

# METHODOLOGY

BRAND DESIRE REPORT  
TRA'S MOST DESIRED BRANDS REPORT 2022



## UNDERSTANDING TRA'S BRAND DESIRE REPORT 2022 METHODOLOGY

The true success of a brand can be measured by the consumer's desire to purchase its product or service. The desire to buy naturally precedes the act of buying and is a sign of the consumer mind being fertile and ready for the buying to happen. Since the desire is difficult to quantify, sales often becomes the success measure. Between 2007 and 2010, TRA spoke to nearly 300 psychologists, sociologists and communication experts to understand Brand Desire, and have been using this proprietary Brand Desire Matrix to measure Desire for the last 8 years.

For over 11 years, TRA has been conducting syndicated research with consumer influencers, the 10% of the population that usually influences the balance 90%, to understand their Desire placed on a brand. We not only measure the conscious desire, but the Brand Desire Matrix also allows us to measure the sub-conscious desire held by consumers on the brand. TRA's studies consider the perceptions of the consumers to the final test of a brand's rating on the sensitive barometer of the Brand Desire. Marking its 8th edition this year, TRA's Most Desired Brands 2022 is based on 12 brand behaviors of Brand Desire and conducted among 2509 consumer influencers across 16 major cities in India. TRA is a pioneer in understanding and measuring Brand Desire, the powerful force that has the ability to create a magnetic and irresistible allure. A brand that creates genuine Desirability for its products will not only attract loyal customers but help consumers act as brand ambassadors.

### Data Collection

More than 300 fieldwork personnel assisted in getting data in face-to-face interviews from 16 cities and the average interview time was about 30 minutes. Three and a half lakh data points were collected, and more than 4,000 unique brands emerged from the study. TRA's survey uses an app specifically created for this purpose. Not only does it capture brand data more accurately than Paper-and-Pen-Interview (PAPI), but it also captures several parts of the interview that facilitate:

- Respondent authentication
- Voice Recognition
- Geo-Location
- Timestamping
- Home-door pictures/visiting cards

TRA insists on data accuracy with multiple levels of scrutiny. The interviewer testing, process quality, 100% back-checks, stringent quotas, and data inspection at all phases, ensure extreme scrutiny.

### About the Questionnaire

A well-designed questionnaire is crucial to any good syndicated research. Even more, when the study is attempting to capture consumer perceptions on something as subtle as Brand Desire.



The Brand Desire questionnaire has three parts to it:

- a) First, the respondents are to name 15 brands that came to their mind among local, national, and multinational brands. It allowed the interviewer to bring out several brands into the active memory of the respondent along with their interconnections, preventing selective channelization.
- b) The second part of the Desire questionnaire is related to brands and focuses on the *12 Brand Behaviors of Brand Desire*. A deviation from the earlier years, where 36-attributes were measured and adapted to Covid-related challenges of respondent time. For each behavior, the respondent had to name three brands most suited to each Brand Behavior in response to the question. These helped *display the subconscious desire held by the respondent*.
- c) The third part focuses on the response to brands recalled in response to 'Desired Brand Name' helping to extract the 'Conscious Desire' exhibited by the respondent. In addition to the brand name responses, the respondent also had to give the category that the brand belongs to and a suitability score for every brand name on a 5-point scale, assigning a numeric value as the brand's Desire score.

## FINDING THE RIGHT RESPONDENTS

The respondents of this study are the consumer influencers of brands, 10% of the consumers exert influence on the remaining 90% in their brand decisions. To ensure the questions captured the insight of- consumer influencers. Several distinguished standards were put in place. Also, three distinct sets of respondents who influence brands were selected for the study.

The three major groups of respondents were Salaried Males, Salaried Females, and Home Influencers. The other criteria for selection of the respondents were as below:

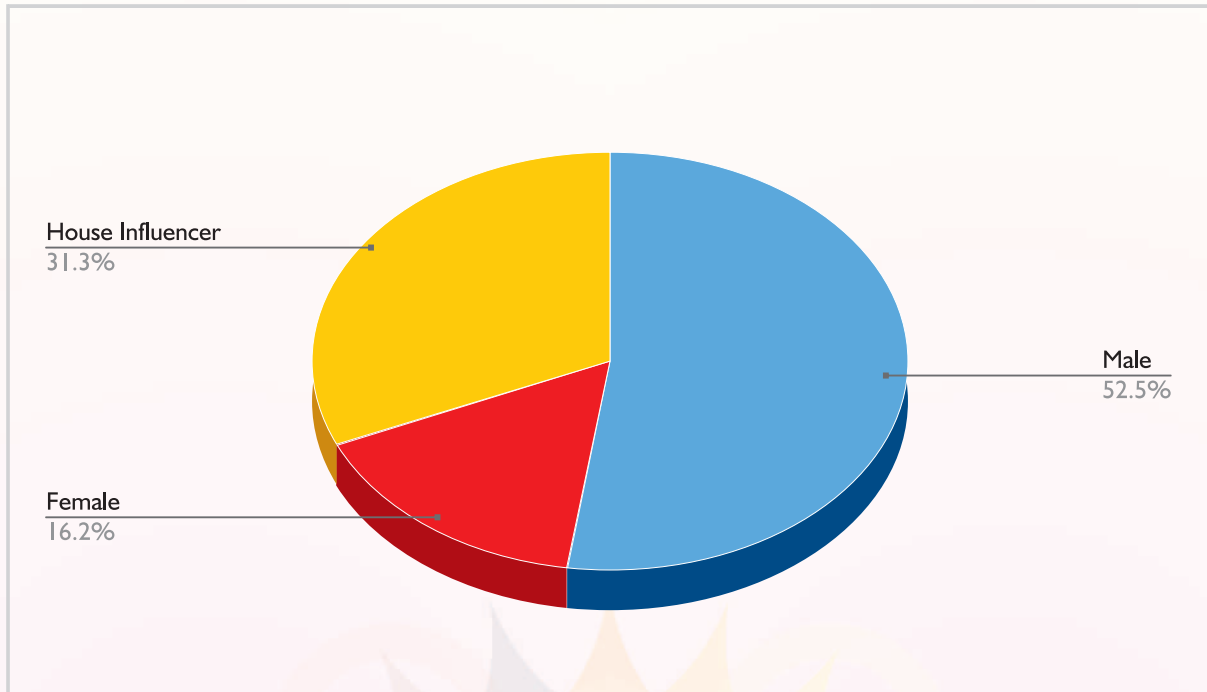
### General criteria

1. **Age criteria** – 21 to 50 years
2. **SEC criteria** – A/B only
3. **Home influencer criteria**
  - English & one local/ regional language proficiency with above 3 out of 5 scores based on speak, read & write
  - Home influencer influence score to be 4 out of 5 in each of the below criteria
  - Purchasing electronic item/s at their home Recommendation on branded products purchase done by their friends
  - Selection of the next education institution for her child/ward
  - Residing in a society with 100 or more flats
4. **Salaried respondents' criteria**
  - Monthly salary income of more than INR 20,000/-
  - Must be employed in an organization having: more than 200 employees across branches (pan India) OR must be in an organization having more than INR 50 Crores turnover
  - Must not be employed with a courier company, Public Relations, Market Research, Advertising, BPO, or KPO
  - Not more than 15 interviews to be conducted in any one organization across its offices in India
  - Visiting cards were to be collected from every respondent.

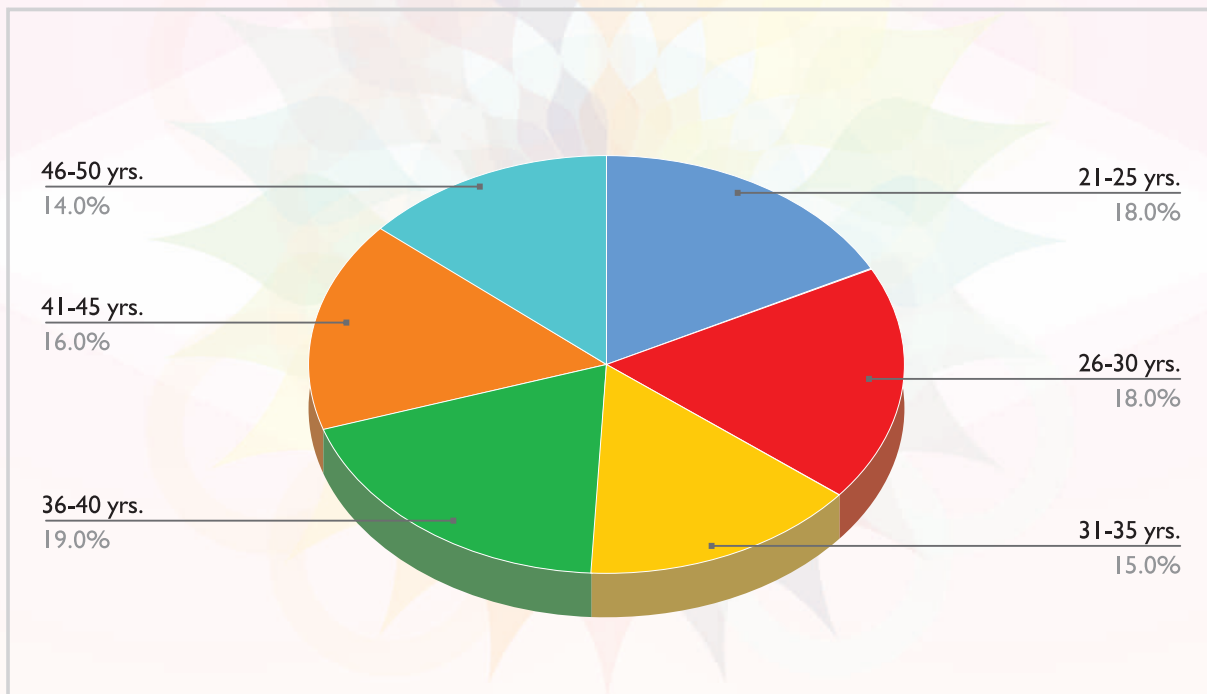
## SAMPLING CRITERIA

### Gender and age-based criteria

- a) The gender and age sampling were done based on the census division among the 16 cities. Among the women, the home influencers and salaried women were in the ratio of 31% & 16%.

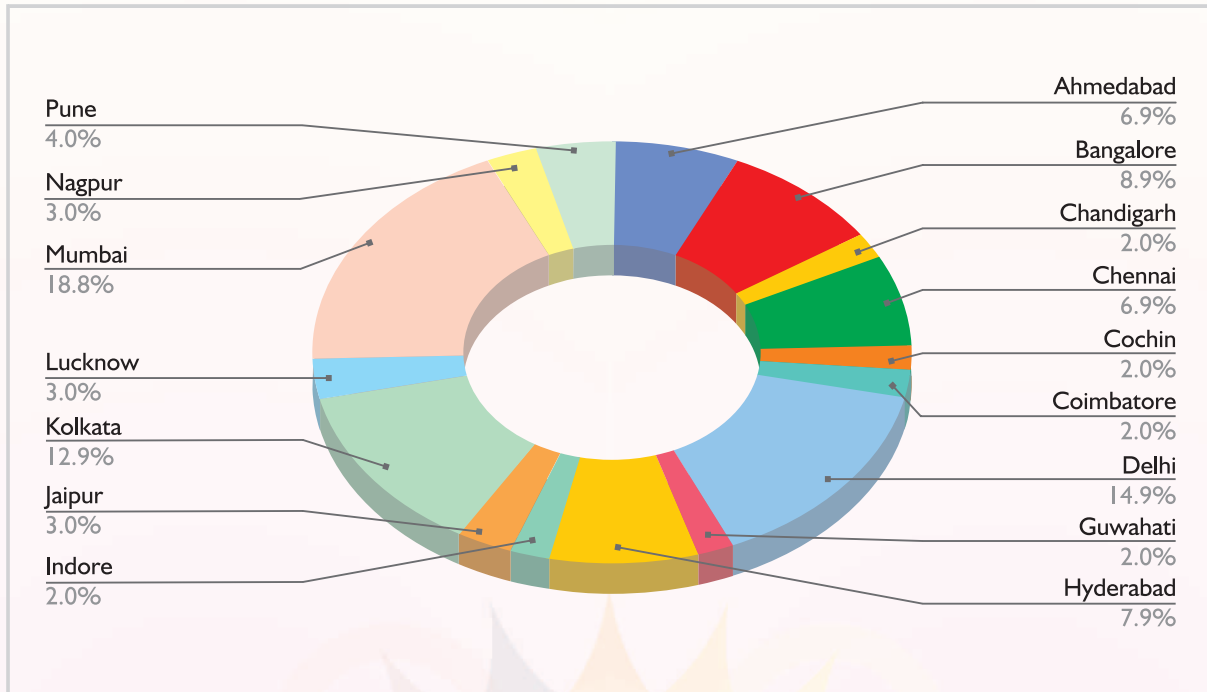


b) Sixteen cities were selected for the survey, representative of urban India. The number of respondents sampled in each city is proportional to its GDP, as it was most representative of transactions in the city.



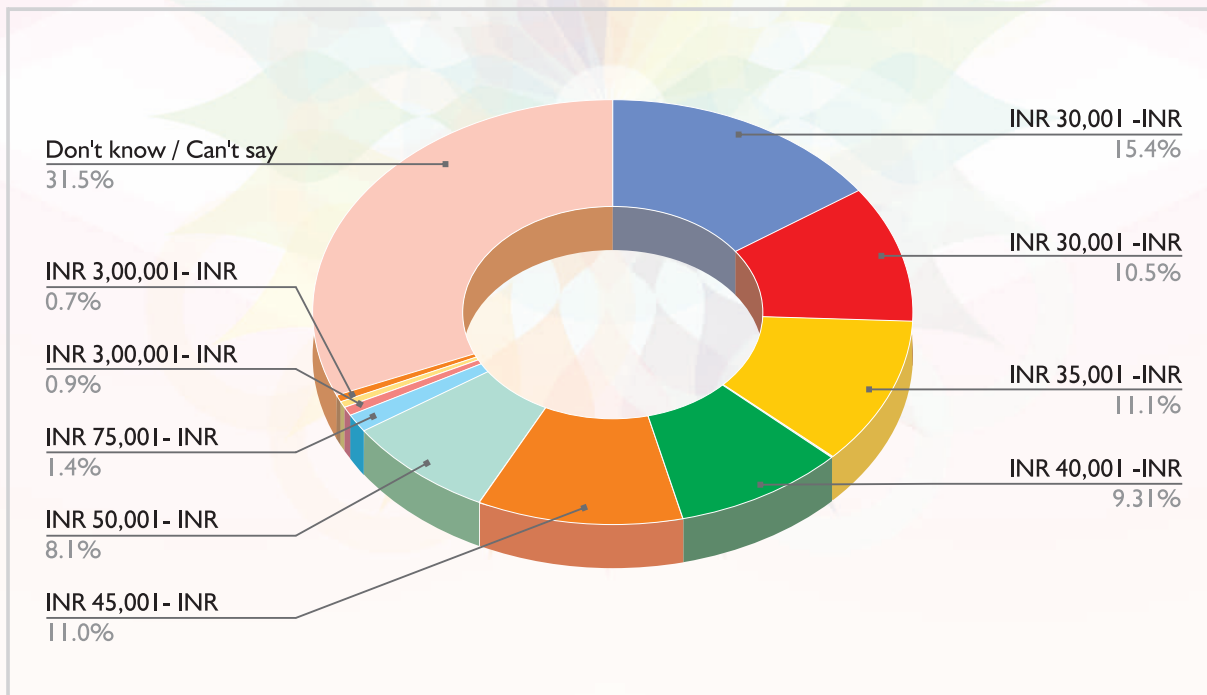
### City-based criteria

North	East	West	South
Delhi	Kolkata	Mumbai	Chennai
Lucknow	Guwahati	Pune	Hyderabad
Chandigarh		Ahmedabad	Bangalore
Jaipur		Nagpur	Coimbatore
		Indore	Kochi



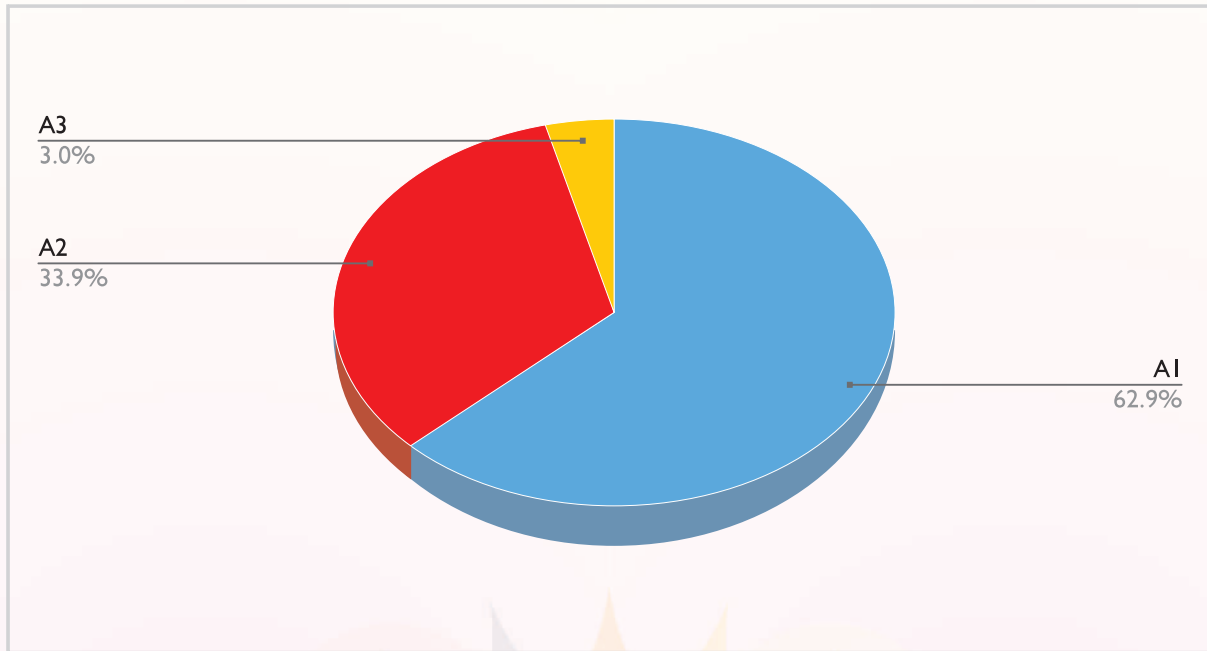
**Income-based criteria**

The respondents had a monthly income exceeding INR 20,000 as shown by the graph of income distribution given below



**SEC-based criteria**

1580 (63%) respondents were from SEC A1, 34% were SEC A2, 3% respondents were from SEC A3 and 0.20% were from SEC B1 & B2



#### UNDERSTANDING THE BRAND DESIRE MODEL

TRA embarked on a mission to find a method to quantify (Desire) by first understanding its primal "Attributes". The Brand Desire Matrix was arrived at by speaking to hundreds of psychologists, sociologists, anthropologists, and communication experts. All helped to comprehend desire, a primal force of attraction. After empirical and pilot testing, TRA formulated the Brand Desire Matrix, counting 36 intangible fundamental Attributes, which get clubbed into 12 Behaviors and converge into 4 Foundations of Desire.

<p><b><u>Communication Desire</u></b> Brands create Communication Desire solely by implementing what-we-see, hear, and know through the impact of communication.</p>	<ol style="list-style-type: none"> <li>1. Charisma</li> <li>2. Trust</li> <li>3. Oration</li> </ol>
<p><b><u>Rational Desire</u></b> In order to demonstrate Rational Desire, Brands must demonstrate logically deduced conclusions. Communicating rationally appeals to the cognitive intellect of the audience, demonstrating infallibly, the reason for belief.</p>	<ol style="list-style-type: none"> <li>1. Relevant Utility</li> <li>2. Conscious Effort</li> <li>3. Creativity</li> </ol>
<p><b><u>Aspirational Desire</u></b> It is through the pursuit of nobler goals that the Brands develop Aspirational Desire, which transfers the feeling of aspiration to others.</p>	<ol style="list-style-type: none"> <li>1. Winner's Attributes</li> <li>2. Social Maturity</li> <li>3. Self-Control</li> </ol>
<p><b><u>Emotional Desire</u></b> Emotions create feelings - deep-seated physiological and psychological sensations that assist us in relating to a situation, adapting to it, or coping with it.</p>	<ol style="list-style-type: none"> <li>1. Positivity</li> <li>2. Emotional Maturity</li> <li>3. Hope</li> </ol>



Today, TRA's Brand Desire Matrix is a widely accepted brand model. Several hundred brands use it to reorient their brand strategy into a completely consumer-centric brand. The measures of a brand have traditionally been in by market share, brand value, or growth. Disregarded are the more invisible and intangible components of Brand Desire. Over the years, TRA's Brand Desired Report data has provided invaluable insights to leading Indian and global organizations, making them more competitive and relevant in these fast uncertain fluctuating times.

## Analysis Of Data

What is the Brand Desire Index®

The Brand Desire Index® is a subtle measurement. It measures the overt and obscure Brand Desire influences – aspects of Brand Desire that remain hidden from scrutiny.

The three parameters were:

- **Frequency** – the number of times a brand gets mentioned in all the interviews
- **Position** – the average position mentioned for the brand – first, second, or third among the three brands asked for each brand query
- **Suitability** – the average suitability given to the brand from a rating scale of one to five

The Brand Desire Index® is as:

$$\frac{SD_o}{SD_i} p_{5i} \times O_{5i} \times X_{5i} \times 0.5$$

The other direct and visible influence on Brand Desire® was the reply to the question on Desire (the only time that the word is mentioned in the entire survey). This is measured on the same three parameters as above and is multiplied by 0.67. To equate the five-point scale of the second influence to the three-point scale of the first influence on Brand Desire. The second part of Brand Desire is:

$$p_{7i} \times O_{7i} \times X_{7i} \times 0.67 \times 0.5$$

The addition of these gives the Brand Desire Index™, represented by the following formula:

$$\frac{SD_o}{SD_i} \times p_{5i} \times O_{5i} \times X_{5i} \times 0.5 + p_{7i} \times O_{7i} \times X_{7i} \times 0.67$$

Where:

SDO represents the overall brand suitability score standard deviation;

SDi represents all fifth brand suitability standard deviation;

O5i represents the fifth brand occurrence frequency of the Brand Desire;

p5i represents the fifth brand average position of Brand Desire;

X5i represents the fifth brand average suitability;

O7i represents the brand frequency of occurrence of the Recall question;

p7i represents all fifth averages brand positions of the Recall question



### Some important applications

1. Power of Desire symbol – Over 200 brands license the 'Power of Desire' symbol as an authentic rating and use it in their marketing communications.



2. Buying Propensity Report – Several brands commission TRA for the consumer buying analysis to make more data-based allocations in marketing and communication. Some brands have used the Buying Propensity report to discuss future relevant strategies in board meetings, while some investment bankers and PE funds use this data to make investment decisions in other brands.

3. Introspective intervention – An integral aspect of the application of TRA's Brand Desire methodology has been when brands have commissioned TRA to do a bespoke study with the brand's stakeholder using The Brand Desire Matrix to bring recommendations to align internal actions to stakeholder Desire.

4. Brand De-risking consulting – The main risk that a brand is vulnerable to is the risk of erosion (or the absence of accretion) to its Brand Desire. The bigger the brand, the greater the risk. India's leading brands ensure this problem. TRA consults several organizations on Brand De-risking studies, strategies, and approaches.