

BUYING INTENT DEMO REPORT

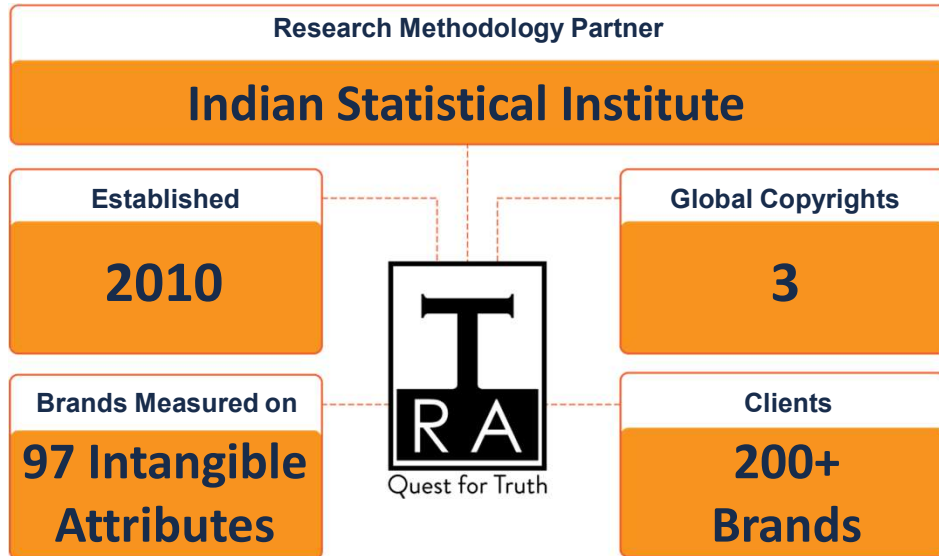
Analysis by



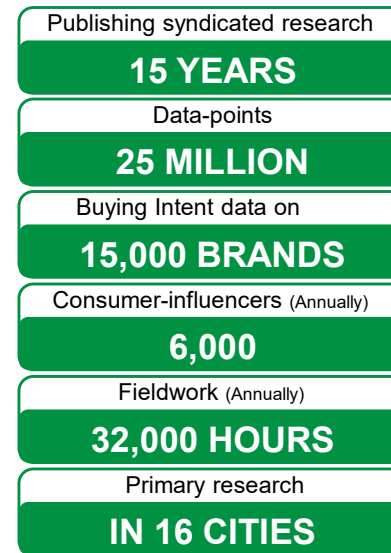
Quest for Truth

TRA Research's Background

TRA's Snapshot

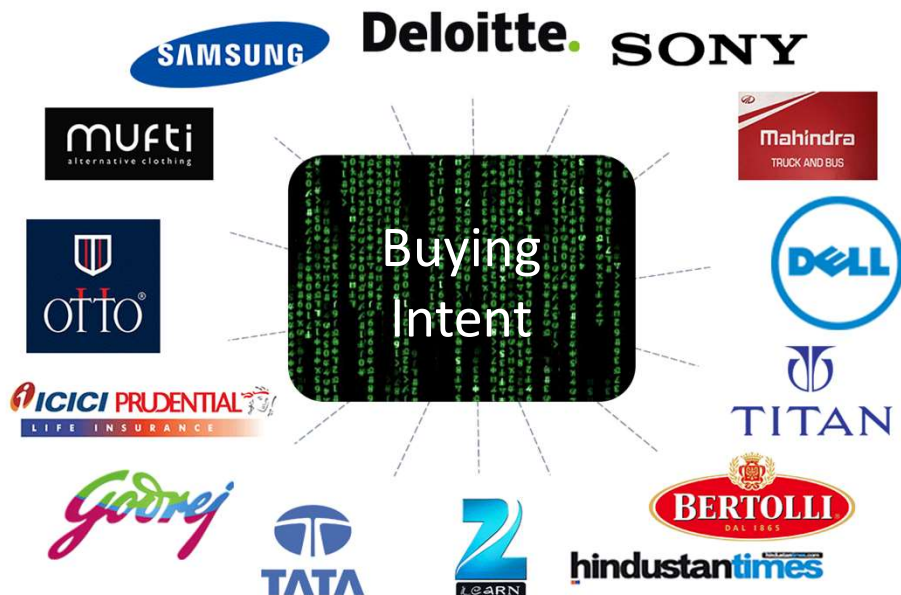


Providing researched insights on Buying Intent



Some of our Clients

Buying Intent data clients



Licensing – As a stamp of surety



TRA's Proprietary Buying Intent Model®



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

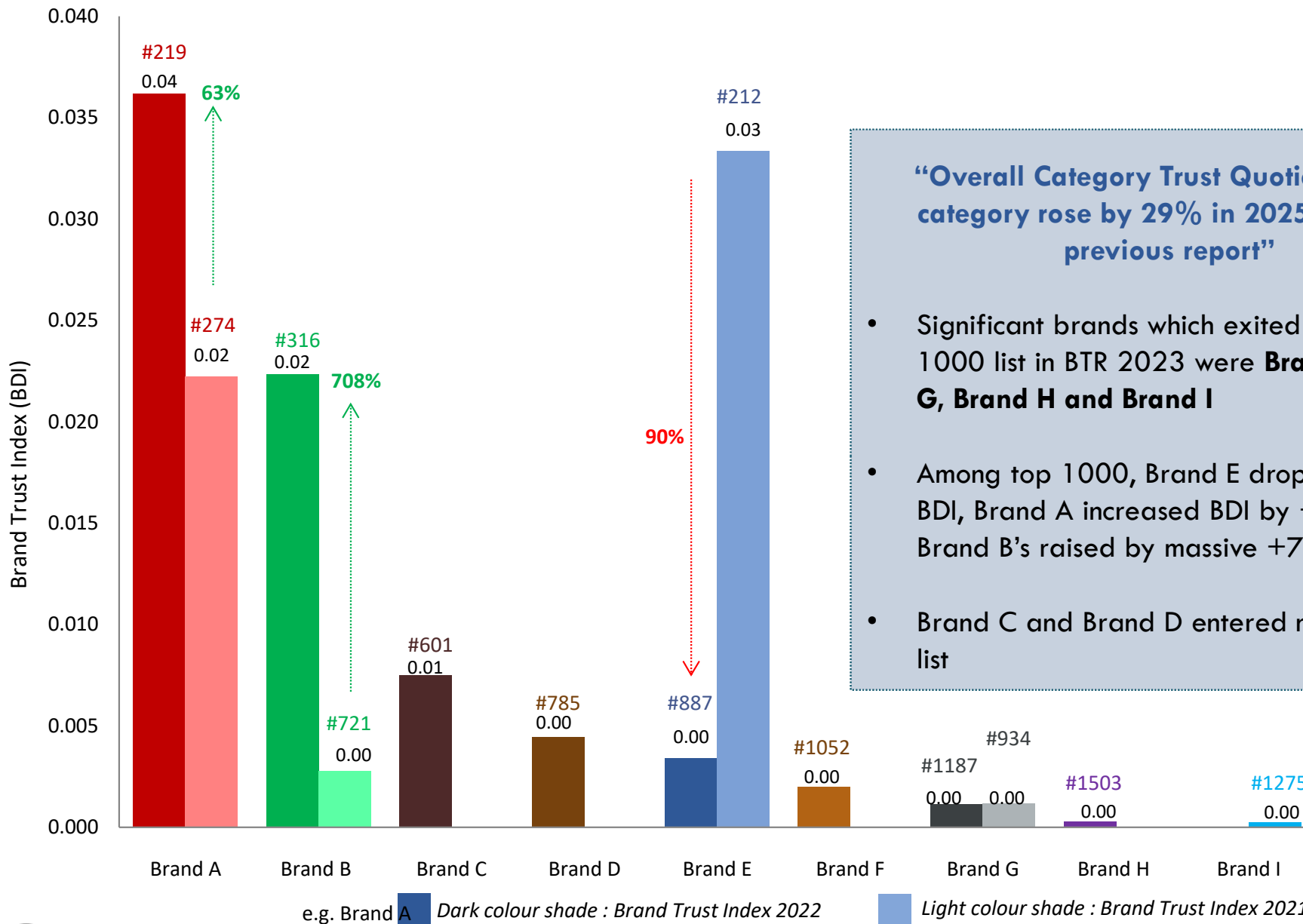


The four statistical parameters

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



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

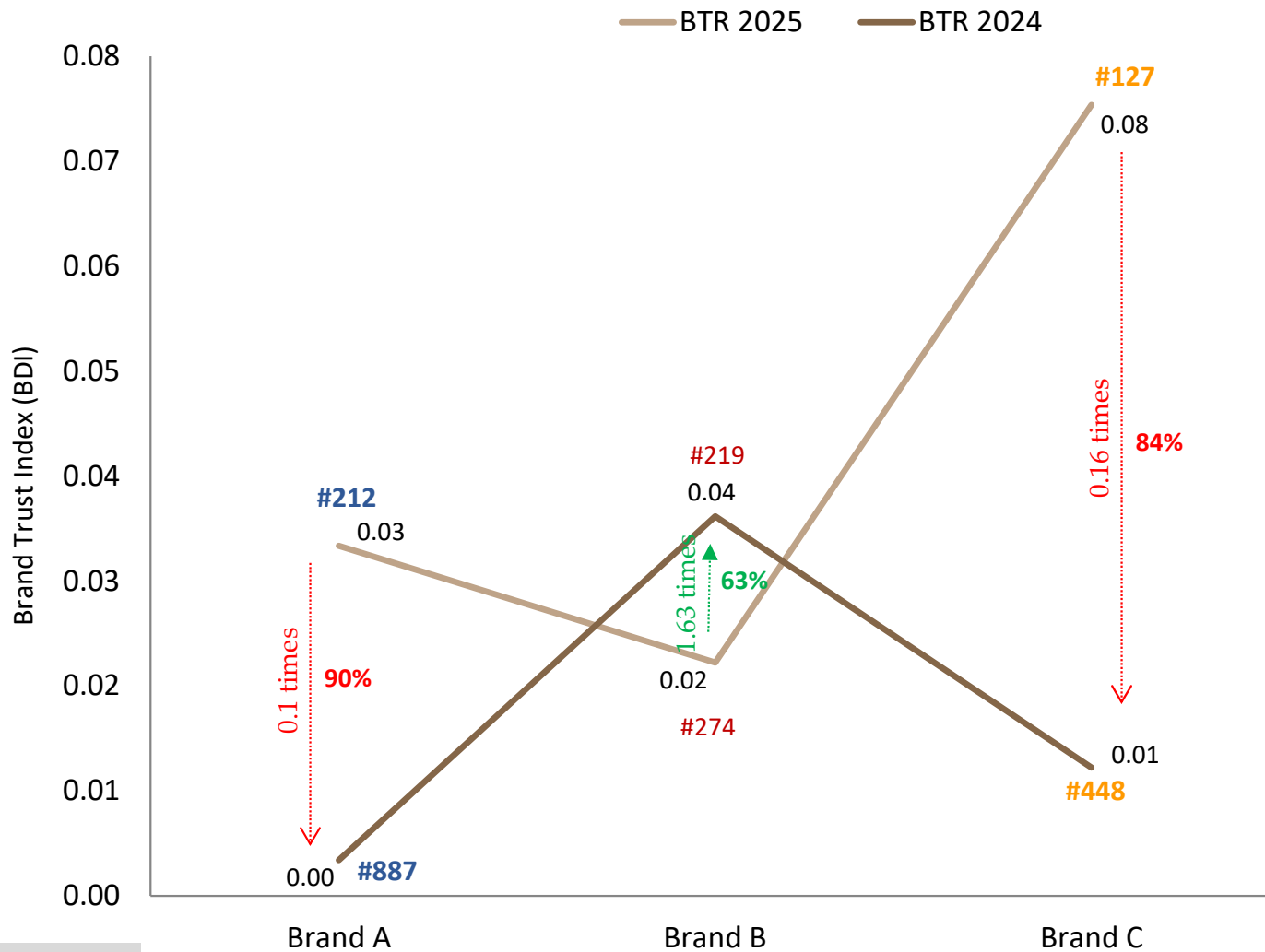
All India Rank BTR 2023 / 2022



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

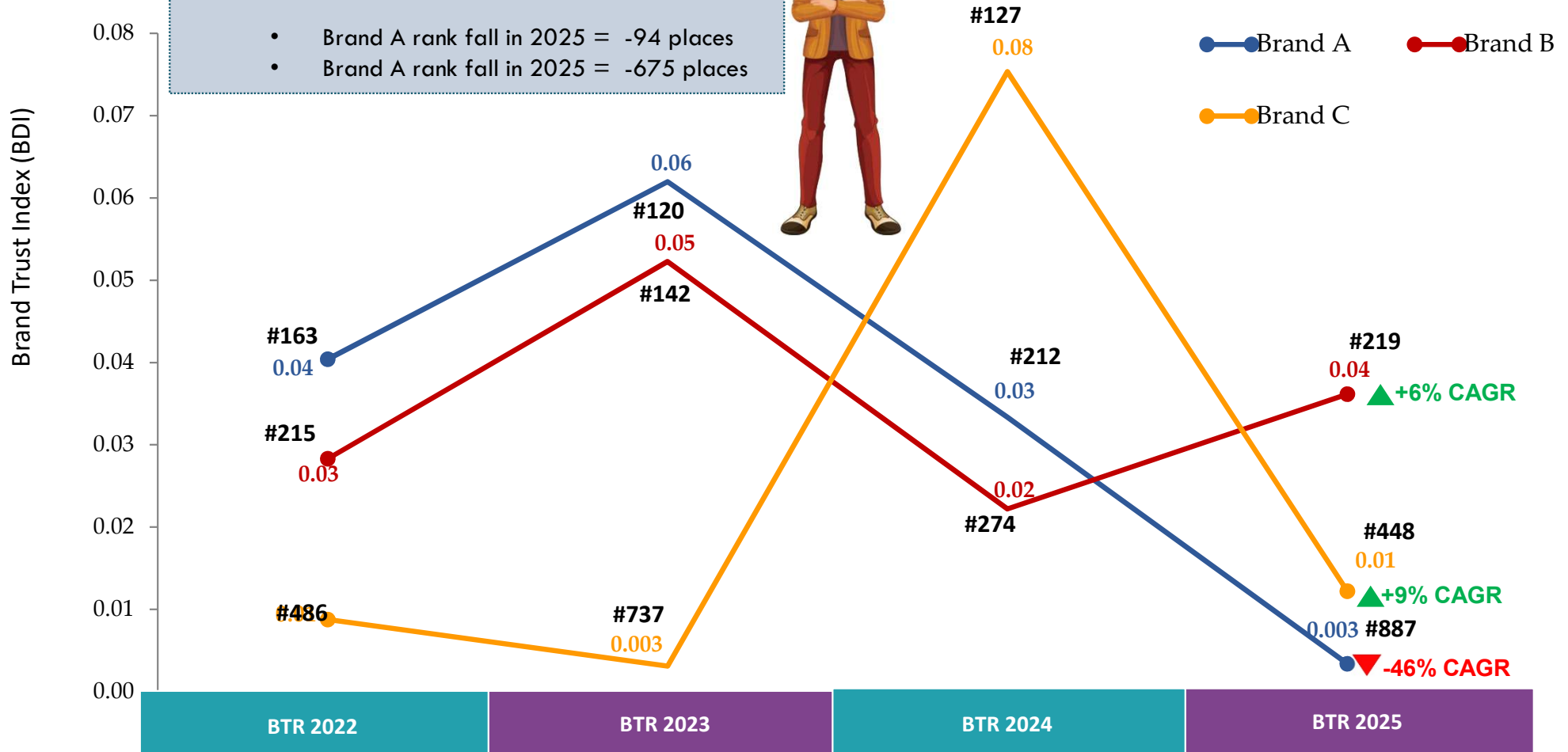


Brand Trust Trends: 2022 - 2025

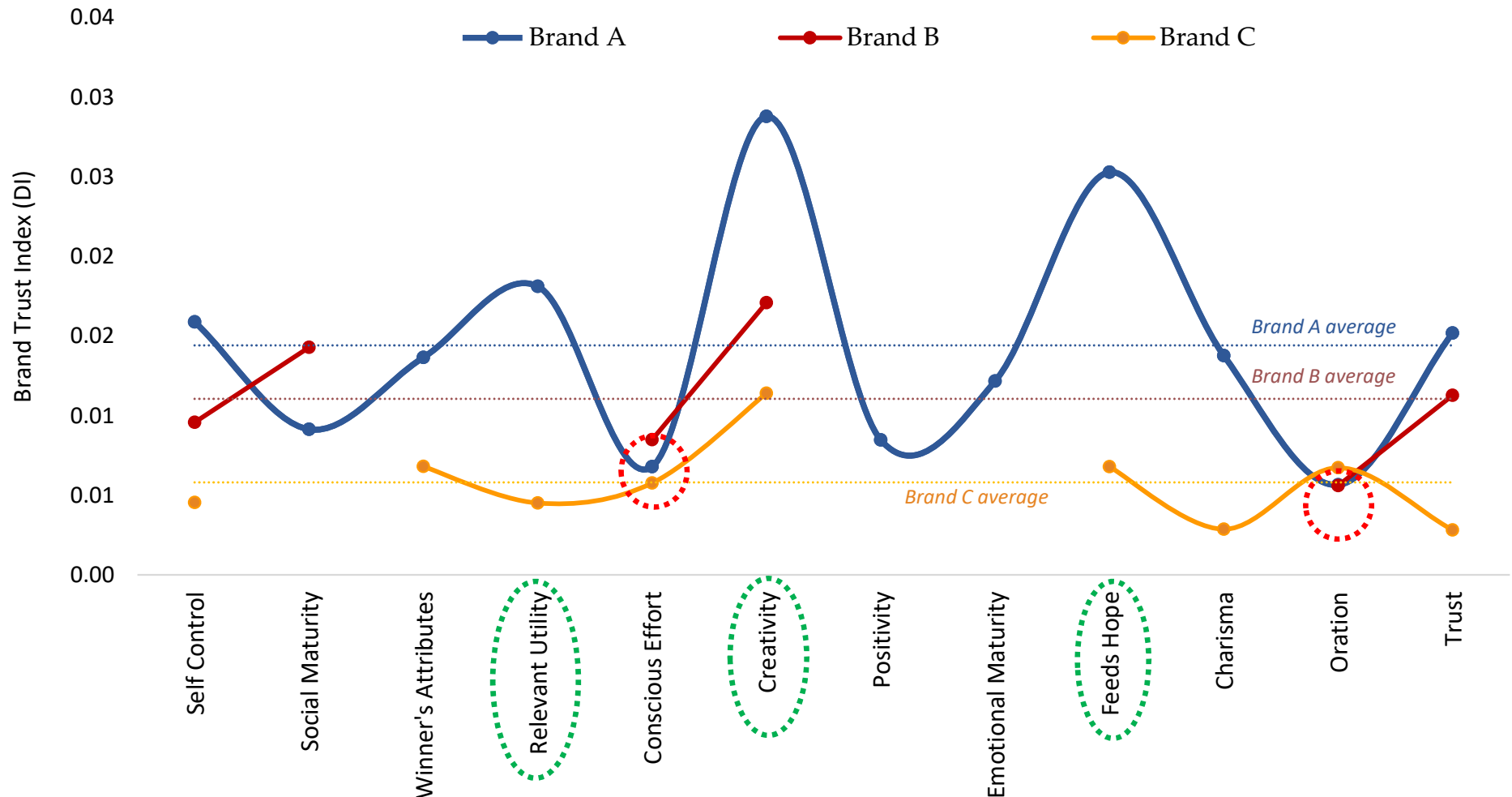
Brand A, Brand B & Brand C (with Brand Trust Indices)

“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



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

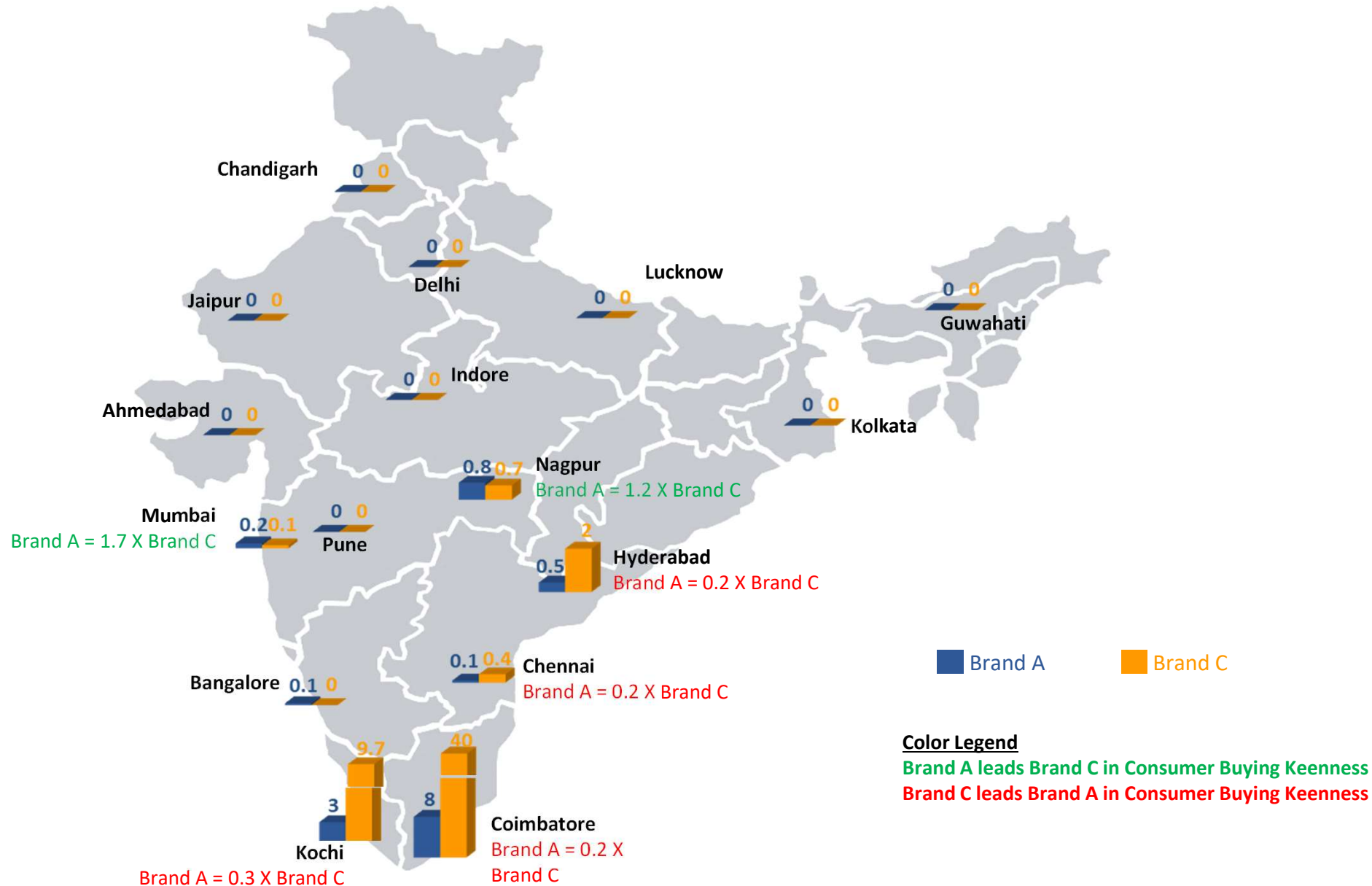


“Brand A prominent key messages are Creativity, Feeds Hope, Relevant Utility, Trust & Self control which are above the average level ”

- 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

City-wise Analysis of Brand Trust

Brand A & Brand C



Scores = BDI x 100

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%