

Analysis of Awareness of Consumers and Evaluation of Labels Present on Readymade Men's Garments as per Standard

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ABSTRACT

Long before consumers could easily identify a wool and cotton garment successfully without labels. But nowadays new fibers and new technology have created a vast array of textiles and apparel. As a result, a vast variety of textile materials are present in the market composed of many different fibers, carrying different finishes and having different properties. In this regard, the consumer has the greatest handicap in identifying various fabrics. In such situations, labels are the source of first-hand information to the consumer about readymade clothing products. The label is the most important way to convey information regarding the quality of the garments. Most of the consumers especially male consumers do not give attention to the garment labels. They do not know about the importance of labels, so without looking at them they tear the labels from the garment so they do not follow instruction of these clothing labels. Keeping in view the above points this present study will be conducted.

Key words

Readymade garments, men's readymade garments, textiles label, label on garments

INTRODUCTION

In early times, fabrics were made entirely of one kind of fiber. With the progress of the industry, fabric manufacturers have evolved intricate and complex methods to produce a variety of textiles with various combinations of different fibers, different kinds of yarns and different weaves. During the industrial revolution, many machines were invented. The invention of the sewing machine led to increased demand for fabric. There was a demand for garments during world war-II to protect soldiers from extreme weather, so mass production initially started with military uniforms. After the world war was over, these manufacturing units started producing garments for the public. The rapid advancement of technology in the field of textiles has resulted in the emergence of a large variety of fibers and fabrics in the market. So today's market is flooded with garments made up of synthetic fibers. Thus, ready recognition and identification of fiber content in fabrics have become extremely difficult for consumers. Consumers are unable to judge the actual cost of the fabric without a label. A label is the most important way to convey information regarding the quality of the product. In absence of informative labels on readymade garments, will make it difficult to judge the quality and price of the garments. In such situations and more in the absence of labels, information about the care of fabrics, guarantee about colour etc., is given by the seller which may not be reliable. At such times, the label helps a consumer to know the simple way to judge the quality of weave, composition, color fastness, etc., to test the genuineness of particular garments.

Besides this, the price of tailor-made garments is more compared to readymade garments; also the choice of material is wider in readymade garments so readymade garments are preferred more nowadays. In India most household tasks are carried out by women, especially purchasing food materials and clothing items. But nowadays this work is also done by the male member because both are working. Therefore, there is a dire need to check the user's awareness related to labels on readymade garments. Studies for consumer awareness regarding labels on readymade garments are very less. Keeping in view the above points the present study will be planned to collect information related to labels, which are present in men's readymade garments and awareness of users towards these labels. The objectives of the present study will be as follows-

Objective

- To collect information on labels of readymade men's wear
- To evaluate the existing labels with standard
- To study the knowledge of consumers regarding labels on readymade men's wear

REVIEW OF LITERATURE

A review of the literature provides gainful insight which will help in the development of an instrument, selection of sample, method of data collection and procedure to be used for statistical analysis of the data. The relevant literature has been reviewed - **Gill et al. (2005)** classified textile labels in two ways. Classification based on the form: The form of the label itself can help to establish a company's image. A large woven label on satin or taffeta denotes a higher-priced designer product, whereas, a small

printed label usually signifies a less expensive one. The label on the textile product may be present in four basic forms that are woven label, printed label, embroidered label and leather label. Classification based on information provided: It includes informative label (content label, size label, care label), brand label, certification label (wool mark, ISI mark, eco-label), union label, RN label, factory code label, origin label and bar code label.

Anshu (1993) studied the information obtained by consumers from labels on fabrics, yarns and readymade garments. In textile materials, the name of the manufacturer got the first attention followed by information regarding quality and washing instructions, guarantee and size/length of fabric by reading labels. Labels contain very little information regarding price as indicated by the urban respondents.

Rajor and Miglani (1982) conducted a study on buying practices of clothing materials among rural homemakers in the Ludhiana district. It was found that 28 percent of respondents examined the quality of fabrics through the labels only.

Jain and Pant (2010) conducted a study on the knowledge of consumers regarding textiles. Eight hundred college students of both sexes from both, Post Graduate and Under Graduate classes as well as 200 male and 200 female homemakers were selected as respondents from the municipal limits of Ajmer and Jodhpur cities of Rajasthan. A questionnaire was prepared to find out the current knowledge of the consumers regarding textile products and the sources of information used to acquire knowledge about various textile products. Most of the respondents could only discriminate between cotton and synthetic fabrics and knew colorfastness. In general, their existing knowledge regarding textiles was poor. No significant difference was found between students and homemakers in terms of their knowledge of textiles. The percentage distribution shows that female and UG students had better knowledge regarding textiles as compared to that male and PG students, respectively. Among the total of 120 respondents, hardly 4.58 percent could correctly identify the symbol of iron along with the dots inside it indicating temperature; about two-thirds were able to recognize only the image of iron, 4.42 percent of respondents properly recognized wool mark, whereas, 47.75 percent marked it as something related to wool. Only 10.58 percent and 4.83 percent of respondents recognized the logos of the two textile companies respectively. Care symbols were correctly identified by only 7.33 percent of respondents.

Singh et al. (1996) conducted a study on consumers' awareness during the purchase of clothing materials and reported that cloth labels were not at all seen by any of the 50 women respondents of labour colony of CCS Haryana Agricultural University, Hisar, irrespective of their educational level.

PLAN OF WORK

1. Locale of the study

Rudrapur and Pantnagar of Udham Singh Nagar district from the Uttarakhand state of India will be selected as the locale of study. Many branded men's wear showrooms are located in Rudrapur. The locale will be selected due to easy accessibility to the researcher.

2. Selection of sample and sampling procedure

The owners of branded showrooms and male teaching staff will be selected as samples for the present study. Fifteen branded showrooms involved in the sale of readymade men's wear will be selected as samples for the present study, which totaled seventy-five percent of the branded showrooms in Rudrapur city. One hundred and twenty male teaching staff members of G. B. Pant University of Agriculture and Technology, Pantnagar, Uttarakhand, India will be taken as a sample of the second survey. Stratified random sampling will be followed for the selection of the sample. The staff members selection will be thirty each from the College of Agriculture, College of Veterinary and Animal Science, College of Basic Science and Humanities (CBSH) and College of Technology. Among one hundred and twenty respondents, fifty percent will be below the age of forty and fifty percent will be above forty years of age. The respondents selected has to fulfill the following criteria i.e., they will be involved in purchasing readymade garments and will be teaching staff member of G. B. Pant University of Agriculture and Technology, Pantnagar.

3. Data collection

Survey method will be used for data collection. The data will be collected by personal interview method from the showroom and a questionnaire will be used for male teaching staff members as tool. The respondents will be personally contacted at their places and will be explained the purpose of the study to get accurate information.

4. Statistical analysis of data

The collected data will be coded and tabulated separately for branded showrooms and male teaching staff. The collected information will be analyzed in light of the objective set for the study. The statistical measures used for the analysis will be frequency and percentage, Chi-square test.

Percentage

The percentage values will be calculated for making simple comparison. The frequency of a particular cell is divided by the total number of the respondent and multiplied by 100.

$$P = n/N \times 100.$$

Where,

n = frequency of a particular cell

N = total number of respondents

P = percentage

Chi-square test

Chi-square will be used to determine the relationship between of age group *i.e.*, below 40 years of age, above 40 years of age and their awareness. The formula is given below-

$$X^2_{(r-1)(c-1)} = \sum \frac{(O - E)^2}{E}$$

Where,

(r-1) (c-1) = degree of freedom

O = observed frequency

E = expected frequency

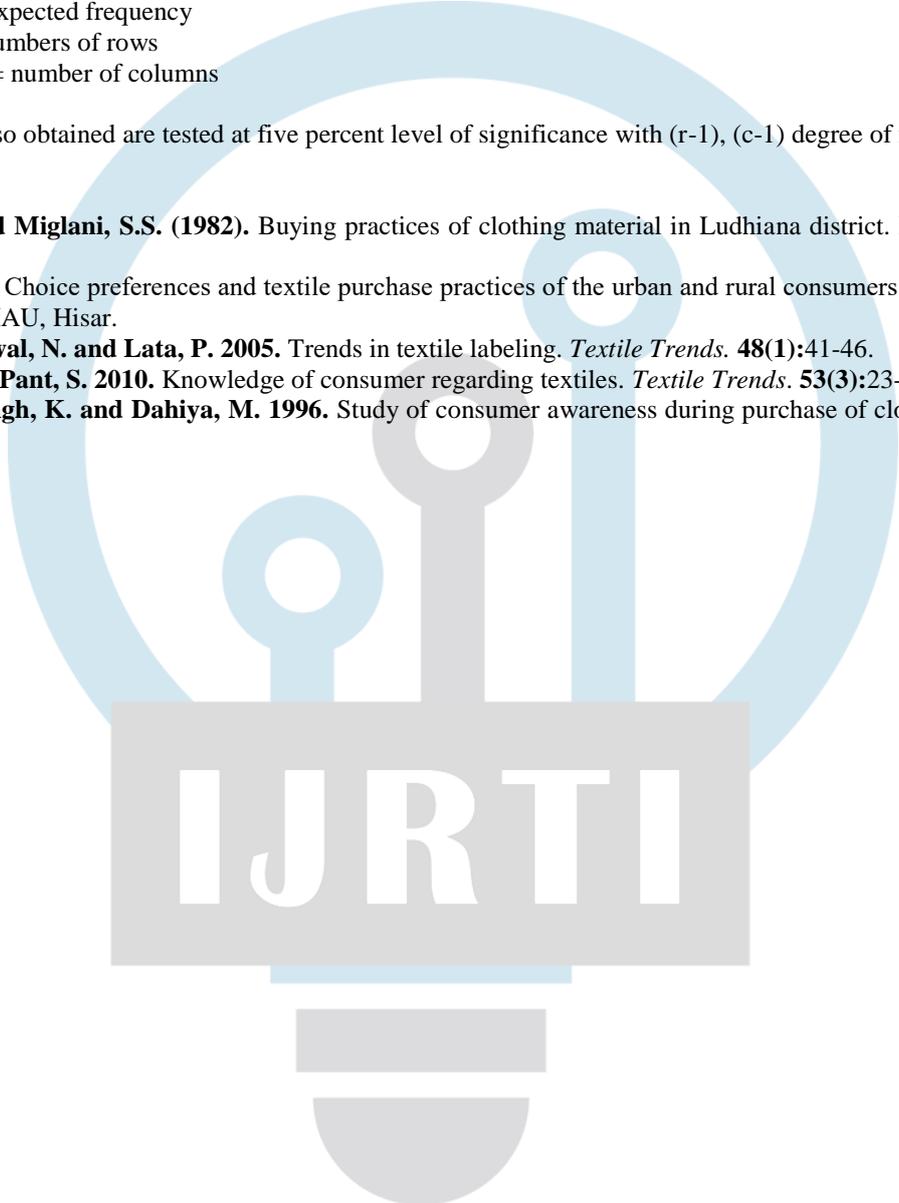
R = numbers of rows

C = number of columns

The chi-square values so obtained are tested at five percent level of significance with (r-1), (c-1) degree of freedom.

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