

Research Merchandise

Main reasons why people buy Merchandise.

When people like you and your music, they would want to be able to support you. By selling merch you give a symbolic, economical and a social gesture which shows fans they can support you.

Merch can also be used as a souvenir from a good experience. When people go to a show, they would like a memento from their awesome night out.

Merchandise has an appearance which could strengthen the imago of an artist. When someone buys a shirt, it can say a lot about the person wearing it and the music he or she listens to.

Some people may buy merch just because they like the design without having any meaning.

Humans are social creatures and by recognising merch from an artist they can connect with each other.

[Popei](#)

How to recognise good quality merch

You can see by looking at sutures if clothes were made well. When sutures stick out, the sewing machine probably wasn't configured right so the clothing could fall apart soon. When sutures have little spacing in between you can see it will stick together better than big-spacing-sutures.

It is better to use sustainable products because there hasn't been any damage done to people, animals, or nature.

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Examples appearance difference between Merchandise

