

# Understanding Consumer Choice and Satisfaction Levels in the Mattress Market

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**Abstract—** The study of marketing several analysis in this report can be distinguished the title of “Customers preference and Satisfaction towards mattress”. From this title there are three objectives have been taken for the survey. The relationship between demographic profile and the factors influencing the preference of customer to purchase mattress can be determined in this report. To identifying the factors influencing the customer opinion towards mattress. Hence overall satisfactions of mattresses towards customers are to be determined by product, price, place and promotion. The sample size of the project 120 in various places of Coimbatore, Madurai, Virudhunagar, Sivakasi, Sattur, Kovilpatti, Srivilliputhur and Rajapalayam. Analysis of the project can be derived using some tools which can be followed by Pie chart and Bar chart, Chi-Square, weighted average and regression. The findings of the questionnaires are customer overall preference and satisfaction in mattress

**Index Terms—** Consumer preference, Satisfaction, Factor influencing.

## I. INTRODUCTION

The mattress industry is a significant and evolving sector, with a diverse range of products designed to cater to varying customer preferences and needs. As sleep quality is closely linked to overall health and well-being, consumers are increasingly prioritizing comfort, support, and durability in their choice of mattresses. This shift in consumer behavior underscores the importance of understanding customer preferences and satisfaction levels in the mattress market. Recent trends indicate a growing interest in personalized sleep solutions, as individuals seek mattresses that cater

to specific sleep positions, body types, and health conditions. Additionally, the rise of online mattress shopping has transformed the market landscape, offering customers a convenient way to compare and purchase products. However, this shift also presents challenges, as customers are unable to test mattresses before purchase, increasing the reliance on customer reviews and ratings. Understanding the factors that influence customer preference and satisfaction, such as material quality, firmness, brand reputation, and price, is crucial for businesses aiming to succeed in this competitive market. This journal explores these aspects, providing insights into consumer behavior, the impact of marketing strategies, and the role of innovation in shaping customer choices. By examining these elements, the journal aims to offer valuable perspectives for both industry stakeholders and consumers seeking to make informed decisions about their mattress purchases.

## II. REVIEW OF LITERATURE

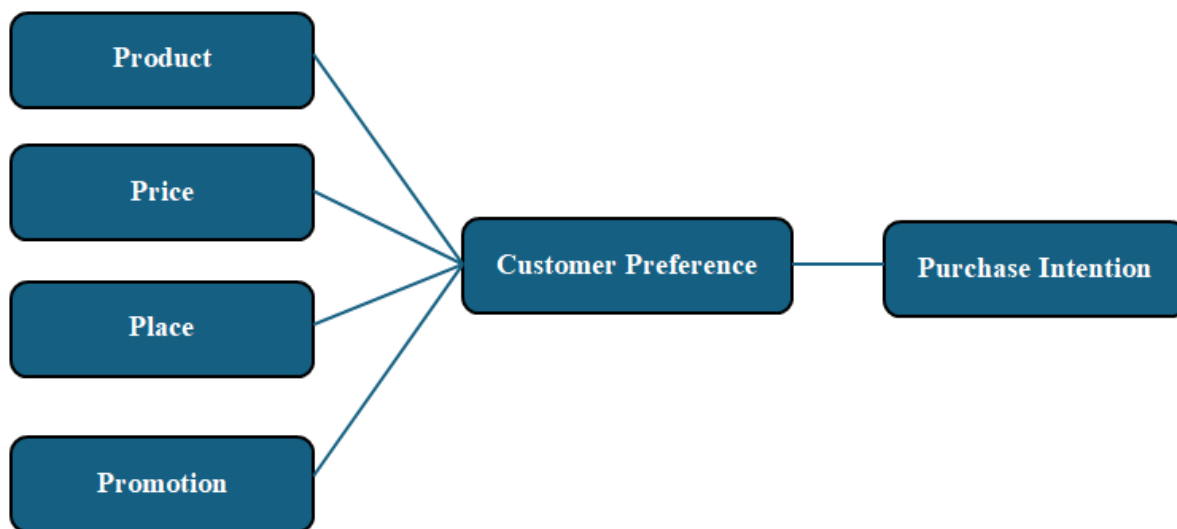
[4] This study aims to analyze customer satisfaction based on perceptions of brand image, product quality, price, promotion, and distribution. [3] This study deals with the experience of designing an innovative product whose product-development-plan is focused on the customer perceived comfort. [1] Identified the Iberian market entry strategy for a new brand for mattress. [6] This study was designed to develop a methodology measuring the user experience with mattress both in the past and showroom, and to eventually recommend a healthy and comfortable mattress for individual user. [9] This research was conducted at a spring bed company based in Medan, Indonesia. Based on preliminary observations, it is known that there are several consumer complaints about spring bed design that exist today. [8] The author discussed about consumer behaviour while choosing a mattress. [2] analyzed sleep is a major factor for human physical and mental health and abnormality in a person's sleep, this can cause sleep disturbances. [7] identified their elements in order to outline a basic brand identity for the case brand. [5] outlined the objective of their research, to measure the possibility of hotel business owner to adopt latex mattress new rental model.

## III. RESEARCH METHODOLOGY

The research study is descriptive in nature. Researcher used survey method to analyse the preference of the residents in Coimbatore, Madurai, Virudhunagar, Sivakasi, Sattur, Kovilpatti, Srivilliputhur, Rajapalayam. A structured questionnaire was designed to gather the data. Questionnaire consists of two parts which includes Demographic details of the residents of Coimbatore, Madurai, Virudhunagar, Sivakasi, Sattur, Kovilpatti, Srivilliputhur, Rajapalayam and five factors which is Product, Price, Place, and Promotion. The product factor consists of eight items and Price factor includes five items, Place consists of three items, and Promotion includes four items. All the factors were measured by using a 5 point scale which (5 – Strongly agree, 4 – Agree, 3 – Neutral, 2 – Disagree, 1 – Strongly Disagree) Both Primary as well as Secondary data were used in this research. Primary data has been collected directly to the customer by the Researcher and the Secondary data has been collected from various Journals, Articles, Books and

websites like Wikipedia. In order to ensure the utmost accuracy and rigor in our analysis, we employed a range of cutting-edge tools and techniques, including weighted averages, chi-square, and simple linear regression, using the highly sophisticated SPSS package. Unfortunately, the Population size is Unknown. Hence convenient sampling was used to collect the survey in Coimbatore, Madurai, Virudhunagar, Sivakasi, Sattur, Kovilpatti, Srivilliputhur, Rajapalayam. The survey has been collected from the customer who purchase mattress. Direct survey method has been used to collect the data from the respondents. The researcher met the respondents in person and explained the questionnaire and then the data has been collected. The research model is given below

Figure 1 Research Model



#### IV.RESULTS AND DISCUSSIONS

Table 1 Respondents Demographics

Distribution of Respondents	Respondents Characteristics	Frequency
Years of existence	Less than 1 year	3
	1-5 years	15
	5-10 years	19
	Above 10 years	83
Customer preference of mattress	Latex Mattress	24
	Pocket Spring Mattress	45
	FR Mattress	21
	Young Mattress	30
Size of Mattress	Single	38
	Queen	68

	King	14
Factor Influencing Purchase of Mattress	Price	15
	Comfort	64
	Durability	32
	Brand	3
	Size	6

Data collected from the customers of mattress product in the districts mentioned above and their demographics are presented in Table.1. The information collected narrates the factors such as the years of existence, customer preference of mattress, size of mattress, and factors influencing purchase of mattress, customers' reason for buying the product and the places where the research study was carried out. It can be seen from

Relationship between Demographic Profile and the Factor Influencing the Preference of Customers to Purchase Mattress.

Null Hypothesis H00: There is no significant relationship between factors influencing the preference of customer and demographic factors

Alternate Hypothesis H01: There is a significant relationship between factors influencing the preference of customer and demographic factors

Table 2 Chi-square for demographic factor

Demographic Factor	Chi-Square Value ( $\chi^2$ )	Degrees of Freedom (df)	Asymptotic Significance (p-value)	Cramer's V	Null Hypothesis	Level of Relationship
Location	11.682	2	0.003	0.62	Rejected	Strong

While observing the results of the Chi-square test shown in the table, the Asymptotic Significance value is 0.003, which is less than 0.05 ( $p < 0.05$ ). Hence, the null hypothesis ( $H_{00}$ ) is rejected and the alternate hypothesis ( $H_{01}$ ) is accepted. This confirms that there is a significant relationship between the demographic factor location and customer preference. Further, the Cramer's V value of 0.62 indicates a strong level of association between the two variables. Therefore, it is clearly evident that location has a strong influence on the preference of customers.

Null Hypothesis H10: There is no significant relationship between factors influencing the preference of customer and product factors

Alternate Hypothesis H11: There is a significant relationship between factors influencing the preference of customer and product factors

Table 3 Chi-square for product factor

Product Factor	Chi-Square Value ( $\chi^2$ )	Degrees of Freedom (df)	Asymptotic Significance (p-value)	Cramer's V	Null Hypothesis	Level of Relationship	Result
Good Value	4.178	1	0.041	0.34	Rejected	Moderate	Significant

While observing the results of the Chi-square test shown in Table 3, the Asymptotic Significance value is 0.041, which is less than 0.05 ( $p < 0.05$ ). Hence, the null hypothesis ( $H_{10}$ ) is rejected and the alternate hypothesis ( $H_{11}$ ) is accepted.

This confirms that there is a significant relationship between customer preference and the product factor “the product offers good value for its price.” Further, the Cramer's V value of 0.34 indicates a moderate level of association between the two variables. Therefore, it is concluded that perceived value for money has a moderate influence on customer preference.

Null Hypothesis H20: There is no significant relationship between factors influencing the preference of customer and place factors

Alternate Hypothesis H22: There is a significant relationship between factors influencing the preference of customer and place factors

Table 4 Chi-square for place factor

Place Factor	Chi-Square Value ( $\chi^2$ )	(df)	Asymptotic Significance (p-value)	Cramer's V	Null Hypothesis	Level of Relationship	Result
It has good distribution network	6.498	1	0.011	0.41	Rejected	Moderate	Significant
The company delivers the goods at the right place and correct time through salesperson	5.088	1	0.024	0.36	Rejected	Moderate	Significant

While observing the results of the Chi-square test shown in Table 4, the Asymptotic Significance values for both place factors are less than the standard level of significance of 0.05 ( $p < 0.05$ ). Hence, the null hypothesis ( $H_{20}$ ) is rejected and the alternate hypothesis ( $H_{22}$ ) is accepted. This indicates that there is a significant relationship between customer preference and place factors. Further, the Cramer's V values (0.41 and 0.36) indicate a moderate level of association between customer preference and both: Good distribution network, and Timely delivery of goods through the salesperson. Therefore, it is clearly concluded that effective distribution and timely delivery play a significant and moderate role in influencing customer preference.

Null hypothesis  $H_{30}$ : There is no significant relationship between the independent and dependent variables.

Alternative hypothesis  $H_{33}$ : There is a significant relationship between the independent and dependent variables. Table 5 Coefficients for various factors

Model	Unstandardized Coefficients Beta	Sig.
Constant	0.019	0.043
Product (X <sub>1</sub> )	0.040	0.028
Price (X <sub>2</sub> )	0.081	0.013
Promotion (X <sub>3</sub> )	-0.001	0.951
Place (X <sub>4</sub> )	0.162	0.000

The Regression equation for Table 5

$$Y(\text{Overall Satisfaction}) = 0.040X_1 + 0.081X_2 - 0.001X_3 + 0.162X_4 + 0.019$$

Where,

$X_1$  = Product

$X_2$  = Price

$X_3$  = Promotion

$X_4$  = Place

The constant (0.019) is statistically significant ( $p = 0.043 < 0.05$ ), indicating the presence of a meaningful baseline level of customer satisfaction even when all independent variables are held constant. Product ( $X_1$ ) has a positive and statistically significant effect on customer satisfaction ( $\beta = 0.040$ ,  $p = 0.028 < 0.05$ ). This reveals that improvements in product-related factors lead to an increase in customer satisfaction. Price ( $X_2$ ) also exerts a positive and significant influence ( $\beta = 0.081$ ,  $p = 0.013 < 0.05$ ). This indicates that fair pricing and better price perception strongly improve customer satisfaction. Promotion ( $X_3$ ) shows a negative but statistically insignificant effect on customer satisfaction ( $\beta = -0.001$ ,  $p = 0.951 > 0.05$ ). This implies that promotional activities do not significantly influence customer satisfaction in the selected study area. Place ( $X_4$ ) has the highest positive and highly significant impact on customer satisfaction ( $\beta = 0.162$ ,  $p = 0.000 < 0.01$ ). This clearly indicates that efficient distribution, availability, and timely delivery strongly influence customer satisfaction.

Table 6 Weighted average for factors

Factors	Items	Mean
Product factor	Quality of product	4.41
	Good value for its price	4.06
	Packaging of this product	4.04
	Delivered without any damage	4.00
	Varieties of mattress available	3.87
	Customization options available	3.77
	Length of warranty period	3.64
	Trust the company's guarantee	3.50
Price factor	Worth for its quality	4.16
	Discounts for bulk Purchase	4.01
	Affordable time to repay the amount	3.90
	I feel satisfied for the price of the product	3.88
	Willing to pay a higher for better quality	3.54
Promotion factor	Promotional message are clear	3.67
	More offers and discounts are attracts for my purchase	3.51
	Receiving freebies or sample influences my purchase	3.06
	Advertisement encourages to purchase product	2.88
Place factor	Good distribution network	3.97
	Company will immediately replace the damaged product	3.90
	Delivers the goods on place with coorect time	3.82

Table 6 presents the weighted average scores of various factors influencing customers' opinions towards mattresses, namely Product, Price, Promotion, and Place factors

**Product Factor:** Among all product-related attributes, "Quality of the product" has obtained the highest mean score of 4.41, indicating that customers give maximum importance to product quality while purchasing a mattress. This is followed by "Good value for its price" (4.06) and "Packaging of this product" (4.04). The least preferred attribute under this factor is "Trust in the company's guarantee" (3.50). Hence, it is clearly evident that customers strongly prefer high-quality mattresses with good value and attractive packaging. Therefore, manufacturers should focus more on improving product quality, variety, and customization options to meet customer expectations.

**Price Factor:** Under the price factor, "Worth for its quality" has the highest mean value of 4.16, indicating that customers are willing to pay for a mattress if the price justifies the quality. This is followed by "Discounts for bulk purchase" (4.01) and "Affordable time to repay the amount" (3.90). The least preferred item is "Willing to pay higher for better quality" (3.54). This shows that customers are price-conscious but are ready to spend more if quality is assured. Hence, companies should maintain a fair pricing strategy with value-based pricing.

**Promotion Factor:** In the promotion factor, "Promotional messages are clear" ranks first with a mean score of 3.67, followed by "More offers and discounts attract my purchase" (3.51). The

lowest mean value is observed for “Advertisement encourages to purchase product” (2.88). This indicates that customers prefer clear and informative promotional messages rather than aggressive advertising. Therefore, companies should focus on transparent communication and meaningful promotional content.

Place Factor: With regard to place factor, “Good distribution network” has obtained the highest mean score of 3.97, followed by “Company will immediately replace the damaged product” (3.90) and “Delivers the goods on place with correct time” (3.82). This shows that easy availability, timely delivery, and effective after-sales service play a vital role in influencing customer opinion. Hence, companies should strengthen their distribution channels and customer service systems. From the overall weighted average analysis, it is concluded that Product and Price factors are the most influential factors in shaping customers’ opinions towards mattresses, followed by Place and Promotion factors. Customers mainly expect high product quality, value for money, reliable distribution, and clear promotional communication. Therefore, mattress companies should focus more on quality improvement, fair pricing, efficient distribution, and meaningful promotions to enhance customer satisfaction and preference.

## V. CONCLUSION

Overall, the study concludes that consumer satisfaction in the mattress market is primarily driven by quality oriented products, reasonable pricing strategies, and effective distribution systems, rather than aggressive promotional activities. Therefore, mattress manufacturers and retailers should focus on continuous quality improvement, transparent pricing, strong distribution channels, and customer-oriented service policies to strengthen customer satisfaction and long-term brand loyalty. Mattress companies should adopt a customer-centric approach by integrating quality improvement, fair pricing, efficient distribution, and meaningful promotion strategies to enhance satisfaction and long-term brand loyalty. Further research can also explore additional variables such as brand image, after-sales service quality, online purchase behavior, eco-friendly materials, and health-related features of mattresses. These factors may provide a broader understanding of evolving consumer expectations. A comparative study between branded and unbranded mattress products or between offline and online retail platforms may yield valuable results. Future researchers may also apply advanced statistical tools such as Structural Equation Modeling (SEM) to examine complex interrelationships among variables.

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