A Study on Teenagers and Parents Perception towards Teenage Clothing Brands

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Abstract

The fashion industry is an ever-evolving industry whether we take trends, fits, colors, techniques, or sustainability into consideration. It is of utmost importance for international fast fashion and premium brands to keep a regular tap on competitive brands with regard to the price points offered both at the category and sub-category level. This study is an attempt to explore the consumer perception towards teenage clothing brands in India. The study adopted a consumer survey technique to explore the insights into the perceptions of towards teenage clothing brands, and adopted a market study to compare the major available brands in teenage category. The study found that the most preferred brands by the consumers in the teenage category, style options preferred and price points. This study fills the gap in the extant literature in terms of bringing out insights about a specific category of apparel brands (i.e., clothing brands for teenagers).

Keywords: Teenage, Clothing, Perception, Brands, Market study.

1. Introduction

The Indian Kids Wear Market was valued at USD 16.62 Billion in FY 2020 and is further forecasted to grow at a CAGR of 5.89% through FY2026 to reach USD 22.53 billion by FY2026 (Statista, n.d.).Increasing expendable income in Indian households and changing lifestyles, majorly in metro cities, is leading the demand for Kids Wear in the country. Growing number of nuclear families in the country and increase in the number of double income households is expected to continue to drive this growth in the country's Kids wear market in the future.

Ever increasing globalization, growth in the number of nuclear families and increasing buying power is positively influencing the kids wear market in India. The buying behaviour of parents have changed, they have started spending more on their kids and they want their kids to follow the latest fashion brand apparel. This trend is more dominant and prevalent in Tier I and II cities. Also, constant retail expansions and e-commerce retailing has also contributed to the growth of the kids wear market in the country. General populace is now having more awareness of international brands via advertisements on television or websites.

The categorization of the Indian kids wear market is based on gender, category, season, sector, distribution channel and competition. Based on distribution channels, the kids wear market is categorized into multi brand retail outlets, online, exclusive stores, supermarkets & hypermarkets and others.

The present study helps in understanding the present state of the teenage apparel market segment that is taken into consideration, and reports the consumer perception towards teenage clothing brands.

2. Review of Literature

The rapidly growing kidswear market is one of the most profitable segments of the apparel industry. The market for this segment is expected to overtake both menswear and womenswear in terms of retail value growth, with a combination of demographic, macroeconomic and social trends supported by sales in this segment. Moreover, an increase in expendable income and a growing working population are driving the apparel market's growth. Increasing product customization, innovation, and affordable prices in kidswear apparel are driving market growth worldwide.

The kidswear market is majorly segmented by product category, distribution channel, and geography. On the basis of product category, the market is segmented into apparel, footwear, and other product categories. By distribution channel, the market is segmented into offline retail stores and online retail stores.

The Asia-Pacific region is expected to hold a significant market share in the forecast. This is majorly due to the growth in the infant population majorly in developing countries like India and China. Robust economic growth and constant rise in household incomes are expected to increase the consumer spending in theKidswear segment in the Asia-Pacific region as shown in Image 1.1.

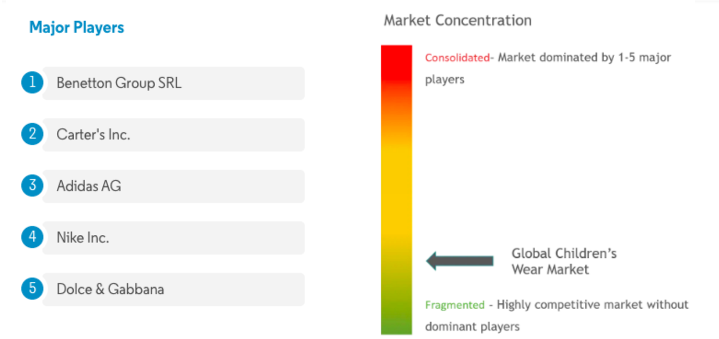
IMAGE 1.1 KIDSWEAR MARKET

Children wear Market: Market Size (%), By Geography, 2021

Source: www.mordorintelligence.com

The kidswear market is a highly competitive segment. Major key players in the segment include Carter's Inc., Adidas AG, Benetton Group Apparel Inc., and Dolce & Gabbana. In accordance with the current trends, new product innovations are highly probable to help in better product positioning. Because of this reason, the key players are increasingly focusing on widening offerings in their products by innovating new apparel designs to cater to the target demographic segment. The current competitive landscape along with market concentration is shown in Image 2.1.

IMAGE 2.1 COMPETITIVE LANDSCAPE



Source: www.mordorintelligence.com

INDIAN KIDSWEAR MARKET: The Indian Kids Wear Market was valued at USD 16.62 Billion in FY 2020 and is further forecasted to grow at a CAGR of 5.89% through FY2026 to reach USD 22.53 Billion by FY2026 (Statista, n.d.).

Increasing expendable income in Indian households and changing lifestyles, majorly in metro cities, is leading the demand for Kids Wear in the country. Growing number of nuclear families in the country and increase in the number of double income households is expected to continue to drive this growth in the country's Kidswear market in the future.

Ever increasing globalization, growth in the number of nuclear families and increasing buying power is positively influencing thekidswear market in India. The buying behaviour of parents have changed, they have started spending more on their kids and they want their kids to follow the latest fashion brand apparel. This trend is more dominant and prevalent in Tier I and II cities. Also constant retail expansions and e-commerce retailing has also contributed to the growth of the Kidswear market in the country. General populaceare now have more awareness of international brands via advertisements on television or websites. The categorization of the Indian Kidswear market is based on gender, category, season, sector, distribution channel and competition. Based on distribution channels, the kidswear market is categorized into multi brand retail outlets, online, exclusive stores, supermarkets & hypermarkets and others.

The other major change that is taking place in the kidswear segment is the emergence of kids as independent buyers. Influenced by social media, TV advertisements and peer groups, nowadays kids are better informed and self-conscious.

Kids are aware of current trends in fashion and brands are also realising the potential of this market and are increasing their presence in this segment. The opportunity in the girl's wear market is far greater than boy's clothing throughout the world. Boy's apparel tends to centre on basics. Girl's wear, however, diversifies and sustains in all channels from specialty stores to department stores to discounters.

3. TEENAGE APPAREL MARKET IN INDIA: Just like the womenswear, and menswear segment, teen fashion in India is also expanding presence and so are fashion brands that are concentrating on this particular segment. The teen apparel market is distinct and has its own trends, some imported from older age segments and some exclusively of their own. The tendency in the teenage apparel market is to change quickly hence brands need to adapt according to the demands of their target segment or lose their market share. Trendy and newness are the keywords that accurately define this market segment.

Teenagers in today's age and date are moving their interests towards fast fashion brands like Zara, H&M and Forever 21. The young in recent times demand for the most trendy styles without having to spend extensively and fast fashion brands tend to fit the bill perfectly to fulfil these needs.

When children are teenagers, they are in a phase of constant reflection on consumer socialization. This creates a more complex knowledge of brands, prices, and advertising, and the desire to construct their identities in a meaningful way (John, 1999). During this time, from middle age to adolescence, children seek groups that fill these social gaps and provide them with a sense of belonging. Therefore, they begin to associate the brand with the symbolic notion of what they want to be. Brands that he / she has begun to like are related to his / her self- perception, his / her membership groups, and the characteristics of others wearing those brands (Chaplin & John,). 2005). He / she will pay more attention to his / her appearance to fit in these groups and will be more involved in the process of purchasing clothes. Teenagers use brands to symbolize the world about their personality and character, and what they want to be portrayed as. They value clothes to make a first impression and agree that they can connect with others wearing the same brand and talk a lot about people by seeing what they are wearing. (Piacentini& Mailer, 2004).

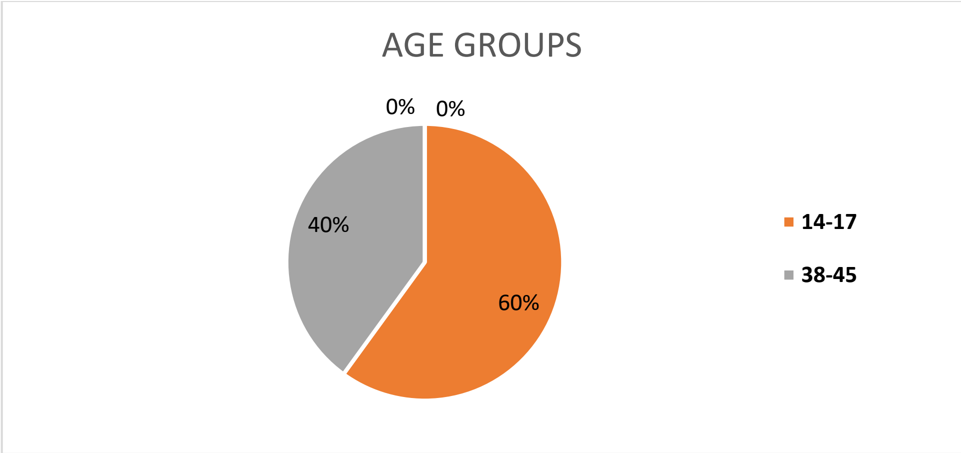
4. Method

The present study is exploratory in nature. Primary data was collected from a consumer survey was conducted with the total sample size was 150 & were filled from kids aged from 14-17 years, Parents (38-45). Entire survey was done based on convenience sampling. Secondary data was collected from already published reports, research papers and other similar sources.

5. Findings

AGE GROUPS OF RESPONDENTS

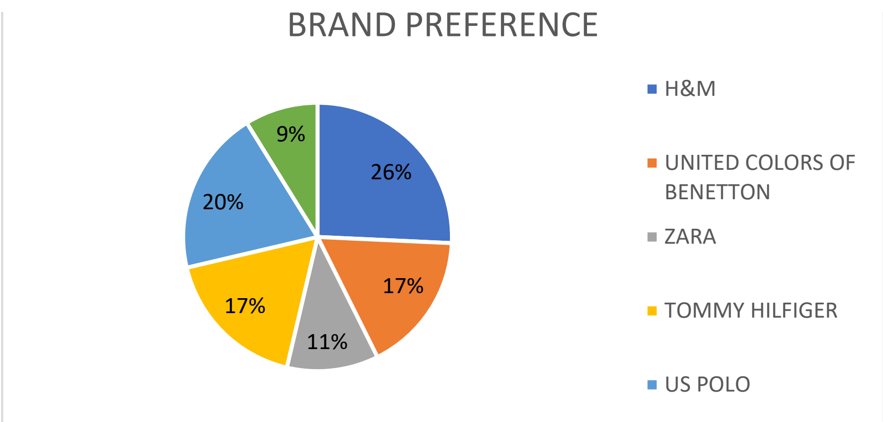
GRAPH 5.1- AGE GROUPS OF RESPONDENTS



Graph 5.1 depicts the age of the respondents. 40% of these respondents are parents are girls with ages between 14-17 years old.

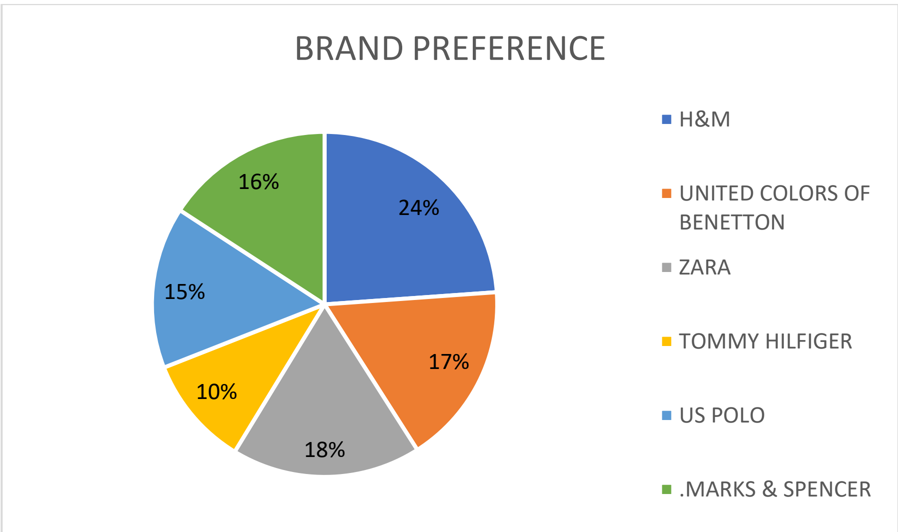
BRAND PREFERENCE OF THE RESPONDENTS(MULTIPLE SELECTION)

GRAPH 5.2- PARENT RESPONSES IN BRAND PREFERENCE



Graph 5.2 depicts the parent responses in brand preference. Parent respondents prefer U.S. Polo apparel for their kids.

GRAPH 5.3- GIRLS (14-17 YEARS) RESPONSES IN BRAND PREFERENCE

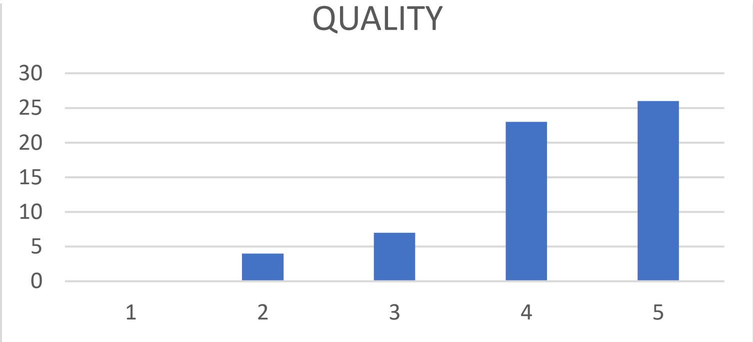


Graph 5.3 depicts the Girls(14-17 Years) responses in brand preference. Girl respondents also prefer U.S. Polo apparel but they also show greater affinity for the brand Zara.

PARAMETERS CONSIDERED WHILE BUYING CLOTHES BY RESPONDENTS (SINGLE SELECTION)

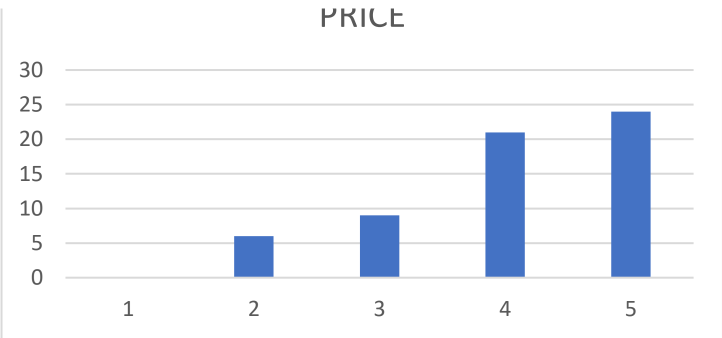
PARENT RESPONSES

GRAPH 5.4- PARENT RESPONSES IN QUALITY WHILE BUYING



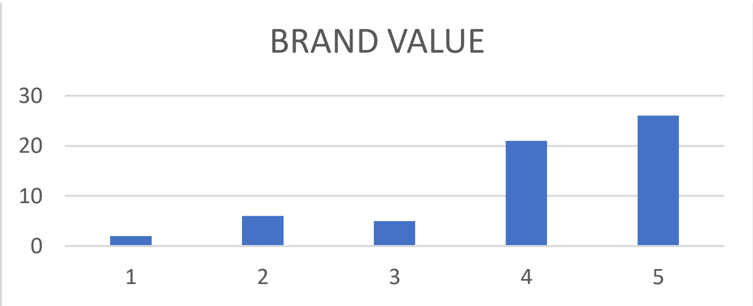
Graph 5.4 depicts the importance of quality as a parameter for buying clothes for parent respondents. It was observed that most parents consider quality as an important factor while buying clothes.

GRAPH 5.5- PARENT RESPONSES IN PRICE WHILE BUYING



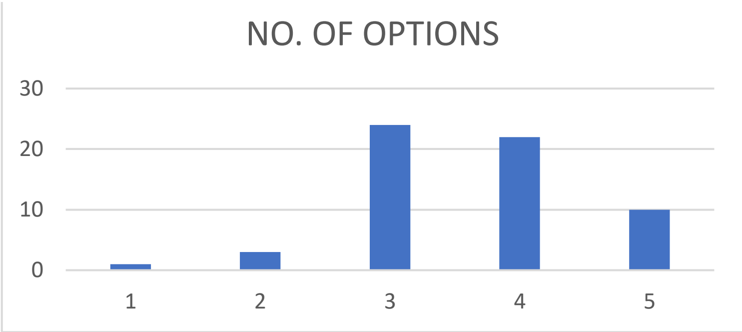
Graph 5.5 depicts the importance of price as a parameter for buying clothes for parent respondents. It was observed that most parents consider price as an important factor while buying clothes.

GRAPH 5.6- PARENT RESPONSES IN BRAND VALUE WHILE BUYING



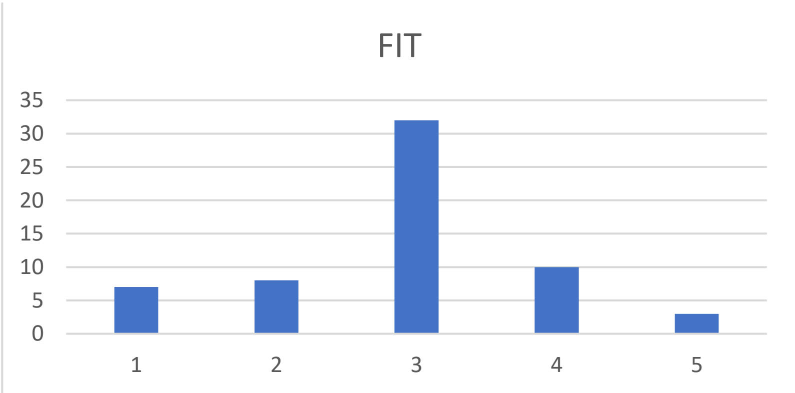
Graph 5.6 depicts the importance of brand value as a parameter for buying clothes for parent respondents. It was observed that most parents consider brand value as an important factor while buying clothes.

GRAPH 5.7- PARENT RESPONSES IN NO. OF OPTIONS WHILE BUYING



Graph 5.7 depicts the importance of no. of options as a parameter for buying clothes for parent respondents. It was observed that most parents consider no. of options as a moderately important factor while buying clothes.

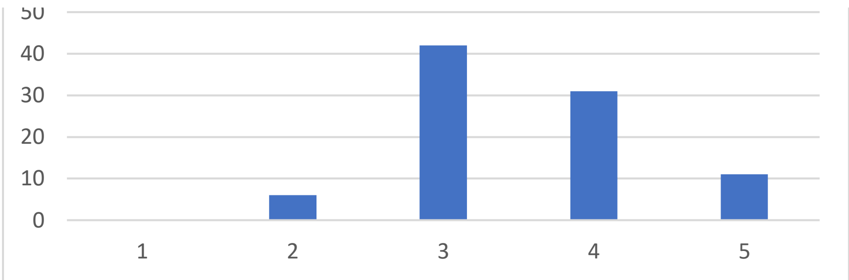
GRAPH 5.8- PARENT RESPONSES IN FIT WHILE BUYING



Graph 5.8 depicts the importance of fit as a parameter for buying clothes for parent respondents. It was observed that most parents consider fit as a moderately important factor while buying clothes.

GIRLS(14-17 YEARS) RESPONSES

GRAPH 5.9- GIRLS(14-17 YEARS) RESPONSES IN QUALITY WHILE BUYING



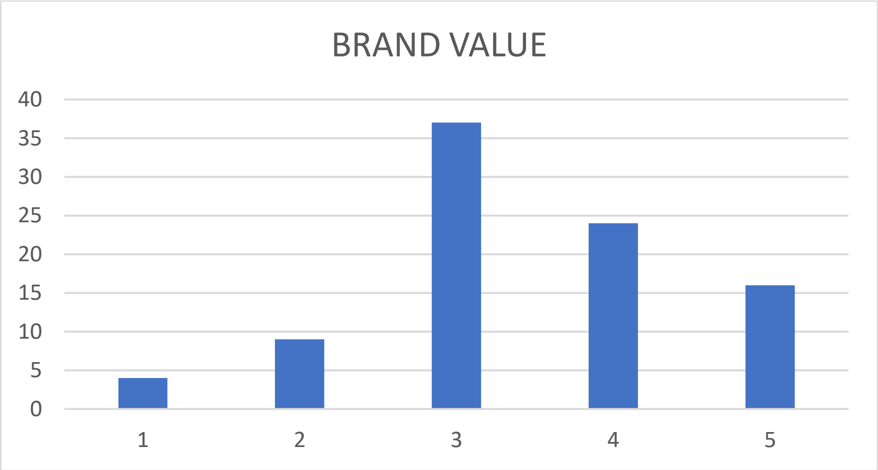
Graph 5.9 depicts the importance of quality as a parameter for buying clothes for girls(14-17 Years) respondents. It was observed that most girls(14-17 Years) consider quality as a moderately important factor while buying clothes.

GRAPH 5.10- GIRLS(14-17 YEARS) RESPONSES IN PRICE

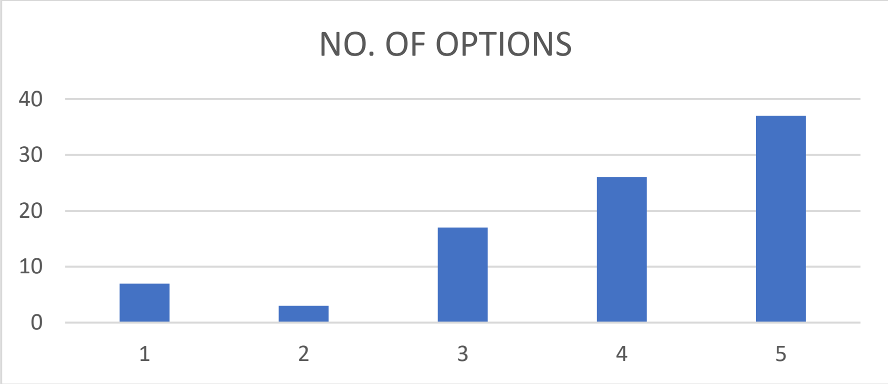
Graph 5.10 depicts the importance of price as a parameter for buying clothes for girls(14-17 Years) respondents. It was observed that most girls(14-17 Years) consider price as an important factorwhile buying clothes with a 4 on 5 point scale.

GRAPH 5.11- GIRLS(14-17 YEARS) RESPONSES IN

BRAND VALUE WHILE BUYING



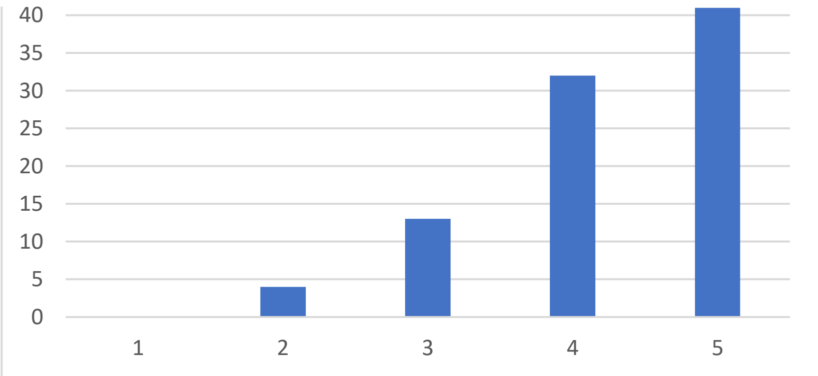
Graph 5.11 depicts the importance of brand value as a parameter for buying clothes for girls(14-17 Years) respondents. It was observed that most girls(14-17 Years) consider brand value as a moderately important factor while buying clothes.



GRAPH 5.12- GIRLS(14-17 YEARS) RESPONSES IN BRAND VALUE WHILE BUYING

Graph 5.12 depicts the importance of brand value as a parameter for buying clothes for girls(14-17 Years) respondents. It was observed that most girls(14-17 Years) consider no. of options as an important factor while buying clothes.

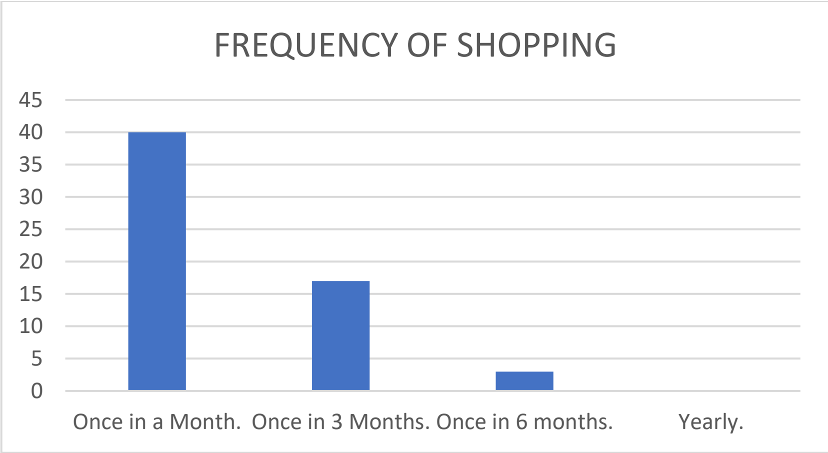
GRAPH 5.13- GIRLS(14-17 YEARS) RESPONSES IN FIT WHILE BUYING



Graph 5.13 depicts the importance of fit as a parameter for buying clothes for girls(14-17 Years) respondents. It was observed that most girls(14-17 Years) consider fit as an important factor while buying clothes.

FREQUENCY OF SHOPPPING OF THE RESPONDENTS(SINGLE SELECTION)

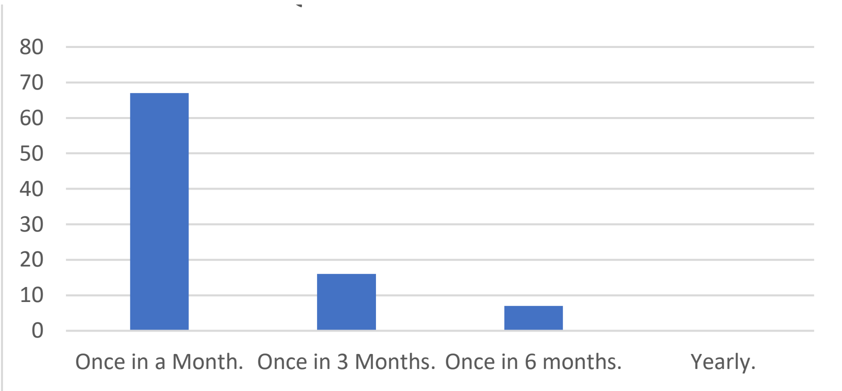
GRAPH 5.14- PARENT RESPONSES IN FREQUENCY OF SHOPPING



Graph 5.14 depicts the frequency of shopping for parent respondents for their kids. It was observed that parents shop monthly for their girls(14-17 Years).

GRAPH 5.15- GIRLS(14-17 YEARS) RESPONSES IN

FREQUENCY OF SHOPPING

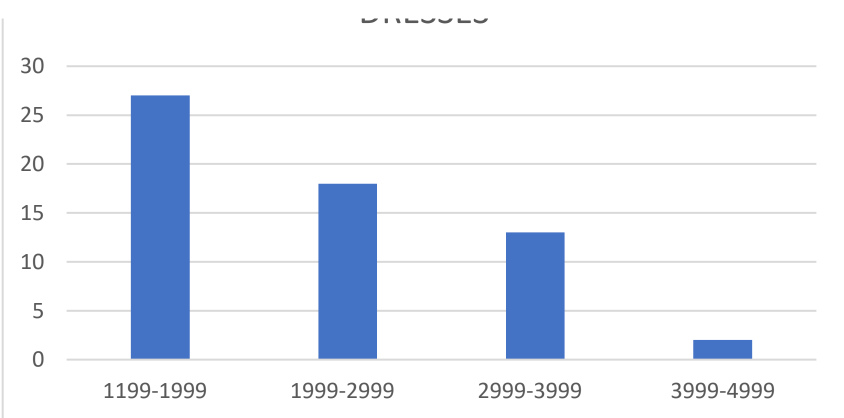


Graph 5.15 depicts the frequency of shopping for girl(14-17 Years) respondents. It was observed thatgirls(14-17 Years) also prefer to shop monthly for themselves.

ACCEPTABLE PRICE RANGES FOR RESPONENTS FORFOLLOWING PRODUCT CATEGORIES(SINGLE SELECTION)

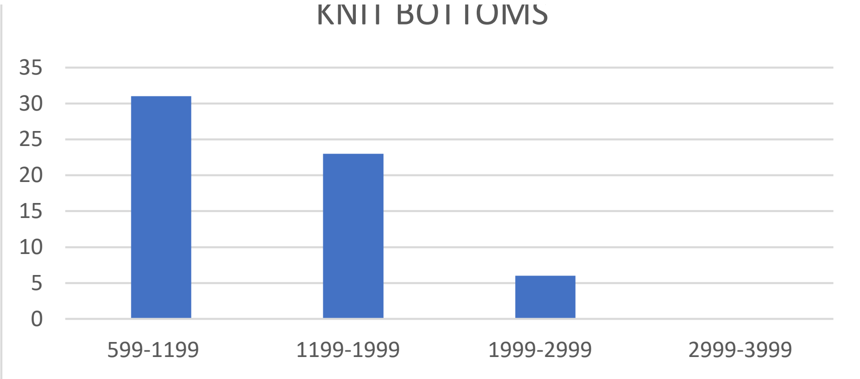
GRAPH 5.16- PARENT RESPONSES IN ACCEPTABLE

PRICE RANGE FOR DRESSES



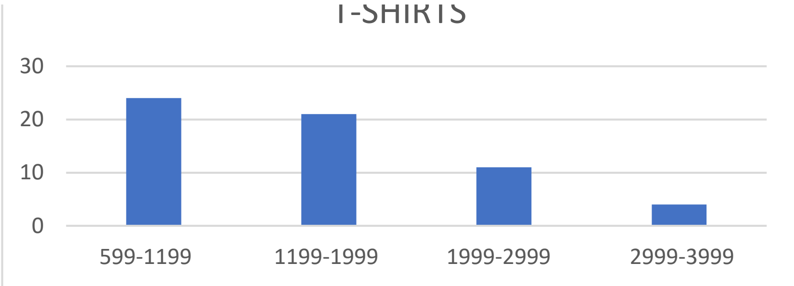
Graph 5.16 depicts the acceptable price ranges for dresses as specified by parent respondents. It was observed that parent respondents would preferably pay between the price range of Rs 1199-1999 for dresses.

GRAPH 5.17- PARENT RESPONSES IN ACCEPTABLE PRICE RANGE FOR KNIT BOTTOMS



Graph 5.17 depicts the acceptable price ranges for knit bottoms as specified by parent respondents. It was observed that parent respondents would preferably pay between the price range of Rs 599-1199 for knit bottoms.

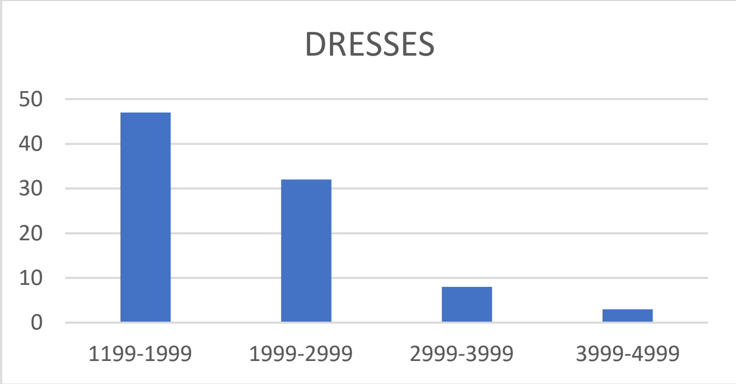
GRAPH 5.18- PARENT RESPONSES IN ACCEPTABLE PRICE RANGE FOR T- SHIRTS



Graph 5.18 depicts the acceptable price ranges for T-Shirts as specified by parent respondents. It was observed that parent respondents would preferably pay between the price range of Rs 599-1199 for T-Shirts.

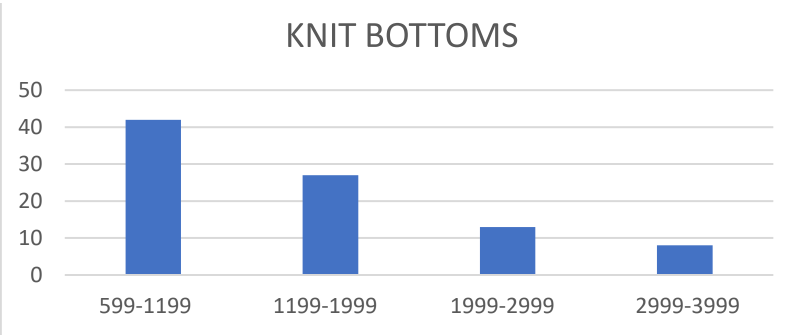
GIRLS (14-17 Years) RESPONSES

GRAPH 5.19- GIRLS(14-17 YEARS) RESPONSES IN ACCEPTABLE PRICE RANGE FOR DRESSES



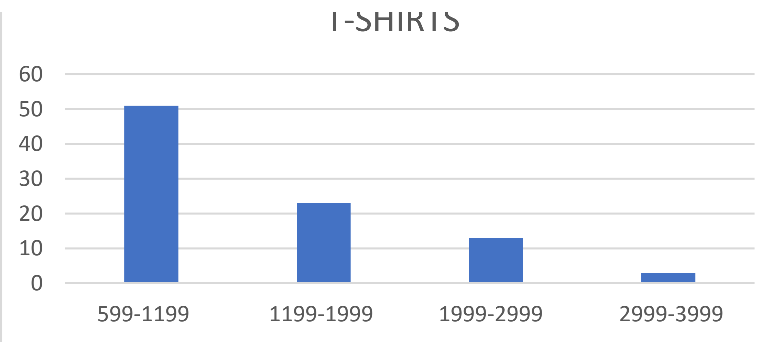
Graph 5.19 depicts the acceptable price ranges for dresses as specified by girl(14-17 Years) respondents. It was observed that girl(14-17 Years) respondents would preferably pay between the price range of Rs 1199-1999 for dresses.

GRAPH 5.20- GIRLS(14-17 YEARS) RESPONSES IN ACCEPTABLE PRICE RANGE FOR KNIT BOTTOMS



Graph 5.20 depicts the acceptable price ranges for knit bottoms as specified by girl(14-17 Years) respondents. It was observed that girl(14-17 Years) respondents would preferably pay between the price range of Rs 599-1199 for knit bottoms.

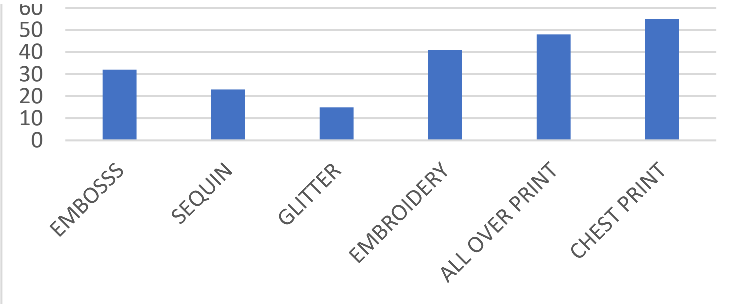
GRAPH 5.21- GIRLS(14-17 YEARS) RESPONSES IN ACCEPTABLE PRICE RANGE FOR T-SHIRTS



Graph 5.21 depicts the acceptable price ranges for T-Shirts as specified by girl(14-17 Years) respondents. It was observed that girl(14-17 Years) respondents would preferably pay between the price range of Rs 599-1199 for T-Shirts.

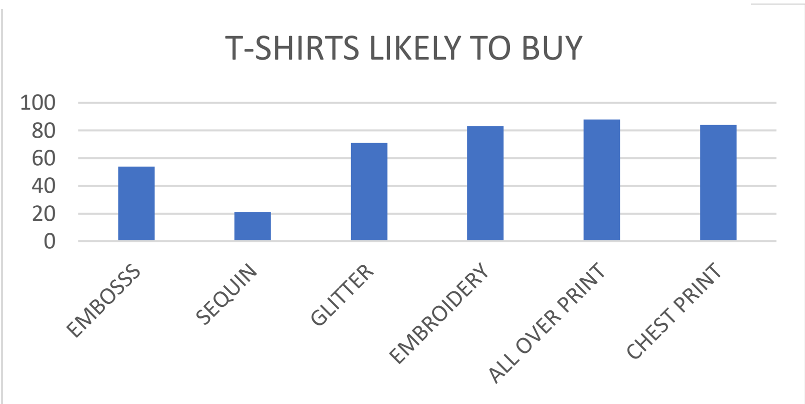
T-SHIRTS THAT RESPONDENTS ARE LIKELY TO BUY (MULTIPLE SELECTION)

GRAPH 5.22- T-SHIRTS PARENT RESPONDENTS ARE LIKELY TO BUY



Graph 5.22 depicts T-shirt concepts that the parent respondents are likely to buy for their girl(14-17 Years) kid. It was observed that parents are most likely to buy chest prints in T-Shirts for their kids.

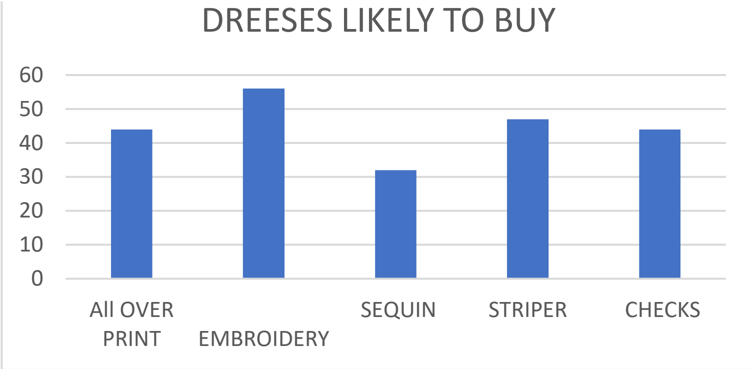
GRAPH 5.23- T-SHIRTS GIRLS(14-17 YEARS) ARE LIKELY TO BUY



Graph 5.23 depicts T-shirt concepts that the girl(14-17 Years) respondents are likely to buy for themselves. It was observed that girl(14-17 Years) are most likely to buy all over prints in T-Shirts.

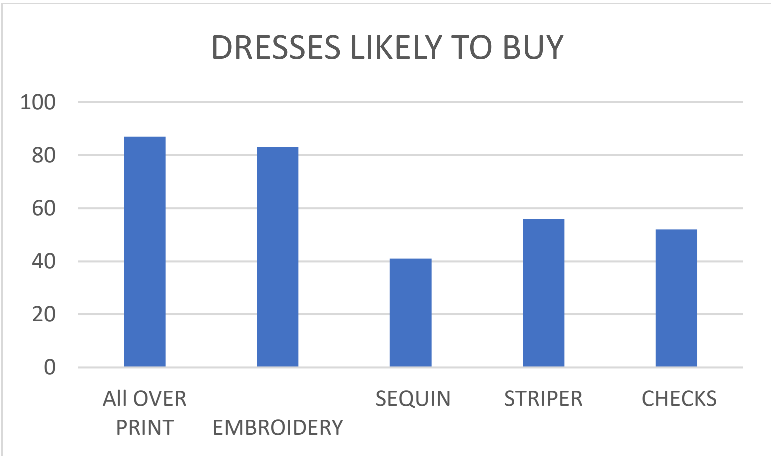
DRESSES THAT RESPONDENTS ARE LIKELY TO BUY (MULTIPLE SELECTION)

GRAPH 5.24- DRESSES PARENT RESPONDENTS ARE LIKELY TO BUY



Graph 5.24 depicts dress concepts that parent respondents are likely to buy for their girl(14-17 Years) kid. It was observed that embroidery is the most preferred concept to buy in dresses for parent respondents.

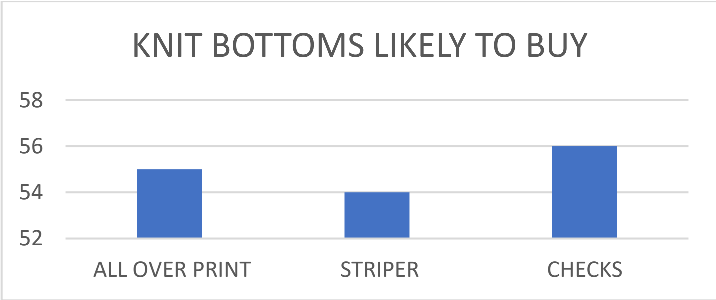
GRAPH 5.25- DRESSES GIRL(14-17 YEARS) RESPONDENTS ARE LIKELY TO BUY



Graph 5.25 depicts a dress concept that the girl(14-17 Years) respondents are likely to buy for themselves. It was observed that girls(14-17 Years) are most likely to buy all over prints in all over prints.

KNIT BOTTOMS THAT RESPONDENTS ARE LIKELY TO BUY (MULTIPLE SELECTION)

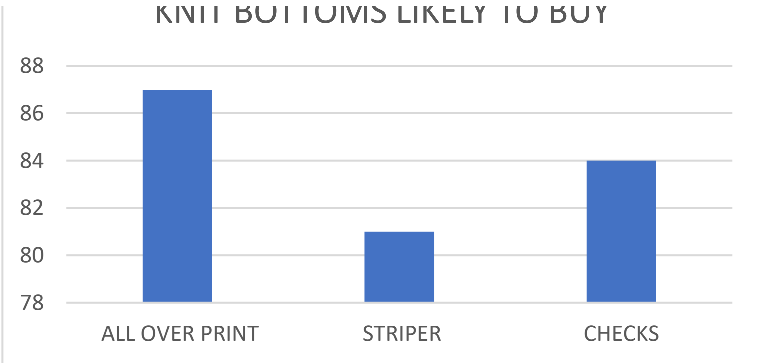
GRAPH 5.26- KNIT BOTTOMS PARENT RESPONDENTS ARE LIKELY TO BUY



Graph 5.26 depicts knit bottom concepts that parent respondents are likely to buy for their girl(14-17 Years) kid. It was observed that checks is the most preferred concept to buy in knit bottoms for parent respondents.

GRAPH 5.27- KNIT BOTTOMS GIRL(14-17 YEARS)

RESPONDENTS ARE LIKELY TO BUY

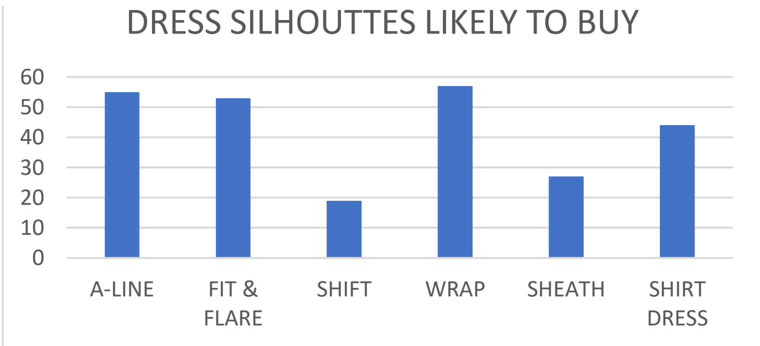


Graph 5.27 depicts knit bottom concepts that the girl(14-17 Years) respondents are likely to buy for themselves. It was observed that girl(14-17 Years) are most likely to buy all over prints in knit bottoms.

DRESS SILHOUETTES RESPONDENTS ARE MOST LIKELY TO BUY(MULTIPLE SELECTION)

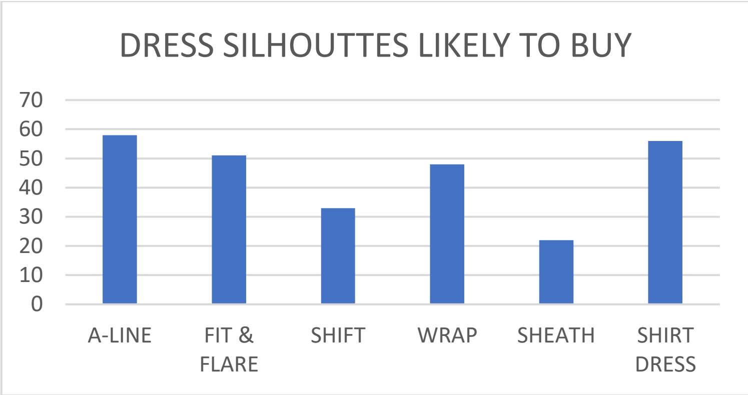
GRAPH 5.28- DRESS SILHOUETTES PARENT

RESPONDENTS ARE LIKELY TO BUY



Graph 5.28 depicts dress silhouettes that parent respondents are likely to buy for their girl(14-17 Years) kid. It was observed that wrap dress and fit & flare dress is the most preferred silhouette to buy in dresses for parent respondents.

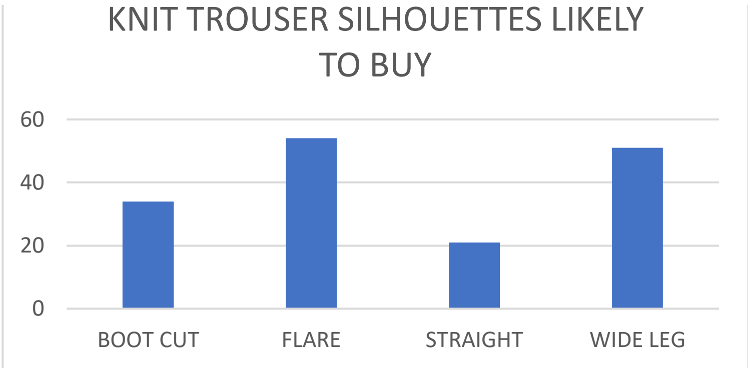
GRAPH 5.29- DRESS SILHOUETTES GIRL(14-17 YEARS) RESPONDENTS ARE LIKELY TO BUY



Graph 5.29 depicts dress silhouettes that the girl(14-17 Years) respondents are likely to buy for themselves. It was observed that girl(14-17 Years) are most likely to buy A-Line and Shirt dresses for dress silhouettes.

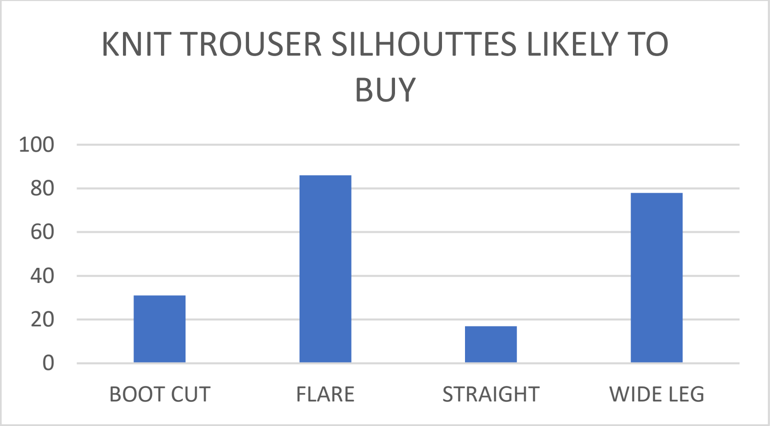
KNIT TROUSER SILHOUETTES RESPONDENTS ARE MOST LIKELY TO BUY(MULTIPLE SELECTION)

GRAPH 5.30- KNIT TROUSER SILHOUETTES PARENT RESPONDENTS ARE LIKELY TO BUY



Graph 5.30 depicts knit trouser silhouettes that parent respondents are likely to buy for their girl(14-17 Years) kid. It was observed that flare trousers and wide leg trousers is the most preferred silhouette for knit trousers to buy in knit bottoms for parent respondents.

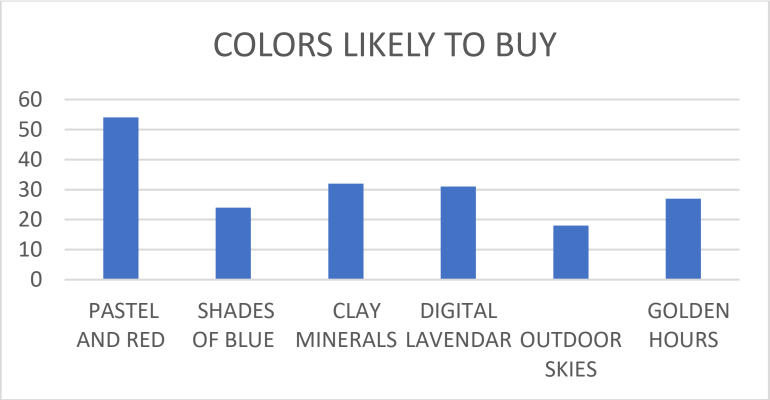
GRAPH 5.31- KNIT TROUSER SILHOUETTES GIRL(14-17 YEARS) RESPONDENTS ARE LIKELY TO BUY



Graph 5.31 depicts knit trouser silhouettes that the girl(14-17 Years) respondents are likely to buy for themselves. It was observed that girl(14-17 Years) are most likely to buy Flare trousers and Wide Leg trousers for knit trouser silhouettes.

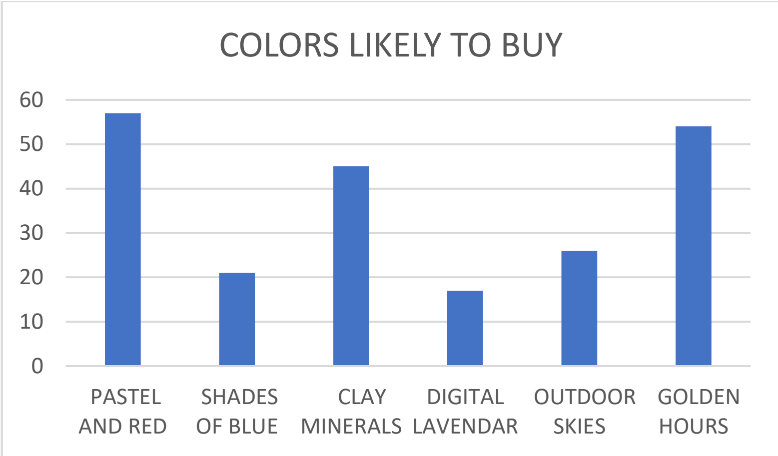
COLORS RESPONDENTS ARE LIKELY TO BUY(MULTIPLE SELECTION)

GRAPH 5.32- COLORS PARENT RESPONDENTS ARE LIKELY TO BUY



Graph 5.32 depicts colors that parent respondents are likely to buy for their girl(14-17 Years) kid. It was observed that Pastel & Red, Clay mineral and Digital Lavender is the most preferred color to buy for parent respondents.

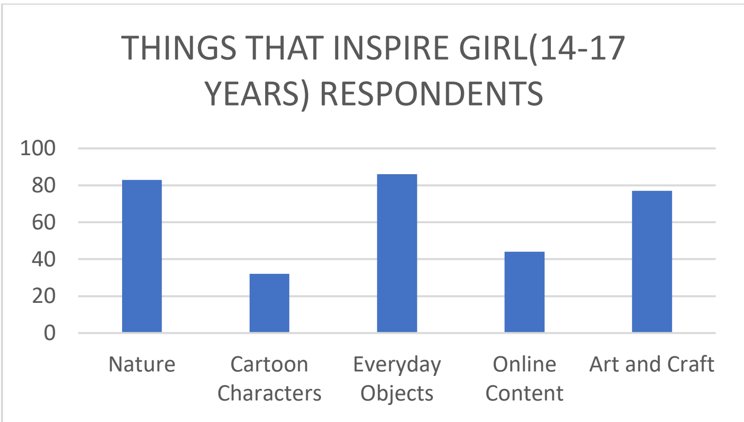
GRAPH 5.33- COLORS GIRL(14-17 YEARS) RESPONDENTS ARE LIKELY TO BUY



Graph 5.33 depicts colors that the girl(14-17 Years) respondents are likely to buy for themselves. It was observed that girl(14-17 Years) are most likely to buy Pastel & Red, Clay Mineral and Golden Hours.

GIRL(14-17

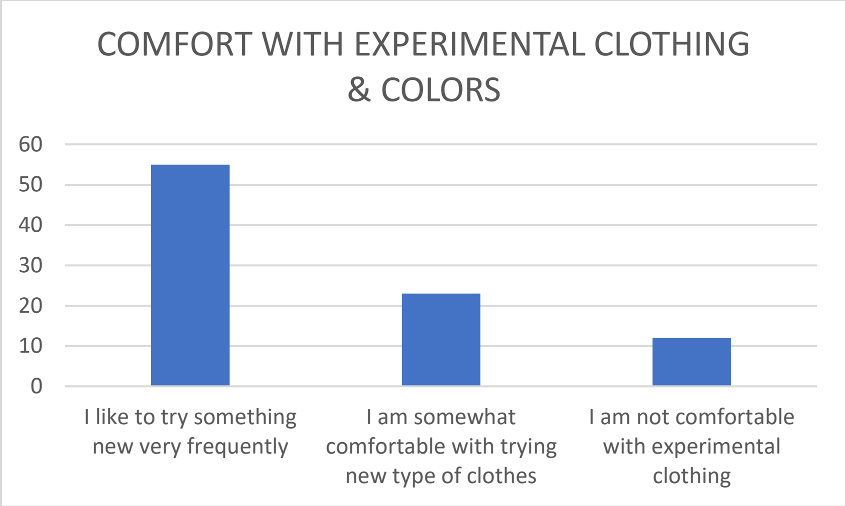
GRAPH 5.34- GIRL(14-17 YEARS) RESPONDENTS ARE LIKELY TO INSPIRATION FROM



Graph 5.34 depicts the object and things that the girl(14-17 Years) respondents are likely to get inspiration from. It was observed that girl(14-17 Years) respondents are most likely to be inspired from Nature, Everyday Objects and Art & Craft.

COMFORT WITH EXPERIMENTAL CLOTHING ACCORDING TOGIRL(14-17 Years) RESPONDENTS (SINGLE SELECTION)

GRAPH 5.35- COMFORT WITH EXPERIMENTAL CLOTHING ACCORDING TO GIRL(14-17 YEARS) RESPONDENTS



Graph 5.35 depicts the comfort with experimental clothing according to girl(14-17 Years) respondents. It was observed that girl(14-17 Years) respondents are likely to try something very frequently.

6. Summary and Conclusion

Teenage market is a developing segment in India with immense potential as India is already a country with a huge population falling in the Teenage group with an expected growth of 14.5% CAGR from 2021-2026 (*India Kids Apparel Market Size, Trends and Forecast 2021–2026*, 2021).

From the study it is found that the preferred brands by parents were H&M and U.S. Polo whereas for girls(14-17 Years) they were H&M and Zara.Parents tend to give more importance to Quality, Price, brand value while buying clothes for their kids whereas girls(14-17 Years) give more importance to Price, No. Of Options and Fit while buying clothes.Both parents and girls(14-17 Years) prefer to shop once a month. This reflects the buying behaviour of the teenage segment.

Acceptable Price ranges for the selected categories came out to be :- Dresses- Rs.1199-1999 for Parent respondents and Rs.599-1199 for Girl(14-17 Years) respondents.Knit Bottoms- Rs. 599-1199 for both Parent and Girl(14-17 Years) respondents.Tees- Rs. 599-1199 for both Parent and Girl(14-17 Years) respondents.

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