

03.01.01 - Data Collection

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# Desk research

## Topic: Why people buy luxury t-shirts

It is research depends on data we can find on the internet (blogs, social websites etc.) mostly for free. It's not targeted at specific information that our problem needs to be solved.

Checking the market demand or customer satisfaction with a given product or service.

I wanna research why people wanna pay more for luxury brands. Is it because of the material of the logo that other people can know?

- **Research design** – Research took place at pages found by google search box
- **Data sorting and analysis** (Lenses: topics, people, client, product, trends, research etc.)
- **Synthesis** (knowledge/assumption matrix

# Why does people buy expensive t-shirts?

Topic: Why people buy luxury t-shirts

<https://www.thefineryreport.com/articles/2020/7/3/luxury-brands-and-the-penchant-for-t-shirts>

We can find information on this website about why people want to buy some luxury brands t-shirts.

## **Brand as a part of society**

Brand prestige comes along with the price tag.

“Most of them think t-shirts from luxury brands are overpriced. However, they still buy them because logo t-shirts are considered a starting point to luxurious collection.”

Higher prices for higher comfort and durability

Popular cotton price after the pandemic is around \$0.63/LB.

However, Levi's and Banana Republic are among fashion brands that use Supima cotton which cost around \$1.24/LB.

# Material matters

Topic: Why people buy luxury t-shirts

<https://theclassictshirt.com/blogs/stories/are-expensive-luxury-t-shirts-really-worth-it#:~:text=Durability%20means%20your%20T%2Dshirt,an%20investment%20that%20pays%20off>

„Durability means your T-shirt is hard to tear and doesn't suffer from wear. That's why a high-quality T-shirt isn't just a purchase, it's an investment that pays off.”

„Instead of dealing with a cheap T-shirt that shrinks and comes apart and then tossing it after a few weeks or months, you'll have a long-lasting garment that looks great for the long haul.”

There we can see an example of a luxury t-shirt website that clearly tells why the products are worth buying. The material is stronger than the basic cheap t-shirts material.

# Some differences in streetwear fashion

Topic: Why people buy luxury t-shirts

<https://strategyand.hypebeast.com/streetwear-report-josh-luber-stockx-sneaker-resale>

In this article, we can check survey reports made on streetwear clothes customers.

- Big role has a limitless of product that compies distribue „So you get this somewhat circular function where you have a very true supply and demand curve but then because something is limited, it also creates demand on top of that.”

After Limitless of product, there is always retail.

Some people want to make money buying t-shirts from the new drop (t-shirts that are usually sold out in minutes after making it available on the brand's websites). How do they make money on that? When a brand name is famous for example Supreme people buy products on a drop and resell it the next some sometimes even for 2 or 3 times bigger price.

# Key insights: Desk research

## Topic: Why people buy luxury t-shirts

In almost every article I read about high-fashion I found out that the status of the products plays the main role. People pay more for luxury t-shirts and clothes to feel higher status and to become members of society supporting the brand.

Higher t-shirts brands are using suprema cotton which is more expensive than cotton used by well-known cheaper brands.

People know the durability of the luxury brand t-shirt will be better than cheap t-shirt bought in popular stores. They are buying more expensive products because they wanna become a part of brand society or they wanna make money on it by reselling the product.

# Observation research

**Topic:** THE OFFLINE SHOP SELLING

T-SHIRTS

Observing and noting people's behaviours during specific situations. It's qualitative research with open-ended questions.

It can be used to check if our product is intuitive for them and observe UX mistakes from someone else eyes.

Task I started with noting points I wanna take care of during my observation research. I was taking notes about people's behaviour in the H&M store. My main conclusion is people start searching from the sales department, I saw only one person who came strictly to buy only a t-shirt. When people find a t-shirt they are checking if the condition is fine also if the material will meet their requirements.

**Research design** - My offline research took place at the H&M store, on Wednesday at 03:00 pm.

**Data sorting and analysis** - I observed some similar behaviours, like a pattern that most people try to obey.

**Synthesis** - Start searching from the sales department, checking material condition and durability, waiting in a line if someone is blocking the alley by searching for clothes.

# Observation research – documentation

Topic: **THE OFFLINE SHOP SELLING T-SHIRTS**

Visual documentation of

**Activities** – People usually starts from the SALE department to check if they can find something nice for them for a smaller price. If hey will find something

**Environments** – Nice quiet music, clothes arranged by colours and folded nicely. However, clothes in the SALE department was arranged more randomly and chaotic.

**Interactions** – People patiently wait in line if someone is blocking the alley by choosing clothes. People usually don't pay attention to each other while choosing t-shirts. They didn't use smartphones while searching for t-shirts.

**Objects** – People test chosen t-shirt's condition (if clothes don't have any holes) and material elasticity

**Uers** – People wanna find good quality products for a small price.



# Insights: Observation

People firstly check t-shirts on sale department to buy if for a cheaper price.

The Colour and logo on the shirt are personal preferences. But most people was interested in black t-shirts with flowers

Everyone after choosing a t-shirt from the hanger checked the condition and elasticity of the material from each site.

Topic: **THE OFFLINE SHOP SELLING T-SHIRTS**

What have I learned:

Compering data with desk research I see that people buying t-shirts want good quality. However, in so popular shop like h&m people firstly search the sales department to buy it cheaper. Moreover, after choosing a t-shirt people check condition of the t-shirt, check the durability and touch the material to find out if they like it.

What would I change:

- Make the sales department bigger
- Select and make the sale department nicer to the eye and easier to search for clothes

# Interview research

**Topic:** Favourite Brand

Widely discussed topic with consumers of a product. Usually more intimate and honest from where we can get more information about specified customer preferences. It's qualitative research with open-ended questions.

With interview research, we are able to know better customer expectations complains also small tips what about what they would change.

I make an interview with 2 people. That gives me point they choose their favourite brands due to preferable style of clothes/accessories but also because of durability and price of the product.

**Research design:** One male and female tell me their preferences about choosing clothes/accretions and their favourite fashion brand.

**Data collection** Interview was made by call and was recorded to make notes after it.

**Data sorting and analysis** How they their choose favourite brand (what are elements making this brand special)

**Synthesis** The same patterns while choosing clothes (need to feel the material and check its durability)

# Interview I (warm up questions)

## **Could you tell me something about your daily style? You rather choose comfy clothes or maybe you value more the look and elegance of the clothes?**

- F: I choose comfy clothes because of my work, I'm working as a physical therapist with small kids. But even wearing a daily tracksuit I pay attention to fit them correctly (choosing colours that match together likewise graphics on clothes to match my mood)
- M: When I was studying in college I used to wear elegant high-value clothes. Now when I have a wife and baby in a way I feel the need to feel more comfortable. However, I pay attention to look good with my comfy style (slim-fit clothes with colour match)

## **Do you pay attention to the clothes brands you're wearing?**

- F: The be honest, no. If I will find something that fits me well for a good price that is not a high-value brand I will buy it. I choose to fill good rather than flex with the high brands.
- M: Of course, it would be nice to wear it all the time high fashion brands. I feel better wearing an expensive logo. I used to wear brands like Hugo Boss or Prada because of their durability and unique design. However, now my priority changed and I need to save money for the future. That's why nowadays I do not pay so much attention to high fashion brands.

# Interview II

## **What is your favourite fashion brand and why do you love it?**

- F: I think is JumiBag. Their bags are customisable for customer preferences. Moreover, taking into account the price and quality, it is sensational.
- M: My favourite brand nowadays is Zara. Material of their clothes for their prices is very satisfactory. What's more, they have lots of unique design clothes that look very elegant.

## **Are their product's durability is better than other brands you know?**

- F: Yes, their material is very strong. It is definitely better than cheap brands. What's best is you can choose even waterproof material so it's really handy while living in a country with usually bad weather.
- M: Compared to really expensive brands probably not so good. However, with their prices, I am really satisfied.

# Interview III

## **How much do you depend on the price of buying clothes? You rather pay more to get relatively „the same product” from your favourite brand?**

- F: Of course, I rather choose a product that is on sale. However, buying some products for a longer time (year or more) is ok for me to spend more and buy products that will easily survive this time.
- M: Sometimes I'm buying clothes in a different store than Zara especially when I can find something on sale or for a seriously small price. But when I wanna like a jacket for many years I rather pay more for a better product.

## **Where do you usually buy their products?**

- F: Only in the physical store. I love being inside of their store, the smell of the material is amazing, what's more, I can touch the material and design my own bag starting from size, graphics, colours, shape and lots more.
- M: I usually buy their product in their store because I wanna try it on myself. Moreover, in a physical store, you can find really good sales for ends of the collections.

# Insights: Interview research

Topic: **Favourite Brand**

Interviewed people value more comfort and smaller price than high-value brands. However, buying a product for a long time they are rather to pay more and choose a product from their checked company with good durability, than cheap imitations.

Favourite brands for them are brands that make good quality stuff. They love their favourite brands because of good price to product quality, likewise unique design that can be changed due to their preferences or products design that cant be found in other shops.

For them, the best way to choose the product is to check it in a physical store, then buy online. They wanna try on the clothes, touch and smell the material.

# Survey research

The voice of the majority about a specific subject.

To investigate the need of a wider audience regarding the demand for a given product

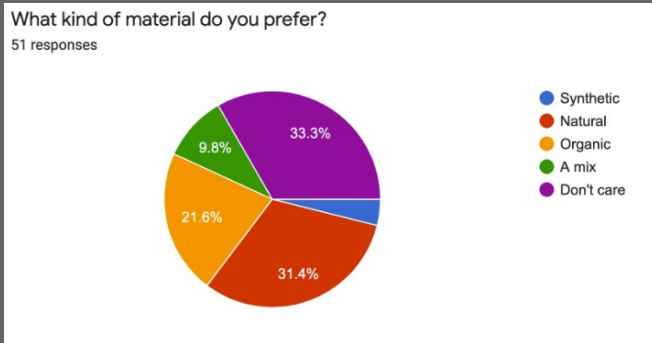
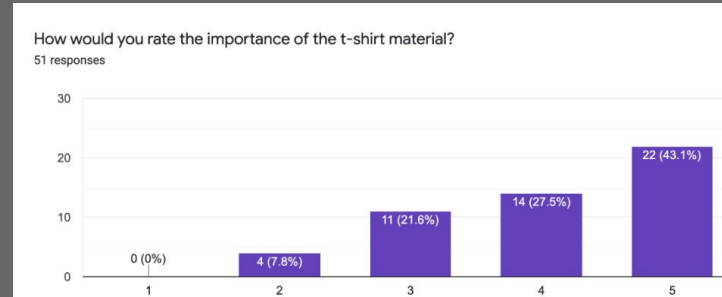
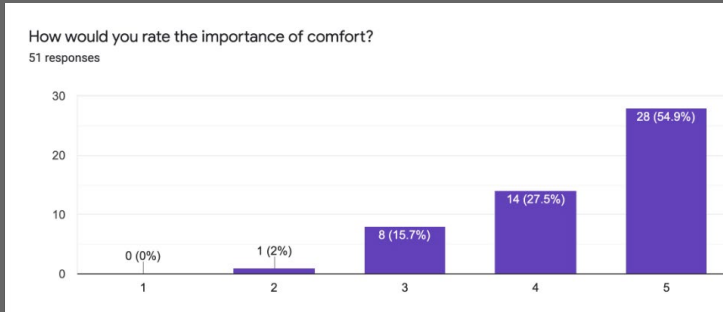
I compare this data with other research I have made.

**Research design** (transparency in what, how, where, when, who...)

**Synthesis** Good quality seen in every other research

# Survey research

## Topic: What you value in while buying t-shirt

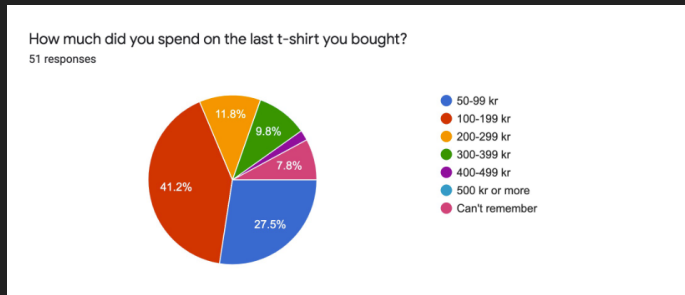
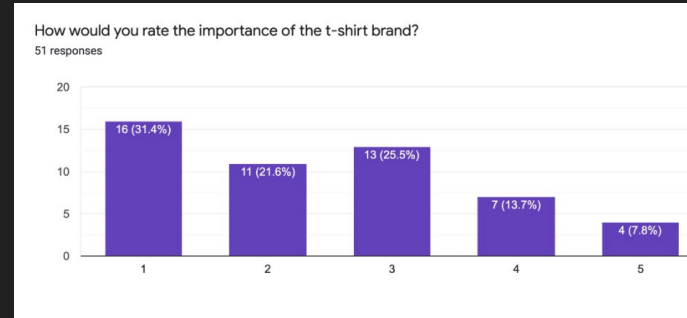


From a survey made in our class, we can observe that people want to feel comfortable in their t-shirts. They also value good material but one-third of respondents do not take care about the material, the other third would choose the natural one.



# Survey research

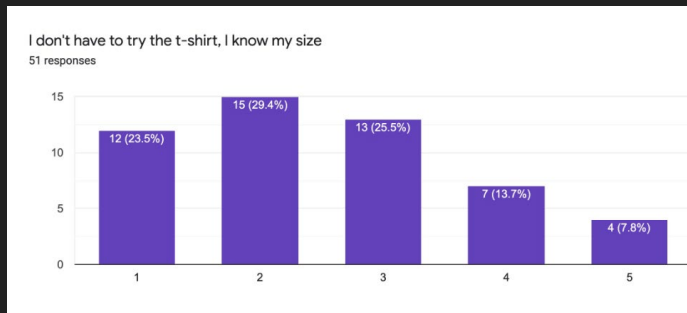
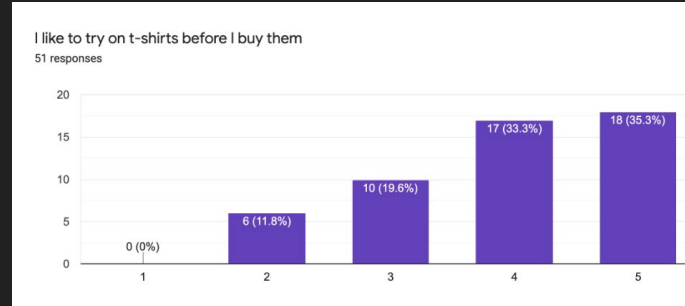
## Topic: What you value in while buying t-shirt



Respondents do not pay attention to the t-shirt brands. However, like the people observed in the h&m shop they rather buy cheaper product.

# Survey research

## Topic: What you value in while buying t-shirt



Ninety per cent of respondents buy t-shirts in a physical store because most of them value trying them on before buying. Fifty per cent buy also on the internet but only 20% are concerned that they don't know their size

# Executive summary

In the desk research, I find out why some people choose to buy luxury brand t-shirts that the cheap ones. I think the great role plays here material that usually is better in luxury t-shirts (whats I have proven with an interview with the Female).

However, lots of people choose expensive t-shirts to feel higher status and feel like a higher society member (which I have proven while interviewing the Male).

Observation research took place in a more popular (cheaper) store with t-shirts. Research showed me that people wanna buy unexpensive t-shirts on a sale but still take care of the durability and material.

I noticed doing interview research that people usually rather pay more for products/t-shirt that they are buying for a longer time. I also noticed that they choose to buy at a physical store because of the possibility of touching and feeling the material of the product.

Survey research proven for me that people wanna feel comfy in their t-shirts. Moreover, they do not wanna spend lots of money and do not take care of a brand as much as the durability of the product.

# Executive summary

For mee most important finding was:

- People do not care as much for brands (but I feel it depends on a respondents group).
- People wanna save money while buying t-shirts but still wanna good quality products that fit them well.
- People rather buy t-shirts at a physical store because of the possibility of touching and feeling th material.

I feel for a website I wanna prepare something for smaller society that prefer luxury design, with taking care of product quality and the ability to adjust the cut of the t-shirt