CHAPTER 2

REVIEW OF LITERATURE

2.1 Review

A review of pertinent literature has been made to grasp the theoretical and empirical researches around the topic of the inquiry is presented here.


   The research paper explores the leanings of popular culture on the fashion choices made by children or tweenagers (children aged between 7 and 11) in UK especially regarding clothing segment. Children were engaged in conversation to know their fashion preferences and its source of influence. Two important areas of popular culture—music and sports seem to influence them heavily and inform their apparel choices among other things. The children construct their identity and self through celebrity role models as seen in media. Because media exposes them to a voyeuristic extent to celebrities’ glamorous life and status they are likely to see their body and existence through celebrities they consider their role models. They learn to think that approval or appreciation from others is a must for their survival and they try to master it by emulating their icons.

2. **Betwixt and Be Tween-Age ambiguity and the sexualisation of the female consuming subject (2004) by Daniel Thomas Cook.**

   The study focuses on how sub-teen category has evolved in the wake of increased commercialization and subsequent consumer segmentation strategy. The study, according to the data taken from the clothing industries literature, unstructured and informal interviews from children
and market observers, makes note that a special age group of tweens is being nurtured by the market. And especially the female child was the site for commercial production of cultural sign of independence, maturity and sexual identity on the lines of adults which the tween fashion clothing offered them. 1990’s saw a renewed attempt on the part of producers to market their fashion goods to this category which is presumed as a white and middle or upper middle class. The marketers in a way were trying to promote tween category as a bridge between childhood and teenage and providing it institutional legitimacy.

3. **Beyond Either/or (2004) by Daniel Thomas Cook**

The article attempts to survey the academic field of children’s consumer culture which is at the same time very much evident as reflected in television, children goodies, departmental stores etc. and at the same time a neglected field of social enquiry. There, however, is an impressive body of child consumer literature emerging in academic circles especially in 1990s. The scholarship in this area is coming from all sides but mainly from sociology, anthropology, psychology and market research which acknowledge the children’s ability to not only understand consumer culture but also to use it to create their own identity. The author also examines the role of media and business corporate in fuelling the consumption desires in children which further complicates the moral dimensions related to marketing directed to child consumers.

4. **The High School Fashion show: Production and Performance in Adolescent Girls’ Experience by Linda Peterat and Stephanie Springgay**
The study was conducted to find out issues regarding high school fashion shows in the time when student’s interest in the textile is decreasing while fashion seems to be their preference. This leads us to some questions regarding their use of fashion shows to confront society and to project feminity.

5. **The long History of Children as Consumers (2006) by Daniel Thomas Cook (reviewed by Gail S. Murray)**

The book takes the social constructionist view of childhood. It then understands childhood as a site constructed and manipulated by the market forces through its selling strategies. To illustrate the constructionist view he showed particularly on the children clothing industry and the discourse of fashion that it creates to bring in its fold the hitherto unavailable space of childhood as a marketable category which saw its beginnings in the early twentieth century. The book historically traces the practice of selling clothes to children by examining the trade literature of children clothes merchandisers. *Infants Department* was such a trade journal has been used as a primary source of investigation along with others in the book. He also observes the practice of gendering clothes as early as 1930s as a marketing strategy and giving rise to a consumption category comprising children aged six to fourteen. The book sets the stage for the interdisciplinary studies to investigate the childhood and its emergence in marketing circles.


The article talks about the absence of children and mothers from the consumption theories. Theorists of consumption drawn from various disciplines have missed on the child consumption. Not only child but the
female was also excluded from the field of consumption studies. Cook points out a peculiar thing about child consumption- that the consumption starts even before the birth of a child. The gifts that the parents receive in the name of anticipated child or the toys purchased in advance belong to that type of consumption category. Mother is also an important agency in the child consumption paradigm which Cook calls as co-consumption.

7. **Men’s fashion for women by Pheroze (article appeared in The tribune, Feb. 15, 2009)**

The article points to a new trend of unisex clothing which is fast catching up in Indian context especially in females. Also known as crossover clothing in the loose sense it is the arrival of de-gendered clothing in India which speaks volumes about the evolution of the Indian clothing fashion scenario and its willingness to experiment with quite a bold expression. Typical male fashion items like Nehru jackets, nautical sweaters and belts have found their way into female fashion. A famous Indian fashion designer has been quoted in the article saying that he never keeps in mind the gender of his wearer in his mind thus reaffirming the de-gendering wave in the Indian fashion. He, in one of his shows, even had the male modals worn vermillion in their hair parting thus bringing the issue of gender to the new field of interpretation. The de-gendered fashion in the context of adults is in contrast to what is being promoted as a gendered clothing fashion in the case of children fashion clothing. This contrast needs more attention of fashion consumption theorists.

8. **Spatial Biographies of Children’s Consumption: Market places and Spaces of childhood in the 1930s and Beyond (2003) by Daniel Thomas Cook.**
The study is based on historical research based on Children’s clothing in the USA during 1930s and observation of contemporary children retail industry as well. The commercial culture invoking children's literature and fictional body creates a pool of signifiers of children consumer culture which has become so pervasive in today's symbol saturated world. The article situates itself on the premise of social geography as it seeks to investigate the development of emergence of play spaces in shopping malls to their becoming a full-fledged selling arena devoted to child consumers. Also the mother as a co-consumer is taken into account in the emergence of child consumption as a marketing and culture phenomenon. The child consumer as a phenomenon is also connected to the emergence of middle class in the context of modernism and industrialization.

9. **Factors affecting Change in the Clothing patterns of the Adolescent Girls (2002) by Asma Kiran, Ayesha Riaz and Niaz Hussain Malik**

The study was conducted in the University of Agriculture Faisalabad (Pakistan) in 2001 with B.Sc. Home Economics students as respondents. It seeks to ascertain the factors influencing the decision to clothe themselves in a style and using clothes as statement to make. It was revealed in the study that clothing style was a function of the increasing disposable income of the fashion consumers. The clothing was being used as a status and differentiation inducing strategy. As regards the diffusion of fashion/style the mass media has emerged as an important tool. TV among other media is proved to be highly influential in conveying the fashion sensibilities and trends. Although other factors in the girls’ clothing was related to the family’s educational and economic background apart from other factors as peer influence. Although the
above factors are treated as different and unconcerned but it would be insightful to view them as interrelated.

10. **Clothing Childhood, Fashioning Society: Children’s Clothes in Britain in the Twentieth Century - A Conference review by Kaori O’Connor of the conference organized by the Department of Anthropology, UCL from January 17 to 18, 2008.**

The conference highlights many important points which includes the childhood becoming a site for various academic enquiries across different disciplines manifested in the form of researches and even academic courses thus bridging the gap which had been there not only in academic circles but also in fashion marketing theory. Although the phenomenon exists throughout the 20th Century in USA, but it is only recently that it being treated as serious stuff. Further before the mass production of fashion clothing for children, their clothes were handmade and embodied the ideas of health rather than the idea of social display although the idea of beauty and aesthetics was not absent from the concept of home designing. The subsequent era of mass production created the concept of designer kids and their social display role in the world of adults. The interdisciplinary nature of the approachability of the children consumption and fashion was also noticed.

11. **The Rise of “The Toddler” as Subject and as merchandising category in the 1930s By Thomas Cook** (The chapter in taken from the book’ New Forms of Consumption’ edited by Mark Gottdiener)

Daniel has taken market economy view of childhood which sees childhood as created and nurtured by the capitalism and market compulsions. The market commodity and in this case fashion clothing has invaded the seemingly immune area of infancy and childhood. He
points out the discursive nature of fashion commodity as commodity production in the modern capitalist system entails the careful engineering and management of identities, images and status which is achieved through media also. Children not only affect the purchase of items concerning them but also those items which comes under the ‘use sphere’ of adults like cars, houses etc. The childhood then acquires the commercial value which can be exchanged in the market like a commodity.

12. **Fashion as clothing (1996) by Bernard.**

The book presents fashion and clothing as a communication practice. So the thing one wears becomes a part of a fashion language which is intelligible to the target groups sharing the same characteristics. There are certain rules of coding, certain permutations and combinations of dresses which are worn in way so as to communicate desired looks and visual language. Further the functions of clothing have been enumerated. Some of these are protection, modesty and concealment, attraction, status marker and individualistic expression etc. The fashion has postmodern connections also as its communication invokes the concept of inter-textuality, bricolage and pastiche.


The authors in the article elaborate on the emergence of brandscape a world full of symbolic imagery its genesis and changing conception branding entered in management discourse in late 1980’s according to them and then brand became more important than products even and this change is called ‘moving from substance to image’. Branding is not just about creating stories about the companies and offering an insight and a positive image about it. The author contends that a brand is an ‘aesthetic
expression’ expressed in terms of visual images or signs rather than a ‘narrative symbol’ of one sided content generation. It is further contended in the article that brands are assets and should be managed carefully. Further, brand equity is said to be comprised of brand name awareness, brand loyalty, perceived quality and brand associations. The paper emphasizes on the brands being visual entities and their consumption being the role logic.

14. **Brand vision to brand evolution (2010) by Lesliede Charnatony**

The diverse interpretations of brands

In this chapter in the book Leslie is concerned about various perspectives and interpretations about ‘brand’. There categories have been envisaged under which various interpretation is given. Three categories are one base on whether the perspective is- input based or output based. In other words different interpretations of ‘brand’ are given according to the perspective- input, output and time. The input perspective includes brand interpretations as:

1. Logo  
2. Legal instrument

3. Company  
4. Shorthand

5. Risk reducer  
6. Positioning

7. Personality  
8. Cluster of values

9. Vision  
10. Adding values

11. Identity
The output perspective offers interpretation on as (1) image (2) relationship while the third perspective considers brand as an ever evolving entity.

The category input refers to the source based perspective which includes people from marketing or brand communication while output refers to the receivers or brand consumers perspective.


The study was conducted on 480 adolescents girls aged between 11-14 years and the data was generated from a questionnaire of 35 questions. The sampling concerned 6 schools. The study sought to study the area of identity construction by adolescents through brands which passers symbolic powers in post modern society. It was found in the study that adolescents suffering from low esteem prefer premed (brands for teams were studied) cloths. It helps them affiliate themselves with their preferred group/peers. The brand serves as a code on key for group affiliation. The clothing brands were found to be an important role in shaping the identity formation among adolescents and give them support and confidence in the particular group.


The study was carried out on adolescents between12 and 18 years French Canadian origin. Data was collected from 1034 respondents from 7th to 11 grades of3 urban secondary schools of the Quebec City
The questionnaire was administered among the sample taken perspective. The study intends to study brand sensitivity among adolescents given the impact of 3 socialization agents namely parents, peers and TV. Both the genders were taken from the study and socio-economic variables were constant. By using Kapferer and Laurent’s brand sensitivity scale, the brand sensitivity was measured and the impact of 3 serializing media was determined. It was found that the sample to have a high opinion in the books of significant others.

Peer influence was the most influential agent on brand sensitivity and gender was an important variable in determining brand sensitivity. Parents were found to play a role but a secondary role in shaping the choice of apparel brands. TV meaning was found to be not an important socialization agent.


The above research piece investigates ethnographically the location of labour employees in the retail rolling of fashion through fashion stores and chains. It explores how manpower influences the branding process. Branding is obviously influenced by components like store design but the research have taken one step further to include 2 things related with manpower which affects the branding process of that particular store/item.

So branding influences who is employed in a store, and what work they do as observes the researcher. Further, this is manifested through customer service provision and through how workers are embodied. The above factors were found to be influencing the purchase decision of prospective consumers. For the research, empirical data was collected.
through 2 stage ethnographic study involving participant observation and observation at high street chains as a customer (shopper observation). Many types of customer services were identified such as self service, routine service, personal service etc. The type of service offered could be related to the consumer segment that they identified to role their product. Personal service was found to be associated with high-end stores. Also the workers were positioned in the stone in many roles-corporate embodiment, style and fashion, workers as consumers.


The paper introduces the idea of Brand community. It takes the notion of community from sociology (Gemeinschaft and Gesellschaft) and develops it in the context of branding and brand loyalty. The study tried to advance the notion of brand community and proposed to prove its existence along with its manners and mechanisms. The study was conducted at the neighbourhood level (Fairlown) in the small town Bloomingdale (with population approx. 115,000). The data was collected through 2 strategies. First, face-to-face intervenes, both individual and group, and the second was to see through community pages in virtual internet world. Four out of 14 households in Fairlawn neighbourhood participated for 2 to 6 months and yielded data of more than 100 hours of interview and observation data. 2 brand communities were encountered in Fairlawn-Saab cars and McIntosh computers which were studied in the research. It was found that these brand communities exhibit 3 markers of community namely- shared consciousness rituals and traditions and sense of moral responsibility. Storytelling is a ritualistic component of communities which was found in the communities under investigation in the form of sharing of brand stories with each other and with others. The study establishes the social nature
of brands and communities or brand communities act as self propagating myth.

19. **Mistaking brands for Tween Identity (2007) by D. Hulan**

In the research article by Hulan, the genesis of the categorization of teenage and tweenageis traced. The author contends that the above categories are created through marketing strategies and have been captured by corporates through advertising campaigns and brand campaigns. The author remarks that tweenagers-aged between 8-14 years are the richest in history and wield great persuasive power in the age sensitive parenting. Tweens face a lot of pressure from their peers to go for branded goods-a situation exploited well by corporates. Ralph Lauren& Tommy Hilfiger introduced new clothing lines for tweens and special tween magazines were launched-Cosmo girls and Elle girl. ‘Marketing to tweens has its own benefits’, contends the author,‘like brand loyalty’. The author also notes that there is a tendency for younger girl to dress like mature women and marketing campaigns with sex appeal are responsible for it.


The paper explores the development of the consumer knowledge in children. It investigated how children manipulate available information. For this 135 elementary school children were recruited from mid western school district. The children were categorised in 3 age groups 4-5 years, 6-7 years & 9-10 years. Children were read stories that described a peculiar consumer experience which they did not experience earlier. After that children were asked to describe the consumption purchasing act in their own words. There versions of their narration
were then coded and development stage was identified. It was found in the study that scripts or narration for common purchase events develop at different rates. The rate depended on quantum of information available to them and on children’s age. The children who were belonged to older age group organized the information into well ordered script or narrate which was missing in case of young children. Older children were able to generalize and make abstractions. Children are found possessing 2 classes of structures in their mind schematic and categorical.


The qualitative research undertaken by Rodhain of university of Montpellier establishes that brands play role in the identification process of children (10-11 years old) - identification of age group or a peer group or a fammily or community. The research focused brand relationships among 10-11 years old children at primary schools. The data of the research was collected through interviews and observation. A total of 15 children and their mothers were interviewed. The study found that brand was being used by the children as a gender identification medium sports brands like Nike, Adidas or Reebok represent male power. So wearing branded clothes becomes synonymous with being leader, rich & centre of attraction. Brands, the children feel, are for the old boys and not wearing them make them childish identification medium. The researcher says that in the class 3, variables are important for the identification- the personality of the leader the teacher and class atmosphere. She also found that brands were equally helpful as an instrument of family and cultural identification medium.

The research proposed to study children’s ability to use brand names as a cue for image quality. It was also a matter of investigation whether children use conceptual brand meanings to make consumer judgements like the perceived quality of the product or the judgement about its owner. For this, 3 different categories of children on the basis of their age groups- 8 years olds, 12 years olds and 16 years olds were formed totaling 202 and recruited from a school district in small Midwestern town. The children were shown identical products but with different brand names. Brand 1 of a product carried more familiar & hip name while brand 2 had less catchy and unfamiliar name, e.g. Levi Jeans and K. Mart Jeans. The children preferred the former. The 8 years olds, however, couldn’t differentiate much between the brand names but 12 & 16 years olds were able to differentiate. They also formed positive opinions about the owner of the hip brand. Consumption symbolism was found to be present in the study as children know how to consume image.


The researcher has engaged in a theoretical study about children and their relationship with brands by developing a framework i.e. CPRK framework- children as potential relationship partner (CPRP). It further proposes that three factors are crucial for establishing brand motivation (m), opportunity (o) and ability (A). It was found that the relationship formation with a particular brand depends upon the extent up to which a child connects himself with the product or whether the brand is important to his/her self. Example could be given of Pokémon which
children find more central then any after brand, say-areo cookies. And the centrality of brand depends upon gender of the child. Opportunity to interact with brands and to experience them is also crucial for brand relationship. Visits of multiplexes, peer talks expose them to various brands and they get to hear stories of branding from them. The third important factor here is ability as children have limited cognitive abilities to process information. So, brand communication campaigns should keep in mind the developmental stage of their consumer targets and devise the campaign accordingly. Piaget has listed the stages of childhood quite explicitly.

24. **Children’s relationships with brands: Truelove or one night stand? (2002) Mindy F. Ji**

The study enquires about the nature of brand relationship between brands and the children. It was intended to know whether the relationship is temporary or permanent and whether the relationship has some bearings on the lives of children. The data was generated from a family consisting of 3 children aged F7, M9 and M 13 and mother and father. Group and personal interviews were conducted and yielded 5-hour-long interviews. It was found that the relationships of children with brands take different forms. A brand’s interaction in childhood increases the possibility of a child using the same brand in adulthood. It was also found that the relationships between child & brand are affected by social factors in the social environment like parents, siblings peer, and media etc. Friends are important source of brand preference among children. The study reveals that brand relationship is the hybrid of personal and social needs.
25. **New consumer. The social and cultural significance of children’s fashion consumption by Sharon Boden (2004)**

The paper investigates the field of children’s fashion consumption available through branded fashion clothing in prêt-à-porter market. This was done in the context of expanding children wear market and the increasing role of children in choosing their own fashion dresses. The paper attempts to sketch sociology of childhood in the frame of consumption studies. The role of fashion is investigated in identity and self-formation among children. The data for the study was collected from varying locations in England from children aged between 6-11 years and from parents. The focal used was focus group. Various findings came to the light. It was found that a sort of fashion rule book was developed by the children in the particular context of environment/culture and is central in shaping the children as consumers of fashion. A sort of peer pressure upon parents of the children was recognized during the discussion and it impinged upon the parent-child relationship. Becoming a friendly parent was an obligatory task on the part of the parents failing to do might make them less desirable parent.

26. **Childhood and leisure: Are leisure tools responsible for the evolution of ‘Little Adults’ (2011) by Reshmi Jain**

The research inquires whether the nature of the leisure activities of children turns the children into little adults or hastens the development of childhood resulting into early adulthood. A sample of 100 children was drawn from two public schools of Jaipur. The children were 12-14 years old. The focal of data generation used was schedule and a few case studies were undertaken to have a greater insight. It was found in the study that children spent 4.5 hours in leisure while 2.1 hours were
devoted to study. Almost 90% reported eating food while watching TV. They engage in solitary forms of pleasure while watching T.V. they play games on TV, Computer or PSP. There is also reported increased use of mobile phones among the children. They are internet savvy and use internet for emailing, downloading music, games, chatting, seeking help for home work (21%).

27. **Childhood in the age of global media (2007) by David Buckingham**

The paper explores childhood in the context of ever present, all pervasive and within reach of children media. The media have become central to the discourse of childhood worldwide including rural areas and provide childhood a whole new range of vocabulary. In this paper, three cultural products are examined in the context of childhood. Disney, Pokémon and Public Service productions such as Teletubbies & Sesame Street. There is an evidence of vertical and horizontal integration of media and cultural industries, the researcher elaborates. While citing an example from children’s programmes on TV programmes like Pokemon, Turtles, Beyblades, Harry Porter, Ninja Turtles etc. are an example of integrated marketing as the researcher further tells, Pokemon was first a computer game, then a TV series, a trading card game, a series of movie and ultimately a merchandise which is very popular among the children across the world. A common global culture is being created by software for children on TV and west plays a key role in that and Glocalisation is one important cultural phenomenon in that.

The research explores the hitherto less explored field of liminal consumption. It tried to explore how tweens or pre-teens engage in the practice of consumption from the location which is blurred and not defined thus. The interdisciplinary field was explored using various methods and tools. A longitudinal study was undertaken and 3 main sites were drama schools, personal contacts and primary schools. The longitudinal study was interjected by various other tools/methods of data collection. 5 such tools were used namely- in depth interviews, personal diaries, accompanied shopping trips, e-collages, and researcher diaries. It was found that the most visible component of the tween identify was tension between legal and social age. The development of ego begins in tween and they try to handle it on their own and that is reflected in their consumption behaviour. They also consume for consumption’s sake or they are aware of the act of consuming which the author calls Meta-consumption. The researcher tries to establish that brand-oriented consumption is not always a desired facet of tween consumer culture.


The author makes a conceptual presentation of fashion and its social function apart from its perception among the masses across a time span. The author writes that Simmel presented fashion as a class fashion. Blumer thinks fashion is all about creating a collective taste. Fashion has been used as a social marker- a class marker to be precise. Simmel, discusses the author, viewed fashion as an accentuating agency which acts as a status marker even more in modern society where money is a great leveller of status. The paper discusses the theory of product language in which product plays semantic functions which can further be divided into indication functions and symbol functions. The author
quotes Bernard while mentioning the eight functions of clothing- (1) Individualistic expression, (2) social worth (3) definition of social role (4) economic worth or status, (5) political symbol (6) magico-religious condition (7) social rituals & recreation.

30. **Categorizing product meaning: An investigation into the product language of clothing & fashion (2009) by P. Steffen**

The paper uses semantics to explore the field of clothing & fashion. It is very much obvious that clothes serve the function of protecting our body. But, socially and aesthetically they are part of a language or we can say they also perform communicative functions. They are also markers of social position.

31. **Identifying Consumption by R.G. Dunn (2008)**

In the chapter “The Social Relations of consumption” the author Dunn writes that lifestyle is one of the prominent features of modern consumption. Consumer culture and the practice of consumption have lifestyle in its center and it acts as a vehicle of self-identity and status indicator. Dunn writes further that lifestyle is built around performance. And it can be assumed that fashion which reflects lifestyle is a performance. The author writes that segmentation is an economically wise activity and it streamlines the production of a particular product. This is visible in fashion clothing industries when consumer category of tweens was specially created by the marketing people. It became easier to target the new category.

32. **The great Indian middle class by P.K. Verma (1998).**

Verma traces the history of Indian middle class that locates in the British Raj. British education and reformist stance made native Indians enter
into an elite class which Macaulay in 1835 had envisaged in his minutes on education. The author writes that the Hindu reformist movements were the result of British reformists’ stance. This strengthened the hold of middle class in India. The Indian middle class has some characteristics, prominent among is the use of English language in profession as well as daily life. Middle class has qualities like balance prudence stability, respect for ethics, sensitivity, idealism and self-restrain.

The ideological meaning to the middle class was provided by the charismatic leadership both political and personal of Gandhi and Nehru.

2.2 Impressions emerged after reviewing the literature

1. There is paucity of literature on child consumption, its patterns, mechanics and effects.
2. The literature gives us the direction to view children consumption of clothing at a symbolic level which is quite new in the context of children.
3. There is scope for the study of diffusion practices including marketing efforts addressed to children vis-à-vis the branded clothes consciousness in tweenagers.
4. The literature encourages us to see the diffusion of fashion brands as a specialized activity appropriated to the target world of tweenagers.