

Template for 03.01.01 - Data Collection

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Desk research

Topic: T-shirt trends amongst customers

Desk research consists of finding information about a certain topic by available sources like books or internet. It is different from other types of researches as you aren't creating the whole study yourself but basing your insights on someone else's work.

I decided to conduct this research based on multiple articles that I found online as well as searching through social media platforms and trying to find a pattern what kind of t-shirts do people choose to buy mostly.

Insights: Desk research

Topic: T-shirt trends amongst customers

T-shirts that are said to be selling most profitably are dark colored

People with fair hair wear mostly white shirts and with dark mostly black ones

T-shirts containing some strong message have become wildly popular

It is becoming more and more important for the customers to know if the t-shirt they're buying is sustainable and was made eco-friendly

Also t-shirts with a photo print from tv-shows or retro movies are willingly bought by customers

Simple t-shirts with minimalistic graphic or slogan are always popular

More then often people are going for an oversized fit

Clothes with warped text or flowy letters are wildly popular

People prefer neutral over colorful designs

Observation research

Topic: ONLINE T-SHIRT SHOPPING



An observation research is basically committing your time to observe the surrounding. You focus on a specific place, people or behaviours and try to notice interesting facts and connections.

I asked my friend if I could observe the way she searches for the t-shirt she wants to buy. I focused on the pattern of her buying clothes. I also payed close attention how differently would I do t-shirt online shopping myself and found out interestingly that our patterns are quite different.

Insights: Observation

Topic: ONLINE T-SHIRT SHOPPING

First searching for the specific webshop instead of writing for example "white t-shirt" in the browser

Scrolling directly through the t-shirt site and not using any filters

At first choosing the cut over color

Then checking an interesting colour

Deciding on a colour based on the pictures of a model wearing different colours

If the colour and crop seemed interesting adding to basket

Scrolling through the whole t-shirt site and keep adding items to the basket

After seeing the whole only t-shirt section checking the sales

Checking the basket and leaving only two items that seemed the best

Comparing the last 2 ones and either buying both or rejecting one of them and then paying

Interview research

Topic: Chainshops or smaller brands

Interview research involves preparing questions about a certain topic that you want to explore more. You conduct it by asking people questions and then finally coming up with your own insights based on what the interviewee answered.

The interviewee was a 19-year old student who sometimes shops at the chainshops. I wanted to get to know her motivations for buying at either chainshops or at smaller, original brands over them. I focused on her buying habits and why is she choosing to buy at one of these two different types of shops. She pointed out some interesting insights about the availability of smaller brands and the advantages of bigger chainshops.

Insights: Interview research

Topic: Chainshops or smaller brands

Stronger willingness to buy at smaller more sustainable stores for environmental reasons

Prefering to choose clothes to buy in real-life shops than buying online

The atmosphere in smaller brands being not comfortable which is one of the reasons she chooses chainshops

Most of premium brands being available only in bigger cities and therefore not accessible for people living further away

The willingness to buy trendy clothes is more than often making her buy at chainshops

Most of the smaller, more sustainable fashion stores are online which means she can't try their clothes on

Huge variety of clothing in chainshops makes it a reason for buying there

Most of the shopping being done in chain shops in general

Survey research

Topic: T-SHIRT SHOPPING

Survey research consists of preparing specific questions in different form like open questions, questions with some answers that people have to choose from or even by marking on a scale how much some topic relates to them. Then comparing the answers and coming up with general rule, what the majority answered and creating interesting insights.

On online classes we discussed which questions connected to „T-SHIRT SHOPPING” topic should we ask to get specific results. Then all of our classmates took part in the survey answering different type of questions about our habits and attitude towards buying a t-shirt.

Insights: Survey research

Topic: T-SHIRT SHOPPING

In the survey took part mostly women living in the Copenhagen area

The majority of participants are connected to internet for the most part of the day

Every person taking the survey had previous experience buying clothing online

In general people are not buying t-shirts very often as many answered that they buy them 'yearly'

Almost every person when asked how do they buy t-shirts online answered that by searching a specific brand

The majority would buy either a plain, classic t-shirt or with something representing their favourite band

Majority of the tested group has bought almost every type of clothing online

Most of people would choose an oversized crop for their t-shirt

In general people were more interested in buying t-shirts in neutral colors

Having great shipping options is something people pay attention to when buying online