



IC Customer Insight®
Mattresses and
slatted frames
GER AUT CH 2022

Methodical Profile - IC Customer-Insight® Mattresses and Slatted Frames in Germany, Austria and Switzerland 2022

- Das IC Customer Insight® Mattresses and Slatted Frames in Germany, Austria and Switzerland provides you with all the necessary information for an efficient brand policy. On the subject of mattresses and slatted frames, the study evaluates brand awareness, brand use, use of different types of mattresses and slatted frames, buyer behavior, price knowledge and customer segmentation based on price types.
- All questions are evaluated separately for the various customer segments (age; product use; country etc.). Accordingly, the results can be viewed in a differentiated manner.
- Only buyers of mattresses and slatted frames are surveyed.



Population

Individuals 18 years and older, who have bought a mattress/slatted frame themselves

Sample Size

Germany: N = 1.000

Austria: N = 500

Switzerland: N= 500

Survey Method

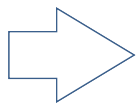
Representative online survey
Survey duration: approx. 10 min.

Survey Period

May 2022 (or on request)

The Results of the Study will Give you Answers to the Following questions...

- Which **brands** are in use / are always shortlisted / are avoided / are chosen when money is no object / are well-known (aided/unaided)?
- How does the **buying process** work? Where do customers inform themselves about the products? Which channels are preferred and which recommendations are trusted?
- What role does **price & brand** play? How are the different types of buyers distributed per country and per product segment: Bargain Buyer; No-Risk Buyer; Brand-Loyal Buyer; High-Risk Buyer; Low-Interest Buyer?
- Details on the **Use of mattresses & slatted frames**: How often and for what reasons are they exchanged? What image do the individual materials and product types have? What are the purchasing barriers and what is currently in use in terms of beds in Germany, Austria and Switzerland.



Pre-orderers are able to influence the questionnaire/survey topics

The IC Customer-Insight Provides You with Answers to...

Evaluated topics within the scope of the survey

Buying- / Usage Behavior

BRANDS	
Brand Awareness	Which brands of mattresses and slatted frames do you know spontaneously? Which of the following mattress and slatted frame brands do you know?
Brand Image	Which characteristics would you assign to brand XY?
Superior / Inferior Brands	Which brand would you buy if money was no object? Which brand would you definitely not buy?
etc.	What brand is your current mattress and slatted frame from? Have you ever seen catalogs/advertising material from brand XY?
BUYING DECISION	
Where information obtained? How are individual information channels evaluated?	Source of Information
Who makes the buying decision and how strong is the influence on the purchase decision?	Decision Maker/ Influencer
Which criteria are decisive for the purchase?	Buying Criteria
Price sensitivity, related price awareness, etc.?	etc.

Study Design of the Customer-Insight® - Mattresses and Slatted Frames

IC Customer-Insight® – Mattresses and Slatted Frames

Population = Individuals 18 years and older, who have bought a mattress/slatted frame themselves;
Representative according to age and gender; N=1.000 (GER); N=500 (AUT); N=500 (CH)



Representative online survey– CAWI (Computer Assisted Web Interviews)

Anonymized survey approx. 10 min (20 questions)



Survey Topics

Buying and Usage Behavior				Brand Awareness	Customer Journey	Price Behavior
M*	Spring	Foam	Latex	TOP Brands	<div>✓ Purchase decision makers/influencers</div> <div>✓ Sources of information</div> <div>✓ Place of purchase</div>	<div>✓ Customer typologies. by price and buying behavior (price types)</div> <div>✓ Price knowledge: Price estimation of mattresses and slatted frames per product group</div>
SF**	non-adjustable	manually adjustable	electric			
lying zones				<div>✓ Aided/unaided</div> <div>✓ Superior / Inferior Brand</div> <div>✓ Brand image</div> <div>✓ Brand use / Potential Set</div>	<div>E-Commerce:</div> <div>✓ Willingness to buy online</div> <div>✓ Reasons/barriers to online purchase</div>	
<div>✓ Current usage and mattress-/slatted frame size</div> <div>✓ Future use and mattress-/slatted frame size</div> <div>✓ Reasons for change & barriers</div> <div>✓ Image of product types</div> <div>✓ Purchase criteria/barriers</div>						
<div>✓ Exchange frequency/reasons</div>						

* Mattresses

** Slatted Frames

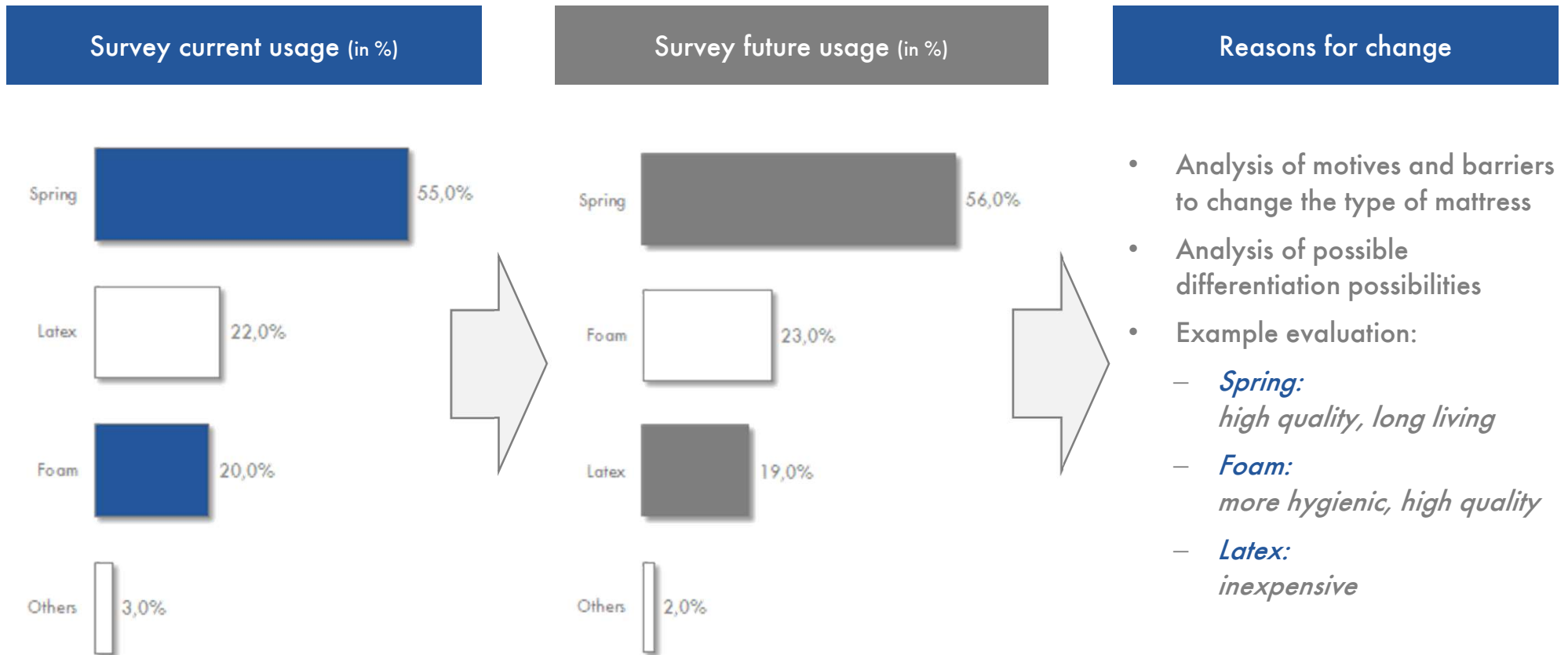
* Mattresses

** Slatted Frames

Who changes has reasons, who remains faithful also

Scheme of inquiry current use, future use, reasons for and barriers to change

Buying- / Usage Behavior



A detailed survey of current and future usage and the reasons for or barriers to change yields highly valuable insights regarding motives, market drivers and long-term trends!

Five price types with very different behavior

Customer segmentation based on price types

Price Types



Bargain-Buyer

Interest in special offers, special rates, discounts and bonuses. Buys because of, rather than in spite of the price and sometimes even buys pointless things just because they are cheap and that in all price ranges.



No-Risk-Buyer

Loss-averse buyers – increasingly see the risk of purchase they want avoid. Avoidance strategies: personal advice, fair price, active information gathering.



Brand-Loyal Buyer

Has price idea, but is very open-minded for brand, image and quality. Compares products, not so much the prices, and is eager to innovations. Often spends more than planned.



High-Risk Buyer

Little interest in price negotiations or discounts, what counts is the brand's promise of quality. Prices are disregarded as long as the overall experience is right. Quality has its price.



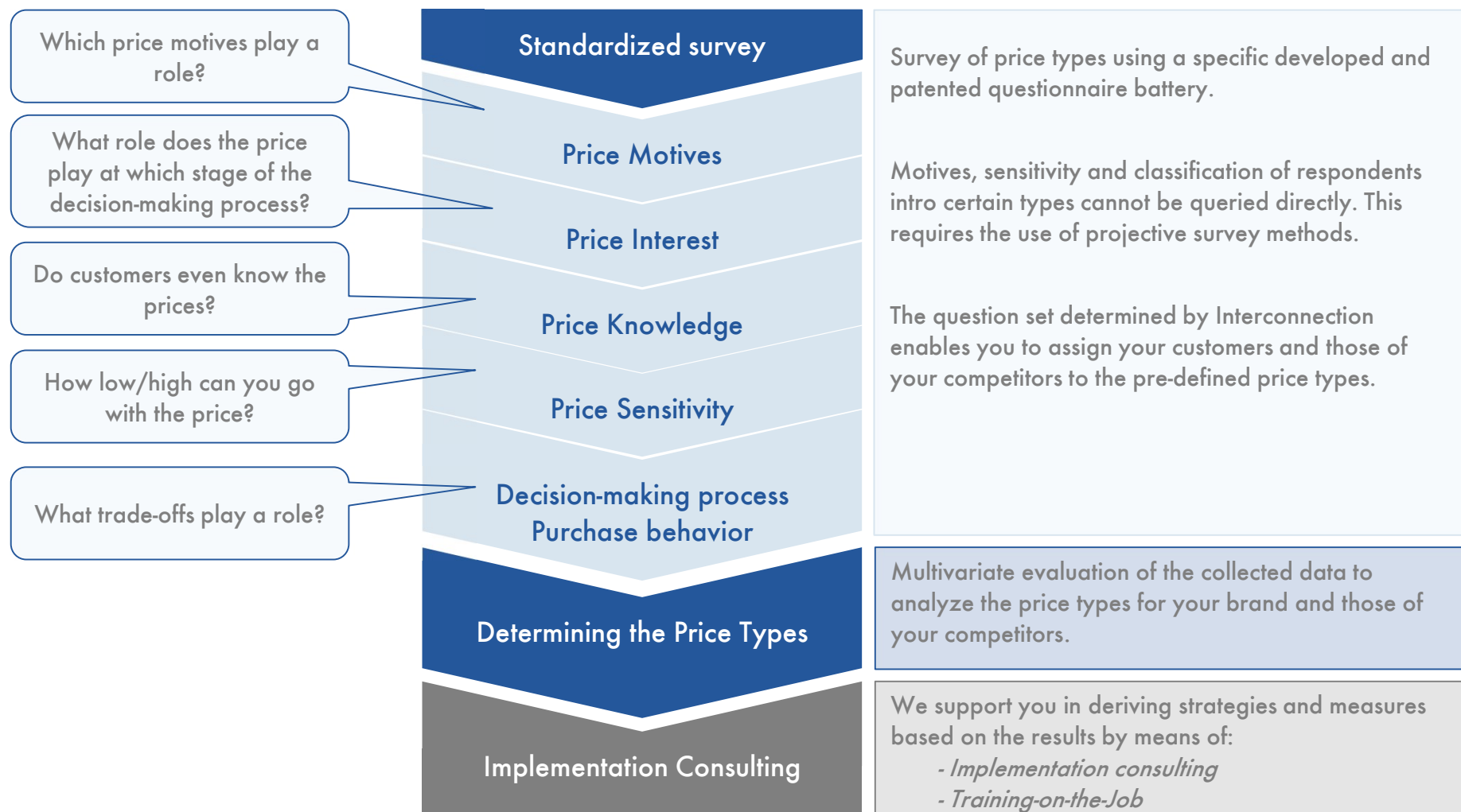
Low-Interest Buyer

Very unemotional. Sees himself as well informed and buys to satisfy a current need. Little interest in prices and virtually no price comparisons.

The methodology behind determining your price types

Patented survey to determine the price types

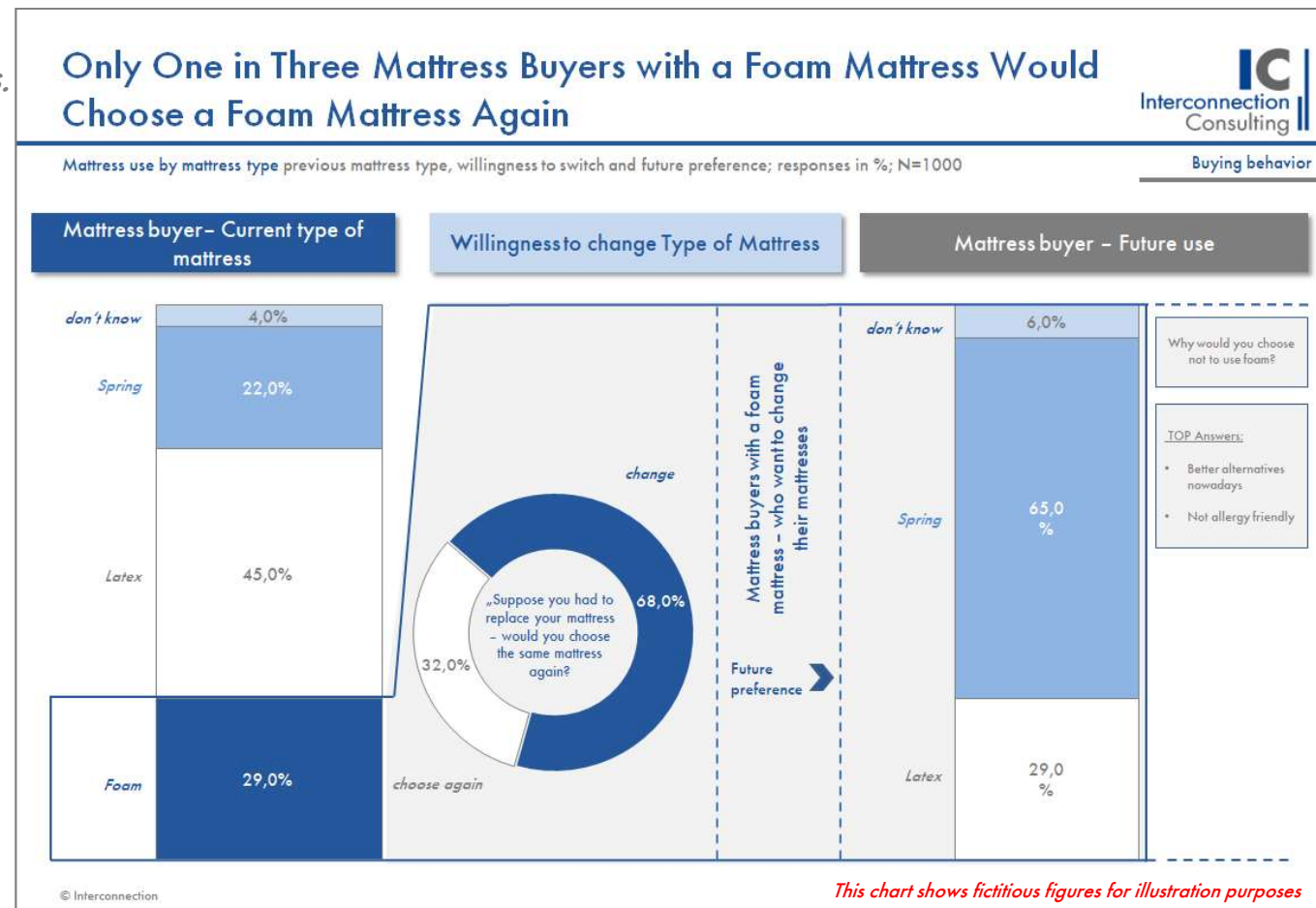
Price Types



What is the Percentage of the Different Types of Mattresses?

Sample Chart

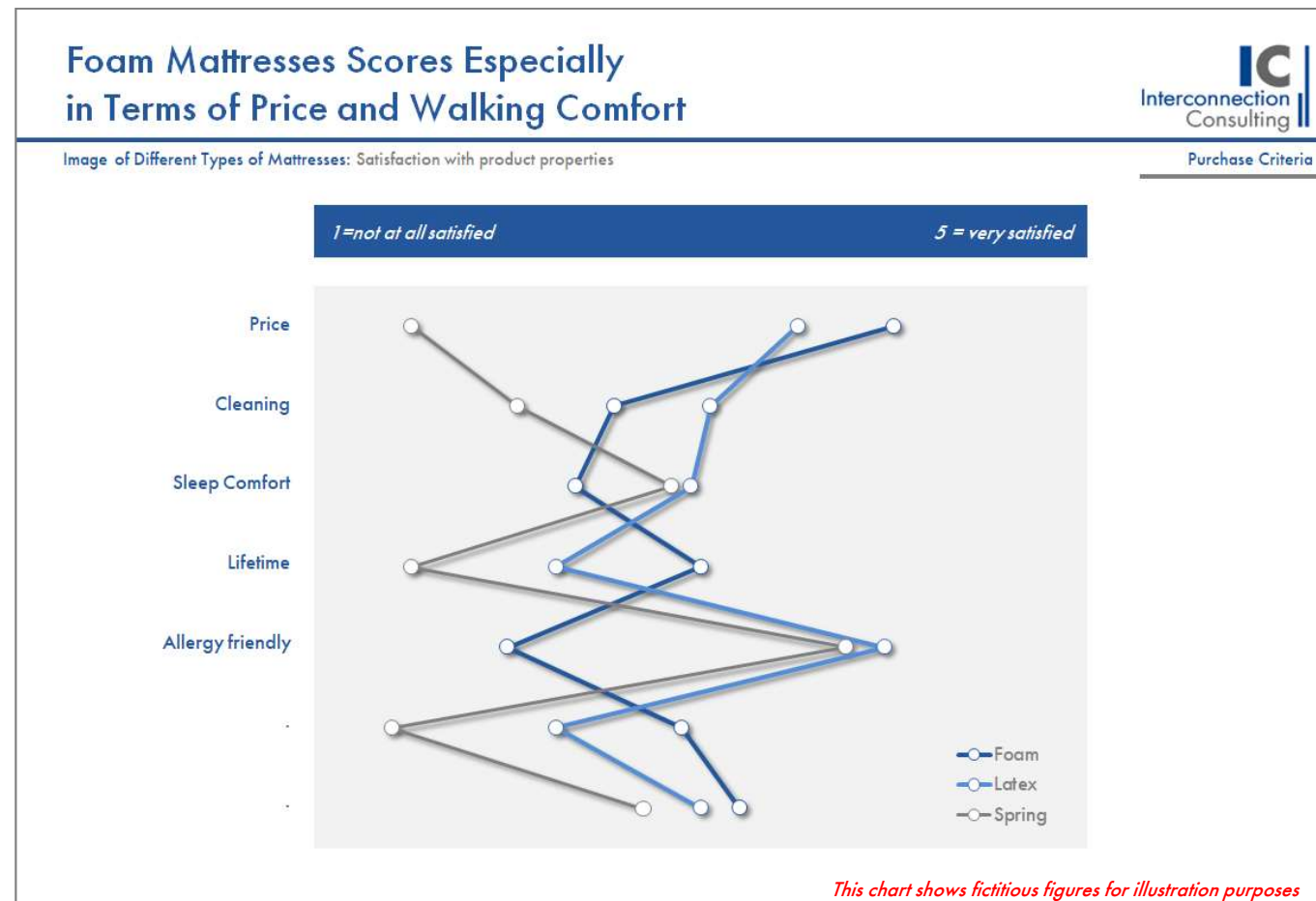
- Analysis of the proportion of different Types of Mattresses (Spring, Foam, Latex, etc.), as well as future customer preferences and purchasing criteria/barriers.
- *This example chart shows fictitious numbers.*



How Satisfied Are Customers with Spring Mattresses?

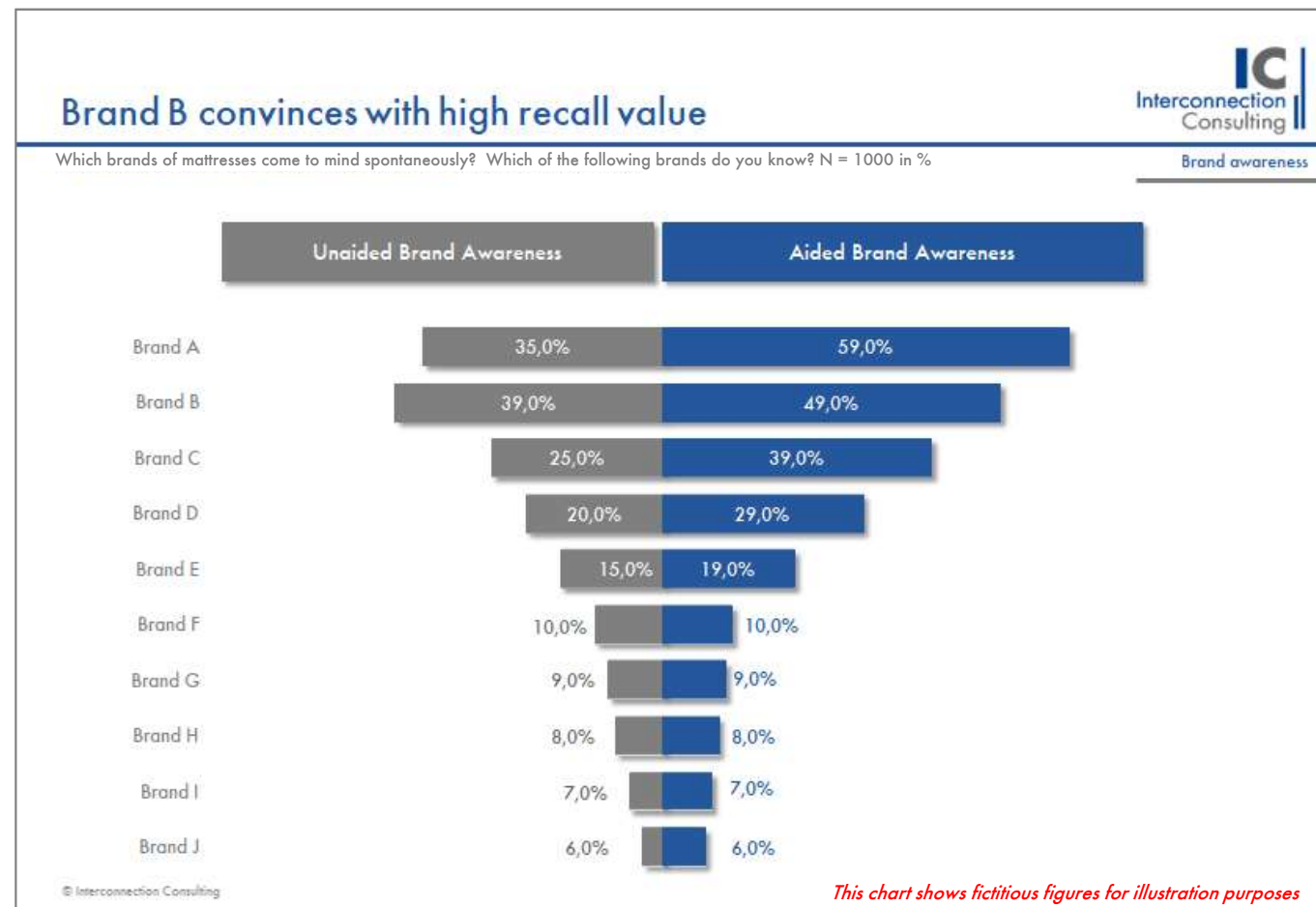
Sample Chart

- Analysis of customer satisfaction of different types of mattresses.
- *This example chart shows fictitious numbers.*



Brand Awareness Analysis of TOP Brands

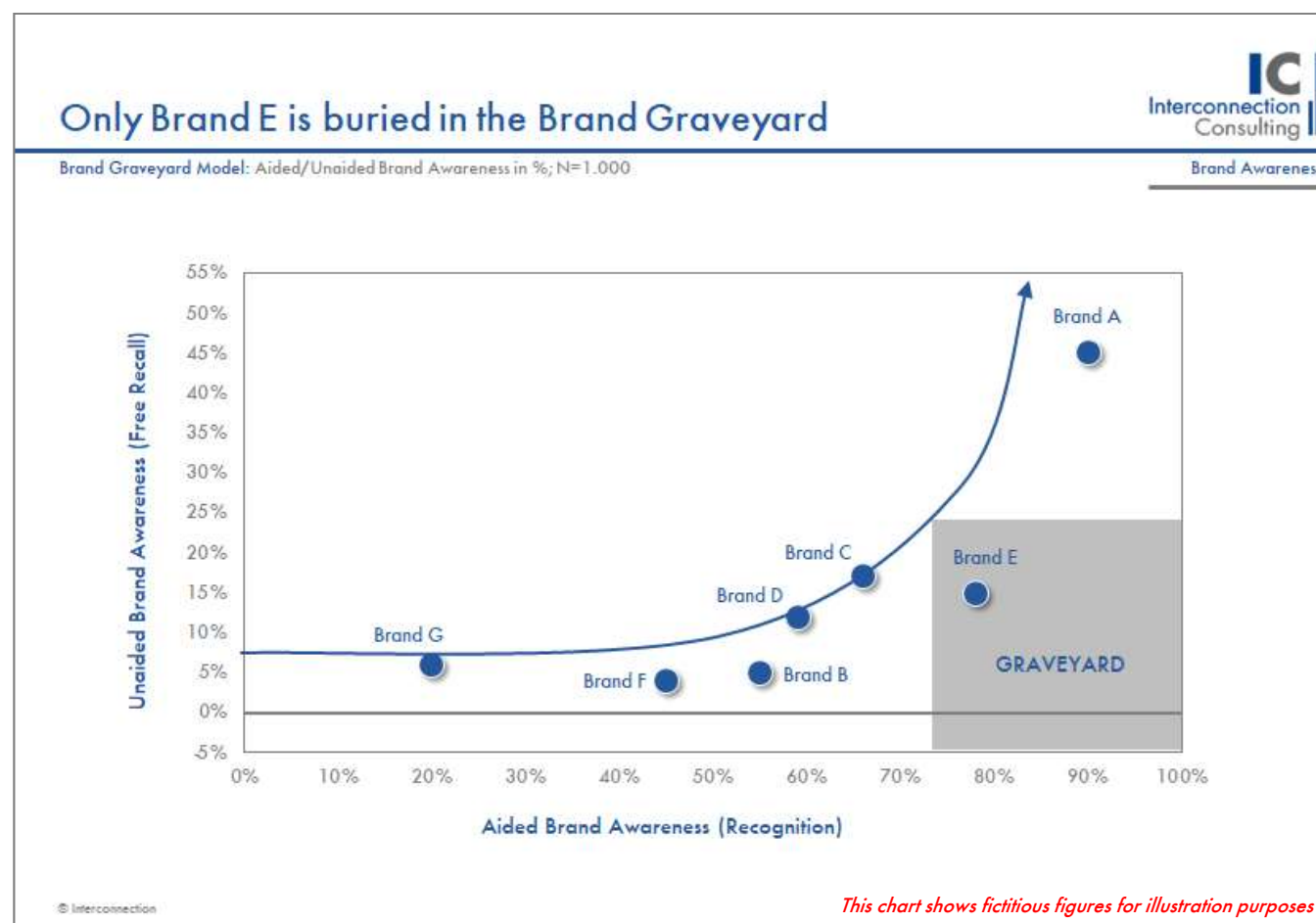
- Classic analysis of brand awareness according to recall and recognition values.
- *This example chart shows fictitious numbers.*



Which Brand is Located in the Brand Graveyard?

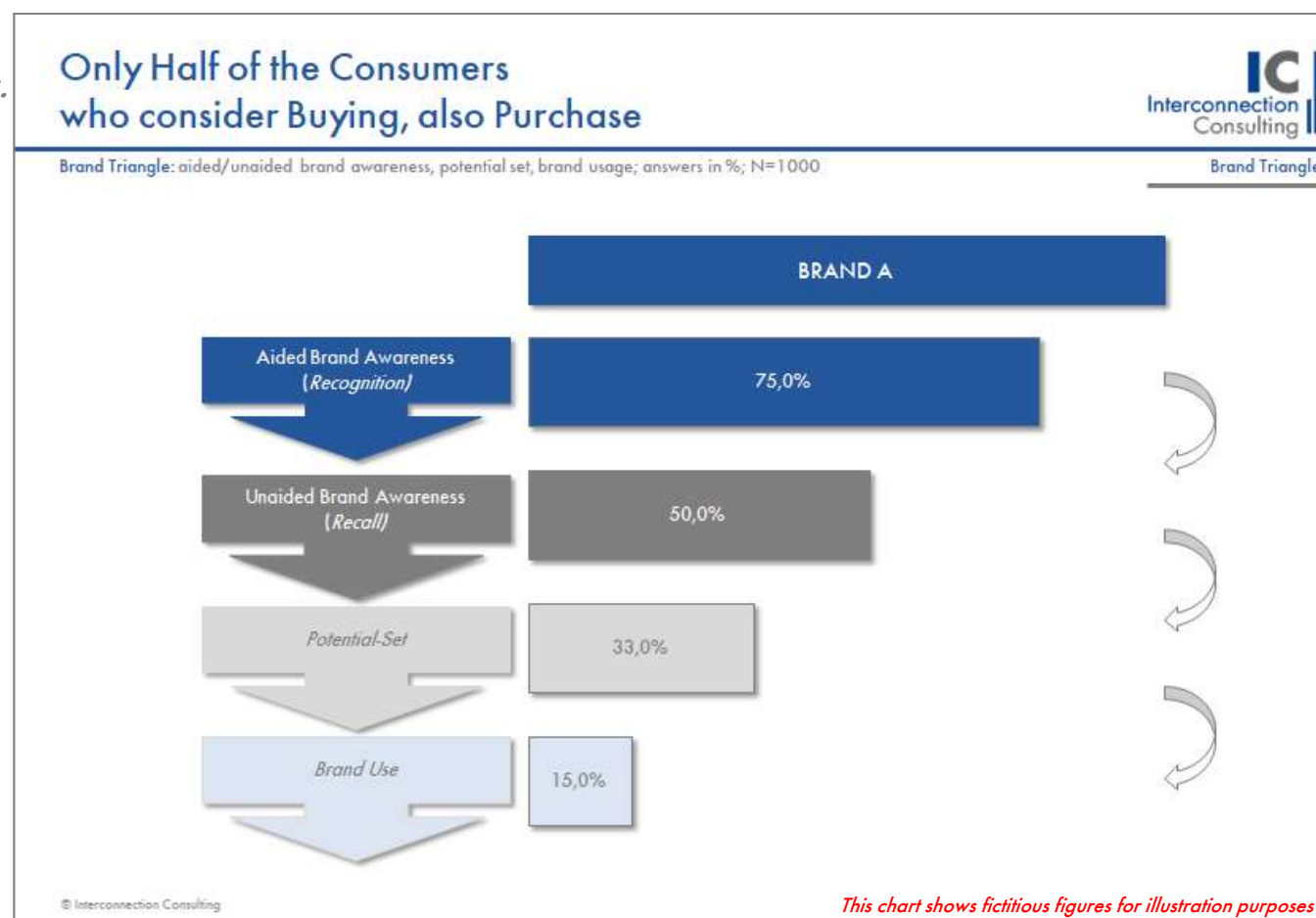
Sample Chart

- Strategic analysis of brand equity using the Brand-Graveyard Models.
- *This example chart shows fictitious numbers.*



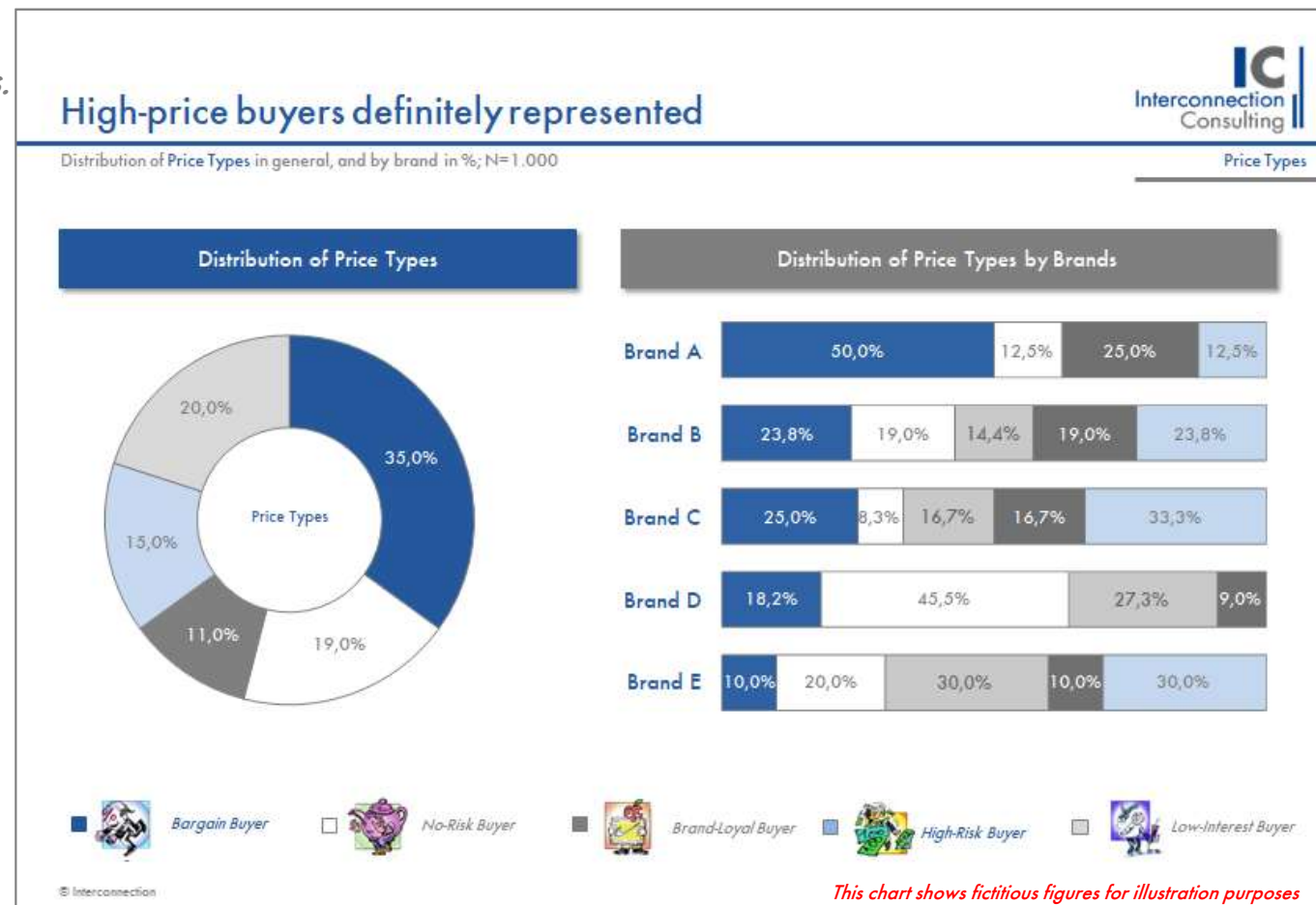
Analysis of Brand Values of the TOP Brands

- Analysis of brand awareness based on aided and unaided awareness as well as inferior and superior brands, potential set and actual brand usage.
- *This example chart shows fictitious numbers.*



Price Types – Customer Segmentation Based on Consumer Price Behavior

- Analysis of the five price types for mattresses and slatted frames, as well as specific to individual brands.
- *This example chart shows fictitious numbers.*



Investment Plan

Customer Behavior in Mattresses and Slatted Frames

IC Customer-Insight® Mattresses and Slatted Frames 2022	IC Subscription*	IC Single Issue
Germany, Austria, Switzerland Online survey (N=2.000)	€ 8.900,-	+25% for Single Issues
Germany (N=1.000)	€ 4.900,-	
Austria (N=500)	€ 2.900,-	
Switzerland (N=500)	€ 2.900,-	

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Price includes an interactive PDF in electronic form. All prices shown exclude sales tax.

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As a subscription customer of the Customer Insight 'Mattresses and Slatted Frames', you will receive the chosen report automatically at a reduced price upon publication of a new issue with the following benefits:

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- **Flexible subscription packages:** Alternating countries, product change, etc., if possible. Conditions on request.
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„IC studies are a helpful guide through changing markets.“

Mr. Bernd Blümmers
General Manager, Saint-Gobain Solar Systems Central Europe



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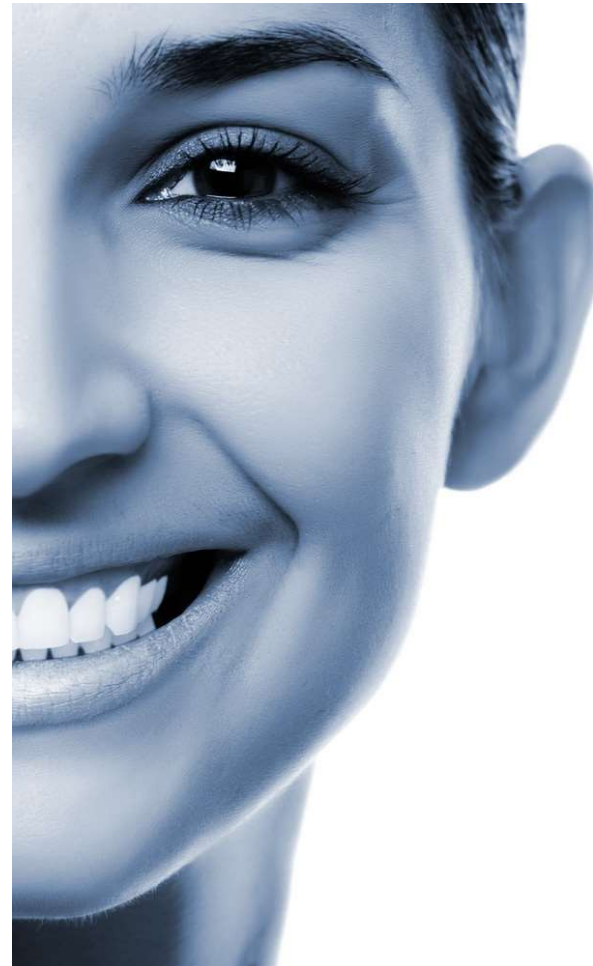
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do not hesitate to contact us!

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According to the offer we order the IC Customer Insight® Mattresses and Slatted Frames 2022

(Please, print out the order form and mark your desired products)

☐ *Subscription – GER/AUT/CH - Price per year: EUR 8.900,-*

☐ *Germany Subscription - Price per year: EUR 4.900,-*

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