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## Children's clothing in today's scenario: A parent's view

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### Abstract

India is changing and growing day by day. Its customers for each and every market, growing rapidly. In India, every market sector is captured by lay man. The market for children's clothing is expanding and has a lot of unrealized potential. Because to the recent robust economic expansion, India's disposable incomes have been steadily increasing. As a result, parents are spending more money on children's clothing. Urban India is primarily made up of nuclear families with working parents who are willing to spend extra for the comfort and convenience of their children. Now that parents have settled on a range of attire, they want the same for their children. Being a nuclear family and having a busy work schedule, customers' preferences for shopping malls, the concentration of businesses in one place, the variety of goods offered, accessibility, ease of use, proximity, economic advantage, and recreational opportunities are key factors in drawing them in. Parents, particularly mothers, have an impact on children during the formative years of childhood. This study aims to identify the variables that come into play when parents and kids make clothes and accessory purchases for kids.

**Keywords:** Children's clothing, disposable income, nuclear families, customer's preferences

### Introduction

According to the latest report by IMARC Group (a leading market research company) between 2023 and 2028, the market for kids' clothing in India is anticipated to expand at a CAGR of 2.6%. IMARC Group expects the market to reach US\$ 24.5 Billion by 2028. India is a major contributor to the global apparel-retail industry and is quickly emerging as a centre for kids' clothing and fashion shops. Boy's wear and girl's wear are separate segments of the kid's apparel sector, which serves children aged 0 to 14. India's enormous population is one of the main factors driving the demand for kids' clothing there <sup>[1]</sup>. Approximately 446 million people in the nation are under the age of 15 at the moment <sup>[4]</sup>. The Indian economy has been altered by, placing a higher focus on education, fast industrialisation, and the government of India's unrelenting pursuit of liberalisation policies, rising income levels <sup>[6]</sup>. And, because of the recent robust economic expansion, India's disposable incomes have been steadily increasing. As a result, parents are spending more money on children's clothing. For the kids' clothing business, this entails a big consumer base.

Urban India is primarily made up of nuclear families with working parents, who are willing to spend additional for the comfort and convenience of their children. In addition, Indian children in urban and semi-urban areas are more exposed to the media, have more increased their awareness of brands. As a result, kids now actively participate in making clothing purchases just like their parents do <sup>[1]</sup>. One of the major factors influencing buying behaviour that has a significant relevance for developing marketing strategies is changing prospects with an "on the go" lifestyle. Being a nuclear family and having a busy work schedule, customers' preferences for shopping malls, the concentration of businesses in one place, the variety of goods offered, accessibility, ease of use, proximity, economic advantage, and recreational opportunities are key factors in drawing them in <sup>[6]</sup>.

Organized merchants and foreign investors are also developing brands that cater to the needs of both kids and their parents. Better visual merchandising, the correct product assortment, marketing tactics, and targeted advertising have all helped them draw customers. Additionally, both domestic and international businesses that traditionally targeted to adults have expanded their product lines to include children's wear <sup>[1]</sup>. Parents, particularly mothers, have an impact on children during the formative years of childhood.

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This study tries to pinpoint the elements that influence how parents and children choose children's clothing and accessories. The aim of this investigation is to determine the aspects that parents think about when selecting clothing for their kids, as well as the influence of other people who can have an impact, such as family, friends, the media, and the kids themselves [6].

### Objectives

The following aim was the purpose of the study:

1. To explore the knowledge of parents about latest trend in kid's fashion.
2. To understand parent's priorities when choosing children's clothing.

### Review of literature-

Ali and Batra (2011) [1] revealed in their study that parents' choice of products was also considered to be affected by the children's age and gender. With age, children's influence on clothing, musical instrument, and home appliance choices is shown to grow. Additionally, it was discovered that a family's monthly income was thought to influence the products that parents chose. It has been observed that mothers from wealthy homes pay less attention to goods prices and engage their kids in the purchase of such items.

Tripathi P. and Tripathi P. (2014) [3] performed a study and found that parents now are more likely to take a child's wishes seriously than they used to be in the past, when kids were expected to be happy with whatever they got. Children today are more independent, have a bigger say in family decisions, and speak up about what they would like their parents to buy. The ability of a youngster to pester their parents into making purchases they might not have otherwise made is referred to as "pester power." They want to spend money on what they want. In the end, they influence the decision and exert pressure on their parents.

Pandya and Ruparel (2020) [5] stated in their study that during the initial stages of childhood, parents, particularly women, have an impact on their children. This study aims to identify the variables that come into play when parents and

kids make clothes and accessory purchases for kids. The goal of the study is to pinpoint the variables that parents think about while purchasing clothing for their kids, as well as the influence of other influencing elements like family, peers, the media, and the kids themselves.

Ojha S. (2013) [4] done a study on the parents, especially mothers regarding their opinion and awareness about kids wear. She found that preferred place for kids wear shopping is mall or online platforms. Source for current fashion trend were Newspaper and internet. Mothers gave favourable reviews about the latest trend in kids wear. When choosing clothing for their children, mothers placed the greatest emphasis on comfort and quality.

### Methodology

Research Design: The study is Exploratory and Descriptive in nature

Data Collection: The data was collected using Structured Questionnaire

Sample Population: Parents of school aged children aged between 6-12 years.

Sample frame: Parents of Udaipur City

Sampling Technique: Convenience Sampling

Sample Size: 240 Parents of school aged children

Data were then processed, tabulated, and evaluated after being collected and transferred on table and tally sheets. Tables, appropriate diagrams, and pertinent interpretations are used to portray the data in accordance with the study's goals. With a five-point continuum (most important, important, neutral, less important, and unimportant) and scales of 5, 4, 3, 2, 1 for each, a Likert scale was utilised.

### Result and Discussion

**General Profile of Respondents-** A general profile of the respondents was collected, and in accordance with it, respondents were categorised according to their age, education, occupation, family, and family income. The data of general profile of respondents are presented in table 1.

#### General profile of respondents

**Table 1:** Background Information of Parents

Background Variables	Education (%)		Occupation (%)			Family type (%)		Income (%)	
	Father	Mother		Father	Mother				
Post-Graduation	16.2	18.7	Government Employee	52.8	52.4	Single Parent	7.5	Less than 45,000/-	15
Graduation	68.8	65.8	Private Firm	33.7	31.7	Nuclear Family	55	Rs. 45,000-70,000	32.5
School Education	15	15.5	Business	13.5	10.7	Joint Family	37.5	Rs. 70,000-1,00,000	26.9
Illiterate	-	-	Home maker	-	r			Rs. 1,00,000-1,50,000	25.6
Total	100	100		100	100		100		100

(N=240)

**Education:** It's worth pointing out that out of 240 respondents, majority of parents have graduate or

postgraduate degrees, demonstrating the high level of education that all respondents held.

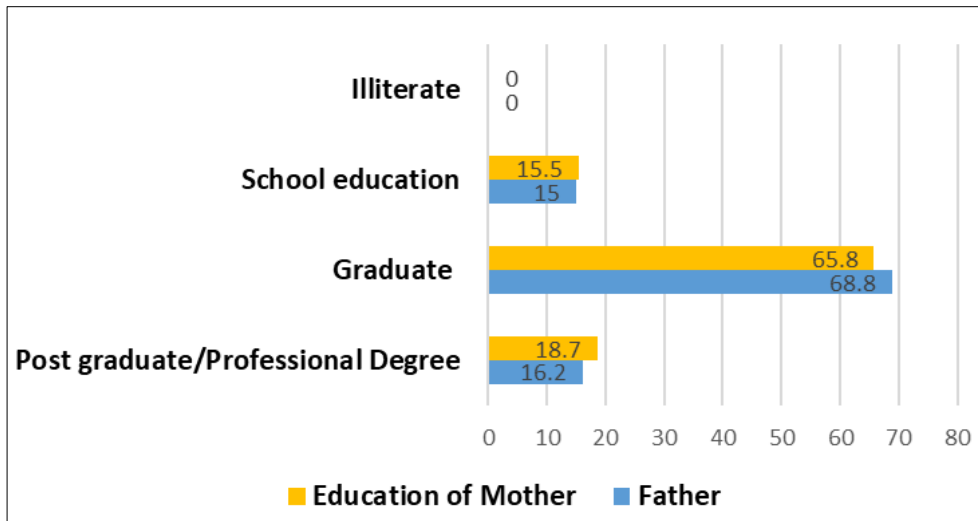


Fig 1: education of parents

**Occupation:** Most of the parents have government jobs (52.8% and 52.4%), few are private firm employee (33.7% and 31.7%).

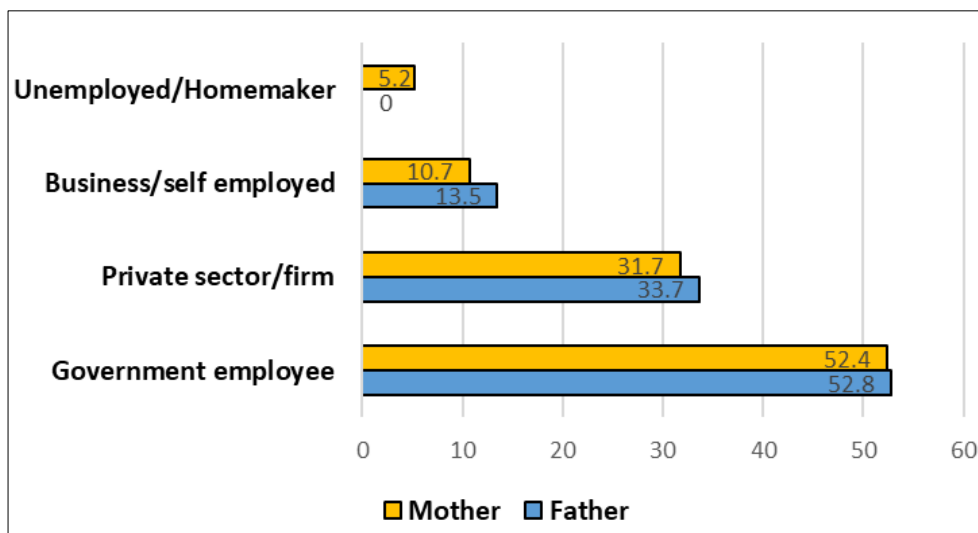


Fig 2: occupation of parents

**Family Type:** 55% respondents come from nuclear family, 37.5% come from joint family, 7.5% is the data of single parent family.

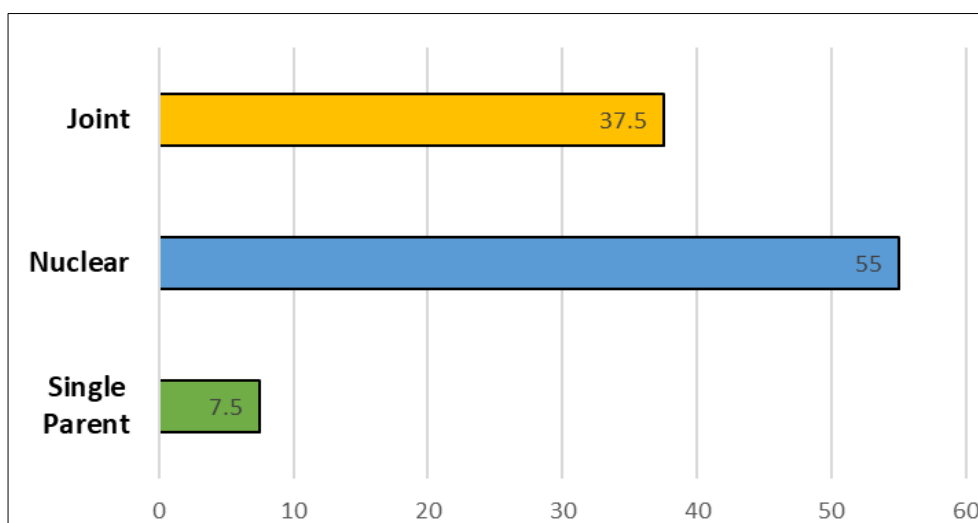


Fig 3: Type pf family

**Family Income:** It is visible from the above table that 15% have less than 45,000/- per month it means that they come under lower middle class. 32.5% comes in middle class which means that this class range from Rs. 45,000-70,000.

26.9% comes in the range of Rs. 70,000-1,00,000 (upper middle class) and 25.6% falls in range of Rs. 1,00,000-1,50,000 (high class or wealthy).

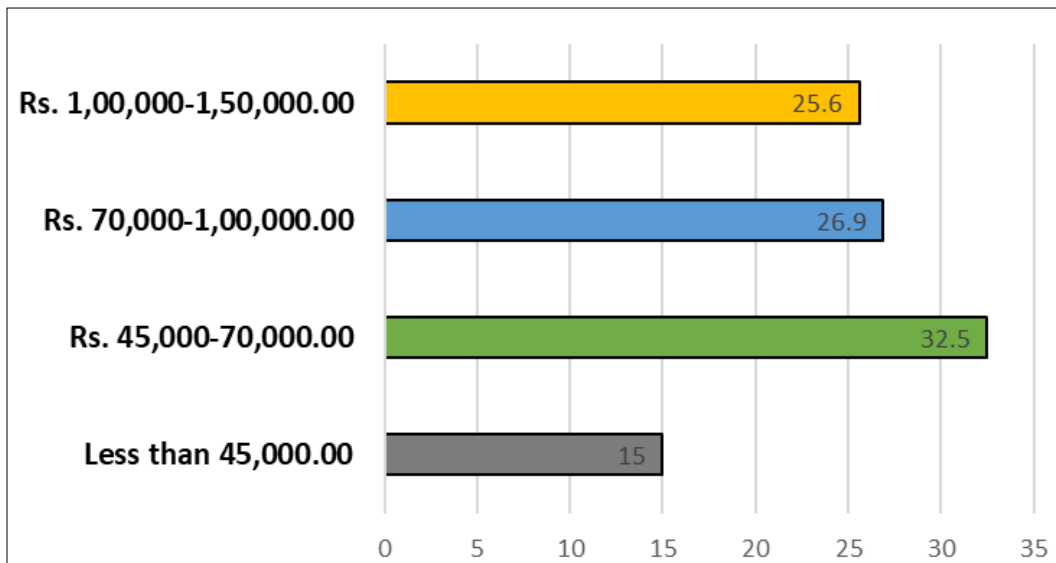


Fig 4: Income of Family

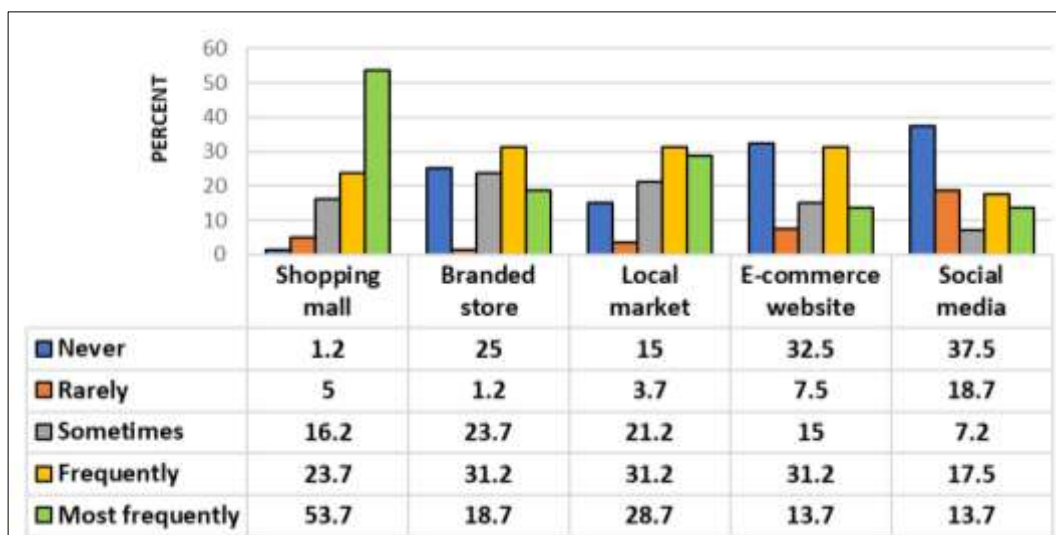
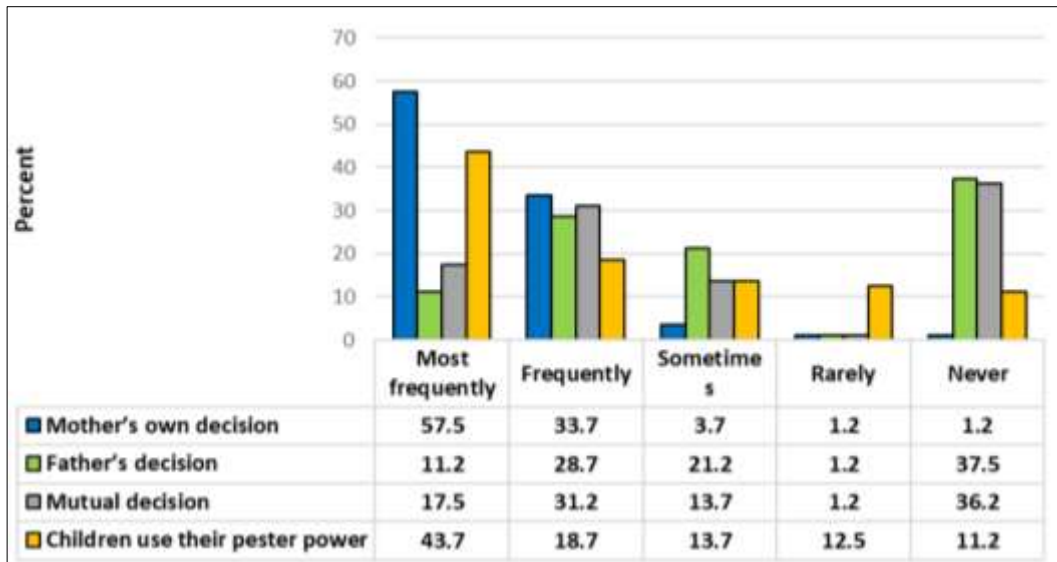


Fig 5: Place for children's wear shopping (N=240)

Table 2 represent the source of children wear shopping. According to table 53.7% parents buy their kids clothes from shopping malls. 31.2% parents buy kids clothes form local market as well as branded stores. The same number of parents also showing that e-commerce websites also have a good percentage in this lane. It was also revealed that 31.2% parents frequently buy the stuffs through E-commerce websites and local market. Social media is in the least preferred list.

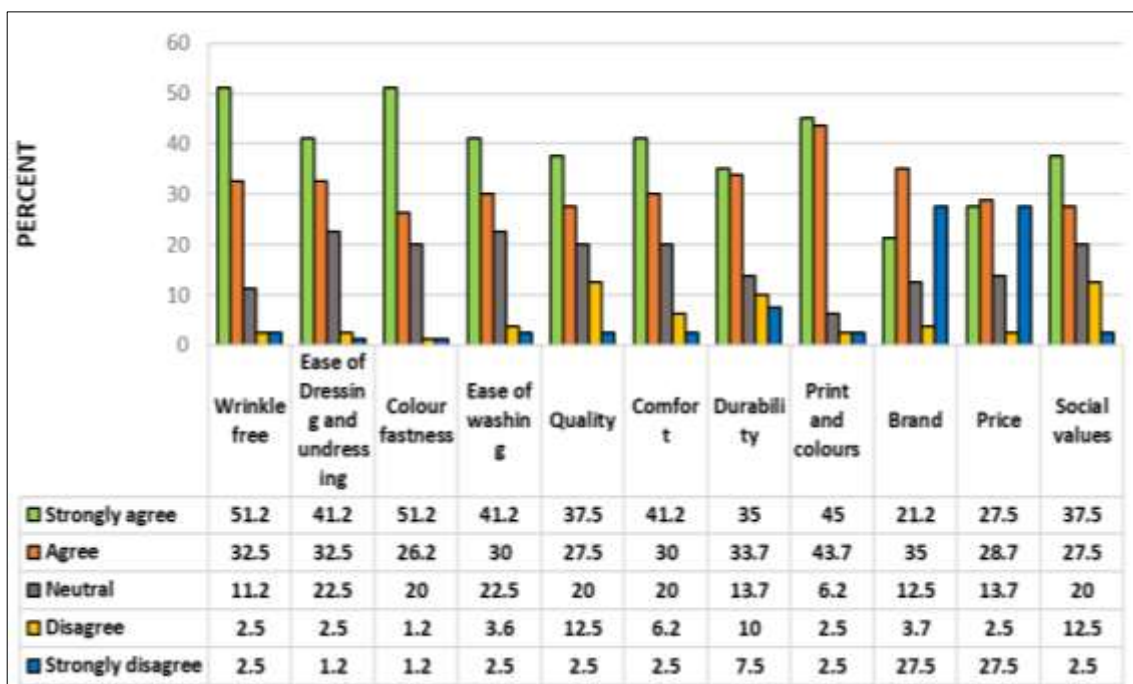
Shopping malls are vibrant commercial hubs that draw a wide range of people seeking the modern shopping experience. Shopping mall is the most convenient place for shopping as all the brands available there under one roof and beside this, shopping malls have ample parking space, food court, kids play area and shops for all. Ojha S. and Apoorva (2015) [4] reported that a majority of the mothers preferred shopping of kids wear from malls as well as on-line shopping.



**Fig 6:** The decision maker in the family when purchase children wear clothing(N=240)

Table 3 show the decision maker in the family when purchasing children wear clothing. Most frequently 57.5% mothers are the decision maker in the family while purchasing of children wear. 33.7% is the ratio when father

is frequently involved in this decision. Mother is the pillar of the home, and kids listen to their mothers when they are small.



**Fig 7:** Factors consideration while choosing children's clothing (N=240)

Table 4 is showing the factors considered while choosing children's clothing. According to the table 51.2% mothers prefer the garments which are wrinkle free and colour fast. Prints and colours are also major point (45%), considered during purchase. Ease of washing, easy to put on and put off and comfort (41.2%), all the factors got equal weightage. Quality of the fabric and social values (37.5%) also took its importance while buying children's wear clothes. Parents' attitudes like this may be due to children's greater

propensity for soiling clothing, which necessitates frequent laundering. Hence, colour fastness is becoming a requirement in such circumstances for pricey garments. Colour and print were ranked second. Social values were given fourth position, followed by the ease of dressing and undressing. Wrinkle-free garment was given the lowest ranking, i.e., it was deemed the least significant. This leads to the conclusion that respondents desired the garment to have all of these characteristics.



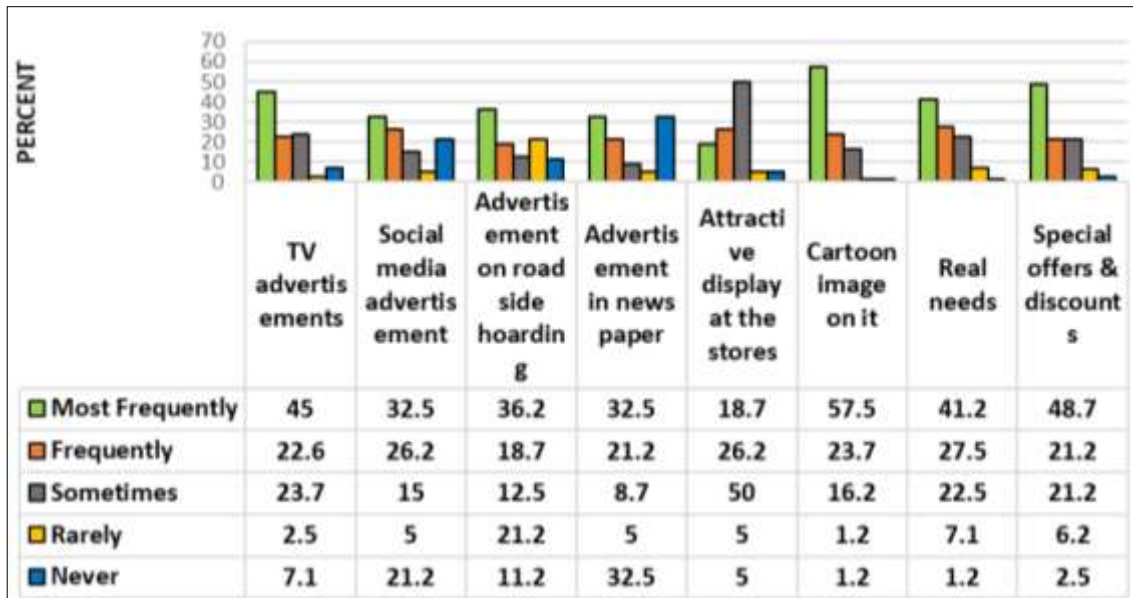


Fig 5: Catalyst behind the purchasing of children's clothing (N=240)

Table 5 show that there are some catalysts or motivating factors which forces parents to buy children's clothing. The first factor which motivates the most is cartoon image (57.5%) which is printed on the dress. Special offers and discounts (48.7%) also draw the attentions of parents. Real needs (41.2%) are also another factor. Advertisements in newspaper (36.2%) and on social media platforms (32.2%), also influence parents to buy children's wear. Websites, virtual outlets on the Internet offering quick product search; comparative data on product, price, promotion, availability and additional services to shoppers; and build shopping motivation.

**Conclusion**

The market for kids' clothing in India is expending rapidly. Children's clothing is a growing industry with tremendous potential for expansion for all those involved, especially parents who spend a lot on children's clothing. The majority of parents prefer shopping for children's clothing from local stores or in malls. The two primary sources for current fashion trend updates were newspapers and the internet. When choosing children's clothing, children have a significant influence on the decision-making process. Parents spoke favourable feedback about the most recent styles in children's clothing. Mothers regarded comfort and quality as the most crucial elements while choosing clothing for children.

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