ANNEXURES

Annex. 1: Frequency of Purchase

Once in a month  39
Once in 6 months  16
On impulse  11
During sales, discounts

Annex. 2: Annual Expenditure on Shirts

Below Rs.2000  30
Rs.2000-3000  22
Rs.3000-4000  12
Rs.4000-5000  16
Above Rs.5000

Annex. 3: Annual Expenditure on Trousers

Below Rs.2000  24
Rs.2000-3000  16
Rs.3000-4000  12
Rs.4000-5000  20
Above Rs.5000
Annex. 4: Annual Expenditure on Jeanswear

Annex. 5: Factors Influencing Purchase of Shirts

Annex. 6: Type of Shirts in Demand
Annex. 7: Factors Influencing Purchase of Trousers

Annex. 8: Factors Influencing Purchase of Jeanswear

Annex. 9: Type of Trousers in Demand
Annex. 10: Colour Preference in Trousers

Annex. 11: Type of Jeanswear in Demand

Annex. 12: Colour Preference in Jeanswear
Annex. 13: Brand of Formal Shirt in Demand

Annex. 14: Brand of Semi-Formal Shirt in Demand

Annex. 15: Brand of Formal Trousers in Demand
Annex. 16: Brand of Casual Trousers in Demand

Annex. 17: Brand Preference in Jeans

Annex. 18: Preferred Price Zone for Shirts
Annex. 22: Retailers Perception

Annex. 23: Style Preference in Shirts

Annex. 24: Category of Shirts in Demand
Annex. 25: Category of Trousers in Demand

Annex. 26: Category of Trousers in Demand

Annex. 27: Most Preferred Trouser Brands as per the Retailers
Annex. 28: CONSUMER PREFERENCES

NAME OF THE STORES

Annex. 29: Price Range having Maximum Sales in Trousers

Rs.800-1200
Rs.1200-2000
Rs.2000-2500
Above Rs.2500
**BENETTON**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree

**WESTSIDE**

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly disagree
Most Popular Trouser Brands Purchased in Kolkata:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Males (Brands)</th>
<th>% Respondents</th>
<th>Females (Brands)</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Park Avenue</td>
<td>28</td>
<td>Levi's</td>
<td>23</td>
</tr>
<tr>
<td>2</td>
<td>Allen Solly</td>
<td>24</td>
<td>Lee</td>
<td>21</td>
</tr>
<tr>
<td>3</td>
<td>Blackberrys'</td>
<td>18</td>
<td>Wills Sport</td>
<td>16</td>
</tr>
<tr>
<td>4</td>
<td>Colorplus</td>
<td>12</td>
<td>Van Heusen</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Koutons</td>
<td>10</td>
<td>Dockers</td>
<td>14</td>
</tr>
<tr>
<td>6</td>
<td>Van Heusen</td>
<td>08</td>
<td>Bare</td>
<td>11</td>
</tr>
</tbody>
</table>

Top 5 Trouser Brands For Next Purchase:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brands</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Park Avenue</td>
<td>29</td>
</tr>
<tr>
<td>2</td>
<td>Parx</td>
<td>21</td>
</tr>
<tr>
<td>3</td>
<td>Allen Solly</td>
<td>20</td>
</tr>
<tr>
<td>4</td>
<td>Blackberrys'</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>Colorplus</td>
<td>12</td>
</tr>
</tbody>
</table>

Most Purchased Trouser Brands By Age Group:

<table>
<thead>
<tr>
<th>Rank</th>
<th>18-25Yrs (Brands)</th>
<th>% Respondents</th>
<th>26-35Yrs (Brands)</th>
<th>% Respondents</th>
<th>36-45Yrs (Brands)</th>
<th>% Respondents</th>
<th>46-55Yrs (Brands)</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Allen Solly</td>
<td>25</td>
<td>Allen Solly</td>
<td>23</td>
<td>Blackberrys'</td>
<td>28</td>
<td>Park Avenue</td>
<td>29</td>
</tr>
<tr>
<td>2</td>
<td>Park Avenue</td>
<td>24</td>
<td>Park Avenue</td>
<td>22</td>
<td>Allen Solly</td>
<td>22</td>
<td>Allen Solly</td>
<td>26</td>
</tr>
<tr>
<td>3</td>
<td>Blackberrys'</td>
<td>22</td>
<td>Color Plus</td>
<td>20</td>
<td>Van Heusen</td>
<td>21</td>
<td>Parx</td>
<td>21</td>
</tr>
<tr>
<td>4</td>
<td>Wills Sport</td>
<td>18</td>
<td>Blackberrys'</td>
<td>18</td>
<td>Dockers</td>
<td>18</td>
<td>Van Heusen</td>
<td>17</td>
</tr>
<tr>
<td>5</td>
<td>Vibe</td>
<td>11</td>
<td>Van Heusen</td>
<td>17</td>
<td>Parx</td>
<td>11</td>
<td>Lee</td>
<td>7</td>
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</tbody>
</table>

Most purchased Trouser Brands by Income Groups(Rs/pm):

<table>
<thead>
<tr>
<th>Rank</th>
<th>15000—25000 (Brands)</th>
<th>% Respondents</th>
<th>25001—50000 (Brands)</th>
<th>% Respondents</th>
<th>50001—100000 (Brands)</th>
<th>% Respondents</th>
<th>100000 &amp; above (Brands)</th>
<th>% Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Park Avenue</td>
<td>27</td>
<td>Allen Solly</td>
<td>25</td>
<td>Blackberrys,</td>
<td>24</td>
<td>Allen Solly</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>Allen Solly</td>
<td>22</td>
<td>Park Avenue</td>
<td>21</td>
<td>Allen Solly</td>
<td>23</td>
<td>Park Avenue</td>
<td>25</td>
</tr>
<tr>
<td>3</td>
<td>Parx</td>
<td>19</td>
<td>Blackberrys'</td>
<td>20</td>
<td>Dockers</td>
<td>21</td>
<td>Colorplus</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>Blackberrys'</td>
<td>17</td>
<td>Parx</td>
<td>18</td>
<td>Van Heusen</td>
<td>19</td>
<td>Blackberrys'</td>
<td>15</td>
</tr>
<tr>
<td>5</td>
<td>Vibe</td>
<td>15</td>
<td>Scullers</td>
<td>16</td>
<td>Wills Sport</td>
<td>13</td>
<td>Wills Sport</td>
<td>10</td>
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</tbody>
</table>
### Profile of Leading Trouser Brands in Kolkata:

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Brand Name</th>
<th>Company/Manufacturer Name</th>
<th>Price Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Allen Solly</td>
<td>Madura Garments</td>
<td>1099 - 1999</td>
</tr>
<tr>
<td>2</td>
<td>Arrow</td>
<td>Arvind Brands</td>
<td>1095 - 2995</td>
</tr>
<tr>
<td>3</td>
<td>Blackberrys'</td>
<td>Mohan Clothing</td>
<td>995 - 1995</td>
</tr>
<tr>
<td>4</td>
<td>Camaro</td>
<td>Bhawarlal Alok Kumar</td>
<td>555 - 1195</td>
</tr>
<tr>
<td>5</td>
<td>Crocodile</td>
<td>Crocodile Products Pvt. Ltd.</td>
<td>690 - 1450</td>
</tr>
<tr>
<td>6</td>
<td>Excalibur</td>
<td>Arvind Brands</td>
<td>595 - 895</td>
</tr>
<tr>
<td>7</td>
<td>Hoffman</td>
<td>Hoffman Fashions Pvt. Ltd.</td>
<td>695 - 1295</td>
</tr>
<tr>
<td>8</td>
<td>Louis Phillippe</td>
<td>Madura Garments</td>
<td>999 - 6999</td>
</tr>
<tr>
<td>9</td>
<td>Moustache</td>
<td>Moustache International</td>
<td>695 - 1095</td>
</tr>
<tr>
<td>10</td>
<td>Park Avenue</td>
<td>Raymond Ltd</td>
<td>899 - 2799</td>
</tr>
<tr>
<td>11</td>
<td>Parx</td>
<td>Raymond Ltd</td>
<td>799 - 1599</td>
</tr>
<tr>
<td>12</td>
<td>Pepe</td>
<td>P.J.L. Clothing</td>
<td>999 - 1599</td>
</tr>
<tr>
<td>13</td>
<td>Provogue</td>
<td>Provogue India Ltd</td>
<td>995 - 1495</td>
</tr>
<tr>
<td>14</td>
<td>Stori</td>
<td>Chaya Garments</td>
<td>1095 - 1895</td>
</tr>
<tr>
<td>15</td>
<td>Van Heusen</td>
<td>Madura Garments</td>
<td>1099 - 2499</td>
</tr>
</tbody>
</table>

### Top Trouser Brands as per Usage Pattern:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Leisurewear (% Respondents)</th>
<th>Officewear (% Respondents)</th>
<th>Partywear (% Respondents)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pepe</td>
<td>Allen Solly</td>
<td>Color Plus</td>
</tr>
<tr>
<td>2</td>
<td>Moustache</td>
<td>Blackberrys,</td>
<td>Parx</td>
</tr>
<tr>
<td>3</td>
<td>Provogue</td>
<td>Park Avenue</td>
<td>Crocodile</td>
</tr>
<tr>
<td>4</td>
<td>Parx</td>
<td>Van Heusen</td>
<td>Excalibur</td>
</tr>
<tr>
<td>5</td>
<td>Hoffman</td>
<td>Arrow</td>
<td>Camaro</td>
</tr>
</tbody>
</table>
Addresses of Market Plazas and Mega Stores in Kolkata where the survey was done:

1. Air Conditioned Market
   Block A/8, B/5, Ground Floor
   1, Shakespeare Sarani
   Kolkata – 700 071.
   Phone: 033 – 2282 7615 / 16.

2. Baazar Kolkata
   16/4 Gariahat Road
   Kolkata – 700 019.
   Phone: 033 –24602426 / 2427.

   7/1D Lindsay Street
   Kolkata – 700 087.
   Phone: 033 – .2252 0765.

   31, Chowringhee Road
   Kolkata – 700 016.
   Phone: 033 –30997704.

   AA-45 VIP Road
   Kolkata – 700 059:
   Phone: 033 –39590946.

3. City Centre
   DC – 1, Sector 1, Salt Lake City
   Kolkata – 700 064.
   Phone: 033 –223581011/12/13.

4. Emami Shopper's City
   3, Lord Sinha Road
   Kolkata – 700 071.
   Phone: 033 –22822617/18/19.

5. Forum
   10/3 Elgin Road
   Kolkata – 700 020.
   Phone: 033 –22836022 / 23.

6. Garihat Mall
   Near Bijon Setu, Ballygung Station
   13, Jamir Lane
   Kolkata – 700 019.
   Phone: 033 –24613501.

7. Hiland Park Metropolitan
   1925 Chak Garia
Opp. Peerless Hospital
Kolkata – 700094.

8. Metro Shopping Centre
   1, Ho Chi Minh Sarani
   Kolkata – 700 071.
   Phone: 033 –22885500.

9. Shreeram Arcade
   15A, J.L.Nehru Road
   Kolkata – 700 013.
   Phone: 033 –22170525.

10. Treasure Island
    3, Madge Lane
    Kolkata – 700016

11. Vardaan Market
    25A Camac Street
    Kolkata – 700 016.
    Phone: 033 –22406761.

12. Big Bazaar
    62/6 VIP Road, Teghoria, Parvati Vihar
    VIP, Baguiati
    Kolkata – 700 059.
    Phone: 033 –2570 3651/52/53.

6, Hiland Park
1925 Chak Garia
Opp. Peerless Hospital
Kolkata – 700094.
Phone: 033- 30962378/24364148.

13. Charnock City
    KB 26, Salt Lake City
    Kolkata – 700098.
    Phone: 033-23351086/ 7722.

5, NSC Bose Road, Tollygunge
Kolkata – 700040.
Phone: 033-2421 5611/31.

14. Metropolis
    99 Nalini Ranjan Avenue
    New Alipore, Block – B
    Kolkata – 700053.
    Phone: 033-24458471/72/73/74.
15. Pantaloons
49/1, Gariahat Road
Kolkata – 700019.
Phone: 033-24618310/8307.

22, Camac Street
Kolkata – 700016.
Phone: 033-22815072/5073.

16. Shoppers’ Stop
10/3 Elgin Road
Kolkata – 700020.
Phone: 033-22830434.

City Centre, Shop No A050 & A150
DC – 1, Sector 1, Salt Lake City
Kolkata – 700064.
Phone: 033-23582903/23582794.

17. Westside
22, Camac Street
Kolkata – 700016.
Phone: 033-22817312/13/14.

Garihat Mall
Near Bijon Setu, Ballygunge Station
13, Jamir Lane
Kolkata – 700019.
Phone: 033-24613505/6/7.

18. Adidas
City Centre, Shop No C004
DC – 1, Sector 1, Salt Lake City
Kolkata – 700064.
Phone: 033-23581455.

19. Allen Solly
City Centre, Shop No A001
DC – 1, Sector 1, Salt Lake City
Kolkata – 700064.
Phone: 033-23582096.

20. Be
Forum, Shop No: 110
10/3 Elgin Road
Kolkata – 700020.
Phone: 033-22830845.
21. BlackBerrys
   Forum, Shop No. 311
   10/3 Elgin Road
   Kolkata – 700 020.
   Phone: 033 –22837319.

   City Centre, Shop No A003
   DC – 1, Sector 1, Salt Lake City
   Kolkata – 700 064.
   Phone: 033 –23581850.

22. Cambridge
   15/A Mirza Ghalib Street
   Kolkata – 700 016.
   Phone: 033 –22520247.

23. Camaro
   P-12 New Howrah Bridge
   Approach Road, 4th Floor
   Kolkata – 700 001.
   Phone: 033 –22358069/9310.

24. Citi Mart
   3A Humayan Place, Light House
   Cinema Building
   Kolkata – 700 087.
   Phone: 033 –22491051/52/1299.

25. Color Plus
   City Centre, Shop No B007
   DC – 1, Sector 1, Salt Lake City
   Kolkata – 700 064.
   Phone: 033 –23583785.

26. Exclusive Peter England Showroom
    48, Gariahat Road
    Kolkata – 700 019.
    Phone: 033 –24617608/24617902.

27. Hoffmen’s
    City Centre, Shop No A231
    DC – 1, Sector 1, Salt Lake City
    Kolkata – 700 064.
    Phone: 033 –23583159.

28. Lee
    City Centre, Shop No A101
DC - 1, Sector 1, Salt Lake City
Kolkata - 700 064.
Phone: 033 –23582556.

29. Levi's
City Centre, Shop No A108
DC – 1, Sector 1, Salt Lake City
Kolkata – 700 064.
Phone: 033 –23584116.

30. Levi's Adidas Showroom
1, Lindsay Street
Kolkata – 700 087.
Phone: 033 –22171789/22490821.

31. Koutons Gallery
City Centre, Shop No A225
DC – 1, Sector 1, Salt Lake City
Kolkata – 700 064.
Phone: 033 –2358 2556.

32. Killer
City Centre, Shop No D005
DC – 1, Sector 1, Salt Lake City
Kolkata – 700 064.
Phone: 033 –23584303.

33. Louis Phillippe
57A Park Mansion
35A Park Street
Kolkata – 700 016.
Phone: 033 –22292196.

34. Louis Phillippe Showroom
37 Shakespeare Sarani
Kolkata – 700 017.
Phone: 033 –22815488/89.

35. Fashion Station
E.M.Bypass, Beleghata Crossing
Kolkata