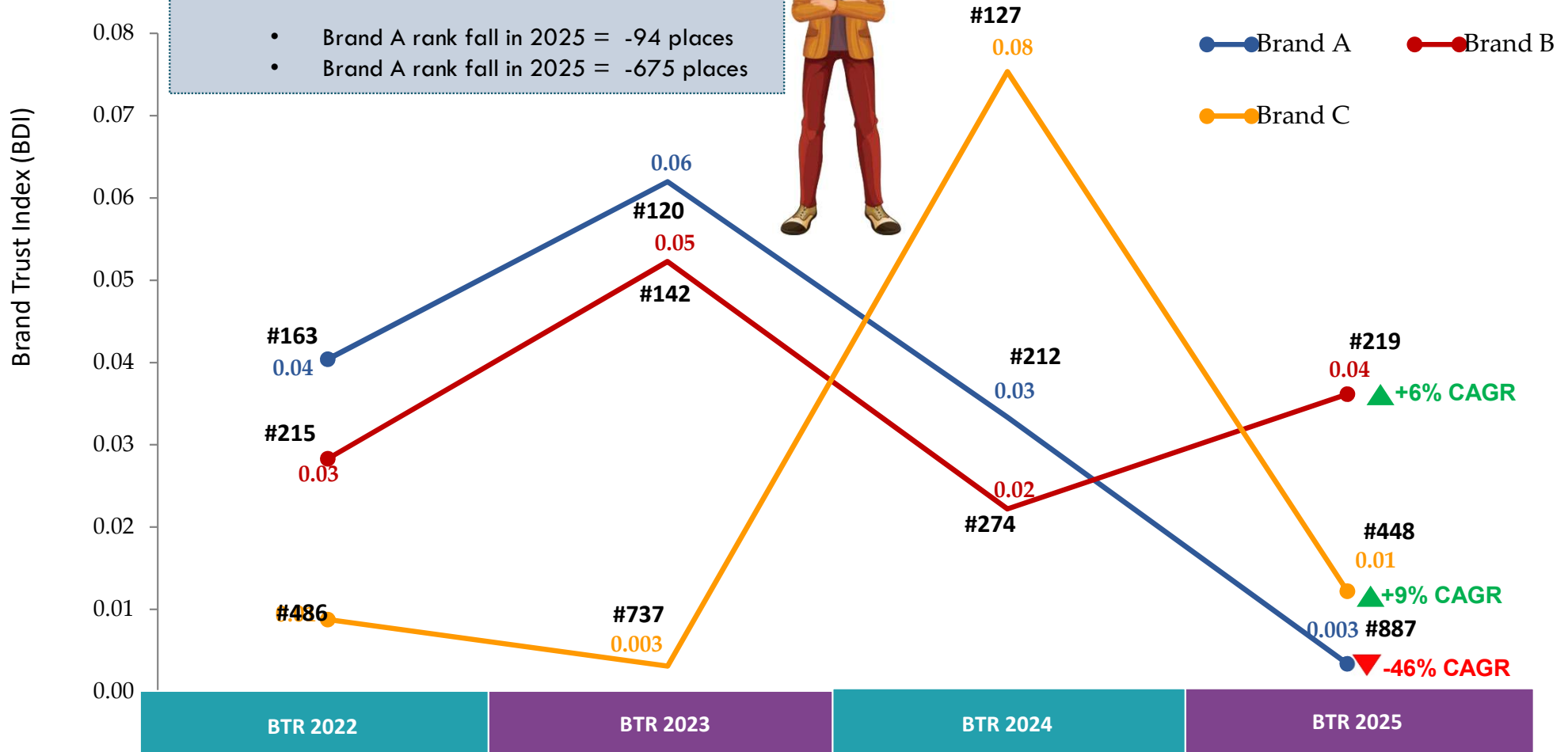


Brand Trust Trends: 2022 - 2025

Brand A, Brand B & Brand C (with Brand Trust Indices)

“After leading the category in Trust in 2022 and 2025 reports, Brand A fell to 2nd in 2024 and 3rd in 2025 among compared set”

- Brand A rank fall in 2025 = -94 places
- Brand A rank fall in 2025 = -675 places

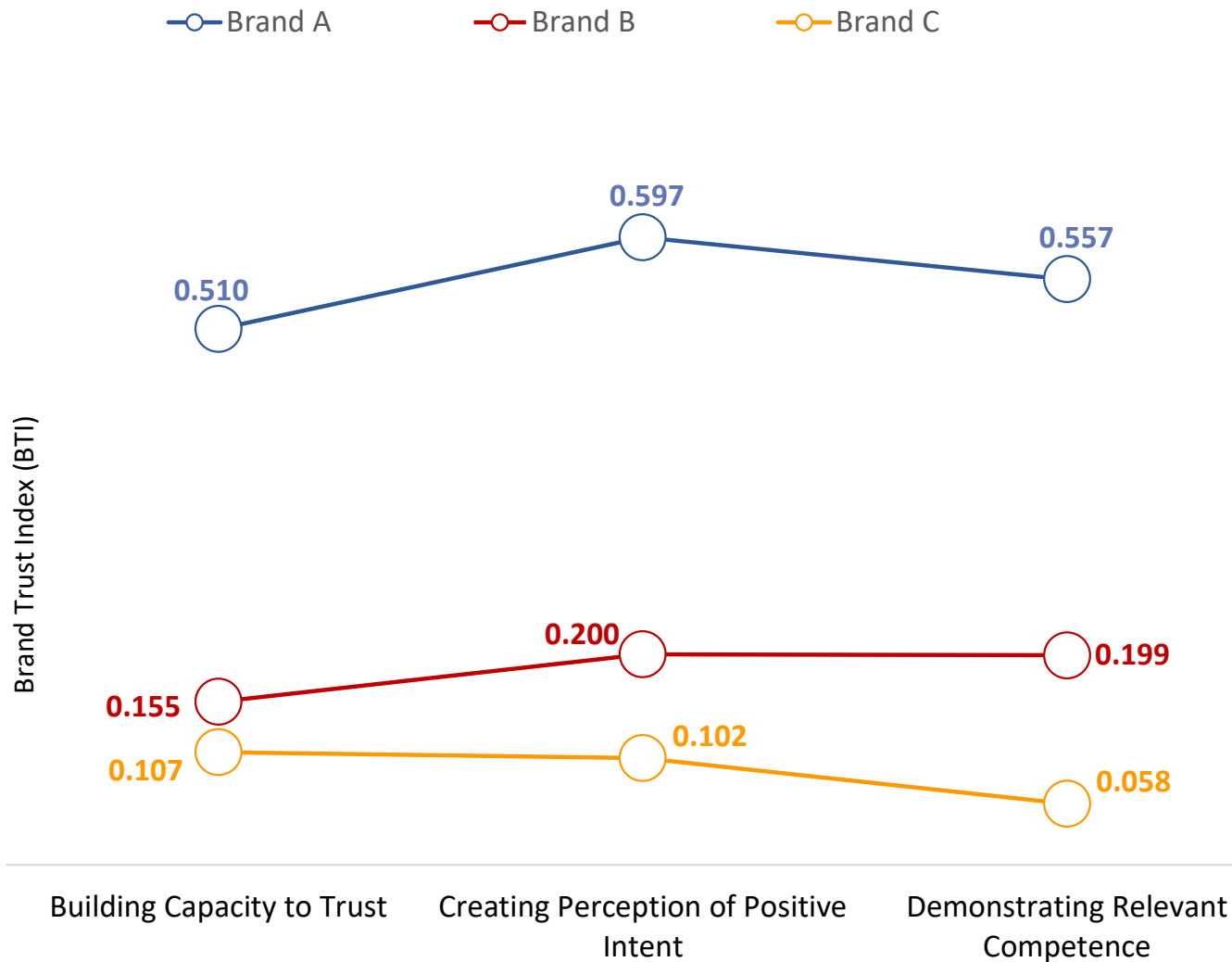


5. BRAND PERSONALITY THAT RESONATES WITH AUDIENCES

Understanding anthropomorphic relationships



Brand Trust Archetype – Brand Trust



“Brand A has the highest Creating Perception of Positive Intent while that for Brand C is the lowest of all other brands”

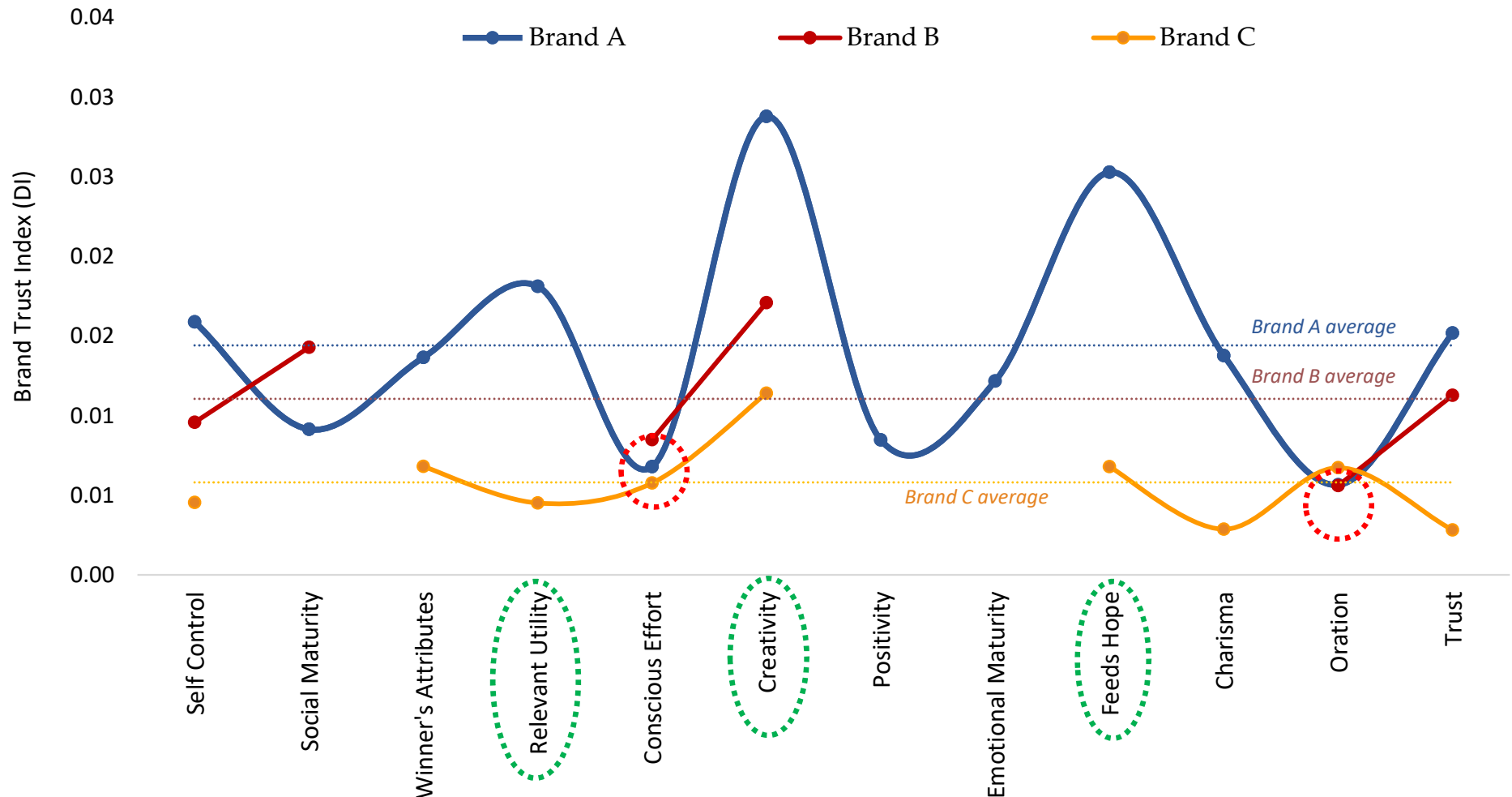
- Brand A should differentiate their key messages as consumers get similar overarching messages from the competing brands
- These three Archetypes of Trust comprise of 10 composites classified for easy application in business scenarios

6. BRAND'S EMERGENT PERSONALITY



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Brand A vs Brand B vs Brand C Behaviours that resonate with consumers



“Brand A prominent key messages are Creativity, Feeds Hope, Relevant Utility, Trust & Self control which are above the average level ”

- It is suggested that Brand A should focus its' communication in around Rational Appeal and Brand Behaviours of '**Creativity**' and '**Relevant Utility**' to retain these behavioural advantages

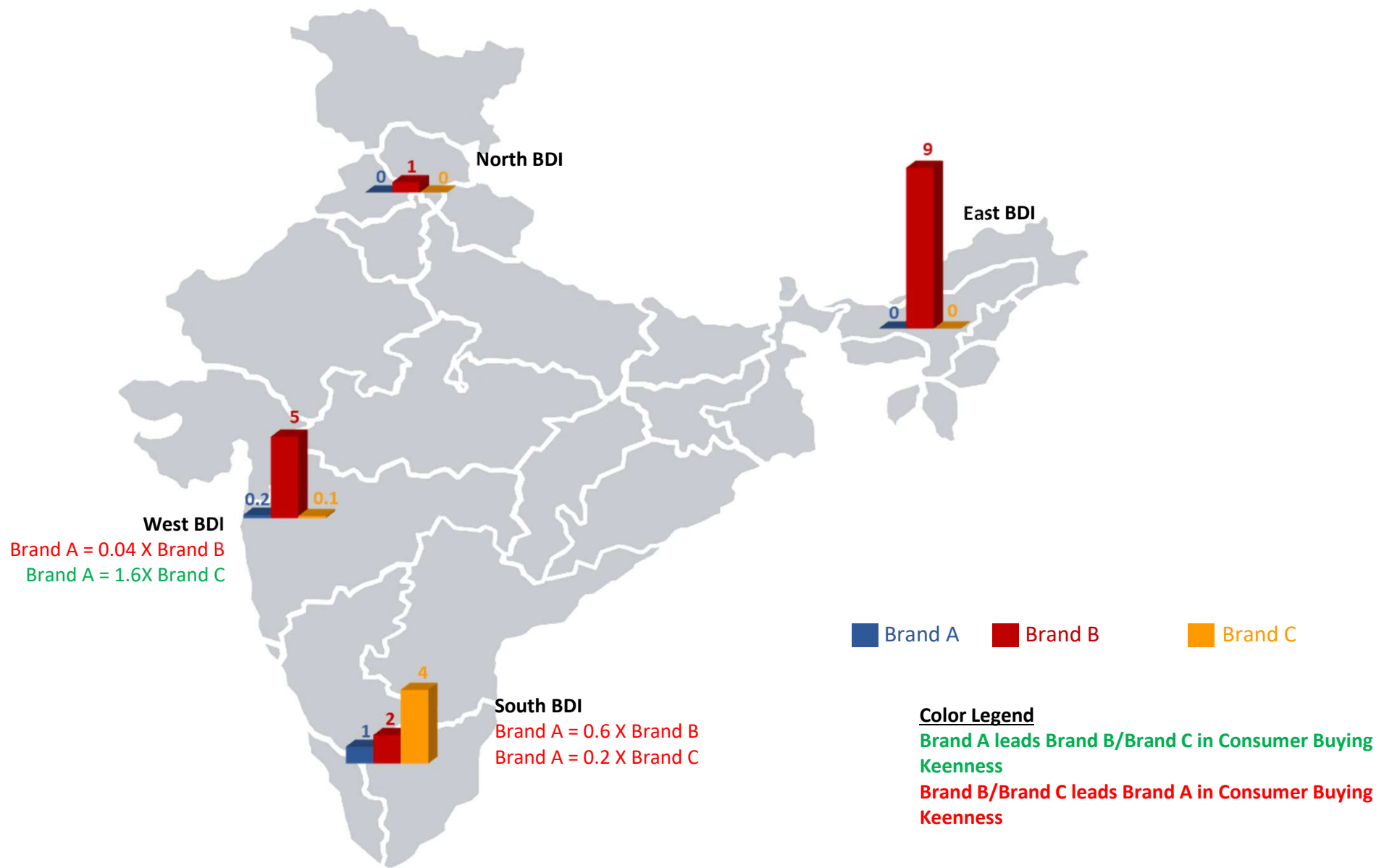
7. RESPONDENT PREFERENCES BY DEMOGRAPHICS



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Zonal Analysis of Brand Trust

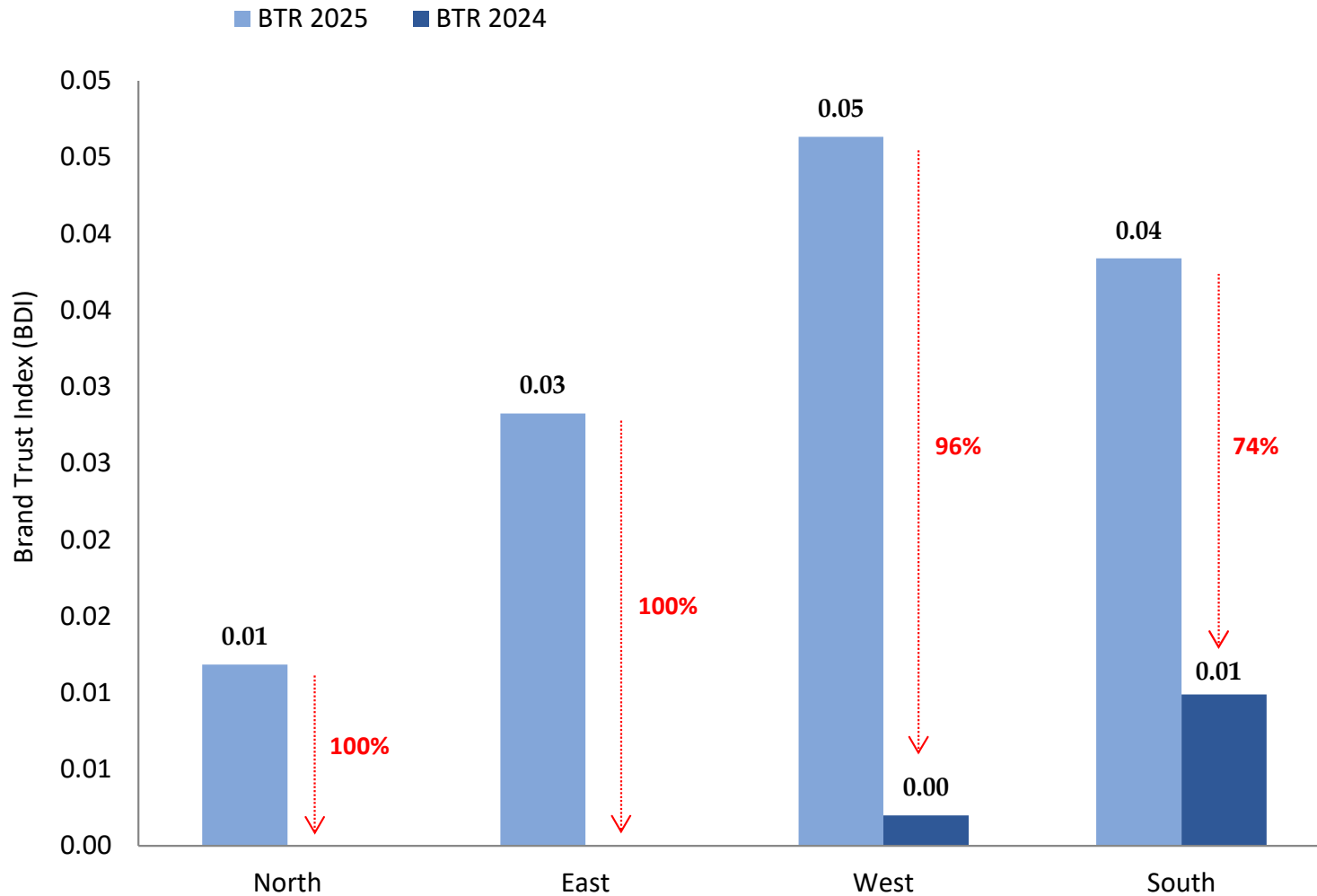
Brand A, Brand B & Brand C



Scores = BDI x 100

Zonal Analysis of Brand Trust

Brand A 2025 vs 2024



“Brand A still gets maximum 83% Trust Quotient in Southern Zone in 2025”

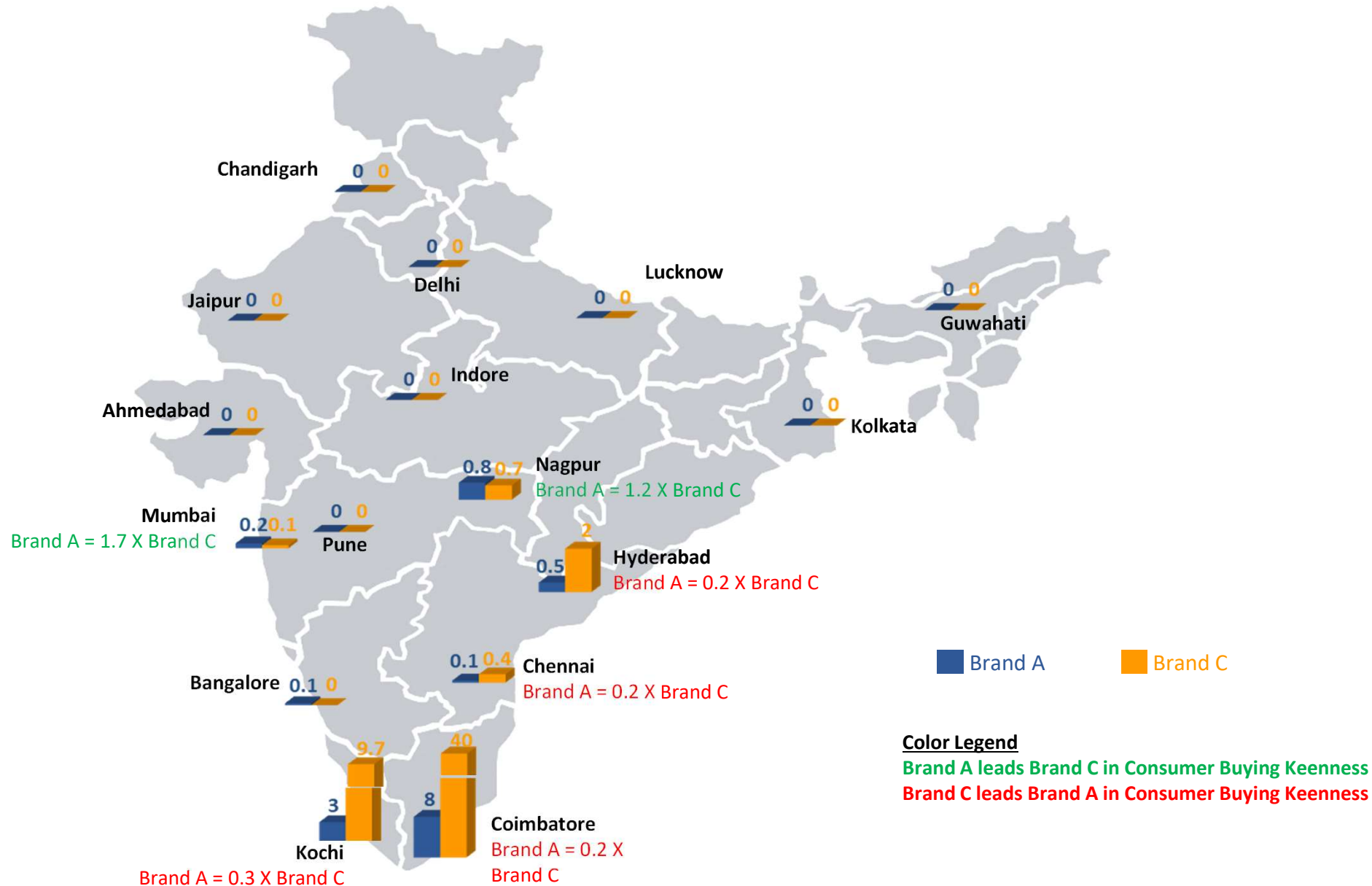
In BTR 2025, Brand A Trust index has fallen by

- 96% in West
- 74% in South



City-wise Analysis of Brand Trust

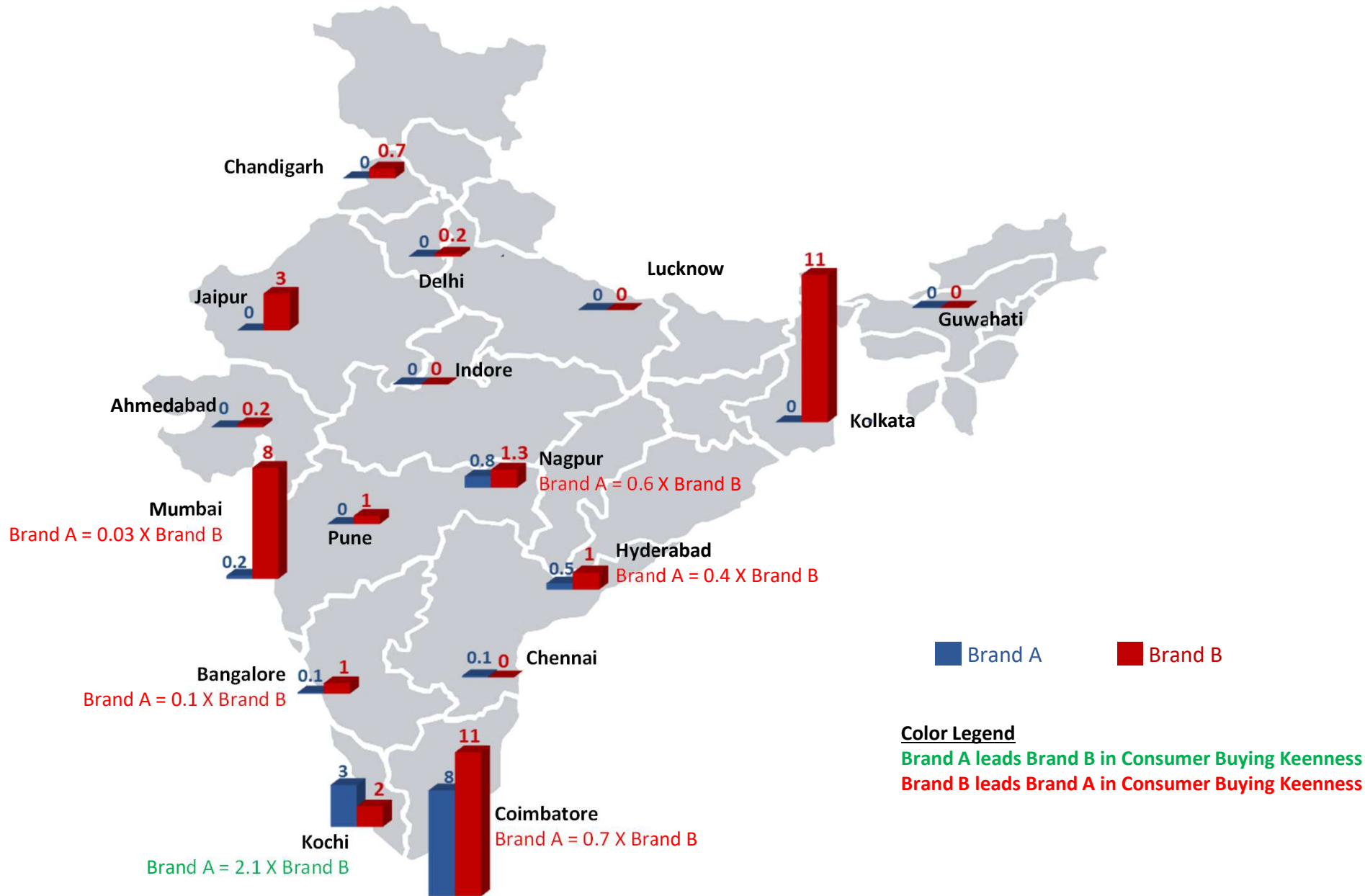
Brand A & Brand C



Scores = BDI x 100

City-wise Analysis of Brand Trust

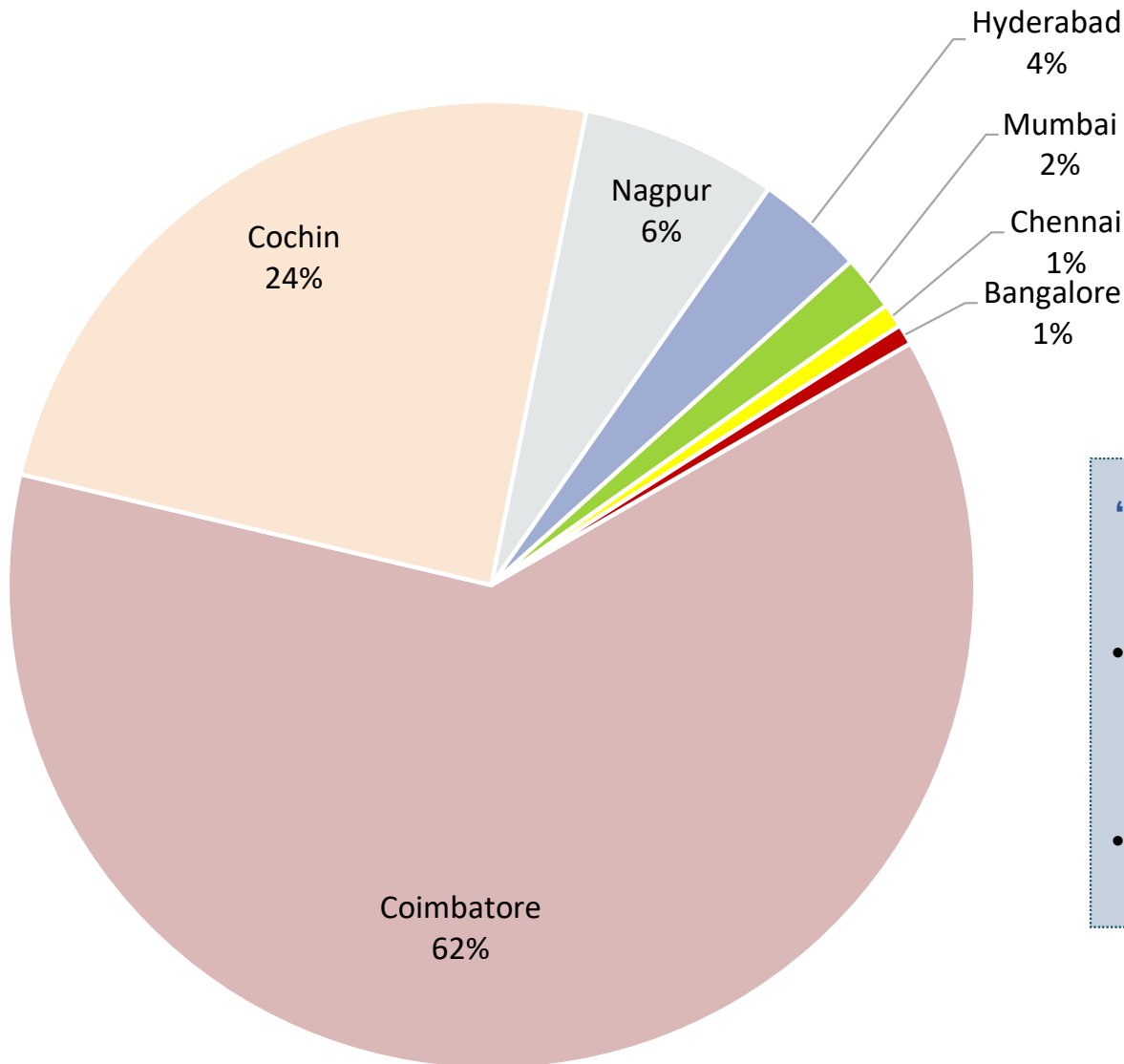
Brand A & Brand B



Scores = BDI x 100

City-wise Analysis of Brand Trust

Brand A



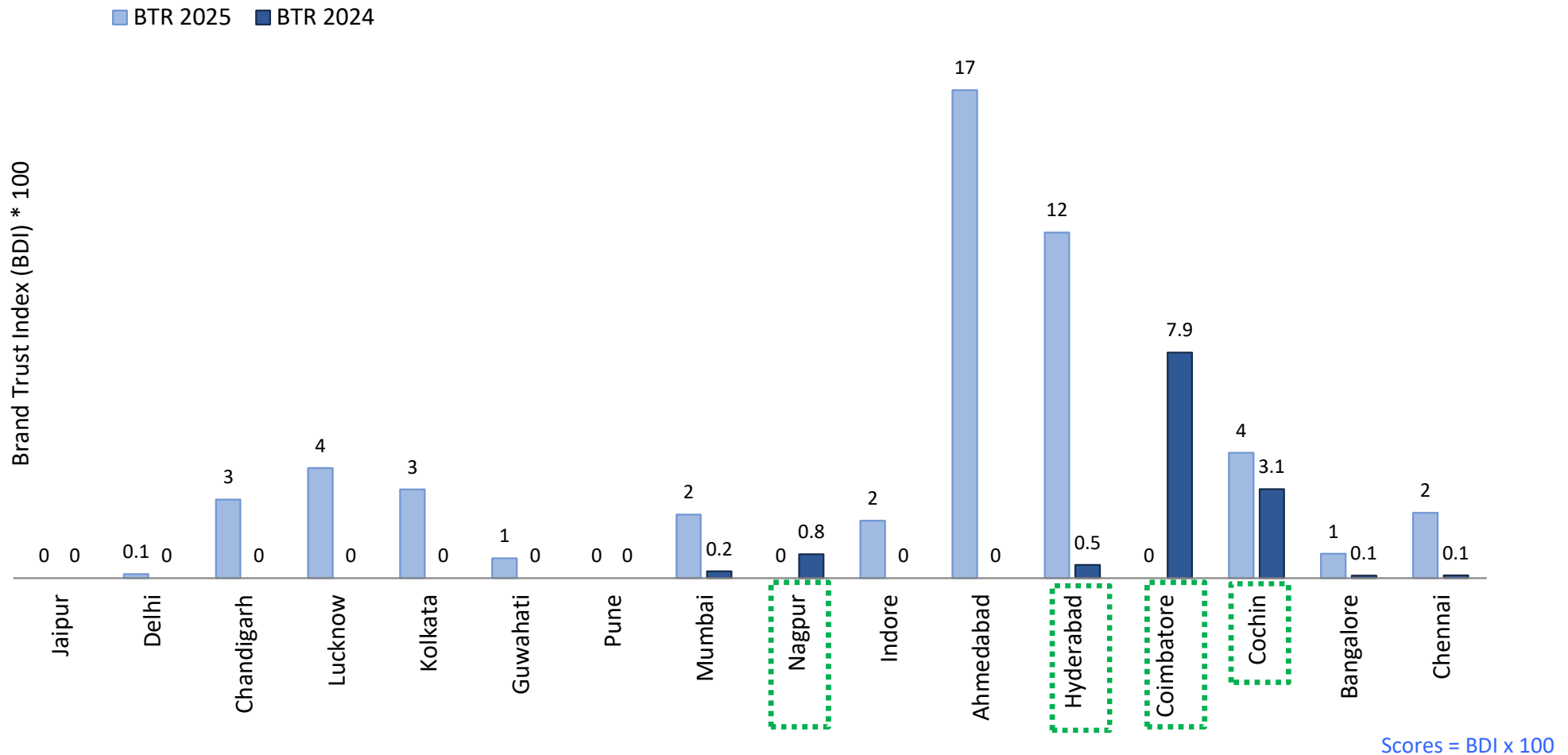
“Coimbatore and Cochin show highest Trust for Brand A”

- Brand A seems to have a smaller city preference, even among the South cities
- Nagpur scores 6% Brand Trust Quotient for Brand A

City-Wise Analysis of Brand Trust

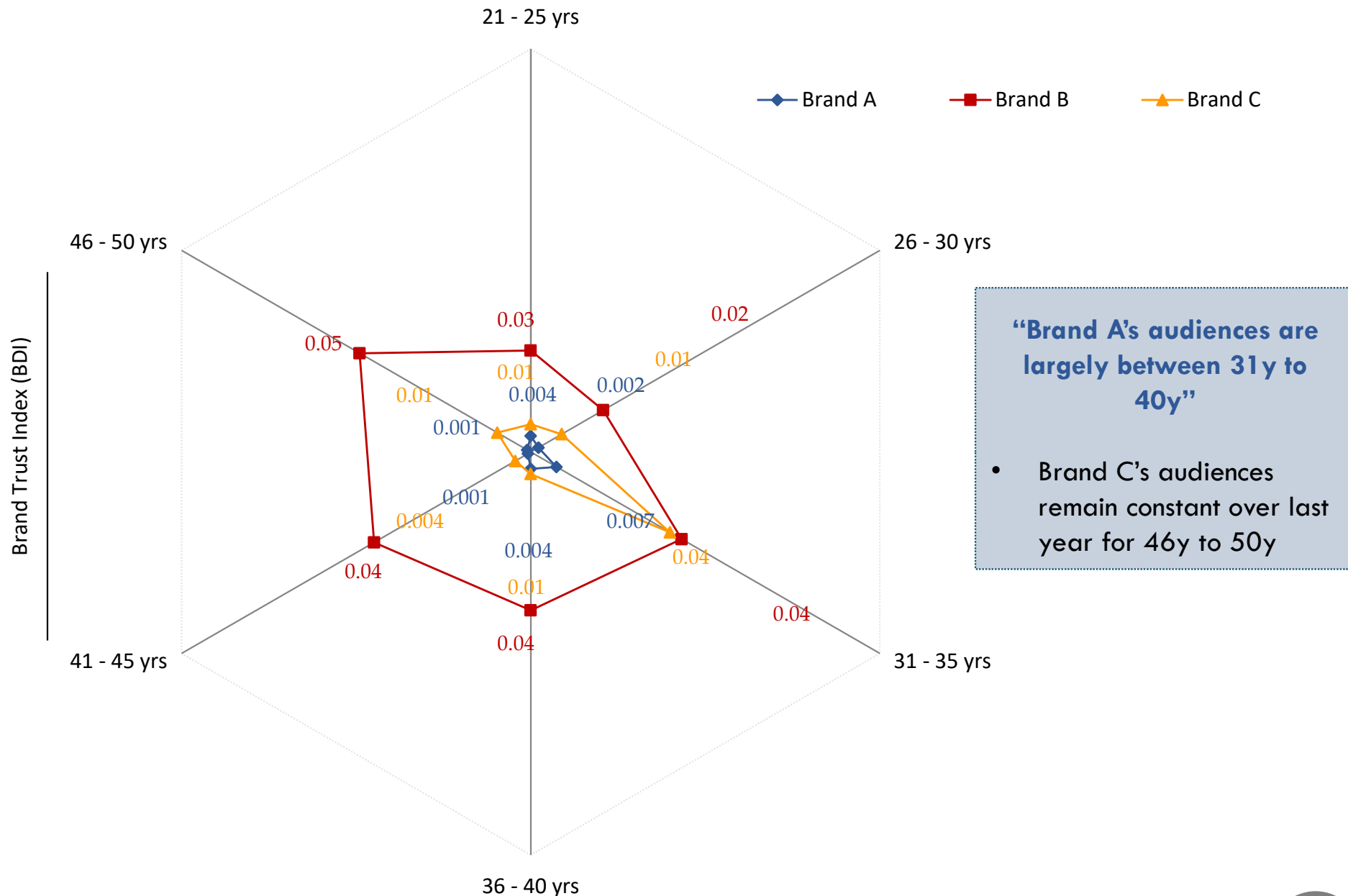
Brand A 2025 vs 2024

City-wise Brand A Brand Trust 2025 vs 2024



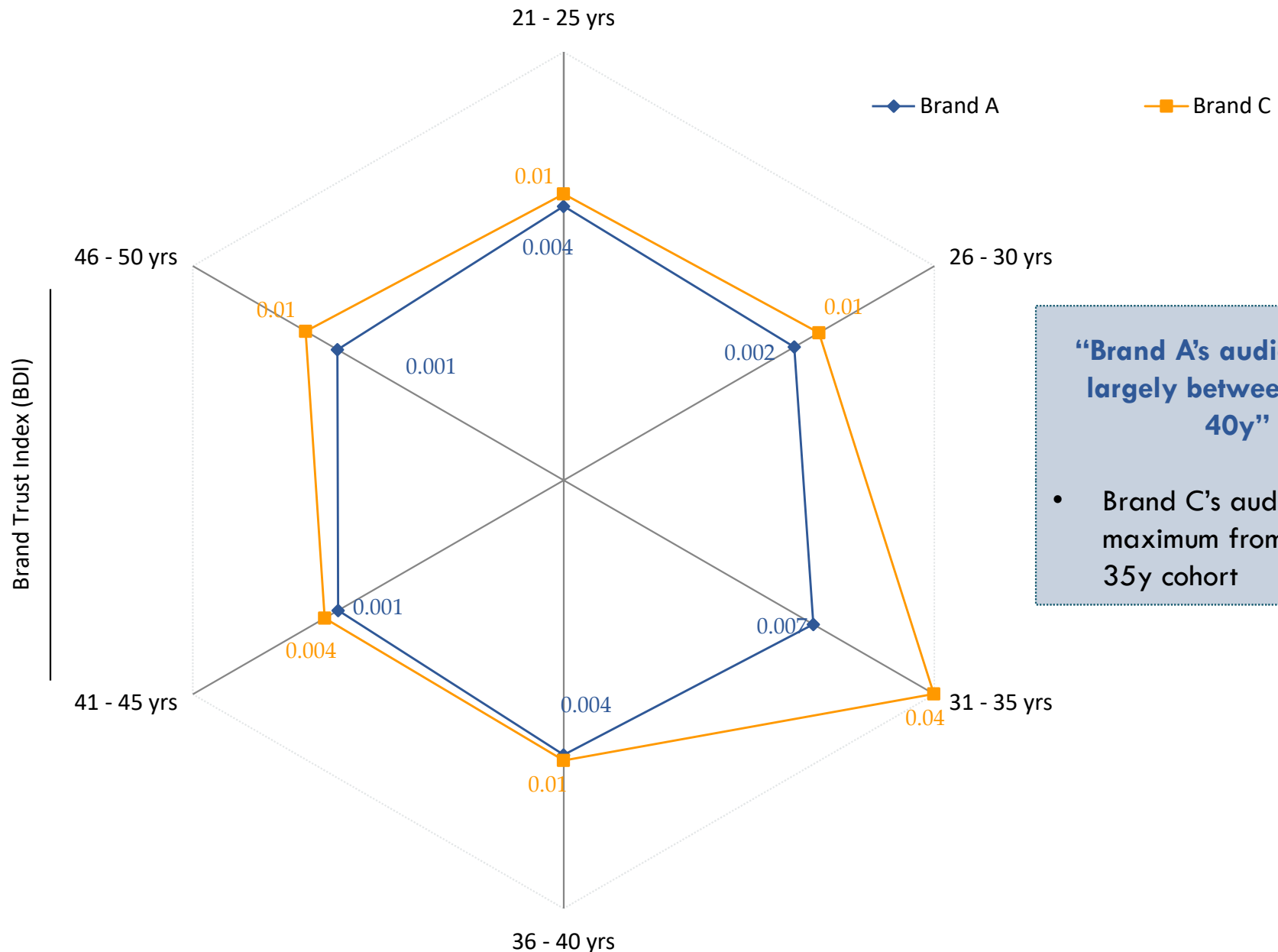
Current age wise preference of consumers

Comparison 2025: Brand A, Brand B & Brand C



Current age wise preference of consumers

Comparison 2025: Brand A & Brand C



“Brand A’s audiences are largely between 31y to 40y”

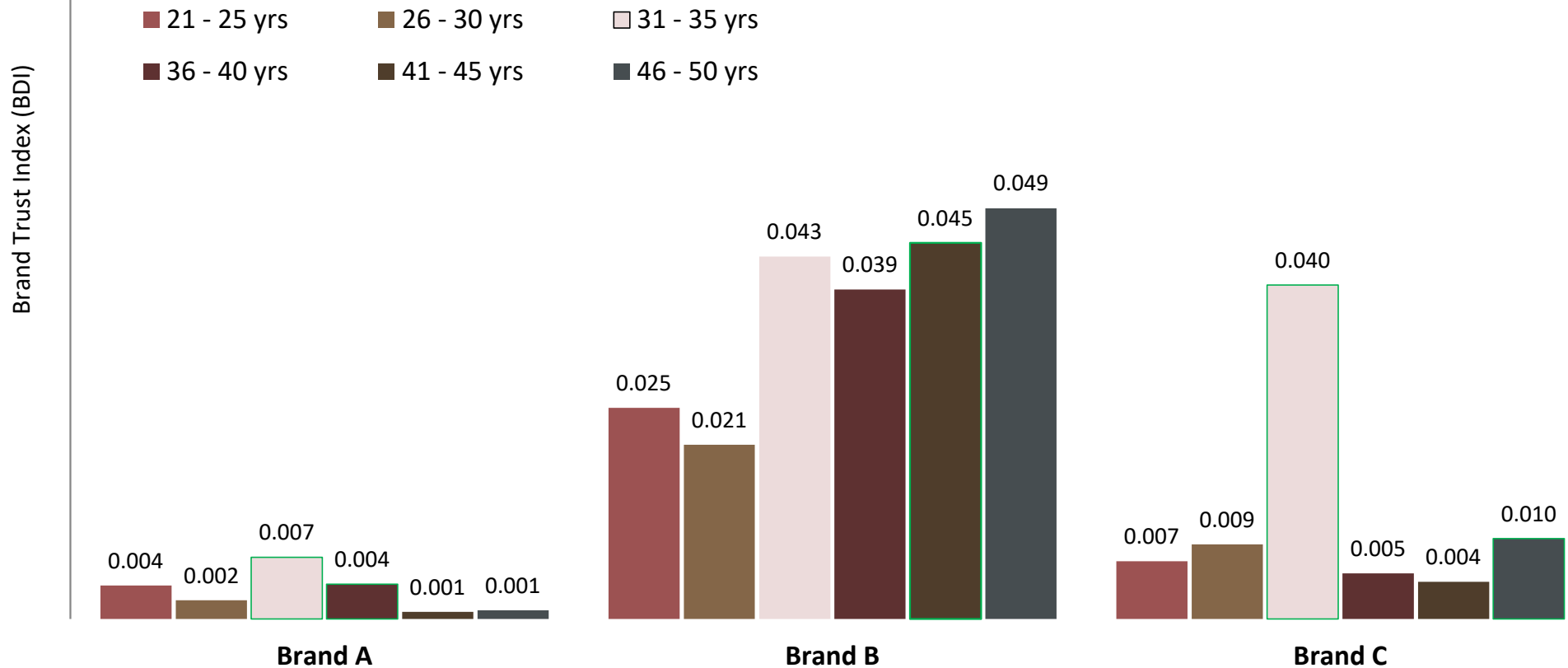
- Brand C’s audiences is maximum from the 31 - 35y cohort

Current age wise preference of consumers

Comparison 2025: Brand A, Brand B & Brand C

“59% of Brand A Trust is observed by consumers in 31-40 years age group in 2025”

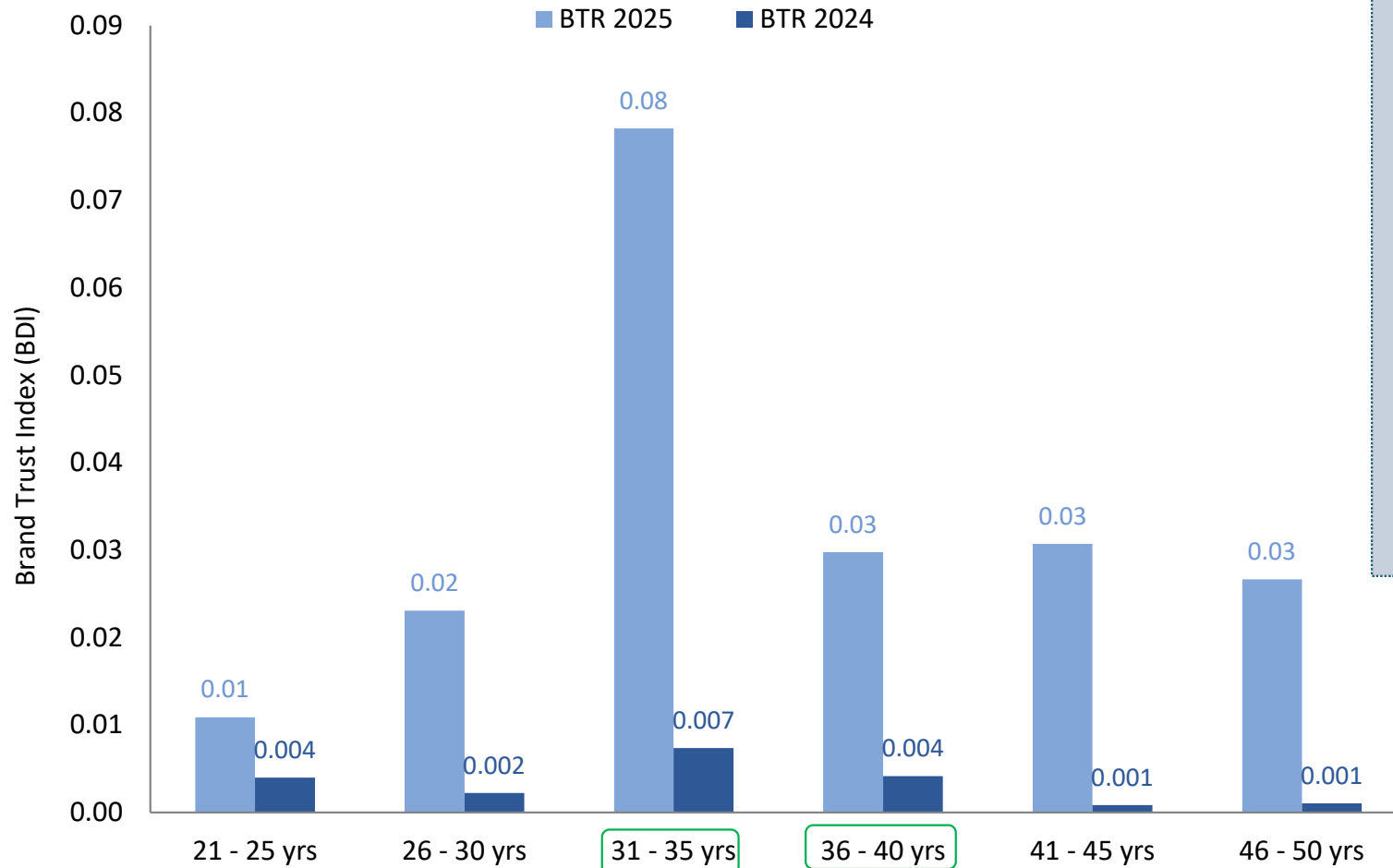
- While maximum Brand C consumer Trust (53%) is placed by 31-35 years, 13% of Brand C's Trust is seen by 46-50 years age group



Overall age wise analysis

Brand A 2025 vs 2024

Brand Trust 2025 vs 2024

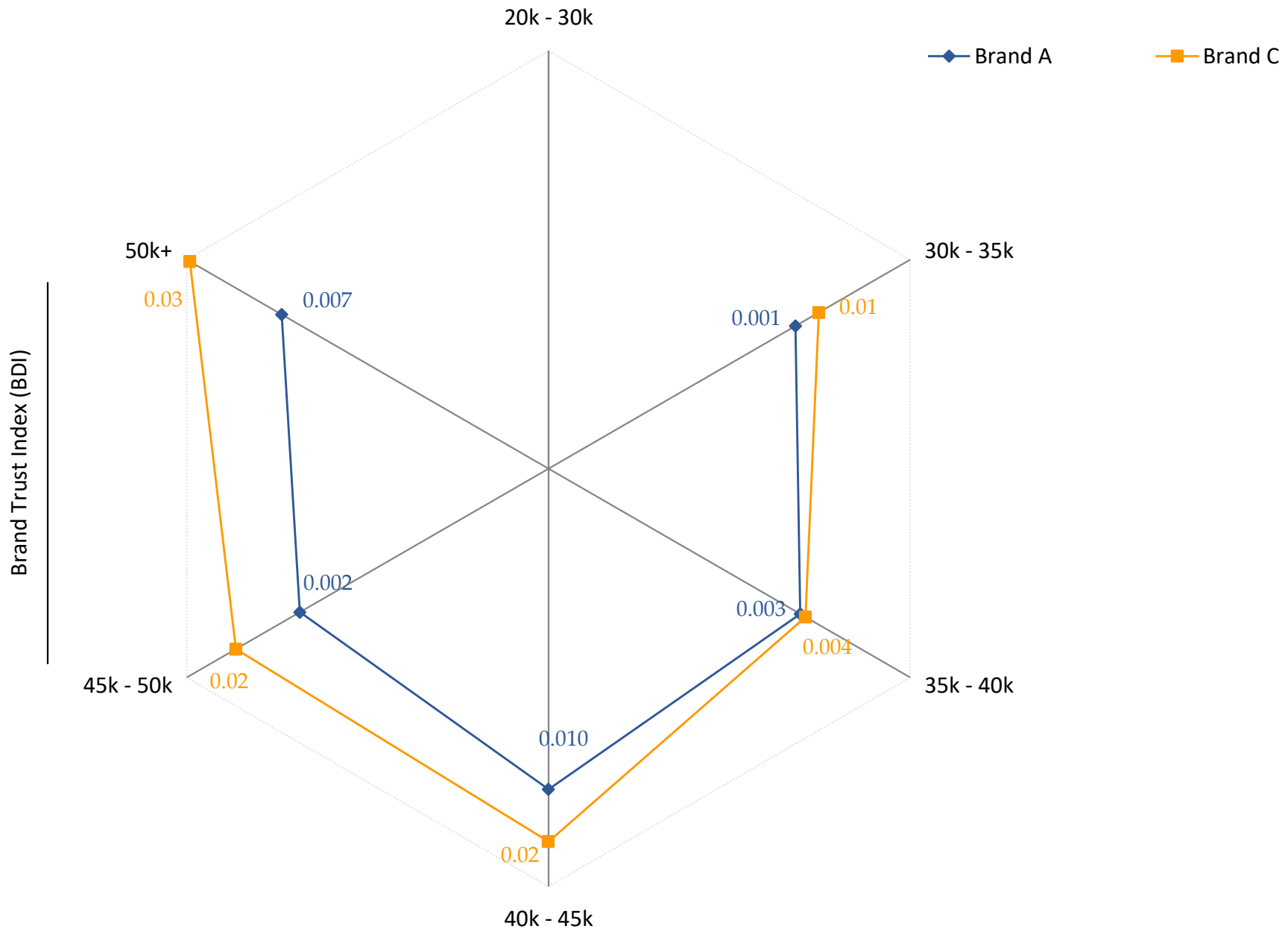


“Brand A’s Trust Quotient among consumers in the age group within the 31y-35y cohort is the highest”

- 41y-50y cohort is the audiences who are showing less Trust towards Brand A than the previous report

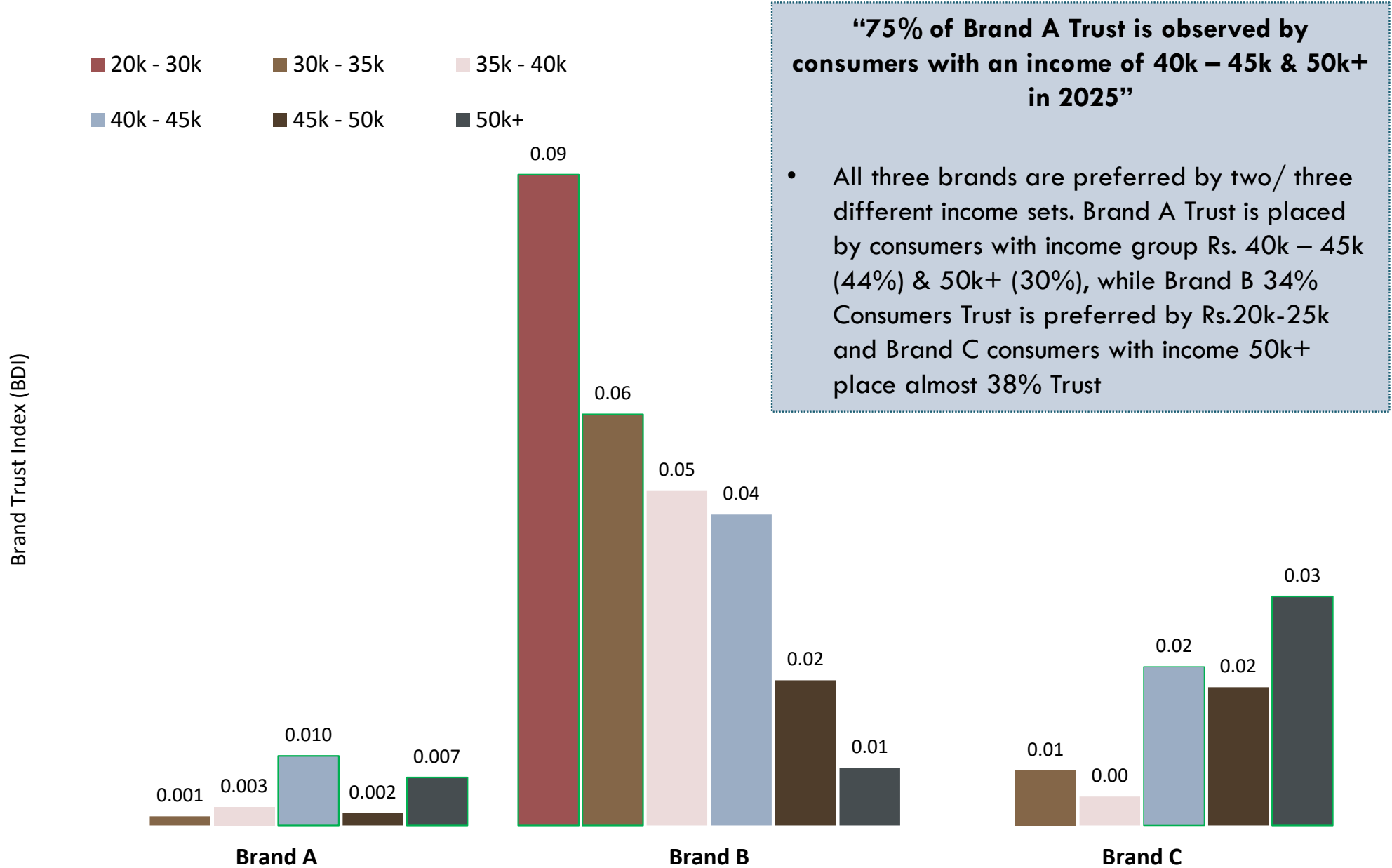
Current income wise preference of consumers

Comparison 2025: Brand A & Brand C



Current income wise preference of consumers

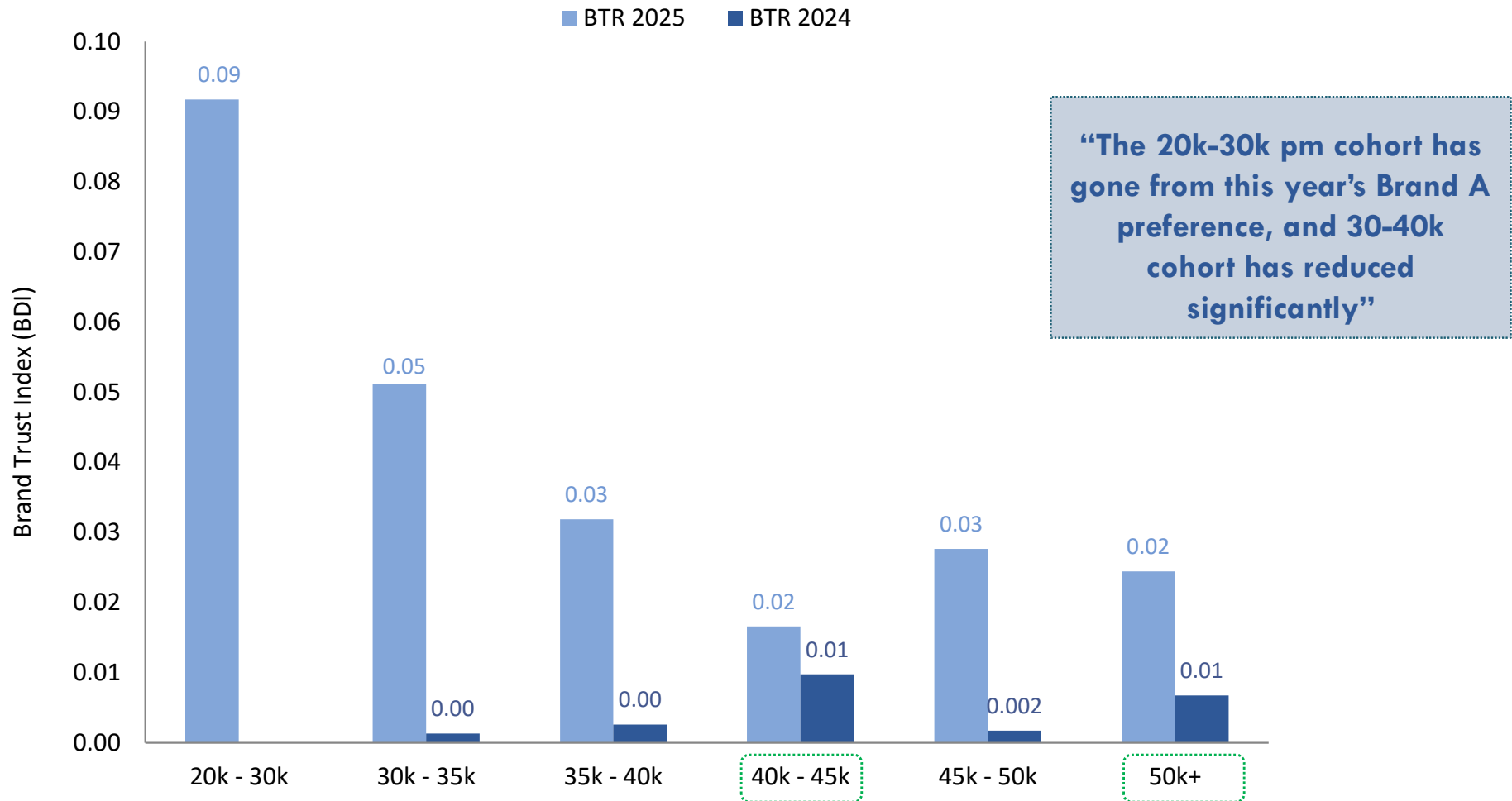
Comparison 2025: Brand A, Brand B & Brand C



Overall income wise analysis

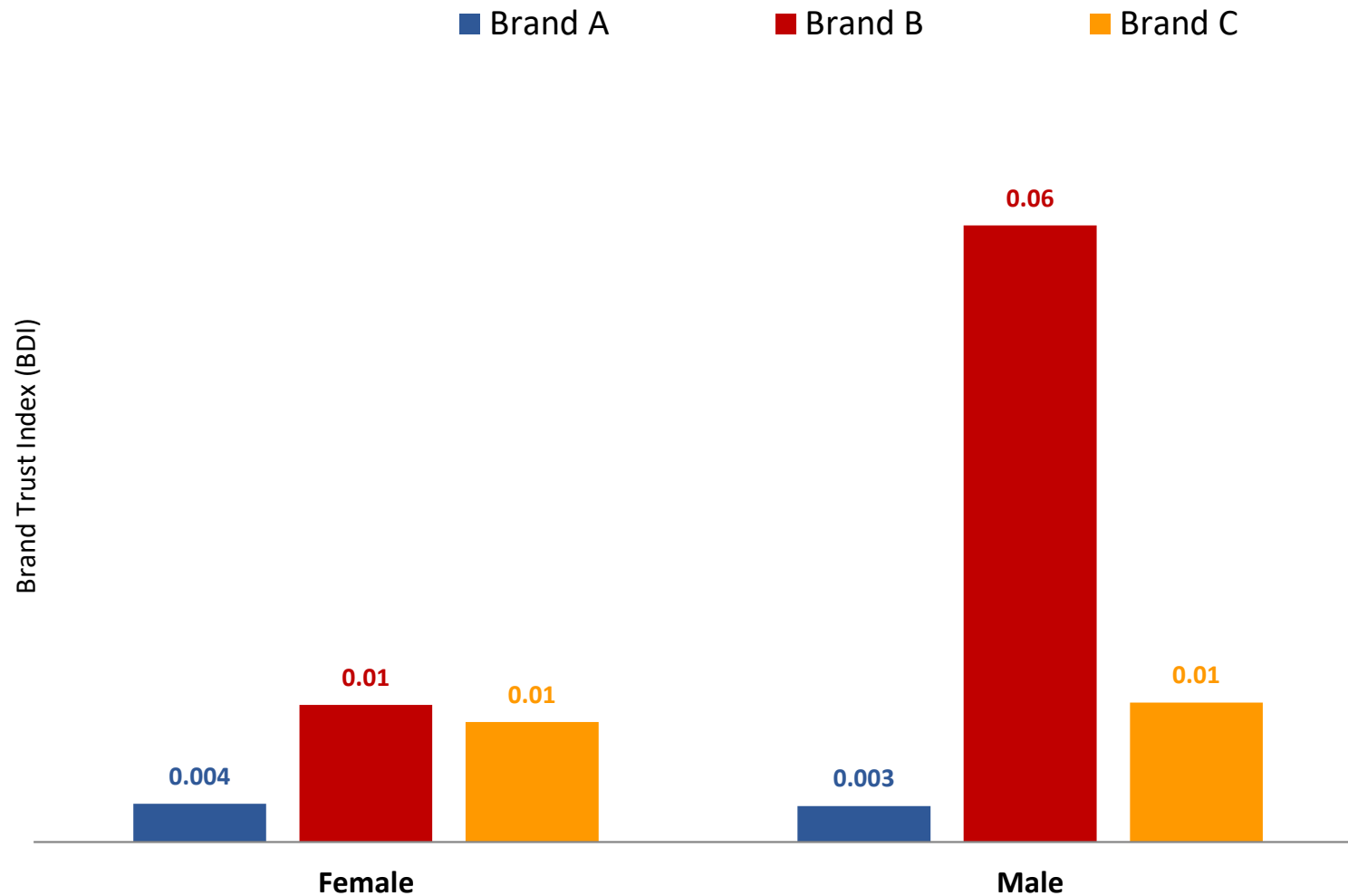
Brand A 2025 vs 2024

Brand Trust 2025 vs 2024



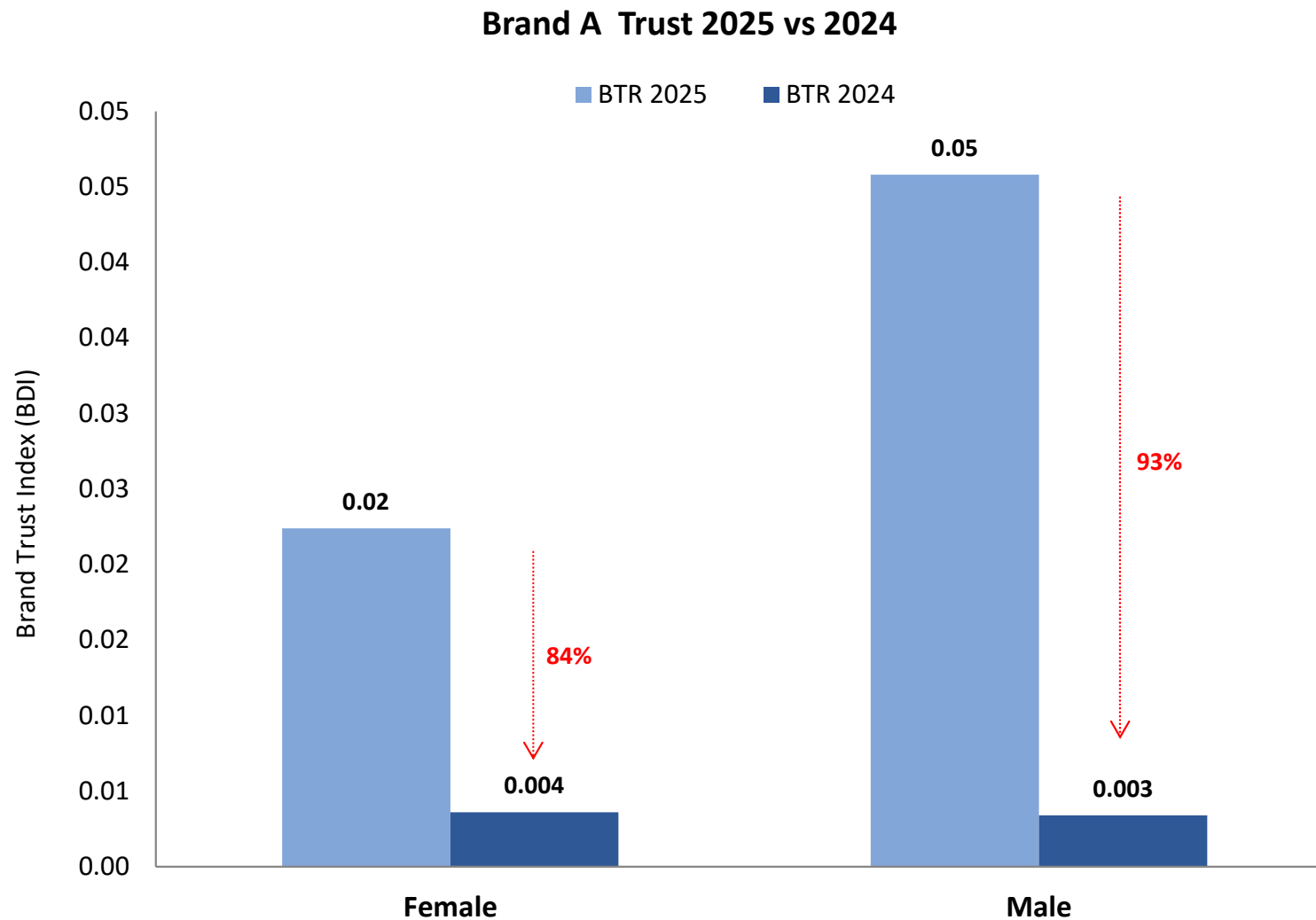
Current gender wise preference of consumers

Comparison 2025: Brand A, Brand B & Brand C



Overall gender wise analysis

Brand A 2025 vs 2024



8. OBSERVATIONS & RECOMMENDATIONS



Recommendations for Brand A



Five category brand in BTR 2025, two new entrants, Brand A is ranked 5th (#887)



Having topped the BTR in 2018 and 2023, Brand A has a 92 rank fall in 2024 & further 675 rank fall in 2025



Dominant foundation of Trust is **Emotional Appeal**



Brand Behaviours that resonate with Brand A consumers are **Creativity and Positivity of the brand**



Brand A demonstrates **high Sub-conscious (81%) Trust Quotient** a high loyalty from customers



Highest Trust seen for Brand A in Coimbatore (62%), Cochin (24%) – totaling 86% of total. 94% of all Trust comes from South. Nagpur shows 6%



Brand A leads Brand B in Coimbatore and beats Brand C in Nagpur



Brand A 75% Trust is placed by consumers with income **Rs.40k-45k & 50k+, 20-25k income group absent this year**



Highest Trust in age group 31-40 years contribute to highest **Brand Trust** rise for Brand A, 41y-50y cohort moving away from brand



Male, the core customer, **Trust** for Brand A has come down from 72% to 48%

Recommendations for Brand A

**Resonant messages:**

Emotional appeal overarching theme, and Positivity and Creativity are Brand Behaviours that could help audiences engage better with Brand A

**Target zones:**

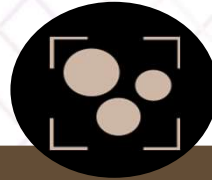
Coimbatore, Kochi and Nagpur had shown high Trust quotient in the previous year, analyze sales to target these zones

**Sharp target:**

Older age groups and lower income groups lessening Trust on Brand A, but generally core TG must be addressed

**Further discovery recommended:**

Initiate a pilot study on 36-attribute Brand Trust study to know contexts with core audiences of Brand A in West & South Zone

**Encourage trial:**

Encourage audiences to engage with the brand, especially in the age & income groups that are core to Brand A

**Intensely focus on Brand Trust as a key metric:**

Include Brand Trust as a key attribute from product design, communication to sales front

THANK YOU

Analysis by



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