

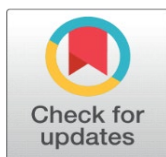
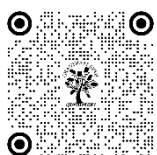
## PIONEERING MOTHER'S PREFERENCES FOR CHILDREN'S WEAR

Divya Jaiswal <sup>1</sup> , Ekta Sharma <sup>2</sup> , Nargis Fatima <sup>3</sup>

<sup>1</sup> PhD Scholar, Department of Textiles and Apparel Designing, Ethelind College of Home Science, Sam Higginbottom University of Agriculture, Technology and Sciences (SHUATS), Prayagraj -211007, Uttar Pradesh, India

<sup>2</sup> Associate Professor and Head, Department of Textiles and Apparel Designing, Ethelind College of Home Science, Sam Higginbottom University of Agriculture, Technology and Sciences (SHUATS), Prayagraj -211007, Uttar Pradesh, India

<sup>3</sup> Assistant Professor, Department of Textiles and Apparel Designing, Ethelind College of Home Science, Sam Higginbottom University of Agriculture, Technology and Sciences (SHUATS), Prayagraj -211007, Uttar Pradesh, India



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### Corresponding Author

Divya Jaiswal,  
[divyajaiswal024@gmail.com](mailto:divyajaiswal024@gmail.com)

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## ABSTRACT

The choices mothers make in selecting attire for their children not only reflect personal tastes but are influenced by various sociocultural, practical, and individual factors. The present study examined the preferences of mothers concerning clothing choices for their children. The structured questionnaire was prepared for the study which was conducted in Prayagraj for better understanding the factors that influenced mothers' choices for their kids Clothing. Sample sizes included 60 mothers of children between the age group of 2-6 years. A significant portion of mothers (51.7%) prefer to utilize both online and offline shopping methods, indicating their flexibility and willingness to explore various avenues for purchasing children's clothing. Mothers are willing to invest in quality clothing but also consider budget constraints.

**Keywords:** Mother's Preferences, Children's Clothing, Factors, Qualitative Study

## 1. INTRODUCTION

Children's wear industry is a dynamic and rapidly evolving sector, influenced not only by fashion trends but also by the preferences and choices of parents, particularly mothers. 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 [Ojha & Apoorva \(2015\)](#). The attire children wear reflects more than just a practical necessity; it serves as a canvas for self-expression,

comfort, and style. In recent years, this industry has witnessed substantial growth, with a diverse array of clothing options catering to various age groups and occasions. Mothers, as primary caregivers, and decision-makers in many households, play a pivotal role in shaping the children's wear market. Mothers keep a closer tab on their child's wardrobe than the fathers to ensure it is replete with matching outfits, funky footwear and quirky fashionable details [Anonymous \(2017\)](#). Their choices are guided by a multitude of factors, including cultural influences, economic considerations, and a desire to provide the best for their children. Parents have an interest in presenting their children in a certain way, since the way the child is dressed also says something about the parent's life-style, economic status and views of childhood [Bartley et al. \(2014\)](#). By exploring the intricacies of their preferences, awareness, and decision-making processes, the present study aimed to gain valuable insights into this thriving sector. 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 [Anonymous \(2011\)](#). Understanding the intricacies of mothers' preferences, awareness, and decision-making processes is crucial for brands to navigate this ever-evolving landscape. By catering to their priorities for color, fabric quality, fit, and comfort, while keeping pace with trendiness and ethical considerations, brands can capture the hearts (and wallets) of both mothers and their mini fashionistas. The objective of present study was to assess mothers' opinions regarding children's wear, including their perceptions of colors, fabric quality, brand, fit, size, comfort, pattern, trendiness.

## 2. METHODOLOGY

The study was conducted in Prayagraj district, Uttar Pradesh, India. It was selected purposively due to easy approachability and familiarity of the area. Sixty mothers who had children in the age group of 2- 6 years were interviewed. This specific age range was chosen as it represents a critical period where parents often have a substantial influence on their children's clothing choices, and children begin to express their preferences as well. A structured questionnaire consisting of two sections was prepared in which first section gathered demographic details (general information) including gender, age, type of family, income of family, money spent on garments, and frequency of purchasing while the second section focused on specific information including preferred colors, fabric quality, brand, fit, size, comfort, pattern, trendiness, and price. Additionally, inquiries were made about shopping habits, decision-making factors, and the child's involvement in choosing clothes. Cultural and religious influences were also considered. Data analysis involved calculating percentages for response frequencies and utilizing weighted mean scores to gauge preference levels. While acknowledging limitations like sample size and geographic scope, this study offers valuable insights into the clothing choices made by mothers in the specific context of Prayagraj.

## 3. RESULTS AND DISCUSSION

The results of the study are summarized under following heads.

- General information of the respondents (mothers of childrens)
- Specific information related to mothers preferences for children's garments.

### 3.1. GENERAL PROFILE OF RESPONDENTS

General profile of respondents was recorded, and accordingly respondents were classified as per age group, number of children's in their family, type of family, income of family and annual expenditure on clothing for their children. The data of general profile of respondents are presented in [Table 1](#).

**Table 1**

Table 1 Distribution of Respondents According to their General Information (n = 60)		
Respondents of Childrens	Frequency	%
<b>1. Number of children in family</b>		
1 children	39	65
2 children	19	31.7
3 children	2	3.3
4 children	0	0
<b>2. Number of boys and girls in family</b>		
Boys	24	40
Girls	15	25
Both	21	35
<b>3. Age of children (years)</b>		
2-3 year		
3-4 year	20	33.3
4-5 year	15	25
5-6 year	15	25
<b>4. Type of family</b>		
Nuclear	38	63.3
Joint	19	31.7
Extended	3	5
Single parent	0	0
<b>5. Income of the family</b>		
Below 5 lakh	6	10
5-10 lakh	10	16.7
10-15 lakh	19	31.7
15 lakh and above	25	41.6
<b>6. Money spent annually on children's clothing</b>		
Below ₹10000	6	10
10000- 15000	7	11.7
₹15000-₹20000	20	33.3
20000 and above	27	45
<b>7. Frequency of purchasing/buying children's clothing</b>		
Weekly	0	0
Monthly	13	21.7
Seasonally	15	25
When required	32	53.3

[Table 1](#) provides general information of families. It was observed from the table that a majority of the families had one child (65%), followed by those with two children (31.7%). There were very few families with three children (3.3%). Table

also reveals that 40% of the families had only boys, 25% had only girls, and 35% had a combination of both boys and girls. Majority of the children in the sample (33.3%) were between the age group of 3- 4 years, followed by 25% in both 4-5years and 5-6 years age ranges, and 16.7% between ages 2-3 years. Maximum number of the families (63.3%) were nuclear families, followed by joint families (31.7%), and a smaller percentage (5%) representing extended portion do it seasonally (25%). According to table about (41.6%) families had an annual income of 15 lakh and above, followed by 31.7% with an annual income in the range of 10-15 lakh, 16.7% in the range of 5-10 lakh, and 10% with an annual income in range of below 5 lakh. Accordingly, they spent money on their children's garments the maximum number of families (45%) spend annually ₹20,000 and above. There were also significant percent of families spending in the ₹15,000-₹20,000 range (33.3%), followed by ₹10,000-₹15,000 (11.7%) range while smaller percentages spent below 10,000 (10%) range. 53.3% mothers of children's shop for children's clothing when required, while a significant percentage shops seasonally 25%. A smaller percentage 21.7% shops monthly.

This offers valuable insights into family demographics, children's age groups, and spending patterns on children's clothing. While most families have one or two young children, the gender composition and family structure are varied. Spending habits show a preference for moderate expenditure, with income playing a role, and most mothers prioritizing practicality while some value seasonal trends. This information can be valuable for understanding consumer behaviour and targeting relevant marketing strategies.

### 3.2. SPECIFIC INFORMATION

Mothers as primary caregivers wield considerable influence in shopping their children's wardrobe choices, crafting a unique blend of style, comfort and socio-cultural influences that reflect a deeper narrative of family life. Selected respondents were asked for mode of selection of children's garments and results are reported in [Table 2](#).

**Table 2**

Table 2 Distribution of Respondents/ Mothers According to the Mode of Selection of Children's Garments		
Respondents of children	Frequency	%
<b>1. Consideration of Children's opinion</b>		
Yes	34	56.7
No	26	43.3
<b>2. Types of clothes</b>		
Home made	0	0
Custom made /boutique	0	0
Ready made	60	100
<b>3. Type of shopping</b>		
Online	18	30
Offline	11	18.3
Both	31	51.7

[Table 2](#) indicates that maximum mothers (56.7%) take opinion from their children's while selecting their garments. This reflects a positive trend in considering the voices of children in decision-making processes. However, 43.3% of

the respondents reported that they do not consider children's opinions, Regarding the types of clothes preferred, it was that all respondents (100%) indicated the preference for ready-made clothing, with none opting for homemade or tailored/boutique options. This suggests a strong inclination of the respondents towards convenience and readily available clothing options which aligned with the fast-paced lifestyle of many. In terms of mode of shopping data revealed that 30% of respondents favor online shopping, 18.3% prefer offline shopping, and a majority of respondents 51.7% take both online and offline shopping options. This demonstrates the versatility and convenience offered by online shopping platforms, while also highlighting the enduring appeal of physical retail stores, as well as the flexibility of consumers who are open to both methods.

### 3.3. FACTORS CONSIDERED BY RESPONDENTS FOR THEIR CHILDREN'S GARMENTS

Respondents were asked for the factors that play role in selection of garments for their children and results are reported in [Table 3](#).

**Table 3**

Table 3 Distribution of Respondents According to the Important Factors While Selecting the Children's Garments								
Factors	frequently	%	Occasionally	%2	never	%3	Weighted Score	Rank
Colour	50	83.3	6	10	4	6.7	166	III
Fabric quality	45	75	15	25	0	0	165	IV
Brand	18	30	31	51.7	11	18.3	127	VIII
Fit	50	83.3	10	16.7	0	0	170	II
Size	41	68.3	16	26.7	3	5	158	V
Comfort	55	91.7	5	8.3	0	0	175	I
Pattern	33	55	25	41.7	2	3.33	151	VI
Trendiness	26	43.3	22	36.7	12	20	134	VII
Price	7	11.67	18	30	35	58.3	92	IX

According to [Table 3](#) Comfort was the most influential factor, with weighted score of 175 thus ranked first. It was often a top priority because people want to feel at ease in what they wear, especially for everyday clothing. Fit factor with a score of 170 ranked second, a good fit ensures that the clothing looks and feels right on the individual. Indicating its high importance, colour ranked third, with a score of 166. Color can significantly impact a person's mood and perception of an outfit. Fabric quality was ranked fourth with a weighted score of 165, Size was the fifth most influential factor, with a weighted score of 158. Pattern was the sixth factor with a weighted score of 151. Trendiness was ranked seventh with a weighted score of 134, Brand comes in eighth place with a weighted score of 127. Price was the least influential factor, with a score of 92, making it the lowest-ranked factor. Factors like comfort, fit, and color are highly significant when making choices about children's wear, while price and brand have relatively lower influence.

[Kumar et al. \(2009\)](#) conducted study on factors influencing clothing choices and they reported in their findings that comfortable clothing can enhance overall well-being and performance.

### 3.3.1. COLOUR PREFERENCES

Respondents were asked about the colour preferences for their children's garments and results were reported in [Table 4](#).

**Table 4**

Table 4 Distribution of Respondents According to the Colour Preferences for their Children's Garments									
S. No	Colour	Frequently	%	Occasionally	%	Never	%	Weighted score	Rank
a.	Bright	34	56.7	19	31.7	7	11.6	147	II
b.	Dull	19	31.7	32	53.3	9	15	130	III
c.	Light	4	6.7	16	26.7	40	66.7	84	V
d.	Dark	17	28.3	32	53.3	11	18.3	126	IV
e.	As per season trend	38	63.3	16	26.7	6	10	152	I

[Table 4](#) indicates that the majority of respondents (63.3%) frequently preferred colors that align with current season trends. This indicates a strong preference for staying fashionable and following current style trends. "As per season trend" having the highest score being ranked first, the right color can complement one's skin tone and personal style. 56.7% of respondents frequently preferred bright colors, indicating an inclination toward vibrant and bold color ranking second. followed by 53.3% of respondents occasionally preferring dull colors, which suggests that they appreciate more understated and muted color options. 28.3% of respondents frequently prefer dark colors. Only 6.7% of respondents frequently prefer light colors, while a significant majority (66.7%) never prefer them. This indicates a strong preference against lighter shades, which might be due to individual style and practicality considerations.

[Kamenidou et al. \(2007\)](#) also reported in his study that color Plays a significant role in mood and perception, influencing how individuals feel and are perceived in their outfits.

### 3.3.2. COLOUR COMBINATION

Respondents were asked about the colour combination for their children's garments and results were reported in [Table 5](#).

**Table 5**

Table 5 Distribution of Respondents According to Colour Combinations Preferred for their Children's Garments									
S. No.	Colour Combination	F	%	S	%	N	%	Weighted score	Rank
1	Single colour	35	58.3	20	33.3	5	8.3	150	I
2	Two colour	31	51.6	27	45	2	3.3	149	II
3	More than two colours	20	33.3	37	61.7	3	5	137	III
4	Combination of printed and plain material of same colour	20	33.3	34	56.7	6	10	134	IV
5	Combination of printed and plain material of contrast colour	18	30	36	60	6	10	132	V

**Table 5** indicates that 58.3% of respondents frequently prefer single-color garments for their children. Single colors can provide a clean and classic look, making them a top choice. Single colour having the highest weighted score of 150 being ranked first 51.6% of respondents frequently preferred two-colour combinations, that offer some variety while still maintaining simplicity and coordination, it was ranked second with the weighted score 149. More complex color combinations may be seen as more visually appealing or playful for children, it was ranked third with the weighted score of 137. Combination of printed and plain material of same color was ranked fourth, Combining printed and plain material of the same color provides some contrast while maintaining a coordinated look. Combination of printed and plain material of contrast color was ranked 5th. Individual preferences for color combinations can be influenced by personal style, cultural factors, and the age and gender of the children.

### 3.3.3. BRAND PREFERENCES

Respondents were asked about the brand preferences for their children's garments and results were reported in **Table 6**.

**Table 6**

Table 6 Distribution of Respondents According to the Brand Preferences for their Children's Clothing									
S. No	Brands	F	%	O	%	N	%	Weighted	Rank
a.	First cry	37	61.7	6	10	17	28.3	140	I
b.	Tommy Hilfiger	7	11.7	32	53.3	21	35	106	IV
c.	Gini and Johny	13	21.7	30	30	17	28.3	116	III
d.	Lilliput	26	43.3	15	25	19	31.7	127	II

**Table 6** indicates that brands have been ranked according to the preferences of mother choices. 61.7 % frequently preferred 'First cry' for their children's garment ranking it the first. However Lilliput ranked second despite being the second most preferred brand, it has a strong following. Gini and Johny was the third most preferred brand. It was moderately preferred brand among the respondents. Tommy Hilfiger although it had a significant percentage of occasional preferences, it rank lower in the overall weighted score. Additionally, mothers have also suggested some other brands such as United Colors of Benetton, Hopscotch, Jockey, Miniclub, Max, Pepe, Madan, Lee Cooper, Pantaloons. Brand preferences can also be influenced by factors such as brand reputation, style, quality, and pricing, as well as personal preferences and past experiences. [Kumar et al. \(2009\)](#) reported in his study that brand name may also influence choices for some consumers seeking status or associating specific brands with quality or style.

### 3.3.4. FITTING PREFERENCES

Respondents were asked about the fitting preferences for their children's garments and results were reported in **Table 7**.

**Table 7**

Table 7 Distribution of Respondents According to the Fitting Preferred for the Children's Garments									
S. No	Fitting of garment	F	%	O	%	N	%	Weighted Score	Rank
a.	Tightly fitted	9	15	16	26.7	34	56.6	91	III

b.	Loosely fitted	25	41.7	14	23.3	21	35	124	II
c.	Semi fitted	48	80	12	20	0	0	168	I

Table 7 indicates that semi fitted garments have scored highest and was ranked first as these garments strike a balance between comfort and style, which was favored by the majority of respondents. Loosely fitted garments was ranked second. These garments provides freedom of movement and comfort, making it the second most preferred choice and tightly fitted garments was ranked third. Mothers preferences for garment fitting was influenced by comfort, style, and practical considerations for children's activities and growth.

### 3.3.5. SIZE PREFERENCES

Respondents were asked about the size preferences for their children's garments and results were reported in Table 8.

Table 8

S. No	Size	F	%	O	%	N	%	Weighted score	Rank
a.	2-3 yrs	21	35	3	5	36	60	105	III
b.	3-4 yrs	20	33.3	9	15	31	51.7	109	II
c.	4-5 yrs	18	30	14	23.3	28	46.7	110	I
d.	5-6 yrs	15	25	10	16.7	35	58.3	100	IV
e.	6-7 yrs	4	6.7	6	10	50	83.3	74	V

Table 8 reveals that the preferred sizes for children's clothing across different age groups. The most popular size is 4-5 years old, with (30%) favouring it, followed closely by 3-4 years old (33.3%). The preference gradually decreases as children get older, with 5-6 years old coming in third (25%), 2-3 years old in fourth (35%), and 6-7 years old the least preferred with only (6.7%). The 2-3-year-old size sees slightly higher preference than the 5-6 year old size, potentially due to rapid growth spurts at this stage. The significant drop for the 6-7-year-old size might indicate a shift towards more specific sizing options or transitioning to adult-sized clothing.

### 3.3.6. TEXTURE PREFERENCES

Respondents were asked about the preferences of texture for their children's garments and results were reported in Table 9.

Table 9

S. No	Texture	F	%	O	%	N	%	Weighted score	Rank
a.	Soft	60	100	0	0	0	0	180	I
b.	Smooth	55	91	2	3.3	3	5	172	II
c.	Fuzzy	0	0	40	66.7	20	33.3	100	IV
d.	Shiny	3	5	40	66.7	17	28.3	106	III
e.	Stiff	0	0	10	16.7	15	25	70	V



**Table 9** reveals clear preferences when it comes to fabric textures for children's clothing. With a weighted score of 180, soft textures reign supreme, favoured by all respondents frequently. This highlights the importance of comfort and gentle feel for children's garments. Smooth texture of fabric was ranked second with weighted score of 172, indicating a strong preference for garments that feel smooth and comfortable against the skin. While shiny textures rank third with a weighted score of 106, suggesting moderate preference, some respondents indicated occasional or no preference, hinting at a less universally loved option. Fuzzy textures fall into the same category of moderate preference, with a weighted score of 100. However, a noteworthy portion of respondents expressed no preference for fuzzy textures, suggesting a more divided opinion compared to soft and smooth fabrics. Finally, stiff textures are the least preferred, scoring only 70. This indicates a clear aversion to fabrics that feel rigid or uncomfortable on children's skin.

### 3.3.7. PRINTS PREFERENCES

Respondents were asked about the preferences of prints for their children's garments and results were reported in **Table 10**.

**Table 10**

Table 10 Distribution of Respondents According to the Prints Preferred for Children's Garments									
S. No	Prints	F	%	O	%	N	%	Weighted score	Rank
a.	Natural	37	61.7	15	25	9	15	150	I
b.	Geometrical	17	28.8	33	55	14	23.3	131	II
c.	Stylized	18	30	27	45	15	25	123	III
d.	Abstract	8	13.3	18	30	34	56.7	94	IV

**Table 10** reveals that mothers prefer Natural prints for their children's garments, as they have the highest score and were ranked first natural prints often feature motifs from the natural world, such as animals or plants, and are favoured for their simplicity and appeal to parents. "Geometrical" prints were ranked second with the weighted score of 131 Geometrical prints with shapes, patterns, and symmetry are the second most preferred. followed by "Stylized" ranked third with the weighted score of 123 Stylized prints often feature abstract or artistic interpretations of various theme and "Abstract" ranked fourth with the weighted score of 94 it can be more avant-garde and non-representational and were the least preferred among the options provided. Preferences for prints may be influenced by style, cultural factors, and the desire for clothing that appeals to both children and parents.

## 4. CONCLUSION

In conclusion, the study on mothers' preferences for their children's garments has provided valuable insights into the factors that influenced their clothing choices. Fit and size were of paramount importance when selecting clothing for their children. Mothers prefer clothing made from high-quality materials that provide comfort throughout the day. Fabric quality was of paramount importance to most of the respondents, emphasizing the value they place on well-made clothing for their children. Mothers considered colors and patterns when choosing clothing for their children. Color was a significant factor in their decision-making, with a clear preference for bright and dull colors, while light colors were less favored. A

significant portion of mothers (51.7%) preferred to utilize both online and offline shopping methods, indicating their flexibility and willingness to explore various avenues for purchasing children's clothing. Brand choices vary, with First Cry and Lilliput leading the way, while Tommy Hilfiger and Gini and Johnny also enjoy support. When it comes to fit, semi-fitted and loosely fitted garments are the favored options, highlighting the importance of comfort in children's clothing. Size of Clothing for children aged 4-5 years is the most preferred, followed by 3-4 years, while clothing for 6-7 years is the least preferred. Texture and prints preferred by the mothers was Soft and smooth textures and natural prints were highly preferred. Mothers are willing to invest in quality clothing but also consider budget constraints.

These preferences are subjective and can vary depending on individual tastes, cultural factors, and specific needs. However, the data provided indicates a general trend in how mothers make choices when it comes to clothing for their children. It's important to consider these preferences when designing and marketing children's garments to cater to the majority of consumers' needs and desires, keeping in mind these preferences will be used for developing the children's garments.

### **CONFLICT OF INTERESTS**

None.

### **ACKNOWLEDGMENTS**

None.

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