



DYNAMICS OF DESIGNING COSTUME FOR KIDS WEAR

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Abstract

Kids are reflection of good luck and symbol of happiness. They are loved and protected, decorated by beautiful and comfortable clothes; each country in the world has a different way of how parents cover and wrap their babies and children. As their skin is soft, mothers gently try to keep their babies warm and comfortable with soft cloth as they can afford to get. Since the past, children have been considered as miniature adults and are expected to behave as adults. Their clothing has been designed in a similar fashion to adults. At present, a special emphasis is placed upon children and their needs, with the attitude that children should be given freedom of expression. Their clothes should be created according to their age group and an activity, as the growth and development of children is affected by the clothes they wear. Now-a-days there is awareness in children regarding their clothing and they actively participate in the selection of their clothes. They prefer well-fitted and comfortable garments.

Key Words: children' wear, media and information utilization, clothing design preference

Purpose

The main purpose of this thesis is to identify and analyze what influence fashion companies in their design and communication of children's clothes according to traditional gender roles. The purpose is also to identify if there is a conflict between political correctness and profitability in reference to gender and children's clothes. The aim was also to find out how customers of children's clothes can influence the fashion companies with their behavior.

Introduction

Children clothing is often more casual than adult clothing, fit for play and rest. There are available in various designs, patterns & forms.

They are also the most unorganized section of apparel in the market. Through the market of children apparel growing rapidly now days. Inspiration of children wear is gained by designers from many diverse sources children wear include clothing of children between 0 to 14 years. Today every parent wants his/ her baby's lookup to be unique and the best of all. In this way, they want the best quality of clothes. Such that the completions between various kid's fashion industries have increased.

Children's garments are to be designed after giving them great consideration and thought about all important features that are possible, like growth, self-help, comfort etc., some considerations for safety, easy care, growth allowances and suitability to figure and complexion of the child also apply on elementary school children.

The children's wear is considered the important elements that have been recognized as influential in the development of young children. Through proper clothing they have a sense of emotional stability and a sense of belonging with their peers in an early childhood environment. The housewives' perception is that their children's smart clothing receives a special recognition from others. Clothing influences behavioral responses to the perceived person.

It was the driving force that the children's wear manufacturing industry to cope with this trend, from 2005 they started to launch a new brand and implemented to meet the demands of consumers, such as production, distribution, sales and design of the children's wear individuation, size optimization, and high-quality materials and upcoming fashion trends. In addition, with introduction of the luxury import brands such as the Ralph Lauren-Children, and Burberry-Children, while instilling in adult fashion in connection with existing brand image, the children's wear distributors are to meet the consumers' high standard fashion trendy. Among the imported brands, armed with practicality such as Zara kids, gap kids, Uniclo kids and SPA which brands have casual image plus prices are so reasonable that it gets enthusiastic responses from 30-ish young mothers. So, the domestic industry for the diversification of different brands, one torch design, quality improvement, enhance brand image, price competitiveness is due to combat. This study is designed to analyze how demographic factors affect children's wear buying pattern, media and information utilization, and style preference.

The following research summary is based on a survey for targeting consumers who have 3-7 years old preschoolers:

- 1) Analyze consumer's children's wear buying pattern, media and information utilization, and the design and style preferences.
- 2) Asses the relationship between consumers' fashion orientation and buying pattern, information utilization, and design preference.

Specific objectives of the study

- ❖ To take the opinion of mothers and Clothing & Textiles students to find the effectiveness to design kids wear garment,
- ❖ To find out the reasons given by respondents for selecting featured dress from various ranges of kids wear garment,
- ❖ To understand, identify and mitigate critical safety hazards associated with children's apparel and accessories designed, marketed, and intended for children from birth up to and including 14 years of age,
- ❖ Analyze consumer's children's wear buying pattern, media and information utilization, and the design and style preferences,
- ❖ Asses the relationship between consumers' fashion orientation and buying pattern, information utilization, and design preference,
- ❖ Correlation between design preference and fashion orientation,
- ❖ Analysis of children's wear buying pattern,
- ❖ ANOVA between children's wear buying pattern, and media & information utilization, design preference,

Research Methods

The empirical research and data collection was done from both a qualitative and quantitative approach. In depth interviews were done with parents and together with observations of the fashion stores assortments and their advertising of children's clothes. And finally, a consumer survey was conducted on Facebook.

1. Measures

The researchers met participants in public places and invited them to participate in the survey. When participants agreed to answer the survey, they were presented with a consent form, summary of the research, and other survey related instructions. Then, the participants were asked to answer a survey consisting of 26 questions on 5-point scales.

The questions covered the following topics:

- 1) General demographic information including age, occupation, education level, income, number of children, location, husband's occupation, career women or not
- 2) Experience with fashion buying behavior, media and information utilization, and design preference.

2. Questionnaire period

The preliminary survey was carried out over 25-30 days targeting housewives who have 2-7 years old preschoolers, are in Jaipur city in Rajasthan, Gwalior in M.P and Moradabad city in U.P. The survey was conducted from December 10, 2018, to February 20, 2018. The questionnaire survey was carried out on a door-to-door basis. The 373

questionnaires were responded from total 400 questionnaires, and 23 unusable questionnaires were excluded, then 355 were used for the final analysis.

3. Participants

Three hundred fifty-five housewife participants took part in this study; Data were collected from housewife in city of Jaipur (31.5%), Gwalior (32.2%), Moradabad (36.3%) in U.P

4. Data analysis

PWSA (version, 17.0) was used to run frequency analysis to compare mean differences on each factor and component for fashion Buying Behavior, Media and Information Utility and Design Preference. Secondly, correlation analysis was operated to determine the strength of the linear relationship between demographic factors on each factor and component. Thirdly, ANOVA was used to determine the proportion of variability attributed to each of several components. Post -hoc tests are necessary in the event of a significant ANOVA. There are a variety of post-hoc comparisons that correct for the multiple comparisons. Finally, regression analysis was operated to compare the effects of demographic factors on each factor and component.

Literature Review

- ❖ Clothing is an extremely important part of a child's world. They need proper clothing to develop motor skills (Gupta, Garg and Saini, 1989).
- ❖ For a young child 'appropriate clothes are the clothes that fit his needs and interest", as stated by Hurlock (1956).
- ❖ The garment may be designed for comfort, but unless it fits the child, may be very uncomfortable. Clothing that is too large overpowers the child, hinders movement and is not safe. Clothing that is too small cramps the child's movements and may cause him to pull and tug at his clothes to try to reduce the strain on his body. Clothes that grow with the child can help to answer some of these problems to fitting the child during the period of rapid growth (Chamber, 1969).
- ❖ Dresses suitable for elementary school girls are designed especially for their activities. They should make provision for growth and freedom for movement. Comfortable styles provide enough fullness for climbing, running, and jumping. Small tucks, gathers, pleats, smoking and shirring placed at each side of the front and back provide fullness for action and growth without straining the garment (Oerke, 1960).

Children wear challenges.

Now there are some new challenges to the designer and patternmaker for creating child wear with all the comfort which follow good fit, and function that is much important in creation of child wear. The business of children is to learn. To be successfully achieved by the many activities on which learning axis, youngster required unencumbering

and at the same time appealing clothes. These challenges include color, fascinating and functional cloths, representative sizes, size grouping and observable differences.

Color and functional clothing

One of the most thrilling aspects of children's clothes is the primary palette that remains the treasure of children every season. Material also should be functional, and parents generally demand fabric that requires only limited care. Fibers and fabric types for children wear are not distinct enough from those found in cloths proportionate for use among adults and teenagers. However, prints and designs. And strips are elegant for smaller bodies.

Representative size

The consideration of shapes and sizes of children include infants, crawlers, toddlers, and juniors. Though only sizes 3 to 6X and 7 to 14 are shown in patternmaking illustrations.

Size Grouping

Sizes for children's clothing are grouped according to body circumference and proportion overlap between toddlers and children's sizes occurs as proportion and heights vary within the age range almost to the same degree that those with the 7 to 14 sizes overlap on the upper end with junior sizing size groupings reflect changes in the proportions of children as they pass from infant (3,9,12,18,or24, months)through toddlers '(2t,3t,4t)to children's (3,4,5,6, boys' and girls', 'with6x for girls only)and into boys' and girls' sizes (7,8,10,12,and 14,)(size16 is used for larger boys' pants).

Observable Difference

Body shape from infants through children's size ranges are indistinguishable between boys' and girls' although many differences can be observed in styling and color between boys' and girls' clothing from infant through sizes 6 and 6x differences necessitated by form only become a reality at size 7, when physical shapes begin to diverge.

Sources of inspiration

Designers of children's wear gain inspiration from many diverse sources, including those provided by fashion-minded children. Younger children are influenced by what they see on TV, in movies, and in books. They want to wear clothing displaying their favorite characters from TV (sesame street characters, the Simpsons, the Flintstones, Mickey Mouse, Bugs Bunny, Barney, and other), Walt Disney movies, superman, or, Jurassic Park themes, to name a few. A manufacturer must be licensed to use characters based on various television shows. A premium is paid to the creator of cartoon characters that are used on garments. older children, while still interested in TV and movie characters, become more interested in fashion that are part of the "hip hop scene". Boys and girls aged 7 to 14 are influenced by the fashions of the junior market. They want their garments to reflect those worn by an older sister or brother or by a classmate. They have heroes _ key players from football, baseball, basketball, hockey, and other sports. They idolize movies stars and music personalities from country, rap, or rock categories and want to dress like

them. This infatuation creates fads in fashion, such as the hip hop influence: bag pants, underwear worn as outerwear, and the grunge look (over oversized). Designers who want to be up to date with the latest fads should study children at school, on the playground, on TV, and in the movies. Other sources of inspiration are.

- Trims (lace, rickrack, cording, ruffle trims, braiding, appliqués, bows, and so on)
- Closure of unusual design (buttons, zippers, ties, frogs, clasps, ornate metal closures, Velcro, lacing, and others)
- Combinations of fabrics, colors, and textures

Clever usage of all that is available to the designer allows for endless creative ideas. Smart designers also shop the market for inspiration, as well as knowing what the competition is doing. When possible, the designer should go to Europe and other fashion centers for inspiration and fashion direction. Literature, historical reference, and folk costumes often provide themes for designer collections. children's fashion magazines are a valuable source of fashion direction. A list of magazines, clipping services, and historical books follows.

Results

Analysis of children's wear buying pattern This chapter set up the following variables to seek ways to strengthen the competitiveness of children's market after the analysis of the housewives' purchase occasion, purchase motivation, The volumes of children's wear possession, The numbers of children's wear brand possession, buying place and benefits of usage of buying place, purchase frequency, and purchase price. Frequency analysis reported that consumers' preschoolers' wear buying pattern was measured with above eight questions that asked about using opportunities in fashion buying life, the usefulness of sale promotion from distributors and manufacturer.

1.) Children's wear purchase occasion

The frequency revealed that consumers purchased children's wear FROM TIME TO TIME AS NEEDED (49.3%) as shown below <Table 1>.

<Table 1> Children's wear purchase occasion

children's wear purchase occasion	frequency(%)
according to each season	89(25.1%)
children's day	22(6.2%)
christmas	27(7.6%)
birthday	26(7.3%)
special celebration (Festival) day	16(4.5%)
from time to time as needed	175(49.3%)
total	355(100.0%)

2.) Children's wear purchase motivation

The frequency revealed that consumer's children's wear purchase motivation were ATTRACTIVENESS OF THE DESIGN AND COLOR SCHEME (56.3%). So, it is said that the design can be the key factor in the selection of specific goods. Because the design entices for consumers who tender to select a particular product among various choices, so that it is indispensable strategy for housewives to aim its design development and the diversification of design characteristics.

3.) The preference of children's wears design

Frequency analysis reported that design preference was measured with ten questions that asked about selecting clothing symbol and taste in fashion, buying attitudes, the preference that formed from design elements such as boy's and girl's preferential color, boy's and girl's preferential pattern, boy's and girl's preferential style, preferential material, preferential texture, color coordination preference between top items and bottom items, and tone of color preference between top items and bottom items. Preferring design elements in objects were measured with 10 questions that are asked about participants' personal thoughts and experiences in perceiving objects and all kinds of questions found in positive scores.

4.) Children's preference color

Frequency analysis reported that the consumer's most preferred color for boys is blue (31.2%), deep blue (17.2%) and pink (23.1%) for girls. Inspiring new needs regardless of clothing genre with an impact color touch in accordance to changes of taste of consumers should be focused. Suggesting attractive colors could lead to purchase. The harmony of color is a matter of personal taste of consumer and the response to information varies by individual and by time. In this regard, it is very important to identify what changes consumers who get tired of harmonious combination in past have a favor. The harmony of color is the management of color. Moreover, it is not exaggeration that the management of color is a decisive factor on purchasing decisions.

4.) A. Preferred color-coordination of tops and pants, skirts

The frequency revealed that the preferred color-coordination of tops and pants, skirts is the combination of tops & pants, skirts (31.8%), separately purchase of tops & pants, and skirts but with matching scheme (47.3%) respectively.
<table 7>

4.) B. Preferred tonal color-coordination of tops & bottom.

The frequency of preferred tonal color coordination of tops & bottom

Do you purchase children's wear by perceiving the characteristic of material and color? The frequency revealed that the preferred tonal color-coordination of tops & bottom is the vivid tone color- coordination of tops & pants, skirts as shown < table 8>. The feeling and image of clothing is expressed with tone, which is composed with hue, value, saturation. The vivid tone color- coordination of tops & pants, skirts express modern and clear feeling.

<Table 7> Color-coordination of tops and pants, skirts

color-coordination of tops and pants, skirts	frequency(%)
the same color of tops & pants, skirts	36(10.1%)
the different color of tops & pants, skirts	38(10.7%)
the combination of tops & pants, skirts	113(31.8%)
separately purchase of tops & pants, skirts with but with matching scheme	168(47.3%)
total	355(100.0%)

<Table 8> Tonal color-coordination of tops & pants, skirts

tonal color-coordination of tops & pants, skirts	frequency(%)
The pastel tone color- coordination of tops & pants, skirts	77(21.7%)
The vivid tone color- coordination of tops & pants, skirts	154(43.4%)
The deep tone- coordination of tops & pants, skirts	113(31.8%)
The black & white color- coordination of tops & pants, skirts	11(3.1%)
total	355(100.0%)

5.) Children's preference pattern

The floral pattern in girl's clothes is the best frequency because of cozy image, checkered pattern in boy's clothes is the best frequency in the reason that boys look mature. It is imperative to provide more delicate and appealing information of pattern by perceiving that pattern is a major key to select goods along with human and environment and changing taste of pattern by circumstances. It is also important how to express identical patterns with different designs and details.

<Table 9 > Children's preference pattern

boy's preferred pattern	frequency(%)	girl's preferred pattern	frequency(%)
cartoon characters	55(15.5%)	cartoon characters	19(5.4%)
animal prints	50(14.1%)	animal prints	60(16.9%)
leaf prints	10(2.8%)	leaf prints	2(.6%)
floral prints	1(0.3%)	floral prints	180(50.7%)
polka dots prints	15(4.2%)	polka dots prints	16(4.5%)
abstract prints	30(8.5%)	abstract prints	18(4.5%)
checkered prints	145(40.8%)	checkered prints	40(11.3%)
striped prints	25(9.9%)	striped prints	21(5.9%)
logo pattern(prints)	14(3.9%)	logo pattern(prints)	17(4.8%)
total	355(100.0%)	total	355(100.0%)

6.) Children's preferred style

What makes you purchase this item? For what occasion did you purchase this item? Why do you think you have to wear this item for a certain occasion? Participants answer "on birthday or entrance anniversary, Festival, meeting etc. What makes you purchase the item designed for a special occasion in terms of uniqueness and suitability? The

clothes that children wear on special days such as entrance school days, in the case of girls is princess style, boys are dress suits with necktie.

<Table 10> Children's preferred style

boy's preferred style	frequency(%)	girl's preferred style	frequency(%)
comfort everyday wear	42(11.8%)	dress princess like	166(46.8%)
dress suits with necktie	232(65.4%)	formal two piece	151(42.5%)
causal wear	63(17.7%)	T shirts and pants	21(5.9%)
korean costume	3(0.8%)	comfort everyday wear	10(2.8%)
active sports wear	15(4.2%)	korean costume	5(1.4%)
total	355(100.0%)	casual wear	2(0.6%)

7.) Material & Texture preference

For the preferred material of their jackets wearing with coats during winter, they selected as a following order cotton, wool, sweater and — synthetic fibers such as polar fleece, acryl, polyester, etc. The texture of the fabric is an important factor to determine the image of clothing, therefore it should be attractive and have a suitable appearance. Primarily consumers choose the fabric with visual effect and the sense of touch to understand the materials better. The fiber of glossy finish, the structure of treads and the fabric weaves, color scheme, and processing technology can give tremendous effects on appearance. What is the preferred texture of clothing which is put on in January? Frequency analysis reported that consumers' preferred texture for their children was Cotton like texture (29.3%), Jersey synthetic fibers (25.9%) suitable for activity as shown the below <Table-11>

<Table 11> Material & Texture preference

material preference	Frequency(%)	texture preference	frequency(%)
cotton	175(49.3%)	alpaca fiber- like furry texture	31(8.7%)
velvet, velveteen, cooduroy	2(0.6%)	polar fleece texture	69(19.4%)
wool	13(3.7%)	prada-like satin texture	17(4.8%)
cashmere	87(24.5%)	knitted texture	42(11.8%)
sweater	74(20.8%)	cotton like texture	104(29.3%)
polymer fiber	4(1.1%)	jersey synthetic fibers	92(25.9%)
total	355(100.0%)	total	355(100.0%)

Conclusion

The study was analyzed that the fashion orientation of housewives is profoundly correlated to the clothing buying pattern, media and information utilization, and design and style preference. With the culture and trends, which give the impacts on their personality and characteristic aspect and through the era of circumstance it is thought to be important to establish the representing strategy of the expression of housewives' tastes. In accordance with the effected fashion sense of the young couples who are classified as a new generation, character-focused fashionable children's wear is widely prevailing. With these market conditions, most importantly, because of changes in the consumer mindset, young housewives in the 1990s have a different purchase value by comparing with the housewives in the 2000s. Therefore, they want to create their own fashion sense when purchasing their children's wear. Young housewives who prefer to have only one child in a family, are much willing to invest their financial efforts for children than older generations, without any hesitation over the price range, they have a strong desire to provide the best for their children.

- 1) Since among the attributes of the essential elements in children's wear style is the most important factor of purchase behavior, thus the development on design based on the image as pivot should be carried out.
- 2) Implementing purchase timing and criteria along with purchase frequency, purchase price and purchase motivation will bring a significant effect on market strategy able to increase sales. As children's wear can be messed up easily, its volume needs more to cover accordingly. Thus, to implement constant maintenance of customer retaining, the products with a variety of design and price is thought be needed. When it comes to consumer's purchasing decision making the role of salesperson and sales VMD who have recognized and assessed their needs with their expertise and understanding their buying behavior is valued. While consumers are constantly searching the information about special sales discount periods or other sales promotions in the store, consumers regard their information and advice very highly. The case study defines the consumers made their selection for purchasing children's wear with acknowledge of the production profile, which is the essential elements of the design, color, and material. Therefore, it suggests that the chief reason to determine the outcome of success or failure in the fashion industry depends on their seasonal productions with fashion image creation by reflecting the exclusive trend. The focal standard for consumer's making decision of purchasing their children's wear is not only relying on its design and material but also its practicality, so it has been widely recognized that it is important maintaining the quality as good brand image along with its appropriate pricing for children wearing with comport as well as stylish attire.

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