

# Influential Factors Analysis for the Purchasing Behaviour of Kid's Innerwear

Rajesh Kumar Jha, Vaishali Kcannan and Rupayan Roy

Department of Fashion Technology, National Institute of Fashion Technology Kannur, Kerala-670562, India

[rajeshkumar.jha@nift.ac.in](mailto:rajeshkumar.jha@nift.ac.in), [vaishali.kcannan1@nift.ac.in](mailto:vaishali.kcannan1@nift.ac.in), [rupayan666@gmail.com](mailto:rupayan666@gmail.com)

## Abstract:

In India, kid's apparel segments are one of the fastest-growing markets witnessing worth Rs 2300 crores in 2020 and estimated growth will be 12% as per the CAGR report. It is noticed that the innerwear market is dominated by small-scale and unorganised sectors having a 60-65% share of the market. In the era of current market demand for kids' the innerwear market is evolving upwards and moving towards organized retail sectors. Organised retail sectors are focussing more on unique positioning for their product in retail to connect with consumers in a significant way. Organised sectors are significantly enhancing their capabilities towards design, fit, sourcing, etc., but it is noticed that the 'Fit' parameter is the main ingredient in this present scenario. This paper deals with understanding the value of kid's innerwear for organised sectors and bridging the merchandise gap to introduce this category with great quality, proper fit and with affordable pricing. This paper deals with various market analyses and a survey has been conducted to understand kids' innerwear categories offered by their competitor brands and to understand the consumer buying behaviour scientifically.

**Keywords:** *Kids innerwear market, Competitor analysis, Consumer survey, Fit analysis, Retail market*

## I. INTRODUCTION

The country's retail market has undergone a major transformation by 2020, It is estimated that the retail market is estimated to reach \$1.5 trillion from the present \$ 0.8 trillion in 2020 and resulting in 25 million new jobs created by 2030. It is not merely creating new jobs but creating a demand for organized retail space with a capacity of 120 million square feet (MSF) among major Indian cities including Delhi (23.7 MSF), Mumbai (16.7 MSF) etc., [1]. The market value of the apparel categories includes Menswear (20 billion US\$), Womenswear ( 19 billion US\$) and Kids' wear (16 billion US\$). The major retail market, Fast-moving consumer goods, footwear & Apparel and various consumer electronics are the important retail segments constituting 65%, 10% and 9% respectively [2]. FIT is an important parameter for buyers followed by designs, styles, brand-name as well as colours, many parents prefer brands because they ensure the quality of the product. 'Price' termed under lower position means the buyers are ready to spend money for superior quality if the FIT is maintained. The Indian kid's wear branded market is growing at around 15 per cent per annum [3].

In [4], it is discussed that innerwear appears to be in a potential growth across all segments. Indian consumers have rising incomes, a greater number of working women and a growing fashion consciousness. Organised brands are upcoming in the coming era but the innerwear market has traditionally been dominated by local and unorganized brands. In [5] & [6], it is discussed that to maintain a loyal and satisfied customer various brands are continuously focusing on product consistency and design over a period. The author stated that the distribution structure of the innerwear category is much more diversified and balanced, giving room in terms of trade for branded players. The kids' apparel category is one of the fastest-growing markets. Anticipated to grow at a CAGR of 12 % to reach Rs 2,640 crore.

In [7], it is discussed about various styles, and waistbands attached to the fabric that runs along the pelvis to the crotch and backside. This article has compared the early era along with the present era and nowadays certain fabrics mostly used are cotton, nylon, modal, rayon, polyester, and silk blended with spandex in a balanced proportion to provide good quality products, comfy and long durable, tenacious with flexibility. Lycra and elastane materials are the most preferable materials to add stretchiness to the fabric of the undergarments [8]. Whereas in [9], various conventional and traditional vests have been discussed. In this article elastic-made, the waistband and various materials are used to provide breathable & comfortable innerwear [10]. In [11], it is focused that hipsters which are worn lower down on the body with the waistband straight across the hips. The camisole material made of nylon, silk or cotton is a sleeveless undergarment or innerwear typically worn by women, normally extending to the waist. [12]. In the article, it is discussed that loincloth is the first undergarment worn by human beings. The fabric used for loincloths may have been wool, linen, or a linsey-woolsey blend. In [13,14,15], the focus has been done on cotton underwear crafted with vaginal health in mind. This naturally hypoallergenic fabric i.e., tightly woven and natural fibres are breathable and absorbent and work extremely well in terms of preventing yeast-type infections. In [16], a discussion is done on kids' bodies and skin acceptability. The rough fabrics, tight waistbands and cuffs, scratchy elastics and any other garment may irritate their skin. Extra care is needed to make sure that their wearable material must be soft to touch and feel.

The fabric used in Kids' innerwear is 100 % soft cotton single jersey, lycra, cotton-polyester blends and rib fabric. Instead of regular elastic lycra waistband is used to provide kids wear comfortable. Gugnani, A & Krishnamoorthy et al [17], [19] stated that it is discussed experimental capabilities and creating benchmarking to stay ahead of the competition in the present market and to create a healthy business. Quality (92%) as well durability (89%) are important aspects for kids and research shows that 84 % of parents prefer cotton material to be used for their kids due to its most comfortable (68 %), breathable factor (67 %), and durability (57 %). One out of Two parents has opined that they are worried by fibre substitutions away from cotton in their children's clothing and more than six in ten (63% ) are even willing to pay higher for premium clothes having cotton-rich [18].

As per the above literature is it noticed that consumers /parents are more focussed on their kids' wear They need fibres with an outstanding profile of properties, high modulus fibres with an outstanding capability in terms of fit, design, quality, pricing & brand etc. In

this research, a detailed investigation has been done to analyse and understand the current business practice for the structured market segment.

## II. EXPERIMENTAL

A consumer survey has been conducted to find out the consumer's buying behaviour based on different attributes such as buying frequency, price range, brand preference, material preference and comfort of the clothing. To obtain the data a questionnaire was designed as given in Table 1, and distributed among 200 different customers without knowing their economical, cultural and religious status.

Table 1. Questionnaire to collect the data related to the consumer behaviour

1.	How often do you shop for your Kids Innerwear? * <input type="radio"/> Once in two weeks <input type="radio"/> Once a month <input type="radio"/> Once in three months <input type="radio"/> Once in six months <input type="radio"/> Once in a year
2.	How much are you spending on your Kids Innerwear? * <input type="radio"/> Less than 100 <input type="radio"/> 100 - 250 <input type="radio"/> 250 - 500 <input type="radio"/> More than 500
3.	Where do you often purchase Innerwear for your kids? * <input type="radio"/> Branded <input type="radio"/> Non - branded <input type="radio"/> Both
4.	Which fabric you prefer the most for your kids innerwear? * <input type="radio"/> 100% Cotton <input type="radio"/> Cotton Blend <input type="radio"/> Both

5.	What factors do you consider before purchasing Innerwear for your Kids? *					
		Not at all Important	Least Important	Neutral	Very Important	Extremely Important
	Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Fabric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
	Fit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

### III. RESULTS AND DISCUSSION

The consumer survey was done through google forms. It was required to analyse the consumer behaviour towards kid's innerwear. The respondents were from all over India and the size was 240. The questionnaire contains 17 questions. Initially, the five demographic questions were asked. The data collected from the rest of the questions along with the response is analysed and depicted below through graphs and charts.

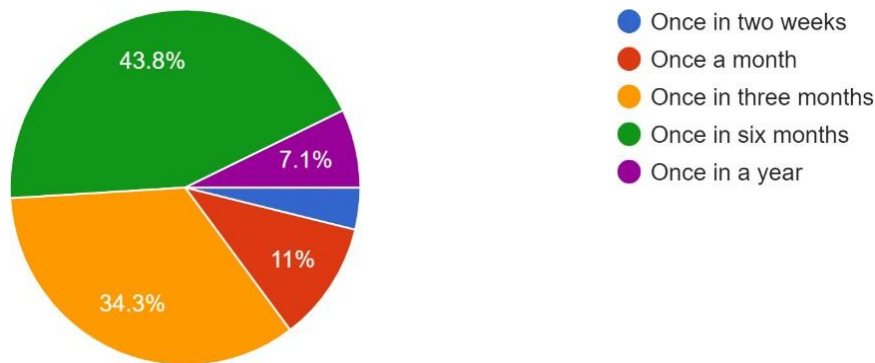


Fig. 1 Frequency of purchasing kid's innerwear

According to the Market Survey, it was found that a very large segment of 43.8 % of consumers is buying kid's wear once, every six months as shown in Figure 1. However, 34.3 % of buyers preferred to buy once in three months as shown in the Figure. Regular buyers like once in two weeks or one month are found as 3.8% and 11% respectively. The buyers who preferred to buy once a year are also found considerable with the contribution of 7.1 %.

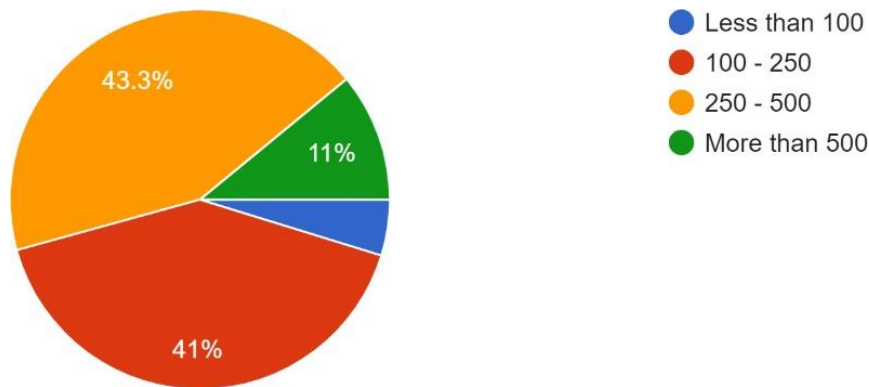


Fig.2 Amount spent on purchasing kid's innerwear

From the market survey, it was observed that the price range of kid's innerwear is 169-599. As per the consumer survey, 43% of the respondents are found to spend 250-500 and 41% are found to spend 100-250 on Kids Innerwear. However, 11 % of the population is observed to pay more than 500. A very less segment of 4.7 % is found to opt below the price of Rs 100 as depicted in Figure 2.

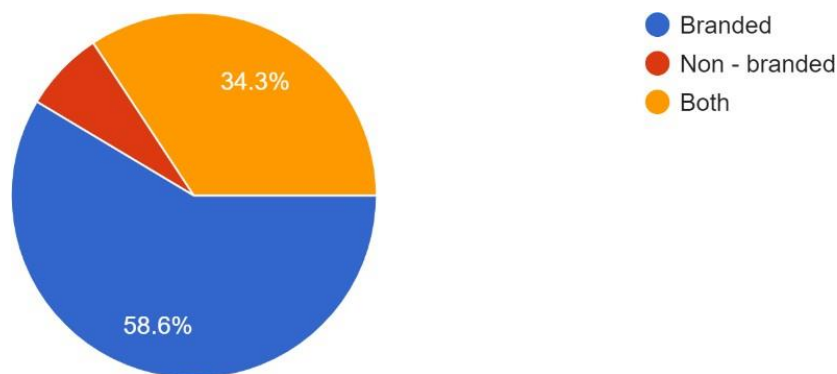


Fig. 3 Purchase preference - Branded/Non-branded

According to the Market Survey, it was found that 58.6 % of consumers are very much concerned about brand whereas only 7.1 % of the population opted for non-branded kid's-wear. Very interestingly 34.3 % of the population was found to select both the poll as represented by Figure 3.

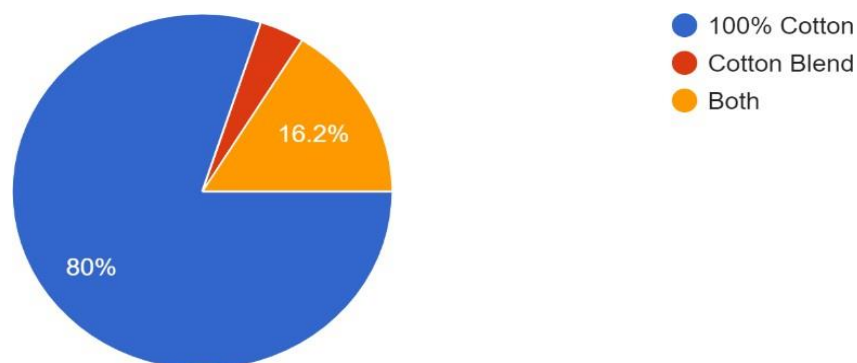


Fig. 4: Preferred fabric

Based on the market evaluation it can be summarised that the material selection (fabric made of ) is still a dominating factor in the Indian market. As per Figure 4, it can be observed that 80 % of buyers are sensible towards 100% cotton Fabrics. Whereas, 3.8% population are noticed to prefer cotton blended with synthetic fibres. Surprisingly 16.2% population are found very much casual about the material selection.

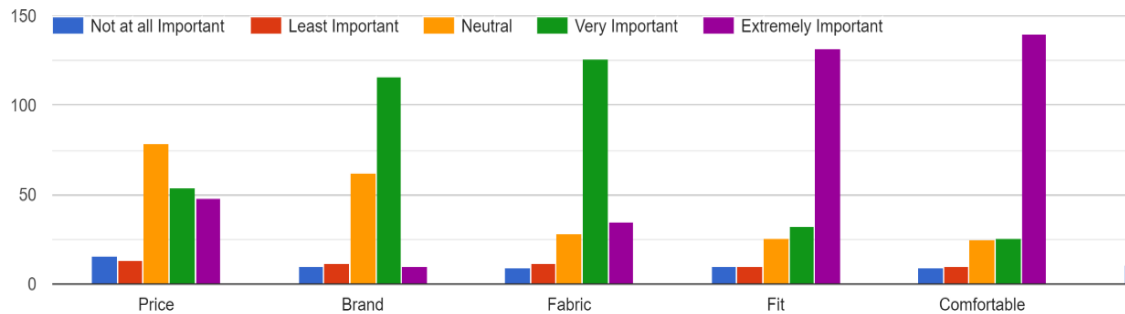


Fig. 5: Factors affecting the purchase of innerwear for kids

Figure 5 represents a comparative study between all the considered factors (price, brand, material, fittings and comfort). It is observed that the comfort property is extremely important to purchase any product for kids. The fit property comes second-largest important factor in making any preference to buy the kid's wear. According to the study, the fabric forming materials come third after the comfort and fit factor. However, the forming materials found are almost found equally important to fit properties. The possible reason found is the comfort factor, which is governed by the fabric forming materials. Almost 45-50% population are found to be concerned about the brand. Very interestingly pricing is found to be at the bottom among all considered factors. After the above discussion, it can be summarised that all the considered factors are related to each other.

#### IV. CONCLUSIONS

After all the analysis of the results, it can be concluded that there are multiple factors which decide the buying preference of any consumer. Earlier innerwear was considered as clothing for necessity only, but gradually the perception changed towards the luxury segment with unavoidable concerns. It is also considered that there are thousands of brands with different target consumers, based on their socioeconomic status. In the earlier era, pricing was the principal criterion to purchase innerwear, however, in the last decade, the situation changed. According to the current research, it is observed that the pricing claimed the lowest importance followed by brand, forming materials, fit and comfort. Therefore as per the market demand, it is advisable to develop the innerwear by giving the larger weightage to comfort, fit and the forming materials, for the upcoming days.

## References

1. Bhattacharya, A. (2022, January 30). Budget 2022: Retail sector expects relief measures, reduction in tax burden. *Business Today*. <https://www.businesstoday.in/union-budget-2022/opinion/story/budget-2022-retail-sector-expects-relief-measures-reduction-in-tax-burden-320830-2022-01-30>
2. Statista. (2022a, March 17). *Retail market distribution in India FY 2019, by category*. <https://www.statista.com/statistics/935897/india-retail-market-share-by-category/>
3. IMAGES Business of Fashion. (2018a, June 27). *Innerwear: A thriving market in India*. Indiaretailing.Com. <https://www.indiaretailing.com/2018/06/07/fashion/innerwear-a-thriving-market-in-india/>
4. IMAGES Business of Fashion. (2018b, September 24). *Growing potential of innerwear market in India*. Indiaretailing.Com. <https://www.indiaretailing.com/2018/09/19/fashion/the-innerwear-market-a-research-analysis/>
5. SMIFS Limited. (2021). *Sector Report on Innerwear Industry*. Anik Das. [https://www.smifs.com/files/reports/637533164117521492\\_Innerwear%20Industry%20-%20Sector%20Report%20-%20SMIFS.pdf](https://www.smifs.com/files/reports/637533164117521492_Innerwear%20Industry%20-%20Sector%20Report%20-%20SMIFS.pdf)
6. Statista. (2022b, March 17). *Value of the children's innerwear market across India 2010–2020*. <https://www.statista.com/statistics/747984/kids-intimate-wear-market-size-india/>
7. Wikipedia contributors. (2022b, April 25). *Briefs*. Wikipedia. <https://en.wikipedia.org/wiki/Briefs>
8. Datta, D. B. (2018). A Review of Men's Underwear Styles and Its Various Fabrics. *Latest Trends in Textile and Fashion Designing*, 2(2). <https://doi.org/10.32474/ltfd.2018.02.000134>
9. Sarkar, P. (2021, January 27). *Men's Inner Vest Manufacturing Process*. Online Clothing Study. <https://www.onlineclothingstudy.com/2021/01/mens-inner-vest-manufacturing-process.html>
10. Wikipedia contributors. (2022c, May 10). *Panties*. Wikipedia. <https://en.wikipedia.org/wiki/Panties>
11. Emma Seymour, Good Housekeeping Institute. (2020, June 16). *A Deep Dive on 10 Different Types of Underwear for Women*. Good Housekeeping. <https://www.goodhousekeeping.com/clothing/a32603443/types-of-underwear-for-women/>
12. Wikipedia contributors. (2022a, March 8). *Camisole*. Wikipedia. <https://en.wikipedia.org/wiki/Camisole>
13. Wikipedia contributors. (2002, February 7). *Undergarment*. Wikipedia. <https://en.wikipedia.org/wiki/Undergarment>
14. Deczynski, R. (2014, August 5). *A Brief Evolution of Underwear*. Good Housekeeping. <https://www.goodhousekeeping.com/beauty/fashion/tips/a24247/evolution-of-underwear/>
15. Staff, P. (2021, April 17). *The 4 Best Fabrics for Women's Underwear*. Parade. <https://yourparade.com/blogs/underwear/best-fabric-womens-underwear-guide>
16. N. (2018, July 12). The best for Comfort And Flexibility in Fabrics for Kids Innerwear. *Lingerie Brands India*. <https://lacenlingerie.com/the-best-for-comfort-and-flexibility-in-fabrics-for-kids-innerwear/#:~:text=The%20most%20common%20fabric%20varieties,the%20brand%20to%20is%20important.>
17. Gugnani, A., & Prakash Brahma, K. (2014). Innerwear Market in India. Technopak. <https://pdf4pro.com/view/innerwear-market-in-india-technopak-559cde.html>

18. Salfino, C. (2014a). Parents Will Pay More for Unique, Quality Kids Clothes. Sourcing Journal. <https://sourcingjournal.com/topics/lifestyle-monitor/parents-will-pay-unique-quality-kids-clothes-21378>
19. Krishnamoorthy, B., D', C., & Lima, N. (2014). Benchmarking as a measure of competitiveness. International Journal of Process Management and Benchmarking, 4(3), 342. <https://doi.org/10.1504/ijpmb.2014.063240>