

The Impact of Mattress on the Market

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Submitted: 10-05-2022

Revised: 19-05-2022

Accepted: 22-05-2022

I. INTRODUCTION

1.1 INTRODUCTION TO THE PROJECT

The mattress market in India is dominated by the unorganized sector. A street-side shop and the neighborhood ginner are part of this sector. Cotton filler is commonly used in mattresses from this unorganized sector because it is the cheapest of the several options now accessible. However, with the rising demand for high-quality mattresses among Indian consumers, the organized industry is expanding.

When it comes to high-quality and trendy products, Indian customers prefer to buy from overseas brands. Mattresses are sold by organized actors through two channels: offline and online. Retail mattress sales from dealers/distributors or franchised retailers make up the offline mattress market. The online mattress industry, on the other hand, is made up of sales made through e-commerce.

Mattresses are in high demand across the country due to rising residential units. Furthermore, every new hotel requires hundreds of beds and mattresses, and this industry appears to be growing as a result of expansion in the building, real estate, tourism, and hospitality industries.

Residential users accounted for 80% of the market in 2018, while institutional clients, such as hotels, hospitals, and educational institutions, split the remaining 20%.

II. LITERATURE REVIEW

R srikanth d.saurya narayana raj published an article brief reference to indian scenerio;Based on the insights of the CXOs of leading companies, eco-friendly mattresses will attract a large consumer base. This is attributed to increase in customer awareness regarding the side effects of chemical and synthetic materials used in mattresses. Thus, the demand for organic mattresses is anticipated to increase considerably. According to the market players, investing in the production of eco-friendly mattresses, which are organic as well as affordable is profitable. Furthermore, producers are investing in multiple techniques such as breathable fabric and cooling gels which help mattress to eliminate heat.

Kriti agarwal pooja sharma published an article the altering magnitude of green marketing indian development;The global mattress market reached a value of US\$ 34 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 49.2 Billion by 2027, exhibiting at a CAGR of 6.2% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

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Author Contributions

Duo Wai-Chi Wong conceived and designed the experiments, performed the experiments, analyzed the data, prepared figures and/or tables, authored or reviewed drafts of the paper.

Yan Wang performed the experiments, analyzed the data, authored or reviewed drafts of the paper.

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Ming Zhang conceived and designed the experiments, authored or reviewed drafts of the paper, approved the final draft.

The1.2 MEANING OF MATTRESS

A mattress is a sleeping surface made of a fabric case filled with a resilient material (such as cotton, foam rubber, or a coil spring system). It is intended to be used as a bed or as part of a bed frame. A quilted or similarly secured casing, usually made of heavy cloth, may include materials such as hair, straw, cotton, foam rubber, or a metal spring framework. Air or water can be used to fill mattresses.

1.3 CONCEPT OF MATTRESS

The relationship between effective sleep and the sleeping environment has gotten a lot of

attention in recent years. Because sleep and comfort are very subjective, it can be difficult to quantify the results of such investigations. However, many of the larger corporations continue to invest much in research, particularly in the design of the innerspring. Quality and comfort are important factors in this research.

While standard innerspring construction continues to dominate the mattress market in the United States, both the water bed and the air mattress are gaining popularity. While these one-of-a-kind designs necessitate a wide range of talents and production technologies, there has been a steady increase in demand for them over the last

Mattresses are usually placed on top of a bed base, which can be solid (as in a platform bed) or elastic (as in an upholstered wood and wire box spring or a slatted foundation). A divan is a popular seating option in Europe.

A traditional mattress is made up of two main sections: a core or "support layer" and upholstery or "comfort layer," both of which are wrapped in a thick fabric known as ticking.

Upholstery layers give cushioning and comfort by covering the mattress. The insulator, middle upholstery, and quilt are the three components of the upholstery layer.

Raw Materials

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1.4 MATTRESS SWOT ANALYSIS:

As in the formulation of the mattress, a firm may evolve it from a SWOT analysis

STRENGTHS:

- Mattress Firm Holding is generally successful at executing new projects and generating strong returns on capital expenditure by establishing new revenue sources.
- Successful training and learning programs have resulted in a highly competent workforce. Mattress Firm Holding devotes significant resources to employee training and development, resulting in a team that is not just highly skilled but also driven to achieve greater success.
- Its product Go To Market tactics have been extremely successful.

- Successful track record of successfully merging and acquiring complementary businesses. In recent years, it has effectively integrated a number of technology businesses to streamline operations and develop a trustworthy supply chain.
- Customer satisfaction is high because the organization has a dedicated customer relationship management department.

WEAKNESS:

- The product's marketing leaves a lot to be desired. Even if the product is a sales success, its positioning and unique selling proposition are not well defined, which could lead to competitor attacks in this segment.
- Integration of companies with distinct work cultures has not been very successful. As previously stated, while Mattress Firm Holding is adept at integrating small businesses, it has also failed to unite businesses with distinct work cultures.
- Mattress Firm Holding's profitability ratio and Net Contribution percent are both below the industry average.
- Outside of core business, limited success – Despite being one of the most well-known companies in its field, Mattress Firm Holding has had difficulty expanding into new markets.
- there are some gaps in the company's product line.
- The company's product line has some holes in it. This scarcity of options may allow a new competitor to enter the market.
- More money should be put into innovative technology.
- Mattress Firm Holding has to invest more in technology to unify operations across the board, given the scale of its expansion and the various locations it plans to enter.
- Currently, technology investment is not keeping pace with the company's objectives.
- Because it is not very adept at estimating product demand, it has a higher rate of missed chances than its competitors.
- Mattress Firm Holding is not particularly excellent at demand forecasting, which is one of the reasons why its day's inventory is high in comparison to its competitors.

OPPORTUNITIES:

- As the market develops, competition advantages will dwindle, allowing Mattress Firm Holding to strengthen its competitiveness in comparison to its competitors.

- After years of recession and a poor growth rate in the business, an economic rebound and increase in customer spending present an opportunity for Mattress Firm Holding to gain new customers and market share.
- New consumer behaviour changes may open up new markets for Mattress Firm Holding. It gives the company a wonderful chance to diversify into new product categories while also generating new revenue sources.
- In related fields, an organization's core capabilities can lead to success. For example, GE healthcare research aided in the development of better oil drilling machines.
- The new tax policy might have a substantial impact on company practices and provide new opportunities for established firms like Mattress Firm Holding to increase profits.
- Customers acquired through the web channel – The corporation has put a significant amount of money into the internet platform in recent years. Mattress Firm Holding now has a new sales channel thanks to this investment. In the coming years, the corporation may capitalize on this opportunity by better understanding its customers and meeting their demands through big data analytics.
- Stable free cash flow allows for expansion into adjacent product categories. With greater cash on hand, the corporation will be able to invest in new technologies and product sectors. This should present an opportunity for you.

THREATS:

- An increasing trend toward isolationism in the American economy may prompt a similar response from other governments, reducing foreign sales.
- Given the diverse regulations and constant fluctuations in product standards in those areas, the corporation may face lawsuits in numerous markets.
- No consistent supply of creative products — The company has developed various products throughout the years, but they frequently responds the development of other players. Second, the supply of new products is irregular, resulting in high and low swings in sales numbers over time.
- The demand for highly profitable products is seasonal, and any unexpected incident during the peak season could have a short- to medium-term influence on the company's profitability.
- Intense competition - Over the last two years,

stable profitability has expanded the number of players in the business, putting downward pressure on both profitability and overall sales.

- Liability laws vary by country, and Mattress Firm Holding could be susceptible to a variety of liability claims if policies in those markets change.
- Certain established product categories may be threatened by new environmental rules enacted as part of the Paris Agreement (2016).
- Local distributors' growing power poses a challenge in some sectors, as the competition pays local distributors better margins.

2.1 Theoretical background of the study:

Although sleeping issues impact every human movement, this is particularly valid for advertising. As society ends up being more stressed over the standard territory, associations have begun to adjust their lead attempting to address society's "new" concerns.

A few companies have hurried to recognize ideas like creating mattresses and reducing trash, and have partnered with the main brand to transform the way people sleep and make sleeping a pleasurable experience. The important thing is that a pad was utilized to support a reclining body on a bed while resting or sleeping. We're trying to figure out what's behind the increased mattress demand.

2.2 Idea of mattress:

The sleeping problem is getting worse by the day, therefore the company started researching how to turn a regular sleep into a pleasant sleep.

The mattress is so common that most of us don't even think about it, but it has a fascinating and varied history that dates back thousands of years. Unsurprisingly, the first mattresses were built from locally available natural materials such as grasses, furs, and leaves. The first mattresses of this type are thought to have been constructed during the Neolithic period (10,000-4000 BC).

The first waterbed was created in Persia approximately 3600BC when goatskins were filled with water and used as a bed. A few thousand years later, the Romans used straw and wool to fill skins. For approximately two thousand years after that, there was no substantial improvement in the mattress, with Re assistance mattresses still being manufactured from skins and packed with natural fillers like wool and hay.

People didn't start thinking seriously about mattresses until the 18th and 19th centuries, when they developed a range of synthetic fillers and other

ways of support, with the spring being incorporated for the first time in the mid-19th century.

Dunlop invented a latex rubber in 1926 that would become a standard mattress material.

Finally, during the space race, NASA commissioned the design of an enhanced support material for its astronauts, which resulted in the most recent mattress innovation. This material was recycled as memory foam in the 1970s and 1980s, marking the latest and biggest milestone in mattress history.

- Mattresses have been around for over 10,000 years.
- The waterbed was invented by the Persians.
- The packed mattress was invented by the Romans.
- Springs were not utilized until the nineteenth century.
- In the 1920s, latex was invented.
- During the space race, memory foam mattresses were developed.

2.3 Importance of mattress:

- A good mattress provides the ideal blend of comfort and support, preserving natural spinal alignment and body posture and so considerably improving Sleep quality.
- According to a National Sleep Foundation poll, 92 percent of respondents believe that a comfortable mattress is essential for a good night's sleep.
- Keep Your Mental and Emotional Health in Check
- Promote Good Form and Posture
- Achieve Adequate, Quality Night-time Sleep
- Develop an Inclination to Your Sleeping
- Viscoelastic foam promotes a neutral spinal alignment, allowing you to sleep in a comfortable and supportive position. Long-term, this aids in the reduction of persistent neck and back pain issues.
- Overly firm mattresses can cause uncomfortable pressure points in the knees, hips, back, and shoulders. This issue is eliminated since memory foam evenly distributes body weight over the sleep surface.
- The latest memory foam beds are manufactured from high-quality adaptable materials that provide the perfect balance of "not too soft" and "not too hard." Because of the open cell construction, you can rest confident that the mattress will not sag over time.

2.4 History of mattresses:

The term "mattress" comes from the Arabic (mara), which means "something cast down" or "place where something is thrown down," and therefore "mat, cushion." Europeans adopted the Arabic practice of sleeping on cushions on the floor during the Crusades, and the name matters eventually made its way into Middle English via Romance languages. Around 77,000 years ago, the oldest mattress was discovered.

Natural materials such as straw, feathers, and horsehair were used in the early mattresses. A typical mattress sold in North America in the first half of the twentieth century featured an innerspring core and cotton batting or fibrefill. An innerspring core or latex, viscoelastic, or other flexible polyurethane foams are commonly used in modern mattresses. Insulator cushions over the coils prevent the bed's upholstery layers from cupping down into the innerspring, and polyester fibrefill is used in the top upholstery layers. The first individually wrapped pocketed spring coil mattress, today known as Marshall coils, was introduced in 1899 by James Marshall.

The most common mattress marketed in North America today is innerspring, but there is growing interest in all-foam and hybrid mattresses, which incorporate both an innerspring and high-end foams such as viscoelastic or latex in the comfort layers. Polyurethane foam and latex cores have long been popular in Europe. These account for a substantially larger part of the continent's mattress sales.

2.5 The Mattress Marketing Mix:

The 4 PS of the marketing mix are:

1. Product - The products that Cfm Mattress is developing or planning to develop in order to tap into future markets.
2. Price - Cfm Mattress's pricing approach for the various consumer segments in which it operates.
3. place(Distribution Channels) - With the rise of online retailing and the dominance of businesses like Amazon, the distribution mix of Cfm Mattress has taken on a new dimension.
4. Promotion (Cfm Mattress Communication Strategy) – The introduction of social media and internet advertising has altered the communication mix and approach for Cfm Mattress.

2.6 Natural Awareness of mattress:

The mattress industry is gradually transitioning from unbranded to branded products. With roughly 20-25 companies distributed across geographies, the branded market, which includes large, mid-size, and smaller manufacturers,

accounts for around 34% of the market. With the implementation of GST, the pricing difference between branded and unbranded players has shrunk, creating more opportunities for branded mattress manufacturers.

Consumer-driven factors such as increased urbanization and institutional infrastructure (housing, hospitality, and healthcare segments) are significant growth drivers for the overall home & living industry, including the mattress market. The significant share of players in the mattress market can be ascribed to their efforts and investments in raising consumer knowledge about the value of mattresses and the quality of sleep they provide through the expansion of retail outlets.

When we conducted a poll to determine the truth, we discovered that the branded mattress business still has a long way to go in reaching out to the average person. Consumers in metropolitan regions are gradually leaning toward branded mattresses, while those in semi-urban and rural areas continue to favor unbranded mattresses.

7 Mattress marketing challenges:

Furniture stores have struggled over the last three decades, losing market share in a number of areas, including appliances, consumer electronics, and floor coverings.

While the baby boomers have been a benefit to mattress manufacturers, they are also reaching retirement age. "We foresee a modest, gradual fall in their spending on mattresses and other home furnishings towards the end of this decade—when the first baby boomers pass 65," he says.

Generation Y is just starting to settle down and, like previous generations, will most likely purchase smaller starter houses. As a result, Epperson predicts that growth in the full-size mattress sector will resume during the next decade. "Furthermore, as Generation Y begins to have children, this could lead to an increase in twin-size bedding." Manufacturers and merchants will continue to sell beds, but consumers may have to adjust to the lower price points associated with smaller sizes.

Thus far, the impact of imported mattresses in the United States has been minimal but, Epperson says, "The question remains, 'Can they break into the highly successful retail model that now requires minimal inventories; fast, reliable deliveries of quality merchandise; recognized brand names; and exclusive merchandise for the retailer?'"

What comes next? Consumer interest was piqued by the introduction and aggressive

marketing of Tempura-Pedi memory foam and Select Comfort airbeds, and traditional innerspring manufacturers capitalized by incorporating such technologies to their product ranges. "As significant as these new structures have become," Epperson argues, "we feel they are also vulnerable to new technology and better marketing."

According to Epperson, the mattress industry has seen a fresh round of "roll-ups" of licensees by large bedding brands in recent years, frequently with the assistance of private equity investors who can add key management knowledge and capital to the industry. "If current trends continue, there will be few companies in the mattress industry that use regional licensees in the future," he adds. Furthermore, family ownership will continue to decline, and the industry will become increasingly indebted."

III. RESEARCH DESIGN

Research design is then formed by the researcher using research techniques and research methods for the purpose of giving the rate solutions to estimate the on of the problems. The research design adopted for the studies is descriptive design. Descriptive design is used to now know present situation in order to know the behaviour of the customers.

3.1 Need for the study:

To analyse and evaluate the awareness and the factors that influence customers in purchase of mattress. It helps in understanding the effect of sleeping and the customer perception towards the mattress and also evaluate the environmental concerns regarding Mattress.

3.3 Objectives:

To identify the level of awareness among customers with respect to mattress.

To analyse the factors that influence customers in the purchase of mattress.

To evaluate the environmental concern towards purchase of mattress.

3.4 Scope of the study:

The study helps to the marketers to understand the perception of the customer towards the mattress.

It helps marketers to make strategies in mattress promotion and make use of factors that influence the purchase of the mattress.

3.5 Research methodology: Data is collected from structured questionnaire and which is given to respondents who are retail customers. The survey was conducted at Bangalore.

Research design:

For the research, we have used descriptive research type and the study basically uses primary and secondary data namely the text books, journals, newspapers, magazines and internet.

3.5.1 Type of research:

Descriptive research is study of fact-finding with adequate interpretation. It is used for most widely and include the use of the questionnaire, personal interviews with the objective. Description study gives the clear specification of who, what, when, where, why and how for the research study.

3.5.2 Population:

Population refers to any group of people that is used in the form the subject for particular survey and are similar in one or more ways. In this study target populations were retail customers at Bangalore.

3.5.3 Sample Framework:

3.5.3(a) **Sample unit:** Consumer

3.5.3(b) **Sample size:** 200

3.5.3(c) **Type of sampling:** Random sampling is the process in which every item of the population has equal opportunity of being chosen.

3.5.4 Data Collection:

3.5.4(a) Primary data:

Questionnaire was given to retail customers and survey design is used to collect the data; analysis was made based on the responses. The data is gathered through primary sources. The information is gathered from primary sources.

3.5.4(b) Secondary data:

The secondary data for the research is collected through the previous paper published on mattress. Secondary data which refers to the data which already been collected by others and easily accessible. The secondary data will be assembled through:

Books

Magazines

Journals

Websites

3.5.5 **Type of data:** Ordinal data and Likert scale is used in questionnaire.

3.5.6 Data Collection Tool:

Survey questionnaire, data is gathered from structured questionnaire and it is prepared and given to the customers.

3.5.7 Statistical tests used:

Percentage analysis

ANOVA Single factor

3.5.8 Statistical Package used:

Excel

SPSS Statistics V26

3.6 Hypotheses:

Null Hypothesis (H₀): There is no significant relationship between opinion on mattress and consumer buying behaviour.

Alternative Hypothesis (H₁): There is a significant relationship between opinion on mattress and consumer buying behaviour.

3.7 Limitations:

The respondents were limited to 200.

The primary data has been gathered using only questionnaire technique.

The study is conducted only to understand the perception of consumers about mattress as a whole.

3.8 CHAPTER SCHEME

Chapter 1: Introduction

This chapter consist introduction to Mattress marketing, meaning of Mattress marketing, concept of mattress marketing and SWOT analysis of mattress marketing, all that information is assembled through secondary data.

Chapter 2: Conceptual Background and Literature review

This chapter contain about theoretical background about the Mattress marketing, mattress, challenges, history of mattress marketing, and a review of literature on previous studies carried out by another researcher.

Chapter 3: Research Design

This chapter consists of information about the statement of problem, need for the study, objectives, scope of the study and information regarding the research methodology, research design, sources of data collection, hypothesis and limitations.

Chapter 4: Analysis and Interpretation

This chapter contain analysis of the data, graph and interpretation of the data which is collected from the questionnaire and also it contains ANOVA statistical analysis and interpretation.

Chapter 5: Findings, Conclusion and Suggestion

This chapter consists of summary of findings, suggestions to mattress buying behavior and conclusion of the study.

IV. FINDING, CONCLUSION AND SUGGESTION

FINDINGS:

From the research conducted the following can be concluded.

Out of 200 respondents; 96 respondents are male and 106 respondents are female.

The respondents age mix was 92% aged between 20 to 30, 5% between 31 to 40 and 3% were between 41 to 50.

There were 114 respondents are students, 48 respondents are employee, 12 respondents are self-employed and 26 are others.

65% respondent's income is less than 100,000, 24% respondent's income is between 100,000 to 500,000, 8% respondent's income is between 500,000 to 10,00,000 and 3% respondent's income is above 10,00,000.

The frequency of purchase of respondents indicated that 24% once in a week, 6.5% fortnightly, 43.5% once in a month and 26% more than once in a month.

The Mattress purchase by respondents indicated that 34% purchase food, 21% healthcare, 9.1% cosmetic, 12.9% home cleaning, 7.8% electronic and 15.2% purchased all of these.

The most of the respondents were aware of the Mattress through 36.3% from television, 6.5% from magazines 10.6% from books, 18.3% from newspapers and 28.3% from all of these sources.

The 37.3% purchase Mattress from supermarkets, 21.9% from online, 17.2% from kirana stores and 15.7% from branded retail outlets.

The perception of respondents towards eco-friendly products indicates respondents strongly agree that products are good for environment and benefits their health, moderately agree that products are good quality/performance, have good taste and/or smell, reasonably priced and easily available in the supermarket.

Respondents strongly agree they purchase eco-friendly products because they give a good image of me, they want to protect the earth, like eco-friendly products, less harmful to the environment and are recyclable/reusable, moderately agree that they feel trendy/fashionable when they purchase eco-friendly products and satisfied with most of eco-friendly products they bought.

Respondents strongly agree Mattress are essential for future, made of purely eco-friendly materials, easy to dispose; moderately agree they are overpriced, beneficial investment in long run. Good for health and non-availability in market.

In the four P's product has strong influence and price, place, promotion has moderate influence. Respondents agree all these p's have influence on there purchase of Mattress.

V. CONCLUSION:

In the research majority were female between the age group 20 to 30 who are majorly students and majority of their income was less than 100,000 and the frequency of shopping mattress was once in a month with food contributing more in the purchases in the last three months. Television was the major source of awareness about the

Mattress and magazines, books, newspapers has also had a fair share in customer awareness. Most of the purchases happened in the supermarkets and online purchases. mattress products are good benefits our health, performance, taste, price and availability. Most of the consumers purchase mattress products because they give good image to them, they want to protect the earth because they are less harmful to the body and most of them like eco-friendly products because they can be recyclable or reusable. Customers willing to pay more for mattress because they enhance the quality of life and they feel responsible to protect the future. In the four Ps product plays the major role in customers purchase decision while price, place and promotion have less importance compared to product and also all of these four factors have significance in purchase of mattress. finally, the research concluded that there is a significant relation between consumer opinion on mattress and buying behavior of consumer.

VI. SUGGESTIONS:

From the above findings in the research the mattress products had good responses in the customers view, even though everyone knows the harm caused by the alternative products, still there are many who don't understand the necessity of mattress, they know that mattress products help in better sleep and lack of awareness, price and unavailability pushes them to search for alternative products. There is a need from the manufactures, marketers and consumers to bring more awareness about the benefits that going mattress can bring. The research was conducted through circulating questionnaires through digital media so there may be a biased responses and responses was collected only from on city so conducting it in a large scale would provide more accurate results.

Top competitors in India

Sleepyhead
Wakefit Orthopaedic
SleepyCat Plus
Sleepwell Starlite
Amazon Brand
Flo Ortho High Resilience
Springtek Ortho Pocket Premium
Flo Ergo Gel Memory Foam
Sleepwell Cocoon

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