

# CONSUMER BUYING BEHAVIOUR FOR CHILDREN APPAREL: A CRITICAL REVIEW

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## ABSTRACT

*Researcher has reviewed 29 Research papers related to the Consumer Buying Behaviour for Children's Apparel and have done in-depth critical analysis of this Research Paper. The purpose of this paper is to review the findings and assess it. Methodology adopted is Secondary. It is concluded that in buying decision parents and children themselves plays a major role.*

**Key words:** Consumer Buying Behaviour, Apparel

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## OBJECTIVE

- To Identify and Analyze behaviour of customer towards purchase of children's apparel
- To Identify the Influencing factor in purchase of children's apparel

## INTRODUCTION

### Overview of the Children apparel Industry in India

Rapidly Growing market in India is Children's apparel Market. Manufacturers are targeting children who are more interested in the new and upcoming fashion trends with fancy materials. Children's garments are available in various forms and designs. No other segment of apparel is as unorganized as children's apparel market. The market is a presentation of the good, bad and the ugly. Local and unorganized players in India dominate a huge volume of children apparel. This gives an excellent opportunity for the organized players to lay a strong foundation in this segment. Indian market is now moving towards an international look in terms of children's apparel. Cotton plays a main role in the clothing of children. Approximately, 86% of the children wear are of cotton.

With National and International brands, Branded children apparel market is in its development stage in India. In India, the market size of branded children wear including brands like Ruff Children, Ruff Baby, Planet Children, Gini & Jony, ZAPP, Li'l Tomatoes, and Weekender Children is estimated to be around Rs 1,000 crore. They positively assert that branded market for children is growing at 15% per annum. There is an emergence of new International brands including Barbie, Mother care, Benetton Children, Pepe, Lee Children, Tommy Hilfiger, and Adams Children in the Indian market.

### Children wear market in India

Children’s apparel is a market that is growing rapidly today. Trends in the market are fast changing. Children’s apparel includes clothing for children between 0 to 19 years of age. With the rising income levels of the Indian working class, increasing the wallet share of apparel, Today, India’s apparel market is anticipated to grow at a positive 9%. More specifically, the growth will be driven by an increase in both the per capita consumption and the average expenditure on apparels. Of the core categories, it is children wear that is growing at the fastest pace even though menswear constitutes the largest apparel market share. Approximately 20 % of the total apparel market is constituted by children wear market, and it is expected to grow at a CAGR of 10.5 % over the next ten years. By 2023,the segment is projected to reach Rs 123,030 crore (US\$22,369million) from currently estimated at worth Rs 45,220 crore (US\$ 8,222 million).Traditionally, the unorganized players who offered a wide range of styles at low prices and concentrated on higher volumes dominated this market. However, this is gradually giving way to branded clothing becoming the popular option for children wear. In order to leverage the growth of the children wear market in India, many domestic and global companies are extending their portfolios, and expanding their geographies.

The denim remains the fastest developing category, registering CAGRs of 15 % and 16 %, respectively among both boys wear and girls wear. Both children and parents consider denim fabric and style more fashionable as well as wearable. In order to tap into this lucrative opportunity, brands are increasing the share of their denim merchandise.

Especially with the greater focus on girl’s education, a school uniform is another category where growth is expected for both boys and girls. Within both segments, it comprises the largest market share. Boys school uniforms is poised to grow at a CAGR of 10 % ,Presently which is Rs 7,410 crore while the girls’ school uniforms category is growing at 11 % with a current worth of Rs 6,590 crore. While, after uniforms, it is ethnic wear and dresses dominate in the girls segment and within the boys segment T-shirts and bottom wear that account for the largest market share.

In-depth Critical Analysis of the Children Apparel Research Paper							
Sr.	Author	Yea	Title	Journal/Intern	Purpose	Methodology	Conclusion/Findings
1	Elizabeth S. Thomson a & Angus W. Laing b	2012	“The Net Generation”: Children and Young People, the Internet and Online Shopping	Journal of Marketing Management	To explore the process of family purchasing and to discover whether, and how, the Internet is used within family purchase decisions. More specifically, the research aims to gain an in-depth understanding of shopping practices within the family, notably, the influence of children on purchase decisions.	In-depth Interview, Questionnaire	The findings discussed address a specific and important aspect of the data, namely the use of the Internet as a shopping medium by children for purchases for themselves. A number of important themes were identified including; use of the Internet as an information source, factors surrounding purchase influence, payment barriers and children’s level of online consumer skills.

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2	Jill Ross Rod Harradine	2010	Value brands: cheap or trendy?: An investigation into young consumers and supermarket clothing	Journal of Fashion Marketing and Management: An International Journal	This study seeks to investigate value branding in the fashion context and young consumer perceptions of, and attitudes towards, supermarket value branded clothing with a view to identifying potential barriers to adoption.	Focus Group Session	The research indicated that value brands are likely to play an increasingly important role in the fashion market. The growth of the supermarkets' clothing sales indicates growing acceptance of value fashion amongst a variety of customer segments and not just the price-conscious sector. When students had specific experience of value jeans, their attitudes were more positive about supermarket clothing, but there remain significant barriers to adoption amongst current non-purchasers.
3	Ying Fan Yixuan Li	2010	Children's buying behavior in China: A study of their information sources	Marketing Intelligence & Planning	The purpose of this paper is to report an empirical study on children's buying behavior in China, with a special focus on their information sources	Questionnaire	Chinese children regard television commercials as an important information source for new products. However, they place greater level of trust in interpersonal information sources, especially in their parents who are perceived as the most credible information source with respect to their learning about new food products
4	Helena M. de Klerk Thea Tselepis	2007	The early-adolescent female clothing consumer: Expectations, evaluation and satisfaction with fit as part of the appreciation of clothing quality	Journal of Fashion Marketing and Management: An International Journal	The purpose of this study was to explore and describe the early-adolescent female consumer's expectations and evaluation, as well as satisfaction relating to the fit, as a dimension of the quality of her clothes	Questionnaire	The results suggest that the early-adolescent female consumer is not only concerned about the functional aspects of the fit of her clothes, but also about the emotional effect. Results further suggest that this consumer group probably does not have the expertise, knowledge and cognitive skills that can enable them, during the evaluation phase of the decision-making process, to realistically evaluate this very important dimension of the quality of clothes, with the main purpose of giving functional comfort and emotional pleasure during the post-purchase experience. This then contributes to the fact that, when wearing the clothes, they are, especially as regards the emotional and cognitive dimensions, mostly dissatisfied with the fit of their clothes

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5	Isabel J. Grant Graeme R. Stephen	2005	Buying behavior of "teenage" girls and key societal communicating factors influencing their purchasing of fashion clothing	Journal of Fashion Marketing and Management: An International Journal	To examine the key communicating factors which influence 12-13 year old girls in their purchasing decisions for fashion clothing	Interview	The findings show the key decision factors when buying are parental and peer group approval, and the purchasing of fashion items is strongly influenced by brand name and its associations. The findings revealed the respondents were prepared to pay a premium for branded clothing, placing a high emphasis on the product being deemed cool
6	Jill Ross Rod Harradine	2004	I'm not wearing that!: Branding and young children	Journal of Fashion Marketing and Management: An International Journal	To determine the degree of brand recognition/brand awareness by age group; To ascertain the effects of branded products on the attitudes and perceptions of different age groups; and to establish the extent to which different age groups are able to articulate their brand-related attitudes and preferences.	Questionnaire	The findings indicated that brand recognition commences at an early age with older age groups having greater brand awareness. Differences in the perceptions of parents and their children towards brands were identified, with parents expressing their concerns over the effects of branding. Older children were aware of the role of branding in enhancing self-esteem and acceptance in peer groups
7	Xiaopeng Chen Wai Man Au Kejing Li	2004	Consumption of children's wear in a big city in Central China: Zhengzhou	Journal of Fashion Marketing and Management: An International Journal	to study the adults' (the parents, the relatives and other grown-up people) consumption preferences for 0-14 children's wear in the ordinary big city in China; to analyses the factors which affect branded children's wear purchasing decisions ;and to make recommendations for future marketing strategies in this market.	Interview, Questionnaire	First, eight attributes relevant to children's wear were identified, and their relative importance in consumers' perception was examined. It was found that quality and style were the most important attributes in purchase decision of children's wear. Second, it was found that demographic factors had impacts on the perceptions to different degrees. Thus, consumers with different demographic background would place different importance to these attributes in purchase decision making. Third, connotation of quality was studied and eight main factors were established. Comfort and workmanship were found to be the most cared about factors relating to quality.

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8	Albert Caruana Rosella Vassallo	2003	Children's perception of their influence over purchases: the role of parental communication patterns	Journal of Consumer Marketing	This Study focus on the perceived influence of children resulting from the communication pattern adopted by pattern	Questionnaire	The findings confirm that the perception of influence by children is higher among parents with a concept orientation while of the four typologies the highest effect is that from Pluralistic parents which exhibit a high concept and low socio orientation. Children of protective families report the lowest perceived influence
9	Sarah J.A. Harper Pearl-Jane Dewar Barbara A. Diack	2003	The purchase of children's clothing – who has the upper hand?	Journal of Fashion Marketing and Management: An International Journal	This Study investigated retail influence on decision making of both parent and children during the purchase of children casual wear clothing	Questionnaire	It was concluded that parents were the most influential in deciding which clothes were bought, but children were found to exert a strong influence.
10	Gerard Prendergast Claire Wong	2003	Parental influence on the purchase of luxury brands of infant apparel: an exploratory study in Hong Kong	Journal of Consumer Marketing	With a focus on the purchasing behavior of parents buying luxury brands of infants apparel, this paper considers the concepts of buying role, conspicuous consumption/social consumption motivation and materialism	In-depth Interview	In summary, parents tends to regards good quality and design as being associated with luxury brand. The relatively low social consumption motivation score reflects that parents are not very motivated by third parties though results from this study provide some evidence that the consumption behavior of parents buying luxury brands for their infants is positively related to materialism, For marketers of luxury products that are purchased by consumers who are not the ultimate user, these findings may be helpful in terms of identifying opportunities in the areas of product improvement, product line extension and marketing communication
11	Albert Caruana Rosella Vassallo	2003	Children's perception of their influence over purchases: the role of parental communication patterns	Journal of Consumer Marketing	This Study focuses on the perceived influence of children resulting from the communication pattern adopted by parents	Questionnaire	Results shows that children of concept oriented parents have an influence on purchase decision, while those with socio-orientation parents do-not

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12	Pierre Beaudoin Marie J. Lachance Jean Robitaille	2003	Fashion innovativeness, fashion diffusion and brand sensitivity among adolescents	Journal of Fashion Marketing and Management: An International	The first purpose of the study was to assess the representation of male and female adolescents in the different categories of adopters in the process of fashion diffusion	Questionnaire	Finally our findings seem to show a direct relation between brand sensitivity and fashion innovativeness. However very little is known regarding adolescents brand sensitivity
13	Christine Page Nancy Ridgway	2001	The impact of consumer environments on consumption patterns of children from disparate socioeconomic backgrounds	Journal of Consumer Marketing	In the present study, we investigate the influence of a child's consumer environment, defined as the concentration, size, and types of stores (including the products, brands, and services offered) in a child's immediate community, on his or her consumption patterns.	Observed, Survey	Neighborhood of origin appears to play a large role in the children's responses.
14	Craig A. Martin Alan J. Bush	2000	Do role models influence teenagers' purchase intentions and behavior?	Journal of Consumer Marketing	Attempts to determine which individual, or group of individuals, has the strongest influence on adolescent consumer purchase intentions and purchase behavior.	Questionnaire	This study strongly indicate that parents are still the most important influence adolescents.
15	Deborah Roedder John	1999	Consumer Socialization of Children: A Retrospective Look at Twenty-Five Years of Research	Journal of Consumer Research	The purpose of our article is to review these findings and assess what we know about children's development as consumers. Our focus is on the developmental sequence characterizing the growth of consumer knowledge, skills, and values as children mature throughout childhood and adolescence.	Secondary Data	We then review empirical findings illustrating these stages, including children's knowledge of products, brands, advertising, shopping, pricing, decision-making strategies, parental influence strategies, and consumption motives and values.
16	James U. McNeal Mindy F. Ji	1999	Chinese children as consumers: an analysis of their new product information sources	Journal of Consumer Marketing	The research reported here was a first attempt to determine where Chinese children as consumers learn information about new products and their attitudes toward different sources of information	Questionnaire	The findings show that Chinese children utilize a wide variety of information sources to learn about new products including parents, retail outlets, and the mass media, and surprisingly they consider the newest medium, television, to be the most important of all.

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17	Margaret K. Hogg Margaret Bruce Alexander J. Hill	1998	Fashion brand preferences among young consumers	International Journal of Retail & Distribution Management	The purpose of this study was to investigate brand recognition of fashion goods among young consumers (7-10 years old). to examine the dimensions used by young consumers when comparing and evaluating clothing brands; to identify the dominant product features (perceptual versus functional) used by young consumers in evaluating and choosing clothing brands; and to explore how social influences (including advertising, celebrity endorsers, peer groups and family) affect young consumers' perceptions and evaluation of clothing brands.	Questionnaire	We discussed the impact of social influences on the formation of young consumers' preferences; and we recognized the importance for both academics and managers of understanding the development of brand recognition and preferences, as well as the interpretation of the functional and symbolic aspects of product branding, by young consumers
18	Jeannette D.Wilson, Maureen S Mac Gillivray	1998	Self-Perceived influence on family, friends and media on Adolescent Clothing Choice	Family and consumer science research	The study has a twofold purpose (a) to compare directly which of three major influences on adolescents (family, media, and friends) has the most self-perceived influence on adolescent clothing choice, giving attention to differences in gender, grade, ethnic group, and residence (rural/urban); and then (b) using data from those adolescents who indicate media as most influential on their clothing choice, to investigate differences in the influence of several major subcategories of media (television, music video, magazines, movies, and celebrities) by gender, grade, ethnic group and residence.	Survey Method	Findings reveals that media is the most self-perceived influence on Black adolescents, is less influential with females, gains influence as adolescents age, and has almost twice as much influence on urban adolescents as rural
19	Jean C. Darian	1998	Parent-child decision making in children's clothing stores	International Journal of Retail & Distribution Management	This research analyses the in-store behavior of children and their parents while shopping for children's clothing	unobtrusively observing	Results indicate that a purchase was more likely where both parties were highly involved in the search, the interaction was collaborative, the parent had positive evaluations of quality, price, practicality and style, the child had positive evaluations of price, style and colour, and the salesperson addressed the needs of both the parent and the child.

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20	Maureen M. Grasso Roland C. Wright III	1997	African-American mothers' needs, search and alternative evaluation of children's clothing	Journal of Fashion Marketing and Management: An International Journal	This study identifies children's clothing needs, advertising information used in the search process, stores searched and frequency of shopping, and the types of fabric and decorations preferred by the mothers	Focus Group Interview	The results suggest that African-American mothers have some unique needs to be met for their children's clothing, such as African-inspired clothing, sizing scale by weight, and clothing that appeals to them in colour and style.
21	Jennifer Gregan-Paxton and Deborah Roedder John	1995	Are Young Children Adaptive Decision Makers? A Study of Age Differences in Information Search Behavior	Journal of Consumer Research	The purpose of this article is to explore the emergence of adaptivity in the decision-making skills of young children. Specifically, this paper focuses on young children's pre-decisional search behavior and examines the extent to which young children adapt their search behavior to different levels of search costs and benefits in the decision environment.	Examined in context of game called "house of Prize"	Data regarding the extent of search conducted by children of different ages suggest that the ability to adapt emerges during the preschool years in a limited fashion and develops rapidly thereafter.
22	Daniel Thomas	1995	The Mother as Consumer: Insights from the Children's Wear Industry, 1917-1929	The Sociological Quarterly,	The focus is on examining several nodes of interaction among the domestic sphere of mother and children, the involvement of mothers. In child welfare efforts, and the strategies of some in the merchant class to capture the "mother trade "by exhorting consumption on behalf of children	Secondary Data	An ideology of maternal consumption served to adjudicate the integration of the sacred sphere of mothers and children with the profane world of the marketplace by recasting motherhood as consumer practice.
23	Sharon E. Beatty and Salil Talpade	1994	Adolescent Influence in Family Decision Making: A Replication with Extension	Journal of Consumer Research	First, we replicate and extend some elements of Foxman et al.'s (1989a) study, focusing on resolving several measurement problems. Second, we extend knowledge of adolescent influence by examining a previously unexamined antecedent. parental employment status (i.e., dual- vs. single-income status), as well as examining gender-based differences in perceptions. Finally, we provide an integrative model of teenager influence to aid in systematically addressing research in the area	Questionnaire	Finally, we extended knowledge in the area by noting the influence of parental employment status on teens' influence on family decisions and by finding no perceptual differences in influence comparisons between mothers and their daughters.



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Sr.	Author	Year	Title	Journal/Intern	Purpose	Methodology	Conclusion/Findings
24	Janice L. Haynes, Diane C. Burts and Alice Dukes Rinn Cloud	1993	Consumer Socialization of Preschoolers and Kindergartners as Related to Clothing Consumption	Psychology & Marketing	objective of this study was to examine selected aspects of consumer socialization of children from the ages of 3-6 within the theoretical framework of consumer socialization. Specific objectives involved the investigation of three constructs relative to children's consumer behavior and their relationship to children's and parents' demographic characteristics. The three constructs were (a) involvement, (b) mother's gatekeeping role, and (c) importance of product cues (i.e., brand name and/or licensed characters) on children's apparel purchase selections.	Questionnaire	Findings indicated that consumer socialization of children begins at an early age and is related to selected demographic characteristics
25	James U. McNeal Chyon-Hwa Yeh	1990	Taiwanese Children as Consumers	Asia Pacific International Journal of Marketing	What do children think and know about the marketplace? Who are the socialization agents from whom children learn their consumer behavior? What is the nature and extent of children's consumer behavior?	Questionnaire	While this article has focused on Taiwanese children as a current market for goods and services, it is recognized that for many marketers their numbers and relative expenditure may be unattractive. However developing a customer business relationship with them now can be very profitable in the long run, because the Chinese believe that "once a relation is established, it can hardly be broken. unless the product or brand being used proves very unsatisfactory, they are not likely to switch to purchasing other brands or products. Therefore the astute marketer who is able to cultivate the Taiwanese child as a customer today, even though not significant from a business standpoint, may have a customer for life.
26	George P. Moschis	1985	The Role of Family Communication in Consumer Socialization of Children and Adolescents Author	Journal of Consumer Research	family communication processes and their effects on consumer learning of children and adolescents.	Secondary Data	Finally, the evidence indicates that family mediates the effects of other socialization agents, and that family communication processes play an important role in this mediation process.

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27	George E. Belch Michael A. Belch Gayle Ceresino	1985	Parental and Teenage Child Influences in Family Decision Making	Journal of Business Research	The purpose of this study is to examine the influence of not only the husband and wife, but also the teenage child, for various sub decision areas and across different stages of the family decision-making process. This study also considers the response of the teenage child, as well as those of the parents, in assessing family member influence. This makes it possible to compare the perceptions of family members concerning the decision-making roles for various sub decisions and across the decision stages.	Questionnaire	Findings of this study support much of the earlier family decision-making research. The influence of the parents and the teenage child varies as a function of product class, decision stage, and sub-decision area. As expected, the child's influence was minimal for most of the major purchase decisions. This suggests that previous studies of family decision making which have excluded the child and focused on the husband-wife dyad have been justified. However, it should be noted that teenage children see themselves as exerting more influence on the family decision-making process than do their parents.
28	Charles K. Atkin	1978	Observation of Parent-Child Interaction in Supermarket Decision-Making	Journal of Marketing	To assess which party initiates the selection episode, how the other party responds, the content and tone of communication, and occurrence of unpleasant consequences such as arguments or unhappiness	Observation method	Observers report that many children appear to know ahead of time exactly what they want, and most of the others make rapid decisions on the scene. This suggests that previous experience or television exposure provide a working familiarity with the wide range of alternatives in the competitive cereal market.
29	Betty Smucker and Anna M. Creekmore	1972	Adolescents' Clothing Conformity, Awareness, and Peer	Home Economic Research	This investigation was to reveal the relationships existing among awareness and conformity to the mode and peer acceptance of adolescent boys and girls.	Questionnaire	These findings indicate that clothing and adornment may serve a strategic function in the socialization of high school students.

## FINDINGS

These findings are not exhaustive but limited to the reviewed research papers from which it was found shopping is done by the medium of internet. The decision to purchase clothes is taken mutually (parents + children), among parents mother plays major role in children's apparel purchasing. While purchasing children's apparel highest preference is given to the Brands, Quality of the clothes, Design. The influential agents which plays major role in final decision making are parents, peers, television, Internet, Brand, Children themselves, Retail outlet and Social Influences.

## CONCLUSION

It is concluded that many socializing agents plays major role in influencing purchase decision, but the final decision to purchase apparel is taken by parents and children themselves only.

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