

Factors affecting the buying behaviour of mother for pre-school children clothing

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ABSTRACT

Clothing can become important to the child- both as an asset or hindrance to play and as an aid to self-awareness and individual expression. Self help as word suggest, means doing things for one self, without the help of others. A self help garment is one which the child can put on and take off with little or no help. Self help garments contributes to the development of child and help to make them independent. Present study focused the buying behaviour of rural mothers in selection of clothing for pre school children. The sample size of the study was hundred rural mothers of pre-school children from Nandwel Village of Bhinder panchayat samiti of Udaipur District. Interview method was used for collecting the data.

Key Words : Buying behavior, Pre-school children, Clothing

INTRODUCTION

The pre-school years - ages 2 to 6 are important in a child's life. It is in this period that, in addition to growing a lot, child develops a self concept and personality traits that will last into adulthood. The material for children garment should be inexpensive, durable and easily washable with smooth texture and should be comfortable to the skin of children clothes must be suitable for their activities and similar to those of their play mates. Some desirable features to be included in pre-school children clothing are front open, one piece dresses with raglan or kimono sleeve, with minimum or no buttons and having different front with back. Clothes needed for children could be brought as readymade or given to tailor or can be made at home. Today these three methods for fulfilling the requirement of clothing namely homemade, tailor made and readymade are familiar to all the families. Well dressed child is more relaxed, comfortable, confident, secure and even happier. On the other hand a poorly dressed child may look impatient, less friendly, self conscious, less confident and inferior.

METHODOLOGY

The present study was aimed to study factors affecting the buying behavior of rural

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mothers regarding pre-school children clothing. The sample size of the study was hundred rural mothers of pre-school children from Nandwel Village. Interview method was used for collecting the data. To achieve the objective of the present study, the data was transferred to the worktable and tally sheets. It was tabulated, classified, analyzed for statistical treatment. In the light of the objectives of the study following statistical method frequency and percentage was used.

RESULTS AND DISCUSSION

Part-I. Background information:

Age:

Table 1 clearly depicts that majority of respondents 60 per cent were of the age group 18-28 years while 40 per cent respondents were of the age group 29-38 years.

Table 1 : Background information of the respondents (n=100)		
	Aspect	F /%
Age (Years)	18-28	60
	29-38	40
Caste	Upper caste	50
	Back ward caste	30
	ST/SC	20
Family type	Nuclear	68
	Joint	32
Family size	Small	57
	Medium	39
	Large	4
Family income (Rs.)	3000 -6000	10
	6000 -9000	20
	9000 - 12000	70

Caste:

The table clearly shows that half of the respondents (50 %) belonged to upper caste, 30 per cent of them belonged to backward caste. The remaining population of the sample comprised of ST/SC (20 %).

Family size:

Above table shows that majority of respondents 57 per cent were of small size family, 39 per cent were of medium family size while 4 per cent respondents were having large family size.

Family income:

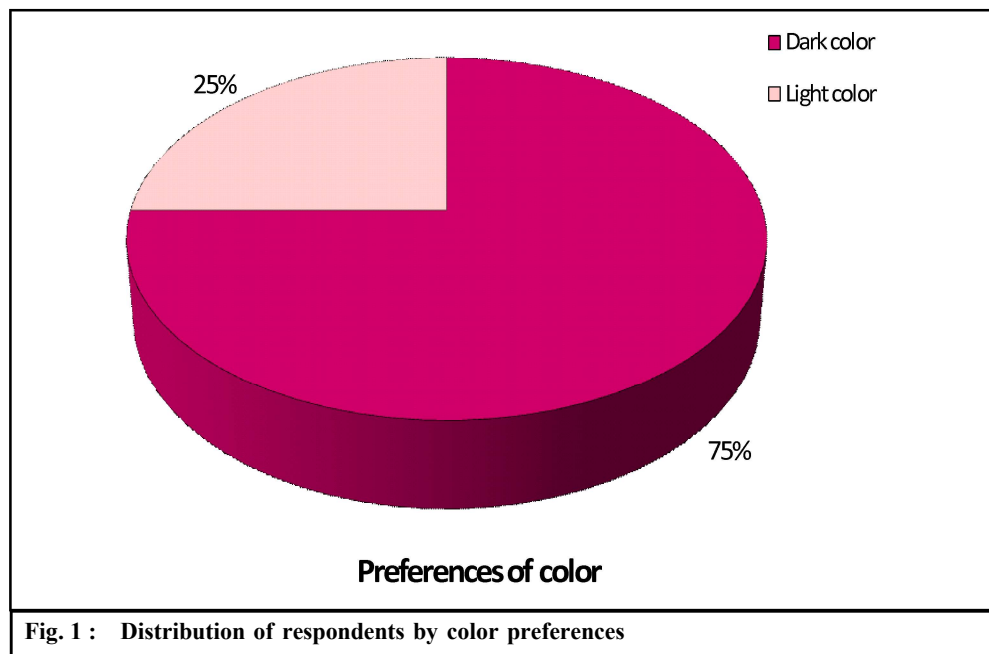
The data shows that family income of majority of respondents *i.e.* 70 per cent was 9000 -12000 Rs. per month, 20 per cent earned Rs 6000- 9000 per month while only 10 per cent of respondents were getting Rs.3000 - 6000 per month.

Family type:

The data revealed that majority (68 %) of respondents belonged to nuclear family while 32 per cent were having joint families.

Part-II Factors affecting selection of clothing :*Colour preferences :*

Data presented in Fig. 1 shows liking of colours in selection of pre -school children's clothing by rural mothers., it was found that color preferences varied member to member, majority of rural women 75 per cent preferred dark and bright fluorescent color for their children because they do not soil easily. 25 per cent respondent chose for their children garments in light color.

*Choice of fabric for children clothing :*

Data presented in Fig. 2 shows that 26 per cent respondents used blended fabric while 74 per cent respondents used cotton.

Fitting preference :

Table 2 presents the data regarding fitting preference of the respondents. It was observed that while selecting readymade clothes for children, 75 per cent respondents used to keep in mind growth factor and select dresses one size larger than the actual size and 25 per cent respondents select clothes extra larger.

Other aspects :

Fashion, price, Climate, season, durability and comfort

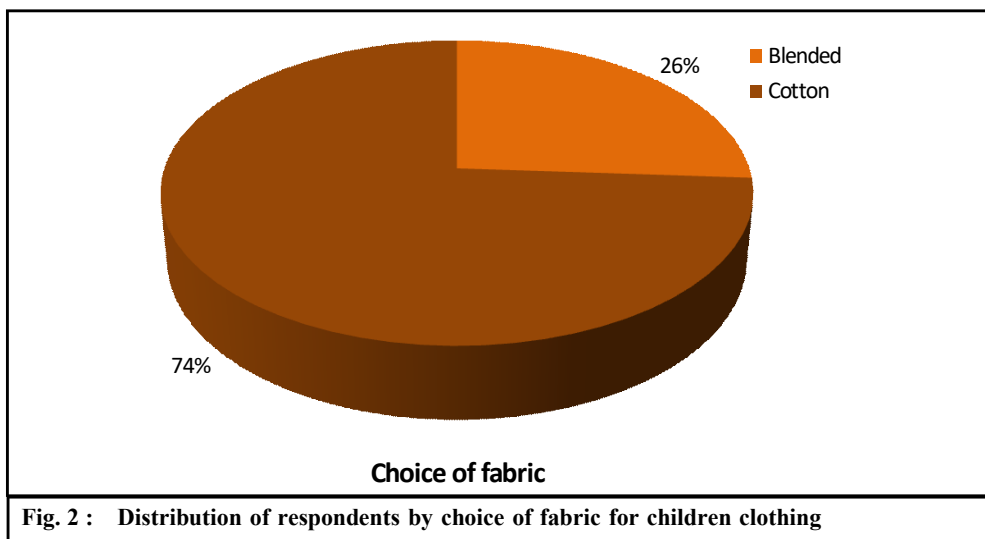
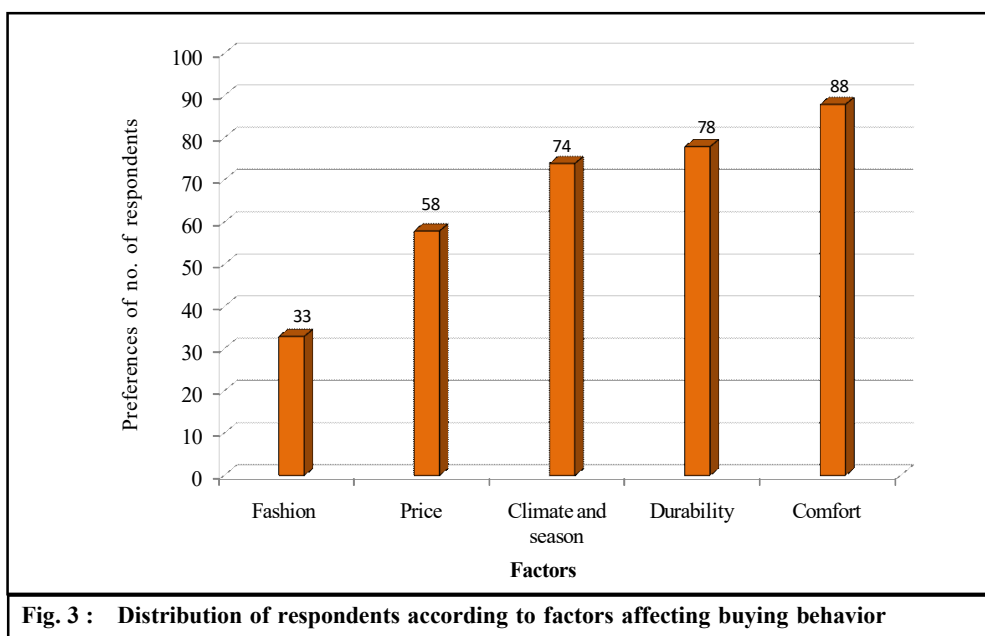


Table 2 : Distribution of respondents according to fitting preference (n=100)	
Type of garment	f/%
Properly fitted	-
One size larger	75
Extra larger	25

Fig. 3 shows that 33 per cent respondents purchase their children clothing according to fashion while majority of respondents 67 per cent do not purchase according to fashion.



Purchase according to price majority of respondents 58 per cent kept in mind price factor when purchasing children clothes while 42 per cent did not consider price factor.

When asked about the climate and season it was found that majority of respondent 74 per cent purchase for their children clothes according to climate and season while very few respondents 26 per cent do not purchase for their children clothes according to climate and season.

Purchase according to durability majority of respondents 78 per cent kept in mind durability factor when purchasing pre-school children clothes while very few respondents 22 per cent did not considered durability factor.

When asked about the comfort that majority of respondents 88 per cent respondents keep in mind comfort of children while very few respondents 12 per cent did not considered comfort feature.

Conclusion :

The present study was conducted to find out the buying behaviour of rural mothers for pre-school children clothing. It was found that the rural mothers had active participation in purchasing clothing for their children. Findings revealed that the respondents prefer dark colour, Cotton fabric and one size larger dresses for their preschool children, which shows that the rural mothers have good knowledge about the growth features and requirements of the preschool children.

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