

# **Sleep Cool Mattress**

## **Target Customer Research**

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# Executive Summary

The target customers are the ones who are under 35 years old. The biggest factor influences customers' buying decisions is if they are physically in-store, but there is still a good amount of people who buy mattresses online. We should advertise Sleep Cool Mattresses from four perspectives: improve sleep, sleep cooler, comfort and quality.

# ≡ Who is most likely to purchase a mattress online?

- Those who have purchased a mattress before online have the highest chance of purchasing online again based on their propensity scores.

- Those who are Best Rest Customers have the highest propensity - meaning they have the highest chance of purchasing a mattress online in the future.

Ran DataAnalysis test for correlation between customer, propensity score, and percent retail online from the Propensity to purchase online excel. Found that there is a .6963 correlation amount between the propensity score and percent retail online. Correlation amount between customer and propensity score was 0.4946 and customer with percent retail online was 0.5496. Ran DataAnalysis test for regression with all factors of the propensity to purchase online excel file and found that the highest Adjusted R was found to be 0.5151 when you take away the millennial column. The F-stat was 84.92 and the Significance of F was 3.28 E-60. The t-stat for customer was 3.4579 and the p-value was 0.0006 which is less than the alpha 0.05.

**BUSINESS**



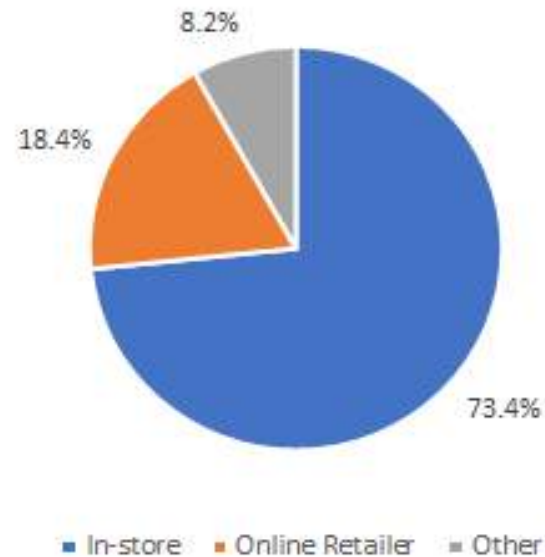


# How does age change online mattress purchasing?

The younger the subject, the more likely  
they are to purchase a mattresses online

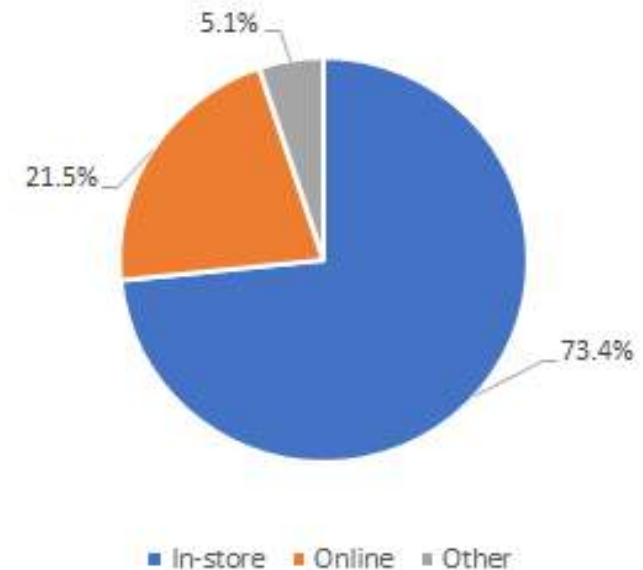
Subjects are 21+ years old

Store vs Online Purchase

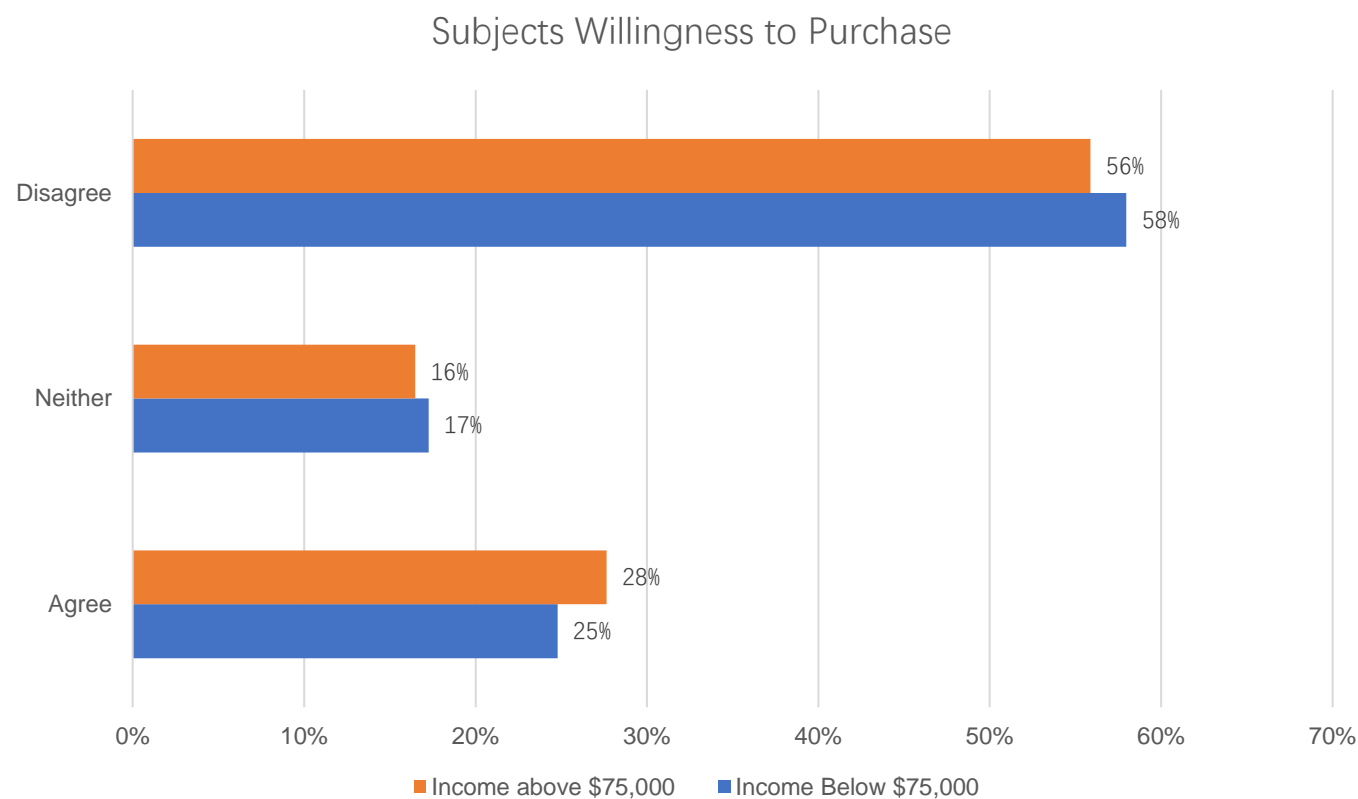


Subjects are 18+ years old

Store vs Online Purchase



# What types of people buy mattresses online?



28% of subjects whose income is above \$75,000 and 25% of subjects whose income is below \$75,000 are willing to buy mattresses online. Even though the percentage difference is not huge, but we still can say people with higher income are more willing to purchase mattresses online.



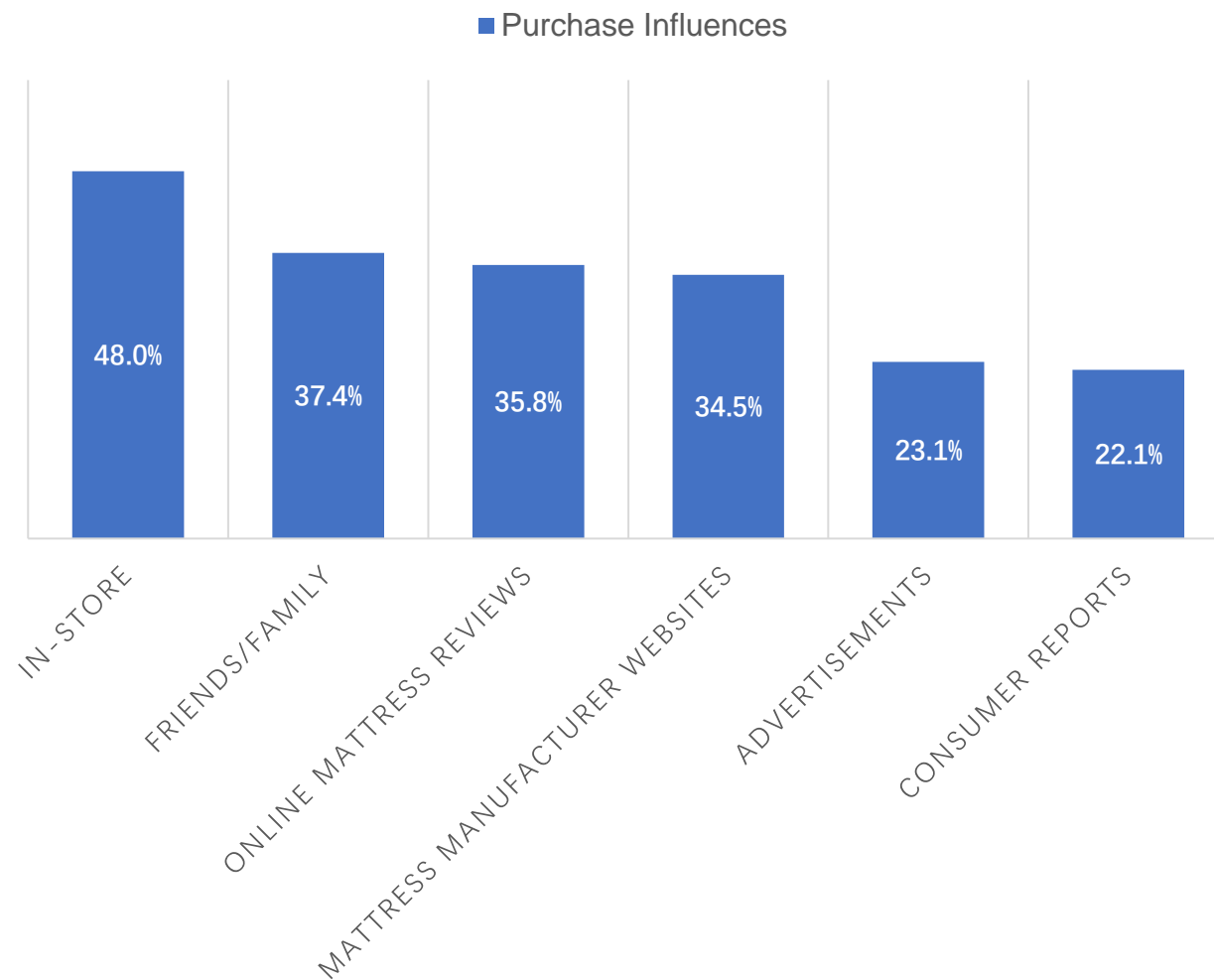
# Purchase Influences

The most valued purchase influence based on the data is being in-store when purchasing, reasonable speculation is when customers are in-store, sales can explain more on the mattresses and customers can test it out.

The second influence factor is friends/family, customers are more likely to buy a mattress if it is recommended by friends and family

The third factor is online mattresses review. People check on other customers' review before buying mattresses.

## PURCHASE INFLUENCES





## Quality is the most Important factor for Best Rest Customers



- Strong relationship between mattress quality and customer willingness to purchase online.



- Customers purchase mattress from online reviews which portray high quality.



- We can build brand credibility by leveraging online reviews.



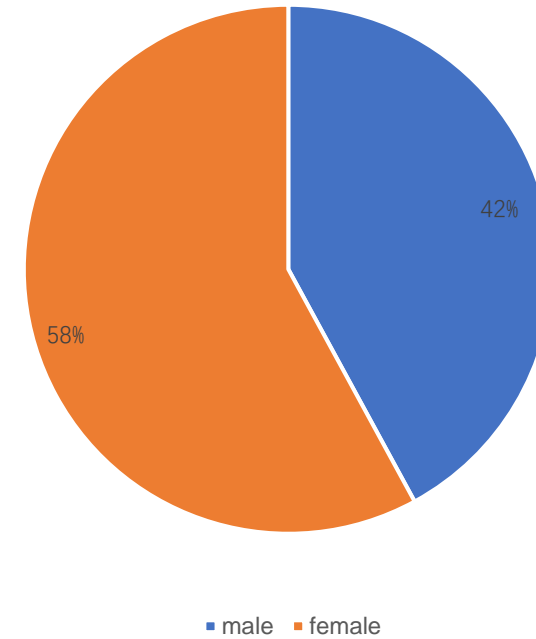
## Target Customers based on demographics

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- From the research we can tell that gender will not influence people's buying decisions significantly, as we can see from the graph, the percentage of purchase from female and male are not much different.



Gender wise purchase %



Male:42%

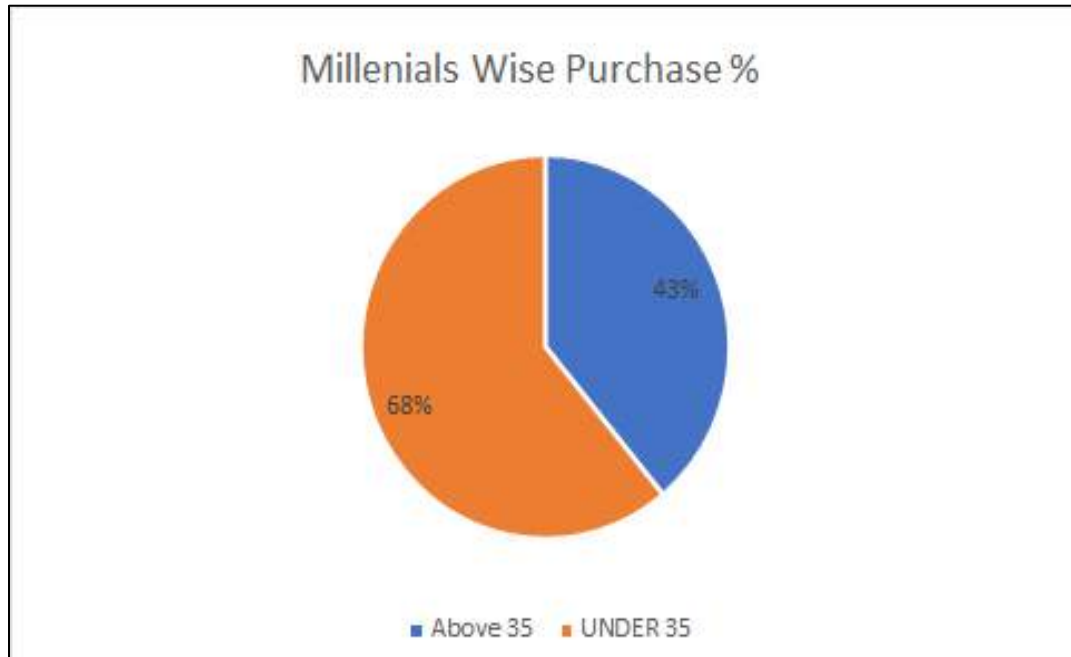


Female:58%





# Target Customers based on demographics



Above 35: 43%



Under 35: 68%



- For Millennial wise, from the research we found out people under 35 are significantly willing to buy mattresses online rather than people above 35 years old.

# Target Customers based on demographics

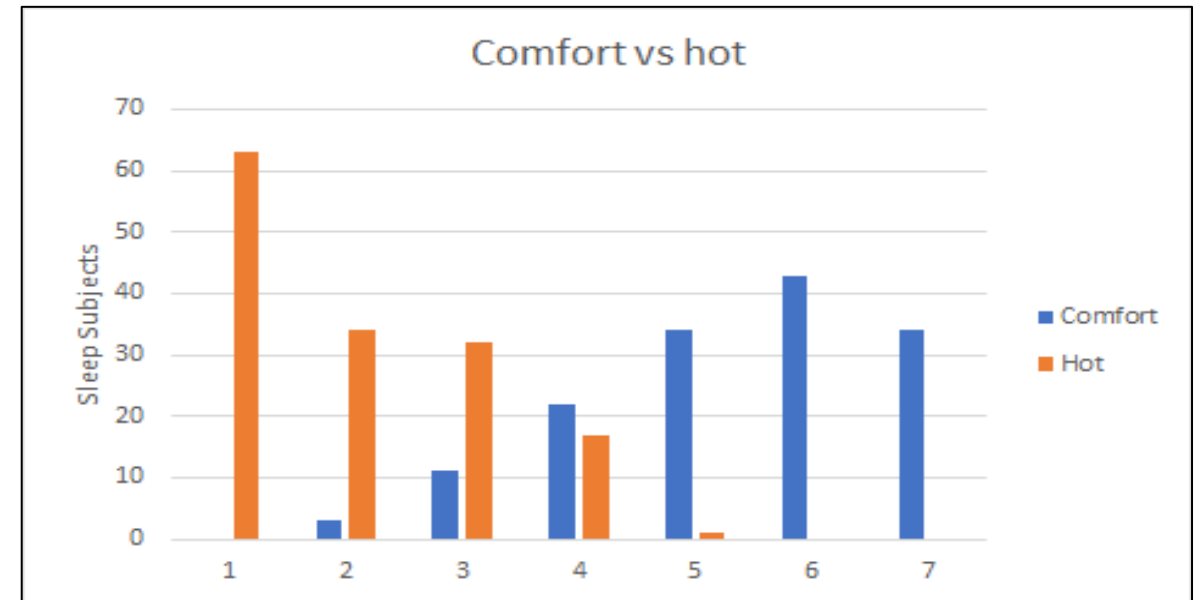
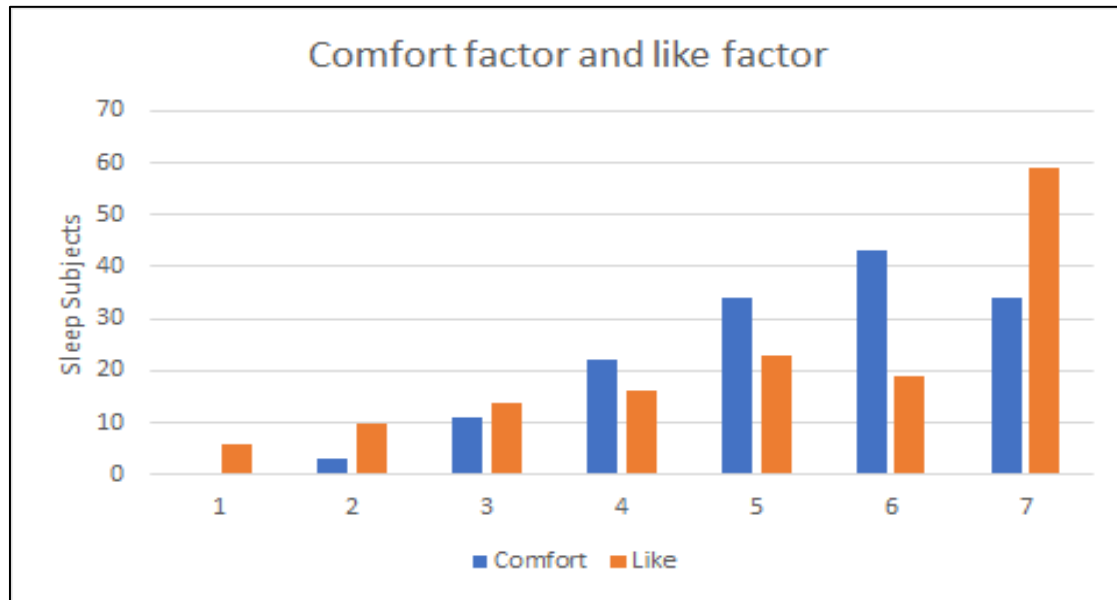
Ratings of customer



From the Research we can say the best Rest Brand Customer have good Trust and rated high rating for Brand Trust and Brand Quality, We need to target those customer to buy Sleep Cool.

# Sleep Cool Benefits

- Temperature has a large impact on customer's comfort
- Higher temperatures are less comfortable
- High comfort ratings mean that the mattress was noticeably cooler
- The more comfortable the mattress felt, the better the rating
- Customers like it better when mattresses feel comfortable to them.



Per Sleep cool's regression analysis run with comfort, support, pressure and Hot point as the dependent variables, there is evidence that comfort and hot points (p-value for both is 0) are the main factors influencing the liking and buying decisions

# Coolness & Comfort leads to the buying decision



We can say from the study, that only if consumers like the product based on comfort and good sleep , they will buy the mattress.



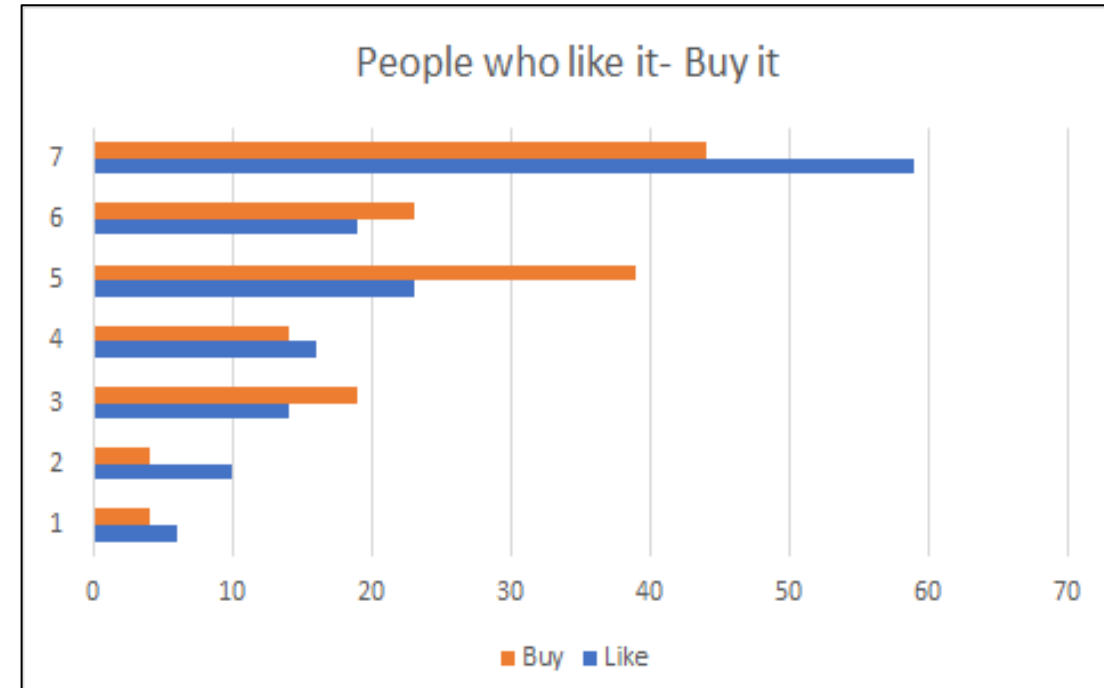
So, Sleep Cool should use the below strategies for advertising:



1. Sleep Cool's cool technology which gives more comfort to sleep vs a non cool mattress



2. This cooling factor leads to more comfort and that leads to higher sleep minutes

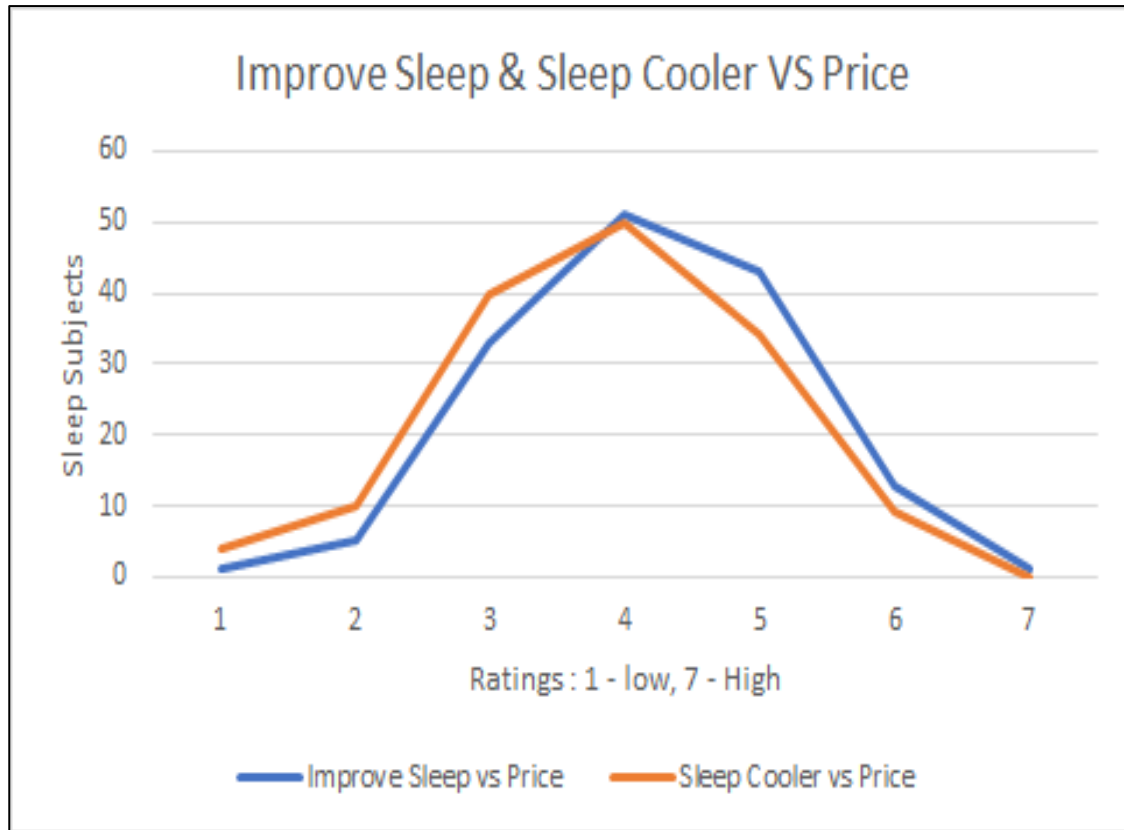


Per the regression analysis run, when taking temperature and comfort as dependent and independent variables respectively, there is evidence that temperature influences the comfort factor ( p-value is below 0.05)

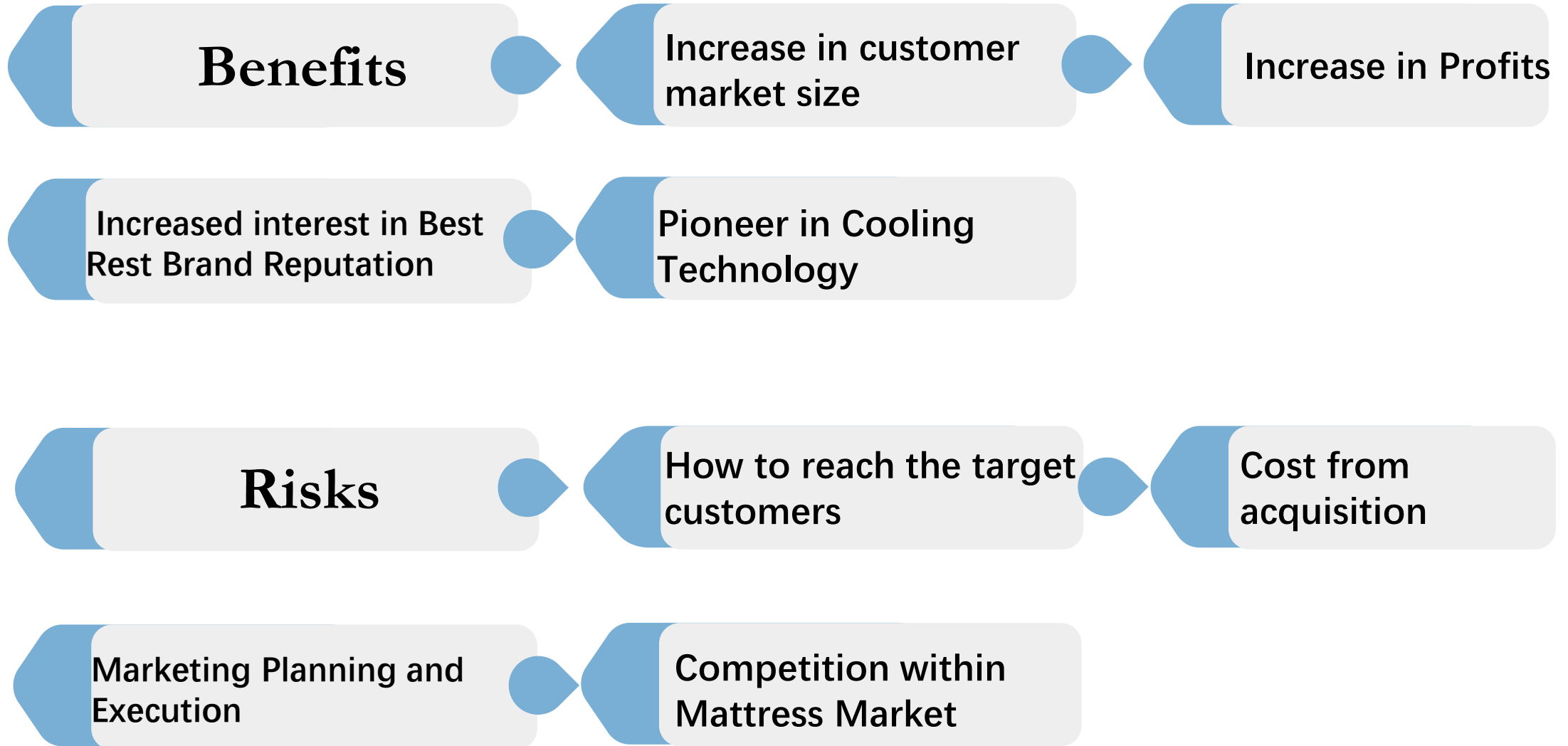


# How important is sleep qualities vs Price ?

- Majority people responded that they do not mind paying a good price for a combination of comfort, quality, improving sleep and sleeping cooler.
- Sleep Cool's marketing strategy should consider these four qualities



# ≡ Conclusion





**THANKS**

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