

Consumer awareness regarding levels present on ready-made garments

MS. GAYATRI, MRS. SAKSHI AND BHUPENDER VIRK¹

Deptt. of Clothing and Textile, G.B.P.U.A. & T. Pantnagar (Uttarakhand)

Abstract

The apparel and textile sector nowadays has been equipped with better tools and techniques for development of new fabric. Consumers are facing difficulty regarding identification of fiber, finishers, care etc. In this situation level helps consumer in better understanding of knowledge regarding particular textile and drive maximum satisfaction from resources. In the present study awareness regarding labels present on ready-made was studied and it was concluded that consumers were aware about different type of label related to garment i.e., brand label, informative label and wool mark. Maximum number of consumers were aware about permanent stitch and temporary tag types of label as well as also attachment which are present in ready-made garment.

Key words: Consumers, Ready-made garments, Label, Professional

Introduction

Clothing came into existence from a very early age. The primitive people made their clothing from skin of animals and bark of trees. They also used a network of grass and strips of leaves to covers and decorate their bodies. With the progress of human face, the textile industry develops.

During industrial revolution many machines were invented. Invention in sewing machine led to increased demand for fabric. There was demand for garments during World War II to protect soldiers from extreme weather, so the mass production initially started with military uniform. After world war was over, these manufacturing units started producing garments for public. Also the choice is wider in ready-made garments so it is preferred more now a days. Due to rapid advancement of technology in the field of textile has resulted that today's market is flooded with ready-made garments.

Ready recognition and identification of fiber content in fabrics has become extremely difficult. In this regard consumer faces difficulty identification of fiber and finishes. It provided open challenges for the wearer to make judicious choice from the multiple varieties of textile and drive maximum satisfaction from resources. At such times, label helps a consumer to have knowledge about single way to judge the quality of garments.

The present study was planned with objective to check consumer awareness related to labels on ready-

made man's garments.

Materials and Methods

The study was conducted in G.B. Pant University of Agricultural and Technology, Pantnagar (Uttarakhand). In the present study a sample size of one hundred twenty male teaching staff were selected purposively from four Colleges i.e. College of Agriculture, College of Veterinary and Animal Science, College of Basic Science and Humanities (CBSH) and College of Technology. Stratified random sampling method was used for sample selection. Male teaching staff was again divided into two groups according to their age group i.e. above the 40 years and below the 40 years of age.

Survey method was used for data collection and questionnaires as a tool. A self-structured questionnaire was formulated for collecting information from consumers about their knowledge regarding labels on ready-made men's wear, with the help of subject matter specialist. These questionnaire consist of two parts. The parts A of questionnaire dealt with general information of the respondents including name, designation, age, education, family type and monthly income. The part B of questionnaire included specific information related to source of information about garments labels, purpose and type of labels, brand label, type of label attachments, and form of label.

Results and Discussion

The data reported in table 1 depict the distribution of respondents according to their education, family type and monthly income. It is clear from the table that maximum numbers of respondents were possessing doctorate degree in their specific fields irrespective of

¹Deptt. of Home Sci. and Food Tech., College of Surajmal Agarwal Private Kanya Mahavidhyalaya, Kichha (Uttarakhand)

Table 1: Distribution of respondents according their general information (N= 120)

S. Variable No.	Age of respondents			
	Below 40 year		Above 40 year	
	Frequency	%	Frequency	%
1. Education				
Masters	21	35	1	1.67
Doctorate	39	65	59	98.33
2. Family type				
Nuclear	48	80	40	66.67
Joint	12	20	20	33.33
3. Monthly income				
<Rs 50000	57	99	10	16.69
Rs.50000-70000	1	1.67	4	6.67
>Rs70000	2	3.33	40	76.67

Table 2: Distribution of respondents according to habit of seeing labels on ready-made men's garment (N= 120)

S. Attributes No.	Age of respondents			
	Below 40 year		Above 40 year	
	Frequency	%	Frequency	%
1. Yes	49	81.67	49	81.67
2. No	11	18.33	11	18.33

their age groups. Only one respondents above 40 years of age had education up to master level.

It was found that more than 50 per cent of respondents had nuclear type of family irrespective of their age groups. Twenty per cent of respondents below 40 years of age and 33.33% respondents above 40 years of age had joint family.

It is also clear from data in Table 2 that maximum (95%) number of below 40 years of age respondents had monthly income less than Rs. 50000.00 while maximum (76.67%) number of respondents above 40 years of age had monthly income above Rs. 700000.00 per month.

Information regarding distribution of respondents according to habit of seeing labels on ready-made men's garments is presented in Table 2. It is evident from the table that majority of the respondents of both age groups had habit of seeing the labels present on the garments before purchasing and very few (18.33) of respondents did not see the labels before purchasing in both age group.

Table 3 gives information regarding distribution of respondents according to source of information regarding garments labels. It is clear from table that maximum number of respondents acquired knowledge regarding label from media irrespective of categories i.e., 55% in below 40 years of age category and 51.67% in above 40 years of age category.

Table 3: Distribution of respondents according to source of information regarding garment labels (N= 120)

S. Attributes No.	Age of respondents			
	Below 40 year		Above 40 year	
	Frequency	%	Frequency	%
1. Family member	25	41.67	21	35.00
2. Friends	18	30.00	25	41.67
3. Media	33	55.00	31	51.67
4. Shopkeeper	20	33.33	18	30.00
5. By reading information on labels of garments	20	33.33	15	25.00

Table 4: Distribution of respondents according to purpose of labels according to them labels (N= 120)

S. Attributes No.	Age of respondents			
	Below 40 year		Above 40 year	
	Frequency	%	Frequency	%
1. Identify the product	41	68.33	45	75.00
2. Ais the business person in selling his/her product	12	20.00	11	18.33
3. Aid consumer in marketing an intelligent selection	20	33.33	18	30.33
4. Aid the consumer/ Professional dry cleaner	9	15.00	15	25.000

It is clear from the Table 4 that maximum respondents irrespective of age groups found labels helpful in identifying the product at time of purchase followed by statement that label aid the consumer in making an intelligent selection.

Table 5 show the distribution of respondents according to awareness regarding brand labels. It is clear from the table that more than seventy five per cent of the respondents of both age groups were aware of brand labels. It may be due to the reason that all were highly qualified.

Results of awareness regarding method of respondents brand labels are presented in the Table 6. Maximum number of respondents below 40 years of age (63.33%), above 40 years of age (76.67%) were aware of the fact that symbol represents the brand label. And least number of consumer were aware that can be presented in design form.

Table 7 shows result of distribution of respondents according to types of labels seen on readymade men's garments by them. It is evident from the table that maximum respondents below 40 year of age (85%) saw the size label, followed by content label (73.33%) maximum, followed by size labels (71.67%) and country of origin (36.67%) label was seen by least number of respondents. In case of certification marks,

Table 5: Distribution of respondents according to awareness regarding brand label (N= 120)

S. Attributes/No.	Age of respondents			
	Below 40 year		Above 40 year	
	Frequency	%	Frequency	%
1. Yes	48	80.00	47	78.33
2. No	12	20.00	13	21.67

Table 6: Distribution of respondents according to awareness regarding method of presenting brand label (N= 120)

S. Attributes/No.	Age of respondents			
	Below 40 year		Above 40 year	
	Frequency	%	Frequency	%
1. Distinctive mark/symbol	38	63.33	46	76.67
2. In word	23	38.33	17	28.33
3. Design	16	26.67	14	23.33

Table 7: Distribution of respondents according to awareness labels seen on ready-made men's garment (N= 120)

S. Attributes/No.	Type of labels	Age of respondents			
		Below 40 year		Above 40 year	
		Frequency	%	Frequency	%
1. Informative					
	Content label	44	73.33	40	66.67
	Size label	51	85.00	43	71.67
	Care label	40	66.67	34	56.67
2. Brand		41	68.33	47	78.33
3. Union		3	5.00	0	0
4. RN		2	3.33	0	0
5. Contry of origin		32	53.33	22	36.67
6. Company		23	38.33	28	46.67
7. Certification					
	Wool mark	41	68.33	39	65.00
	Silk mark	18	30.00	13	21.67
	Eco mark	27	45.00	19	31.67

wool mark was seen by maximum respondents irrespective of their age groups followed by silk mark. They were aware about the eco mark but they had not seen it on readymade garments. This may be due to the reason that in India promotion regarding eco mark with respect to textile is very less.

From the data in table 8, it is clear that maximum (78.33%) number of below 40 years of age respondents

Table 8: Distribution of respondents according to awareness regarding type of label attachment present on ready-made men's garment (N= 120)

S. Attributes/No.	Age of respondents				
	Below 40 year		Above 40 year		
	Frequency	%	Frequency	%	
1. Permanent					
	Print	47	78.33	29	48.33
	Stitch	35	58.33	38	63.34
2. Temporary					
	Tag	48	80.00	43	71.67
	Wrapper	9	15.00	12	20.00
	Pamphlet	16	26.67	9	15.00
	Removable ticket	18	30.00	15	25.00

Table 9: Distribution of respondents according to awareness regarding forms of labels (N= 120)

S. Attributes/No.	Age of respondents			
	Below 40 year		Above 40 year	
	Frequency	%	Frequency	%
1. Woven	16	26.67	23	38.33
2. Printed	44	73.33	33	55.00
3. Embroidered	30	50.00	28	46.67
4. Embossed	0	0	1	1.67

were about permanent printed labels. Irrespective of age groups tag type temporary labels were more known. Below 40 years of age respondents had minimum (15%) awareness regarding temporary wrapper labels and among respondents of above 40n years of age, had minimum (50%)

Awareness regarding temporary type pamphlet labels.

Distribution of respondents according to awareness regarding different forms of labels is reported in the table 9 and figure 2. Printed type of labels were known to maximum number of respondents followed by embroidered labels and least was aware about woven type of labels. One of the respondents stated about the embossed label which he had seen on readymade garments.

References

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