

# To study Consumer Purchase Behaviour in the Jeans Industry

This questionnaire aims to analyze consumer behaviour in reference to the product "Jeans". Please answer on the strength of your personal experience. We will intend your response to the questionnaire as authorization to treat your data. The questionnaire will remain anonymous.

**\* Required**

## 1. 1. Gender \*

*Mark only one oval.*

- ☐ Male
- ☐ Female

## 2. 2. AGE \*

*Mark only one oval.*

- ☐ 18-21
- ☐ 22-25
- ☐ 26-30
- ☐ 30-40
- ☐ ABOVE 40
- ☐ Other: \_\_\_\_\_

## 3. 3. How would you describe your neighborhood?

*Mark only one oval.*

- ☐ URBAN
- ☐ SUB-URBAN
- ☐ RURAL
- ☐ Other: \_\_\_\_\_

## 4. 4. What is the level of education you have completed? \*

*Mark only one oval.*

- ☐ High School
- ☐ College Undegads
- ☐ College Postgrads

## 5. 5. How much you are willing to pay for a jeans? \*

*Mark only one oval.*

- ☐ Below 1k
- ☐ 1k-3k
- ☐ 3k-5k
- ☐ Above 5k

**6. 6. Which platform do you prefer to buy jeans?***Mark only one oval.*

- ☐ online
- ☐ offline
- ☐ Both

**7. 7. On average, how often do you buy a new pair of jeans?***Mark only one oval.*

- ☐ Every month
- ☐ Once in 3 months
- ☐ Once in 6 months
- ☐ Once in a year
- ☐ Other: \_\_\_\_\_

**8. 8. Which one of the fabrics will you consider when you buy jeans?***Mark only one oval.*

- ☐ Lightweight Denim
- ☐ Heavyweight Denim
- ☐ Stretch Denim

**9. 9. Which of the following style is the best choice you would prefer? \****Check all that apply.*

- ☐ skinny Fit
- ☐ Straight Fit
- ☐ Bootcut
- ☐ Boyfriend Jeans
- ☐ Allover Jumpers
- ☐ Jeggings
- ☐ Tailored Fit
- ☐ Regular Fit

**10. 10. Please rate how important the following characteristics are when you are buying a jeans. Consider that "1" means "Absolutely not important" and "5" means "Absolutely very important". \****Mark only one oval per row.*

|                        | 1                     | 2                     | 3                     | 4                     | 5                     |
|------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| wearability            | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| comfort                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| quality of woven       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| colour                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| wash                   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Celebrity of its brand | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Price                  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**11. 11. Which among the following, jeans brand you buy more? \****Check all that apply.*

- ☐ Wrangler
- ☐ Diesel
- ☐ Pepe Jeans
- ☐ Spykar Jeans
- ☐ Mufti Jeans
- ☐ Roadster
- ☐ levi's
- ☐ Other: \_\_\_\_\_

**12. 12. How much satisfactory is the usage experience of the jeans brand you buy(reference to above question)?***Mark only one oval.*

|               |                       |                       |                       |                       |                 |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------|
|               | 1                     | 2                     | 3                     | 4                     |                 |
| Not satisfied | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Fully satisfied |

**13. 13. Is brand Logo visibility important when buying a pair of jeans ?***Mark only one oval.*

- ☐ Important
- ☐ Not Important
- ☐ Does not matter

**14. 14. What attracts you the most to the brand? \****Check all that apply.*

- ☐ Market Positioning
- ☐ Fit
- ☐ Brand Ideology
- ☐ Quality
- ☐ Durability

**15. 15. What colour denim jeans would you choose while making a purchase? \****Mark only one oval.*

- ☐ Blue
- ☐ Different shades of blue
- ☐ Black, grey
- ☐ Other: \_\_\_\_\_