"Personalized Mattress Recommendations: Understanding Customer Needs in Premium and Orthopedic Segments at Repose Mattress Pvt. Ltd."

Sharath.M[1], Dr.Susheela Devi B Devru[2]

[1]Student, Department of Master of Business Administration, Dr. Ambedkar Institute of Technology, India

[2]Associate Professor, Department of Master of Business Administration, Dr. Ambedkar Institute of Technology, India

ABSTRACT

Buying a mattress today is more than just picking a product—it is about finding the right balance of comfort, health, and lifestyle needs. This study at Repose Mattress Pvt. Ltd. explores how factors like age, sleep habits, and health conditions, especially back and joint pain, influence customer preferences for premium and orthopedic mattresses. Data was collected from 150 customers using structured questionnaires and analyzed with tools such as descriptive statistics, chi-square tests, and correlation analysis. The results show that personalized recommendations play a key role in helping customers make confident choices, improving satisfaction, and building long-term trust in the brand. The study suggests that when Repose focuses on customer-specific needs, it not only enhances the buying experience but also strengthens its position in the competitive mattress market.

Keywords: Comfort and health, Sleep habits, Orthopedic mattresses, Customer preferences, Personalized recommendations, Buying experience, Customer trust, Repose Mattress Pvt. Ltd.

INTRODUCTION

A good mattress is no longer seen as just another piece of furniture—it has become an essential part of maintaining health, comfort, and quality sleep. Today's customers are far more aware of how sleep impacts their daily lives, and they expect mattresses that can meet specific needs rather than just serve as a place to rest. For many, the right choice is influenced by factors such as age, lifestyle habits, and health concerns like back pain, neck stiffness, or joint discomfort. This changing mindset has led to growing demand for premium and orthopedic mattresses that promise not only comfort but also long-term support and well- being.

Repose Mattress Pvt. Ltd., with its wide range of premium and orthopedic options, is well positioned to meet these expectations. However, many customers still face confusion when making a purchase because the advice they receive is often too general and not tailored to their personal requirements. This gap between customer expectations and product guidance can lead to dissatisfaction and missed opportunities for the brand. By paying closer attention to what customers truly want and offering personalized recommendations, Repose has the chance to transform the buying experience. This study focuses on identifying the factors that shape mattress preferences, analyzing patterns in customer choices, and highlighting how personalized guidance can enhance satisfaction and strengthen trust in the Repose brand.

REVIEW OF LITERATURE

1. **Hitka et al. (2024)** point out that the way a mattress is designed can make a real difference to how well people sleep and how healthy they feel. A poorly designed bed can cause aches, discomfort, and disturbed rest, while an ergonomic mattress improves posture and supports the body. Their work highlights why mattress companies need to focus on health-friendly designs rather than just aesthetics.

2. **Xiang et al. (2023)** highlight the growing power of digital platforms in shaping customer choices. Online reviews and peer recommendations strongly influence what people buy, especially when it comes to lifestyle products like mattresses. Since comfort is a subjective experience, customers rely heavily on

the shared opinions of others before making a decision.

3.   **Elliot & Komar (2022)** show that orthopedic mattresses have become increasingly popular among people dealing with chronic back or joint pain. Their research explains that customers with such health concerns prefer mattresses that offer relief and long-term support. This rising demand reflects how health and comfort are now closely linked in consumer buying behavior.

4.   **Liu & Sharma (2021)** discuss the role of personalization in shopping experiences. They found that when customers receive mattress recommendations tailored to their needs, they are more satisfied and experience less regret after purchase. This proves that businesses offering personalized advice can build stronger connections and loyalty with customers.

5.   **Ramaswamy (2020)** emphasizes the importance of segmenting customers based on lifestyle, health conditions, and age. He explains that different groups of people look for different features in products, and one-size-fits-all solutions often fall short. For the mattress industry, this means companies must adapt their recommendations to match the varied needs of their customers.

6.   **Kumar & Joseph (2019)** stress that loyalty is not built on product quality alone. Their study reveals that customers remain committed to brands that also understand their unique requirements and respond accordingly. In the case of mattresses, this means that offering personalized advice and service is just as important as ensuring durability or comfort.

7.   **Singh & Patel (2018)** observe that customers usually weigh factors like price, comfort, and durability before purchasing a mattress. While affordability still matters, more people are now giving importance to orthopedic features that promote long-term health. This shows a shift in customer thinking—sleep products are no longer just about comfort, but also about overall well-being.

OBJECTIVES

•   To understand the key factors such as comfort, lifestyle habits, age, health conditions, and budget that shape customer preferences while choosing premium or orthopedic mattresses.

•   To identify how different groups of customers, based on their lifestyle and personal needs, make decisions when purchasing mattresses and how segmentation can explain these differences.

•   To analyse patterns in customer choices and feedback in order to uncover the deeper reasons behind their buying decisions.

•   To evaluate the effectiveness of the current product recommendation methods used by Repose Mattress Pvt. Ltd. and suggest improvements that focus on personalization and customer health needs.
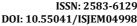
HYPOTHESIS

Hypothesis 1
•   **(H_{01}):** There is no significant relationship between health conditions and the preference for orthopedic mattresses.
•   **(H_{11}):** There is a significant relationship between health conditions and the preference for orthopedic mattresses.

Hypothesis 2
•   **(H_{02}):** The source of mattress purchase information has no significant impact on the accuracy of product recommendations.
•   **(H_{12}):** The source of mattress purchase information significantly impacts the accuracy of product recommendations.

METHODOLGY

This study draws on both first-hand and secondary sources of information. A structured questionnaire was used to gather insights from 150 customers of Repose Mattress Pvt. Ltd., focusing on their comfort needs, lifestyle habits, and buying experiences. Additional context was taken from journals, reports, and online references. Customers were chosen through convenience sampling to ensure easy access to real buyers. The responses were then studied using simple tools like percentages and charts, along with chi-square and correlation tests to spot meaningful patterns. This approach made it possible to capture not just numbers but also the story behind customer choices.

LIMITATIONS OF THE STUDY

➢   The study was limited to 150 respondents, which may not fully capture the views of all Repose customers, especially those from different regions or backgrounds.

➢   Data was collected using a structured questionnaire, so the responses depend on the honesty and awareness of the participants, which may sometimes limit accuracy.

➢   The focus was mainly on customers of Repose Mattress Pvt. Ltd., so the findings may not be fully applicable to the entire mattress industry.

DATA ANALYSIS AND INTERPRETATION

• 	**H0:** There is no significant relationship between health conditions and the preference for orthopedic mattresses.
• 	**H1:** There is a significant relationship between health conditions and the preference for orthopedic mattresses.

To test this hypothesis, a Chi-square test is applied to examine the relationship between Health condition and Preference for orthopaedic mattress at Repose Mattress Pvt. Ltd. The null hypothesis assumes there is no significant connection, while the alternative suggests that a meaningful link exists. Once the test is conducted, the p-value is compared with the 5% significance level to decide whether to accept or reject the null hypothesis.put simply, this procedure aids us in understand whether Repose's personalized product recommendations and marketing efforts genuinely influence customer satisfaction, or if the perceived results are simply due to chance.
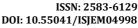
Table 1: Chi-Square Test

Test	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	18.245	9	0.032
Likelihood Ratio	17.998	9	0.034
Linear-by-Linear Association	4.610	1	0.032
N of Valid Cases	150	—	—

Interpretation:
P value is=0.032
Level of siginificance=0.05(5%) (p value 0.032>LOS 0.05)
From the above Chi-square test table, the Pearson Chi-square value is 18.245 with a p-value of 0.032. Since the p-value is less than the 0.05 significance level, it indicates a statistically significant relationship between

customers' health conditions and their preference for orthopaedic mattresses. This means the observed association is unlikely due to chance, suggesting that health issues like back, neck, or joint pain strongly influence mattress choice at Repose Mattress Pvt. Ltd.

Hypothesis 2

H0: The source of mattress purchase information has no significant impact on the accuracy of product recommendations.

H1: The source of mattress purchase information significantly impacts the accuracy of product recommendations.

To evaluate this hypothesis, a Spearman's rho correlation test was applied to examine the relationship between the source of mattress purchase information and the perceived accuracy of recommendations at Repose Mattress Pvt. Ltd. The null hypothesis assumes there is no significant association, while the alternative proposes a meaningful link. The test compares the p-value with the 5% significance level to decide whether to accept or reject the null hypothesis. This analysis helps determine whether the way customers gather purchase information through websites, reviews, salespeople, friends, or social media—truly affects their trust in the accuracy of Repose's product recommendations or if the observed pattern could be due to chance.

Table 2:Correlations between SOPI And AOR

	Source of Purchase Information	Accuracy of Recommendations
Source of Purchase Information	1.000	0.312
	—	p = 0.037
	N = 150	N = 150
Accuracy of Recommendations	0.312	1.000
	p = 0.037	—
	N = 150	N = 150

Interpretation:

P value is = 0.037,

Level of significance = 0.05(5%) (P value 0.037>LOS 0.05)

The Spearman's rho correlation between source of purchase information and accuracy of recommendations is 0.312, with a p-value of 0.037. Since the p-value is less than the 0.05 significance level, the null hypothesis (H_{02}) is rejected. This means there is a statistically significant positive relationship between the two variables.the source of information (website, reviews, friends, salesperson, or social media) directly affects how accurate customers feel the mattress recommendations are at Repose Mattress Pvt. Ltd.

FINDINGS

• Many customers prefer orthopedic mattresses when they experience back, neck, or joint pain, showing a strong link between health conditions and mattress choice.

• Age and lifestyle factors play an important role in shaping customer preferences, with younger buyers often valuing comfort and style, while older buyers focus more on health benefits.

• The source of purchase information—such as company websites, online reviews, family/friends, salespeople, or social media—directly influences how accurate customers perceive product recommendations to be.

- Personalized recommendations were found to significantly increase overall customer satisfaction, trust, and confidence in the brand.Customer feedback is an important driver for improving marketing effectiveness, as it helps companies adapt their strategies and better connect with buyers.

SUGGESTIONS

- Repose Mattress Pvt. Ltd. should focus on providing personalized recommendations by considering customer factors like age, lifestyle, and health conditions, rather than giving generic advice.

- The company can strengthen trust and satisfaction by using customer feedback more effectively, ensuring that marketing strategies reflect real customer needs and preferences.

- Repose should invest in awareness and education, both online and in-store, to help customers better understand the benefits of premium and orthopedic mattresses before purchase.

Conclusion

This study highlights that buying a mattress is no longer a simple decision—it is closely tied to comfort, lifestyle, and health needs. Customers today expect guidance that speaks to their personal situations, whether it is relief from back pain, better sleep quality, or value for money. The findings show that orthopedic mattresses are strongly preferred by those with health issues, while sources of purchase information play a big role in shaping how accurate customers feel the recommendations are. Personalized suggestions were found to greatly improve satisfaction and trust, showing that one-size-fits-all advice is no longer effective.

For Repose Mattress Pvt. Ltd., this means moving beyond generic marketing and embracing customer-centric strategies. By actively using feedback, offering tailored guidance, and creating awareness about health benefits, the company can not only boost sales but also build lasting relationships with its customers. Ultimately, the study proves that personalization is the key to turning buying a mattress from a confusing choice into a satisfying experience.

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