

Grading the mattress  
shopping experience:

A retail bedding report card

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# Retail bedding playbook: What RSAs are talking about with consumers

1. Warranties are high.
2. Better sleep is low.
3. Memory foam
4. Memory foam
5. Memory foam

# About the data

Furniture/Today's mattress secret shoppers searched the greater Phoenix metro in March, shopping 20 stores: 10 bedding specialists, eight furniture stores and two department stores.

The following qualitative results reflect data gathered by the shoppers, all females between the ages of 30 and 50. Shoppers, Inc., headquartered in Broken Arrow, Okla., recruited the shoppers.

Consumers were shopping for a queen mattress and were open to any construction type, focusing on the mattress that gave them the “best night's sleep, regardless of cost.”

This exclusive data offers insights into the retail mattress shopping experience and provides a snapshot of product offerings within a major U.S. market.

# Phoenix stores shopped

Ashley Furniture HomeStore

Bedmart

Beds America

Del Sol Furniture

JCPenney Home Furnishings Store

Macy's

Mattress 2 Go

Mattress Depot

Mattress Firm

M.D. Pruitt's Furniture

Mor Furniture for Less

Norwood Furniture

Oasis Bedrooms

R & S Mattress

Sack Time

Sleep America

Sleep Number

The Dump

The RoomStore

Thomasville of Scottsdale

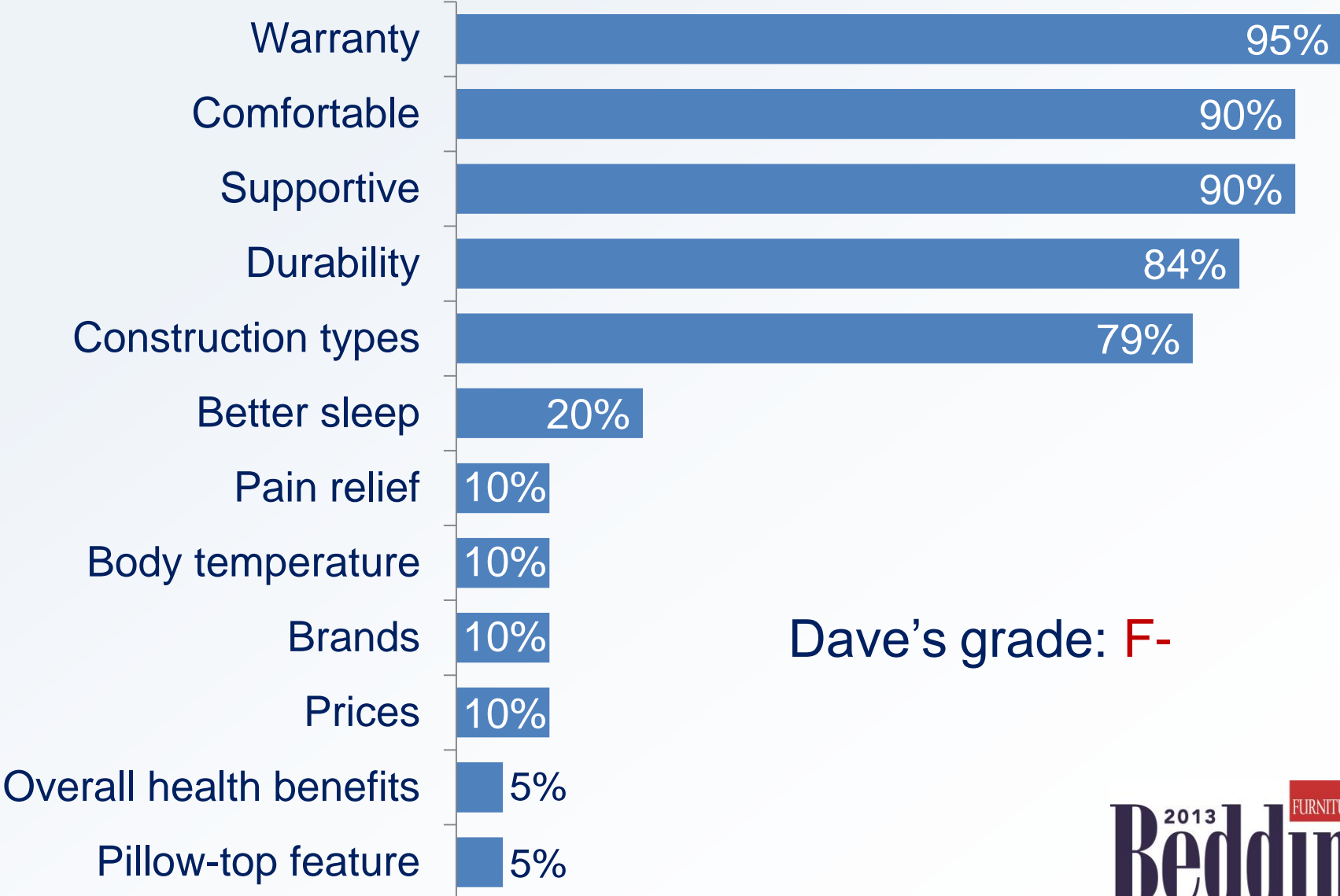
As shoppers entered the store, **100%** were greeted by a salesperson

## Shopping needs determined by RSAs



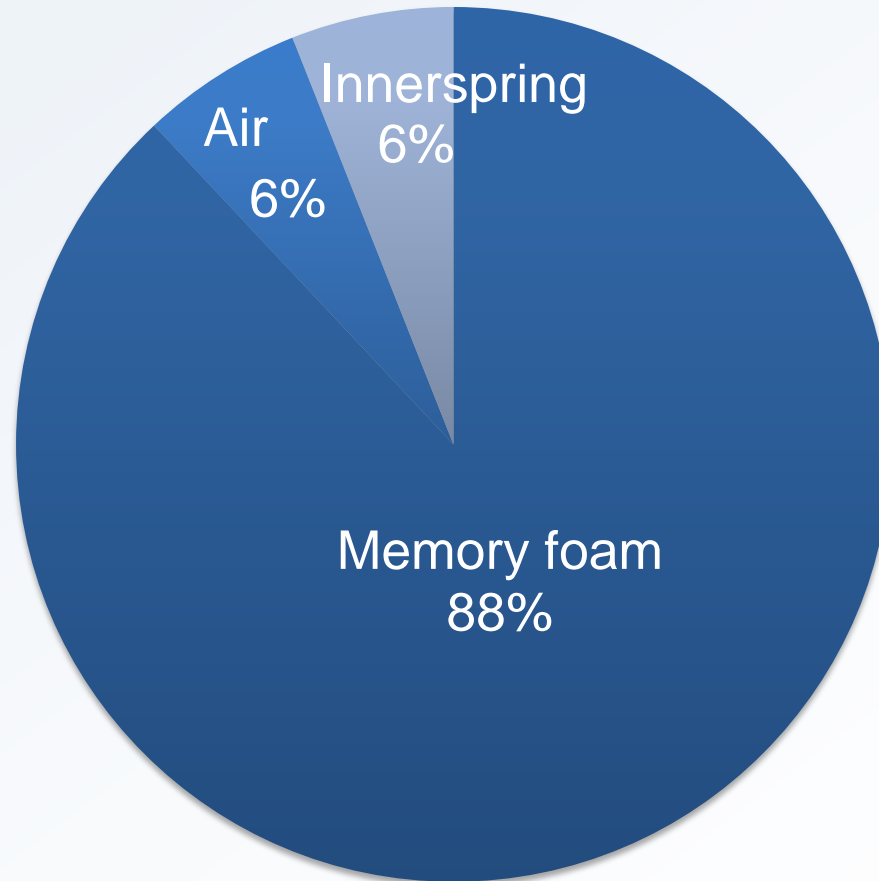
Dave's grade: **C**

# Features and benefits discussed by RSAs



Dave's grade: **F-**

**85%** of RSAs recommended a construction type for getting the best night's sleep



Memory Foam grade: **A+**

Innerspring grade: **F**

# How RSAs describe **memory foam**

<b>Memory foam mattresses</b>	
Molds to your body/returns to its shape	100%
Made by layering foam	75%
Offers consistent support/will not sag	70%
Is durable/will last twice as long	65%
Sleeps hot	20%
Is the best-selling type	5%



# How RSAs describe **memory foam**

“The advantage is the bed molds to your body.”

“These beds offer the best support and are very durable and long-lasting.”

“The foam traps heat and makes it too hot for the Arizona climate.”

“Will last decades.”

“Will not sag and lose support like a regular mattress.”

# How RSAs describe **innerspring**

Innerspring mattresses	
Contain metal springs for support	90%
Encased coils that work independently are an improvement/work better	85%
Springs will sag over time/lose support	15%

# How RSAs describe innerspring

“The best ones have coils that move independently and allow for better support.”

“This is the traditional metal spring bed.”

“Are made with metal coil springs.”

“They sag over time and support becomes inconsistent.”

“I recommend them over memory foam because memory foam sleeps too hot for the Arizona heat.”

# How RSAs describe latex foam

Latex foam mattresses	
Made by pouring latex into a mold	75%
Is durable/will not sag	60%
Sleeps cool	35%
Is resistant to bedbugs	25%
Not familiar with	25%

# How RSAs describe latex foam

“Are made by pouring latex into a form and allowing it to set into a solid foam.”

“They sleep cool.”

“Hold their form well over time.”

“Are naturally bedbug resistant.”

“Like memory foam, they don’t have issues with sagging over time.”

# How RSAs describe hybrids

Hybrid mattresses	
Innerspring bed with a layer of memory foam	90%
Has a traditional feel, with memory foam performance	80%
Not familiar with	10%

# How RSAs describe hybrids

“Is an innerspring with memory foam on top.”

“People who like the feel of a traditional spring bed like these.”

“Offers good support, but a more traditional feel.”

“Gives a familiar feel.”

“Made by putting a layer of memory foam over encased coils.”

# How RSAs describe **air** beds

Air mattresses	
Not familiar with	75%
Made with air chambers for each side	20%
Has problem of rigid divider between sides	15%
Is durable	5%



# How RSAs describe **air** beds

“Offers adjustable support.”

“Uses two air chambers – one on each side.”

“Are durable over time, offering consistent support.”

“Common complaint is the center of the bed between the chambers is rigid and not comfortable.”

# Add-on accessories?

## Accessories presented by the RSAs



Dave's grade: **D**

# The RSA scorecard

Averages	1	2	3	4	5
Non-threatening					4.8
Left me alone/did not hover					4.7
Attentive					4.6
Friendly					4.6
Professional					4.6
Confident					4.5
Helpful					4.5
Educated/knowledgeable					4.4
Trustworthy					4.4
Patient					4.3
A good listener					4.2
Outgoing					4.1
Caring					4.0
Connected/related to me			3.3		

Dave's grade: **B-**

# Retail bedding report card

95% of RSAs asked for the sale.

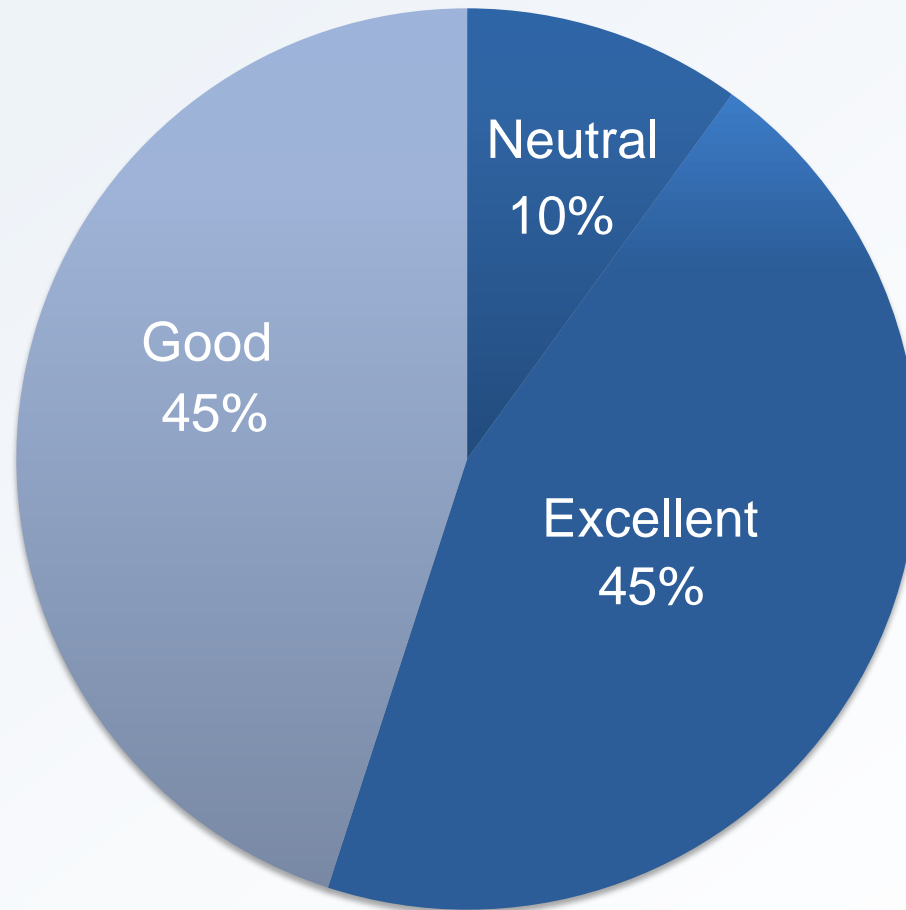
75% offered financing options.

70% offered delivery for a fee.

5% offered free delivery.

Dave's grade: **B**

# Overall store impressions



Dave's grade: **A**

# Most appealing/exciting store aspects



Dave's grade: **C**

# Most appealing/exciting store aspects

“Good selection of mattresses and pricing seemed competitive.”

“The fact that the store was well-maintained.”

“I appreciated the friendliness of the salesperson.”

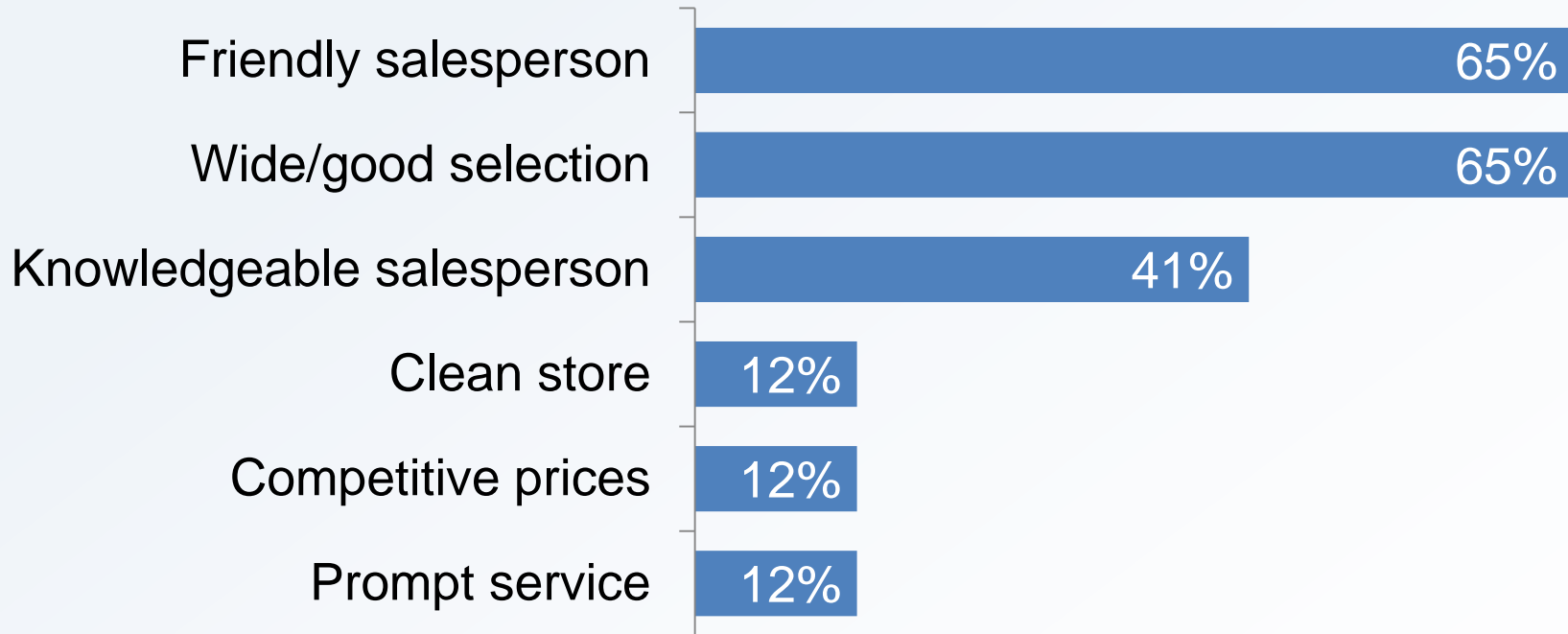
“The store was very clean and the selection of mattresses was impressive.”

“The fact that the salesperson knew the products well.”

“It was easy to shop.”

“The salesperson made me feel comfortable and appreciated during the visit.”

# 85% would return to buy





# 85% would return to buy

“I would return based on the salesperson. She was very friendly and also knew what she was talking about.”

“I would return based on the selection.”

“The pricing seemed competitive.”

“The selection in the store was good and the salesperson was easy to interact with.”

“The store was clean and well kept.”

“The salesperson was knowledgeable.”

# 15% of shoppers would not return to buy

“The selection was not as vast as what other stores offered.”

“I was offered no real help or direction. I was left to choose a mattress on my own.”

With the focus on price, I was left without any real idea of what would give me the best sleep.”

# Retail bedding playbook

1. Selection/variety are critical.
2. She likes cleanliness.
3. Emphasize add-on accessories to build tickets, add comfort. There is power in pillows.
4. Connect with consumers. Don't simply chase big memory foam tickets.
5. Sell better sleep. This should be our mission statement.

# Grading the mattress shopping experience

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