

03.01.01 - Data Collection

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Date: 01.10.2020

Desk research

Topic: T-shirt production

Desk research as a method is

- a research that is being conducted at your desk in the beginning of your project;
- this is the process of reviewing previous research findings to gain a broad understanding of the field.

The research has been conducted through *the Internet*.

In general, **I found out** that t-shirt production is a good idea for business as the manufacturing process is quite simple, and the consumption rate is high.

Data type used: links.

Insights: Desk research

Topic: T-shirt production

t-shirt is one of the most unisex pieces of clothing

the t-shirt manufacturing industry is a huge sector of business, and expected to see considerable growth in the future

the t-shirt manufacturing process is quite simple

t-shirts are available in a variety of colors, patterns, and styles, and become more and more customized as rises the reference for customized products

cotton is the most common and preferred fabric for t-shirts, although it is often mixed with other materials

progress in machine learning, digitalization, robotics, data analysis, as well as the tendency for clothes to be sustainable, significantly influence the t-shirt manufacturing industry

Asian countries lead the way in t-shirt production

The Global T-shirts Market is expected to witness significant growth in 2019-2027 years

Desk research

Sources:

<https://sewport.com/top-clothing-manufacturers/t-shirt-manufacturers;>

<http://www.madehow.com/Volume-2/T-Shirt.html;>

<https://en.wikipedia.org/wiki/T-shirt;>

<https://www.credenceresearch.com/press/global-t-shirt-market;>

[https://techpacker.com/blog/manufacturing/5-top-trends-in-fashion-manufacturing-technology/;](https://techpacker.com/blog/manufacturing/5-top-trends-in-fashion-manufacturing-technology/)

[https://www.just-style.com/news/global-t-shirt-import-and-production-trends_id133410.aspx.](https://www.just-style.com/news/global-t-shirt-import-and-production-trends_id133410.aspx)

Observation research

Topic: T-shirts in public

Observation research is

- a primary research method,
- a way of collecting data through observing when a researcher has to set themselves in the area where their respondents are while taking notes and/or recording.

Place: espresso house, Rådhuspladsen

When: 30.09.2020 11:30 - 12:36

Respondents: visitors of the coffee shop

I found out in general: in the end of September it's too cold to wear only t-shirt, although people still wear t-shirts underneath jackets or hoodies.

Data type used: notes.

Insights: Observation research

Topic: T-shirts in public

often t-shirts worn under warmer clothes (hoodie, cardigan, jacket)

all the t-shirts I saw on the visitors were monocoloured and had no prints on

all the t-shirts seemed to be comfortable to wear, the fabric is nice to body/ touch

the baristas' uniform include t-shirts paired with cardigans for use during a colder time of year

men wear long-sleeve t-shirts for a more presentable look

Interview research

Topic: A fashion or a brand

Interview research as a method is a qualitative research technique which involves the interviewer to ask interviewee open-ended questions to converse and collect data about a subject.

To conduct interview I prepared some questions to narrow the future interview, but, in general, the interview was not structured, rather it was *informal*.

Place: at home

Respondent: husband

Date: 30.09.2020

What **I found out** overall, is that my respondent does not follow fashion, rather he chooses clothes based on price, quality, and subjective perception of esthetics. However, he tends to agree that fashion does influence the way he dresses to some extent.

Data type used: notes, audio recording.

Insights: Interview research

Topic: A fashion or a brand

fashion dictates how people should dress

people buy expensive clothes for quality

you don't necessarily want to dress in the same style as your favorite public figure does

people buy cheap clothes to represent themselves in a unique way

for work people mostly prefer to buy more expensive clothes

my interviewee chooses clothes based rather on the subjective perception of esthetics than on what's in fashion at the moment

suits stay more or less the same in design for a long period of time ~50 years

clothes from world-famous brands seem to be more compelling than the other

there should not be any presumptions on how people should be dressed based on gender

Survey research

Topic: Your preferences when it comes to wearing or buying a t-shirt

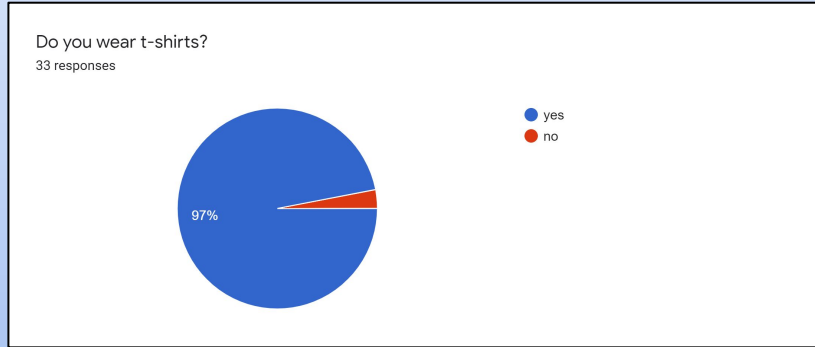
Survey is a primary research method used for collecting statistical data from a large group of respondents to gain information and insights. It's usually done over the Internet through filling out a form.

The survey was conducted through *google forms*, about t-shirts preferences.

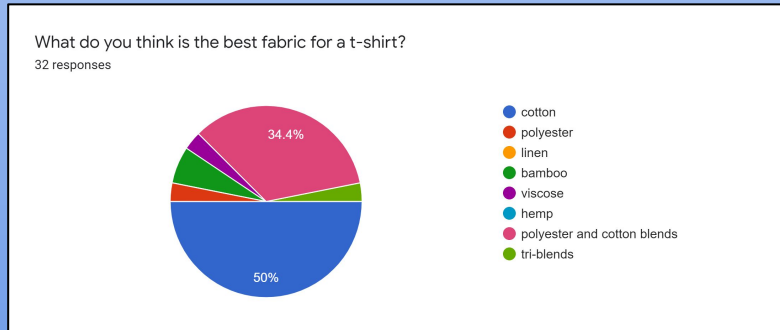
In general, **I found out** that everyone wears t-shirts and cotton is the most preferred fabric.

Data type used: spreadsheet acquired from google forms

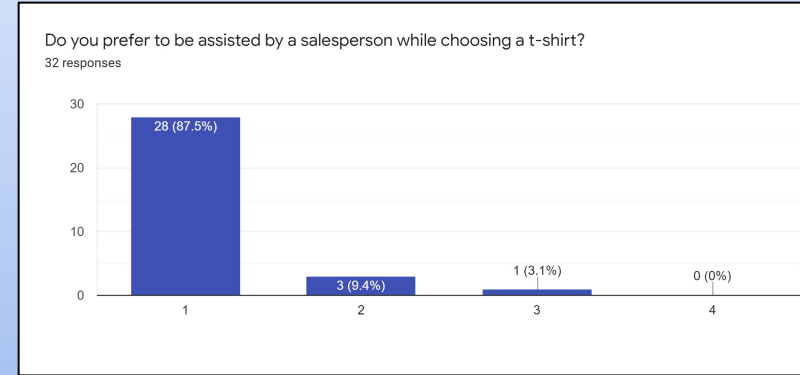
32 out of 33 respondents wear t-shirts



Most of the respondents think that cotton is the best fabric for t-shirt



Most of the respondents prefer not to be assisted while buying t-shirt



On the diagram below we can see that the most important factors to consider while buying a t-shirt are price, quality, and colour

