

## Research on Children's Clothing Consumption Behavior of Parents of 3-6-Year-Old Children in Pick Three Line Cities

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### Abstract

Parents of 3-6 years old children in Zhejiang Province, three line city. Through the questionnaire survey, the children's children's wear behavior of 3-6 years old were studied. Through SPSS analysis software: Zhejiang Province, the three line city of 3-6 year old children's consumer groups are from a group of 20-35 years old and has a moderate degree of low income parents. Their parents more respect for children's wishes, more like to follow the trend, and like cheap children's wear; the higher education, the higher the parents like to buy brand children's wear and neglect the price; to understand the way of children's wear and window design. Finally, the children's wear enterprises in R & D products, brand promotion and promotion strategies are proposed.

### Keywords

Pick three line city, children's wear, children's parents, consumer behavior.

### 1. Introduction

Third-tier cities refer to small and medium-sized cities with strategic or relatively developed or large economic aggregates. With the continuous development of the children's wear industry, Zhejiang Province, as a province with a lot of third-tier cities, has become a major province and market province for children's wear in China. There are more than 6,700 children's wear production enterprises in Zhejiang Province, among which the third-tier cities Huzhou, Shaoxing and Jiaying are the main cities for the production of children's wear.[1] And children are a special group in the population. With the continuous improvement of the economic level, parents pay more attention to their children, and parents spend more and more on their children. Among them, children's wear has become an important part of family living expenses. At the same time, the behavior of children's wear consumers has also attracted the attention of many companies. However, few companies have conducted research on consumer behavior in the children's wear consumer market in third-tier cities in Zhejiang Province, and research on the behavior of adult clothing consumers is more common. It can be seen that the children's wear industry in the third-tier cities of Zhejiang Province is very important to study the behavior of children's wear.

This paper takes parents of children aged 3-6 in third-tier cities in Zhejiang Province as the research object. Most of them are born in the 1980s or 1990s. They grow up in an environment superior to the previous generation, and they are the leaders and representatives of the modern consumption trend. They have gradually become the main force in the workplace and one of the main players in the consumer market. Therefore, how to grasp the eyes of children's parents has become one of the hottest research topics for children's wear enterprises.

## 2. Design of Project Research Scheme

### 2.1. Questionnaire Design

The dimensions of the questionnaire design: The content of the purchase decision 5W1H (consumer object-What, consumer decision maker-Who, consumption time-When, consumer location-Where, consumer motivation-Why, and consumer channel-How) is studied.

The purpose of the questionnaire design: Through the field investigation, analyze the consumption behavior of parents' of children aged 3-6 in the third-tier cities of Zhejiang Province, and refine the characteristics of the consumption behavior of parents of children aged 3-6 in the third-tier cities of Zhejiang Province.

Survey respondents: After field visits and questionnaires were issued, it was found that the third-tier cities in Zhejiang Province generally used children's mothers to buy children's wear in clothing stores. Therefore, I decided to issue questionnaires to parents in third-tier cities in Zhejiang Province.

Main locations of the investigation: representative cities in the third-tier cities of Zhejiang Province: Jiaxing, Shaoxing, Huzhou, Jinhua.[2] Due to the particularity of the target group, the business centers, swimming pools and kindergartens in Jiaxing, Shaoxing, Huzhou and Jinhua city centers were selected to distribute questionnaires.

The main content of the questionnaire: the questionnaire is mainly composed of three factors: consumer background characteristics, internal factors and external factors. For background characteristics (including the background characteristics of parents and children), the children's age and gender are mainly investigated while for parents, survey their age, education and monthly income. For internal factors, the parents' interest in fashion children's wear, the pursuit of brand children's wear, the degree of price considerations, the acceptance of children's opinions and the opinions of shopping guides are investigated. For external factors, we mainly investigate the parents' attention to all aspects of the store image, the location of purchasing children's clothing, the channels for obtaining information, and the opinions of shopping guides. The questionnaires mainly consist of single-choice questions and multiple-choice questions, which are simple and clear, and clearly divided. The specific questionnaires are shown in Table 1. Questionnaire 1-4 is the questionnaire for the background characteristics of children and parents; 5-9 is the content of internal factors questionnaire; 10-15 is the content of external factors questionnaire.

**Table 1.** Composition of the Questionnaire

Investigated Item	Questionnaire Content
Background characteristics	1. Your child's age (years), gender.
	2. Your age?
	3. Your educational background?
	4. Your monthly income?
Internal factors	5. Would you like to buy fashion children's wear (e.g. Japanese style, Korean style, European and American style, hip hop style, British style, elegant style, R&R style...)?
	6. Do you ignore the price when you see your favorite children's wear?
	7. Do you like to buy branded children's wear?
	8. Do you consider your child's opinion when you buy children's wear?
	9. Will the shopping guide opinion affect your choice of children's clothing styles, prices, etc.?
External factors	10. What are your concerns about when buying children's wear?
	11. Do you often buy children's wear?
	12. Where do you often buy children's wear?
	13. What do you concern about when buying children's wear?
	14. What children's wear advertisement attracts you?
	15. What kind of help do you need from the shopping guide?

## 2.2. Implementation of Questionnaire

Questionnaire is based on my 8-day field research. However, considering the particularity of the consumer groups of children aged 3-6, I have specially selected the places where the parents of children are more concentrated: the entrances and surrounding areas of children's clothing stores in urban areas, kindergarten gates and children's playgrounds. In this survey, first-hand information was collected mainly through questionnaire. The questionnaire consists of a total of 15 questions, and the questionnaire design is divided into three parts. The most important ones are the background characteristics of the parents of children aged 3-6 in the third-tier cities of Zhejiang Province, the background characteristics of children, the place where parents of 3-6 years old children buy children's wear, and the time when parents of 3-6 years old children buy children's clothes. 150 questionnaires were distributed in each survey city, 600 questionnaires were collected, and 598 questionnaires were collected. The effective questionnaire was 591, and the effective rate was 98.5%. The effective questionnaire distribution in each region is 147 in Jiaxing, 149 in Shaoxing, 149 in Huzhou and 146 in Jinhua.

## 2.3. Analysis Method

The SPSS software is used to carry out frequency statistical analysis method, design frequency distribution table, histogram and pie chart analysis consumer background characteristics and product factor attention degree analysis. The mean and standard deviation were used to analyze the psychological factors of consumers, and the simple multiple-response cross-analysis list was used to analyze the relationship between parental background characteristics and psychological factors, and the data was analyzed in depth.

## 3. Result and Analysis

### 3.1. Questionnaire Credit

SPSS18.0 reliability analysis software is used for the reliability analysis of all items in the questionnaire, the Cronbach's Alpha coefficient value is 0.601, as shown in Table 2. Therefore, the reliability of the questionnaire is acceptable.

**Table 2.** Reliability Statistics

Cronbach's Alpha	Number of Items
.601	45

### 3.2. Analysis of Background Characteristics of Parents and Children

The proportion of children aged 3-6 years old in the third-tier cities of Zhejiang Province surveyed was 27.1:27.7:22.5:22.7, and the male-female ratio was 49.7:50.3. The age distribution and gender distribution of the children surveyed were relatively uniform.

The investigation of parents' background characteristics will directly affect the parents' choice of children's clothing purchase. Therefore, the frequency statistics of the surveyed subject information are shown in Table 3. The proportion of parents aged 20-35 is 85.6%, of which 38.7% of parents are 26-30 years old; the proportion of parents with junior high school education is 75.4%, of which the high school education ratio is 36.0%. Most parents earn between 2000-4000 yuan and belong to low-income groups.[5]

**Table 3. Consumers' Background Features**

Children's age	Proportion %	Children's gender	Proportion %	Parents' age	Proportion %	Education	Proportion %	Parents' income	Proportion %
3-year-old	27.1	Male	49.7	20-25	25.9	Junior high and below	39.4	Less than 2,000	20.1
4-year-old	27.7	Female	50.3	26-30	38.7	Senior high	36.0	2,000-4,000	40.8
5-year-old	22.5			31-35	21.0	Junior college	16.4	4,000-6,000	22.7
6-year-old	22.7			Older than 36	14.4	Undergraduate	6.9	More than 6,000	16.2
						Graduate and above	1.2		

### 3.3. Analysis of Internal Factors

#### Analysis of Psychological Factors

The psychological factors are mainly aimed at the attitudes of parents of children aged 3-6 in third-tier cities in Zhejiang Province to fashion children's wear, brand children's wear and children's wear prices. Moreover, the opinions of the children and the opinions of the shopping guides are analyzed for the influence of the parents purchasing the children's clothing.

##### 2.3.1.1 Mean and Standard Deviation Analysis

The questionnaire selection is set to "Yes", "Not necessarily" and "No". "Yes" assigns a value of "1"; "not necessarily" assigns a value of "2"; "No" assigns a value of "3". Through the mean analysis, parents' overall recognition of each variable can be known. The smaller the mean, the higher the recognition of the variables. The standard deviation analysis shows the parents' attitude towards the consistency of each variable. The smaller the standard deviation. This shows that the more consistent the attitude of the parents surveyed, and vice versa.

**Table 4. Analysis of Mean and Standard Deviation of Psychological Factors**

Purchase factor	Fashion children's wear	Ignore the price	Branded children's wear	Children's opinion	Shopping guide's opinion
Mean Value	1.64	1.91	1.75	1.57	1.91
Standard Deviation	.699	.734	.740	.639	.711

As can be seen from Table 4, parents are more likely to listen to the children's opinions, and parents are more willing to buy fashionable children's wear. When buying clothing, most parents will not ignore the price and pay more attention to the price; most of the parents are not willing to accept the advice of the shopping guide.

#### Multiple-response Cross Analysis

In order to understand more clearly and deeply the influence of parents' different background characteristics on parents' purchasing psychology, the data was subjected to multiple response cross-analysis.[3-6] Multiple-responses are multi-choice questions, and cross-analysis is often used to analyze the relationship between two variables. In practice, this concept is usually generalized to the relationship between row variables and column variables. In the cross-analysis of parental background characteristics and psychological factors, the parent background characteristics are set as line variables, and the psychological factors are set as

column variables. The higher the percentage, the closer the relationship is. See Table 5 - Table 7.

From Table 5 to Table 7, it can be seen that parents aged 20-25 are more acceptable of fashion children's wear. Parents over the age of 36 have low acceptance of fashion children's wear. The higher the monthly income of parents, the more they tend to buy branded children's wear. The higher the pursuit and attention of brand children's wear, the easier it is to ignore the price. Most parents will still consider the children's opinion.

**Table 5.** Cross-analysis of Parents' Age and Psychological Factors

		Parents' Age				
		20-25	26-30	31-35	Older than 36	
Psychological Factors	Fashion children's wear	Number	90	115	59	24
		%	72.0%	61.8%	60.8%	39.3%
	Ignore the price	Number	50	63	42	34
		%	40.0%	33.9%	43.3%	55.7%
	Branded children's wear	Number	60	82	66	44
		%	48.0%	44.1%	68.0%	72.1%
	Children's opinion	Number	78	116	63	47
		%	62.4%	62.4%	64.9%	77.0%

**Table 6.** Cross-analysis of Parents' Educational Background and Psychological Factors

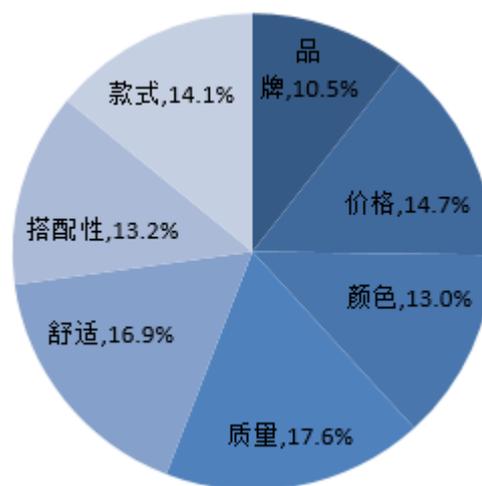
			Parents' Educational Background				
			Junior high and below	Senior high	Junior college	Undergraduate	Graduate and above
Psychological Factors	Fashion children's wear	Number	108	109	44	24	3
		%	63.5%	63.7%	51.2%	61.5%	100.0%
	Ignore the price	Number	34	77	50	25	3
		%	20.0%	45.0%	58.1%	64.1%	100.0%
	Branded children's wear	Number	57	99	65	29	2
		%	33.5%	57.9%	75.6%	74.4%	66.7%
	Children's opinion	Number	92	118	64	27	3
		%	54.1%	69.0%	74.4%	69.2%	100.0%

**Table 7.** Cross-analysis of Parents’ Income and Psychological Factors

			Parents’ Monthly Income				
			Less than 2,000	2,000-4,000	4,000-6,000	More than 6,000	
Psychological Factors	Fashion children’s wear	Number	74	55	44	24	3
		%	60.7%	60.4%	51.2%	61.5%	100.0%
	Ignore the price	Number	81	66	50	25	3
		%	66.4%	72.5%	58.1%	64.1%	100.0%
	Branded children’s wear	Number	93	82	65	29	2
		%	76.2%	90.1%	75.6%	74.4%	66.7%
	Children’s opinion	Number	93	78	64	27	3
		%	76.2%	85.7%	74.4%	69.2%	100.0%

**Analysis of the Attention to Each Factor of the Product**

For the analysis of the attention of various factors of the product, the frequency analysis method is used. Figure 1 is a statistical graph of parents’ attention to various factors of the product. As can be seen from Figure 1, quality is the most important factor for parents, followed by comfort, price, style, collocation and color style. The least concerned about the brand. Thus, it can be seen that the parents of the third-tier cities in Zhejiang Province are not very interested in the brand.



**Figure 1.** The proportion of consumers’ attention to various factors of products

**Analysis of External Factors**

In the external factors section, it mainly investigates the purchase time, purchase location and purchase channel of consumers in the consumer purchase decision. For external factors, the main research is on the display of the store, the product promotion media and the information provided by the shopping guide, etc., on the influence of parents on collecting information and making purchasing decisions, as well as the situation factors of parents’ purchase time, place of purchase, and choice of purchase channels. The frequency analysis method was used to calculate the effective percentage of each item.

Analysis of purchase time and location

As can be seen from Figure 2, parents choose to purchase at the regular price of the season and 56% of the season, when the season discount is 18.3%, and the clearance sale accounts for 16.5%. This shows that parents in third-tier cities in Zhejiang Province prefer to buy seasonal clothing products in the current season.

The statistical results of the place of purchase are shown in Figure 3. As can be seen from Figure 3, 23% of the parents' preferred place of purchase is a street shop, which is convenient for shopping malls in third-tier cities. Secondly, online shopping accounts for 20%. It is known that today's online consumption is favored by some parents. Most parents don't have high brand awareness and pursuit, so brand stores only account for 19.8%. In contrast, the choice of roadside stalls and wholesale parents is the least, but it can be seen that some parents also choose and pay attention.

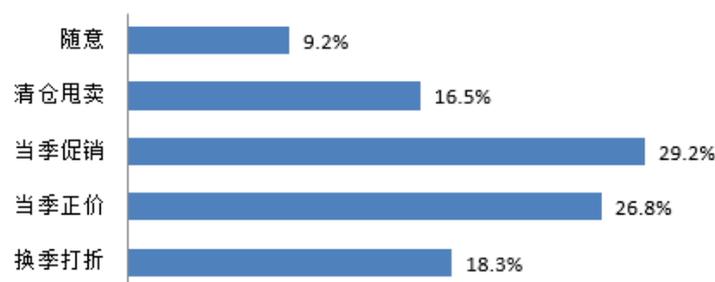


Figure 2. Distribution of Purchase Time

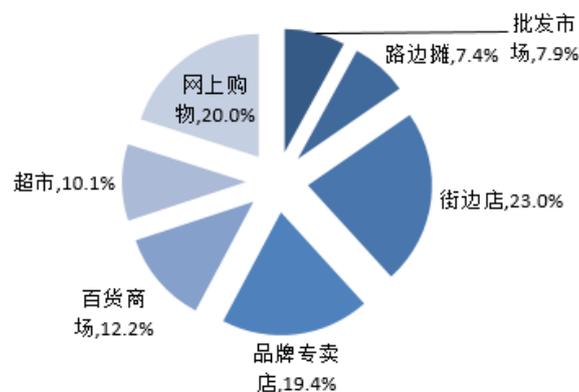


Figure 3. Distribution of Shopping Place

Analysis of Parents' Choice of External Information Channels

The analysis of parents' choice of external information channels is as shown in Table 8, and the frequency analysis method is adopted. The introduction and window display of colleagues and friends is the most trusted purchase information for parents, accounting for 42.3%. Parents do not trust TV ads at the most, accounting for 10.5%. And the spread of the network has also become a very important source of information, 18.8%; Parents are most concerned about store shelves when buying children's wear, accounting for 26.4%, followed by models and promotional information. The least concerned with the posters, only 13.3%; In terms of shopping guides, 34.6% of parents hope that the shopping guide will provide professional advice on style matching, followed by product introduction. There are still some parents who do not want to be offered advice and hope to choose products on their own.

**Table 8.** Analysis of Parents' Choice of External Information Channels

Purchase information source	Proportion	Store display information acquisition	Proportion	Information provided by shopping guide	Proportion
Ads on TV	10.5%	Promotional information	18.3%	Promotional information	23.4%
Online resources	18.8%	Model	23.8%	Style and collation	34.6%
Newspapers and magazines	13.8%	Shopping shelf	26.4%	Product introduction	27.7%
Outdoor billboard	14.6%	Window	18.2%	No need	14.2%
Window 1	20.4%	Promotional posters	13.3%		
Recommended by colleges or friends	21.9%				

## 4. Conclusion and Suggestions

### 4.1. Conclusion

According to the analysis of the questionnaire, the conclusions are as follows:

(1) Among the third-tier cities in Zhejiang Province, among the consumers of children aged 3-6, 85.6% of parents aged 20-35, 14.4% of parents over 36 years old, 75.4% of parents with junior high school education and below, and high school parents; most parents have a monthly income of 4,000 yuan, accounting for 40.8%. It can be seen that the consumer groups of children aged 3-6 in third-tier cities in Zhejiang Province are composed of a group of parents aged 20-35 with low secondary income.

(2) In the mean analysis of psychological factors, the average value of parents' opinions on children is 1.57; the second is the willingness to buy children's clothing, the neglect of prices, brand children's wear and shopping guide opinions. This shows that the parents of children aged 3-6 in the third-tier cities of Zhejiang Province respect the child's wishes, prefer to follow the trend, and like the children's clothing with good quality and low price. Through the cross-analysis of family background characteristics and psychological factors, parents aged 20-25 are more accepted for fashion brands, accounting for 72.0%; the higher the monthly income of parents, the more they tend to buy brand children's wear. The higher the pursuit and attention of brand children's wear, the easier it is to ignore the price. Most parents will listen to their children's opinions.

(3) Through the analysis of the factors of product factors, we can find that the quality of parents is the most important factor, followed by comfort, price, style, matching and color style, and brand.

(4) The analysis of the purchase time and the place of purchase of the consumer shows that the proportion of purchase time from high to low is: the seasonal promotion accounted for 29.2%, the current season accounted for 26.8%, followed by the season discount and clearance sale; At the place of purchase, the preferred place of purchase for parents is 23% for street shops, 20% for online shopping, and 19.8% for brand stores. It can be seen that parents of children aged 3-6 in third-tier cities in Zhejiang province prefer to buy clothes for the season, prefer to buy children's clothes conveniently and affordably, and to a certain extent, also pay attention to branded goods.

(5) In terms of consumers' access to information about children's wear, "colleagues and friends introduced" accounted for the largest proportion, reaching 21.9%, followed by "window"

accounting for 20.4%, and “network resources” accounting for 18.8%; From the information obtained from the image of the consumer store, the “shelf” accounted for the largest proportion, reaching 26.4%, followed by the model accounted for 23.8%. In the information provided by the shopping guide, “style matching” accounted for 34.6%, and “product introduction” accounted for 27.7%. This shows the importance of store image in product marketing and the importance of new media promotion.

## 4.2. Suggestions

According to the summary of the questionnaire survey, the recommendations for children’s wear manufacturers and marketing companies are as follows:

Keep up with the trend of fashion and pay attention to the quality of children’s wear

The parents of 3-6 year old children in third-tier cities in Zhejiang Province have higher acceptance of fashion children’s wear. The quality of children’s wear is relatively high. Therefore, when designing children’s wear, companies must be brave in innovation, keep up with the trend of fashion, promote original design, diversified styles, diversified fabrics, and pay attention to the safety issues, quality problems and comfort of children’s wear, and promote green children’s wear.

### (2) Develop featured brand promotion strategies

Judging from the results of the questionnaire, the main information for the purchase of children’s wear by parents of children aged 3-6 in third-tier cities in Zhejiang Province comes from the introduction and window display of colleagues and friends. And the survey shows that the higher the income level of parents, the higher the education level, the more they like to buy brand children’s wear, and they prefer to buy children’s clothes in brand stores and shopping malls. But most parents don’t know enough about brands. Therefore, it is recommended that children’s wear enterprises in the third-tier cities of Jiangxi Province should refine the market, study the main consumer groups in depth, and formulate more distinctive marketing mix strategies. Moreover, it is necessary to conduct a satisfaction survey on a regular basis, appropriately adjust the marketing plan, improve customer satisfaction, and establish a reputation among customers, thereby driving more consumers of the same kind. At the same time, we must do a good job in the image of the store, such as regularly changing the window, display and promotional information, and develop professional shopping guide training to improve the overall image of the store. It is also necessary to expand the influence and popularity of the consumer groups through fast and convenient online media and new media.

### (3) Develop reasonable promotional strategies

When choosing a product, most parents in third-tier cities in Zhejiang Province will consider the price of the product and the promotion information of the store. It can be seen that the price strategy has a subtle influence on consumers’ willingness to purchase. Therefore, it is recommended that marketing companies should form a unified and stable price level in terms of price level. And it is also necessary to have some reasonable promotions on fixed holidays, such as buying gifts, membership activities, etc., to attract customers to buy and to improve the brand’s visibility and also enhance the store’s sales performance.

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