



A Marketing Research Survey and Its Analysis to Study the Demand for Teenage Boys' Shirts

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| ABSTRACT | This article provides information on the study of teenage boys' needs for shirts based on marketing research and the production of modern sketch model samples based on their analysis. |
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| Keywords: | fabric, color, development, shirt, pattern, indicator, analysis. |
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A list of questions (test) was done in order to study the preferences and needed things of teenage boys for shirts. The marketing list of questions was managed and done with 100 people who responded in the form of open communication. Based on the list of questions, the type of the article of clothing, length, style

of the shirt, color of the fabric were studied, and their results were carefully studied based on histograms.

Among the fabrics recommended for the production of teenage boys' shirts, natural cotton gave the highest rate of 72% (Figure 1).

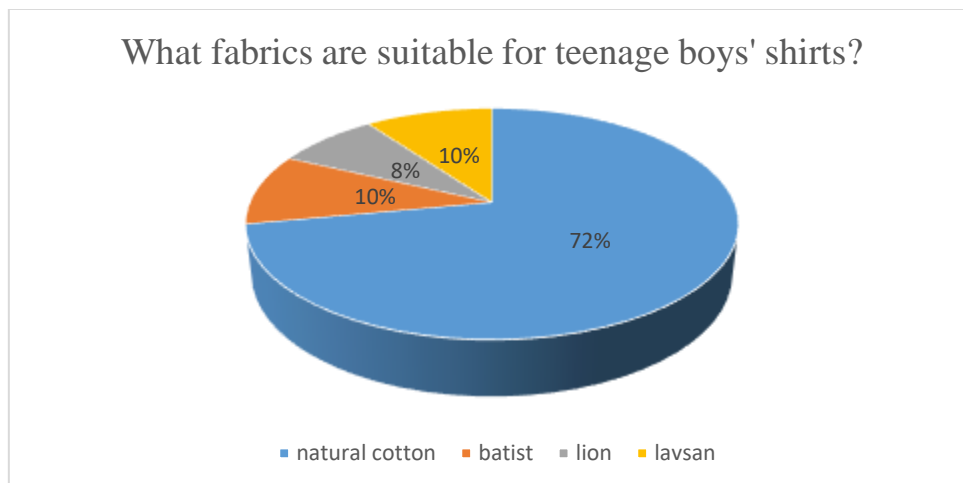


Figure 1. Analysis of recommended fabrics

Teen boys were found to choose more white and black-and- white shirt colors (Figure 2)

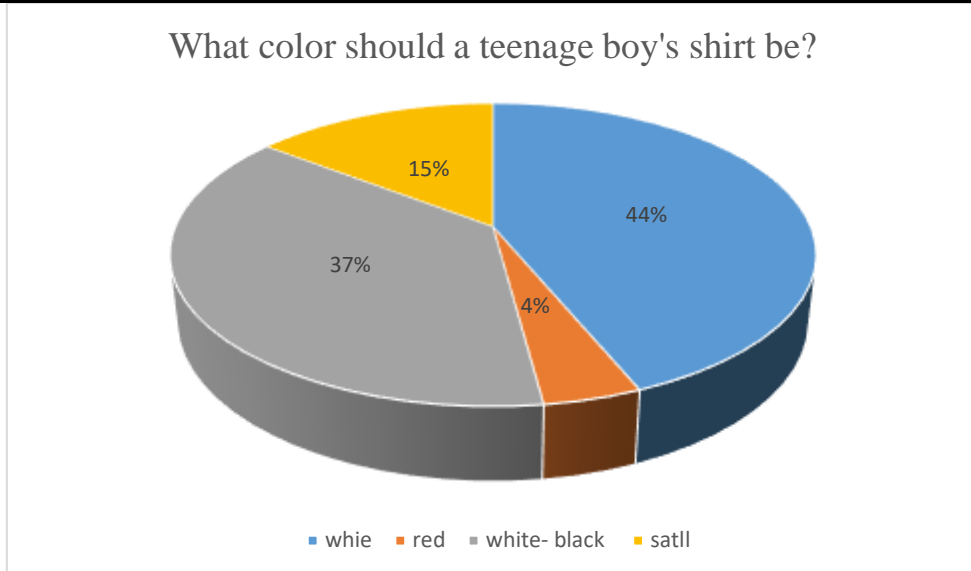


Figure 2. The result of analyzes on the color of gas

It was found that 34% of teenage boys like to wear their shirts in the spring-autumn season and 41% in the summer-autumn season (Figure 3).

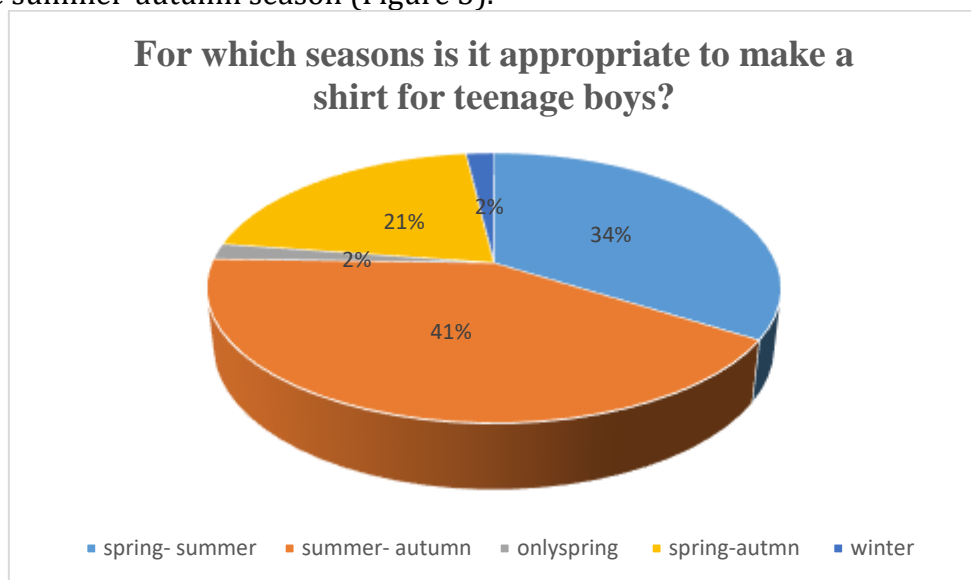


Figure 3. Seasonal analysis results

The analysis of the results of the survey on the length of the sleeves of the shirt shows that 70% prefer to wear it up to the wrist (Fig. 4).

How long should the sleeves of teenage boys' shirts be?

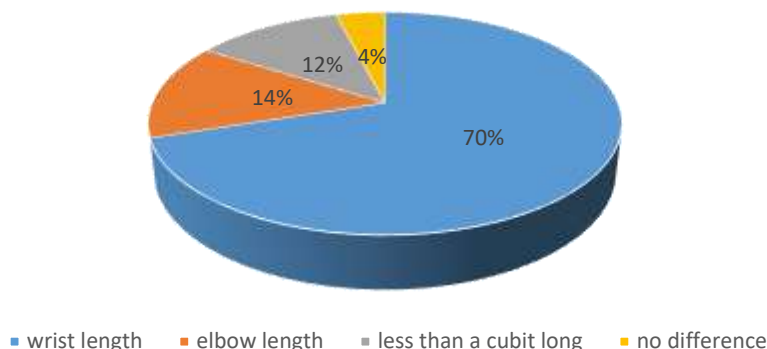
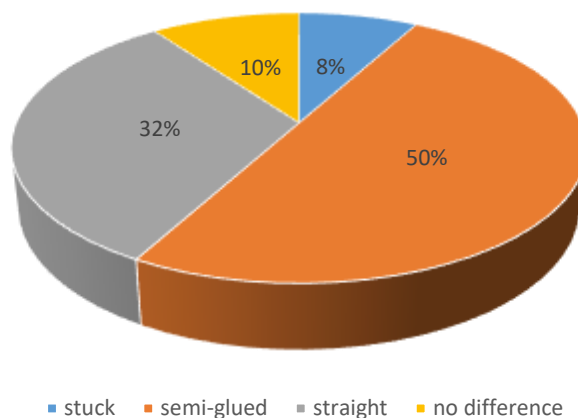


Figure 4. Questionnaire analysis on shirt sleeve length

It turned out that 50% of the respondents like to wear semi-tight dresses (Figure 5).

What should be the size of a teenage boy's shirt?



In conclusion, according to the results of the marketing research, we have set ourselves the goal of developing new sketch model samples for children's shirts for the summer season, with sleeves up to the length of the wrist. In the development of sketch model samples, fabrics consisting of black-white and striped natural cotton fibers were selected.

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