

OPINION SURVEY ON BUYING PREFERENCES OF NIGERIANS IN THE MATTRESS AND PILLOW INDUSTRY

Tuesday, January 18, 2022

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RESEARCH



Analysis



Data

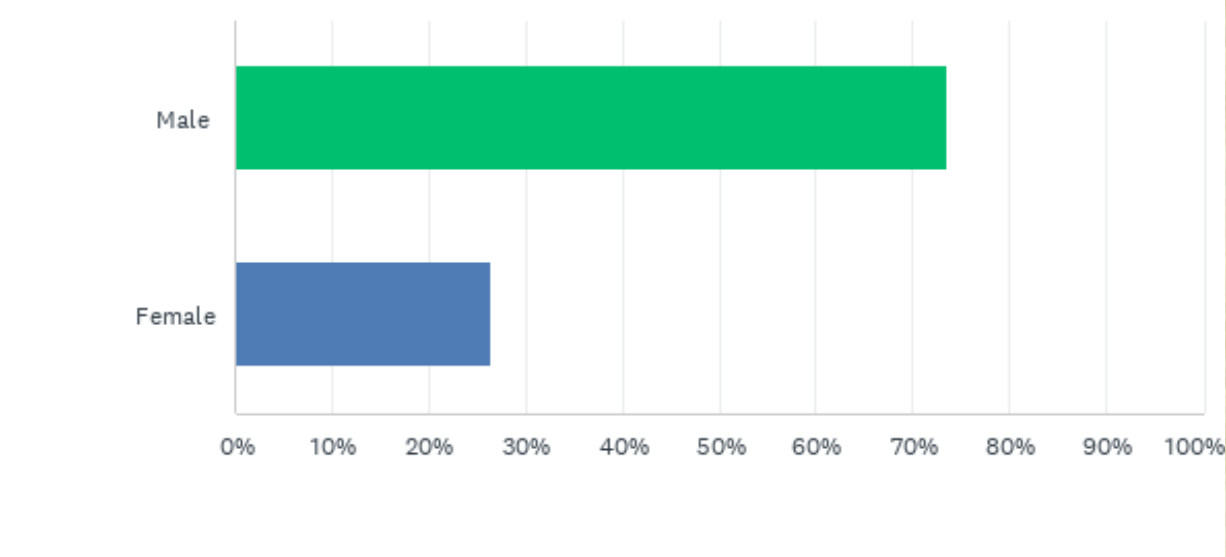


Executive summary

- **Research method:** Descriptive research method was adopted in the implementation of the study.
 - **Sampling techniques:** Probability sampling method with the simple random sampling technique were adopted.
 - **Sample size:** A total of 185 respondents – Employed, Unemployed, Business owners, Self employed, retired, pensioners.
 - **Research Instrument:** Questionnaire was adopted for this research.
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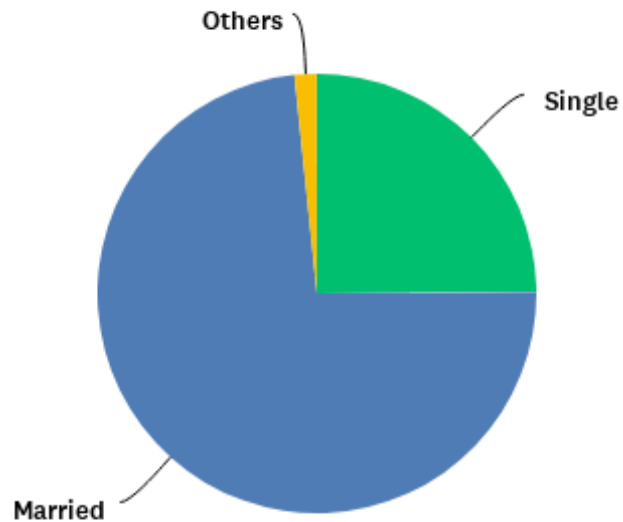
Q1: Gender



From the analysis, it can be deduced that most respondents were of the male gender. Males being 73.51% and Females being 26.49%

ANSWER CHOICES	RESPONSES	
Male	73.51%	136
Female	26.49%	49
TOTAL		185

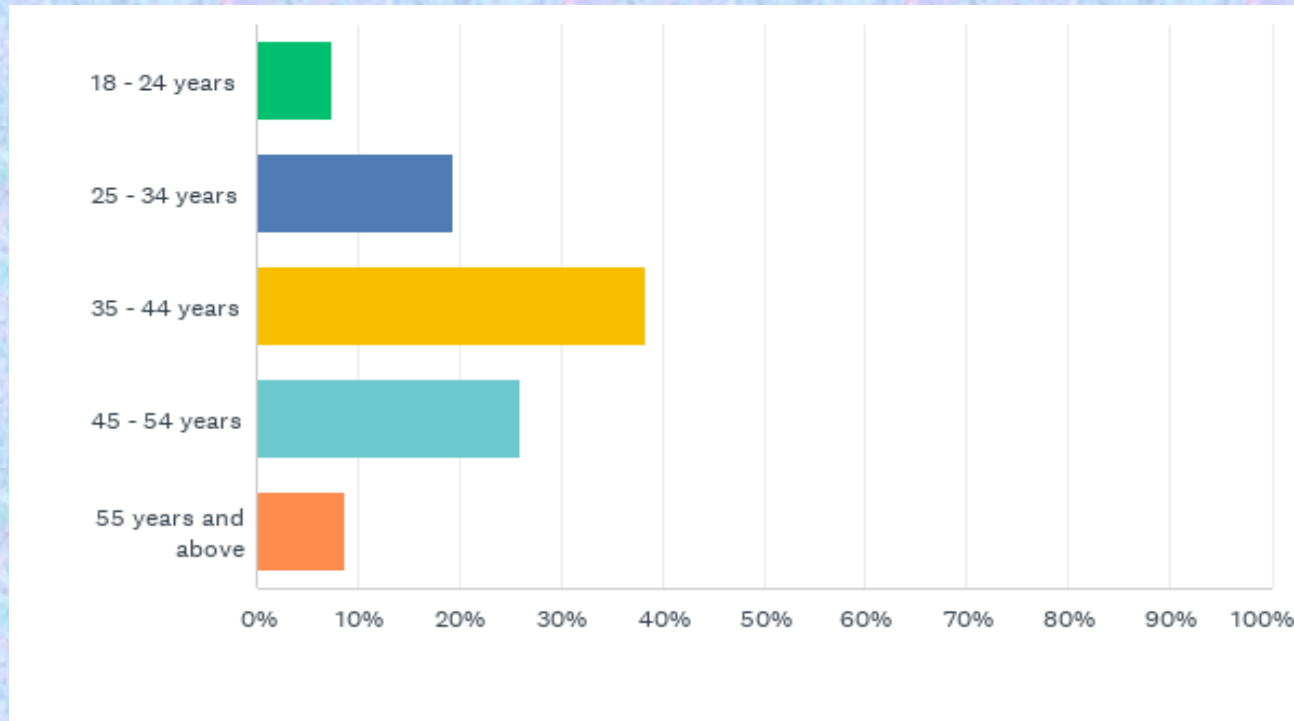
Q2: Marital Status



73.51% of the respondents were married people. It can be concluded that Married people are the primary TAs in the foam/mattress and pillow Industry.

ANSWER CHOICES	RESPONSES	
Single	24.86%	46
Married	73.51%	136
Others	1.62%	3
TOTAL		185

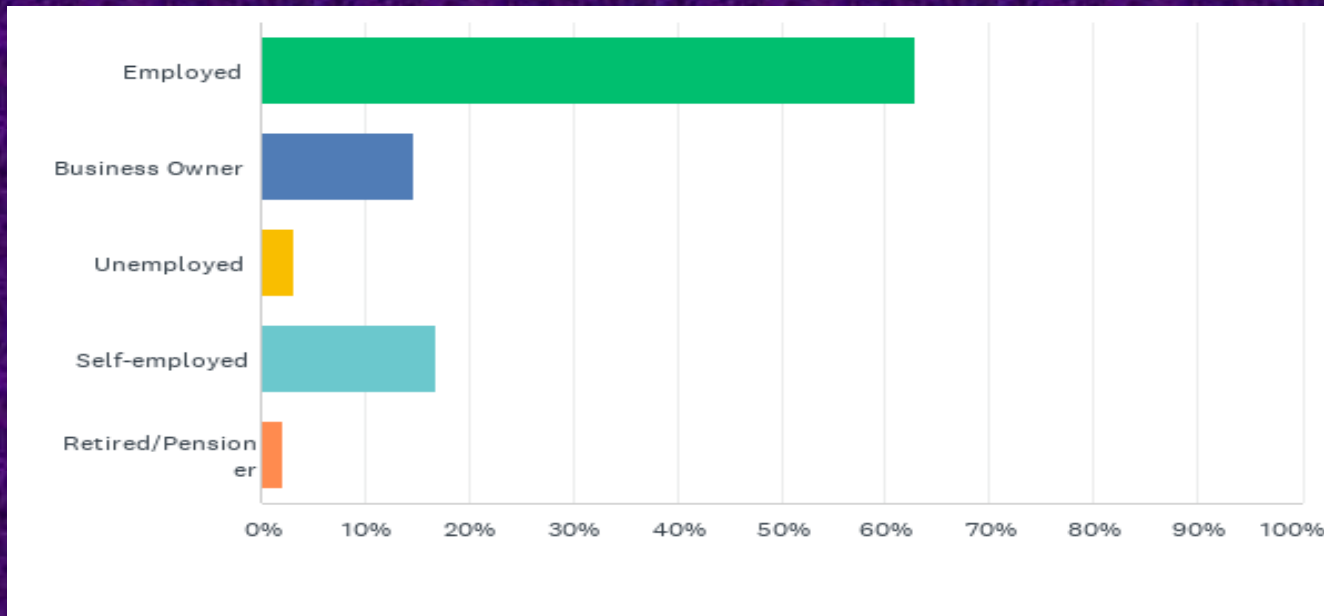
Q3: Age



Most respondents were between the ages of 35-44 years followed by 45-54 years, then 25-34 years capturing the already existing age range of our Primary TAs. In conclusion, our key TAs were properly captured in this research.

ANSWER CHOICES	RESPONSES	
18 - 24 years	7.57%	14
25 - 34 years	19.46%	36
35 - 44 years	38.38%	71
45 - 54 years	25.95%	48
55 years and above	8.65%	16
TOTAL		185

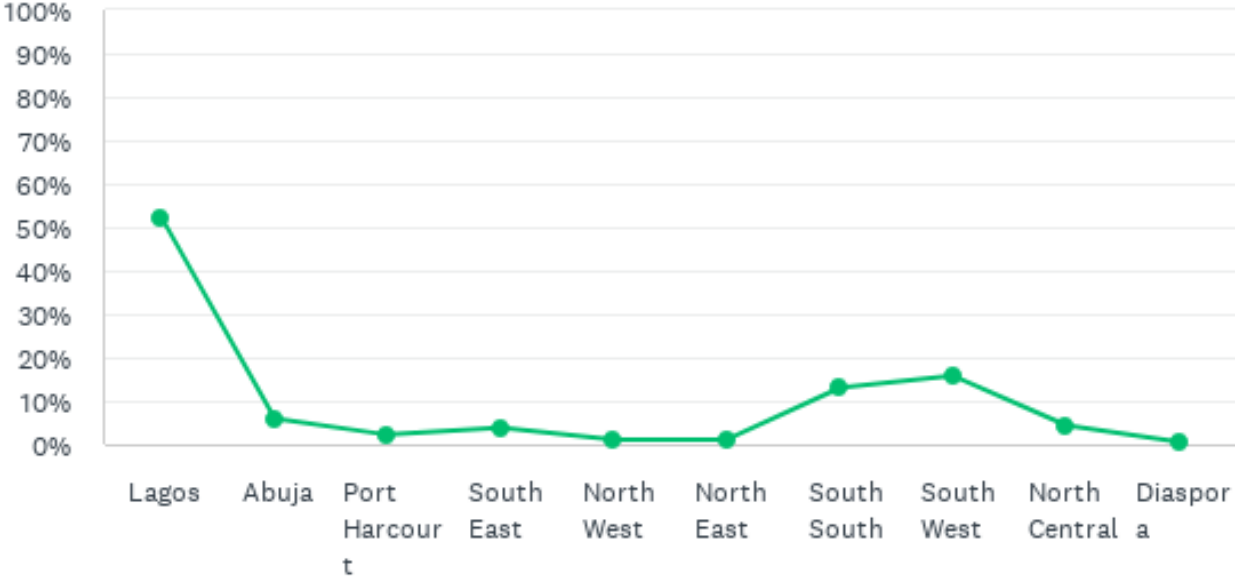
Q4: Professional/Occupational status



The analysis shows that most respondents were employed (62.84%) followed by the self-employed (16.98%)

ANSWER CHOICES	RESPONSES	
Employed	62.84%	115
Business Owner	14.75%	27
Unemployed	3.28%	6
Self-employed	16.94%	31
Retired/Pensioner	2.19%	4
TOTAL		183

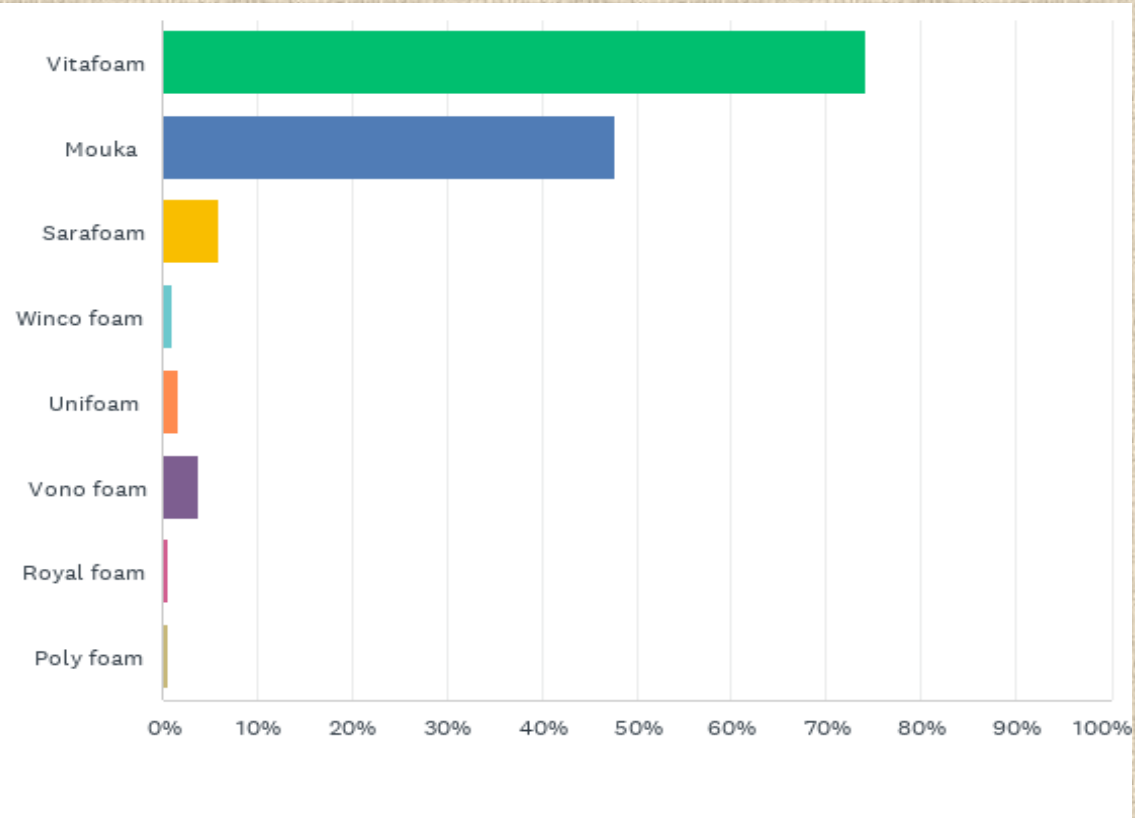
Q5: Current Location



Most respondents were from Lagos (52.17%), South West (15.76%) and South-South (13.04%) respectively. The North had the least number of respondents.

ANSWER CHOICES	RESPONSES	
Lagos	52.17%	96
Abuja	5.98%	11
Port Harcourt	2.17%	4
South East	3.80%	7
North West	1.09%	2
North East	1.09%	2
South South	13.04%	24
South West	15.76%	29
North Central	4.35%	8
Diaspora	0.54%	1
TOTAL		184

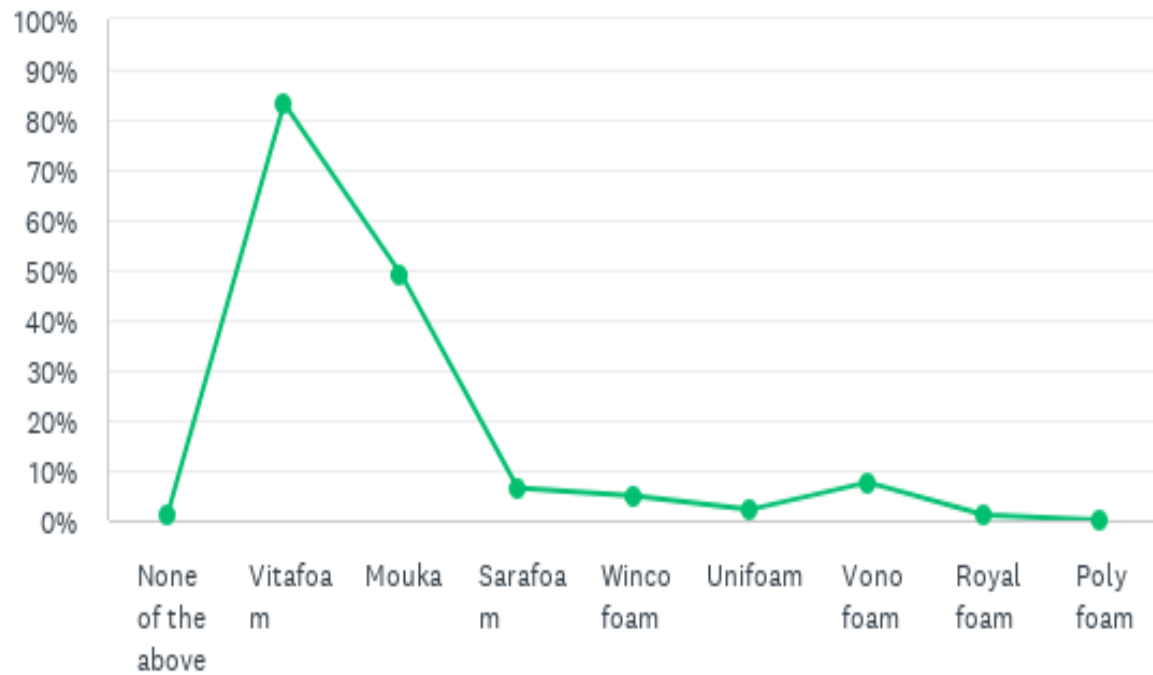
Q6: What foam/mattress brands do you patronize?



From the analysis, it can be deduced that most respondents patronize, followed by Mouka while Polyfoam and Royal foam have the least patronage.

ANSWER CHOICES	RESPONSES	
Vitafoam	74.18%	135
Mouka	47.80%	87
Sarafoam	6.04%	11
Winco foam	1.10%	2
Unifoam	1.65%	3
Vono foam	3.85%	7
Royal foam	0.55%	1
Poly foam	0.55%	1
Total Respondents: 182		

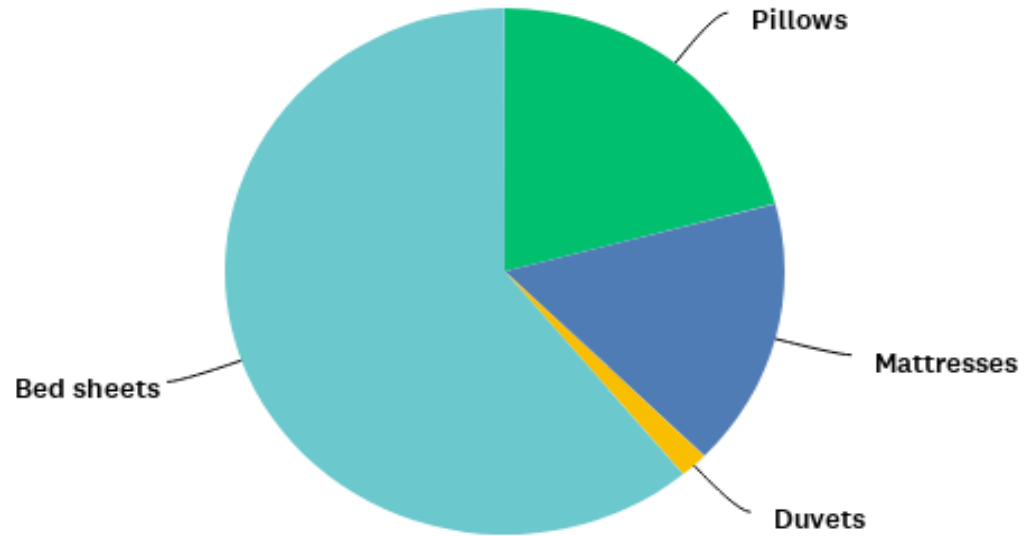
Q7: Which of these brands do you consider to be a house hold mattress brand in Nigeria?



Most respondents find consider Vitafoam as a household mattress brand. No respondent considers poly foam to be an household brand.

ANSWER CHOICES	RESPONSES	
None of the above	1.08%	2
Vitafoam	83.24%	154
Mouka	49.19%	91
Sarafoam	6.49%	12
Winco foam	4.86%	9
Unifoam	2.16%	4
Vono foam	7.57%	14
Royal foam	1.08%	2
Poly foam	0.00%	0
Total Respondents: 185		

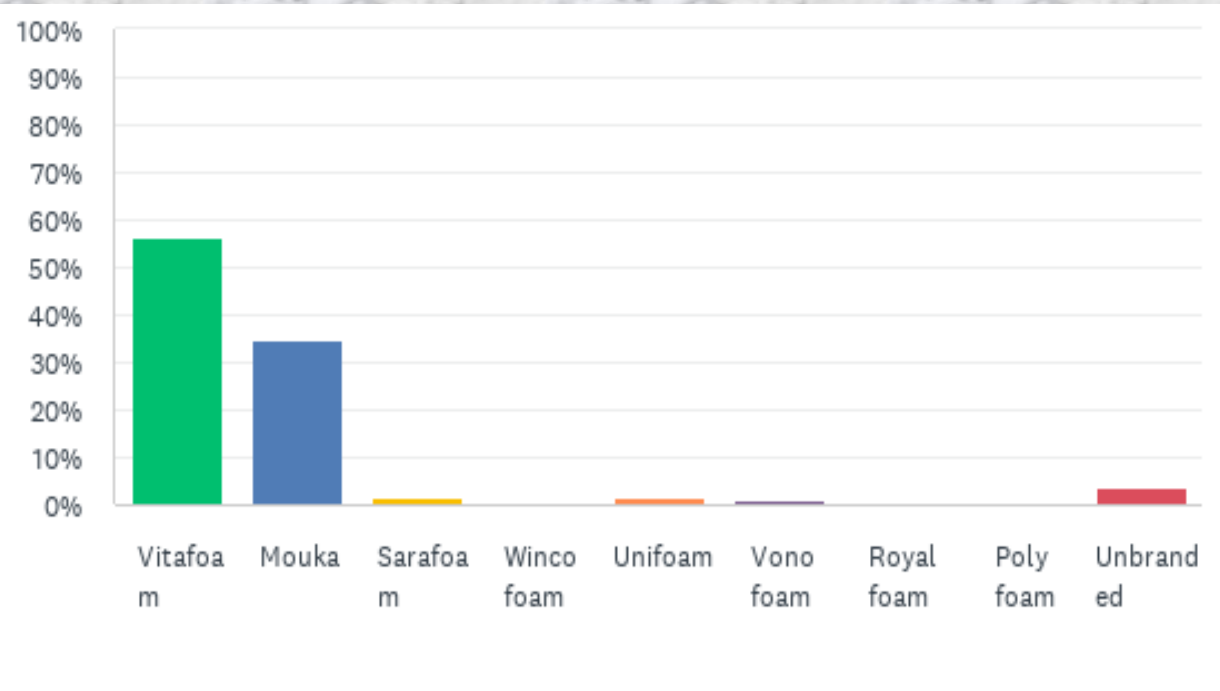
Q8: Which of these products do you buy more often?



The analysis shows that respondents buy bedsheets more often than pillows and mattresses. And only a few buy Duvets often.

ANSWER CHOICES	RESPONSES	
Pillows	20.88%	38
Mattresses	16.48%	30
Duvets	1.65%	3
Bed sheets	60.99%	111
TOTAL		182

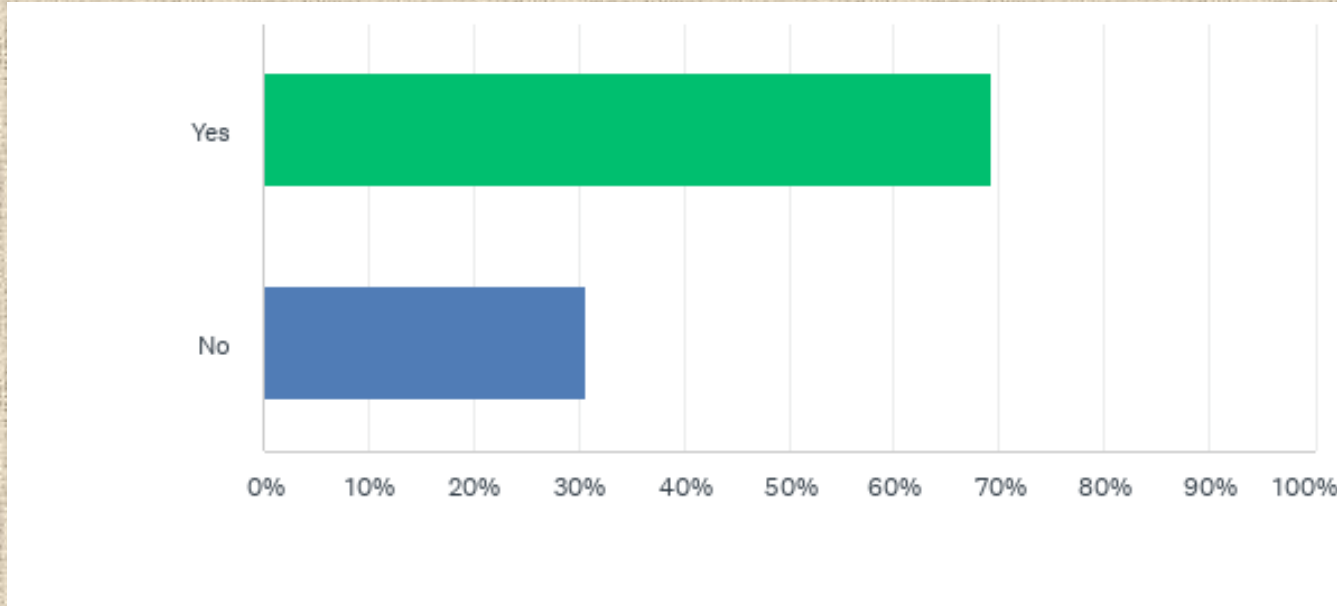
Q9: What brand of mattress are you using currently?



Most respondents indicated that they use Vitafoam mattress (56.35%), Mouka (34.81%) and unbranded mattresses (3.87%) respectively. Analysis shows that no one uses winco foam, royal foam and poly foam.

ANSWER CHOICES	RESPONSES	
Vitafoam	56.35%	102
Mouka	34.81%	63
Sarafoam	1.66%	3
Winco foam	0.55%	1
Unifoam	1.66%	3
Vono foam	1.10%	2
Royal foam	0.00%	0
Poly foam	0.00%	0
Unbranded	3.87%	7
TOTAL		181

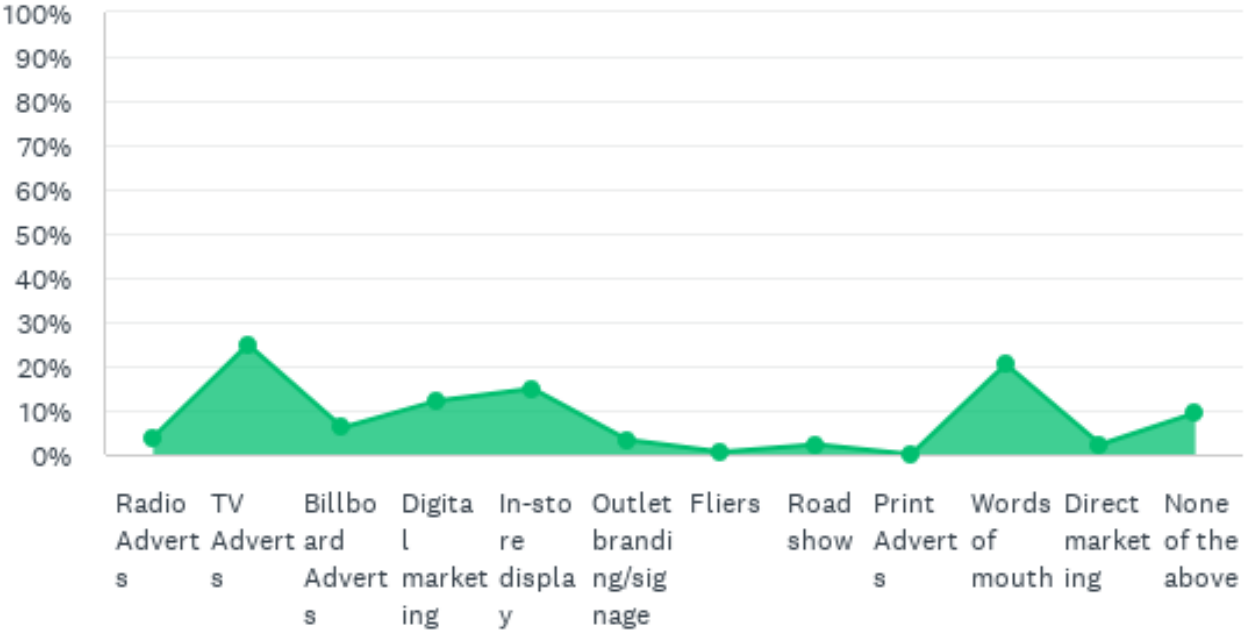
Q10: Is Vitafoam a family brand in your household?



From the analysis, 69.23% consider Vitafoam a family brand in their household. From this, we can conclude that Vitafoam is a family and household brand.

ANSWER CHOICES	RESPONSES	
Yes	69.23%	126
No	30.77%	56
TOTAL		182

Q11: What media channel has the highest impact in your buying preference for a particular brand of mattress?

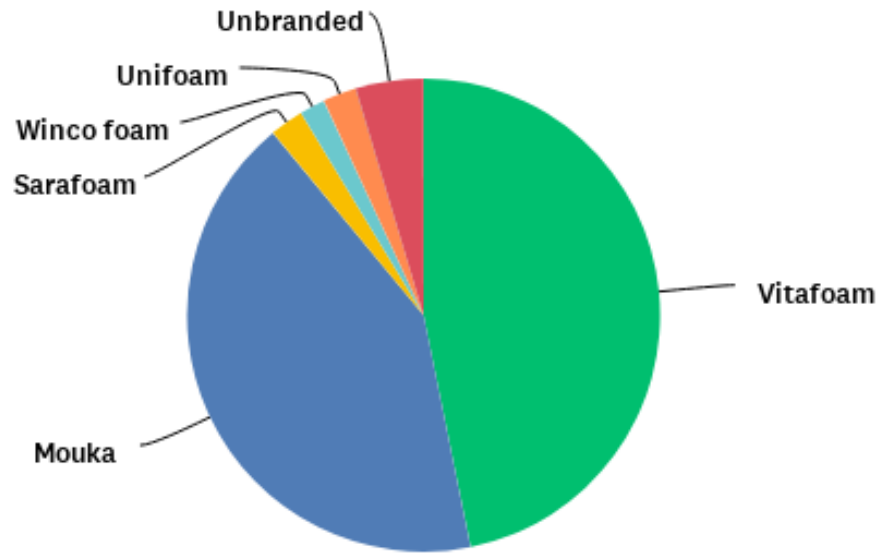


Most respondents indicated TV ads to be a factor of influence on their mattress preferences, followed by word of mouth, while some others chose In-store display and digital marketing.

ANSWER CHOICES	RESPONSES	
Radio Adverts	3.87%	7
TV Adverts	24.86%	45
Billboard Adverts	6.08%	11
Digital marketing	12.15%	22
In-store display	14.92%	27
Outlet branding/signage	3.31%	6
Fliers	0.55%	1
Road show	2.21%	4
Print Adverts	0.00%	0
Words of mouth	20.44%	37
Direct marketing	2.21%	4
None of the above	9.39%	17
TOTAL		181

A significant number of people also indicated that non of these influence their buying preferences for mattresses.

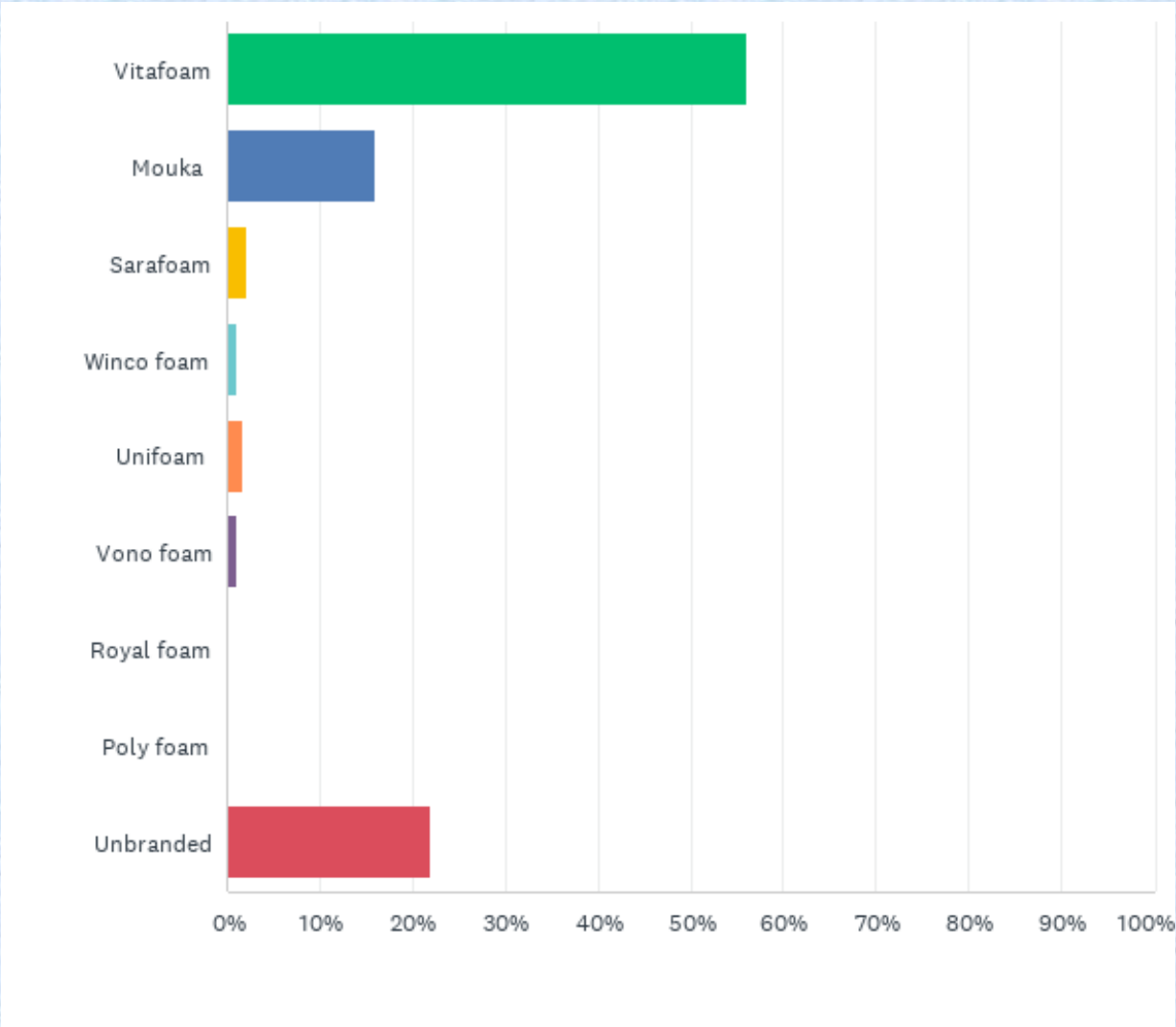
Q12: Which mattress brand has the highest number of sales outlets closer to where you live?



Analysis shows that Vitafoam has more visibility on the trade front, followed by Mouka and some unbranded outlets. In conclusion, Vitafoam trade front is wider than that of competitors.

ANSWER CHOICES	RESPONSES	
Vitafoam	46.82%	81
Mouka	42.20%	73
Sarafoam	2.31%	4
Winco foam	1.73%	3
Unifoam	2.31%	4
Vono foam	0.00%	0
Royal foam	0.00%	0
Poly foam	0.00%	0
Unbranded	4.62%	8
TOTAL		173

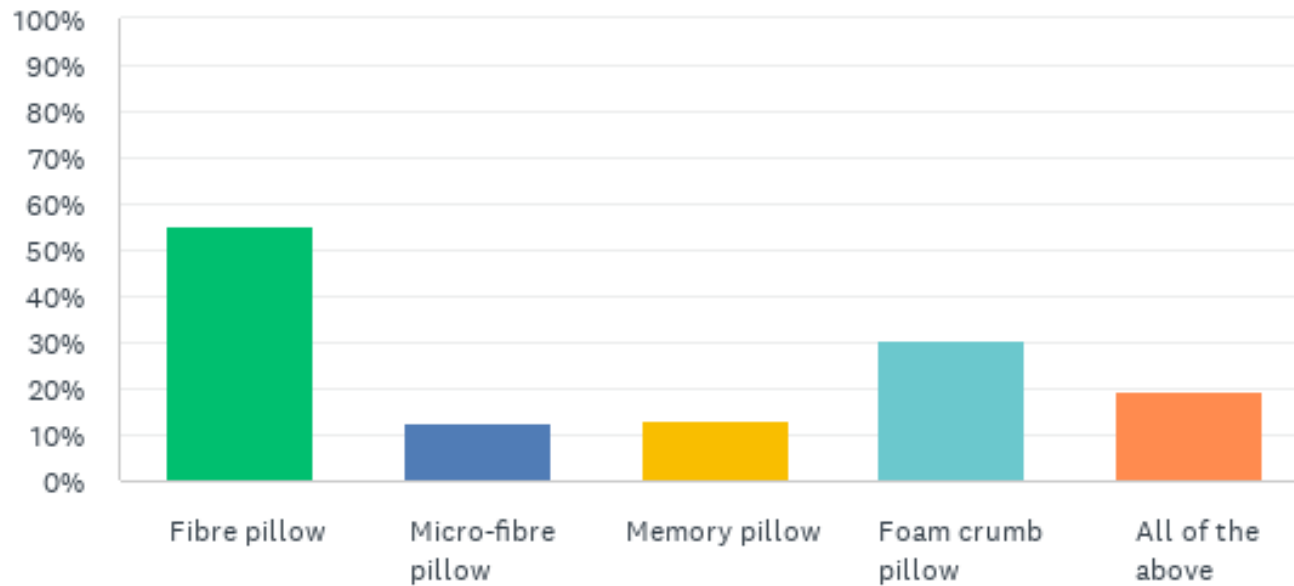
Q13: What brand of pillow are you using currently?



The analysis shows that most respondents use Vitafoam pillows. A significant number of respondents make use of unbranded pillows (21.98%)

ANSWER CHOICES	RESPONSES
Vitafoam	56.04% 102
Mouka	15.93% 29
Sarafoam	2.20% 4
Winco foam	1.10% 2
Unifoam	1.65% 3
Vono foam	1.10% 2
Royal foam	0.00% 0
Poly foam	0.00% 0
Unbranded	21.98% 40
TOTAL	182

Q14: Which of these pillows are you familiar with?

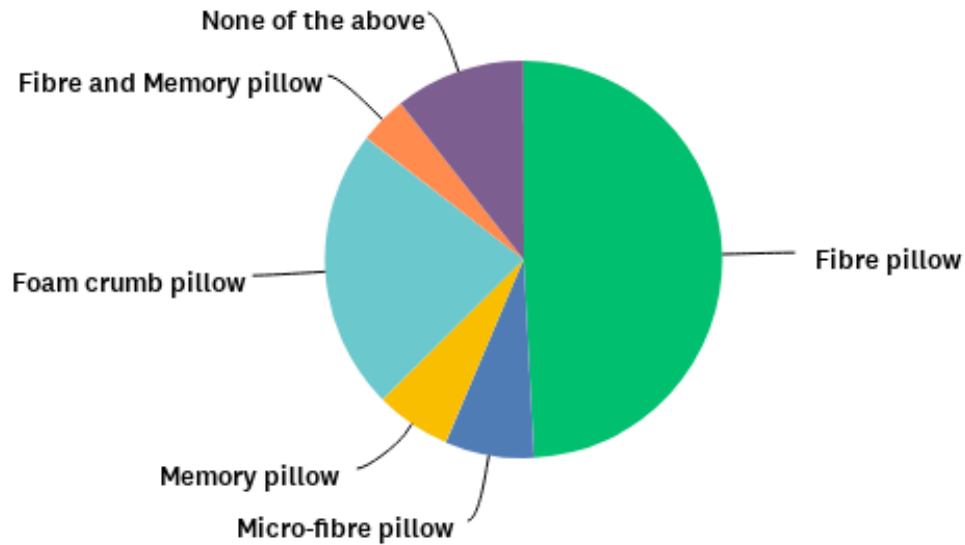


From the graphical representation of respondents choices, it is undeniable that most people are familiar with fibre pillows as against memory and micro-fibre pillows.

30.46% indicated to be familiar with foam crumb pillow while 19.54% claim to be familiar with all pillows. In conclusion, the research shows that most people are not conversant with memory pillows and micro-fibre pillows.

ANSWER CHOICES	RESPONSES
Fibre pillow	55.17% 96
Micro-fibre pillow	12.64% 22
Memory pillow	13.22% 23
Foam crumb pillow	30.46% 53
All of the above	19.54% 34
Total Respondents: 174	

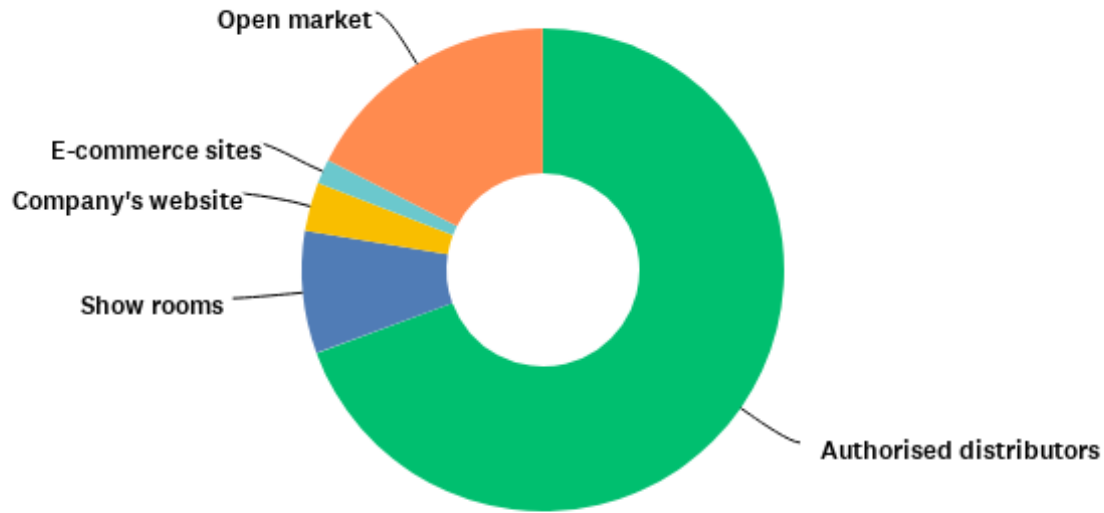
Q15: What type of pillow are you using currently?



From the analysis, almost 50% of respondents use fibre pillow. 22.91% use foam crumb pillows being the second highest. Some people indicated that they use none of the above listed pillow types.

ANSWER CHOICES	RESPONSES	
Fibre pillow	49.16%	88
Micro-fibre pillow	7.26%	13
Memory pillow	6.15%	11
Foam crumb pillow	22.91%	41
Fibre and Memory pillow	3.91%	7
None of the above	10.61%	19
TOTAL		179

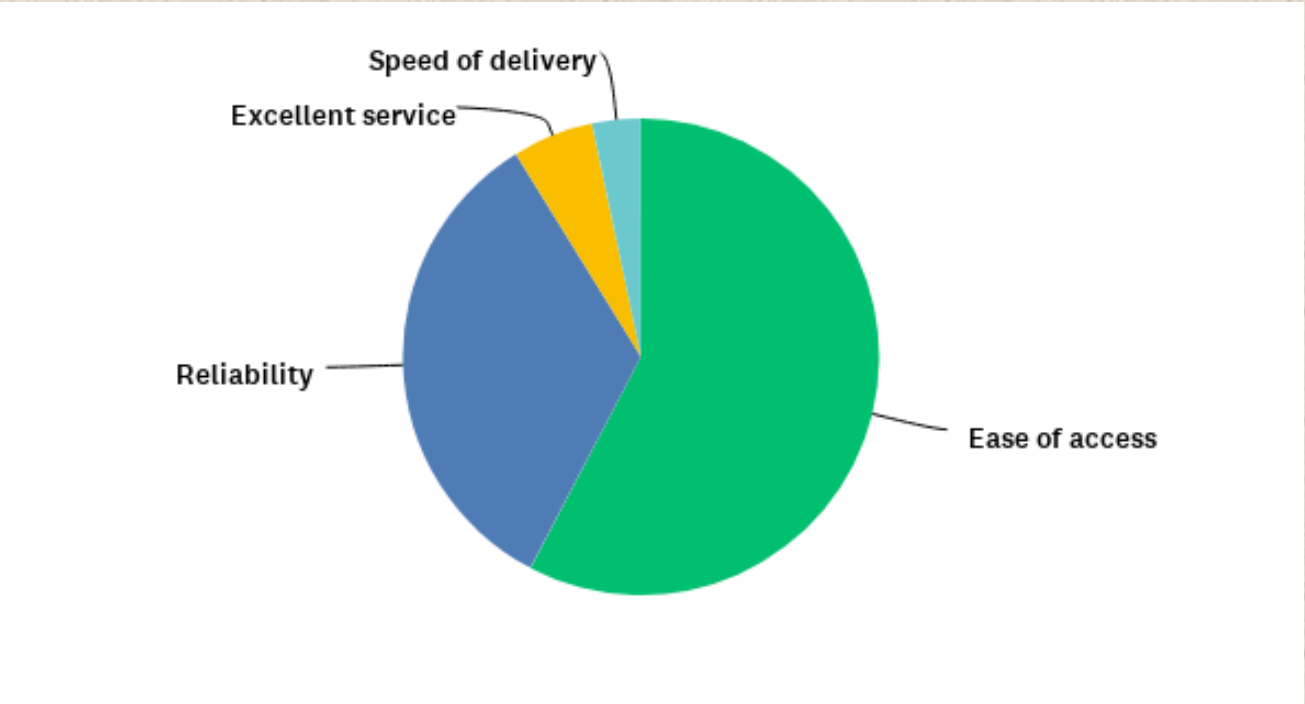
Q16: Where do you normally buy mattress from?



Most respondents buy mattresses from authorized dealers. A significant number of people get from open market. In conclusion, while most people do offline buying as compared to online buying of mattress.

ANSWER CHOICES	RESPONSES	
Authorised distributors	69.40%	127
Show rooms	8.20%	15
Company's website	3.28%	6
E-commerce sites	1.64%	3
Open market	17.49%	32
TOTAL		183

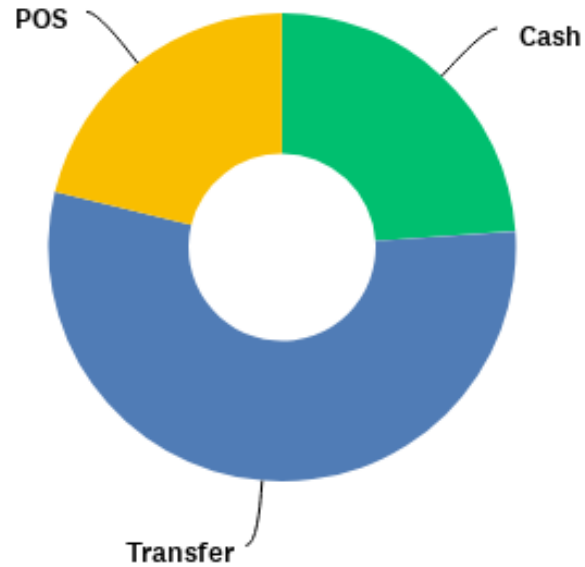
Q17: Why do you prefer this trade channel?



Most respondents prefer buying from authorized distributors because of ease of access and reliability.

ANSWER CHOICES	RESPONSES	
Ease of access	57.69%	105
Reliability	33.52%	61
Excellent service	5.49%	10
Speed of delivery	3.30%	6
TOTAL		182

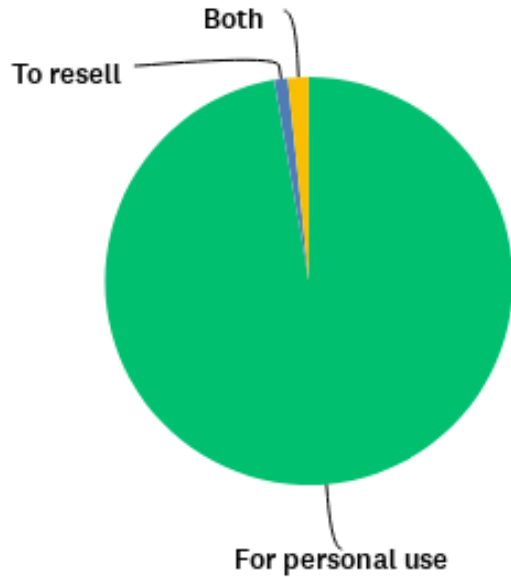
Q18: What payment method do you prefer for purchases?



Most respondents prefer to use Transfer or cash for payment. In conclusion, customers love to pay for products with transfer method.

ANSWER CHOICES	RESPONSES	
Cash	23.91%	44
Transfer	54.89%	101
POS	21.20%	39
TOTAL		184

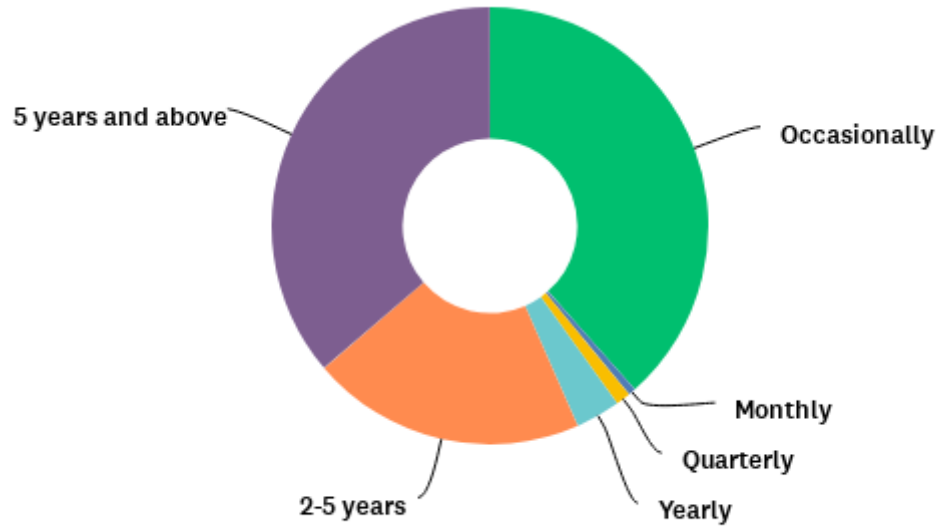
Q19: Which of these best describes your purpose for buying mattress?



Most respondents buy mattresses for personal use while some buy to resell and some buy to use and also resell. In conclusion, most customers buy mattresses for their personal use only.

ANSWER CHOICES	RESPONSES	
For personal use	97.27%	178
To resell	1.09%	2
Both	1.64%	3
TOTAL		183

Q20: How often do you buy mattresses?

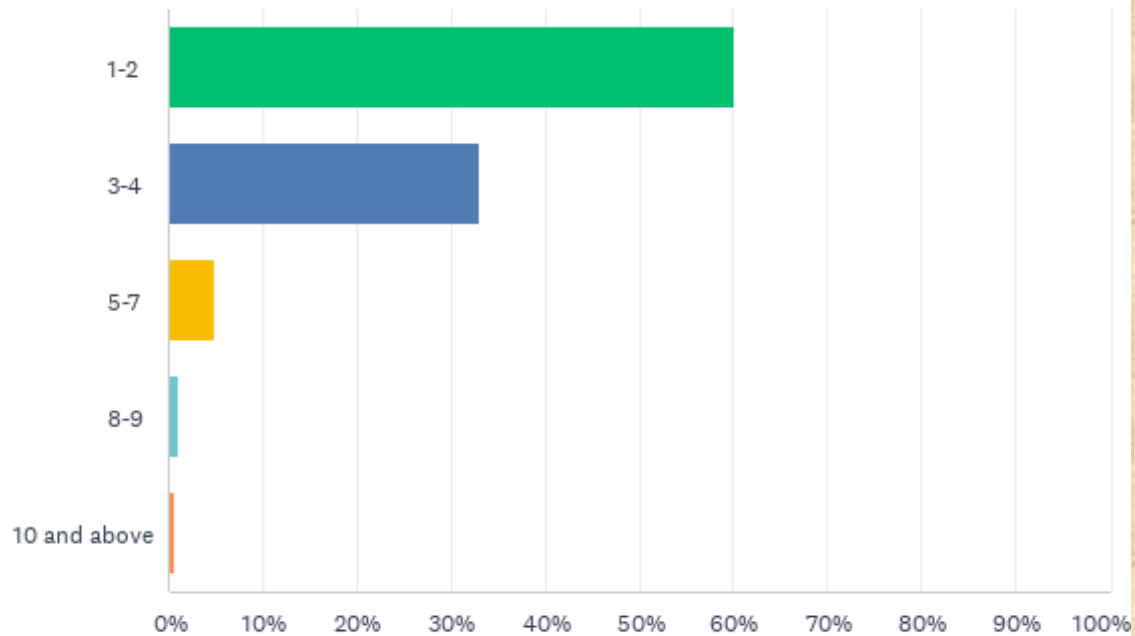


From the analysis, it can be seen that most people buy their mattress occasionally and within the space of 5 years and above. Only few buy monthly and quarterly.

In conclusion, there is a higher possibility of people buying mattress within 5 years from last purchase.

ANSWER CHOICES	RESPONSES	
Occasionally	38.46%	70
Monthly	0.55%	1
Quarterly	1.10%	2
Yearly	3.30%	6
2-5 years	20.33%	37
5 years and above	36.26%	66
TOTAL		182

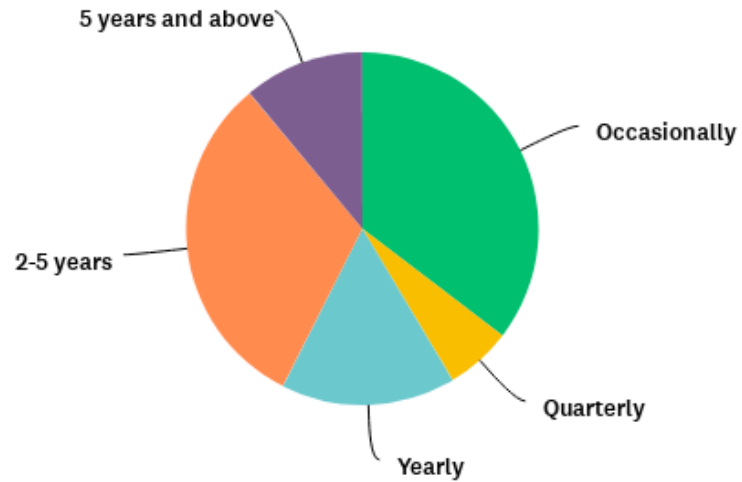
Q21: What is the average number of pillows you buy in one purchase?



Most respondents buy between 1-2 pillows at a go. It can be deduced from the analysis that most people buy between 1-4 pillows respectively in one purchase.

ANSWER CHOICES	RESPONSES
1-2	60.22% 109
3-4	33.15% 60
5-7	4.97% 9
8-9	1.10% 2
10 and above	0.55% 1
TOTAL	181

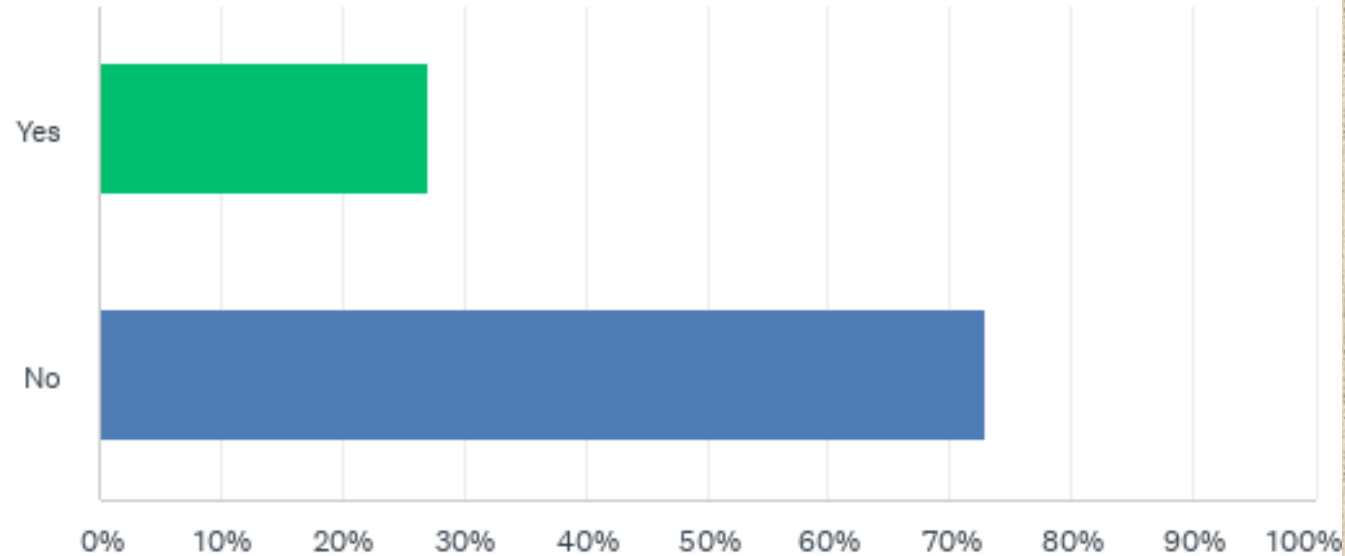
Q22: How often do you buy pillows?



Most respondents indicated that they buy pillows occasionally. Others indicated that they buy between 2-5 years, some yearly. In conclusion, most people buy pillows within 1-5 years after last purchase.

ANSWER CHOICES	RESPONSES	
Occasionally	35.36%	64
Monthly	0.00%	0
Quarterly	6.08%	11
Yearly	16.02%	29
2-5 years	31.49%	57
5 years and above	11.05%	20
TOTAL		181

Q23: Have you bought mattresses/pillows as a gift to someone before?



The analysis shows that most people do not buy pillows and mattress to gift out. Nonetheless, a significant number of respondents agreed that they have bought pillows and mattress to gift out in the past.

ANSWER CHOICES	RESPONSES	
Yes	27.17%	50
No	72.83%	134
TOTAL		184

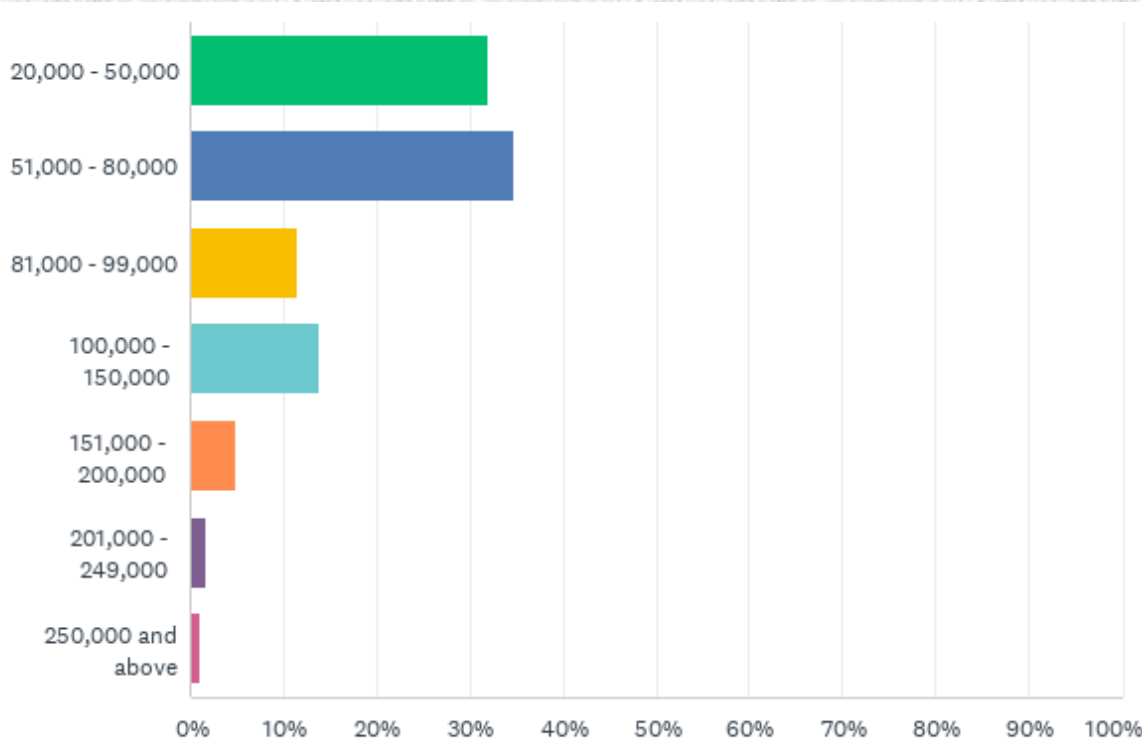
Q24: What is the average number of mattresses you buy in one purchase?



Most respondents buy 1-2 mattresses in a purchase, while some buy between 3-4. only a few buy between 5-7 and 10 and above. In conclusion, most customers are small scale buyers and buy in small quantities.

ANSWER CHOICES	RESPONSES
1-2	89.67% 165
3-4	8.15% 15
5-7	1.63% 3
8-9	0.00% 0
10 and above	0.54% 1
TOTAL	184

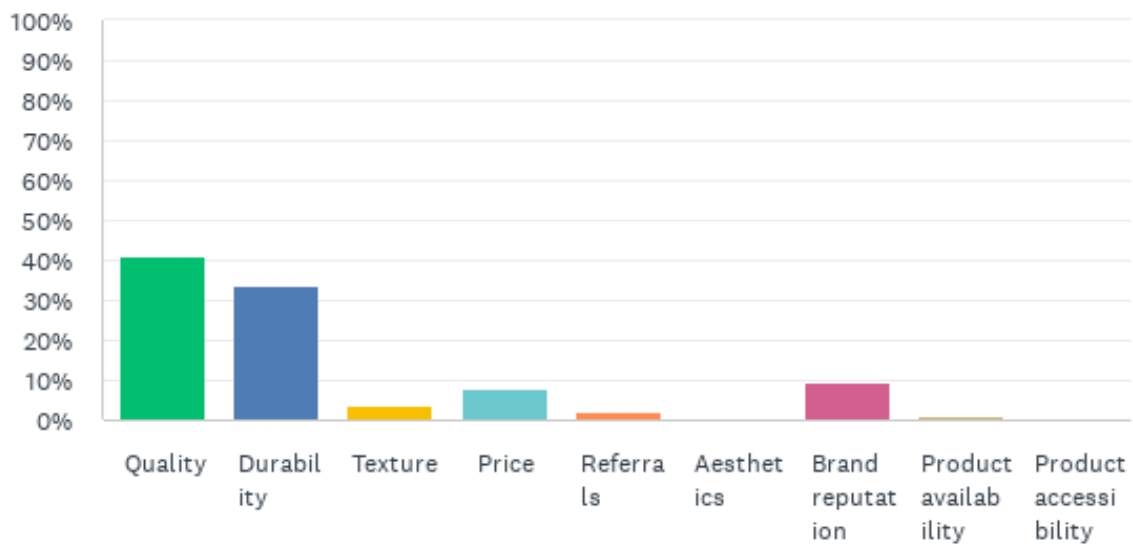
Q25: What is the average amount you spend on one mattress purchase?



Most respondents purchase mattresses between 51,000-80,000 Naira and 20,000- 50,000 Naira. In conclusion, most customers buy mattresses within the price range of 20,000-80,000 Naira. This shows that customers are not large spenders, they spend a moderate amount on mattress.

ANSWER CHOICES	RESPONSES	
20,000 - 50,000	32.04%	58
51,000 - 80,000	34.81%	63
81,000 - 99,000	11.60%	21
100,000 - 150,000	13.81%	25
151,000 - 200,000	4.97%	9
201,000 - 249,000	1.66%	3
250,000 and above	1.10%	2
TOTAL		181

Q26: Choose the key factor that has the most influence on your buying decision for a mattress.

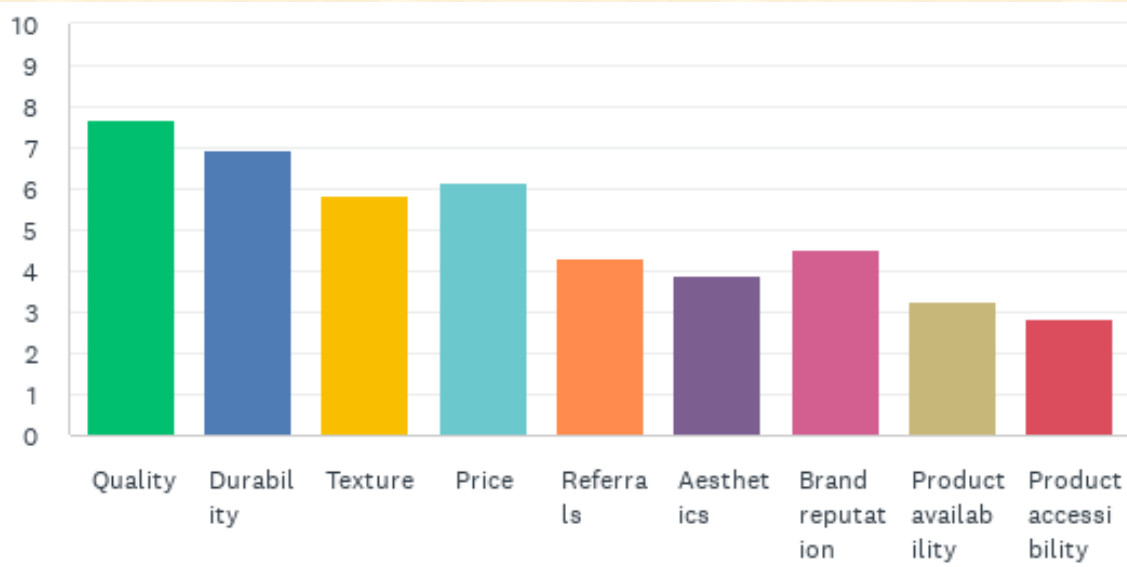


Respondents chose quality and durability to be the highest influencing factor when buying a mattress. The research also shows that brand reputation influences consumers buying decision.

Result shows that people don't really care for aesthetics as against quality and durability.

ANSWER CHOICES	RESPONSES	
Quality	41.21%	75
Durability	33.52%	61
Texture	3.85%	7
Price	7.69%	14
Referrals	2.20%	4
Aesthetics	0.55%	1
Brand reputation	9.34%	17
Product availability	1.10%	2
Product accessibility	0.55%	1
TOTAL		182

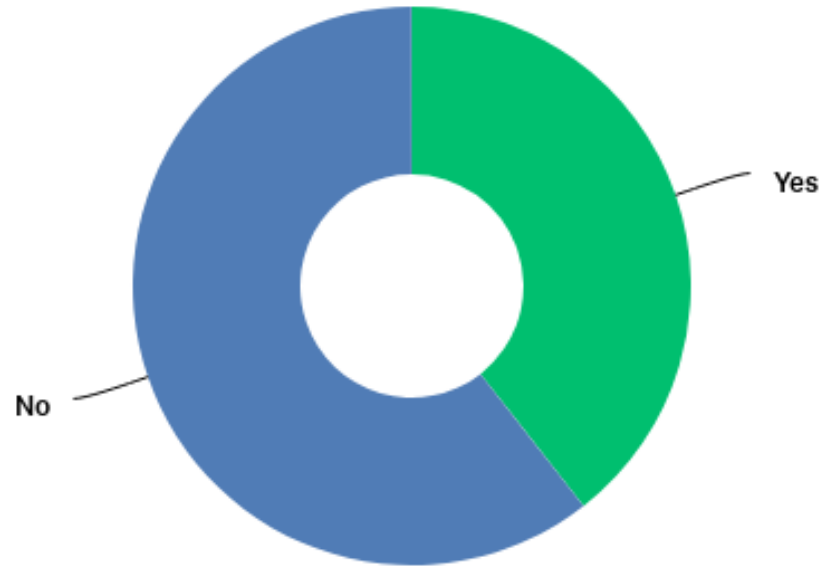
Q27: What influences your purchase decision? Rank in order of importance, from 1 to 9 (1 being the most important and 9 being the least important)



Result of the analysis shows that quality, durability and texture are the first ranking factors of influence in mattress purchase decision. While product accessibility, aesthetics and referrals were the least ranking factors of influence.

	1	2	3	4	5	6	7	8	9	TOTAL	SCORE
Quality	50.00% 84	27.38% 46	5.36% 9	4.76% 8	1.19% 2	2.38% 4	1.79% 3	4.17% 7	2.98% 5	168	7.67
Durability	21.69% 36	32.53% 54	19.88% 33	7.83% 13	5.42% 9	2.41% 4	3.01% 5	2.41% 4	4.82% 8	166	6.97
Texture	7.83% 13	8.43% 14	30.72% 51	19.88% 33	10.84% 18	7.23% 12	4.22% 7	6.02% 10	4.82% 8	166	5.85
Price	4.27% 7	18.29% 30	21.95% 36	26.83% 44	13.41% 22	7.32% 12	4.27% 7	3.66% 6	0.00% 0	164	6.16
Referrals	6.40% 11	1.74% 3	5.23% 9	13.95% 24	25.00% 43	11.05% 19	10.47% 18	13.95% 24	12.21% 21	172	4.33
Aesthetics	1.18% 2	5.29% 9	7.06% 12	7.06% 12	10.59% 18	30.00% 51	12.35% 21	9.41% 16	17.06% 29	170	3.91
Brand reputation	6.63% 11	6.63% 11	4.82% 8	12.65% 21	14.46% 24	10.24% 17	33.13% 55	6.63% 11	4.82% 8	166	4.53
Product availability	1.83% 3	2.44% 4	2.44% 4	6.10% 10	7.32% 12	19.51% 32	12.80% 21	37.20% 61	10.37% 17	164	3.27
Product accessibility	4.71% 8	0.59% 1	2.94% 5	2.35% 4	11.76% 20	8.82% 15	14.12% 24	13.53% 23	41.18% 70	170	2.86

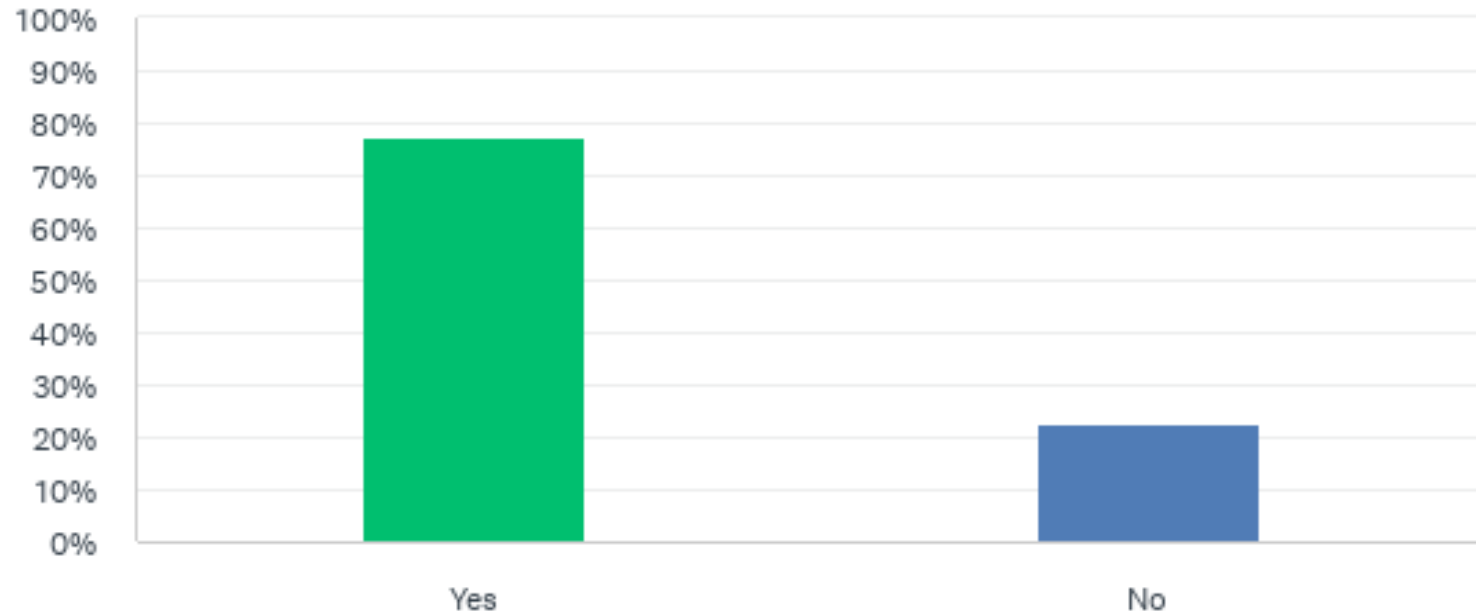
Q28: Have you purchased a mattress before because of an advert you came across?



ANSWER CHOICES	RESPONSES	
Yes	39.44%	71
No	60.56%	109
TOTAL		180

Majority of the Respondents indicated that they have never made a purchase mattress due to an advert they came across. In conclusion, adverts do not necessarily influence consumer purchase decision for mattress. Nevertheless, a significant amount of respondents agreed to have made a purchase decision due to and advert they had seen (39.44%).

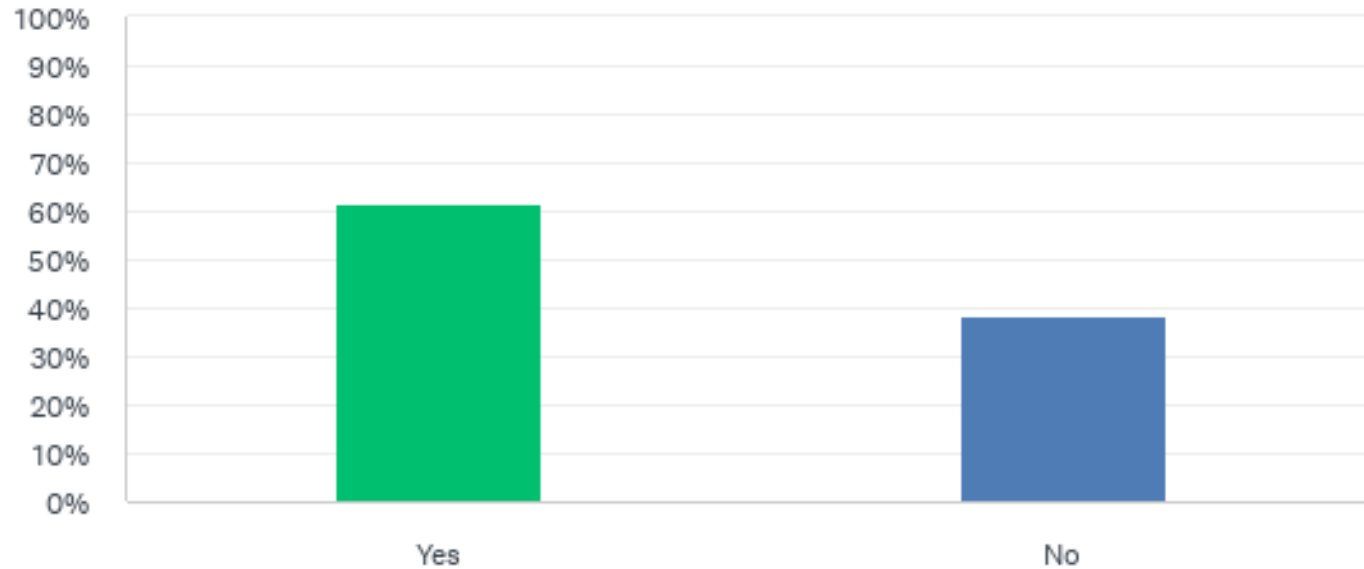
Q29: Does customer service influence your purchase decision at times?



Respondents agreed to this. In conclusion, analysis shows that customer service sometimes influence customer's buying decision.

ANSWER CHOICES	RESPONSES	
Yes	77.47%	141
No	22.53%	41
TOTAL		182

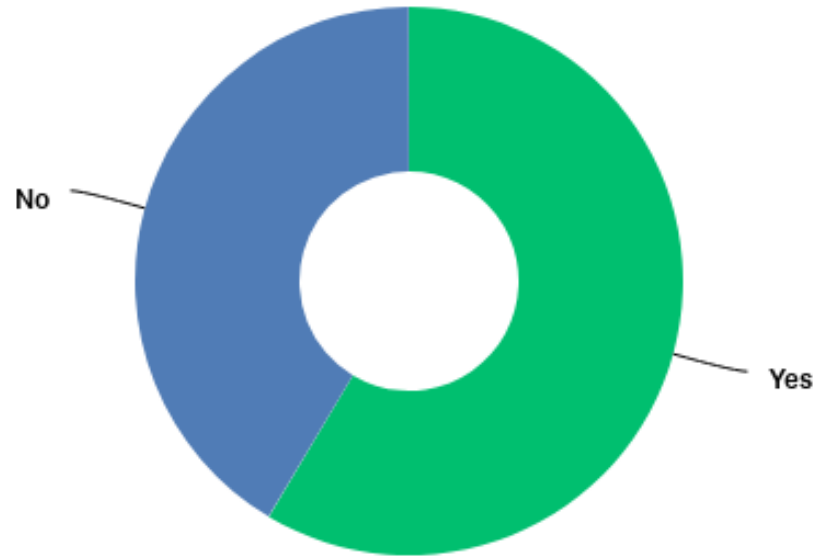
Q30: Would you buy another mattress' brand when your favourite brand is commanding high price?



ANSWER CHOICES	RESPONSES	
Yes	61.33%	111
No	38.67%	70
TOTAL		181

Analysis shows that most respondents will opt for another brand when their favorite brand is demanding high prices. But some believe they wouldn't. In conclusion, although most people would opt for another brand, some would stick to their favorite brand. Consumer loyalty is not certain when buying mattress.

Q31: Would you buy another brand of mattress if your preferred brand is unavailable at the point of purchase?



Analysis shows that most people will opt for other brands of mattresses when their favorite brand is unavailable. In conclusion, brand loyalty among customers is very low.

ANSWER CHOICES	RESPONSES	
Yes	58.56%	106
No	41.44%	75
TOTAL		181

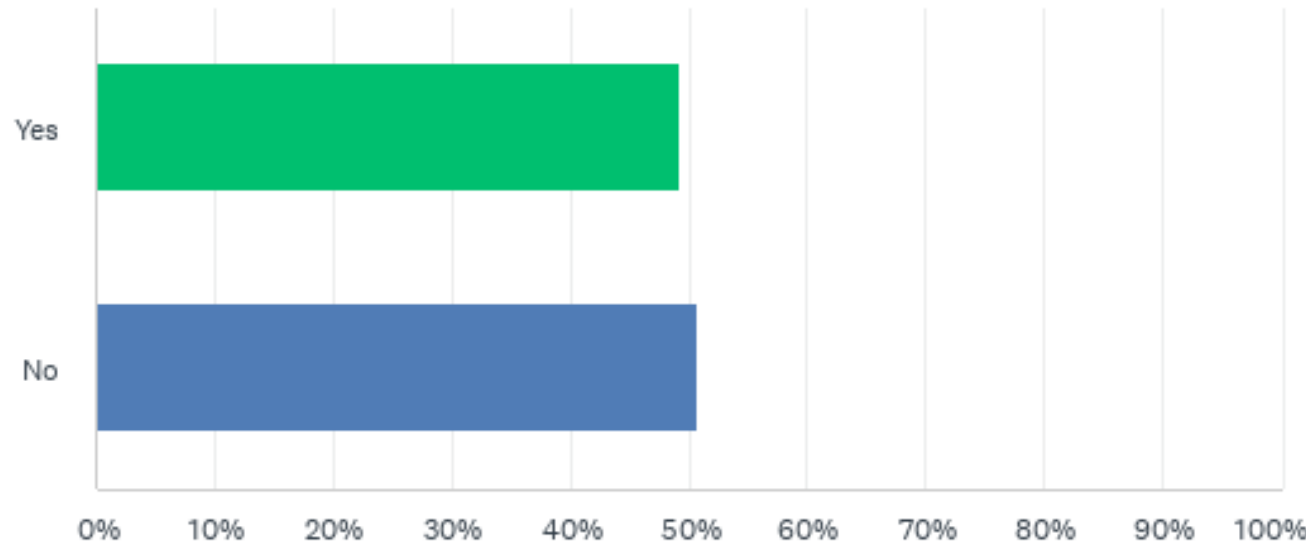
Q32: Is quality enough for you to decide on a purchase, regardless of price?



Most respondents agreed that quality is enough for them to make a purchase regardless of price. In conclusion, most respondents are most influenced by quality as against price. This means that even if the price is high, as long as the quality is good, 79.56% of people will buy.

ANSWER CHOICES	RESPONSES	
Yes	79.56%	144
No	20.44%	37
TOTAL		181

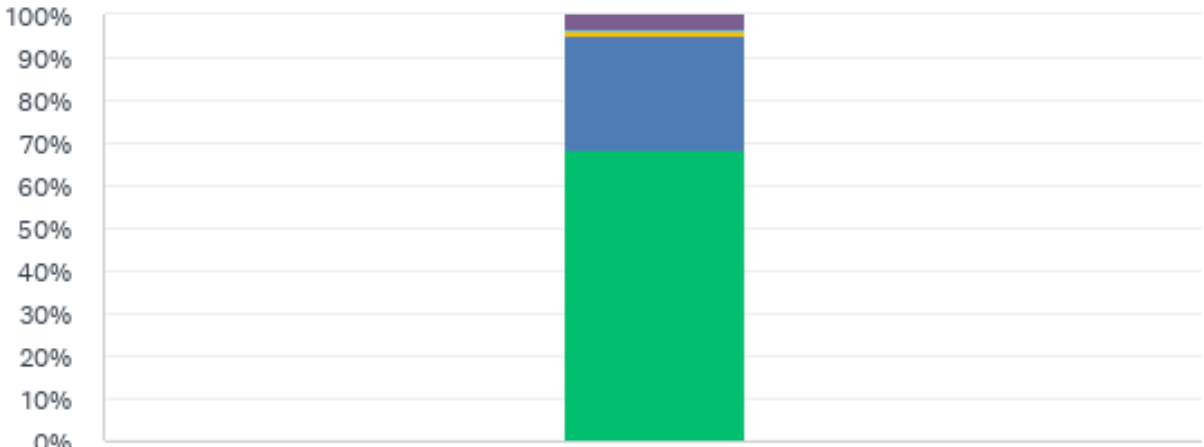
Q33: Would you consider yourself as a stick-to-one brand kind of person when buying mattress?



Most respondents believe they do not qualify as a one brand kind of person. In conclusion, consumer behavior is on the versatile side and customer loyalty is volatile.

ANSWER CHOICES	RESPONSES	
Yes	49.16%	88
No	50.84%	91
TOTAL		179

Q34: Which foam/mattress manufacturing brand in Nigeria do you consider to be the best?



■ Vitafoam ■ Mouka ■ Sarafoam ■ Winco foam
■ Unifoam ■ Vono foam ■ Royal foam ■ Poly foam

Most people consider Vitafoam to be the best foam/mattress manufacturer in Nigeria.

ANSWER CHOICES	RESPONSES	
Vitafoam	68.54%	122
Mouka	26.97%	48
Sarafoam	0.56%	1
Winco foam	0.56%	1
Unifoam	0.00%	0
Vono foam	3.37%	6
Royal foam	0.00%	0
Poly foam	0.00%	0
TOTAL		178

KEY RECOMMENDATIONS BASED ON FINDINGS FROM CUSTOMER PREFERENCE IN PILLOWS AND MATTRESS

- ✓ Customer loyalty is not certain. Findings has shown that they can be easily converted by other brands. Therefore, more attention should be given to identifying key pain points of customers and meeting their needs. Some of which are quality, durability and incessant price changes and increment.
- ✓ Vitafoam has the strongest foot in the pillow market as compared to Mouka. Most people buy unbranded pillows as well. Strategic marketing of our different range of pillows will strengthen our ground in the pillow market.
- ✓ TV Adverts influences mattress preferences but does not influence mattress buying decision. So in as much as people prefer a certain brand, other factors will come into play when making the final decision on a mattress to buy. Quality and finishing of mattress should be revisited to ensure best output.
- ✓ Vitafoam trade visibility is more in the West and South but not as much in the North and East. Strive to improve visibility across all trade channels in the country.

THANK YOU