

## **Specific requirement for development in children's clothing: customer's preference and satisfaction for buying**

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**ABSTRACT:** *Customers are immensely conscious about their child's cloth while buying. Safety and comfort are considered as top priority for Children's clothing. Fabric and design on the physical comfort of children's cloth. Because of delicate skin of children reacts to certain fabrics which make them less comfortable to wear. Also children's movements should not be hampered and action should be encouraged. Clothes should give a child in a sense of security and comfort. Discomfort dresses may make them annoying and different from others. Major requirements and consideration in selecting design in children's clothing should be given to, relax, self-help features, appearance, and growth features. Childs are categorized by different age and all ages requirements is different. Customer's priority and satisfaction should need to consider as a base line standard of performance and excellence for any business organization. Satisfaction means to fulfill of someone's feels when one has fulfilled a desire, need or expectation. The study aimed to amalgamate all the requirements needed to kids wear development and customer's preference & expectations while buying their child's clothes. A total of 100 respondents, whereas 80 respondents were parents & guardians and 20 respondents were going to be parents. Simple random sampling was used for the parents and guardians.*

**KEY WORDS:** *Children, clothing, customer, fabrics, designs, comfort.*

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### **I. INTRODUCTION**

A child plural form is children, whose birth and puberty also known as a person younger than the age of majority. Clothing is one of the most essential basic needs in every human life [1]. Children's are very playful, active and their clothes should be durable and suitable for their activities. Thus, the fabrics that should be selected not be too hard and not too mild. Now-a-days a lot of kids wear are influenced by trends in adult wear. Good quality and flawless designed garments are a preference for a growing number of parents and children's clothing is getting prime place in top label stores and high end fashion retail outlets [2]. Dresses are also getting separately designed for boys and girls at a very early age. Function and design is the fundamental meet at the right proportions in children's clothing for it to be prominent and accepted [3]. Fabric choices, openings and fastenings, fit and ease, trimmings used are all major considerations when designing kids wear [4]. It's a great responsibility for a designer who is designing should focus on changing shape of the growing kids and different proportions of the different parts of the body [5]. Girls' clothing are available in a wide range and styles.

### **II. LITERATURE REVIEW**

Clothes protects our body from various climates and gives us a good appearance. Children's or kids clothing is often more casual than adult clothing. The basic requirements for kids wear is fit for play, comfort and rest. In this vigorous world, children are given more care and attention for the selection of their garments. The designers need much more concentrate on simplicity, comfort and new look in designing the children's garment. "Safety and comfort are considered as top priority when selecting fabrics for manufacturing children's apparels. Delicate skin of children reacts to certain fabrics which make them less comfortable to wear" [6]. The selection of fabrics for children's apparel should be selected very carefully as the skin of children is usually very sensitive and can get affected by allergies easily [7].

## **2.1 FACTORS TO CONSIDER WHEN SELECTING FABRICS FOR CHILDREN**

There are different types of children clothing and they come in many different styles and colors. While shopping for children, it is important to know the suitable fabrics from which the children's clothes are made. Fabric choices for making children's apparel demand that certain factors are considered [7]. The weaving of fabric is one of the important factors to consider in making children apparel.

“A close look at a weave of the fabric indicates light between the fibres then the fabric is loosely woven, the odds are that it will not hold up to the riggers a child will put clothing through. When the fibres are tightly woven they cannot shift as easily and dirt cannot easily work its way in between the fibres and this can lead to the fibres being destroyed. Wrinkle factors are also important in making children apparel” [8].

## **2.2 DESIGNING OF KIDS CLOTHING**

Designing and pattern making is the essential part of kids cloth manufacturing. The manufacturers have to keep themselves conscious of the inherent risks and hazards to the safety of children [9]. Trims and accessories like drawstrings, sharp buttons and other fasteners can pose serious risk to kids' life and also the hazardous textile chemicals. The chemicals mostly affect the soft skin of the kids leading to rashes and allergies [10]. To protect all kind of problems, quality manufacturers always use specialty fabrics like fire-resistant and water proof fabrics. Patterns are selected in such a manner that they do not include risk posing features. Durable fabrics do not get destroyed as fast as the children grow. Different kinds of design like hems and shapes are always included in these clothing's so that they can be used for longest possible period and then can also be handed down to younger kids [11].

## **2.3 CATEGORY OF KIDS**

Kids are categorized according to the age group. The World Health Organization (WHO) defines a newborn, or neonate, as a baby under 28 days old [12]. Generally kids are grouped according to their age.

2.3.1 Newborn (ages 0–2 months): Newborn usually refers to babies from birth to about two months of age. During this age, the head does not correctly stand on their neck. Garments of new born baby should be selected with full opening of front or back. According to the seasons, the material should be selected, i.e., thick or thin. Normally soft materials with lightweight should be selected.

2.3.2 Infant (ages 2 months – 1 year): Infants are babies from two months to one year old.

2.3.3 Toddler (ages 1–4 years): Toddlers are babies from one year to four years of age. From the age of one, the average child loses fat until about the age of eight. This slimming down process is very apparent. Toddlers have very little waist shaping and protruding stomach. Such quality decreases the growing child and loses fat.

2.3.4 Children (ages 4- 13 years)

- Preschooler (ages 3–6 years)
- school-aged child (ages 6–13 years):
- Manufactures decided to accept a 6 cm height interval as a base for coding scheme as this approximates to the average growth per year over this period. It is to be noted that the range of heights for any particular age group is larger than the amount of growth that occurs in any one year.

## **2.4 GARMENT CLASSIFICATIONS OF KIDS WEAR**

Children garments are generally classified into many categories. They are as follows:

2.4.1 Casuals: Garments that designed for informal occasions are mentioned as casuals: They are T-shirts, knitted garments, etc. Knitted fabrics give more freedom of movement than woven fabrics and are ideal for

casual wear. In close-fitting garments, movement of knitting loops help in pumping air, thus removing body heat during summer season [13]. It gives pleasing appearance, loose elastic structure, comfort and softness.

2.4.2 Daywear: The fabrics selection to wear as daytime wear are cotton, gingham, gabardine and sail both during summer season. Double knits velveteen and corduroys fabrics are chosen during winter season. Kids wear should be made up with a fabric that will indicate repeated laundering, and seams should be strong, fastenings also secure [6].

2.4.3 Nightwear: Night wear garments for kids should not possess any harmful ingredient and accessories, while the skin of children is very tender and smooth [14]. The garment should have good drape that serve the purpose.

2.4.4 Uniforms: Children's uniform should be subjected to certain treatments like antibacterial finish, etc, and it should be free from odor [15].

2.4.5 Party wear: Industries focus on manufacturing luxurious garments for children in various styles and prevailing trends. These are also called as special occasion garment. Party dress fabrics like velvet, denim, satin, etc. are used with different styles.

2.4.6 Sportswear: It should have freedom of movements. Knitted garments have higher extensibility in both length and widthwise directions. Hence, knitted materials are mostly selected as sportswear for children [16]. Active sportswear can be classified as summer sportswear and winter sports wear.

2.4.7 High fashion wear: Fashion in clothing has always been a reflector of change in everyday life style of people [17]. A complete range with the most gorgeous look and superior comfort is an absolute must. Bright color and design should have the key for purchase of high fashioned wear. They look only for latest fashions and these can be worn during special occasion like parties.

## **2.5 REQUIREMENTS OF CHILDREN'S CLOTHING**

The ideal baby clothing should be:

- Soft, comfortable, easy to put on and take off and comparatively loose.
- Easy access to his/her nappy because it requires frequent changing.
- Non-flammable.
- Lightweight.
- Non-irritating.
- Underclothes should be essentially made of organic fibres.
- Allow quick transmission of sweat from skin to environment.

## **2.6 TYPES OF FABRICS-BASED ON FIBRE**

Children's skin is usually very sensitive and can get affected by allergies easily; therefore, clothing for kids should be selected very carefully [6]. In addition to that, kids like to play and the nature of children's activities means that their clothes should be durable, suitable and flexible for lively little lives, as well as being easily machine washable as they will likely need to be cleaned frequently [18]. So, choosing fabrics for children's that are long lasting and durable, and suitable for delicate children's skin.

2.6.1 Synthetic Fabrics: Most of the synthetic fabric contain chemicals and dyes that cannot be washed out and making them more likely to trigger allergies. However, they do have advantages such as strength, being less likely to shrink and having lower costs. Due to the high chemical content synthetic fabrics is not suitable for children's clothing. But in many cases, avoiding synthetic fabric is completely can be difficult, expensive and limit choice.

2.6.2 Natural Fabrics: Natural fibers are much better than synthetic fibers. Made of natural fibers fabric, naturally wick moisture away from the body, so they stay dry and comfortable on active children. These are good for summer months and warm clothing in the winter months when want to keep warm without sweating. Natural fabrics like, Cotton, Linen, Wool, Cashmere, Silk, Hemp etc.

2.6.3 Mixed Fabrics: Children's clothing which combines natural fibres and synthetic fibres combine the comfort of the natural fibers with the practicality of the synthetics. Some garments benefit greatly from this mix of natural and synthetic fabrics, meaning you benefit from long lasting durability of polyester and the comfort and style of wool or cotton.

## **2.7 FABRICS USED FOR BABY CLOTHES**

There are variety of fabrics which is suitable for infant, children's and baby clothes. Safety and comfort should always be top priority when choosing material for children's garments.

2.7.1 Cotton: The most common and used fabric in infant clothes, cotton is soft and absorbent and gentle on a baby's skin.

2.7.2 Cotton/Polyester: Blends that dries quickly resists wrinkling and is typically less expensive than infant clothes made of a 100% natural fiber. This mix-up is easy to care for and doesn't shrink. It is a popular choice among busy parents.

2.7.3 Cotton/Spandex Blends: For the ultimate in comfort, a cotton/spandex blend is where it's at. Stretchable, this material is used for baby clothes that moves with the baby, which is why it is found in tights and baby legwarmers. It is so easy to care for.

2.7.4 Voile: Voile is a sheer fabric made with high twist or voile twist spun yarns that are combed. It is a soft fabric with lower fabric count and has a distinctive two ply warp and good drapability. It can be solid color or printed. Voile is originally a cotton fabric and very popular for children tops and dress.

2.7.5 Poplin: Poplin is a bottom: weight rib weave fabric, made from cotton or cotton blends. Polyester /cotton blends are widely used. It can be medium to heavy weight. That's why Poplin fabric is using for both bottom and tops.

2.7.6 Fleece: Warm and fuzzy, fleece is often found in baby outerwear and is available in a variety of weights. Great for layering, it's good for in-between seasons. Fleece dries easily and quickly, also moisture-wicking and it is a vegan alternative to wool. Also, it's virtually stain-proof and super easy to care for, just toss it in the wash with like colors and you're set.

2.7.7 Cashmere: A luxury textile, cashmere can be found in high-end designer infant clothes.

2.7.8 Corduroy: Soft, fine wale fabric for excellent durable rompers and overalls for toddlers. Corduroy comes in 100% cotton and sometimes in cotton/polyester blends.

2.7.9 Broadcloth: is a high quality basic fabric for all sorts of children's garments; it is very easy to sew and is available in both 100% cotton and in cotton/ polyester blends. This classic fabric comes in dozens of cheerful colors.

2.7.10 Canvas: It is a heavy, firm, strong fabric made of cotton or acrylic. This fabric produced in many grades and qualities. It may have a soft or firm hand. Canvas is smoother, more compact the heaviest that why these fabric popular for winter kids wear.

2.7.11 Denim: It is a cotton or cotton / polyester blend, durable heavy weight. Usually the warp is colored and the weft is white. It is often left hand twill. Usually used for bottoms.

2.7.12 Gingham: It is a yarn dyed Plain weave fabric that is available in variety of weights and quality. It may be balanced or unbalanced of combed or carded yarns. If two colors of yarns are used, the fabric is called a check or a check gingham. Usually it is made of cotton or cotton blends. Gingham is also perfect for the young set.

2.7.13 Tulle fabric: Tulle is a fine mesh net fabric most commonly used to make wedding veils and embellish wedding gowns. Tulle can be made from a variety of natural and synthetic fibers, including silk, nylon, rayon, or cotton.

2.7.14 Satin Fabric: Satin fabric is used for party wear. Satin fabric is formed with a satin weave which is using filament fibers such as silk, nylon, or polyester, the corresponding fabric is termed a satin.

2.7.15 French Terry: French Terry is a fabric, used in men's, women's and children's clothes. One of its sides is flat, while the other side is with cross loops. It is either 100% cotton or contains polyester with elastane.

2.7.16 Bamboo: An all-natural fabric, bamboo is becoming an increasingly popular choice for baby clothes. Thermal-regulating, it will adjust with baby's body temperature and is great for layering. Bamboo fabric has a fantastic selling point that including being hypo-allergenic and anti-bacterial; right along with 100% cotton.

## **2.8 CONSIDER FOR BUYING COMFORTABLE INFANT CLOTHING**

A number of factors should be taken into consideration before buying clothes for children, some of these are:

2.8.1 Comfortable: It is very important for children's clothing that the clothes should be comfortable. Make them select their own clothes. In this way they will be happy wearing what they select, this will add to their confidence and self-esteem and they will also develop their fashion sense. The fabric should be soft and smooth and not irritate the skin. The fabric should be light weight.

2.8.2 Climate and fabric: Fabric should be selected according to the climate to make it more suitable and comfortable. Now-a-days organic kids wear are in high demand and gained popularity due to various reasons, the entire cloth is designed from high grade organic cotton, which allows the sensitive skin of children to breathe and prevent from rashes and allergies [19].

2.8.3 Ease of Dressing and Undressing: Fitted dresses should be avoided for kids; they tend to have larger stomach. Children wear must need sufficient seam allowances and must offer styles so that adults and children should be able to wear and remove the garment easily.

2.8.4 Fasteners: Children's clothing should not have drawstring as they have tendency to wind around the neck and cause danger [20]. Fasteners should not be attached in the wrong place which may hurt the child. They should be soft, warm and for babies elasticised garment should be avoided.

2.8.5 Trimmings: Trim can make a garment special look that a children like. Using decorative machine stitching, embroidery, smocking, ribbons, braid, ruffles etc. but always need to be care that hard materials having sharp edges should not be used in babies garments as it may harm the sensitive skin.

## **III. RESEARCH METHODOLOGY**

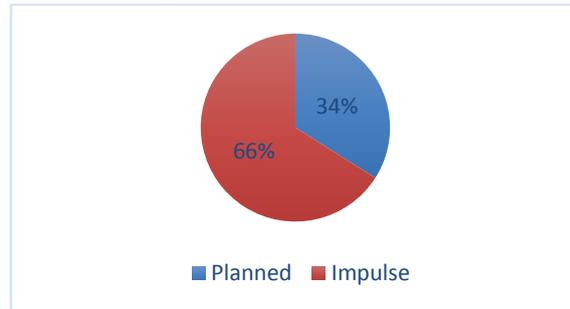
The aim of this study was to examine customer's preference while buying kid's cloth and the essential requirements of kids wear in development process. This research is based on analyzing on primary data and

secondary data. Secondary research is based on literature review and internet research and primary research is conducted in the form of a questionnaire, in order to explore the consumers' perception regarding the Kids wear. Research area is Uttara, Dhaka city, Bangladesh. Focus group is obviously parents and also who is going to be parent.

#### IV. DATA ANALYSIS AND FINDINGS

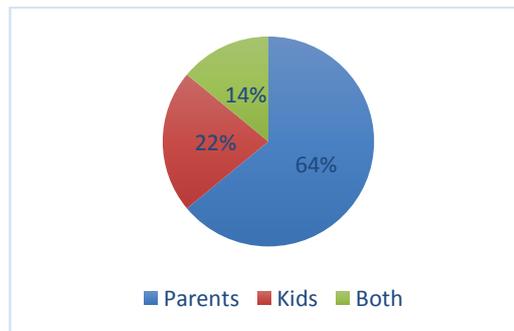
Customer survey (Buying decision while purchasing your child's cloth, parents and upcoming parents both)

a. What is your purchasing behavior? (Planned /Impulse)



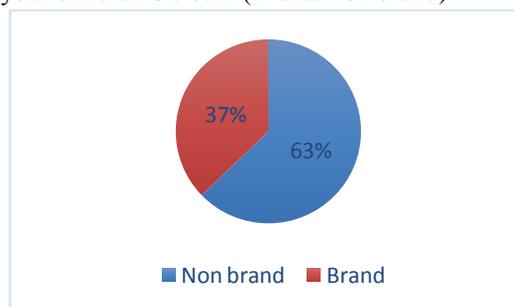
Purchasing behavior is a very important part in marketing. In maximum cases, customers buy impulse. In that way, product sales increase extended the product demand.

b. Who is the decision maker while shopping? (Parents/Kids/Both)



In the shopping of kid's garments decision making is an essential matter. In maximum time, parents make a decision while shopping garments. Sometimes, take decision in joint for both kids & parents and sometimes, kids take a decision.

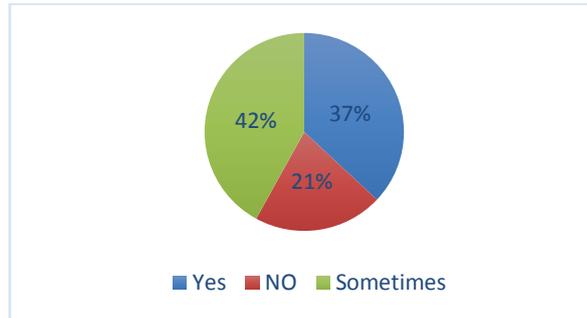
c. What is your preference for buying your children's cloth? (Brand/Non brand)



In Bangladesh, specific kids brand is not that much available. Maximum customers prefer for non-brand products because it is very available in our country in affordable price.

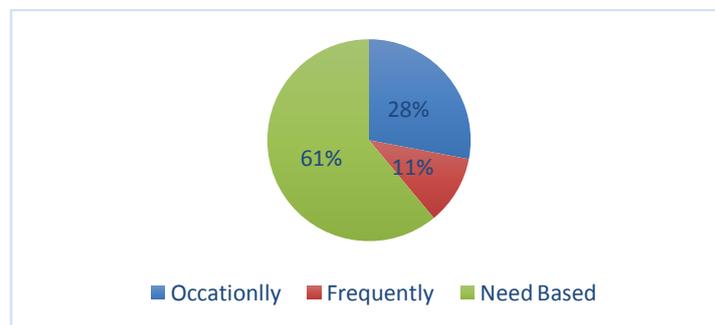
Specific requirement for development in children's clothing: customer's preference and satisfaction..

d. Do you think that your child is growing fast, so branded cloth is not necessary because of it is expensive. (Yes/No/Sometimes)



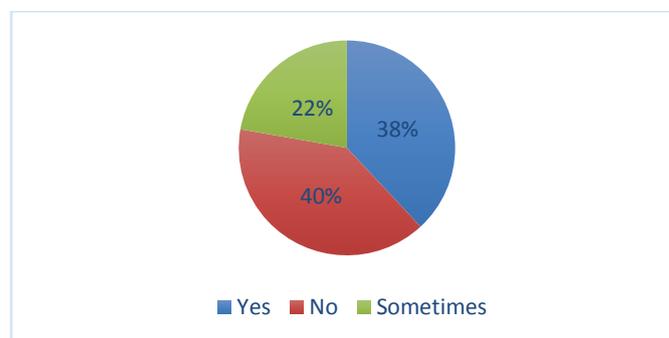
Childs are growing fast. That's why, sometimes parents avoid branded clothes. When needed they buy branded clothes for their children?

e. You are buying your child's cloth. (Occasionally/Frequently/ Need based)



In maximum times, parents are buying clothes for their children when needed. Sometimes they buy different garments (not regular wear) for their child's in occasionally. There are also some different customers (parents) they buy frequently.

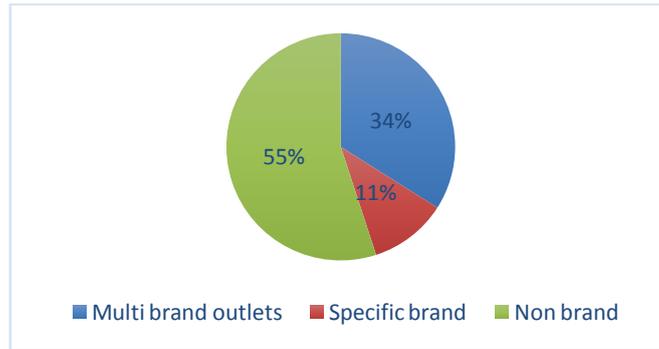
f. Do you buy your clothes that is in trend? ( Yes/No/Sometimes)



In present day, parents are more conscious about fashion and trend. Sometimes they want to buy trendy clothes for their children. But in maximum times they want to buy comfortable dresses.

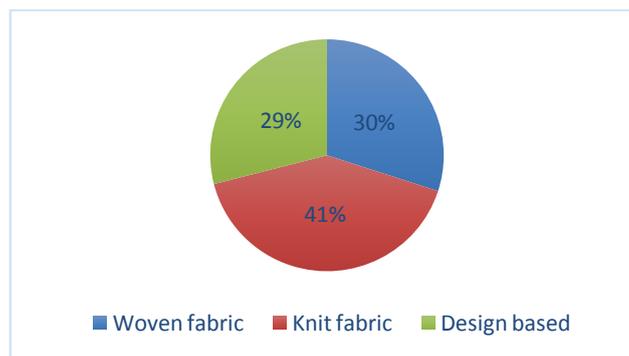
g. Where do you go for shopping? (Multi brand outlets/Specific brand/Non brand)

Specific requirement for development in children's clothing: customer's preference and satisfaction..



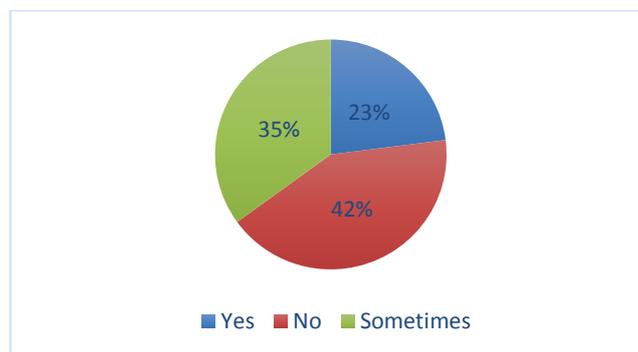
In Bangladesh, there are limitations in specific brands outlets. Maximum are non-brand products. And sometimes found mixed products.

h. Which fabrics is like most while buying a dress? (Woven fabric/Knit fabric/Design based)



Fabric is one of important factor for children's cloth. Parents are very care full about fabric because of children's skin is very sensitive. Woven cotton fabric is essential for newborn babies while knit is comfortable for winter. Sometimes, they choose garment when they like the design, whatever the fabric is knit or woven.

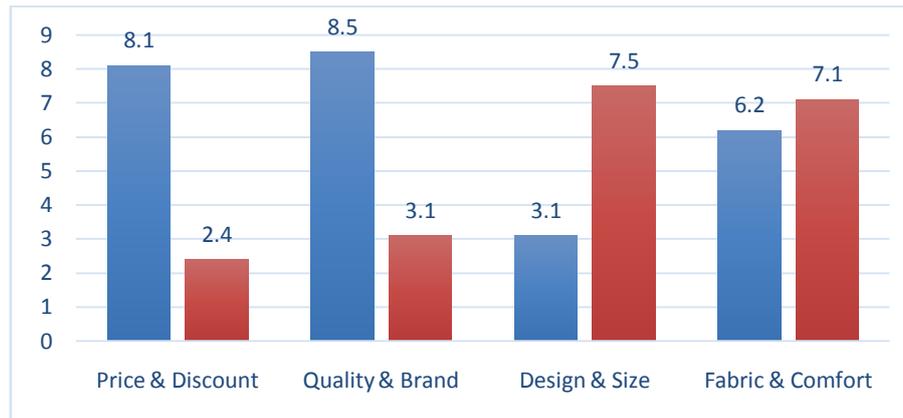
i. You choose dresses for your child only comfort (Yes/No/Sometimes)



Because of the sensitive skin for the children, some parents choose garment only for comfortable basis for newborn babies. After the ages like toddler and children's garment, they choose not only comfortable basis but also design basis.

j. What is the factors that affect your purchasing decision?

- a. Price & Discount
- b. Quality & Brand
- c. Design & Size
- d. Fabric & Comfort



There are some factors considered while purchasing kids cloth. Response of the questions in interesting.

**Price & Discount:** In this two factor, price and discount is based on financial part. Price is a valuable matter while purchasing. Sometimes, price does matters for purchasing issue. Another part is discount. Discount is not that much valuable. Some respondents thought discount products quality is not up to the mark.

**Quality and Brand:** Quality is an essential factor for buying clothes. If quality is good then brand could be avoid.

**Design and size:** Overall look or outlook of garment is obviously a big part but size is essential part. If size is not found then design doesn't work.

**Fabric and Comfort:** fabric and comfort is one of the essential factor while buying kids cloth. Some customer have especial choice of fabric some have not but everybody need comfort. But there is another factor also need justified. New born and infant babies need comfort fabric. But, sometimes children's choose their clothes based on fabric, color and print.

## V. CONCLUSION

The choice of suitable cloth to the children is imperative to their enjoyment of health [21]. The cloth should not be irritate the delicate skin of the children's body [22]. While selecting children's cloth, there is a few things needed to be aware of in order to keep children safe and comfortable. So, the construction of the children wear should be simple and comfort. The major decision making is done on the conscience and preferences of parents as well as kids. Also that the available sizes of kids garments keep changing because of growth, the purchases are more planned unlike the impulse buying of parents as well as regular customers. To fulfill the requirements function and design must meet at the right proportions in children's clothing for it to be accepted. Appropriate choice of fabric, accurate garments opening and fastenings, also fittings, correct trimmings used for all major considerations and requirements when designing children's wear. When a designer designing for children's clothing should focus on some other factors also and fulfill the preference of customers' needs and expectations.

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