

## **A Comparative study: labels on readymade garments with standards**

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### **Abstract**

*The primitive people made their clothing from the skin of animals and bark of trees etc., but it change with time, during industrial revolution many machines were invented which increased the production of fabric and garments. Varieties of fabric are available in the market at different selling prices with new weave, composition of fibers, colours and finish etc., so consumers are confused. In this situation label help them in identifying the nature and quality of garments. In the present study comparative study was conducted, in which label present in men's readymade garments compared with labels mandatory according to FTC (Federal Trade Commission) and Textile (consumer protection) Regulation 1988. The data of the study was subjected to statistically analysis by using frequency and percentage. Results showed that dry cleaning instructions and company name were found on man's formal, winter and groom wear. Content and country of origin label was not found on maximum number of garments.*

**Keywords:** Label Standard, Label on garment, Textile regulation, Textile label

### **Introduction**

In absence of labels on fabrics it is difficult to judge the quality and wearing cost of garments. In order to have assurance of quality of manufactured goods it is necessary to have definite specifications of material, construction and workmanship. This statement would be accepted by manufacturer, retailer and consumer, alike. There are four distinct theories for the most effective means of furnishing information to the consumer through the labeling of textiles, namely: informative labeling, the use of brand names, grading and certification.

Thus, some clothing goods manufacturers provide labels as an aid consumers in identifying the quality of the product and care instruction for them in an appropriate manner so as to retain their claimed characteristics for a reasonable period of time. Many regulation are being formulated by various government for accomplish the standard. The present study was planned with objective to evaluate the labels resent on men's garments with the FTC (Federal Trade Commission) and Textile (consumer protection) Regulation 1988.

### **Methodology**

The fifteen branded showrooms were selected as sample for this study, which were involved in the sale of readymade men's wear. A self structure interview schedule was prepared for this study by researcher with the help of subject matter specialist.

Schedule had two parts. Part A of schedule dealt with label of federal trade commission, which included care label instructions, fiber content, country of origin

and company name. The part B of the schedule consist label of textile (consumer protection) regulation 1988; which consisted of question related to name and address of manufacturer, description of cloth, wash care label, month and year of packaging, composition of cloth/fiber content, size. Investigator compared the labels present on different categories of garments with standard by visiting the showroom and noted down the reading. The reading were analyzed and tabulated. The statistical measures used for the analysis were frequency and percentage.

### **Results and discussion**

*Evaluation of existing labels on readymade garments with standard*

In India as such there are no specific standards regarding type of labels to be attached on readymade garments. In the present study, evaluation of existing labels was done as for Federal Trade Commission (FTC) standard regarding Textile Labelling and Textile (Consumer Protection) Regulation, 1988 of India regarding labelling on cloth. The number of garment compared are same as number of brands selling those garments. The result of the study are presented in Table 1-4.

Table 1 gives information regarding evaluation of labels existing in men's casual clothing with those of standards. It is clear from the Table that label of garment (shirt, jeans, bermuda and t-shirt) when compared with FTC standard, it was found that all the garments had care labels related to washing by hand/machine, ironing and company name. Fiber content

Table 1: Evaluation of labels existing in men's casual clothing with standards

S. No	Attributes	Type of garment							
		Shirts N=13		Jeans N=12		Bermudashorts N=10		T- Shirt N=12	
		F	%	F	%	F	%	F	%
1	Federal Trade Commission/Care labels instructions								
	Washing by hand/ machine	13	100	12	100	10	100	12	100
	Bleaching	12	92.31	12	100	09	90.00	11	91.67
	Drying	12	92.31	12	100	09	90.00	12	100
	Ironing	13	100	12	100	10	100	12	100
	Warning	0	0	0	0	0	0	0	0
	Dry cleaning	0	0	0	0	0	0	0	0
	Fiber content	04	30.77	06	50.00	02	20.00	04	33.33
	Country of origin	06	46.15	03	25.00	04	40.00	07	58.33
	Company name	13	100	12	100	10	100	12	100
2	Textile (Consumer Protection) Regulation, 1988								
	Name and address of manufacturer	13	100	12	100	10	100	12	100
	Description of cloth	0	0	0	0	0	0	0	0
	Wash care label	13	100	12	100	10	100	12	100
	Month and year of packaging	13	100	12	100	10	100	12	100
	Composition of cloth /fiber content	04	30.77	06	50.00	02	20.00	04	33.33
	Size	13	100	12	100	10	100	12	100

Where: F= Frequency, % = Per cent N=Total number of showrooms

Table 2: Evaluation of existing labels on men's formal clothing with standards

S. No.	Attributes	Type of garment							
		Trousers N=8		Blazers N=10		Suits N=6		Shirts N=9	
		F	%	F	%	F	%	F	%
1	Federal Trade Commission/Care labels instructions								
	Washing by hand/ machine	08	100	0	0	0	0	07	77.78
	Bleaching	07	87.50	0	0	0	0	07	77.78
	Drying	08	100	0	0	0	0	07	77.78
	Ironing	08	100	01	10.00	06	100	07	77.78
	Warning	0	0	0	0	0	0	0	0
	Dry cleaning	0	0	10	66.67	06	40.00	02	13.33
	Fiber content	01	12.50	05	50.00	02	33.33	03	33.33
	Country of origin	02	25.00	01	10.00	0	0	05	55.55
	Company name	08	100	10	100	06	100	09	100
2	Textile (Consumer Protection) Regulation, 1988								
	Name and address of manufacturer	08	100	10	100	06	100	09	100
	Description of cloth	0	0	0	0	0	0	0	0
	Wash care label	08	100	10	66.67	06	40.00	07	77.78
	Month and year of packaging	08	100	10	100	06	100	09	100
	Composition of cloth /fiber content	01	12.50	05	50.00	02	33.33	03	33.33
	Size	08	100	10	100	06	100	09	100

Where: F= Frequency, % = Per cent N=Total number of showrooms

and country of origin labels were present in less than fifty per cent in each categories. Whereas, when compared with to Textile (Consumer Protection) Regulation, 1988, it was found that all the aspects were covered in label present on garment except that of fiber content.

Data related to evaluation of existing labels in men's formal clothing with standards are given in Table 2. It is evident from the table that all the garments had labels related to wash care instruction and company name irrespective of type of formal garment when compared with FTC and Textile (Consumer Protection)

Table 3: Evaluation of labels in men's winter clothing with standards

S. Attributes No.	Type of garment															
	Sweater		CoatN=2		WaistcoatN=3		CardiganN=6		SweatshirtN=9		BlazerN=7		JacketN=11			
	Full N=11	Half N=10	F	%	F	%	F	%	F	%	F	%	F	%		
<b>1 Federal Trade Commission/Care labels instructions</b>																
Washing by hand/ machine	10	90.909	09	90.00	0	0	02	66.67	05	83.33	09	100	0	0	02	18.18
Bleaching	10	90.909	09	90.00	0	0	02	66.67	05	83.33	09	100	0	0	01	9.09
Drying	10	90.909	09	90.00	0	0	02	66.67	05	83.33	09	100	0	0	01	9.09
Ironing	10	90.909	09	90.00	0	0	02	66.67	05	83.33	09	100	0	0	01	9.09
Warning (twist)	04	36.36	04	40.00	0	0	01	33.33	01	16.67	01	11.11	0	0	0	0
Dry cleaning	01	6.67	01	10.00	02	100	01	6.67	01	6.67	01	6.67	07	46.67	10	66.67
Fiber content	09	81.818	09	90.00	0	0	01	33.33	05	83.33	09	100	05	71.43	05	45.45
Country of origin	04	36.363	04	40.00	02	100	0	0	02	33.33	02	22.22	02	28.57	04	36.36
Company name	11	100	10	100	02	100	03	100	06	100	09	100	07	100	11	100
<b>2 Textile (Consumer Protection) Regulation, 1988</b>																
Name and address of manufacturer	11	100	10	100	02	100	03	100	06	100	09	100	07	100	11	100
Description of cloth	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Wash care label	10	90.909	09	90.00	02	100	02	66.67	05	83.33	09	100	07	100	10	90.90
Month and year of packaging	11	100	01	10.00	02	100	03	100	06	100	09	100	07	100	11	100
Composition of cloth /fiber Content	09	81.818	09	90.00	0	0	01	33.33	05	83.33	09	100	05	71.43	05	45.45
Size	11	100	01	10.00	02	100	03	100	06	100	09	100	07	100	11	100

Where: F= Frequency, % = Per cent N=Total number of showrooms

Table 4: Evaluation of existing labels in men's groom and sport wears with Standards

S. Attributes No.	Type of garment							
	Groom Wears				Sport Wears			
	Wedding suit N=2		Sherwani N=1		Tracksuit N=2		Jogging shorts N=2	
	F	%	F	%	F	%	F	%
1 Federal Trade Commission/care labels instructions								
Washing by hand/ machine	0	0	0	0	2	100	2	100
Bleaching	0	0	0	0	01	50	0	0
Drying	0	0	0	0	02	100	02	100
Ironing	0	0	0	0	02	100	02	100
Warning	0	0	0	0	0	0	0	0
Dry cleaning	02	100	01	100	0	0	0	0
Fiber content	0	0	01	100	01	50	01	50
Country of origin	0	0	0	0	01	50	01	50
Company name	02	100	01	100	02	100	02	100
2 Textile (Consumer Protection) Regulation, 1988								
Name and address of manufacturer	02	100	01	100	02	100	02	100
Description of cloth	0	0	01	100	02	100	02	100
Wash care label	02	100	01	100	02	100	02	100
Month and year of packaging	02	100	01	100	02	100	02	100
Composition of cloth /fiber content	0	0	01	100	01	50	01	50
Size	02	100	01	100	02	100	02	100

\*Where: F= Frequency, % = Per cent

\*N=Total number of showrooms

Regulation, 1988. Information regarding fiber content and country of origin was seen minimum in formal trousers and suits. Fifty per cent of blazers had labels related to fiber content irrespective of standard.

Results of evaluation of labels in men's winter clothing with standard is given in Table 3. It can be envisaged from the table that all men's winter clothing had labels related to wash care pertaining to washing by hand/machine, bleaching, drying and ironing. The instructions related to wash care were given maximum in case of sweaters either full or half followed by waist coats. Cardigans and blazers did not had a wash care label, as they had labels related to dry cleaning. When compared with Federal Trade Commission and Textile (Consumer Protection) Regulation, 1988 the information related to fiber content was seen less.

Table 4, gives the information related to evaluation of label presented on men's groom i.e., wedding suit and sherwani and sport wear which included track suit and jogging shorts with standard. It can be inferred from the table that when compared with Federal Trade Commission (FTC) & Textile (Consumer Protection) Regulation, 1988 standard. The wedding suit did not had fiber content label. Label's related to country of origin was not seen which is required as per standards. It is also evident from the table that labels existing in men's sport wear i.e., track

suits and jogging shorts had labels related to wash care instruction and company name as per standards. The labels related to fiber content and country of origin were seen of fifty per cent track suits and jogging shorts were according to standard of FTC and Textile (Consumer Protection) Regulation, 1988.

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