

# Template for 03.01.01 - Data Collection



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**Date:** 1/10/2020

# Desk research

**Topic:** Online shops selling t-shirts

**Desk research** is a research based on the information found without primary research, e.g. websites, reports, journals, newspapers. Therefore, the research can be made from 'desk' and without introducing new information, just utilising what is already published.

**Reasons for choosing the topic:**

The interest in the online interface of the online shops as well as good knowledge about different shops selling t-shirts

Steps to conducting a desk research:

- Identifying key aspects of the topic
  - Design of retailers website
  - Consumers vs online shopping
  - Trends in online shopping
- Creating a base of keywords for research:
  - 't-shirts' 'online shopping' 't-shirt trends' 'consumer online habits'

# Desk research

**Topic:** Online shops selling t-shirts

## CONSUMERS VS ONLINE SHOPPING

Online shopping is in power  
(McKinsey, 2020a; Reuters, 2020)

Expected growth in apparel in online shopping  
(McKinsey, 2020b)

Gen Z, Millennials and high-income earners are the main online apparel audience  
(McKinsey, 2020b)

Convenience and immediacy are the key in online shopping  
(McKinsey, 2020c)

## TRENDS AMONGST CONSUMERS

Athleisure wear on the rise  
(Bain, 2020)

Sustainability and ethicality of the brands one of the main concerns amongst consumers  
(Mintel, 2019; Grgic and Stipetic, 2020' McKinsey, 2020c)

People cut their spending what decreases the willingness to purchase luxury products  
(Petro, 2020)

Growing interest in the resale market  
(ThredUp, 2020)

# Desk research

Topic: Online shops selling t-shirts

## WEBSITE DESIGN

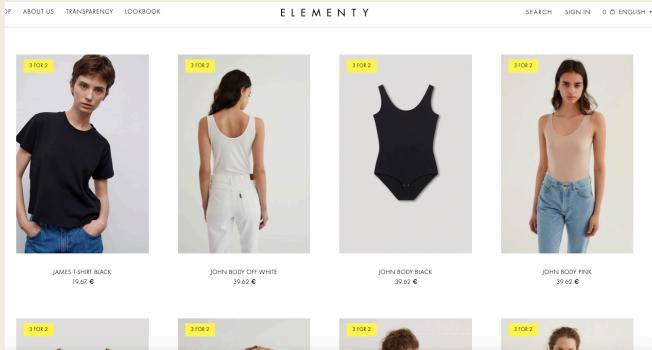
The screenshot shows the homepage of the GOOD GIRL GANG website. At the top, there's a navigation bar with links for SHOP, DESIGN YOUR OWN, HOW IT WORKS, HOW YOU PROFIT, BLOG, SIGN IN, and CART. Below the navigation is a large banner with the text "SHOP SLOW. FEEL GOOD." and a subtext about pre-ordering t-shirts. A search bar labeled "SEARCH ALL" is positioned above a grid of five t-shirts under the heading "EDITORS PICKS". One t-shirt in the grid has the text "GOOD GIRL GANG.". Below the grid is a large, close-up photograph of a person wearing a tie-dye t-shirt with red text that reads "SPORT YOUR GOOD GIRL GANG.". At the bottom left, there's a section for "HOT SAUCE" featuring a product from Flora Enrich. The footer contains links for home, shop, about, and contact, along with social media icons for Instagram and Facebook.

The screenshot shows the "Women's Tops" page from ASOS DESIGN. The header features a sub-section for "TOPS FOR BOTTOMS" with a descriptive text and a "View more" link. Below the header is a filter bar with categories like SHIRTS & BLOUSES, T-SHIRTS & VESTS, CROP TOPS, BODY SUITS, CAMIS, SEQUIN TOPS, OFF SHOULDER TOPS, SUMMER TOPS, STRIPED TOPS, and EVENING TOPS. The main content area displays two images: one of a woman in a brown long-sleeve top and another of a black long-sleeve Nike top. To the right, there's a grid of various tops, each with a small image, price, and brand name. The grid includes items like "Graphic tops", "Long sleeve", "Short sleeve", "Sleeveless", and "Turtlenecks". The overall layout is clean and modern, typical of e-commerce websites.

# Desk research

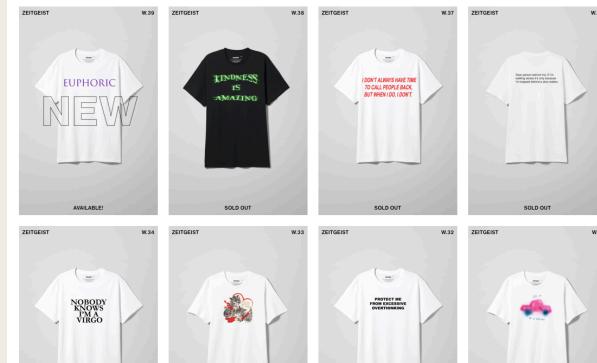
Topic: Online shops selling t-shirts

## WEBSITE DESIGN



Online websites selling t-shirts usually allow filtering t-shirts through size, colour and material. Additionally, companies such as ASOS allow to choose brand and body type.

## T-SHIRT DESIGNS



The overarching themes for t-shirts in 2020 are:

- Bold statements (related to strong movements such as feminism, BLM, LGBT+)
- Artworks on t-shirts (COVID-driven local artists support especially)
- Tie-dye
- Line drawings
- 90s vibes
- Sustainable materials

# Desk research

Topic: Online shops selling t-shirts

## SUMMARY

2020 has put a spin on fashion due to COVID as well as emerging social movements.

Therefore, t-shirts have become even more of a statement for consumer's beliefs – from sustainability and investing in longevity of the products to wearing t-shirts with a slogans that support certain causes.

## KEY IMPLICATIONS FOR ONLINE SHOPS SELLING T-SHIRTS

- **Growth of online shopping fuelled by pandemic** has given a chance to **utilise online platforms to promote the businesses**, especially online-based only who had the advantage of previous implementation of seamless shopping flow
- Online shops need to **ensure to provide efficiency and immediacy** in order to maintain the consumer base and remain competitive
- **Main target groups** for online retail shopping are: **Gen Z and Millennials** what highlights the need for correct targeting those groups to reach them
- Stay up-to-date with current trends: **activism slogans, supporting local businesses, sustainability, sportswear and old-school style**
- **Resale market on the rise** – implementing upcycled t-shirts in the product portfolio, adding vintage products if applicable

# Observation research

**Topic:** T-shirts in public

**Observation research** - it is a qualitative tool to get insights to people's habits and behaviours without their knowledge to collect the data without the respondents' bias.

Steps to conducting an observation research:

- Placing yourself in a social setting
- Noting any repeating pattern, interesting observations, the overall atmosphere

**Chosen setting:** a coffee shop



# Observation research

## Topic: T-shirts in public

It is a qualitative tool to get insights to people's habits and behaviours without their knowledge to collect the data without the respondents' bias.

**Time and place:** Thursday, 01/10/20, around 2pm in the coffee shop in Norrebro.

**Temperature outside:** around 15 degrees, very grey and unpleasant weather with showers

**Reason for choosing the topic:** Interest in observing people behaving in public and their appearance

## Observations:

**Environment:** the coffee shop had an average temperature, it wasn't too cold (unless near the entrance), but it wasn't particularly warm

**Audience:** most people looked to be around 25-35 years old

**During:** after taking the coat off, majority of customers was wearing sweaters or long sleeves. Despite the inside setting, the temperature outside does not encourage wearing t-shirt

**T-shirt design:** few people were wearing t-shirts underneath shirts or cardigans – the designs were simple and usually black / white / beige. The colour palette was monotonous and without any prints. Some of them were branded, e.g. Carhartt, Ralph Lauren.

# Observation research

**Topic:** T-shirts in public

**Key findings:**

- The observation suggests that t-shirts are not popular during autumn weather – people prefer wearing warmer clothing on a gloomy day
- The majority of people wearing t-shirts underneath belonged to the younger audience what indicates a specified target audience for t-shirt wearing
- Observed people wore basic colours of t-shirts such as black, white, beige and abstained from wearing prints
- T-shirts look as an additive to the outfit and not as a main outfit element

# Interview research

**Topic:** Fashion

**Interview research** - It is a qualitative research tool used to understand people's perception, feelings and emotions about certain subject. The interview can consist of closed or open questions (structured, semi structured, unstructured) that allows to get the deeper understanding of the topic. However, the interview can be flawed with the respondent's bias due to their own perception of the subject and not the actual state of being.

**Time and place:** 01/10/2020, coffee shop in Norrebro

**Respondent:** Female, 25 y/o

**Questions:** questions were structured about fashion, the shopping habits and fashion impact on the purchasing behaviour

# Interview research

Topic: Fashion

## Key findings

- “I was a model from when I was 17 for three or four years and as a model I was wearing mostly black colours. And then when I finished my work for the fashion industry as a model - then I kind of discovered colours and my style of wearing clothes” – experiences shape our shopping habits and fashion sense
- “I thought they they are in good quality material. They had a graphic on it that just that I liked and some colours that I like” – the material quality as well as design are important in fashion-making decisions
- Fashion as a ”a way of showing who you are” – indicating the self-expression embedded in wearing clothes
- The outfit decision can often be influenced subconsciously by our environment – “Even when I don't think about that and I'm just looking at Facebook and some advertisements are there maybe I'm sometimes clicking on them even yeah and some other people that I see on social media, their photos”
- The tangible experience and immediacy are crucial for decision-making process in purchasing apparel – “But I rather go to the shop and buy it myself and I can see one of the material if the size fits me. I don't like to have in mind that some package there will be for me tomorrow and I need to be at home then to get it and so by that I don't like to think about that”.

# Survey research

**Topic:** T-shirt buying habits

**Survey research** - It is a research tool that could be perceived as a short interview that allows to retrieve more quantitative data. Surveys usually take less time but they only allow to gather facts than getting deeper insight's to emotions or feelings

**Number of respondents:** 49

**Target audience:** KEA students

**Date of survey:** 29/09/2020

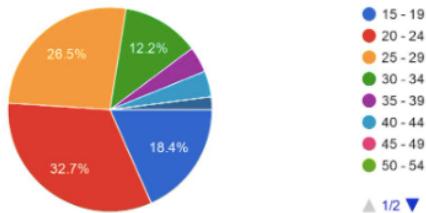
**Number of questions:** 17

**Types of questions:** multiple choice, open questions, single answer

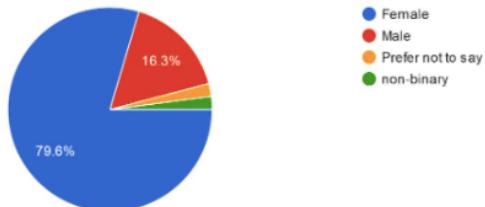
# Survey research

## Results

Age  
49 responses



Gender  
49 responses



The respondents group mostly consisted of individuals aged between 15-29 years old with  $\frac{3}{4}$  of the respondents being female.

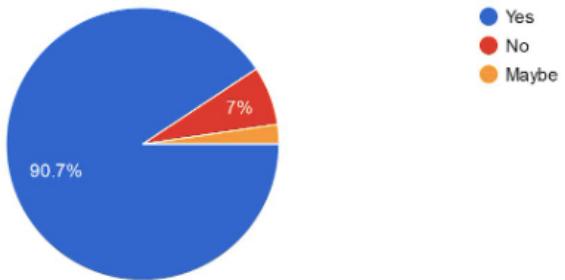
This indicates majority of respondents being Millennials and Gen Z generations.

# Survey research

## Results

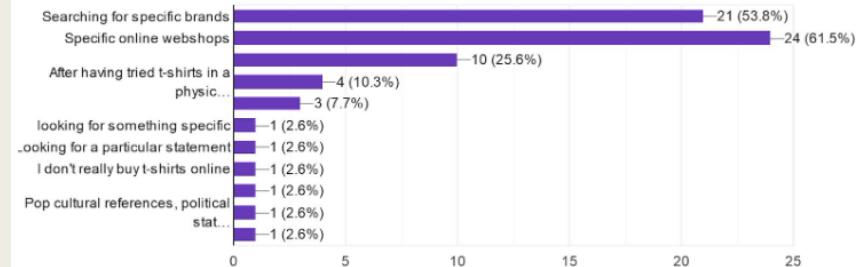
Have you ever bought a t-shirt online?

43 responses



How do you buy t-shirts online?

39 responses

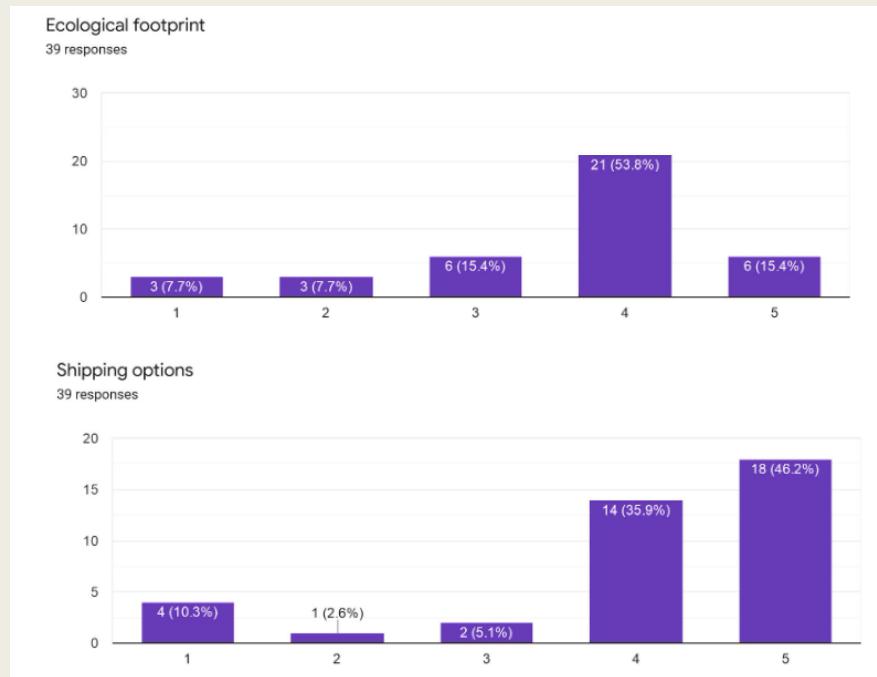


The results showcases the importance of t-shirt sellers online presence. As majority of respondents have purchased t-shirts online in the past, there is a great likelihood of a repeated purchase. Additionally, the Q2 highlights the importance of collaboration with online resellers to improve the brand visibility through 'halo' effect of an established webshop.

# Survey research

## Results

1 – Don't care, 5 – Must know



*What kind of t-shirts would you buy online? (open question)*

The respondents mostly agreed on 'graphic tees', 'basic/simple' or 'oversized' indicating overarching trend in t-shirt purchasing behaviour in the surveyed group.

Additionally, respondents expressed the importance of t-shirt's ecological footprint and the available shipping options when purchasing the product.

However, the research indicates that basing decision on sustainability of the products usually is characterised by intention-behaviour gap (Roos and Hahn, 2019).

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