



BUYING PROPENSITY REPORT



AN ANALYSIS OF BRAND XYZ INDIA IN 2015

XYZ
Logo

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Part 1: Executive Summary

XYZ's Brand Perception Mapping



What is Buying Propensity?



- ❑ XYZ's Buying Propensity is an in-depth analysis of XYZ based on tried and tested matrices of **Brand Trust** and **Brand Attractiveness** developed over years of research by TRA with psychologists, sociologists and communication experts.
- ❑ Brand Trust and Brand Attractiveness stand at the two ends of the Buying Propensity axis, the line along which all transactional decisions are made about the brand.
- ❑ The two annual primary surveys for TRA's key annual reports – **The Brand Trust Report (BTR)** and **India's Most Attractive Brands (MAB)** – conducted over 16 cities over the last 5 years have given TRA over 17 million data points on brand intangibles.
- ❑ The Buying Propensity report is generated based on the data collected from 2,500 influencers of Brand Trust and 2,500 influencers of Brand Attractiveness who are interviewed each year on **61 Trust Attributes** and **36 Traits of Attractiveness** respectively

BUYING PROPENSITY

$$= \text{b r a n d} \\ \text{T R U S T} + \text{b r a n d} \\ \text{A P P E A L}$$

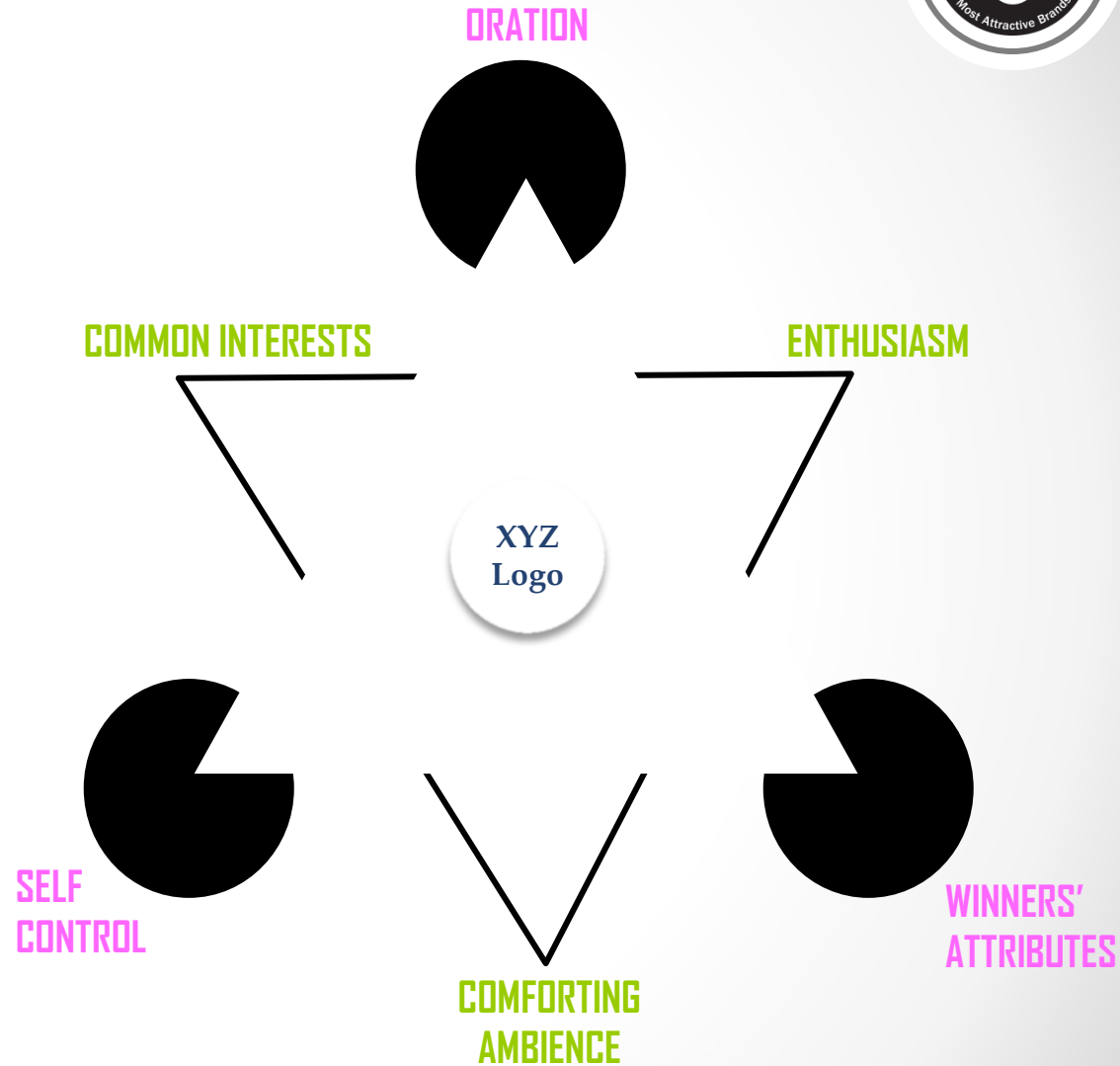
Brand XYZ's Buying Propensity can be magnified by reinforcing its strongest characteristics of Brand Trust & Brand Appeal



XYZ's Current Brand Perception



XYZ is perceived as a culturally sensitive brand that takes the initiative to understand its audience, whether new or incumbent. The brand is seen as enthusiastic about bringing new and innovative solutions to the audience. XYZ is regarded as a good communicator - its oration shows grace. XYZ's self-control attests to it having focused and far-sighted goals. Over time and with pronounced perseverance and self-discipline, XYZ is seen as a brand that is **TRUSTED** and has a natural **APPEAL**



The Kanizsa Triangle, as shown above, is an optical illusion in which a **triangle** is perceived even though it does not actually physically manifest

XYZ's Current Brand Perception Explained



T R U S T

COMMON INTERESTS

XYZ displays congruence with the audience's values and beliefs, which leads to better compatibility and understanding between trustor and trustee

COMFORTING AMBIENCE

Associating with XYZ is a reassuring experience that is devoid of any intimidation or bias. This cultural sensitivity makes XYZ approachable to newer audiences as well

ENTHUSIASM

XYZ is a proactive and vibrant brand that shows high involvement with the audience's philosophies. Its self-confident and self-assured manner provide the motivation for a positive outcome

A P P E A L

ORATION

XYZ communicates well with its audience. It finds XYZ's thorough oration and XYZ's natural and unpretentious charm appealing

WINNERS' ATTRIBUTES

XYZ has the self-belief and discipline that attracts audiences to winners. XYZ's perseverance for achieving success and its paranoia for detail add to its overall desirability

SELF-CONTROL

XYZ is able to hold-off instinctive impulse & delay gratification in order to evaluate alternate options. XYZ, thus, showcases power of 'mind' to forgo unviable short-term success for sustainable long-term gains

XYZ's Current Brand Perception – The overarching essence



XYZ's communication should highlight its Ambience of Trust...

T R U S T

**XYZ CREATES
HIGH CAPACITY
TO TRUST WITH
THE AUDIENCE**

XYZ has created a conducive and inviting environment for the audience to assume a degree of vulnerability in the trust-relationship, an essential in establishing Trust

A P P E A L

XYZ is on a nobler quest, evoking Aspirations, while pursuing the usual tangible goals. Aspiration enables the audience to move towards a personal & collective excellence, & is amenable to creating a magnetic attraction towards the brand

**XYZ IS HIGH ON
ASPIRATIONAL
APPEAL**

...and must also subtly evoke Aspiration in its audiences



Part 2: Full Report - The Buying Propensity (BP) Report

A Detailed Look Into XYZ India's
Performance

Brand Trust Report (BTR) & Most Attractive Brands (MAB)



An Introduction



Overview of The Brand Trust Report (BTR)

- ❑ BTR 2015, the fifth in its series, is a syndicated research conducted on our proprietary **Brand Trust Matrix™**
- ❑ Years of research have helped frame this Trust Matrix consisting of **61 Trust Attributes**, grouped into 10 Brand Behaviors, and 3 overarching Trust Foundations
- ❑ The BTR 2015 conducted interviews with **2,373 influencer-respondents** from 16 Indian cities, between the months October-December 2014
- ❑ More than **13,000 hours of research** helped generate nearly 5 million data-points and 19,000 unique brands emerged from the study



Audience Profile of BTR 2015

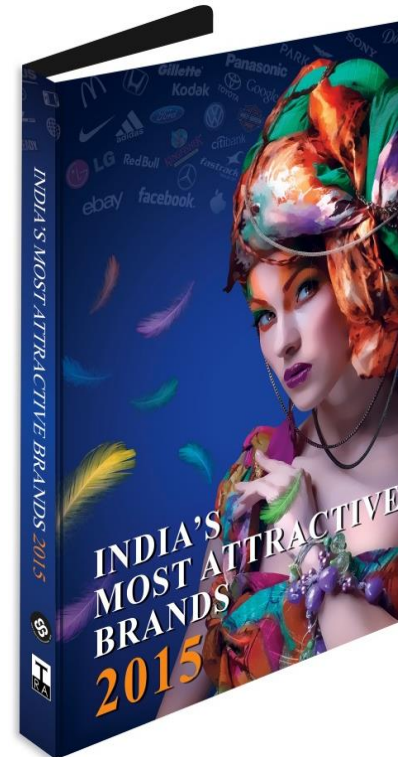


SEC	A/B only
Age	21-50
Male : Female	80:20
Criteria 1	Salaried in companies above Rs. 50 Cr. turnover or >200 employees
Criteria 2	Salary > Rs. 2.4 lakh p.a
Criteria 3	English + 1 language
Research Technique	Face-to-face interviews
Statistical partner	Indian Statistical Institute
Back-checks	100%

Overview of The Most Attractive Brands (MAB)



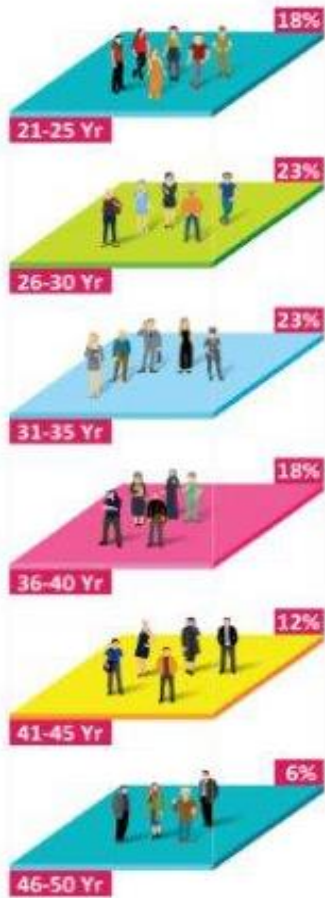
- ❑ MAB 2015, the second in its series, is a syndicated research conducted on our proprietary **Brand Attractiveness Matrix™**.
- ❑ Years of research have helped frame this framework consisting of **36 Traits of Brand Attractiveness** grouped into 12 Brand Demeanors, and 4 overarching Appeals
- ❑ The MAB 2015 conducted interviews with 2,312 consumer influencers from 16 Indian cities between the months of June-July 2015
- ❑ Our research helps us to generate over 5 million data-points and 17,000 unique brands.



Respondent Selection Criteria of MAB 2015



Age Group distribution (21 to 50 Years)



Not more than 15 interviews in any one organisation across India



Salaried Individuals



Must Not Be Employed With



Monthly Salary Income



Male to Female Ratio



Spoken and written knowledge of English and one other Indian language



SEC - A/B



Employed in an organisation with turnover less than INR 50 Crores



Employed in an organisation with turnover more than INR 50 Crores



All India Rankings

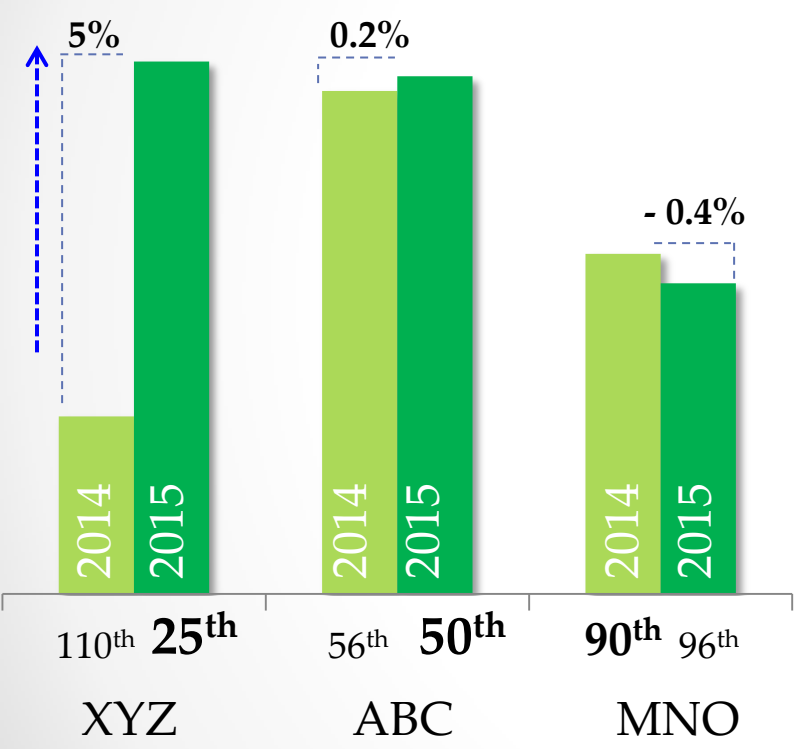
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BTR (2014, 2015) and MAB (2013, 2015)

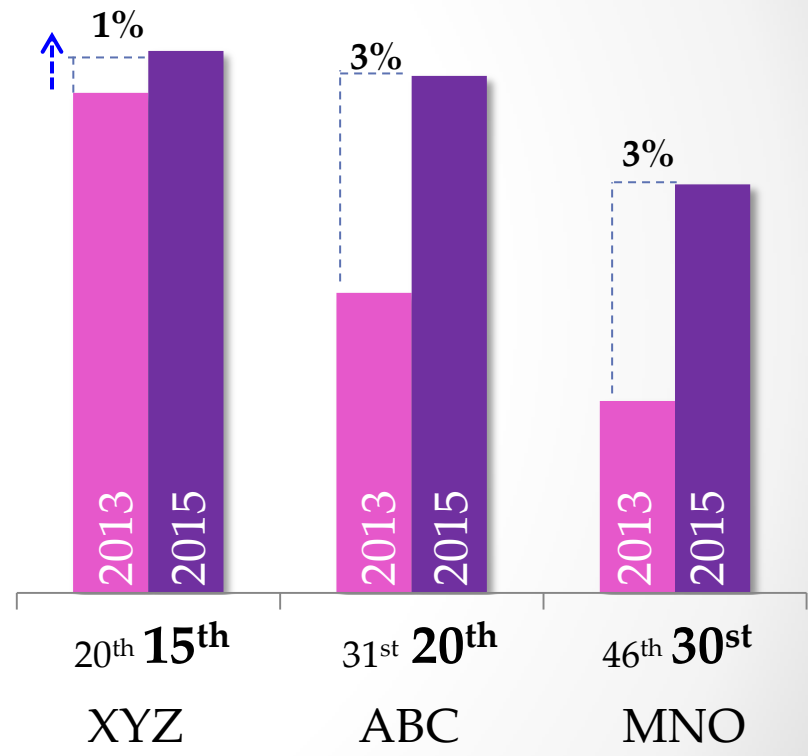
All India Rankings



BRAND TRUST REPORT



MOST ATTRACTIVE BRANDS





Category Rankings



BRAND TRUST REPORT

MOST ATTRACTIVE BRANDS

Category Rank

2014 Rank	2015 Rank	Brand Name
4	1 ↑	XYZ
1	2 ↓	ABC
-	3 ↑	MNO
3	4 ↓	PQR
2	- ↓	TUV

2013 Rank	2015 Rank	Brand Name
1	1 -	XYZ
3	2 ↑	MNO
2	3 ↓	ABC
-	4 ↑	TUV
4	5 ↓	PQR





XYZ's Buying Propensity (BP)



A Demographic Analysis of XYZ's Brand Trust and Brand Attractiveness



Buying Propensity Number



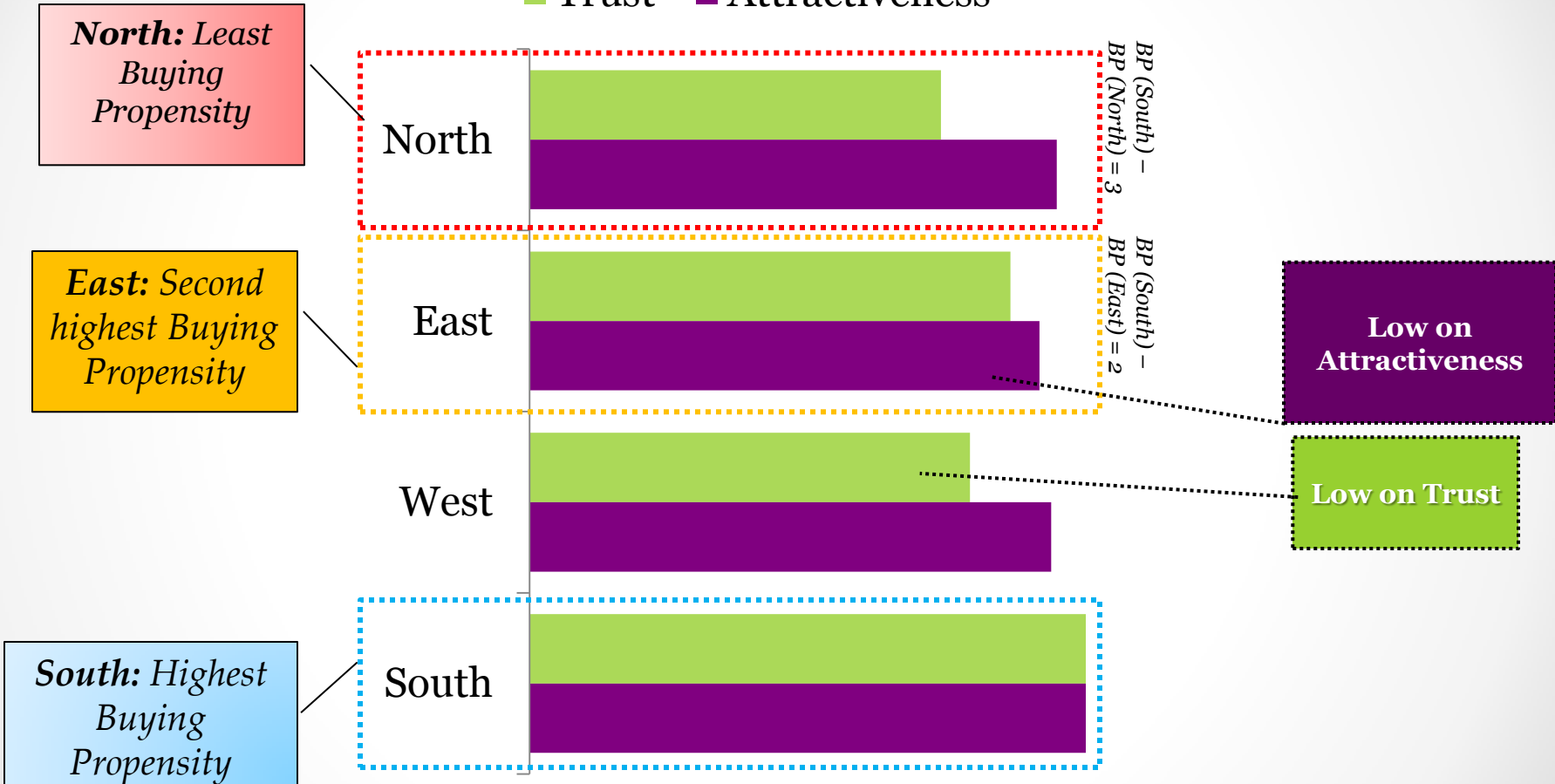
Following steps are used to calculate the Buying Propensity (BP) number of a brand –

1. The percentile rank of each brand is calculated in terms of Trust and Attractiveness
2. The two percentile ranks are combined to get a Buying Propensity (BP) score
3. The BP scores of each brand are ranked from highest to lowest for comparison

Zonal Analysis of XYZ's Buying Propensity



Trust Attractiveness



City wise Analysis of XYZ's Buying Propensity

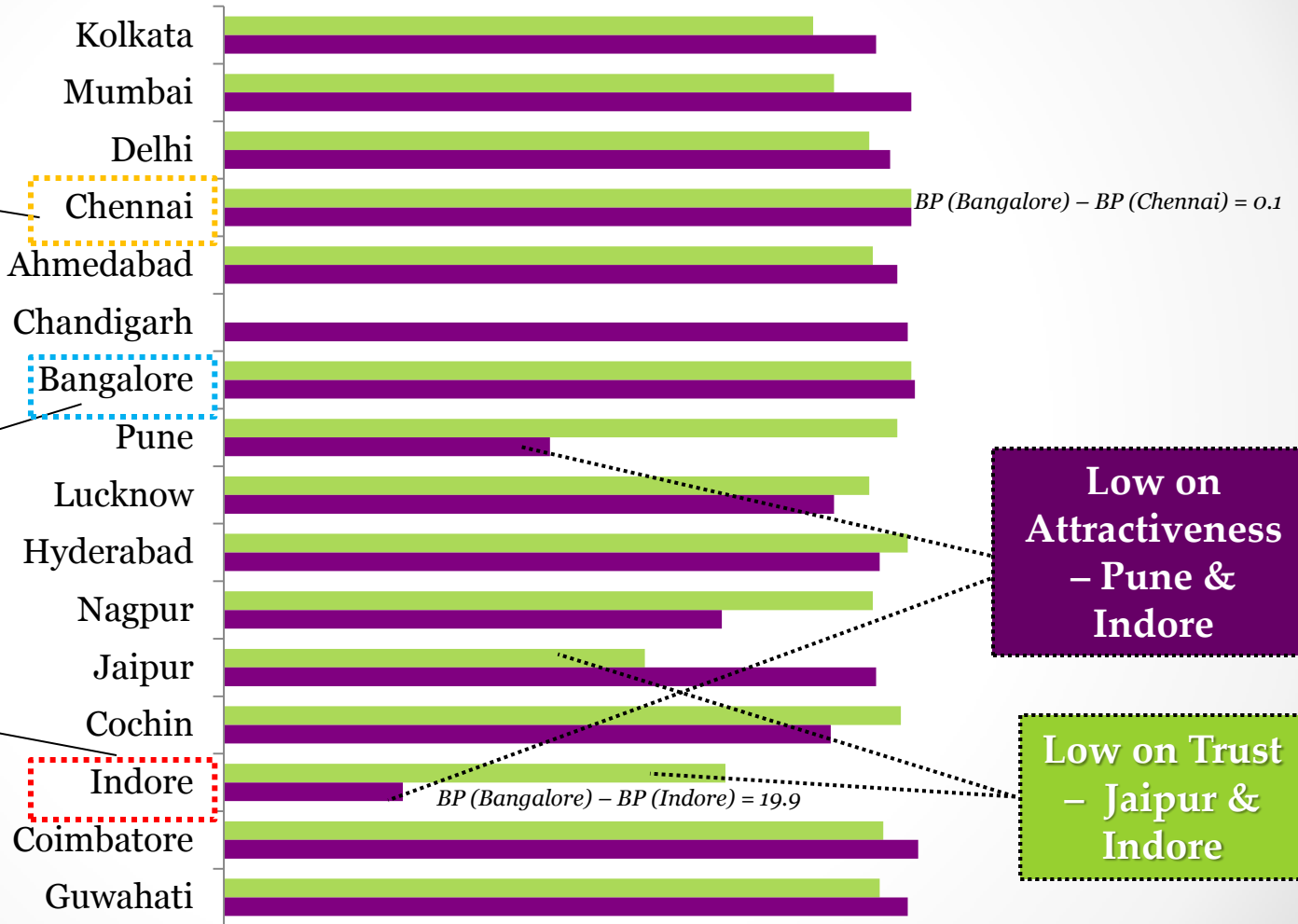


■ Trust ■ Attractiveness

Chennai: Second highest Buying Propensity

Bangalore: Highest Buying Propensity

Indore: Least Buying Propensity

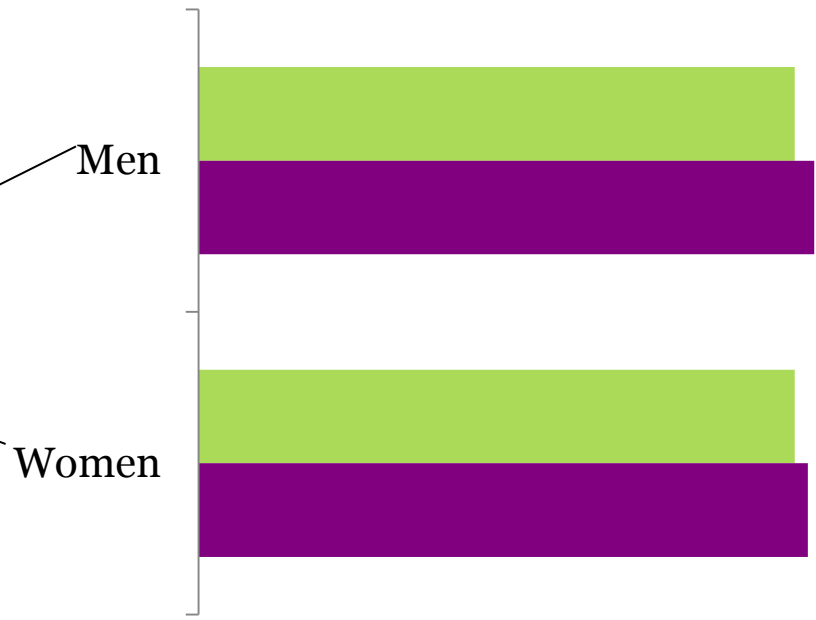


Gender Analysis of XYZ's Buying Propensity



■ Trust ■ Attractiveness

XYZ has a balanced Buying Propensity across both genders

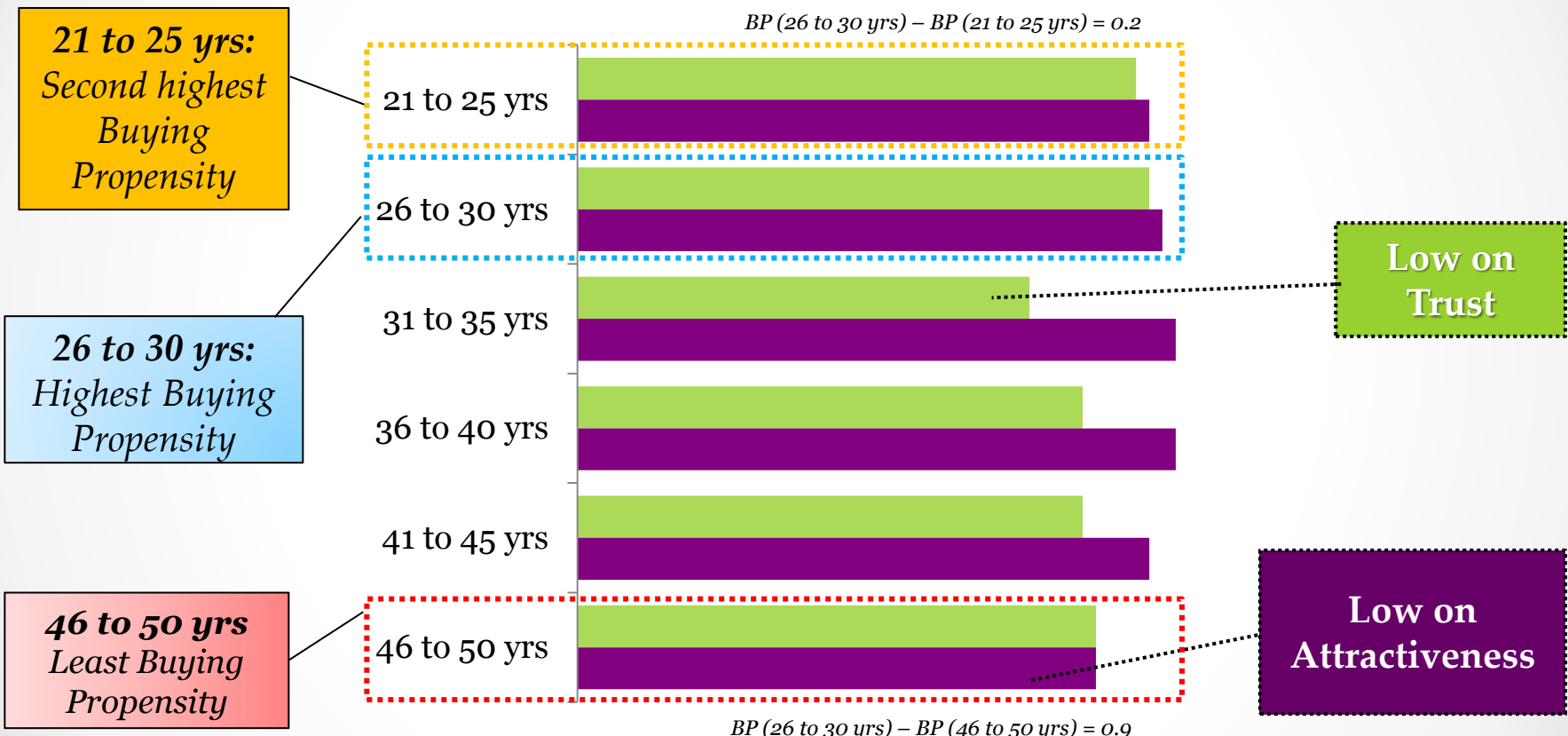


Age Analysis of XYZ's Buying Propensity



■ Trust ■ Attractiveness

$$BP(26\ to\ 30\ yrs) - BP(21\ to\ 25\ yrs) = 0.2$$



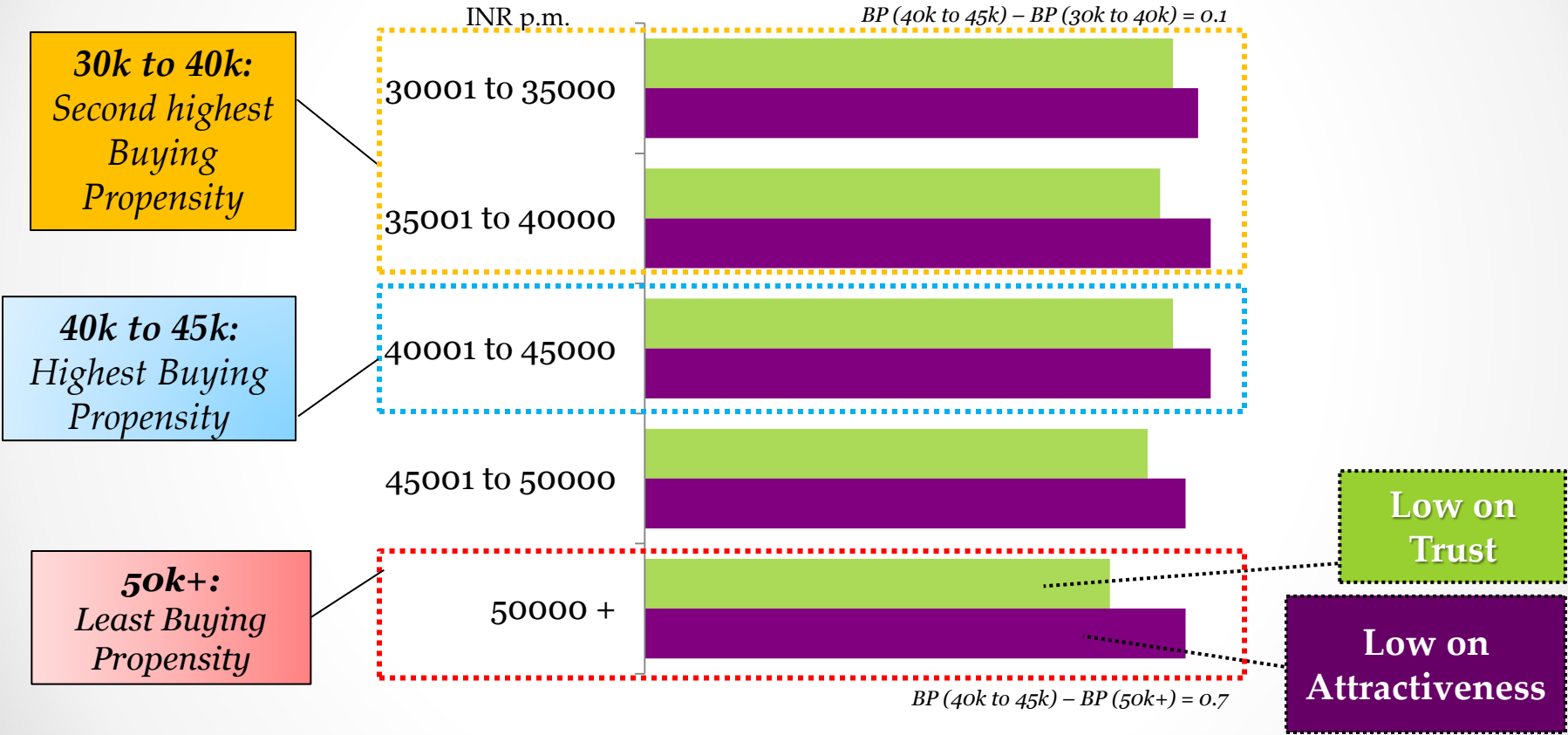
$$BP(26\ to\ 30\ yrs) - BP(46\ to\ 50\ yrs) = 0.9$$



Income Analysis of XYZ's Buying Propensity



Trust Attractiveness



* Income is in INR p.m.





XYZ's Buying Propensity – Insights

**Highest
Buying Propensity**

**Second Highest
Buying Propensity**

**Least
Buying Propensity**

Zone –

South Zone

East Zone

North Zone

City –

Bangalore and Chennai have a negligible difference in buying propensity

Indore

Gender –

XYZ's Buying Propensity is balanced across genders; men and women have almost equal inclination to buy XYZ

Age –

21 to 30 years has a strong buying affinity for XYZ

46 to 50 years

Income –

INR 30,001 to 45,000 has the highest buying propensity

INR 50k p.m.+

XYZ's Brand Trust





Brand Trust Index

(How TRA measures Brand Trust)

INGREDIENT LEVEL TRUST (BTI 1)

Trust quality at the Ingredient level corresponds to all the attributes which make up Brand Trust

(e.g. the right ingredients are crucial for crafting a gastronomic marvel)



ASSEMBLY LEVEL TRUST (BTI 2)

Trust Assembly is the complete entity called 'Trust' held in a brand.

(e.g. the gastronomic magic achieved by the right combination and 'coming together')

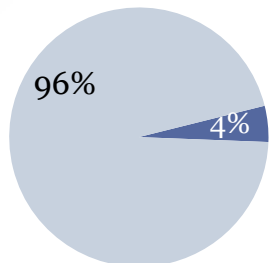


**BRAND TRUST INDEX (BTI) =
INGREDIENT LEVEL TRUST (BTI 1) + ASSEMBLY LEVEL TRUST (BTI 2)**

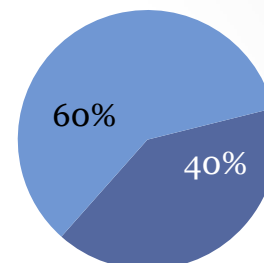


XYZ's Overall Brand Trust Index

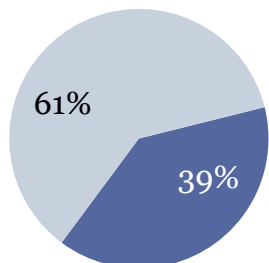
XYZ



In 2015, the brands of the industry on a whole, are more balanced in the trust gained in the consumer's mind...

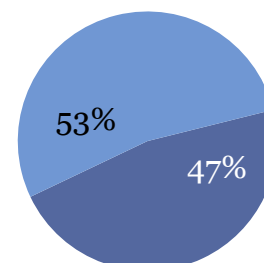


ABC



Assembly Trust (BTI 2)

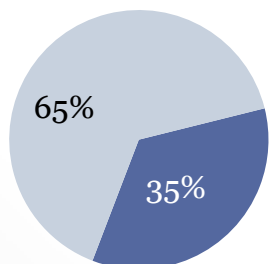
Ingredients Trust (BTI 1)



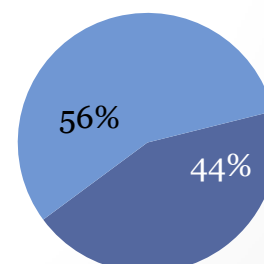
Assembly Trust (BTI 2)

Ingredients Trust (BTI 1)

MNO

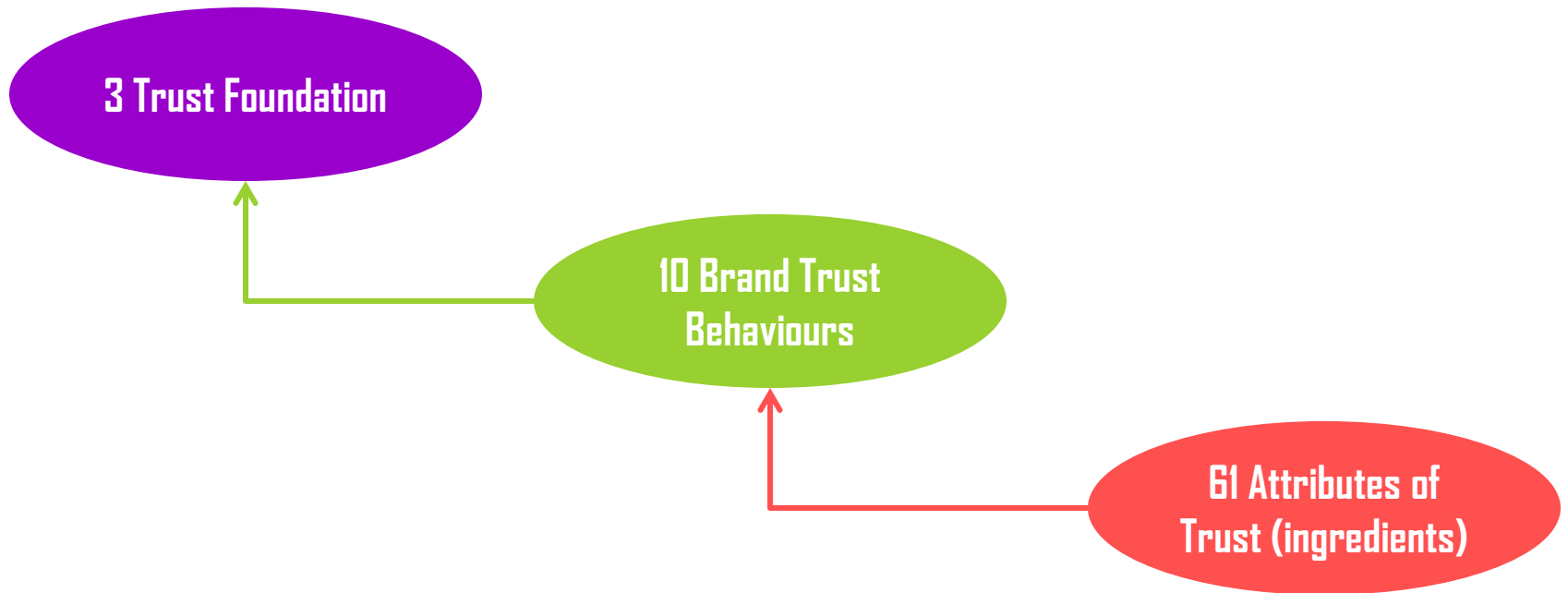


...this is made obvious from the growing pie shares of both Assembly and Ingredients Trust





The Brand Trust Matrix



- ✓ Shows responsibility towards s/h
- ✓ Stands by it's decisions
- ✓ Has Poise



- ✓ Caters to future needs
- ✓ Creates a Comforting Ambience
- ✓ Has Humane principles

- ✓ Has Experience
- ✓ Is Competent
- ✓ Good in what it does



- ✓ Best understands s/h
- ✓ Common Interest
- ✓ Walks the talk

- ✓ Is a Thought Leader
- ✓ Is Firm in its actions
- ✓ Has Significant Following



- ✓ Is Caring
- ✓ Relates to you
- ✓ Understands you

SHOWCASING A PERCEPTION OF POSITIVE INTENT



- ✓ Is Knowledgeable
- ✓ Is Self- Expressive
- ✓ Fits well in situations

- ✓ Is Competitive
- ✓ Is Proactive
- ✓ Is Vibrant



- ✓ Has Humane approach
- ✓ Teaching
- ✓ Devotes towards corporate loyalty



- ✓ Demonstrates loyalty
- ✓ Is Transparent
- ✓ Gets Respect

DEMONSTRATING RELEVANT COMPETENCE

BUILDING CAPACITY TO TRUST

BRAND TRUST

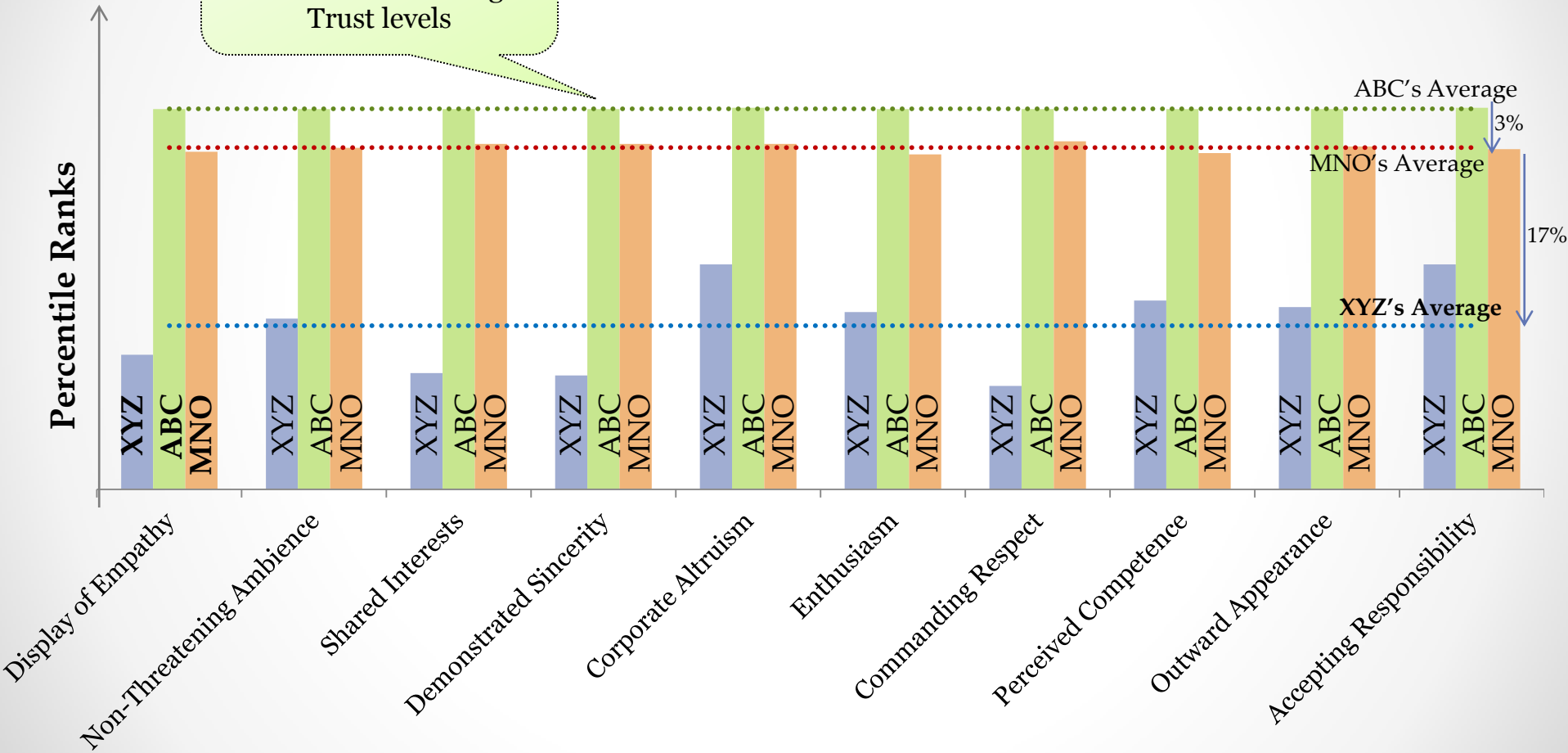
Ingredient Level - Behaviour Analysis

XYZ v/s ABC v/s MNO



2014

XYZ's average Trust level was **17% lower** than MNO's average Trust levels



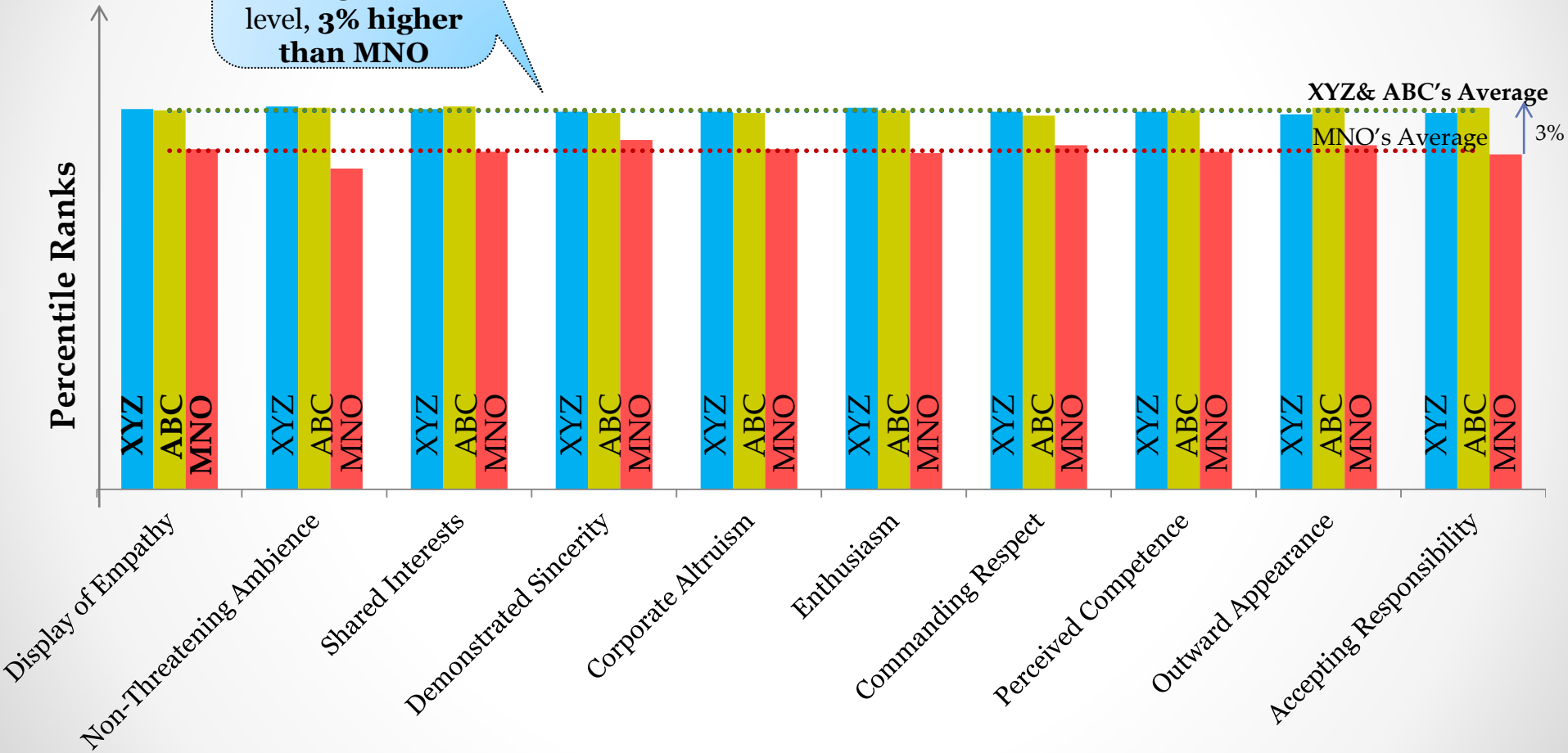
Ingredient Level - Behaviour Analysis

XYZ v/s ABC v/s MNO



In 2015, XYZ alongwith ABC had the highest average Trust level, **3% higher than MNO**

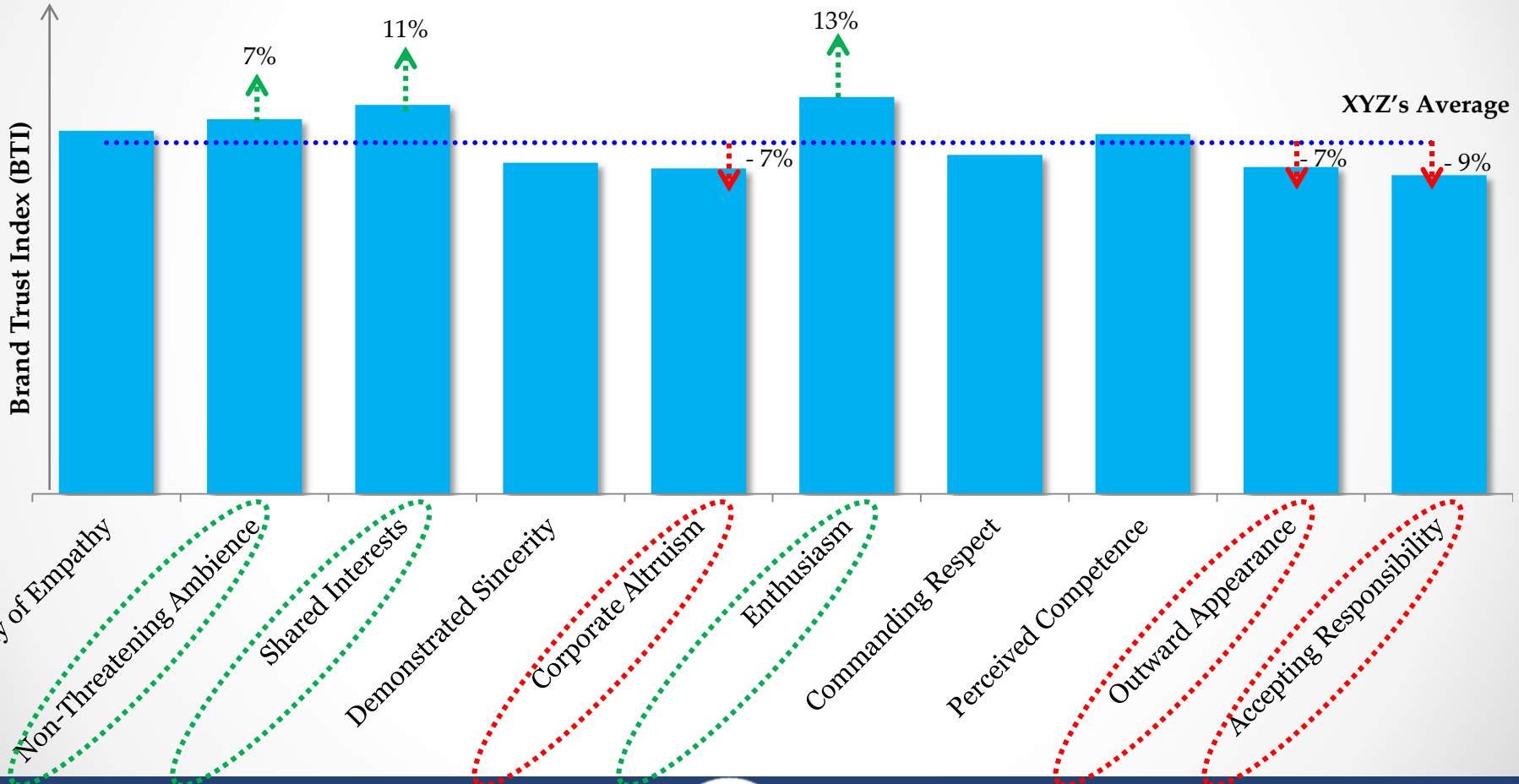
2015



Ingredient Level - Behaviour Analysis

XYZ 2015

2015



XYZ
Logo

Ingredient Level - Behaviour Analysis

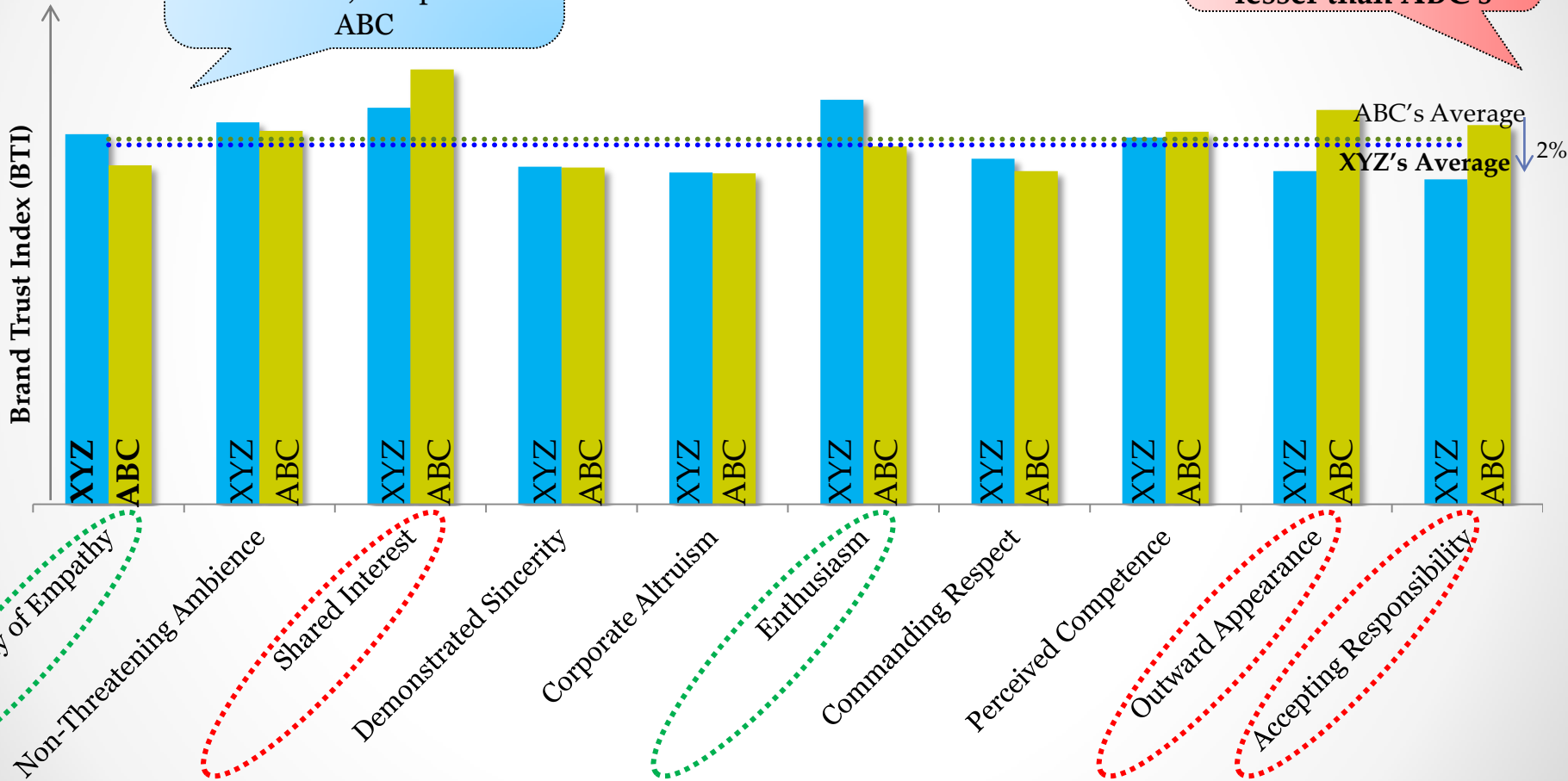
XYZ v/s ABC 2015



2015

Enthusiasm & Display of Empathy are XYZ's best performing Trust Behaviours, compared to ABC

XYZ's average Trust Behaviour BTI is 2% lesser than ABC's





XYZ's Trust Behaviours – Insights

**Communicate
the Highs**

**Work on
the Lows**

*First Foundation of
Trust :
Building Capacity
To Trust*

Non-Threatening Ambience

Shared Interests

*Second Foundation of Trust :
Creating Perception of
Positive Intent*

Enthusiasm

Corporate Altruism

*Third Foundation of Trust :
Demonstrating Relevant
Competence*

Accepting Responsibility

Outward Appearance

Ingredient Level - Foundation Analysis

XYZ v/s ABC v/s MNO

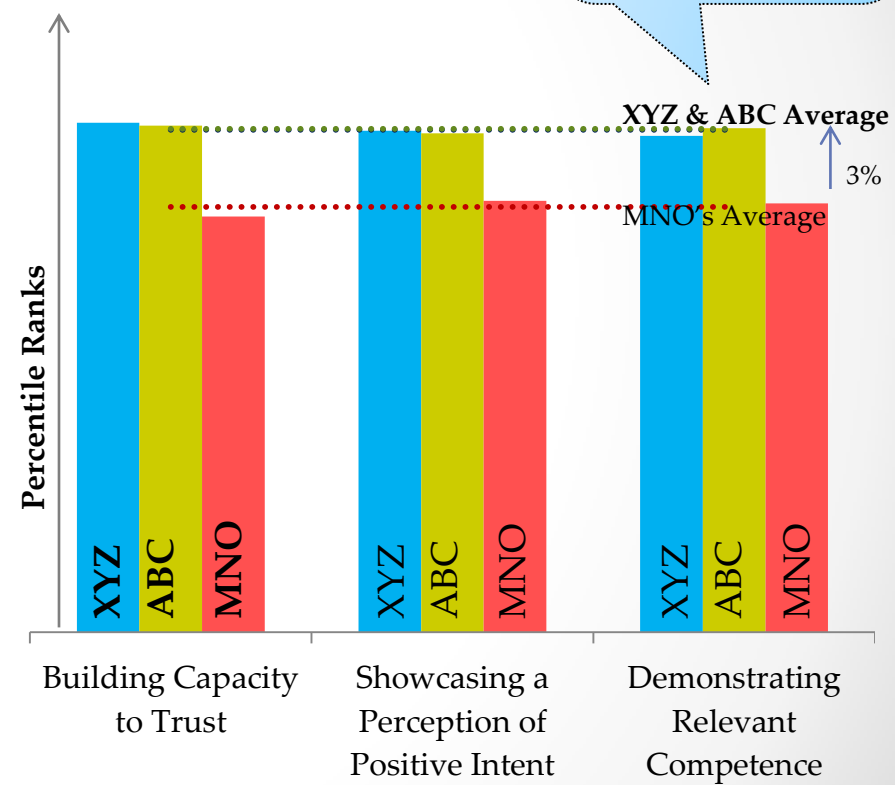
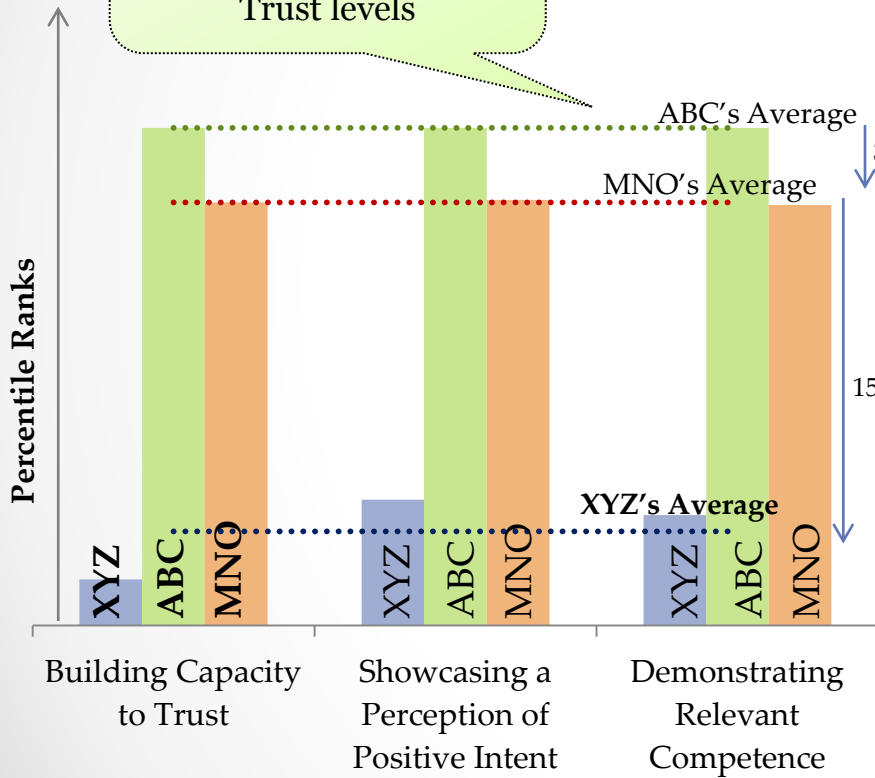


2014

2015

XYZ's average Trust level was **15% lower** than MNO's average Trust levels

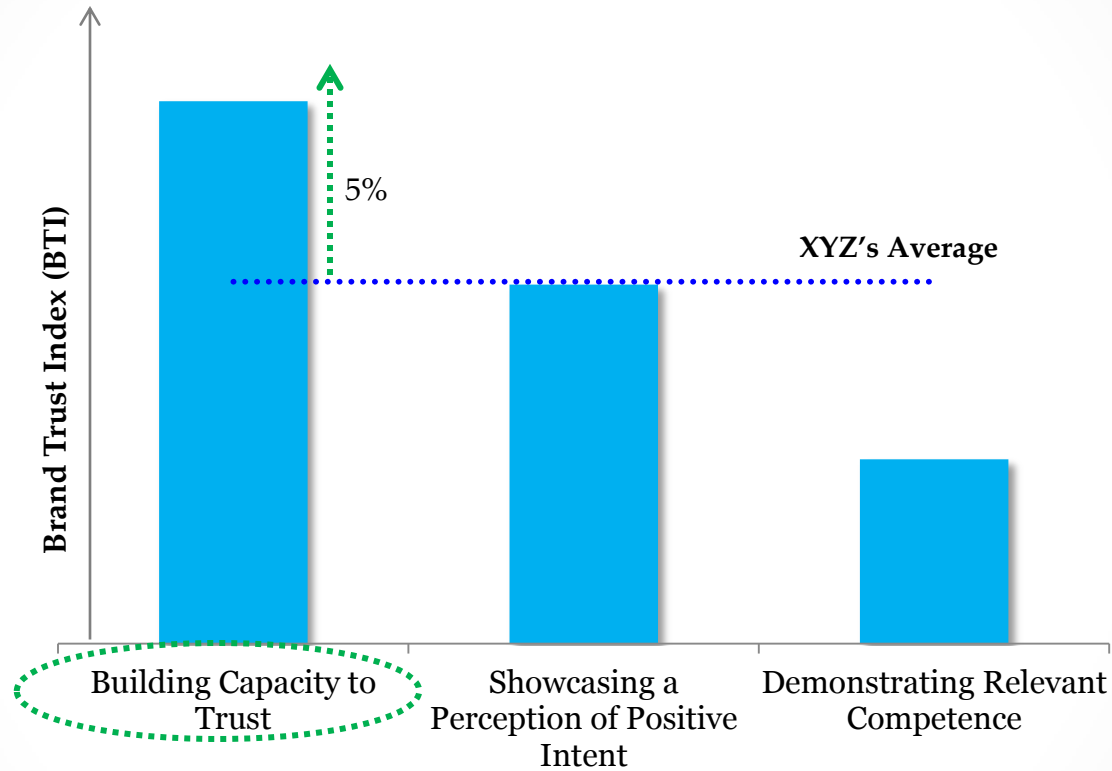
In 2015, XYZ & ABC's Trust level was **3% higher** than MNO



Ingredient Level - Foundation Analysis

XYZ 2015

2015



XYZ
Logo

XYZ's Trust Foundations – Insights



**Communicate
the Highs**

**Work on
the Lows**

*First Foundation of
Trust :
Building Capacity
To Trust*

Shared Interests
(Behaviour)

**Non-Threatening
Ambience**
(Behaviour)

Empathy
(Although performs better
than average, still needs to
be strengthened to
improve First Foundation)

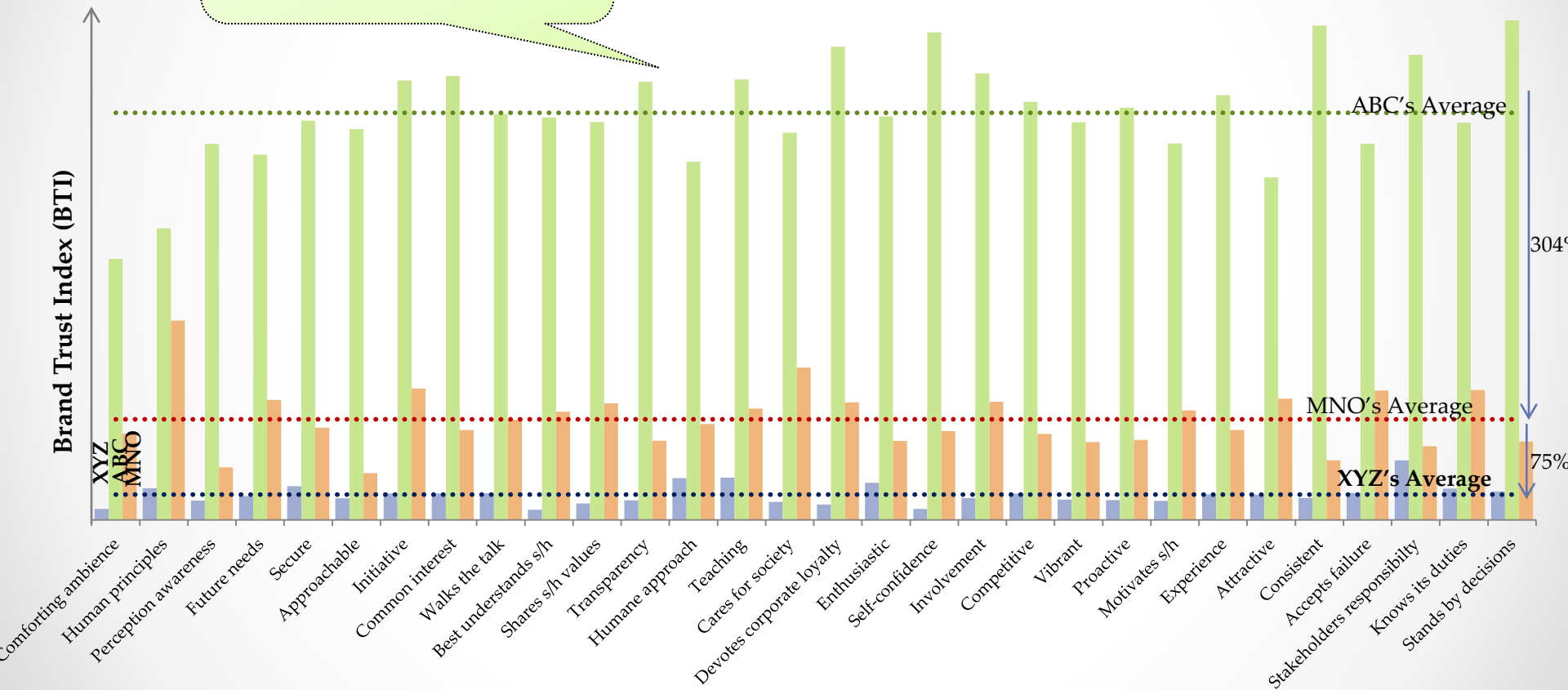
Ingredient Level - Attribute Analysis

XYZ v/s ABC v/s MNO



2014

XYZ's average Trust level was 75% lower than MNO's average Trust levels, which was lower by 304% from XYZ's average Trust

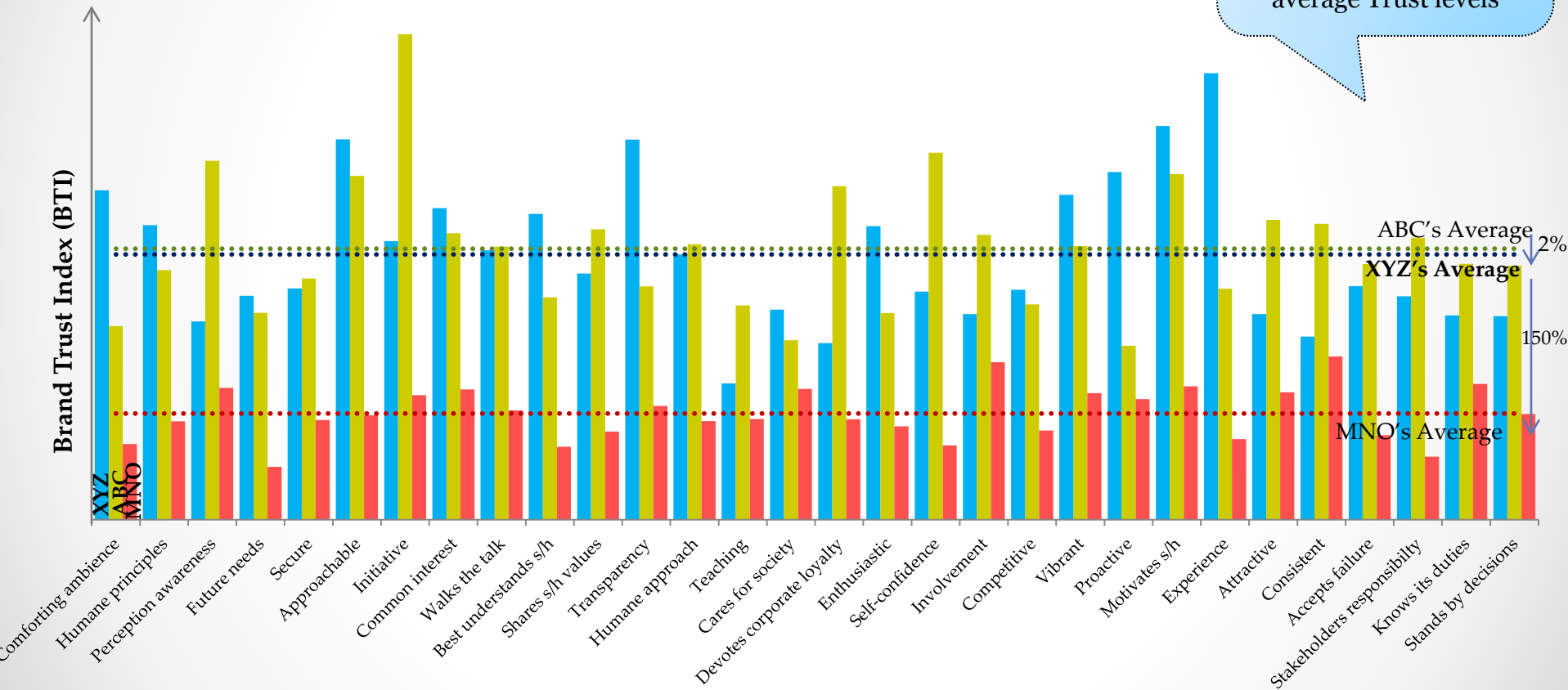


Ingredient Level - Attribute Analysis

XYZ v/s ABC v/s MNO

2015

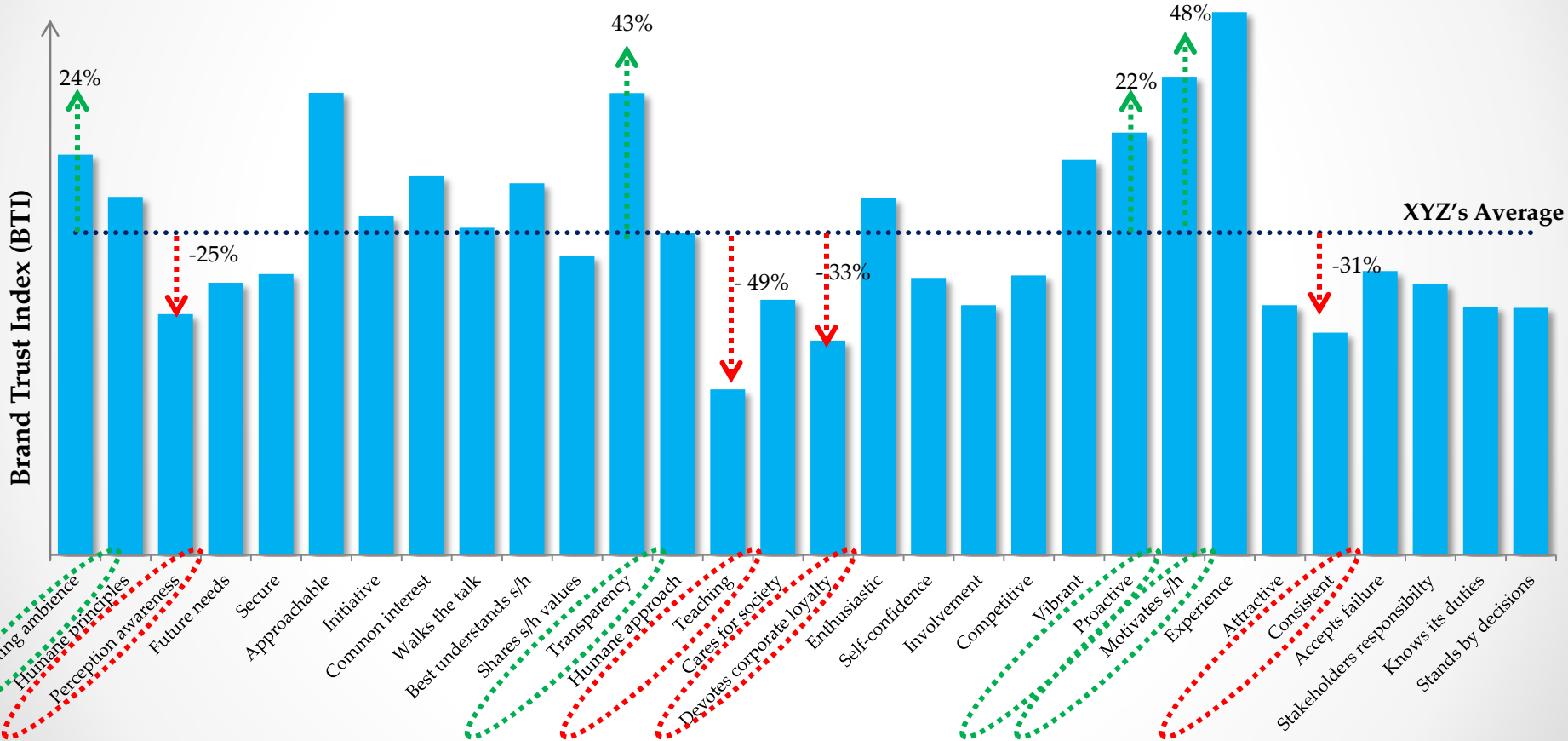
XYZ's average Trust has improved drastically. Yet its Trust level was **2% lower than ABC's** average Trust levels



Ingredient Level - Attribute Analysis

XYZ 2015

2015



XYZ
Logo



XYZ's Trust Attributes – Insights

**Communicate
the Highs**

**Work on
the Lows**

*First Foundation of Trust :
Building Capacity To
Trust*

*Non-Threatening Ambience:
Comforting Ambience*

*Non-Threatening Ambience:
Perception Awareness*

*Second Foundation of Trust :
Creating Perception of
Positive Intent*

*Demonstrated Sincerity:
Transparency*

*Demonstrated Sincerity:
Teaching
Devotes Corporate Loyalty*

*Third Foundation of Trust :
Demonstrating Relevant
Competence*

*Enthusiasm:
Proactive
Motivates Stakeholder*

*Accepting Responsibility:
Consistent*



Brand Trust Demographics



A Demographic analysis of Trust in XYZ and its competition

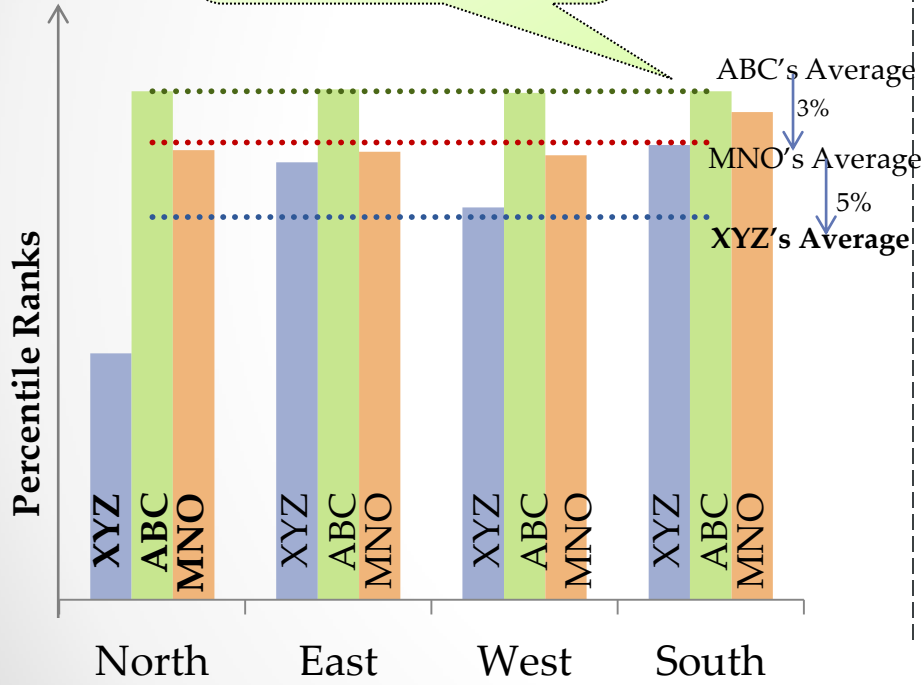


Overall Zone-wise Analysis

XYZ v/s ABC v/s MNO

2014

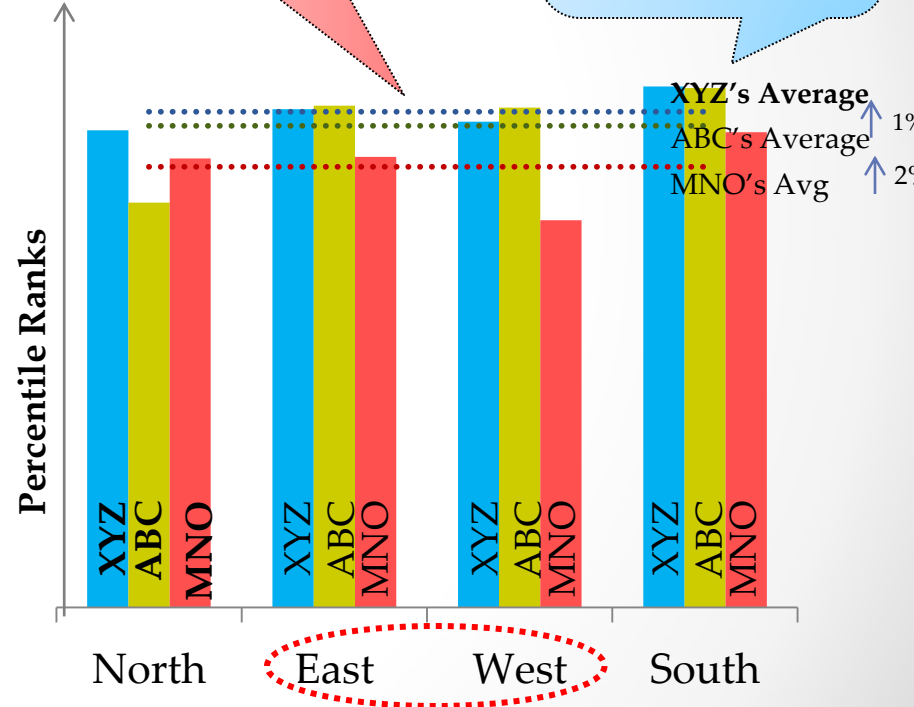
XYZ's average Trust level was **8% lower** than ABC's average Trust levels



2015

East & West Zones: XYZ's Trust levels were lower than ABC

In 2015, XYZ had the highest average Trust level, **1% higher** than ABC

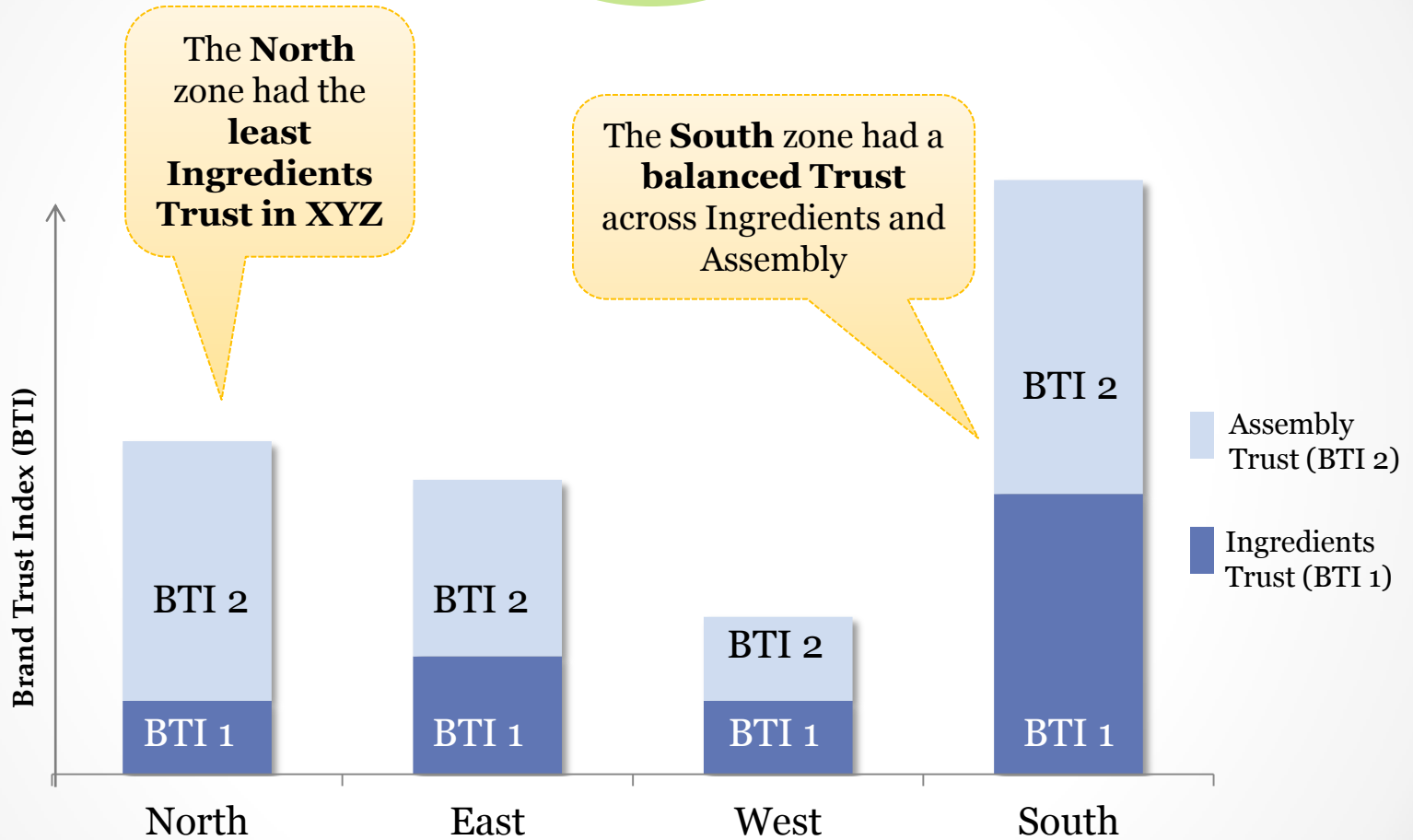




Zone-wise Analysis

XYZ's Ingredients & Assembly Analysis

2015



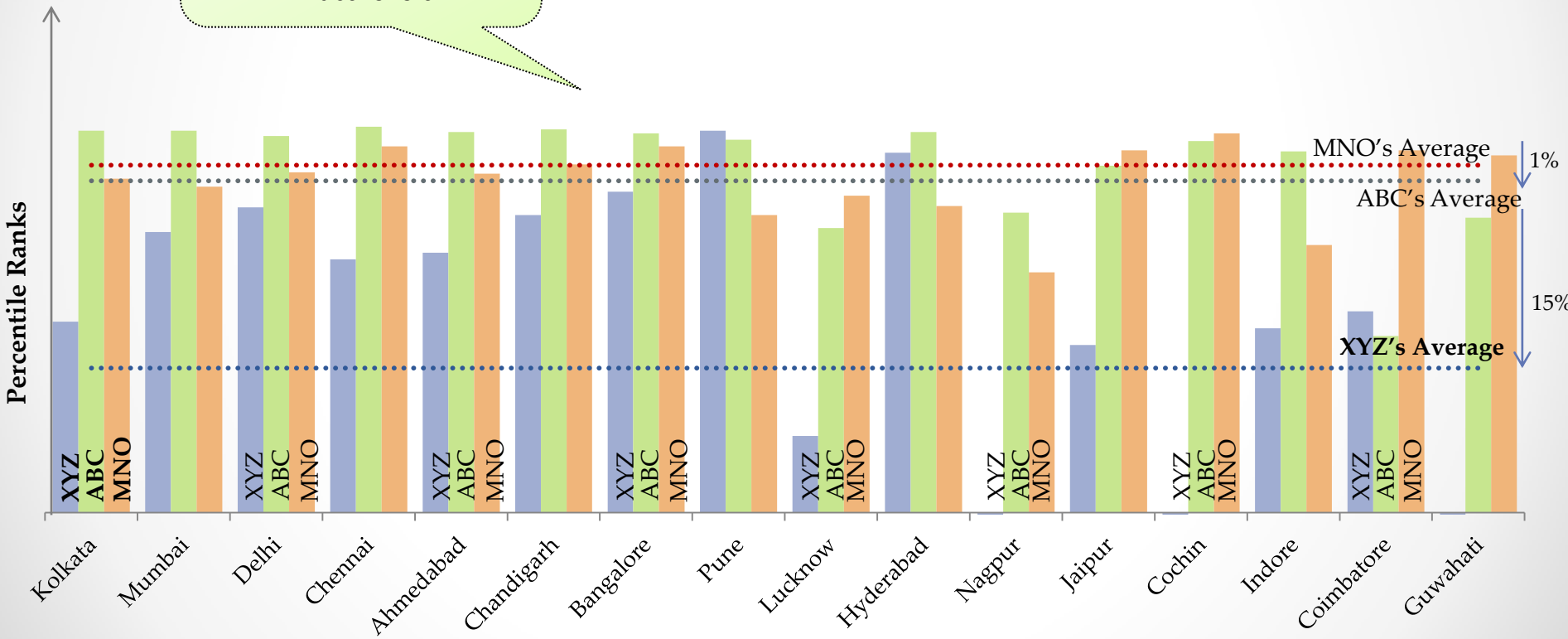


Overall City-wise Analysis

XYZ v/s ABC v/s MNO

2014

XYZ's average Trust level was **15% lower than ABC's average Trust levels**





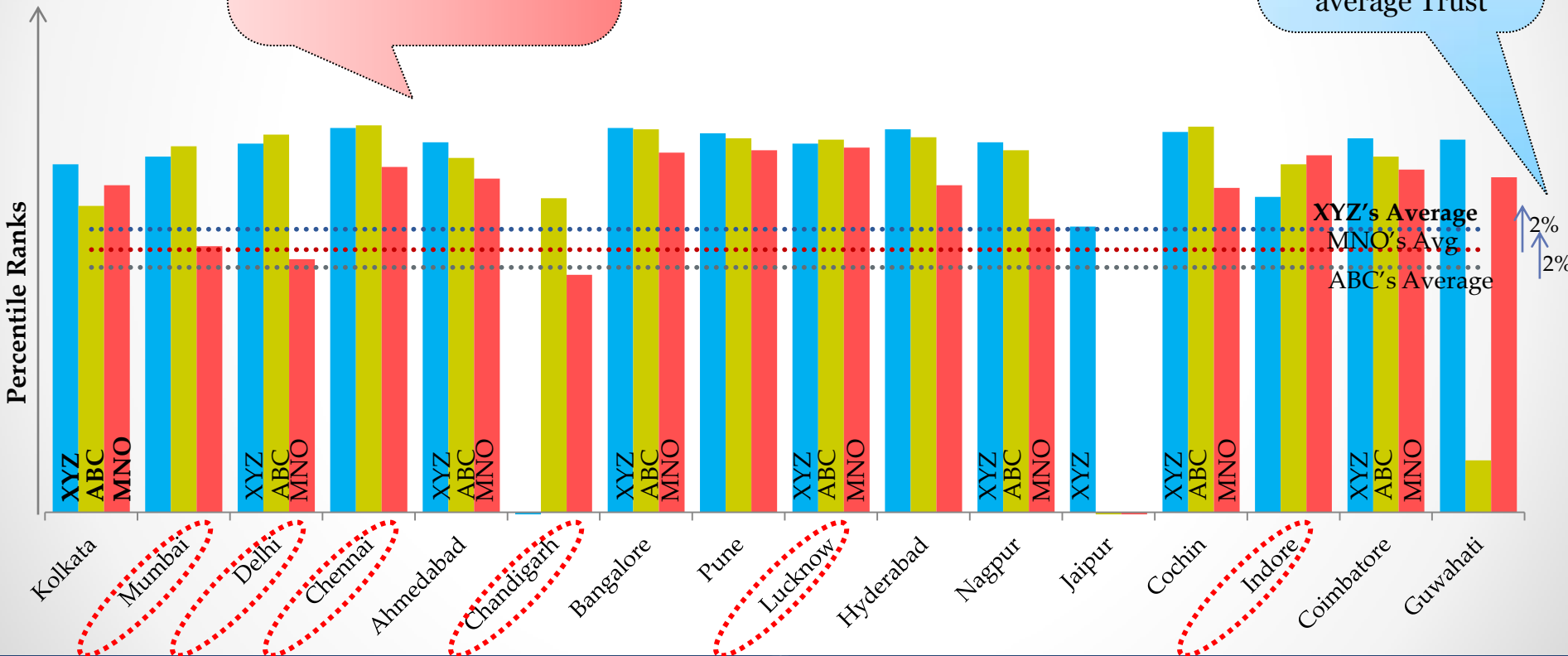
Overall City-wise Analysis

XYZ v/s ABC v/s MNO

2015

Mumbai, Delhi, Chennai, Chandigarh, Lucknow & Indore: XYZ's Trust levels were lower than ABC

In 2015, XYZ had the highest average Trust level, **2% higher** than MNO's average Trust



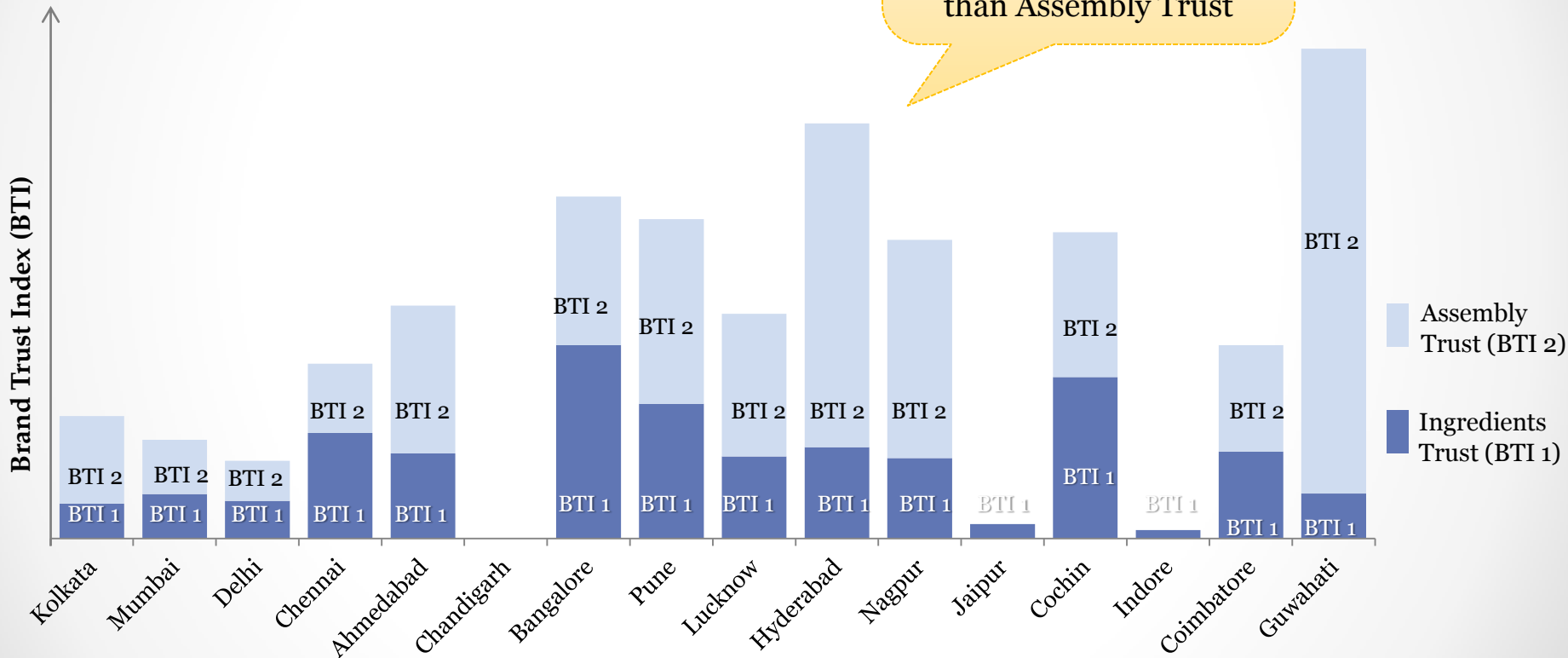


City-wise Analysis

XYZ's Ingredients & Assembly Analysis

2015

The Southern cities of Bangalore, Chennai & Cochin have **higher Ingredients Trust** than Assembly Trust



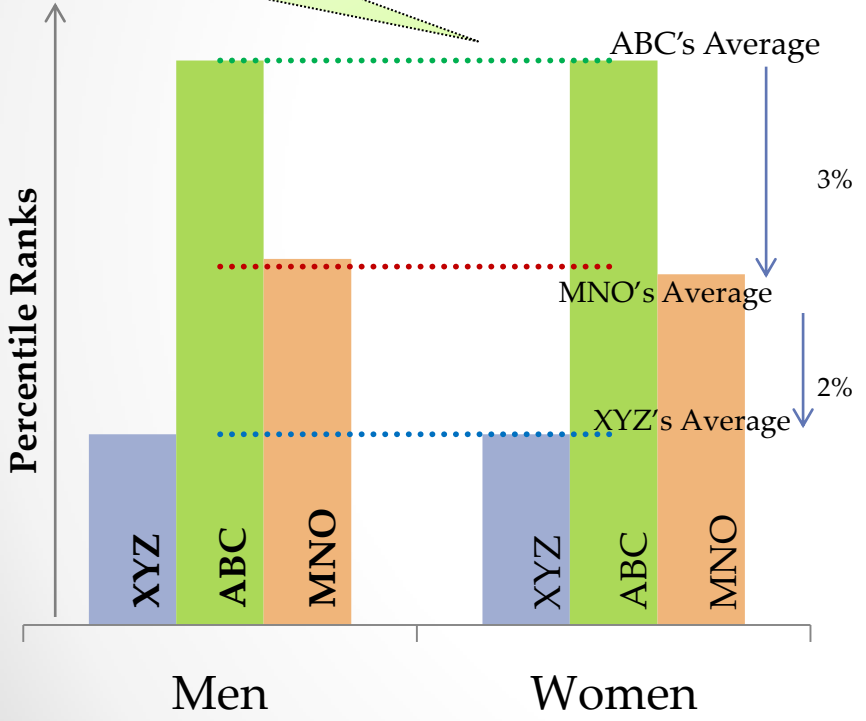


Overall Gender-wise Analysis

XYZ v/s ABC v/s MNO

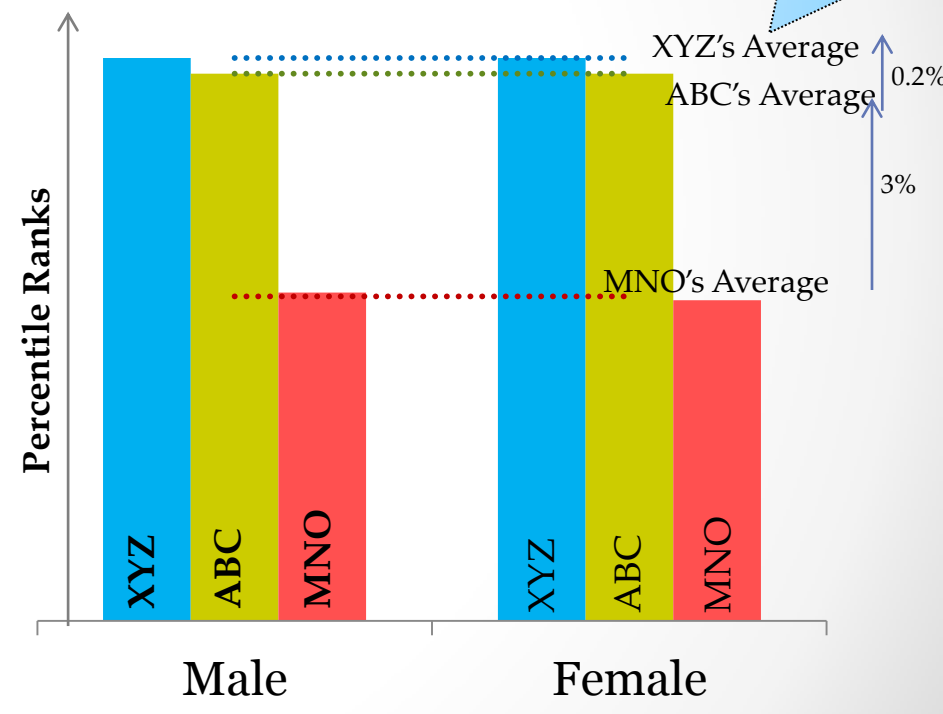
2014

XYZ's average Trust level was **2% lower than ABC's** average Trust levels



2015

In 2015, XYZ had the highest average Trust level was **only 0.2% above ABC's**

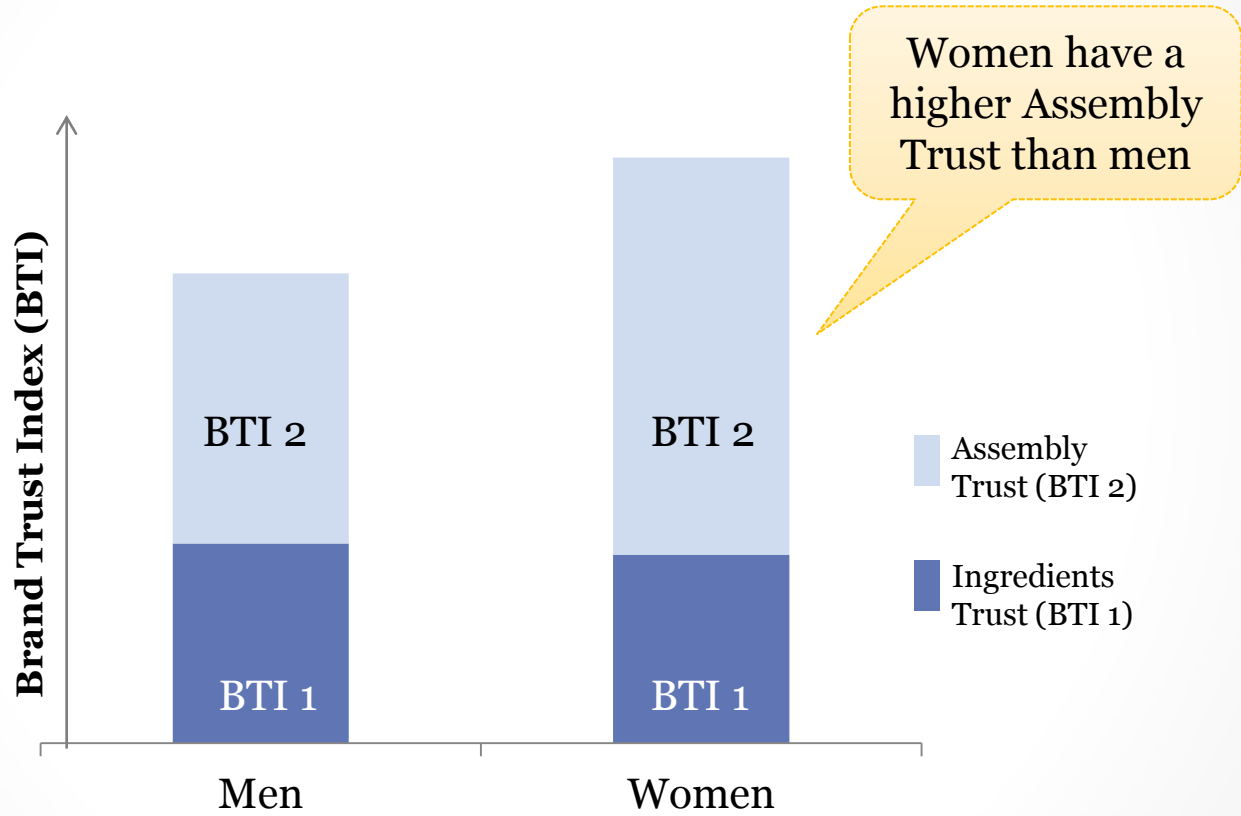




Gender-wise Analysis

XYZ's Ingredients & Assembly Analysis

2015



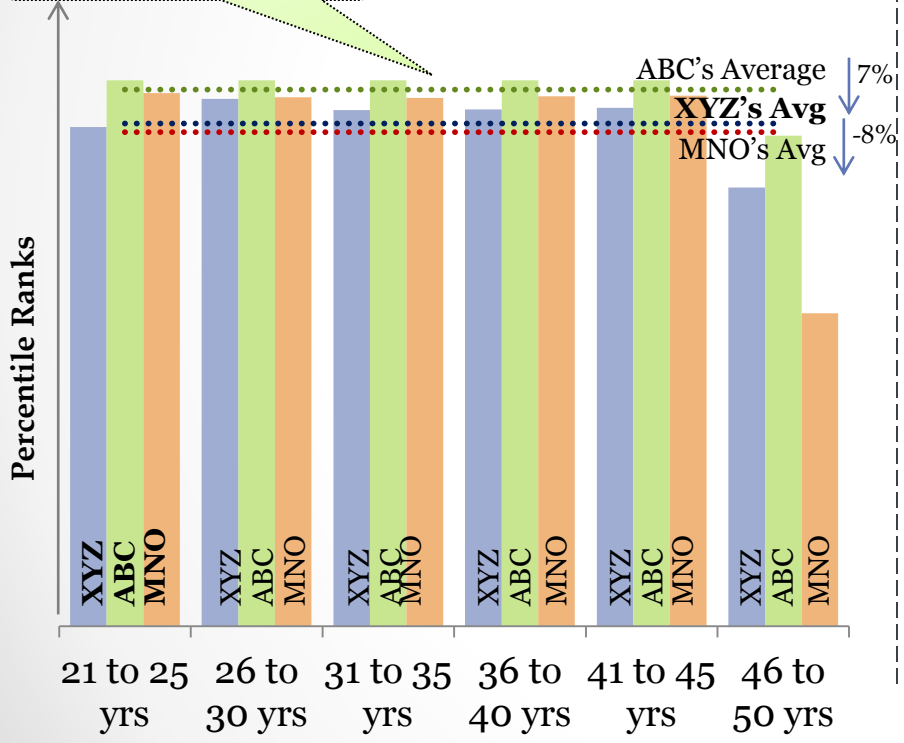


Overall Age Analysis

XYZ v/s ABC v/s MNO

2014

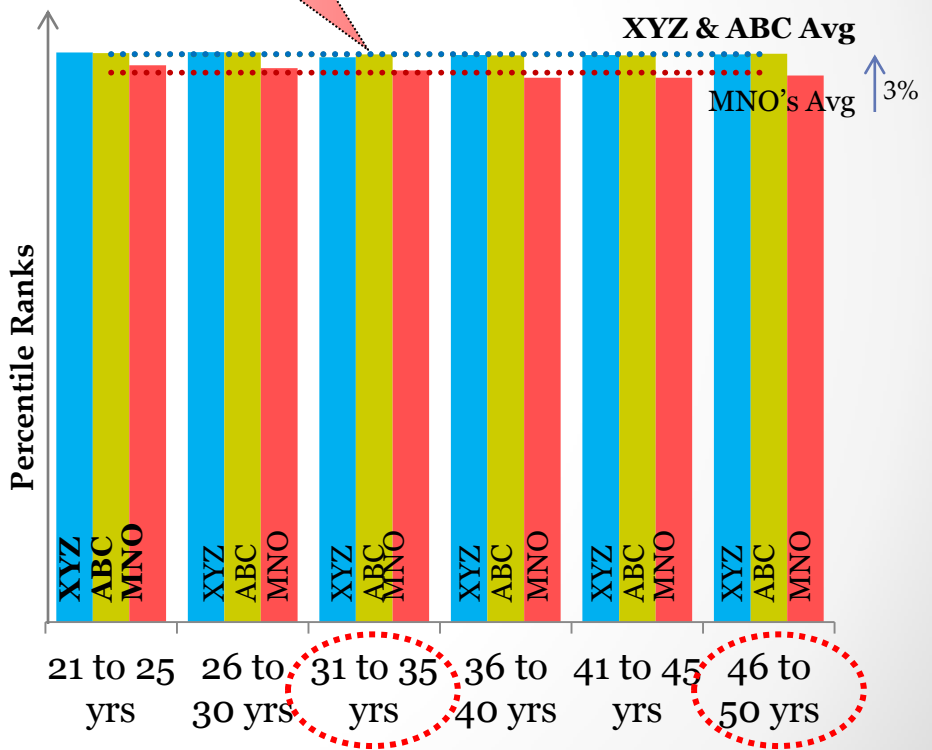
XYZ's average Trust level was **7% lower** than ABC's average Trust levels



2015

31 to 35 yrs & 46 to 50 yrs: XYZ's Trust levels were lower than ABC

In 2015, XYZ & ABC have a Trust level **3% higher** than MNO's Average Trust level

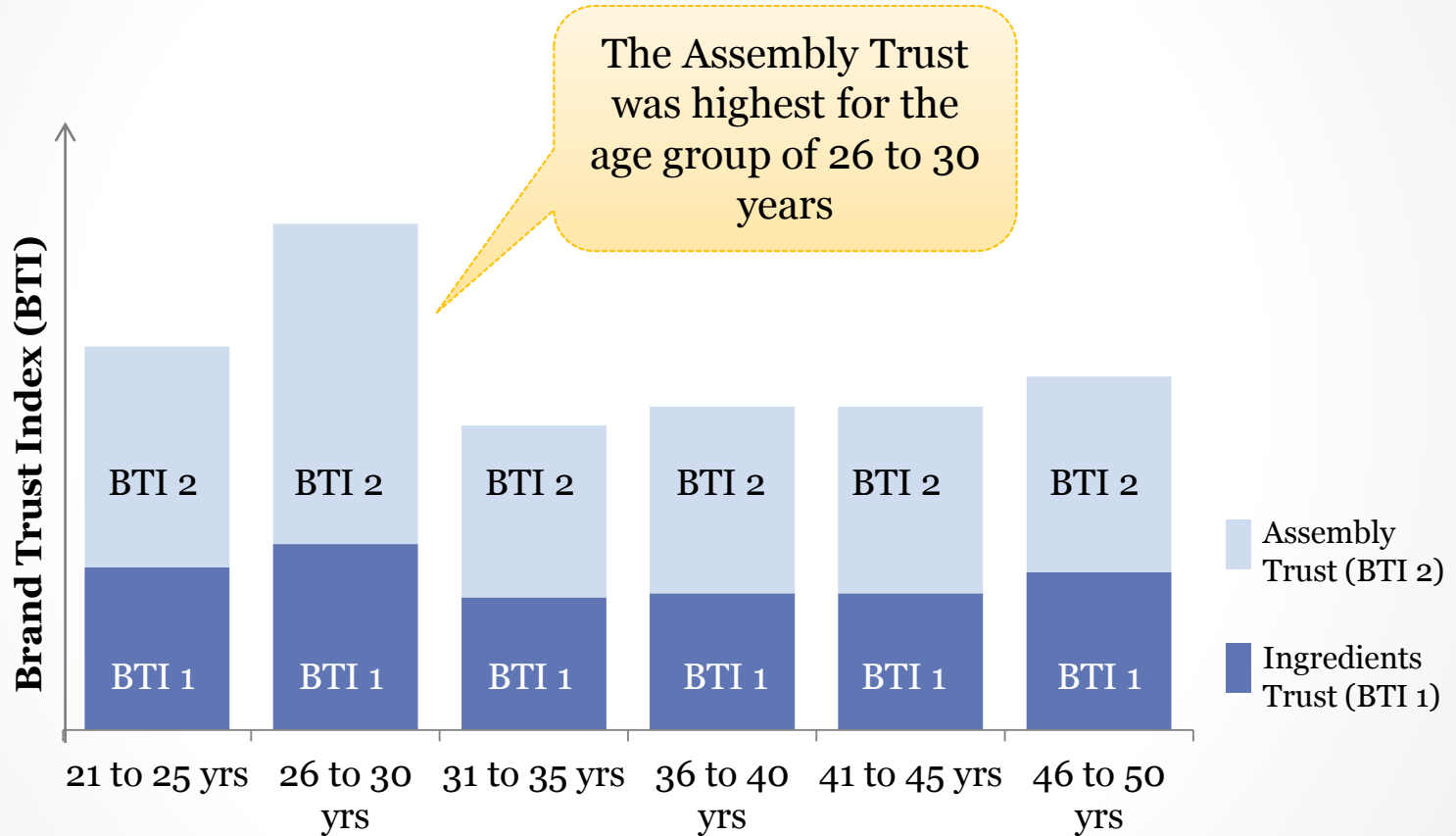




Age-wise Analysis

XYZ's Ingredients & Assembly Analysis

2015





Overall Income* Analysis

XYZ v/s ABC v/s MNO

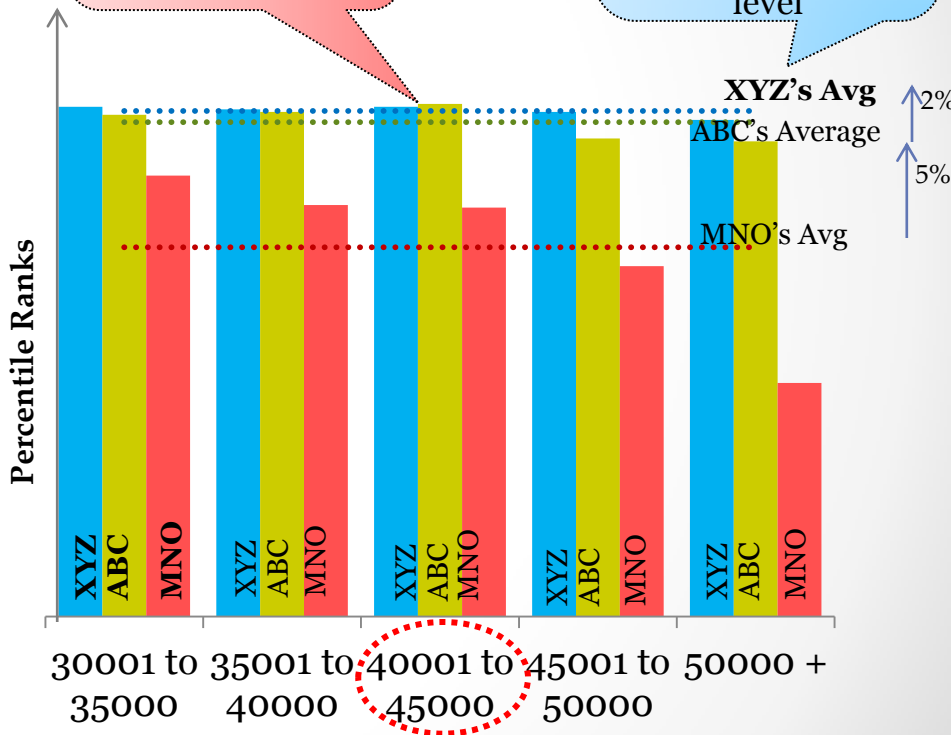
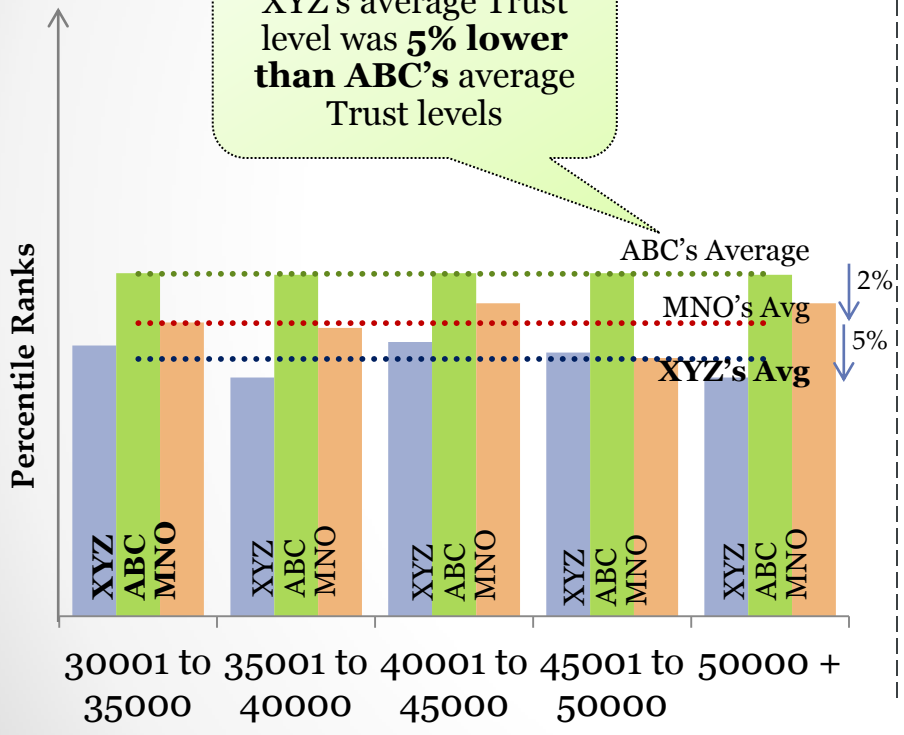
2014

2015

XYZ's average Trust level was **5% lower than ABC's** average Trust levels

40k to 45k: XYZ's Trust levels were lower than ABC

In 2015, XYZ & ABC have a Trust level **2% higher than ABC's** Average Trust level



* Income is in INR p.m.



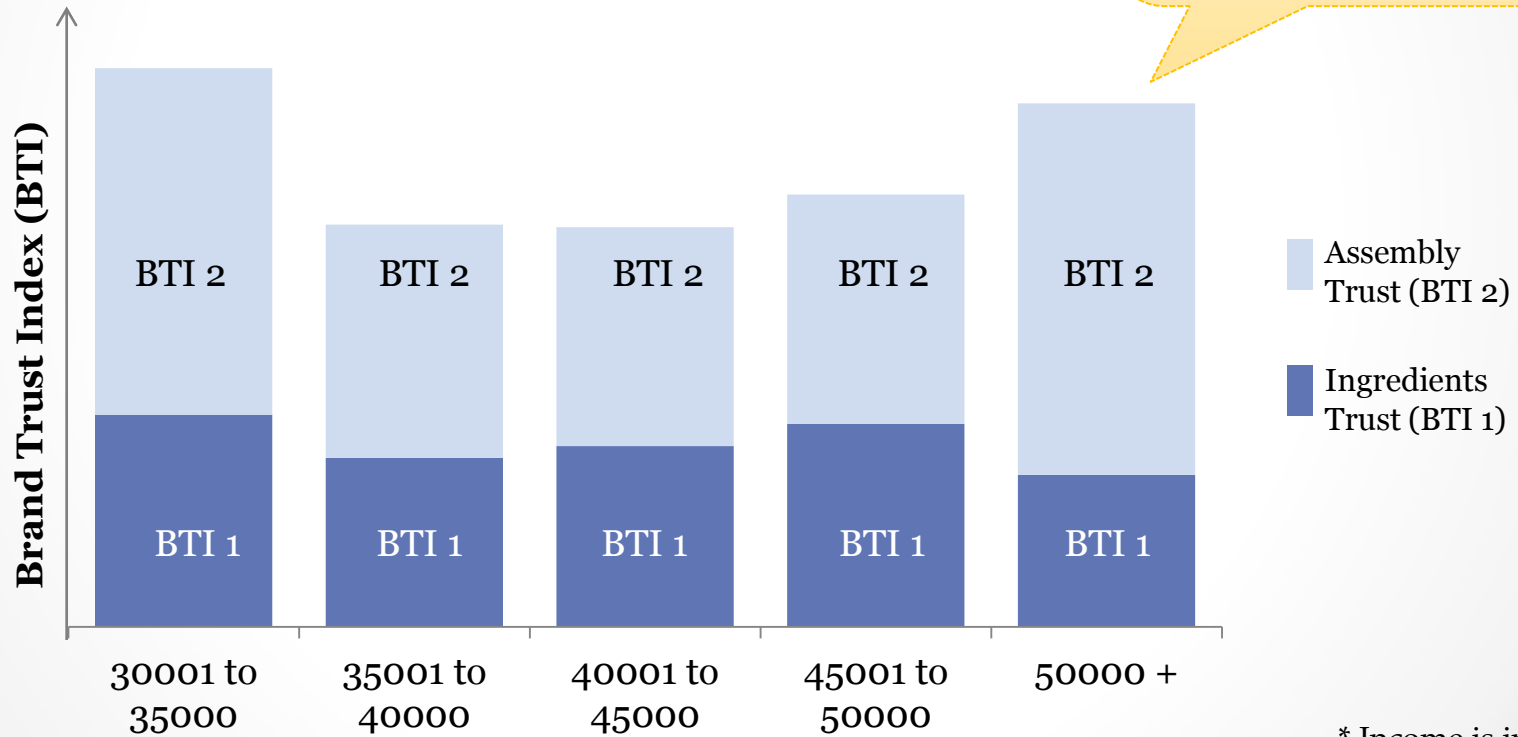


Income-wise Analysis

XYZ's Ingredients & Assembly Analysis

2015

Assembly level Trust is greater than Ingredient level Trust for all income groups, especially the 50k+ group



* Income is in INR p.m.





XYZ's Trust Demographics – Insights

**Highest
Trust Levels**

**Trust Rank
Less than ABC**

Zone –

South Zone

East & West Zones

City –

Bangalore

**Mumbai, Delhi, Chennai,
Chandigarh, Lucknow & Indore**

Gender –

XYZ's Trust levels are balanced across both genders

Age –

26 to 30 years

**31 to 35 yrs &
46 to 50 yrs**

Income –

INR 30,001 to 35,000

INR 40k to 45k

XYZ's Brand Attractiveness

...

The Attractiveness Quotient (AQ)



(How TRA measures Brand Appeal/Attractiveness)

INGREDIENT LEVEL ATTRACTIVENESS (AQ 1)

Attractiveness at the Ingredient level corresponds to all the Traits which make up Brand Attractiveness

e.g. the right ingredients are crucial for crafting a gastronomic marvel)



ASSEMBLY LEVEL ATTRACTIVENESS (AQ 2)

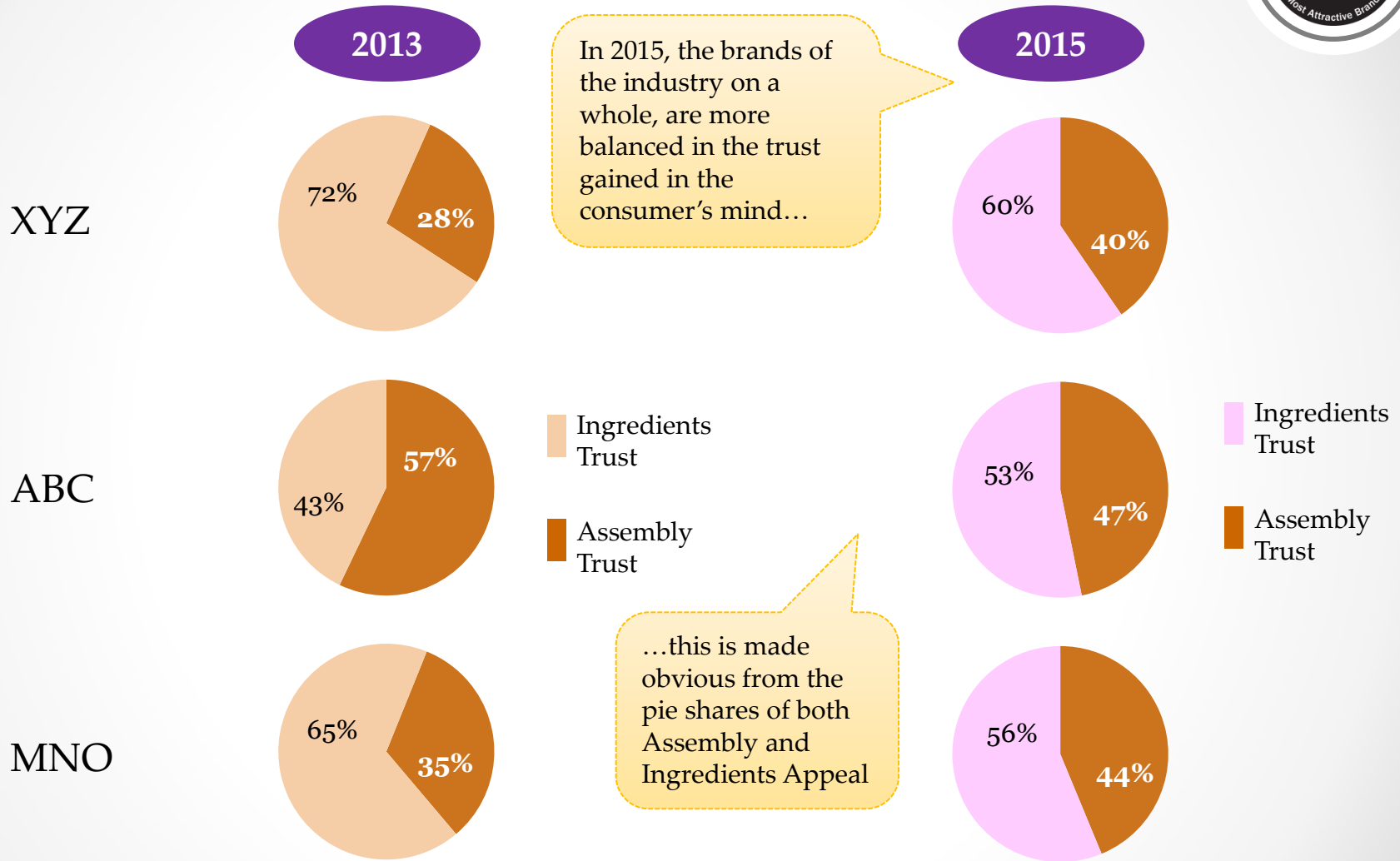
Attractiveness Assembly is the complete entity called 'Attractiveness' held in a brand

(e.g. the gastronomic magic achieved by the right combination of the right ingredients)

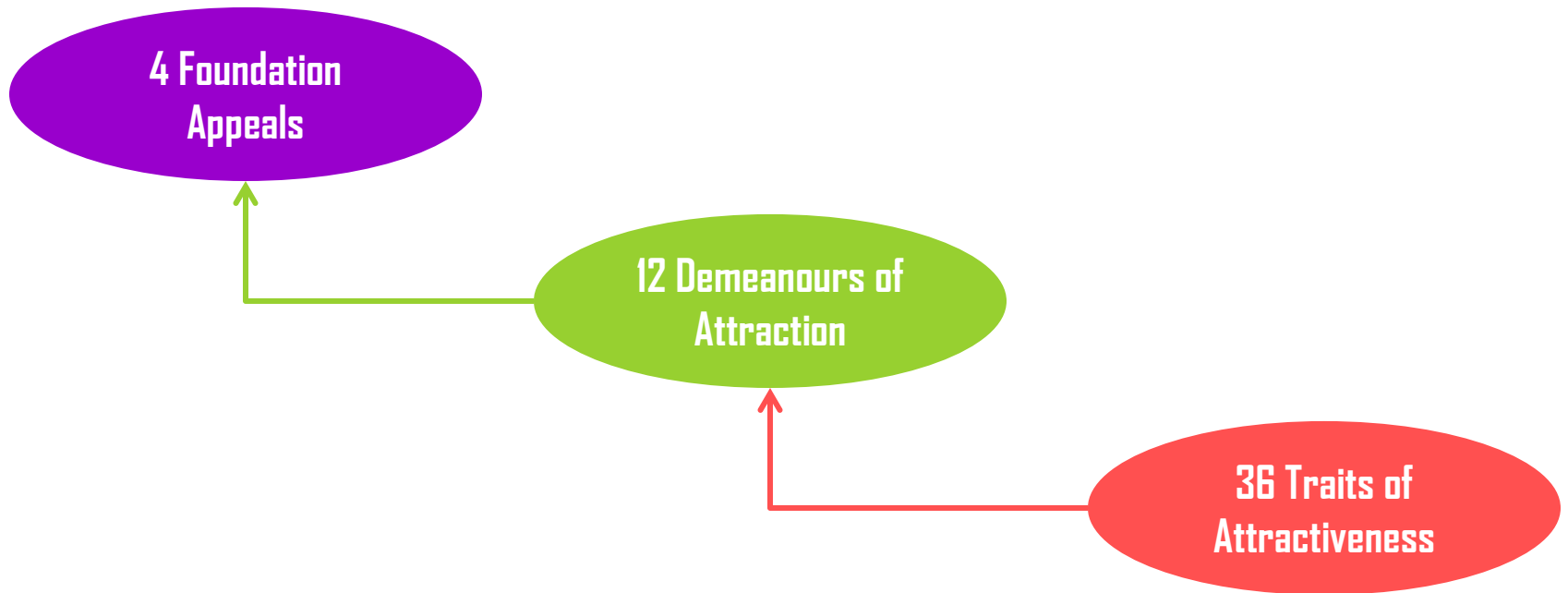


$$\text{ATTRACTIVENESS QUOTIENT (AQ)} = \text{INGREDIENT LEVEL ATTRACTIVENESS (AQ 1)} + \text{ASSEMBLY LEVEL ATTRACTIVENESS (AQ 2)}$$

XYZ's Attractiveness Quotient



The Brand Attraction Matrix





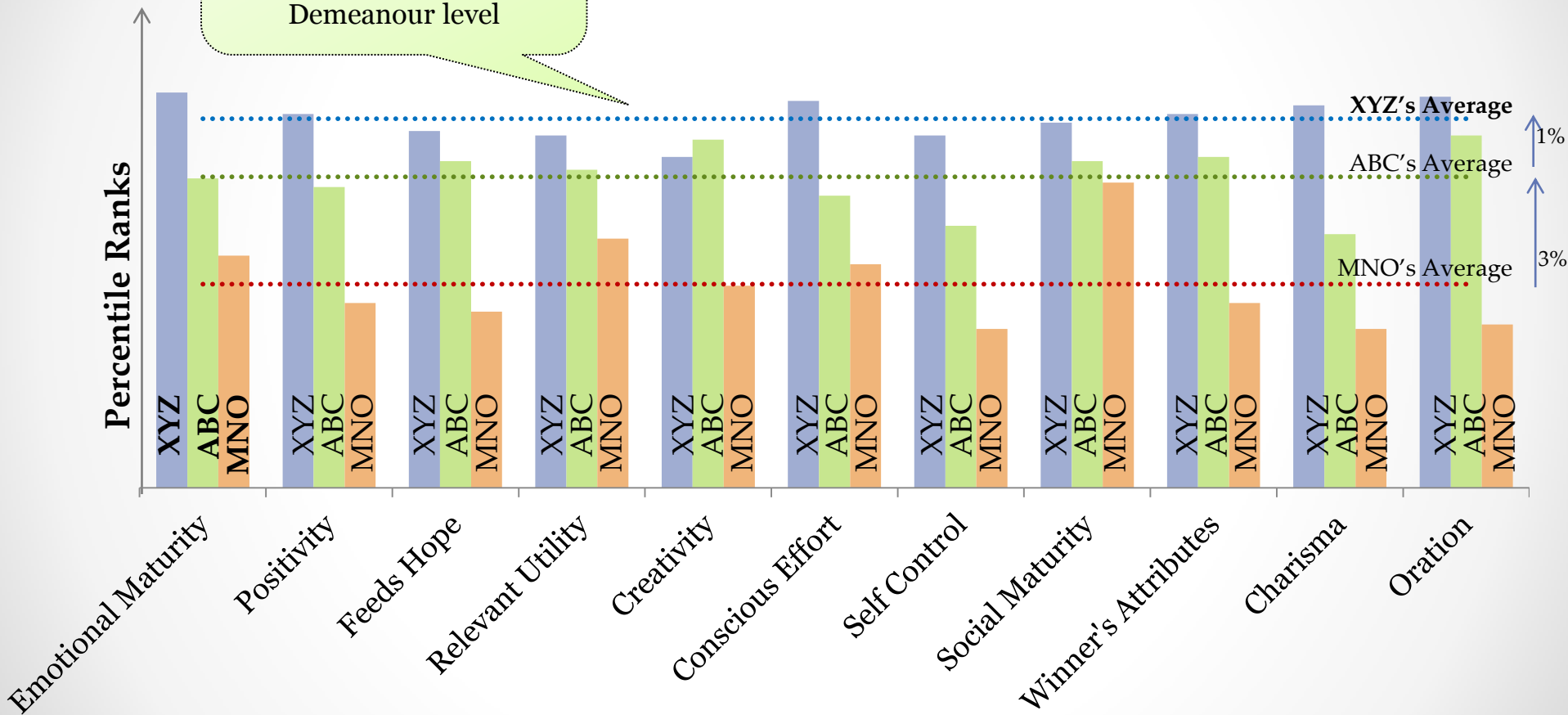
Ingredient Level - Demeanour Analysis

XYZ v/s ABC v/s MNO



2013

XYZ's average Demeanour level was **1% higher than ABC's average Demeanour level**



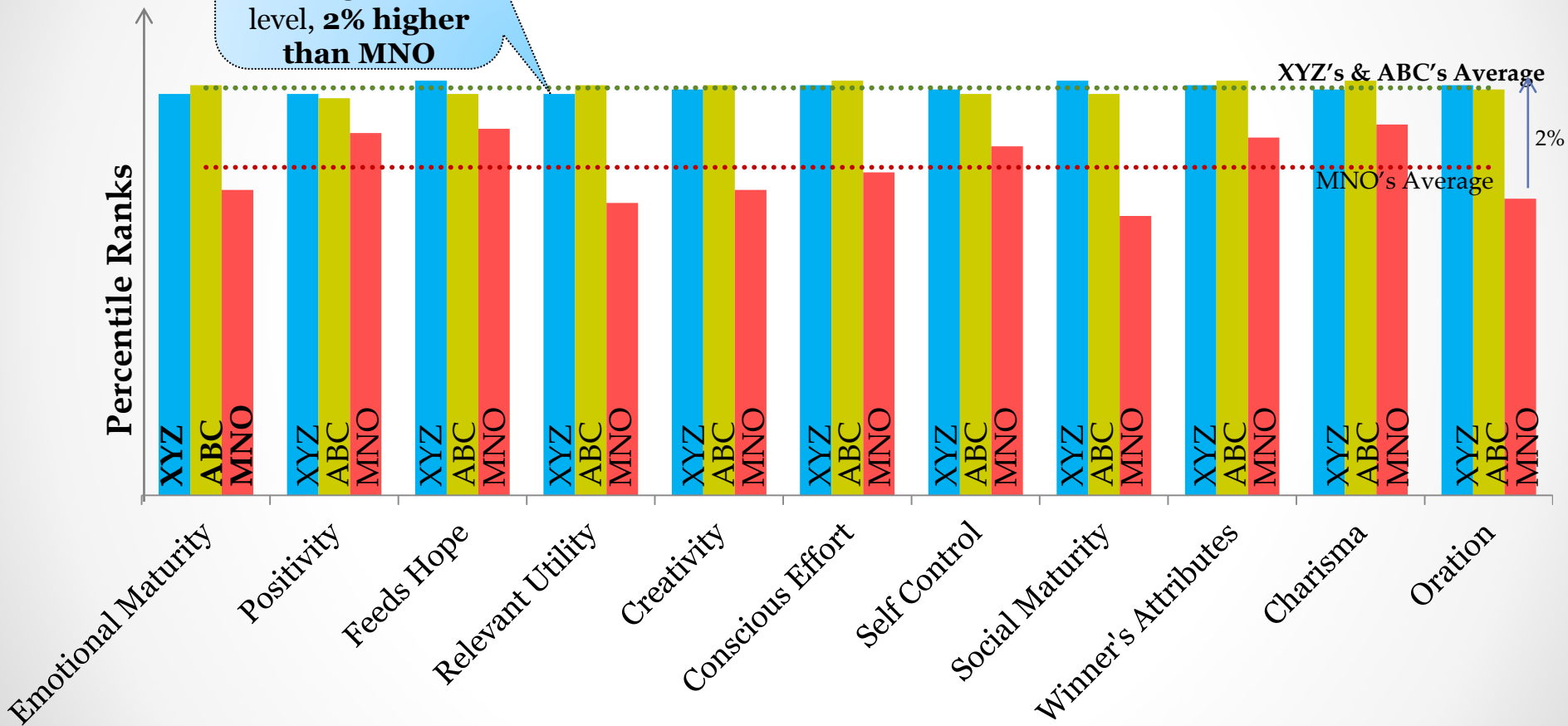
Ingredient Level - Demeanour Analysis

XYZ v/s ABC v/s MNO



2015

In 2015, XYZ alongwith ABC had the highest average Trust level, **2% higher than MNO**

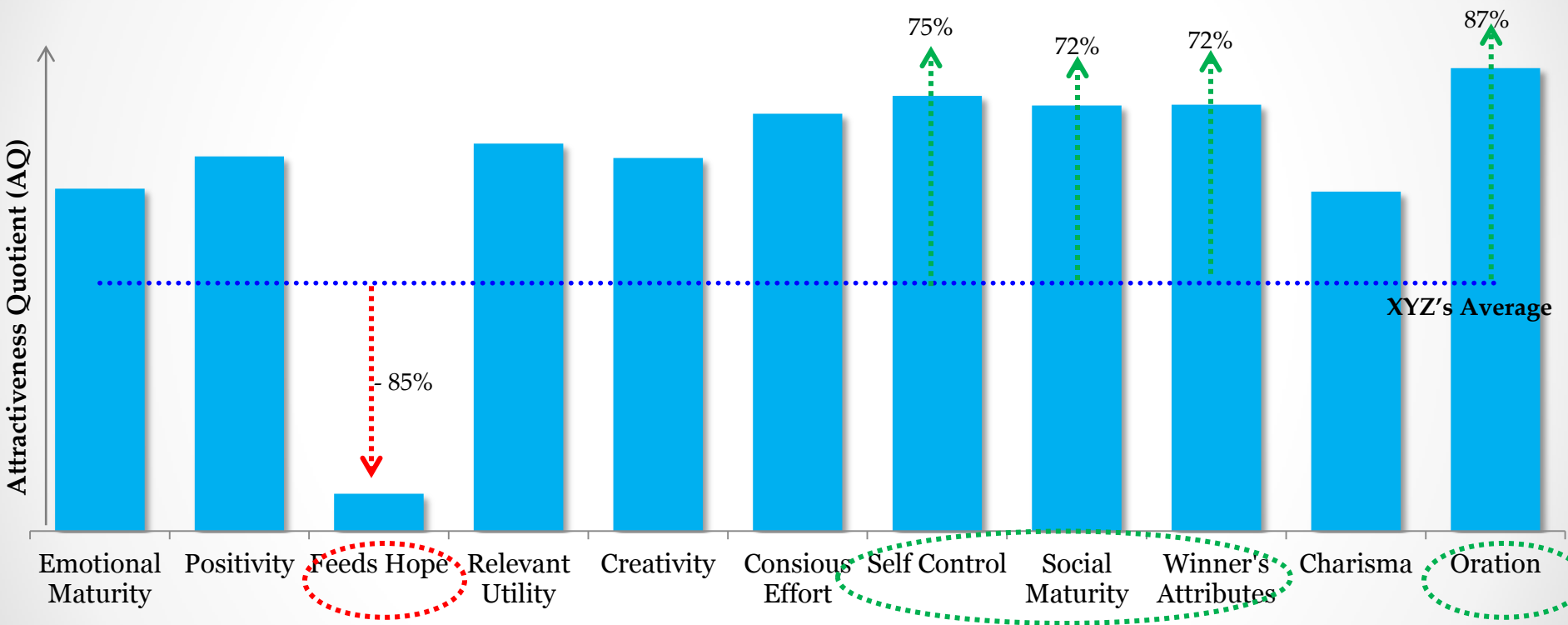


Ingredient Level - Demeanour Analysis

XYZ 2015



2015



Ingredient Level - Demeanour Analysis

XYZ v/s ABC 2015

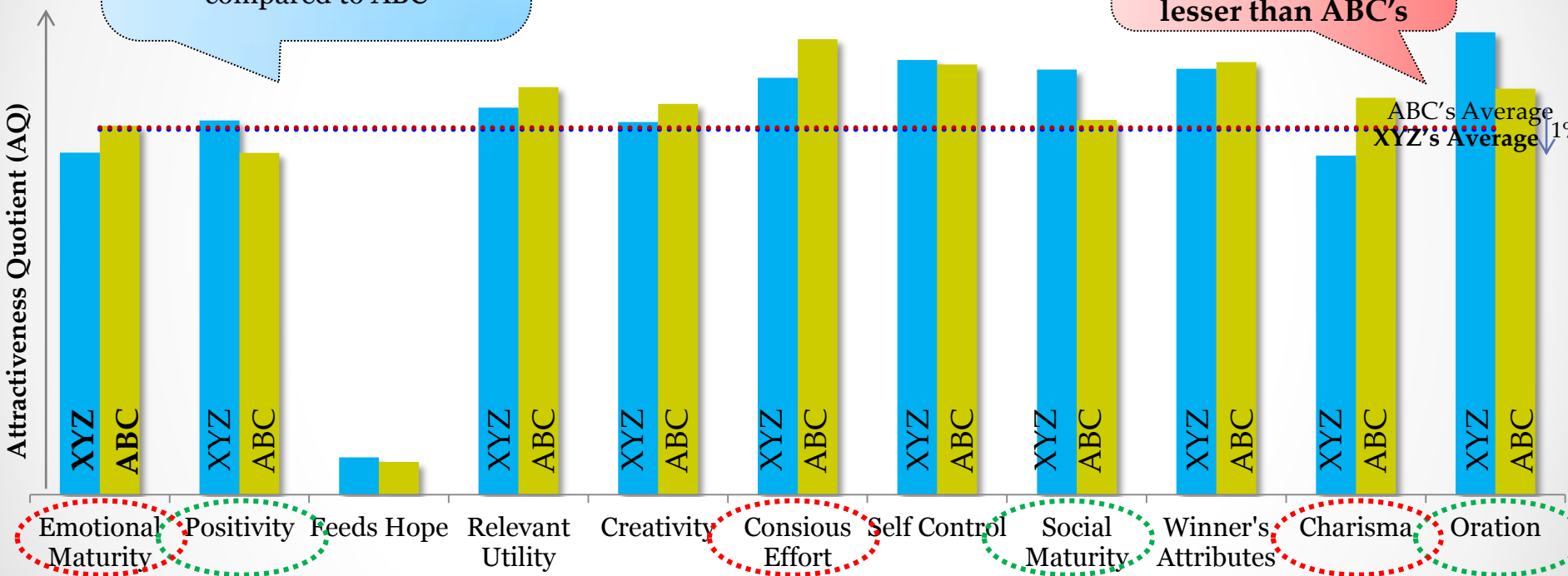


2015

Oration, Social Maturity & Emotional Maturity are XYZ's best performing Attractiveness Demeanours, compared to ABC

XYZ's average Attractiveness Quotient is 1% lesser than ABC's

ABC's Average
XYZ's Average ↓ 1%



XYZ's Attractiveness Demeanours – Insights



**Communicate
the Highs**

**Work on
the Lows**

*Aspirational
Appeal*

Self Control
Winners' Attributes
Social Maturity

*Communication
Appeal*

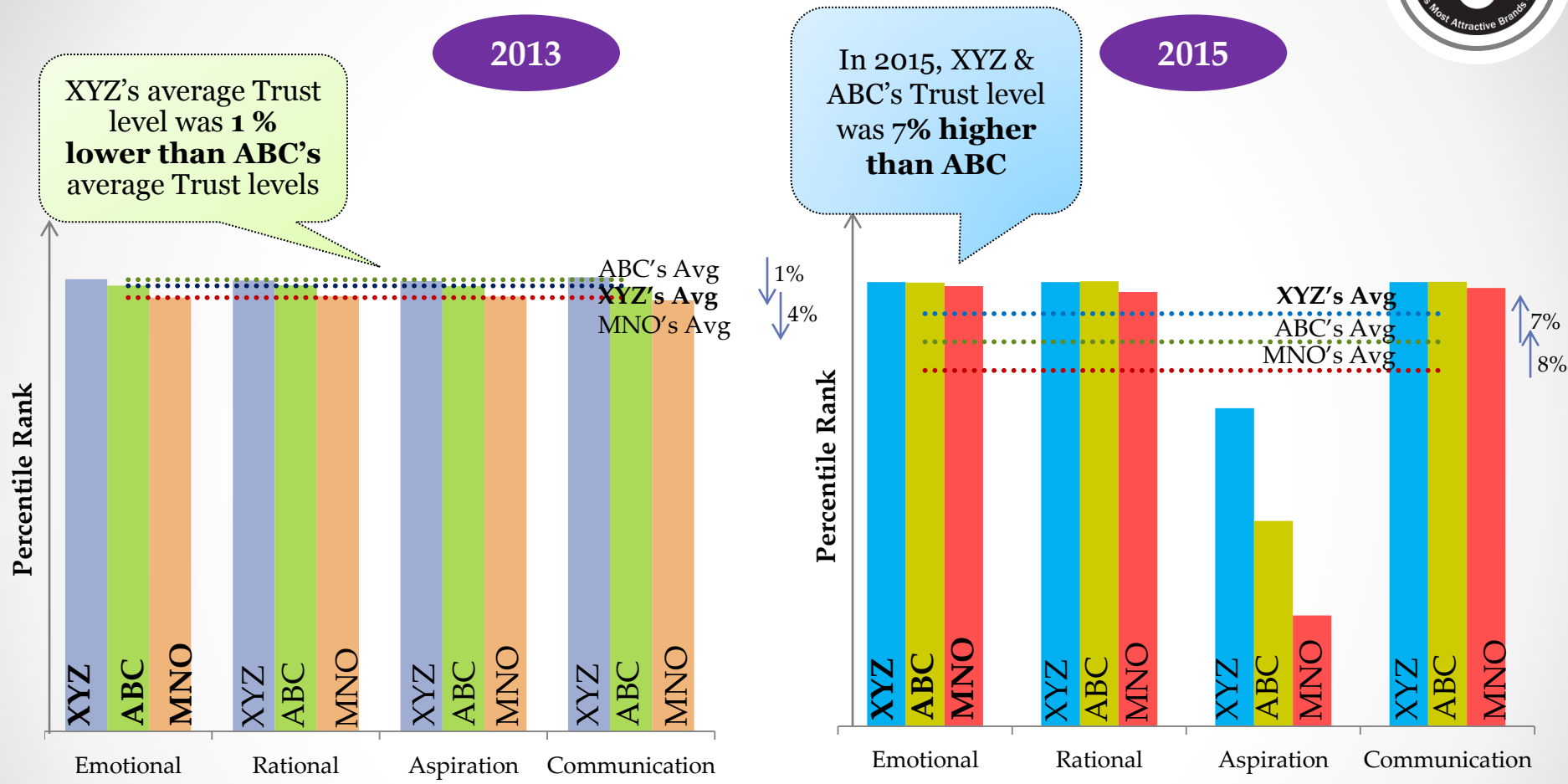
Oration

*Emotional
Appeal*

Feeds Hope

Ingredient Level - Appeal Analysis

XYZ v/s ABC v/s MNO

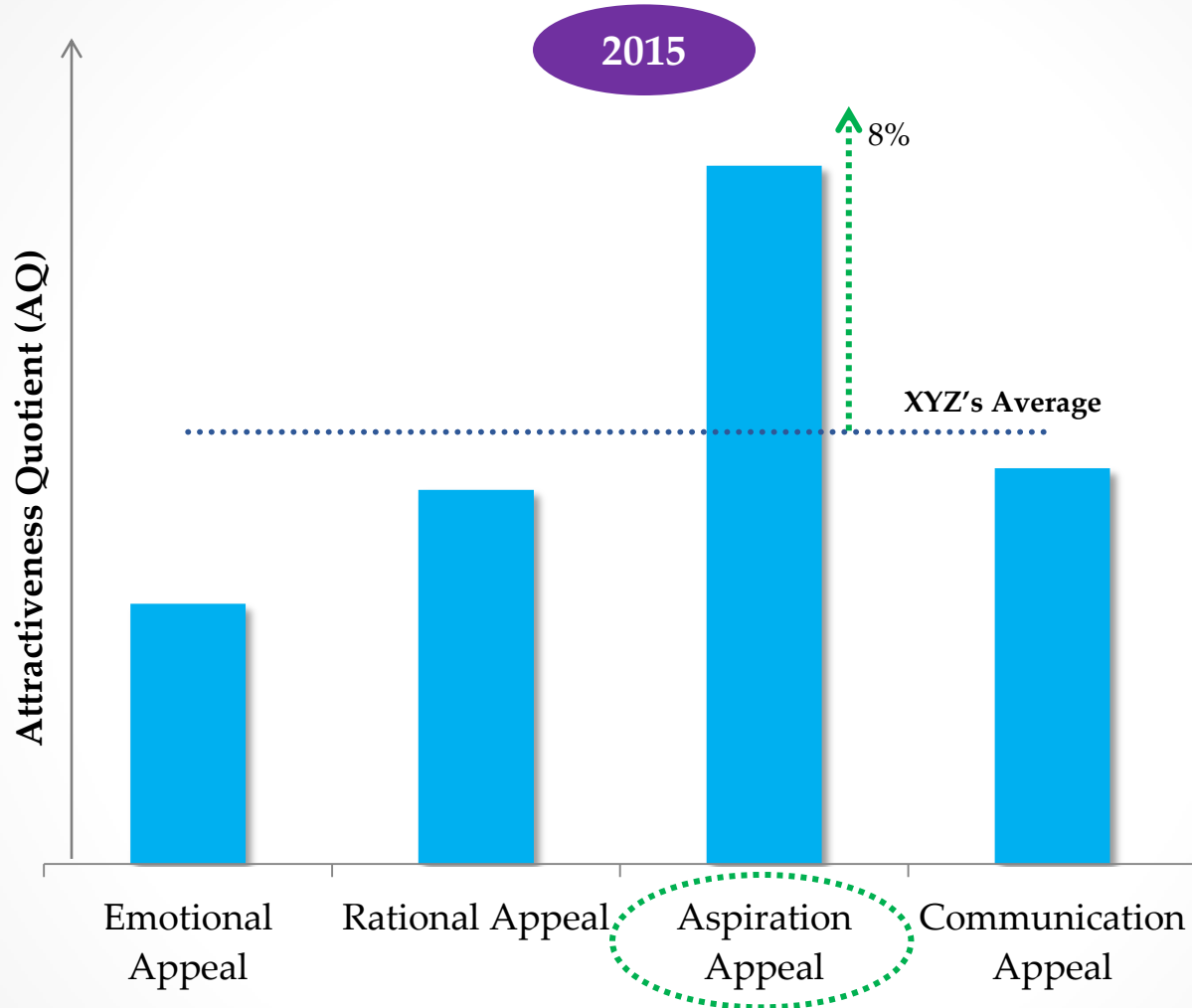


*We are using percentile ranks to compare 2014 and 2015. Thus, the low percentile ranks of Aspirational Appeal indicates that in general when it comes to Aspirational Appeal, the brands in the mentioned industry are ranked lower than other brands in the top 1000 list of India's Most Trusted Brands



Ingredient Level - Appeal Analysis

XYZ 2015



XYZ
Logo



**Communicate
the Highs**

Self Control

*Aspirational
Appeal*

Winners' Attributes

Social Maturity

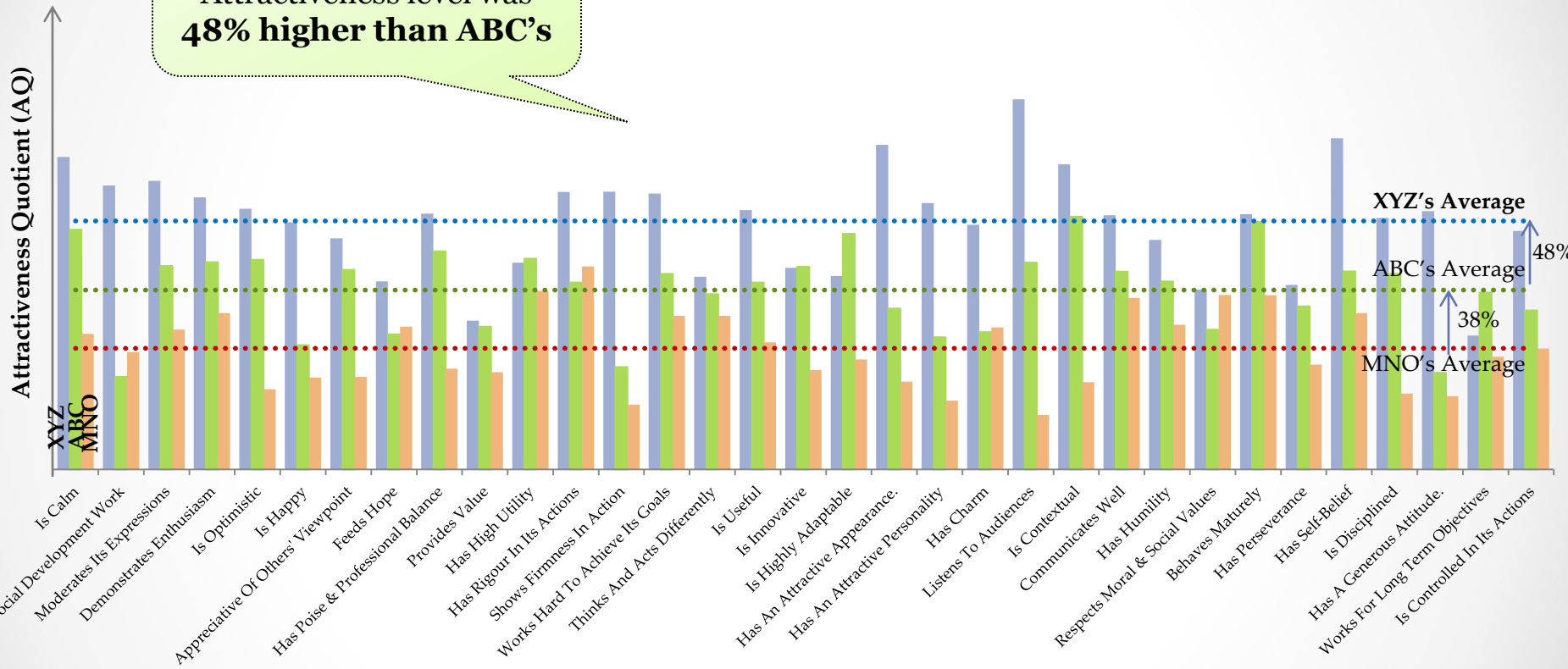
Ingredient Level - Trait Analysis

XYZ v/s ABC v/s MNO



2013

XYZ's Average Attractiveness level was **48% higher than ABC's**



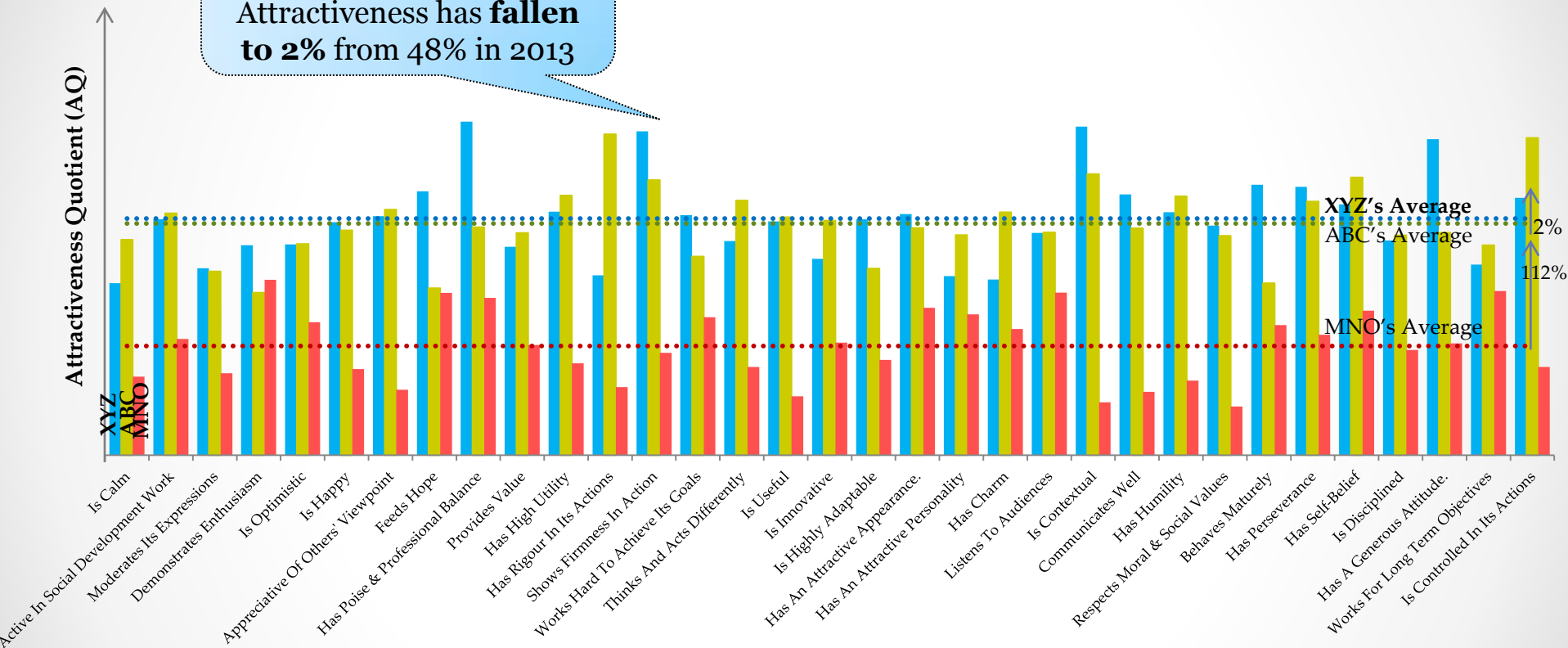
Ingredient Level - Trait Analysis

XYZ v/s ABC v/s MNO



2015

The difference between XYZ and ABC's average Attractiveness has **fallen to 2%** from 48% in 2013

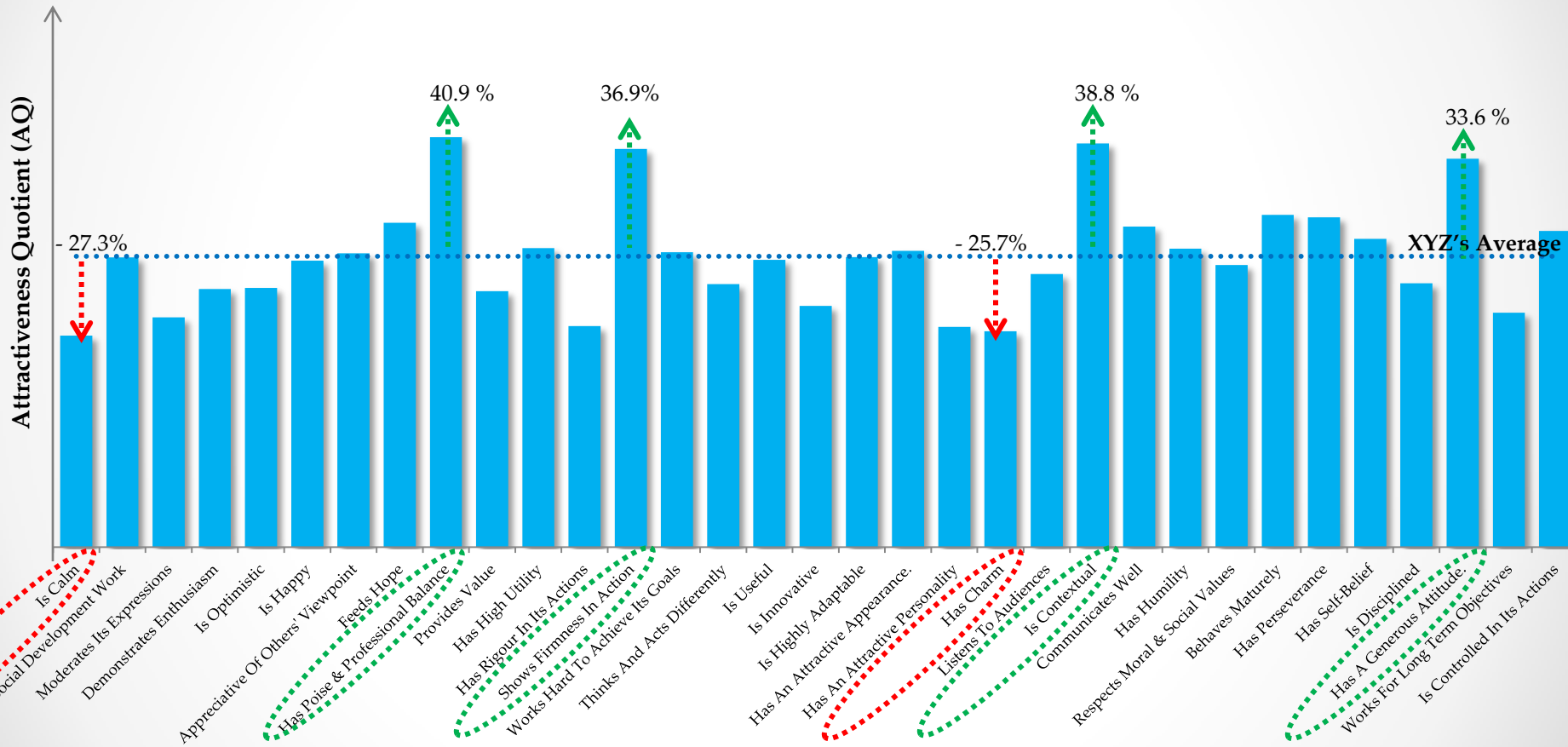


Ingredient Level - Trait Analysis

XYZ v/s ABC v/s MNO



2015



XYZ's Traits – Insights



**Communicate
the Highs**

**Work on
the Lows**

*Aspirational
Appeal*

Self-Control
Has a Generous Attitude

*Communication
Appeal*

Oration:
Is Contextual

Charisma:
Has Charm

*Emotional
Appeal*

Feeds Hope:
Has Poise & Professional Balance

Emotional Maturity:
Is Calm

*Rational
Appeal*

Conscious Effort:
Shows Rigour in Actions



Brand Attractiveness Demographics



A Demographic analysis of XYZ's Attractiveness and its competition

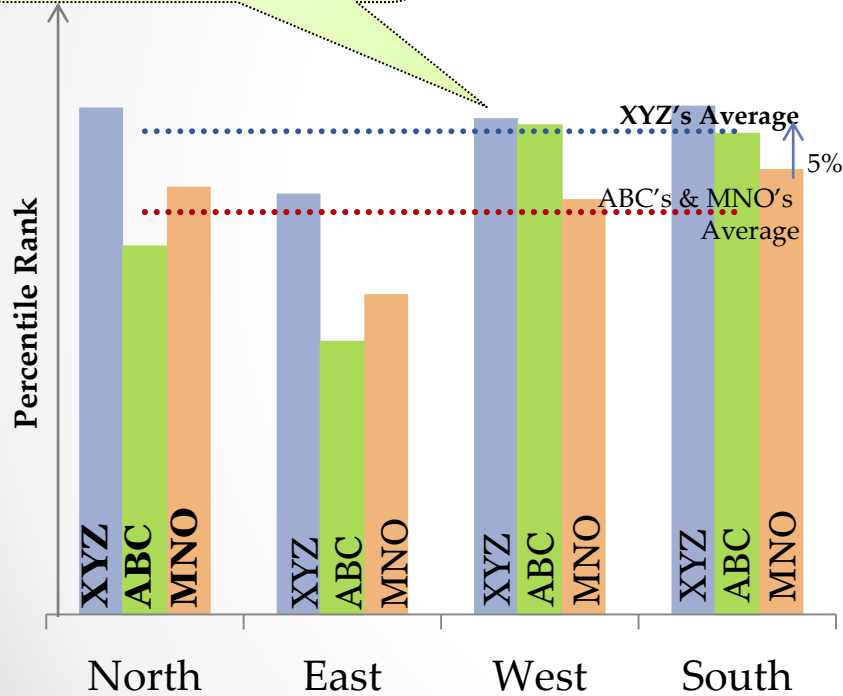
Overall Zone-wise Analysis

XYZ v/s ABC v/s MNO



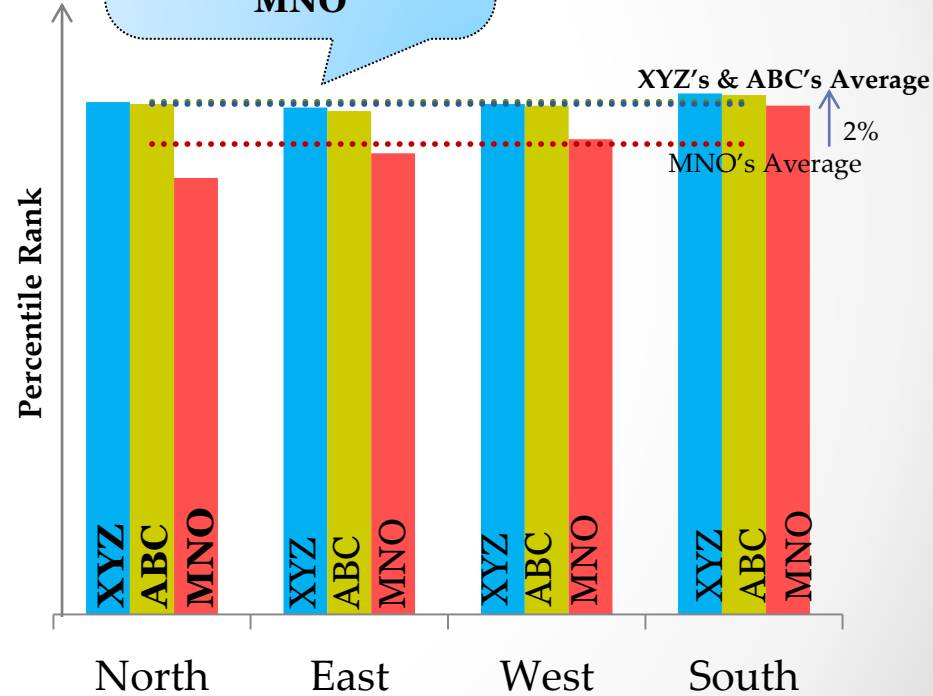
2013

XYZ's average Attractiveness level was **5% higher than ABC's & MNO's average Trust levels**



2015

In 2015, XYZ & ABC's average Attractiveness was **2% higher than MNO**

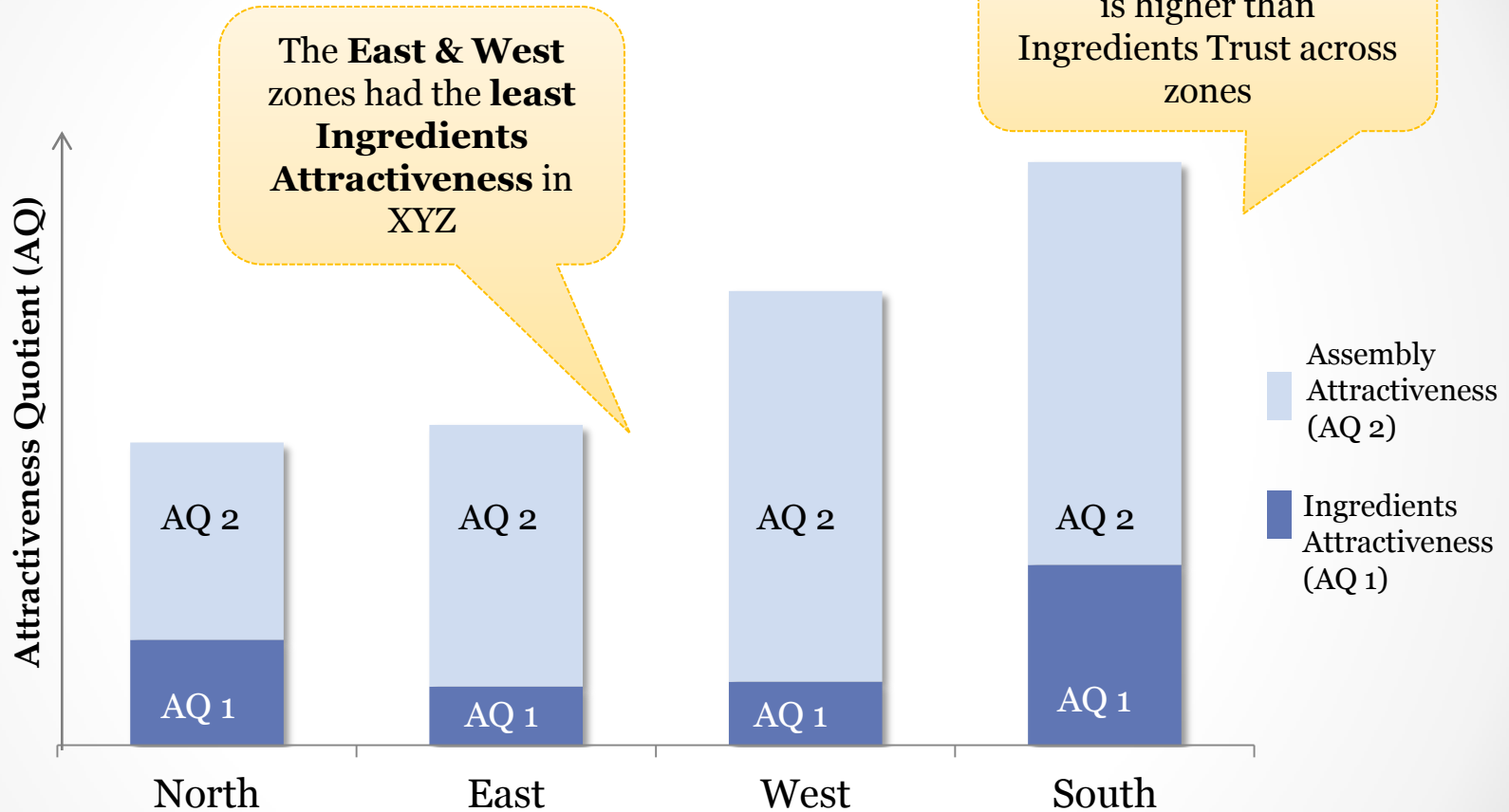


Zone-wise Analysis

XYZ's Ingredients & Assembly Analysis



2015



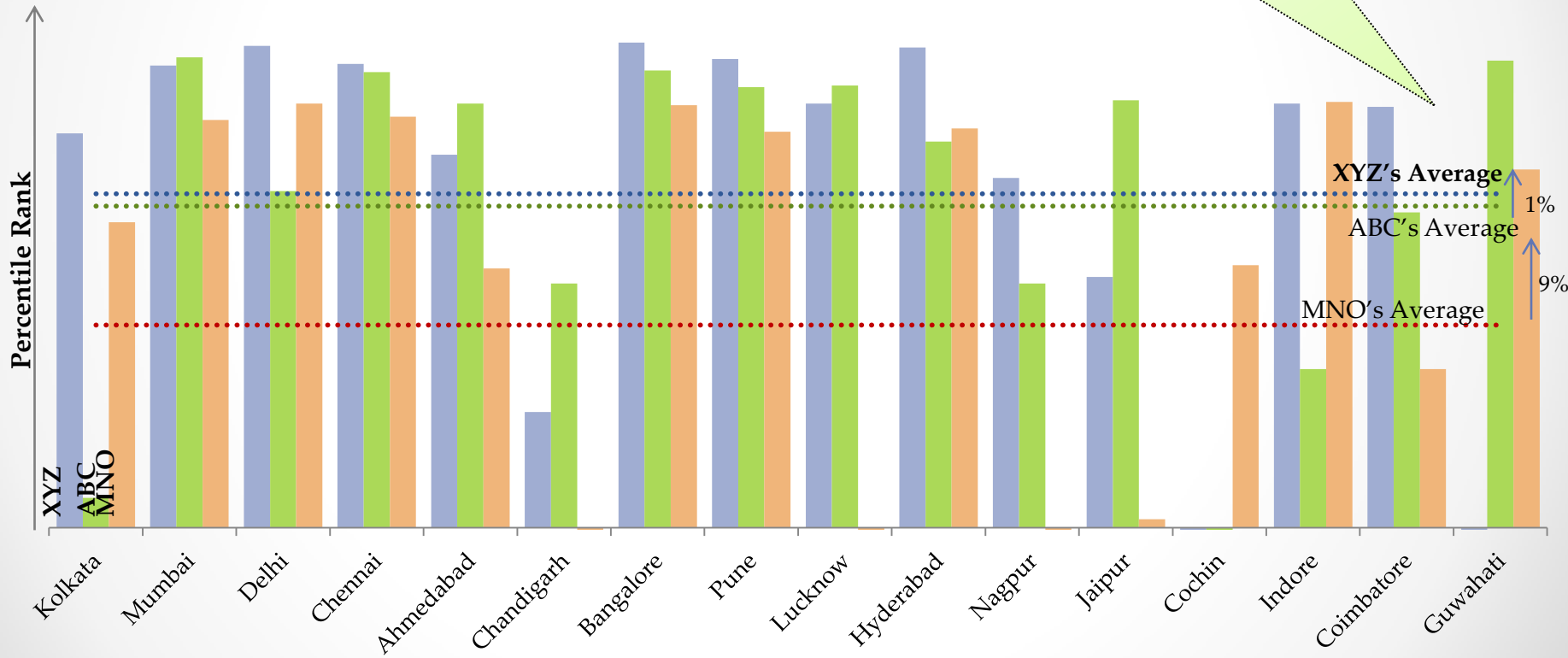
Overall City-wise Analysis

XYZ v/s ABC v/s MNO



2013

XYZ's average Attractiveness level was **1% higher than ABC's**



XYZ
Logo

Overall City-wise Analysis

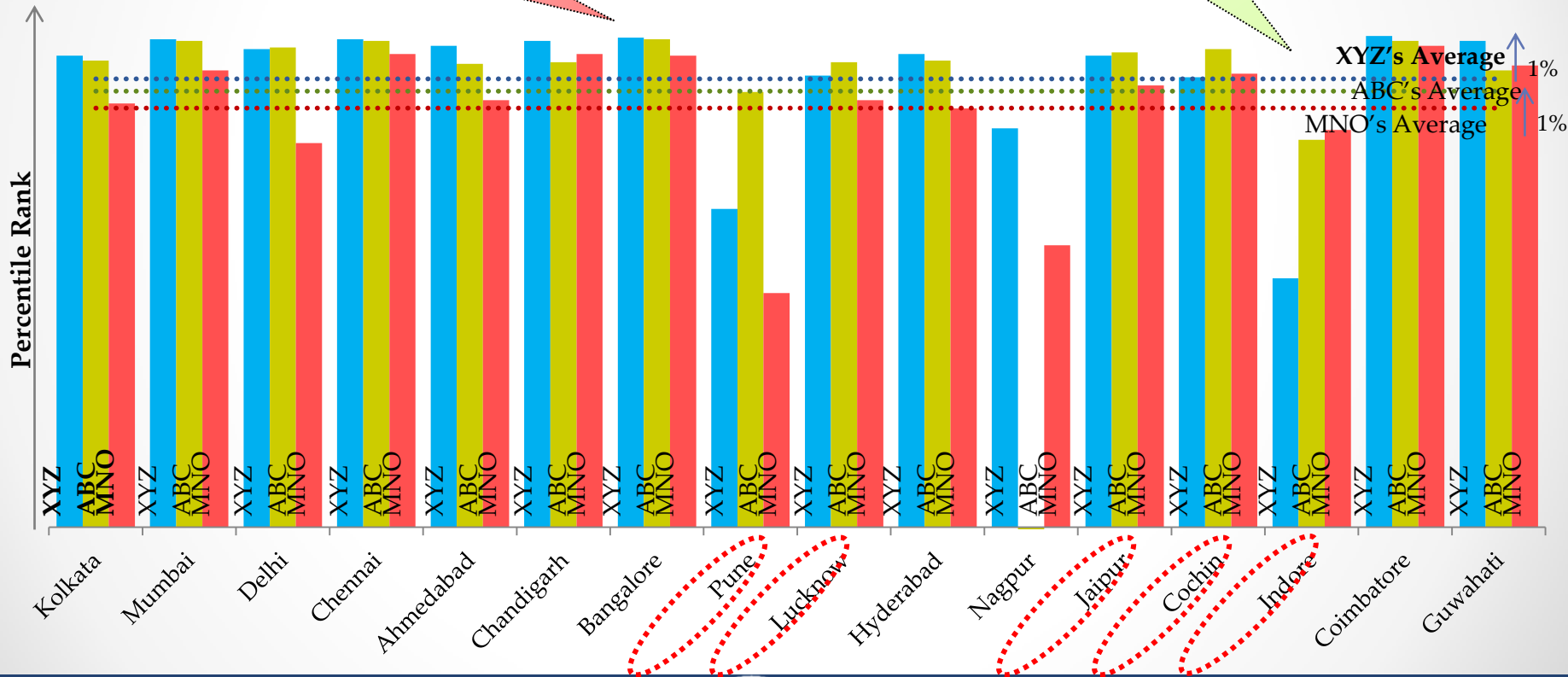
XYZ v/s ABC v/s MNO



2015

Pune, Lucknow, Jaipur, Cochin, Indore:
XYZ's Attractiveness levels were lower than ABC

XYZ's average Attractiveness level was **1% higher than ABC's**



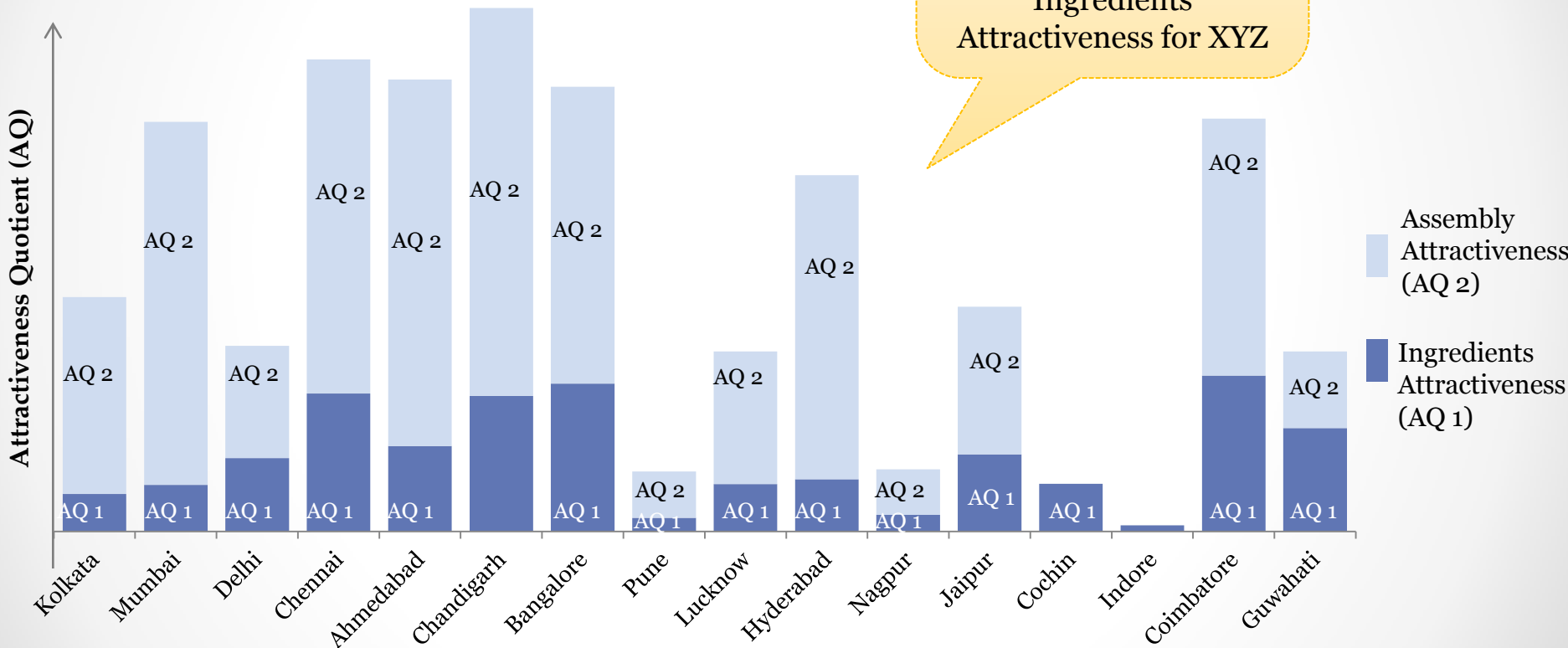
City-wise Analysis

XYZ's Ingredients & Assembly Analysis



2015

Most cities except Cochin and Indore, had a **higher Assembly Attractiveness** than Ingredients Attractiveness for XYZ

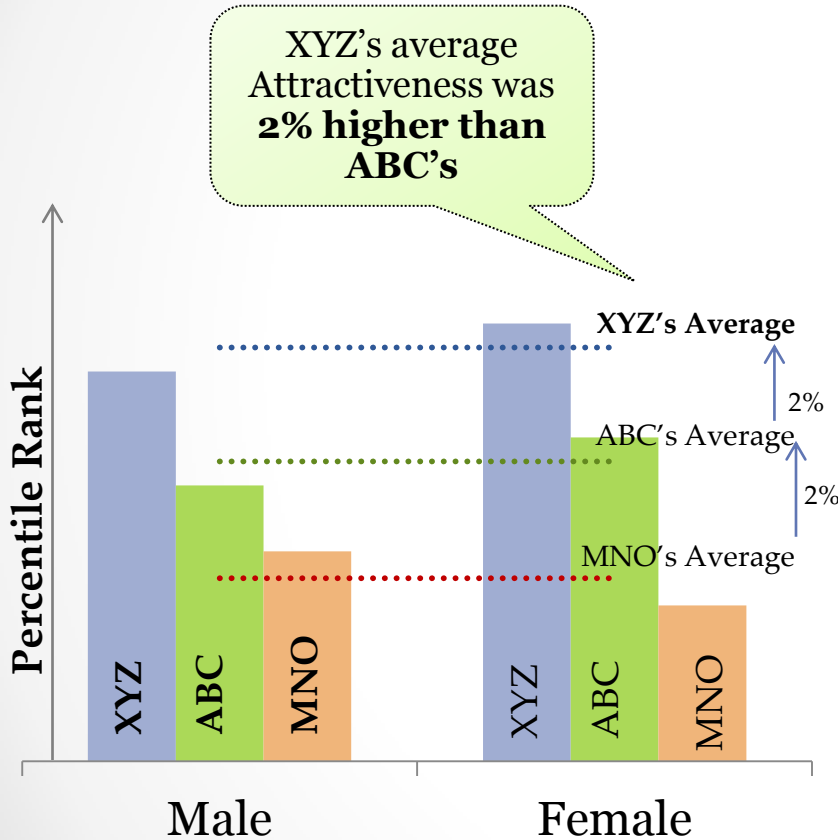


Overall Gender-wise Analysis

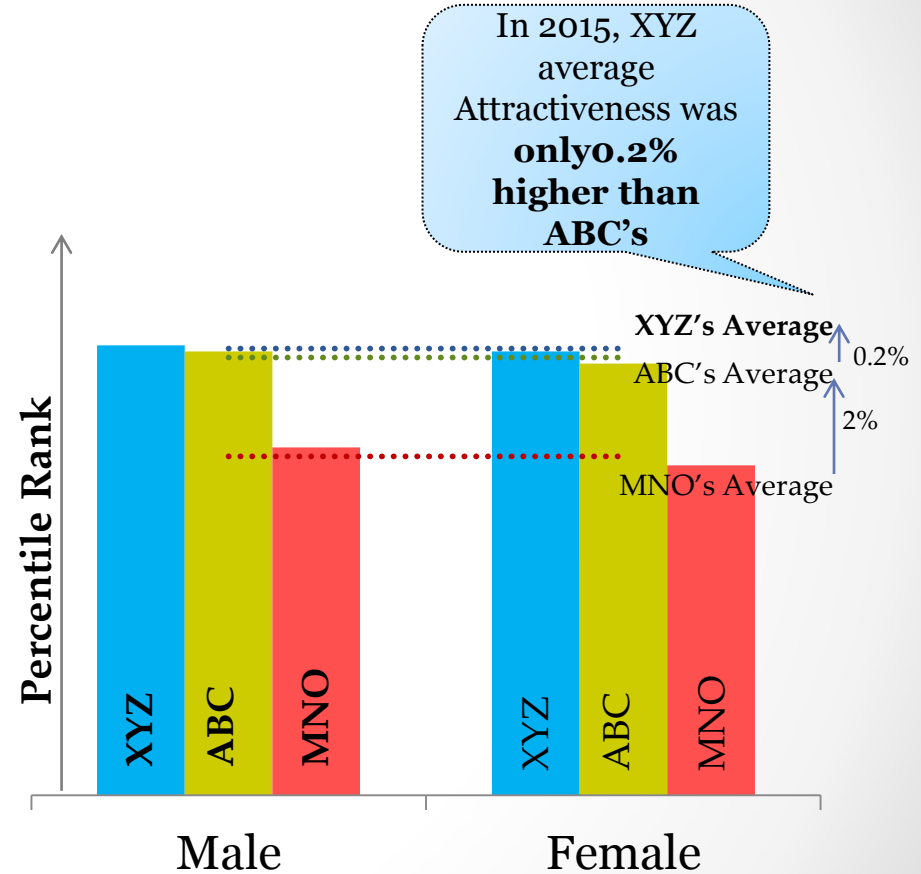
XYZ v/s ABC v/s MNO



2013



2015

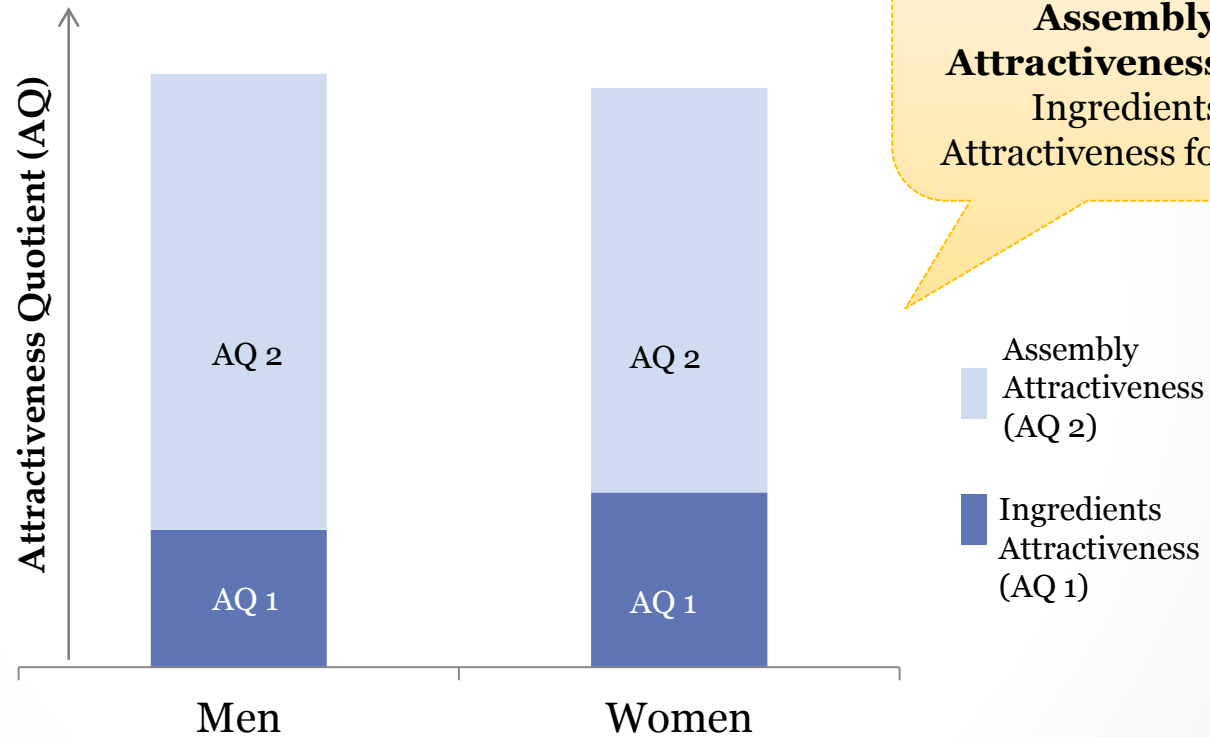


Gender-wise Analysis

XYZ's Ingredients & Assembly Analysis



2015



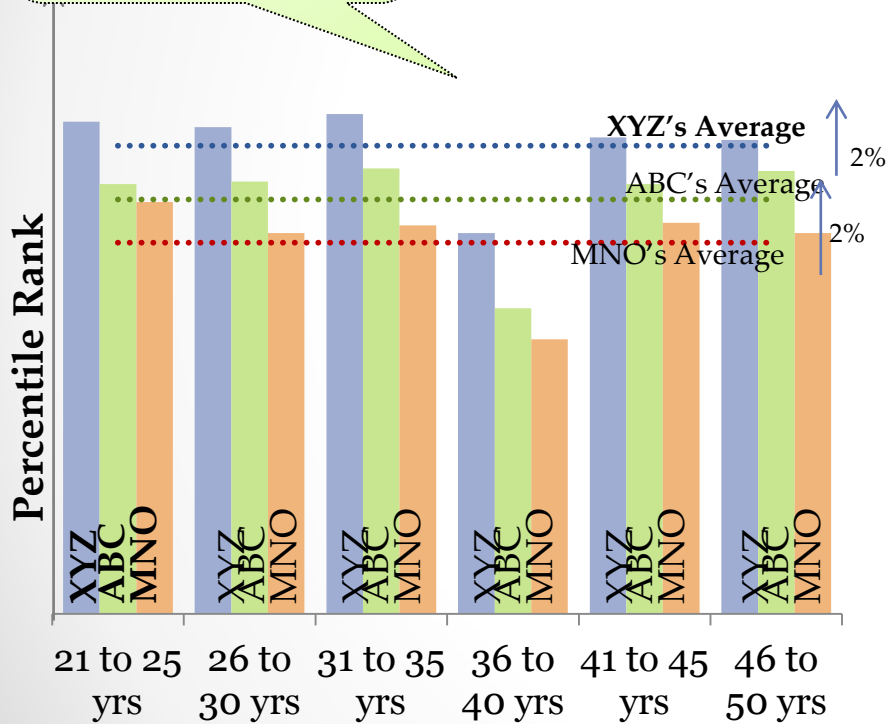
Overall Age Analysis

XYZ v/s ABC v/s MNO



2013

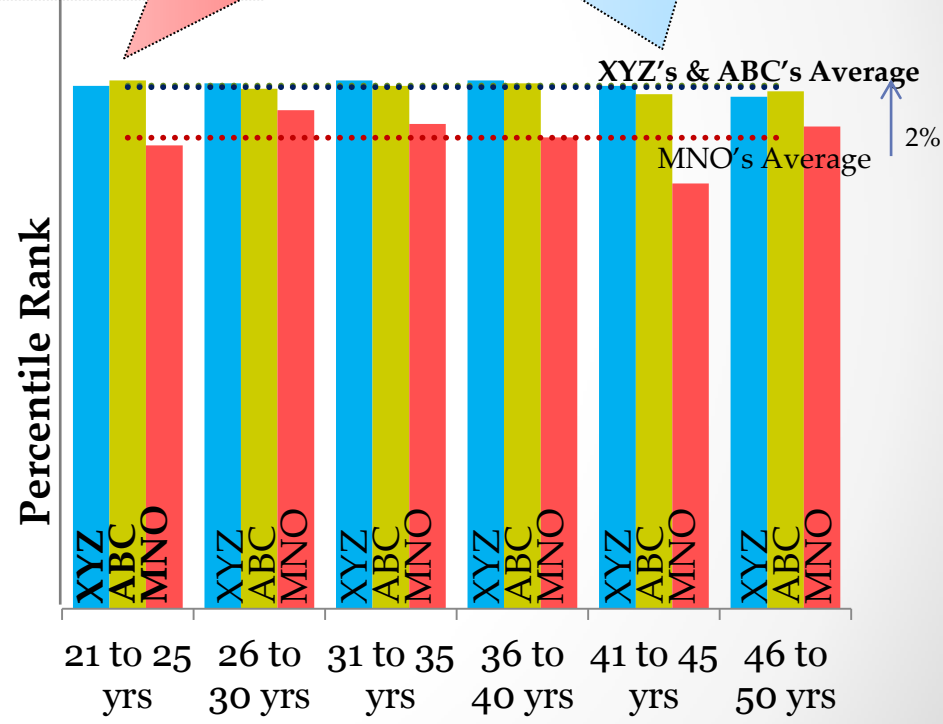
XYZ's average Attractiveness was **2% higher than ABC's**



21 to 25 yrs & 46 to 50 yrs – XYZ's avg Attractiveness is lower than ABC's

2015

XYZ's average Attractiveness is **only a little higher than ABC (0.1%)**

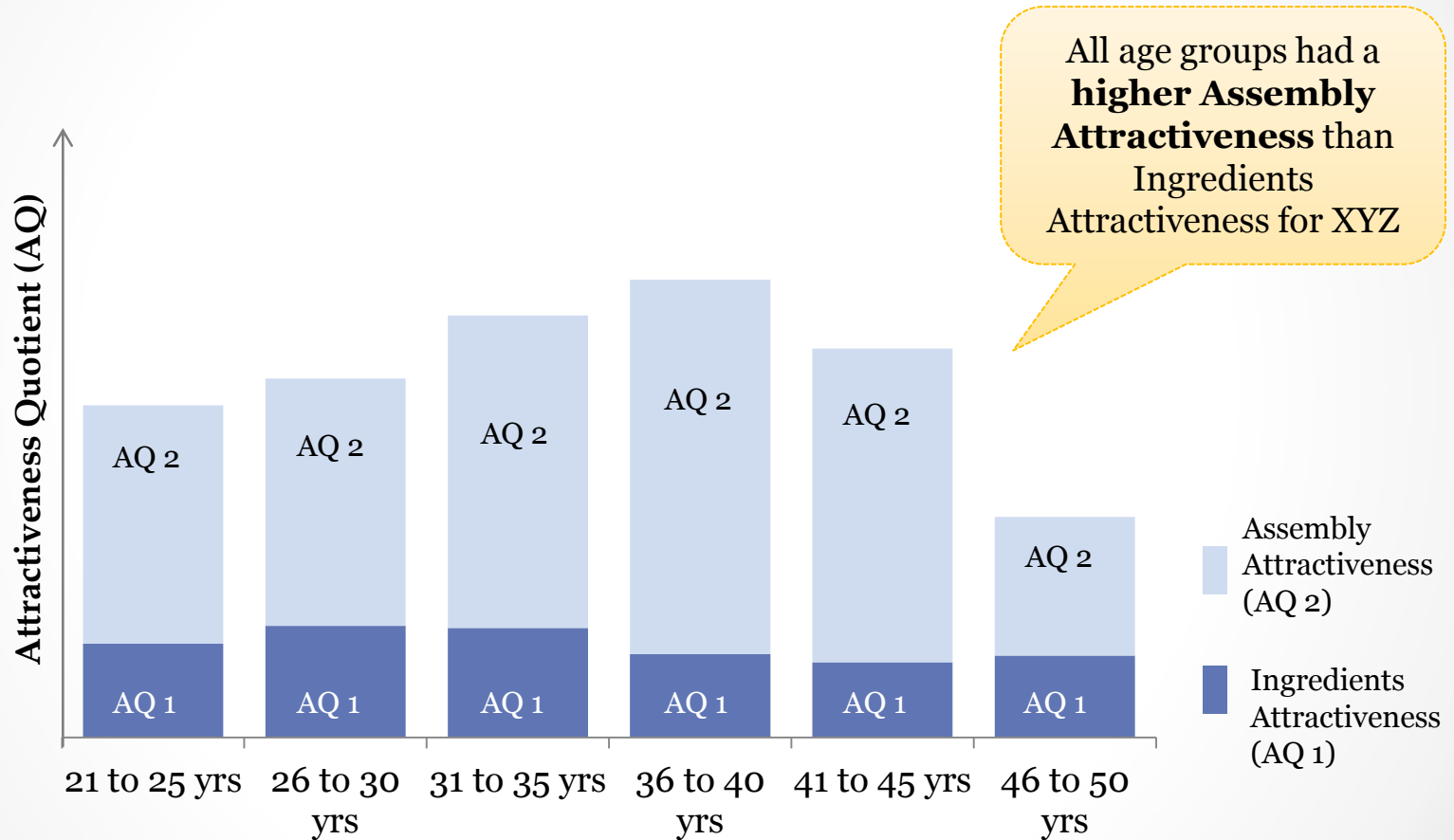


Age-wise Analysis

XYZ's Ingredients & Assembly Analysis



2015



Overall Income* Analysis

XYZ v/s ABC v/s MNO

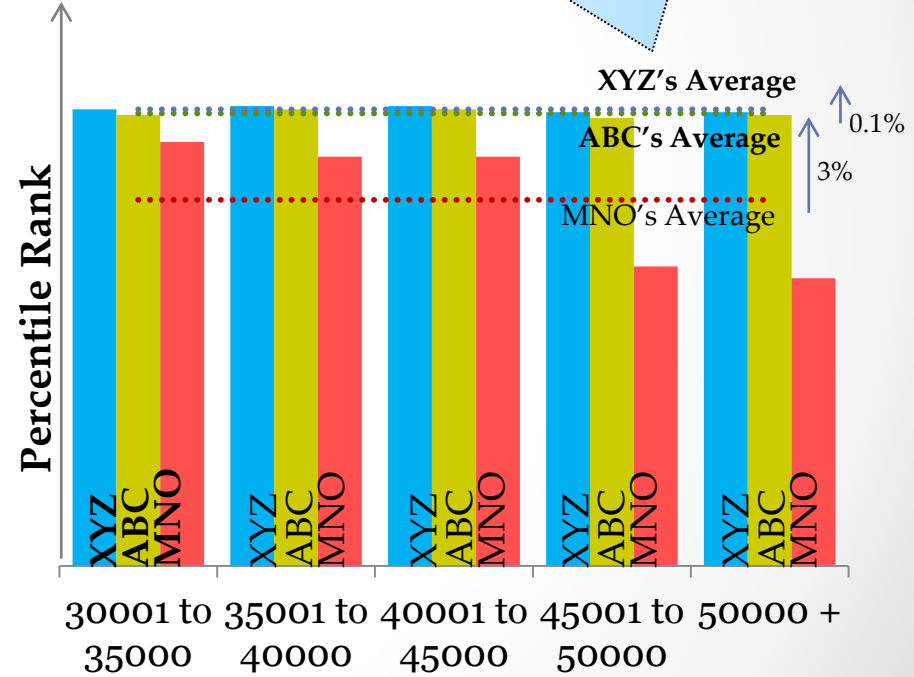
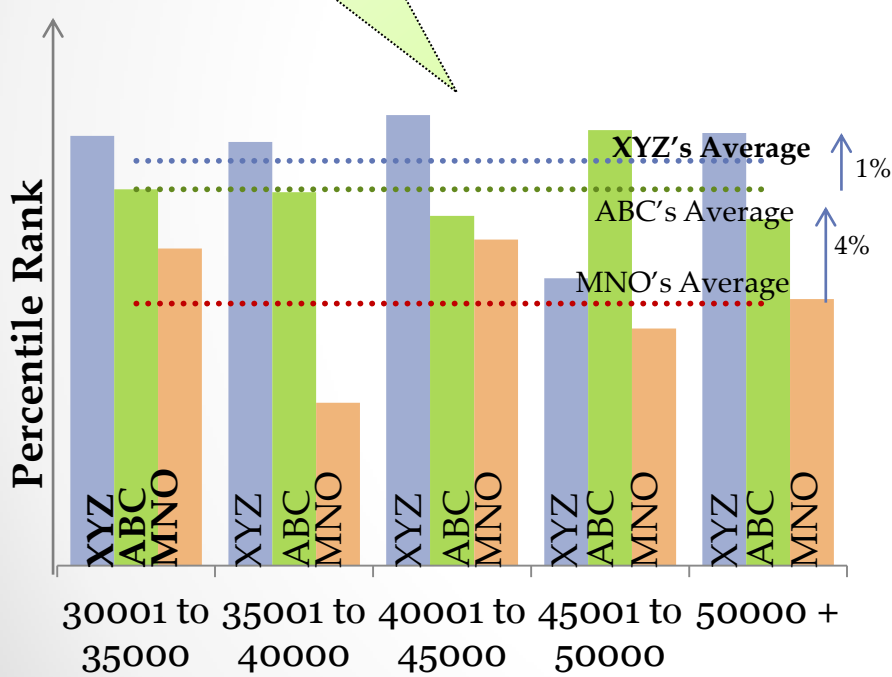


2013

2015

XYZ's average Attractiveness was about **a percent higher than ABC's**

XYZ's average Attractiveness is **only a little higher than ABC (0.1%)**



* Income is in INR p.m.

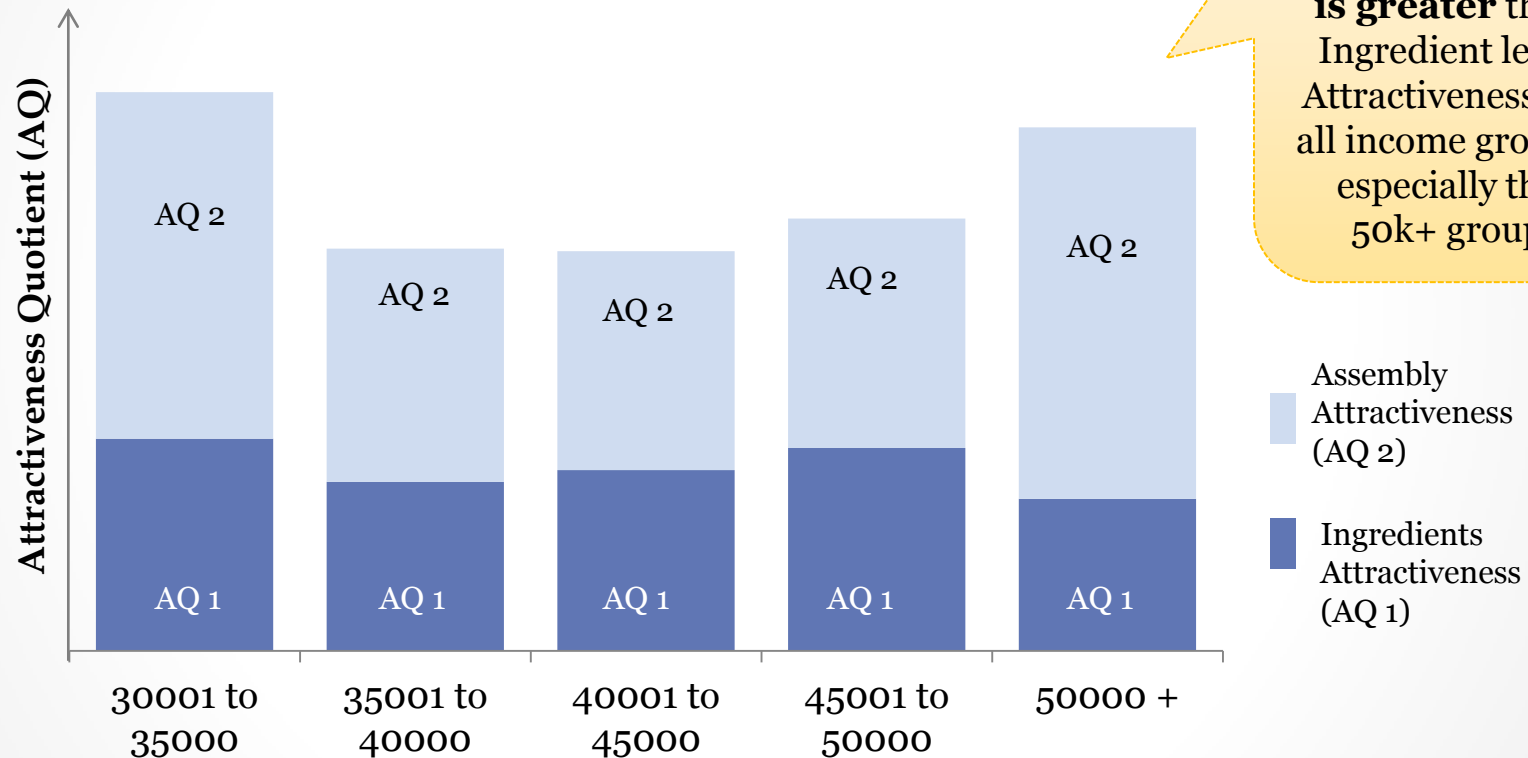
XYZ
Logo

Income-wise Analysis

XYZ's Ingredients & Assembly Analysis



2015



Assembly level Attractiveness is greater than Ingredient level Attractiveness for all income groups, especially the 50k+ group

XYZ's Attractiveness Demographics – Insights



**Highest
Attractiveness Levels**

**Attractiveness Rank
Less than ABC**

Zone –

South Zone

-

City –

Coimbatore

**Pune, Lucknow, Jaipur,
Cochin, Indore**

Gender –

XYZ's Trust levels are balanced across both genders

Age –

31 to 40 years

**21 to 25 yrs &
46 to 50 yrs**

Income –

INR 35,001 to 45,000

-

Conclusions

- XYZ has steadily climbed Trust ranks over the last few years and has settled to among top 30 trusted brands in the country
- XYZ's Attractiveness rank has also risen higher than that of its competition between 2013 and 2015, ranking it as the 15th Most Attractive Brand in India
- XYZ should work towards using the findings of this report into their communication and action to ensure they maintain their high Buying Propensity

Thank you for your time.



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