

WHAT MEN THINK WHEN SHOPPING FOR CLOTHES

Visibility is the key driver

Extent to which visibility drives the apparel category

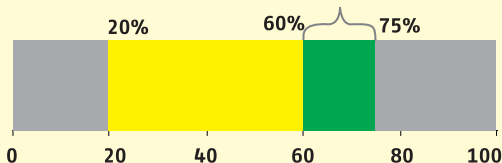
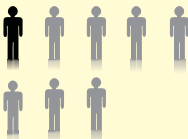


Fig.1

Only 1 out of 10 customers make the right brand-to-ad connect



Automotive FMCG Telecom Apparel

(In %)

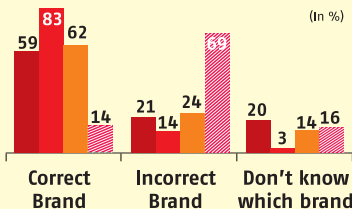
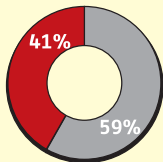


Fig.2

Planned vs Impulse purchase amongst men purchasing apparel

Planned Impulse

ONLY 1 IN 4



Amongst those who had planned a purchase



Shoppers decided on the brand before purchasing

Fig.3

Source: Nielsen