

## **A Study on Parents' Opinion and Awareness about Kidswear**

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### **Abstract**

Kids wear sector is an emerging sector with enormous growth potential for all the stakeholders including parents who are also making ample expenditure towards kids wear. A study on the parents, especially mothers regarding their opinion and awareness about kids wear was undertaken in Jaipur which included 50 mothers having children in the 4-9 years of age group. A majority of the mothers preferred shopping of kids wear from malls as well as on-line shopping. Newspapers and internet were the main sources to get updates of current fashion trend. Children play a crucial role in decision making at the time of purchasing of kids clothes. Mothers expressed favourable opinion regarding current fashion trends of kids wear. Quality and comfort were considered the most important factors by mothers while selecting cloths for kids.

**Keywords :** kidswear, awareness, opinion, purchasing

### **Introduction**

India has the world's largest child population. The annual rate of growth of population is 1.8 percent. With a child population of 446 million and another 8 million being added every year, India is one of the foremost child-populated countries in the world. That is more than the entire population of the US and UK combined. The density of population makes kids wear to be one of the fastest growing segments in the Indian market scenario. Rising media exposure, high disposable income of the parents, peer pressure, growing fashion and brand consciousness among children are all driving the growth of kids apparel market in India, according to a market study by Associated Chambers of Commerce and Industry of India (ASSOCHAM, 2011).

Kids' apparel market in India is growing at a compound annual growth rate (CAGR) of about 20%. The report further reveals that kids' apparel market is likely to have touched Rs. 80,000 crore by end 2015, from about Rs 38,000 crore. Industry experts predict that the market will further grow to reach approximately Rs 1,00,000 crores by 2020 with branded apparels contributing a major share. The volume of market share of kid's apparels in the total apparel market is at 24.9%, as against a 15% share in 2005. Urban kids' apparel market comprises about 60% of the total kids wear market.

The study was undertaken with the following objectives:

1. To know opinion of parents on current fashion trends of kidswear
2. To know their preference/priority while selecting kidswear
3. To know parents' awareness regarding kidswear

### **Methodology**

The study was conducted in Jaipur. Parents having kids between the age group of 4-9 years residing in Jaipur city were included in this study and convenience sampling technique was used. In the present study 50 mothers were interviewed. Further, to ascertain a correlation of status of the mother in the family and its impact on buying behaviour, i.e. whether working mother or non working mother exhibits different buying behaviour. It was also thought appropriate to include equal number of mothers of both category, hence 25 working mothers and 25 non-working mothers were included in this study. The interviewees were briefed about the research and then screening questions were asked to identify the target interviewees. Data, thus collected, were transferred to table and tally sheets and were processed, tabulated and analyzed. The data are presented in the form of tables, suitable graphs and accordingly salient interpretations are drawn in the light of the objectives of the study.

Likert scale was used having five point continuum i.e. most important, important, neutral, less important and unimportant with scale of 5, 4, 3, 2, 1 respectively.

Following statistical methods were used in the present study.

- i. Percentage: simple comparisons were made on the basis of percentage.
- ii. Mean score: it was obtained by total score of an aspect divided by the total number of respondents.
- iii. Mean Percent Score (MPS) is obtained by total weighted score divided by maximum obtainable score and then multiplied by 100.

### **Result and Discussion**

#### **General Profile of Respondents**

General profile of respondents was recorded, and accordingly respondents were classified as per their age, education, occupation, family and annual expenditure on clothing. The data of general profile of respondents are presented in table 1.

Age: Majority of the respondents (60 percent) were of more than 30 years of age while 40 percent of respondents were below 30 years of age. The trend was similar in both the categories i.e. working and non-working.. Minimum age recorded was 25 years and maximum age recorded was 40 years.

Education: It is interesting to note that all the respondents possessed good educational qualification i.e. all the 50 respondents were graduate or post graduate.

**Table 1 : General profile of respondents** n=50

Category	Working Mothers		Non Working Mothers		Total	
	f	%	F	%	f	%
<b>A. Age</b>						
Upto 30 years	10	40	10	40	20	40
Above 30 years	15	60	15	60	30	60
<b>B. Education</b>						
Graduate & above	25	100	25	100	50	100
Others	0	0	0	0	0	0
<b>C. Occupation</b>						
House wife	0	0	25	100	25	50
Own business	5	20	0	0	5	10
Govt. job	10	40	0	0	10	20
Professional	10	40	0	0	10	20
<b>D. Family type</b>						
Nuclear	13	52	12	48	25	50
Joint	12	48	13	52	25	50
<b>E. Total yearly family expenditure on clothing</b>						
Rs. 5,000-10,000 /-	01	04	05	20	06	12
Rs. 10,001-15,000/-	04	16	10	40	14	28
Rs. 15,001-20,000/-	15	60	08	32	23	46
Rs. 20,001 above	05	20	02	08	07	14

**Occupation:** As it was evident, in non-working category of mothers, all respondents were looking after household chores as house wife. In working category, 40 percent of respondents were in Government job, 40 percent were professionals like Doctor, Chartered Accountant, Teachers, Lawyer etc. and rest 20 percent were engaged in own business.

**Family type:** It was interesting to note that equal number of respondents belonged to both type of families i.e. nuclear family and joint family. The ratio was almost equal in each category.

**Yearly expenditure on child clothing:** It is evident from above table that 46% of the respondent spend Rs 15,001-20,000/- on the clothing for their children followed by 28% (Rs. 10,001-15,000/-), 14% (Rs. 20,001/-=>) and 12% (Rs 5,000-10,000/-).

**Table 2 : Shopping places preferred for kidswear** n=50

Preferred place for shopping	Working Mothers (n=25)		Non-Working Mothers (n=25)		Total	
	F	%	F	%	F	%
<b>Branded store</b>	17	68	14	56	31	62
<b>Shopping malls</b>	24	96	15	60	39	78
<b>Street market</b>	10	40	18	72	28	56
<b>Online shopping</b>	20	80	12	48	32	64



**Figure 1 : Shopping places preferred for kidswear**

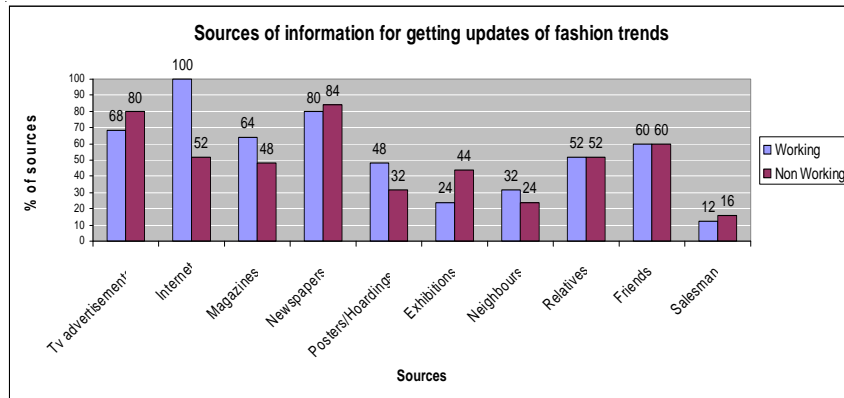
It is obvious from the data presented in table 1 that shopping malls were preferred by 78 percent respondents followed by online shopping and branded store. Street market was preferred by less number of respondents as compared to other places, however the overall percentage of such buyers was good enough i.e. 56 percent. Such type of preference trend may be due to the fact that the mothers belonged to middle and upper middle class families. This segment of population in general now preferring malls as shopping destination for household purchases. Further, in shopping malls more varieties of kids wear are available as compared to street market shops. It was also revealed that on-line shopping has emerged as second preference, closely followed by branded stores. The results are in accordance with the findings of Min Li (2004). Min Li also reported that 2.94% of the respondents said they bought from street hawkers, 31.37% of them bought from retail shops and 56.86% of them bought from department stores, the remaining 28.43% bought from children's wear chain stores. Min Li also expressed similar view that this result may be due to the income level of respondents.

Further analysis of shopping preference revealed that 96 percent of the working mothers preferred shopping of kids wear from malls followed by on-line shopping (80 percent). Shopping of kids wear from street market shops were least preferred by this category of respondents. A reverse trend was noted in case of non-working mothers. Out of total non-working mothers 72 percent preferred to purchase kids wear from street market shops, followed by shopping malls. On-line shopping was given last preference by this category of mothers. One of the possibility of such type of trend may be on account of the fact that non-working mothers generally have less exposure and access to internet.

Perusal of above table reveals that Newspaper is the most important source. Eighty two percent of the sample respondents have acknowledged such role of newspaper. Seventy six percent of the respondents expressed that they get updates through Internet, closely followed by TV advertisements. More than fifty percent mothers also get updates from relatives, friends and magazines.

**Table 3: Sources of information for getting updates regarding fashion trends n=50**

S.No	Source of information	Working (n=25)			Non-Working (n=25)			Total		
		F	%	Rank	F	%	Rank	F	%	Rank
1	TV Advertisements	17	68	3	20	80	2	37	74	3
2	Internet	25	100	1	13	52	4.5	38	76	2
3	Magazines	16	64	4	12	48	6	28	56	5
4	Newspapers	20	80	2	21	84	1	41	82	1
5	Posters/Hoardings	12	48	7	8	32	8	20	40	7
6	Exhibitions	6	24	9	11	44	7	17	34	8
7	Neighbours	8	32	8	6	24	9	14	28	9
8	Relatives	15	52	6	13	52	4.5	26	52	6
9	Friends	13	60	5	15	60	3	30	60	4
10	Salesman	3	12	10	4	16	10	7	14	10



**Figure 2 : Sources of information for getting updates regarding fashion trends**

Comparative analysis of data revealed that all the working mothers get updates through internet followed by newspaper. In case of non-working mothers, Newspaper and TV advertisements were ranked almost equal followed by friends and relatives. Internet was ranked 4<sup>th</sup> by this category of mothers. These results are in somewhat conformity to earlier findings as mentioned in case of preference of place of purchase for kids wear.

Thus from the above discussion it may be concluded that newspapers and internet were the sources which were given higher priority in getting updates for current fashion trends. So it is suggested that fashion marketers for kids may provide more emphasis on these two media segments for such type of upper middle class or upper class families.

Table 4: Final decision maker in the family while purchasing kidswear

n=50

S.No	Decision Maker	Working (n=25)			Non-Working (n=25)			Total		
		F	%	Rank	F	%	Rank	F	%	Rank
1	Mother's own decision	3	12	3	1	4	4	4	8	3
2	Father's decision	0	0	4	3	12	3	3	6	4
3	Mutual decision	9	36	2	10	40	2	19	38	2
4	Children's purchasing decision	13	52	1	11	44	1	24	48	1

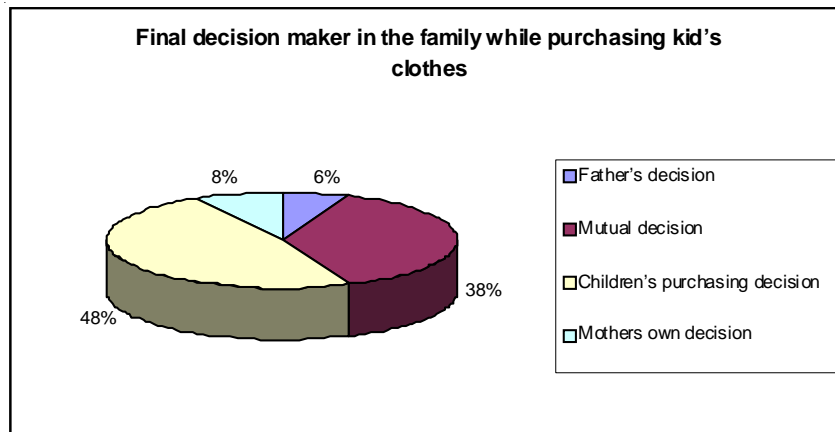


Figure 3: Final decision maker in the family while purchasing kidswear

The data in the above table reveals that 48% mothers gave value to children's purchasing decision. Min Li (2004) also reported similar results where majority of the respondents (above 80%) said that their children could affect their decision while purchasing cloths for children. 2<sup>nd</sup> rank was assigned to mutual decision of both i.e. mother & father. Role of father alone in decision making at the time of purchase of kids wear got last i.e. 4<sup>th</sup> rank. It is also evident from the data presented in the table that both the categories (i.e. working mothers & non-working mothers) exhibited the same trend with regard to decision making at the time of purchase of kidswear.

Table 5 : Opinion regarding the current fashion trends in kidswear n=50

S. No	Items	Working (n=25)		Non-Working (n=25)		Total	
		MPS*	Rank	MPS	Rank	MPS	Rank
1	Clothes are expensive	94	2.5	87	4.5	91	4
2	Clothes are durable	82	6	80	6	81	6
3	Clothes are easily available	94	2.5	90	2.5	92	2
4	Clothes are comfortable	92	4.5	87	4.5	90	5
5	Clothes are suitable to the climate	92	4.5	90	2.5	91	3
6	Clothes are available in attractive design	98	1	91	1	94	1

\* MPS: Mean Percent Score

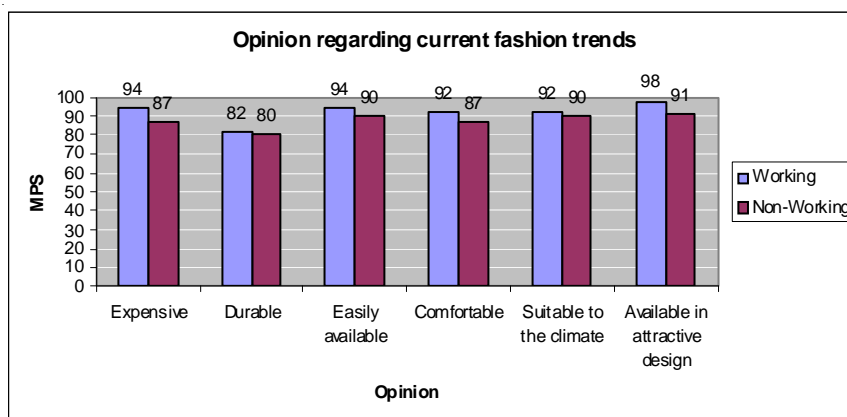


Figure 4 : Opinion regarding the current fashion trends in kidswear

Table 5 reveals that majority of the respondents opined that clothes are available in attractive designs with MPS 94 and it secured the 1st rank. Majority of them also expressed that designer clothes are easily available.

This sort of opinion may be expressed on account of availability of wide range of products in shopping malls and branded stores. In fact it reflects emergence of large chain stores in the area where this survey was done. Retail chain stores in

World Trade Park, Big Bazaar shopping mall and many others in the vicinity have offered easy availability of kids wear. Further a huge virtual market is just at a distance of single click on keypad of computer or cell phone. This sort of opinion is supported by the result of place of purchase of kids wear where considerable number of respondents specially working mothers expressed that they prefer online shopping.

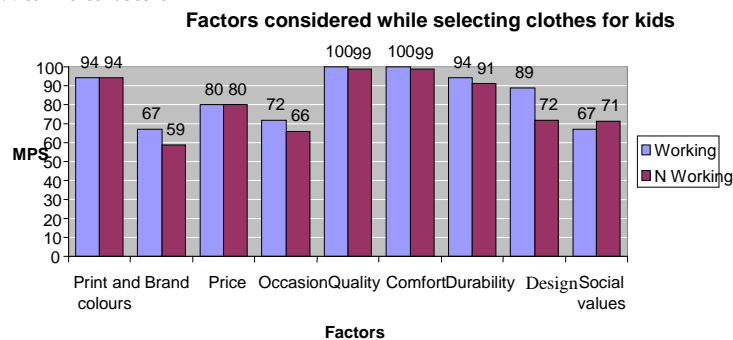
Cloths are suitable to the climate is ranked 3<sup>rd</sup> with MPS 91. This type of opinion again reflects ease of availability of designer kids wear in each season. Further analysis revealed that expensiveness was ranked 4<sup>th</sup> and durability was assigned last rank. A birds eye view of the overall scores regarding various aspects to current fashion trend reveals that MPS was more than 80. It clearly indicates favourable opinion of mothers regarding current fashion trends of kids wear.

Comparative analysis between the two categories of mothers (working and non working) reveals that both the categories assigned 1<sup>st</sup> rank to attractive designs and last rank to durability. Hence it can be concluded that mothers have favourable opinion regarding current fashion trend of kids wear, further attractive design and availability outweighed expensiveness.

**Table 6 : Factors considered while selecting kidswear n=50**

S. No	Factors	Working (n=25)		Non-Working (n=25)		Total	
		MPS*	Rank	MPS	Rank	MPS	Rank
1	Print and colors	94	3	94	3	94	3
2	Brand	67	8.5	59	9	63	9
3	Price	80	6	80	5	80	6
4	Occasion	72	7	66	8	69	7.5
5	Quality	100	1.5	99	1.5	100	1.5
6	Comfort	100	1.5	99	1.5	100	1.5
7	Durability	94	4	91	4	92	4
8	Design	89	5	72	6	80	5
9	Social values	67	8.5	71	7	69	7.5

\* MPS:Mean Percent Score



**Figure 5 : Factors considered while selecting kidswear**



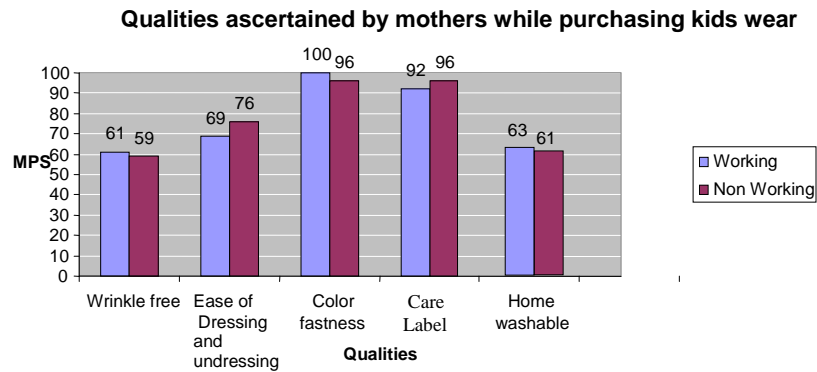
Perusal of data reveals that quality of fabric & comfort were given top rank with equal MPS. Both the factors obtained highest MPS i.e. 100. Print and colour of the fabric was assigned 3<sup>rd</sup> rank with a MPS of 94. Durability was assigned 4<sup>th</sup> rank with a MPS of 92. Surprisingly, brand was assigned last rank. This sort of result may be due to two considerations either mothers did not attach value to kids' wear or online shopping might have crossed the barrier of brand value. Comparison between working and non working mothers' preference revealed that a little difference was exhibited by both categories of mothers, quality and comfort were at the top rank in both the categories followed by print & colours. However price was assigned 6<sup>th</sup> rank by working while non working mothers assigned 5<sup>th</sup> rank to it. Similarly 5<sup>th</sup> rank was assigned to design while non working mothers assigned 6<sup>th</sup> rank to it.

Thus it can be concluded that quality and comfort were considered most important factors by mothers while selecting clothes for kids and social values, occasion and brand were less important for both categories of mothers. However price of cloths was also considered an important factor at the time of purchasing cloths for kids.

These results are in conformity with Min Li (2004) that also reported comfort was the most important criteria along with colour. From this result, it was quite evident that mothers would consider not only the decorative aspect of their kids' wear but would also attach an equal measure to comfort and durability.

**Table 7 : Qualities ascertained by mothers while purchasing kidswear n=50**

\* MPS: Mean Percent Score



**Figure 6 : Qualities ascertained by mothers while purchasing kidswear**

Data in table 7 revealed that mothers gave highest value to colour fastness with MPS 98 and 1<sup>st</sup> rank in terms of quality which means that they don't want to purchase a garment that fades quickly. The reason behind such type of view by mothers may be that kids possess higher tendency of soiling of clothes which then requires repeated laundering. Colour fastness is thus becomes a prerequisite in such condition for expensive wears. Care label instruction got 2<sup>nd</sup> rank with MPS 94. Ease of dressing and undressing was given 3<sup>rd</sup> rank followed by home washable which was assigned 4<sup>th</sup> rank. That the garment should be wrinkle free was given last rank, i.e. this quality was considered least important. It was noted that both the categories exhibited similar trend with regard to various quality aspects while purchasing kids' wear, with little difference in MPS. It was also observed that MPS for all the five aspects of quality was more than 50. Thus it can be concluded that respondents desired that garment must possess all these qualities.

### Conclusion

India has become more fashion and brand-driven in the last 10 years. Parents are now settled on branded clothing and they want a similar thing for their kids. Interestingly, in some way kids are also representative of how upwardly mobile the parents are, and parents too do not lose the opportunity to prove vice-versa. Children play a crucial role in decision making at the time of purchasing of their clothes. The kids are becoming fashion and brand conscious too. Cartoon characters and TV programmes are big influences for this younger set. Mothers are now spending enormous amounts on clothing for their children, as they believe that the way a kid is dressed is often a reaction of the parent's sense of style.

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