



Consumer Preference w.r.t Casual Sport Polo T-shirts

Name

Location *

Age *

- 20-25
- 26-31
- 32-37
- above 38

Occupation *

- Student
- Working
- Business

Income * (in INR, per annum)

- below 5,00,000
- 5,00,000-9,99,999
- 10,00,000-14,99,999
- above 15,00,000

Do you buy Polo T-shirts? *

- Yes
- No

What are the brands are you aware of? *

(Which offers Polo Sport T-shirts)

- Arrow Sports
- Allen Solly
- US Polo Assn.
- Polo Ralph Lauren
- Van Heusen Sports
- Izode
- Lacoste United Colors of Benetton

Which brand do you prefer? * (When it comes to Polo Sport T-shirts)

- US Polo Assn.
- Allen Solly
- United Colors of Benetton

Why do you prefer the above brand? * (When it comes to Polo Sport T-shirts)

- Fit
- Colors



- Design
- Badge or Embroidery
- Comfort
- Price
- Brand Name or Logo

What kind of design do you like in a Polo t-shirt? *

- Solids
- Stripes
- Cut & Sews

How much would you like to spend on a Polo t-shirt? *

(in INR)

- Below 1299
- 1299-1599
- 1699 & Above

What fit do you prefer while purchasing a polo t-shirt? *

- Slim Fit
- Normal Fit

Which type of colors do you prefer? *

- Bright and Dark
- Light and Subtle
- Earthy Colors
- Neon Colors

Which sport would you like to associate with your polo t-shirts? *

(Sport Logo in T-shirt)

- Golf
- Rugby
- Tennis
- Nautical (Marine)
- Horse Race
- Polo
- Flags of Nations



a) Rank the factors you consider before making a purchase decision according to your preference. *

(1 being Most Important and 5 being Least Important)

	1-Most Important	2-Important	3-Neutral	4-Less Important	5-Least Important
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Color	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand Name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store Ambiance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Store Display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

b) I prefer heavy badge polo t-shirts rather than small badge *

Rank them according to your preference. (1 being Strongly agree and 5 being Strongly disagree)

Strongly Agree	1	2	3	4	5	Strongly Disagree
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c) I would like to buy a polo t-shirt which is associated with a particular country or a nation. *

Rank them according to your preference. (1 being Strongly agree and 5 being Strongly disagree)

Strongly Agree	1	2	3	4	5	Strongly Disagree
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d) I like branding on my t-shirt. *

Rank them according to your preference. (1 being Strongly agree and 5 being Strongly disagree)

Strongly Agree	1	2	3	4	5	Strongly Disagree
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e) I would you like number badges on the sleeve of my polo t-shirt. *

Rank them according to your preference. (1 being Strongly agree and 5 being Strongly disagree)

Strongly Agree	1	2	3	4	5	Strongly Disagree
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How often do you buy Polo t-shirts? *

- Once in a month
- Once in 3 months
- Once in 6 months
- Once in a year

Where will you prefer buying these t-shirts? *

- Departmental Stores (viz. Shoppers Stop, Lifestyle, Central, etc)
- Exclusive Brand Outlets
- Multiple Brand Outlets (viz. RMKV, Pothys, Chennai Silks, etc)
- E-Retailers (viz. Flipkart, Jabong, Myntra, etc)

Where would you like to wear these t-shirts? *

If others, please specify.

- Work
- Outing
- Sporting
- Gym
- Other _____