

Consumer Awareness Regarding Label Information on Clothing

By

S. GRACE ANNAPOORANI

A THESIS SUBMITTED TO THE AVINASHILINGAM INSTITUTE FOR
HOME SCIENCE AND HIGHER EDUCATION FOR WOMEN
(DEEMED UNIVERSITY) COIMBATORE-43

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE IN TEXTILES AND CLOTHING

APRIL 1998

**CONSUMER AWARENESS REGARDING LABEL INFORMATION
ON CLOTHING**

**BY
S.GRACE ANNAPOORANI**

**A THESIS SUBMITTED TO THE AVINASHILINGAM INSTITUTE FOR HOME
SCIENCE AND HIGHER EDUCATION FOR WOMEN (DEEMED UNIVERSITY)
COIMBATORE - 641 043.**

**IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE IN TEXTILES AND CLOTHING**

APRIL - 1998

Certified as Bonafide Research Work

C. Krishna Bai

**Signature of the
Head of the
Department**

C. Krishna Bai

**Signature of
the Guide**

Acknowledgement

ACKNOWLEDGMENT

The investigator owes her reverential gratitude to Tmt. RAJAMMAL P. DEVADAS, M.A, M.Sc, Ph.D (Ohio State), Hon. D.Sc (Madras), Hon. D.H.L (Oregon state), Hon.D.H.L (Ohio State), Hon. D.Sc (Kanpur), Hon. D.Sc., (University of Ulster, Northern Ireland) Chancellor, Avinashilingam Institute for Home Science and Higher Education for Women (Deemed University) Coimbatore for granting permission for the conduct of the study.

The Investigator expresses her sincere thanks to Tmt. LAKSHMI SANTHA RAJAGOPAL, M.S (Tennessee), Ph.D (Madras), Vice Chancellor, to Tmt. SAROJA PRABHAKARAN, M.A, Dip. Ed. (Madras), Ph.D (Mother Teresa), Registrar and to Tmt. PARVATHY EASWARAN, M.S (Columbia), Ph.D (Madras), Dean, Faculty of Home Science, Avinashilingam Institute for Home Science and Higher Education for Women (Deemed University) Coimbatore for extending facilities to do this research work.

The investigator expresses her immense gratitude to Tmt. G. Krishna Bai, M.Sc, M.Phil, Dip. Ed, (Madras), Ph.D (Mother Teresa), Head of the Department of Textiles and Clothing, Avinashilingam Institute for Home Science and Higher Education for Women (Coimbatore) for her valuable suggestions, undaunted encouragement and timely help rendered at every stage of the study and whose inspiring guidance helped the investigator in an immeasurable way.

The investigator gratefully acknowledges her appreciation for the encouragement, support and timely help received from her friends towards the completion of the study.

The investigator is greatly indebted to her beloved PARENTS, BROTHERS and to her other family members for their keen interest, moral support, encouragement and blessings offered in making her study to be a success.

Above all, the investigator thanks GOD ALMIGHTY for his manifold mercies to carry out the study successfully.

Contents

LIST OF CONTENTS

CHAPTER NO.

PAGE NO.

LIST OF TABLES

LIST OF PLATES

LIST OF FIGURES

APPENDIX

1	INTRODUCTION	1
2	REVIEW OF LITERATURE	6
	2.1 Significance of clothing	6
	2.2 Meaning of Labels	8
	2.3 Types of Labels	10
	2.4 Labeling Functions	16
	2.5 Consumer Awareness	17
3	EXPERIMENTAL PROCEDURE	19
	3.1 Selection of the Sample	19
	3.2 Selection of the Method	20
	3.3 Preparation of Interview Schedule	21
	3.4 Conducting the Survey	22
	3.5 Consolidation and Analysis of the Data	22
4	RESULTS AND DISCUSSION	23
	SUMMARY AND CONCLUSION	66
	BIBLIOGRAPHY	
	APPENDIX	

LIST OF TABLES

TABLES		PAGE NO.
I	AGE OF THE SAMPLES	23
II	EDUCATIONAL STATUS OF THE SAMPLES	24
III	OCCUPATIONAL STATUS OF THE SAMPLES IN PERCENTAGE	24
IV	INCOME OF THE FAMILY	25
V	PERSONS INVOLVED IN PURCHASE	26
VI	FREQUENCY OF PURCHASING	27
VII	AWARENESS OF SYMBOLS IN LABELS IN PERCENTAGE	28
VIII	TYPES OF LABELS	30
IX	CONSUMER AWARENESS OF INFORMATIONS IN LABELS	31
X	CONSUMER AWARENESS REGARDING COMPANIES PRODUCING SAREES	33
XI	INFORMATION LOOKED FOR WHILE PURCHASING SAREES IN PERCENTAGE	36
XII	INFORMATION LOOKED FOR WHILE PURCHASING BLOUSES IN PERCENTAGE	39
XIII	CONSUMER AWARENESS REGARDING COMPANIES PRODUCING DHOTIES	42
XIV	INFORMATION LOOKED FOR WHILE PURCHASING DHOTIES	43
XV	CONSUMER AWARENESS REGARDING COMPANIES PRODUCING SHIRTING IN PERCENTAGE	46
XVI	INFORMATION LOOKED FOR WHILE PURCHASING SHIRTINGS	48
XVII	CONSUMER AWARENESS REGARDING COMPANIES PRODUCING TROUSERS	51
XVIII	INFORMATION LOOKED FOR WHILE PURCHASING READYMADE GARMENTS IN PERCENTAGE	53

TABLES**PAGE NO.**

XIX	INFORMATION LOOKED FOR WHILE PURCHASING UNDER GARMENTS	58
XX	INFORMATION LOOKED FOR WHILE PURCHASING ACCESSORIES	61
XXI	KIND OF LABELS PREFERRED BY CONSUMERS	63
XXII	COMPANIES THAT GIVES COMPLETE INFORMATION	64

LIST OF PLATES

PLATE		PAGE NO.
I	TYPES OF LABELS	12

LIST OF FIGURES

FIGURE		PAGE NO.
I	AWARENESS OF SYMBOLS IN LABELS	29
II	CONSUMER AWARENESS OF INFORMATIONS IN LABELS	32
III	CONSUMER AWARENESS REGARDING COMPANIES PRODUCING SAREES	34
IV	CONSUMER AWARENESS REGARDING COMPANIES PRODUCING DHOTIES	34
V	KINDS OF LABELS PREFERRED BY CONSUMERS	63a

APPENDIX

INTERVIEW SCHEDULE TO ELICIT INFORMATION FROM CONSUMERS ABOUT THEIR AWARENESS REGARDING LABEL INFORMATION ON CLOTHING

Introduction

1 INTRODUCTION

Clothing is one of the basic requirements of man's existence along with food and shelter. Clothing our families, in recent years possess greater challenges than ever before. Variety of fabrics are available today in the market with new construction texture and finishes. It is essential to possess a knowledge of textiles to be able to make right choice for the available money to give satisfaction for family members.

Every one of us is a consumer whether we are producers or buyers. In the words of Reed (1992) "As consumers we have an interest and real stake in our economic organisation not only because we are the ultimate users of its products but because we also play a definite role in it.

The textile industry has been manufacturing different types of fabrics to suit the taste and demand of people. Recent advances in textile research have given the consumer a multitude of new fabrics and finishes. Formerly choosing a suitable fabric was not much of a problem since there were only a few designs of cotton, silk, wool and linen from which to choose. But today there are many newer synthetic fibres such as rayon, nylon and these materials blended with other fibre.

There are many sources from which a buyer may become better informed about the material. But the best is the label information which provides complete details about the particular material. Consequently great attention has been given to developing labels that will help the consumer choose the right clothing.

The goal of any marketing programme is to induce a consumer to choose one specific product from many that are available. The individuals apparently do adopt their judgement strategies to suit their situational priorities. The labels should give information to make a wise choice and take care of the fabrics they have chosen and the goods labelled should correspond with the information on label.

In recent years there have been dramatic changes in consumer life styles due to increased leisure time, income, individualism. The result is an increased demand for broader apparel product range, shorter production runs, quicker response, creativity innovation, uniqueness and improved aesthetics and quality. This enables the consumer to express his personality and mood through his clothing and accessories. One of the most persistent "buzz" phrases in the textile industry at the moment is quick response, which is quite simple a commitment to the ideas of providing the right product at the right time in right quantity at the right price.

Learning to recognise quality and good workmanship in clothing is an essential part of consumer education. Big business has brought the consumer many new lines of improved clothing, these goods are utterly so novel that the consumer does not know about the content of the fabric, shrinkage of the fabric, colour fastness to washing and sunlight of the particular fabric and also about the care requirements. Shapiro (1989) believes that there has been a recent emergence of a more rational consumer. He further says that "Today consumers pay more attention to sales, to specials and to shopping around for the best to buy and have a greater awareness of cost. Consumers are demanding the truth about the products they buy".

Several studies have been carried out regarding brand loyalty, attitude change and reasons for switching on to a new brand, sellers design labels for their products ranging from simple tags attached to products to complex graphics that are part of the package.

According to William et al (1994) "Label" is the part of a product that carries information about the product and seller.

According to Jacob (1987) "Labels" give information to make a wise choice and take care of the fabric they have chosen and the good label should correspond with the information on label. The label identifies the product or

brand, the labels grade the product. Finally the label might promote the product through attractive graphics.

Labelling presumably lead people to view themselves in the manner implied by the label. Labelling proves to be very useful in the realm of personal selling. Labelling appears to hold considerable promise with respect to its effects on purchase behaviour. Both the customer and the industry can be best served if the customer receives basic information on durability and wearability.

Informative apparel labelling remains a challenge, not only to manufacturers, and retailers but also to Government and Individual consumers.

With the availability of more and more textile products in the market and increased variety of man-made fibres and blends a need for legislation developed. Legislation provides the consumers with information and protection. This information will enable buyers to make wise choices in the market place and to serve their consumers better. In this regard a number of mandatory standards have been enacted by the government alike. Textile Fabric Product Identification Act (TFPIA) 1960 Federal Trade Commission Ruling on Weighted Silk (FTCRWS) 1938 wool products labelling act and care labelling Act 1972. Under this care labelling act the producers have to provide a label on the textile fabric or garment stating care instructions. The care

instructions include procedures for regular garment maintenance including specifications for washing, drying, ironing and storing.

These labels play an important part in selection and purchase of fabric and garments and equally for their care and maintenance. But very few studies have been done regarding the preference of label information by consumers.

The purpose of this study is to find out the consumers awareness towards labels on clothing.

The specific objectives of the study are to find out the

1. Consumer's existing buying practices
2. Information received through labels related to clothing.
3. Awareness of consumer's regarding label information on clothing.
4. Consumer's attitude towards labels.

Review of Literature

2. REVIEW OF LITERATURE

The literature relevant to the study are reviewed under the following heads.

2.1 Significance of Clothing

2.2 Meaning of Labels

2.3 Types of Labels

2.4 Labelling functions

2.5 Consumer Awareness

2.1 Significance of Clothing

Clothes are the most usual symbols of culture and relate very deeply to the society. They characterise the mood of each day and the style of each person views Khan (1997). According to Jyothi and Shailaja (1995) Food, clothing and shelter are the three basic needs of man and clothing occupies a position close to food in importance. Sethi (1996) explains that clothes are probably the most important part of one's external personality and an extension of one's internal personality.

Horn (1968) feels that clothing is one of the most visual expressions of the habits, thoughts, techniques and conditions that characterise society as a whole. Evans (1956) stresses that our social environment with its traditions and customs greatly influences a person's choice of clothing. According to Joshi (1996) many changes have taken place in

the manner and method of clothing in the society. Clothes reveals our priorities, aspirations, liberalism, conservatism and add hue to our environment and fun to our feelings. Lyle know more about an individual or make that person loose interest on individual. Paola and Mueller (1980) declare that today's clothing provides both psychological and sociological in sights into people.

Farmer (1982) defines that clothing is an extension of the self helping as to one to know thyself, one's likes and feeling.

Devadas (1989) declares the psychological importance of looks and grooming is of greater importance to a person's emotional health than any other single trait in general appearance. Clothing according to Erwin and Kinchen (1969) can be influential in meeting psychological needs which are also protective needs. It is of value in meeting communication needs, which are vital in developing social relationships and it contribute to the need for belonging to their peer group. Clothes act as media which communicate about a person even before the person's voice is heard express Vastrad et al (1995).

Clothing changes when the wearer leaves the cradle, enters primary school, secondary school or university, on starting work on, getting married and on

gaining promotion. Even death has a special wardrobe both for the dead and the mourners, points out Castelino (1994).

According to Ukponnwan (1990) the importance of clothing is to ensure maximum comfort in different circumstances. Clothes were initially mere protection than any other single trait in general appearance states Baliga (1990).

Rajar and Bhalla (1988) point out that clothing, which is one of the basic necessities for all plays a significant role in individual life at all ages and the role of clothing in adolescents lives assumes added importance.

The main purpose of clothing is to provide warmth, beauty, fashion and decency. Clothes do not necessarily make the person but they go a long way towards building up a feeling of confidence and well being feels Ray (1985).

2.2 Meaning of Labels:

According to Gordon (1961) 'label' is a device for applying a trademark to a product. Hollen and Saddler (1964) state that labelling is done to help the consumer to make satisfactory choices. William et al (1994) state that 'label' is the part of a product that carries information about the product and seller. He also states that 'label' may be part of a package, or it may be tag attached to the product.

Mary and Subramaniam (1987) express that labels give information to make a wise choice and take care of the fabrics they have chosen and the good label should correspond with the information on label. According to James et al (1993) labels presumably leads people to view themselves in the manner implied by the label. Labeling could prove to be very useful in the realm of personal selling. Labeling appears to hold considerable promise with respect to its effects on purchase behaviour.

According to Kotler (1988) the label identifies the product or brand, the label grade the product, the label might describe several things about their product. Finally the label might promote the product through attractive graphics.

According to Mandell and Rosenberg (1983) labeling refers to the materials that identify the product and that provide instructions for its handling and treatment. A label may be a permanent part of the primary package as with the brand name on a tag band or sticker. Rayburn et al (1962) are of the opinion that 'labeling' is necessary that some means of grade identification be devised and used so that buyers will know the grade of the product being purchased.

Anon (1994) states that 'labeling' comprises of way of product of fibre / yarn / textile is made or composed of.

According to Norman (1974) the four basic reasons for labelling textile merchandise due to:

1. Identify the product
2. Aid the manufacturer in selling the product
3. Aid the consumer in making our intelligent selection
4. Aid the consumer the professional drycleaners and launderer to care properly for the items.

According to Stanton et al (1994) A 'Label' is the part of a product that carries information about the product and seller. A label may be part of a package or it may be a tag attached to the product. Obviously there is a close relationship among labelling packaging and branding.

Jayashree (1997) states that label refers to any printed statement relating to the merchandise that company puts at the point of sale.

Allyne (1968) is of the opinion that each label carries a different bit of information, brand name, descriptive matter directions for care, or fiber content. The labels for care such as laundering or dry cleaning are often sewn on to the garment as a permanent reminder.

2.3 Types Of Labels:

Labels are broadly classified as voluntary labelling and mandatory labelling says Wingate (1977).

a. Voluntary Labelling:

According to Jayashree (1997) the term informative refers to carrying information about qualities, performance of goods, use and care.

Chawla (1996) is of the opinion that an informative label supplies pertinent information to help the consumer make a wise choice and care for the item. Over the counter textiles are labeled in various ways, label may be printed or stamped on the article or some times stitched or gummed on the fabric states Shim et al (1995). He further states that the labels may be in the form of wrappers or hang tags or may be woven right in the fabric.

Voluntary labels are classified into three primary kinds:

- i. Brand label
- ii. Descriptive label
- iii. Grade label (Plate - I).

i. Brand label: According to Jayashree (1997) Brand label is distinctive mark, design or symbol. It is used as a device to make the product popular. Bess (1957) feels that branding is the process of identifying the name of the producer with the product. This is usually done by affixing to the product or its contains the trade name or brand represented by words or designs.



PLATE - I

TYPES OF LABELS

Trade mark is legal and official designation for the brand states Dorothy and Harol (1986). They further express that it is either symbol or the device or the combination of the two where as brand name is the name of company or manufacturer of the product.

Stanton et al (1994) and Ryan (1980) revealed that Brand label is simply the brand alone applied to the product or package. Brand labeling is an acceptable form of labeling but it does not supply sufficient information to a buyer.

According to Dorothy and Jeanne (1985) Brand label is a distinctive mark, name or symbol that identifies the products of a particular designer manufacture or retailer. The definitions committee of the American Marketing Association states that label may also give a manufacture's address or state where the garment was made. James et al (1993) revealed that the brand not only identifies the product but also transfers whatever the image the firm or its product family have to the branded good.

ii. Descriptive Label: According to William Ryan (1980) descriptive information labels gives information about use, care, performance or other product features.

Stanton et al (1994) states that descriptive labels provide more product information but not necessarily all that is needed or desired by a consumer in making a purchase decision.

iii. Grade Labelling:

According to Isabel (1970) grade labels is giving according to the quality or imply quality specification designated by number, letter or other symbol.

Ryan (1980) is of the opinion that grade labels usually use a letter, number, or word of "good" "better" and "best" to indicate the level of quality of the product.

Stanton et al (1994) say that grade labels identifies the product's judge quality with a letter, number or word.

Dorothy (1985) feels that a certified labels on a garment means the item has been tested by a laboratory. The laboratory may be operated by the manufacturer of the product or it may be an independent testing laboratory. Each laboratory has its own standards. He also state that certified labels are also known as seats of approval. The international fabricare institute and good house keeping and parent's magazine maintain testing laboratories and issue seals of approval.

B. Mandatory Labelling:

The peculiarities of certain product classes the unique marketing practices associated with particular industries and specific abuses in certain markets have precipitated special standards and restrictions for the labelling of various products state Walter et al (1970).

According to Mabel and Lila (1965) legislative acts dealing with the labelling of textiles were first passed in 1939.

a. Wool Product Labeling Act:

Dorothy and Jeane (1977) reveal that wool products labelling Act was enacted in 1939, became law in 1940, and was amended in 1965. According to this Act, all textile fabrics and resulting textile products containing wool must be labeled at the retail level. The amount of wool must be clearly stated and the kind of wool must be identified, if blends are involved the proportion of wool must be clearly cited.

He further states that the federal trade commission required use of the following terms for wool used in textile products.

"Wool", "new Wool" or "Virgin Wool" describes a wool fiber that has been subject to manufacturing process only once. "Reprocessed Wool" refers to wool fibers that has been reprocessed after reclaimed from woven or felted wool products that have not been in any end - product usage by consumers. "Reused wool" identifies wool fibers reclaimed from products previously used by consumers and reprocessed.

b. The Fur Product Labelling Act:

According to Pasty (1977) the fur products labelling Act was approved in August 9th 1951 and was amended in 1967 and 1969. The federal trade commission prohibits use of fictitious prices in labels and advertising. The fur products labelling Act included these definitions, "Fur" means any animal skin or part that has hair, fleece or fur fibres attached, in either its raw or processed state. "Used fur" means any form of fur that has been used or worn by a consumer. "Fur product" means any article of wearing apparel completely or partly made of fur or used fur, unless it is an item exempt by the commission either because of the minute amount of fur used or because the value is small. "Waste fur" refers to the ears, throats or scrap pieces severed from the animal felt.

2.4 Labelling Functions:

According to Courtland et al (1995) the primary function of labelling are to help promote the product, provide information for buyers and intermediaries and meet regulatory requirements.

- * Promotional support:- Whether visible or hidden labels play an important role in a company's promotional efforts.
- * Information for buyers and intermediaries : Product labels can contain as many as a dozen or more items of information, including the brand name the generic name; picture and logos, the name of the manufacturer; quantity,

size, contents or ingredients; instructions for using, storing or caring for the product; certification warnings and sometimes even the history behind the product or its creator.

* **Regulatory compliance:** Government agencies and their counter parts in other countries have various regulation requiring that product labels include certain types of information, clothing labels for example must include fiber content information above potential hazards must be spelled out on labels for products.

2.5 Consumer Awareness:

According to Stanton et al (1994) consumer is the individual or organisational unit that uses or consumes product.

Engel et al (1993) are of the opinion that, consumer education is an influence and an effort to help the consumer buy wisely. Through education the consumer can be taught how to detect the presence of deception and other abuses and be made aware of remedies that exist and opportunities for redress.

According to Kotler (1991) an effective marketing system invests heavily in consumer education and information to increase long-run consumer satisfaction and welfare. The principle of economic efficiency requires this investment, especially in cases involving products that are confusing because of their numbers and conflicting claims. Ideally,

companies will provide enough information about their products.

According to Jacob et al (1988) consumer satisfaction should be the prime criterion on which the production of textile materials should be based. The consumer and the producer have a mutual responsibility for the textile product. The user has an equal responsibility to carefully follow the label instruction to ensure expected wear life. Satisfaction in wear performance of clothing fabric is an important factor leading to consumer's over all satisfaction with clothing.

Experimental Procedure

3 EXPERIMENTAL PROCEDURE

The experimental procedure used for the study consists of the following steps.

- 3.1 Selection of the Sample
- 3.2 Selection of the Method
- 3.3 Preparation of Interview Schedule
- 3.4 Conducting the Survey
- 3.5 Consolidation, Tabulation and Analysis of the Data

3.1 Selection of the Sample

The success of the study depends on the careful selection of sample. According to Lenin (1994) sample is a part of population chosen for the study. According to Gupta (1984) sampling is a technique which helps to know the characteristics of the universe or population by examining only a small part of it. According to Rossi (1985) sample surveys consist of relatively systematic, standardized approaches to the collection of information through the questioning of systematically identified samples of individuals.

According to Gupta (1992) the purposive sampling are those in which the sample is selected with definite purpose in view and the choice of the sampling unit depends entirely on the discretion and judgement of the investigator. The investigator selected 200 samples of which 100 were men

who were educated and employed in various fields and named as Group I and 50 were working women named as Group II. The other 50 were housewives named as Group III and selected randomly. Gupta (1994) states that random sampling methods are those in which every item in the universe has a known chance on probability of being chosen for the sample.

3.2 Selection of the Method

The oral verbal techniques of data collection are fruitful sources of securing data. According to Kothari (1987) the interview method of collecting data involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses.

According to Sidhu (1984) interview is a two-way method which permits an exchange of ideas and information. It is unique in that it involves the collection of data through direct verbal interaction between the interviewer and the interviewee.

Gupta (1991) quotes that in interview method there is a face to face contact with the persons from whom the information thus obtained is first hand or original in character. Hence the interview method was selected for conducting the survey.

3.3 Preparation of Interview Schedule

Interview Schedule is the framed schedule used during the interview. According to Chaudari (1989), a schedule refers to a set of statements or questions to be answered by the respondent in a face to face interview and filled in by the interviewer or by the respondent.

Ghosh (1985) is of the opinion that a schedule is a list of questions which helps to collect data or requisite information. Before undertaking an interview the interviewer must prepare the ground in a scientific manner. Hence the interview schedule was carefully designed to elicit information regarding the name, address, details of the family which includes education, occupation and income per month of the family members. It also includes the person or persons who purchase clothing items for their family, frequency of purchase of clothing items, awareness of the symbols in labels, whether they look for labels, awareness of types of labels and different information found in labels while purchasing clothing items.

It also includes information about awareness of consumers regarding the companies producing sarees, blouses, dhoties, shirtings and trousers. Information looked for while purchasing sarees, blouses, dhoties, shirtings and readymade garments too were included. In addition kinds of labels preferred by consumers and consumers choice of indication of

Companies that gave complete information about their product. Finally the sample were asked whether they are satisfied with the information given in the label. The prepared interview schedule was pretested among ten samples.

3.4 Conducting the Survey

According to Kothari (1987) conducting the survey is very important which proceed on the line and at the same time, the data collected are dependable. Hence the investigator interviewed the consumers at their convenient time and carefully recorded the information.

3.5 Consolidation, Tabulation and Analysis of data

According to Sidhu (1984) consolidation and analysis of data is the heart of the research report. He feels the mass of data collected through the use of various reliable and valid tools needs to be systematized and organised that is classified and tabulated before it can serve any worthwhile purpose.

Gupta (1987) states that a table is a systematic arrangement of statistical data in columns and rows. Pillai (1973) expresses that the interpretation implies the techniques of drawing conclusions from an analytical and critical study of the collected data.

Therefore, the collected data was consolidated and tabulated. It is presented and discussed under the Chapter Results and Discussion.

Results and Discussion

4. RESULTS AND DISCUSSION

The findings of the study are discussed under the following headings:-

4.1 Family Background

Family background of the respondents are presented below.

4.1.1 Age of the samples

Details about age of the samples are given in Table I.

TABLE - I
AGE OF THE SAMPLES

Age Group (Yrs)	Men (100) Group-I	Working women (50) Group-II	Housewives (50) Group-III
20-40	74	35	40
40-60	26	15	10
Total	100	50	50

The majority of 74 per cent, 35 per cent and 40 per cent of groups I, II and III respectively belong to the age group of 20-40 years, whereas the rest in each group belonged to the age group of 40-60 years.

4.1.2 Educational Status

The details about educational status of the samples are shown in Table II.

TABLE - II
EDUCATIONAL STATUS OF THE SAMPLE

Education	Men (100) Group-I	Working women (50) Group-II	Housewives (50) Group-III
Primary	-	-	8
Secondary	-	-	15
Under graduate	36	5	20
Post graduate	34	19	7
Professionals	30	25	-
Total	100	50	50

It is clear from Table II that in Groups I and II, all of them were graduates; whereas in Group III, 20 possessed undergraduate education. Seven were post graduates and the rest were either educated upto primary or secondary level. Thirty in Group I and 25 in Group II were found to be educated as professionals.

4.1.3 Occupational Status

Details about occupational status of the samples are given in Table III.

TABLE - III
OCCUPATIONAL STATUS OF THE SAMPLES IN PERCENTAGE

Occupation	Men Group-I	Working women Group-II
Officers	26	34
Doctors	23	22
Engineers	10	10
Advocate	7	10
Teacher	7	10
Agriculturists	1	-
Business	26	14

From Table III it is clear that 26 per cent in Group I were employed as officers and business, whereas 23 per cent were doctors. Majority in Group II were also officers, doctors and business, others were engineers, advocates and teachers..

4.1.4 Income of the family per month

The details about the income of the family per month is shown in Table IV.

TABLE - IV
INCOME OF THE FAMILY

Income per month (RS)	Men (100) Group-I	Working women (50) Group-II	Housewives (50) Group-III
2000-4000	18	19	12
4000-6000	19	9	10
6000 & above	63	22	28
	100	50	50

From Table IV it is clear that 18 per cent of Group I, 19 and 12 from Groups II and III belong to the income level of Rs. 2000-4000/- per month while 19 per cent of Group I, 9 and 10 of Groups II and III belong to the income level of Rs. 4000-7000/- per month whereas 63 per cent of Group I, 22 and 28 of Groups II and III belong to the income level of Rs. 7000 and above.

4.2 Details about Purchase of Clothing

Details about purchase of clothing are discussed under two headings. Persons involved in purchase and frequency of purchase.

4.2.1 Persons involved in purchase of clothing

Number of persons, involved in purchase of clothing are shown in Table V.

TABLE - V
PERSONS INVOLVED IN PURCHASE

Persons	Men (100) Group-I	Working women (50) Group-II	Housewives (50) Group-III
Head	15	5	5
Housewife	10	3	3
Both	57	18	27
Family members together	8	8	12
Family members individually	10	6	3

Table V reveals that in majority of the families namely 57 in Group I, 18 and 27 of Groups II and III does purchase of clothing involving the head of the family as well as housewives; whereas fifteen in Group I and 5 in both Group II and III agrees that the purchase of clothing items for the family was done by the head of the family alone. Besides housewives, family members together and family members individually were also involved in purchasing of clothing items.

4.2.2 Frequency of Purchasing

Details about frequency of purchase is shown in Table VI.

TABLE - VI
FREQUENCY OF PURCHASING

Frequency	Men (100) Group-I	Working women (50) Group-II	Housewives (50) Group-III
Yearly	-	-	-
Half yearly	1	1	-
Quarterly	-	1	-
Monthly	6	5	5
Festivals	17	7	9
Discounts	2	5	13
As per needed	74	31	23




It is clear from Table VI that the majority of 74 per cent of Group I, 31 and 23 of Groups II and III did their clothing purchases as per needs; whereas 17 per cent of Group I, 7 and 9 of Groups II and III purchased their clothing items during festivals. Discount sale and monthly purchase too were done by few of the groups.


4.3 Awareness of Symbols in Labels

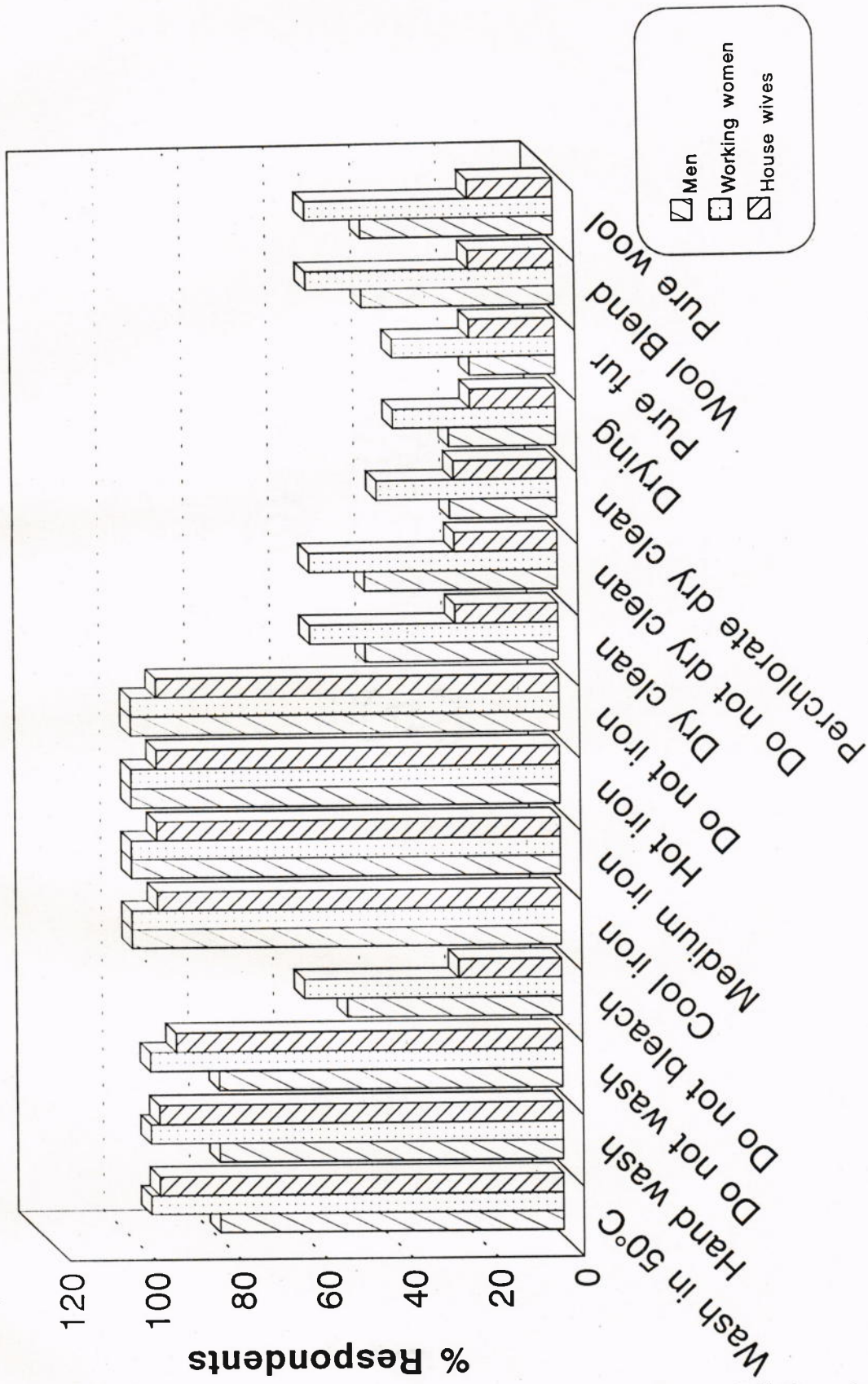
Details about awareness of symbols in labels by the sample are shown in Table VII and Figure I.

TABLE VII
AWARENESS OF SYMBOLS IN LABELS IN PERCENTAGE

S.No.	Symbols	Description	Men	Working Women	Housewives
			Group I	Group II	Group III
i)		Wash in 50°C	80	96	94
ii)		Hand wash	80	96	94
iii)		Do not wash	80	96	90
iv)		Do not bleach	50	60	24
v)		Cool Iron	100	100	94
vi)		Medium iron	100	100	94
vii)		Hot iron	100	100	94
viii)		Do not iron	100	100	94
ix)		Dry clean	45	58	24
x)		Do not dry clean	45	58	24
xi)		Dry clean with perchloroethylene	25	42	24
xii)		Drying	25	38	20
xiii)		Pure fur	20	38	20
xiv)		Wool blend	45	58	20
xv)		Pure wool	45	58	20

Table VII and Figure I clearly indicates that cent per cent of both Groups I and Group II, 94 per cent of Group III were aware of IRONING INSTRUCTIONS  , Ninety six per cent of Group II, 94 per cent of Group III and 80 per cent Group I were aware of WASHING INSTRUCTIONS  , while 50, 60 and 24 per cent of Groups I, II and III respectively, were ware of DO NOT BLEACH  .





Forty five per cent of Group I, 58 per cent of Group II and 24 per cent of Group III were aware of instructions namely DRY CLEAN,  and DO NOT DRY CLEAN; while 42 per cent of Group II, 25 per cent of Group I and 24



Instructions

Figure-1
AWARENESS OF SYMBOLS IN LABELS

per cent of Group III were aware of DRY CLEAN WITH PERCHLORO ETHYLENE 

Nearly 25 per cent of Group I, 38 per cent of Group II and 20 per cent of Group III were aware of symbols like DRYING  , PURE FUR  . Fifty eight per cent of Group II, 45 per cent of Group I and 20 per cent of Group III were aware of symbols  WOOL BLEND  and PURE WOOL.

4.3.1 Types of Labels

Details about the types of labels preferred by the consumers are shown in Table VIII.

TABLE - VIII
TYPES OF LABELS

Types of labels	Men (100) Group-I	Working women (50) Group-II	Housewives (50) Group-III
Brand labels	90	48	39
Descriptive labels	90	45	37
Grade labels	64	38	30

From Table VIII it is clear that 90 per cent in Group I were aware of both brand and descriptive labels, whereas 48 and 39 out of 50 in Groups II and III were aware of brand labels and 45 out of 50 in Group II, 37 out of 50 in Group III were aware of descriptive labels. While grade labels were known to 64 in Group I, 38 in Group II and 30 in Group III respectively.

4.3.2 Informations given in labels

Details about consumer's awareness regarding informations given in labels is shown in Table IX and Figure II.

TABLE IX
CONSUMER AWARENESS OF INFORMATIONS IN LABELS

Informations	(VALUES IN PERCENTAGE)		
	Men Group-I	Working women Group-II	Housewives Group-III
Name of the manuf- cturer	100	100	100
Tex mark	80	60	44
Length and width	100	100	100
Price per meter	100	100	100
Fibre content	100	100	100
Date of manufacture	95	90	74
Special finishes	80	84	80
Fast to normal washing	100	88	80
Care and maintenance	100	94	80
Average	95	90.6	82

From Table IX and Figure II, it is clear that 100 per cent of all the three groups were aware of informations regarding name of the manufacturer, length and width, price per meter and fibre content given in labels.

Eighty per cent in Group I, 60 per cent of Group II and 44 per cent of Group III were aware of Texmark. Ninety five per cent, 90 and 74 per cent of Group I, II and III respectively were aware of date of manufacture; cent per cent of Group I, 88 and 80 per cent of Group II and III were aware

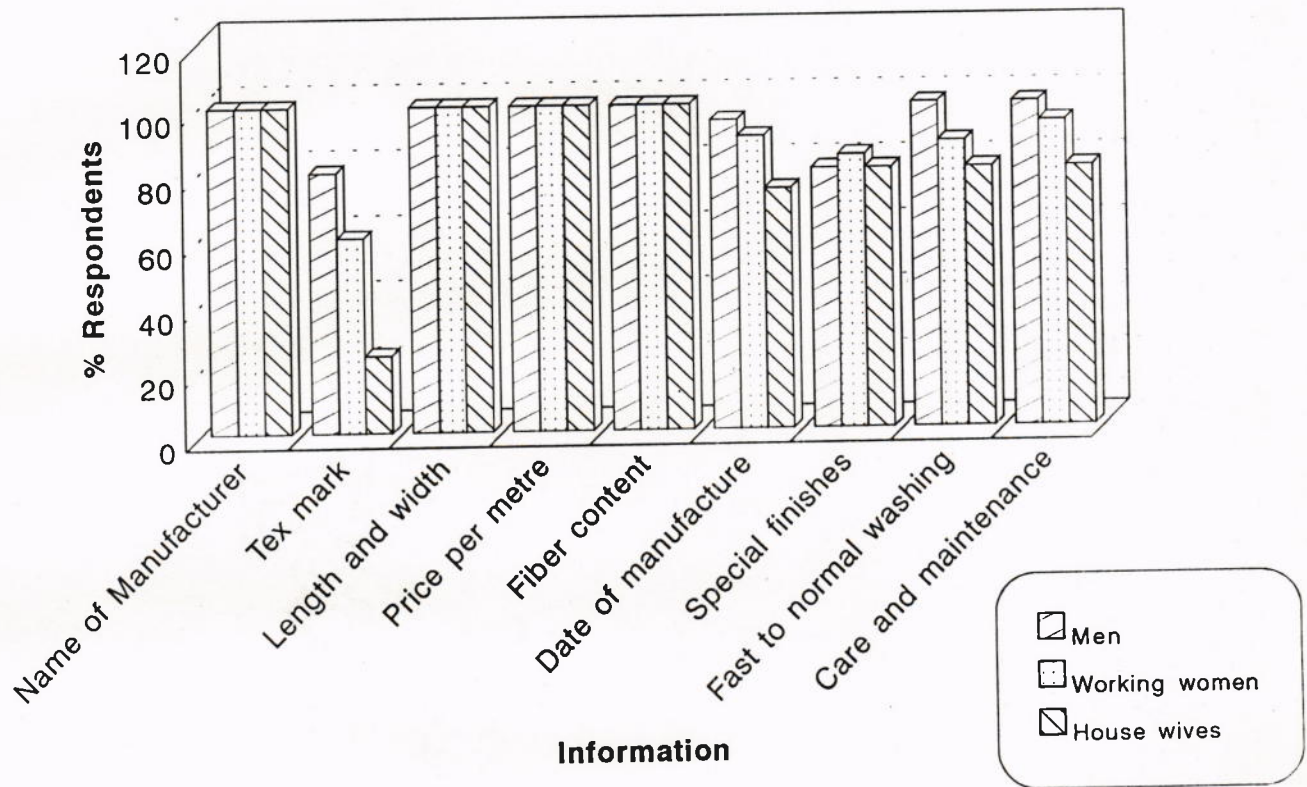


Figure-2
CONSUMER AWARENESS OF INFORMATION

of the information fast to normal washing and care and maintenance instructions. Overall, the majority of men were found to be aware of the information given in labels followed by working women and then by housewives.

4.4 Consumer Awareness Regarding Companies Producing Sarees

Details regarding consumers awareness regarding companies producing sarees is shown in Table X and Figure III.

TABLE X

CONSUMER AWARENESS REGARDING COMPANIES PRODUCING SAREES

(VALUE IN PERCENTAGE)

Companies	Men (100) Group-I	Working women (50) Group-II	Housewives (50) Group-III
Co-optex	100	100	100
Khadi	94	90	80
Vipul	90	100	100
Suntex	67	94	90
Hi choice	60	96	96
Apoorva	65	86	86
Girija	73	78	76
Ashika	88	90	94
Garden	99	100	100
Karishma	97	100	100
Vaishali	55	84	90
Pathi silks	44	82	80
Binny	99	96	96
Gayathri silks	50	92	80
Gowri silks	46	88	74
Bombay Dyeing	97	100	100
Average	76.5	92.2	90.1

Table X and Figure III, clearly indicates that cent per cent of all the three groups were aware of Co-optex

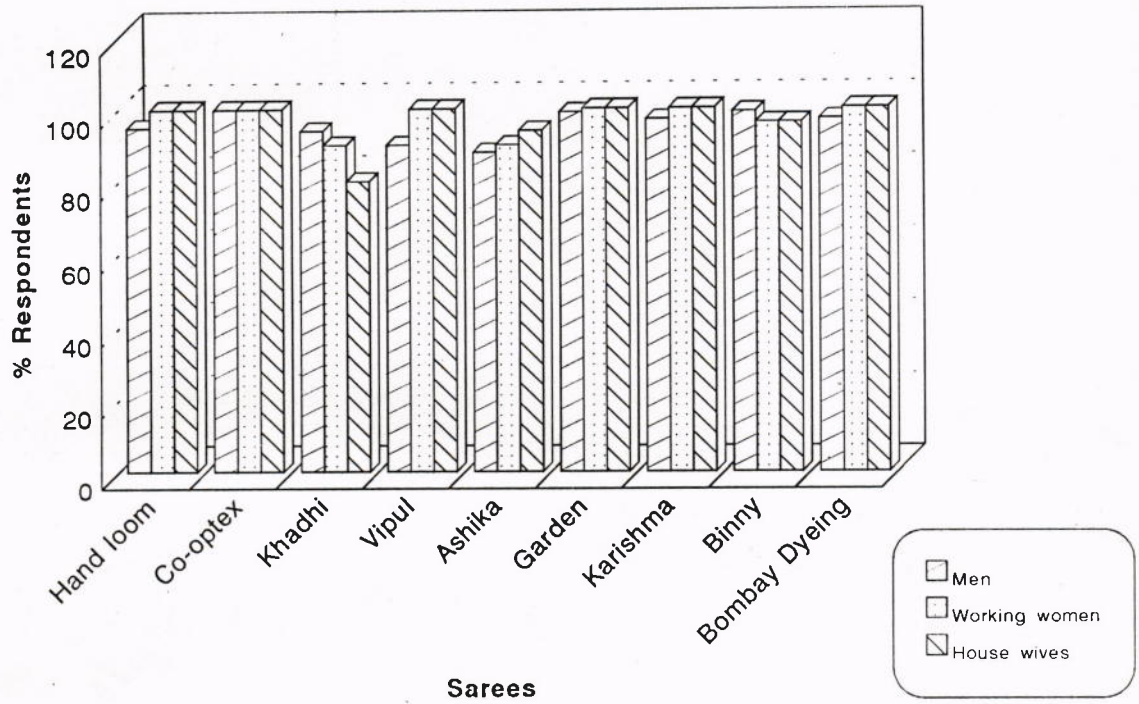


Figure-3

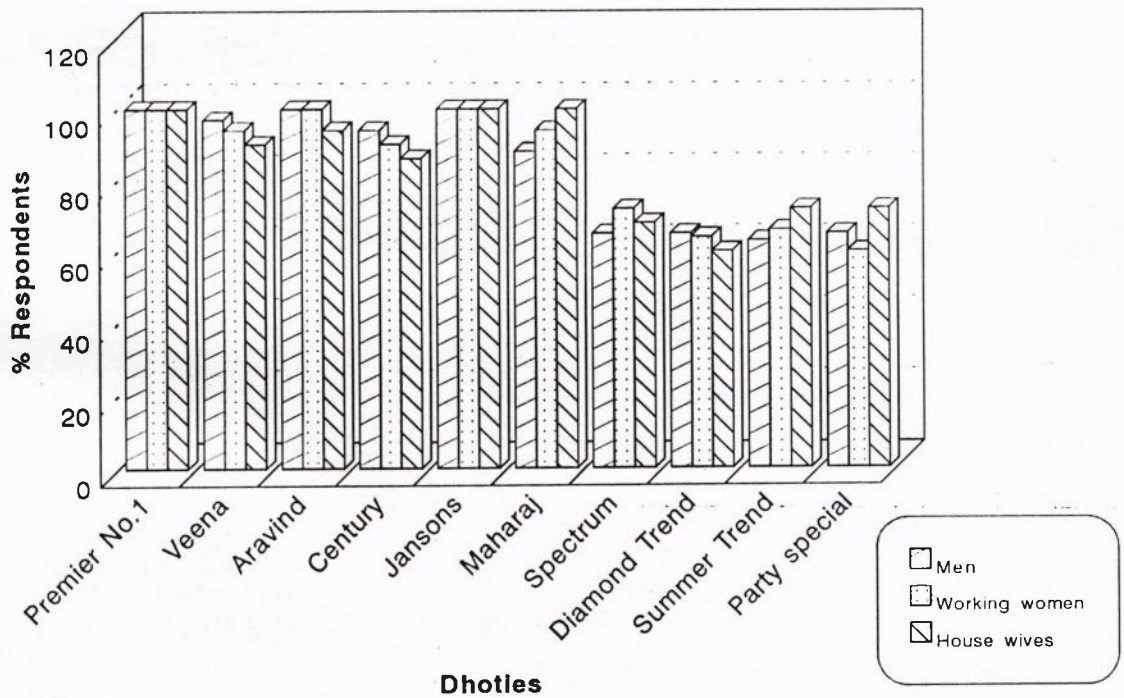


Figure-4

CONSUMER AWARENESS REGARDING COMPANIES

and 94, 90 and 80 per cent of Groups I, II and III are aware of khadi sarees.

Cent per cent of Group II and Group III and 90 per cent of Group I were aware of Vipul sarees. The majority 94 90 and 67 per cent of Groups I, II and III were aware of Suntex sarees. Ninety six per cent Group II and Group III and 60 per cent Group I are aware of Hi choice company's producing sarees. Eighty six per cent of Group II and Group III and 65 per cent of Group I were aware of Apoorva sarees. Seventy eight per cent of Group II, 76 per cent of Group III and 73 per cent of Group I were aware of Girija sarees.

Ninety four per cent Group III, 90 per cent of Group II and 88 per cent Group I were aware of Ashika sarees. Cent per cent of both Groups II and III were aware of companies like Garden, Karishma and Bombay Dyeing, while 99 per cent and 97 per cent of Group I are aware of Garden, Karishma and Bombay Dyeing sarees.

Ninety per cent of Group III, 84 per cent Group II and 55 per cent Group I were aware of Vaishali sarees while 82 per cent of Group II, 80 per cent of Group II and 44 per cent of Group I, are aware of Pathi silks.

Ninety nine per cent of Group I as majority and 96 per cent of Groups II and III were aware of Binny sarees while 50 per cent of Group I, 92 per cent of Group II and 80 per cent of Group III were aware of Gayathri silks, where 88 per cent of Group II, 74 per cent of Group III and 46 per cent of Group I prefer Gowri silks.

Table XI clearly indicates that 92 per cent, 88 per cent and 76 per cent of Groups II, III and I looked for the following information namely length, width, price and fibre content in the label information regarding the printed cotton sarees. More than 80 per cent and 80 per cent of Groups II and III looked for information like colour fastness, special finishes and washing details in the labels. Regarding the purchase of woven cotton sarees about 30 per cent and above of Group III and above 25 per cent of Group II looked for informations like length, width, price and fibre content in the labels.

Majority with 60 per cent of Group II, 20 per cent of Group III and 10 per cent of Group I looked for length, width, price and fibre content in the labels while purchasing poly cotton sarees.

Regarding the purchase of Kanchipuram sarees cent per cent of Groups II and III looked for length, width, count, price and fibre content. Majority with 96 per cent of Group II, 90 per cent of Group III and 70 per cent of Group I looked for informations regarding special finishes, washing details, ironing details and storing details in the labels.

Majority 84 per cent of Group III, 70 per cent of Group II and 39 per cent of Group I looked for length, width, count, price, fibre content whereas 76, 70 and 35 per cent of Groups I, III, and II looked for special finishes, washing details, ironing details and storing details in the labels regarding the purchase of Tassar sarees.

Regarding the purchase of Kora sarees, 70, 50 and 24 per cent of Groups III, II and I looked for length, width count, price, fibre content in the labels. Majority with 50 per cent of Group III, 40 per cent of Group II and 15 per cent of Group I looked for length, width, count, price and fibre content in the labels while purchasing Benaras sarees.

Regarding the purchase of Binny sarees, majority of 54, 40 and 17 per cent of Groups III, II and I looked for name of manufacture, length, width, count, price and fibre content in the labels.

Majority of 68, 56 and 32 per cent of Groups II, III and I looked for name of manufacture, length, width count, price and fibre content, while 60 and 50 per cent of Groups II and III looked for special finishes and washing details in the labels while purchasing Mysore silk sarees.

Regarding the purchase of marble sarees 84, 76 and 45 of Groups III, II and I looked for name of manufacture, length, width, price and fibre content in the labels. Majority with 84 per cent of Group III, 72 per cent of Group II and 43 per cent of Group I looked for name of manufacture, length, width, count, price and fibre content in the labels while purchasing chiffon sarees.

Regarding the purchase of Poonam sarees, majority with 86 per cent of Group III, 76 per cent of Group II and 38 per cent of Group I, looked for name of manufacture, length, width, price and fibre content in the labels.

4.4.2 Information looked for while purchasing blouses

Details regarding the information looked for while purchasing blouses is shown in Table XII.

TABLE - XII

INFORMATION LOOKED FOR WHILE PURCHASING BLOUSES IN PERCENTAGE

Information	2/2		2/1		Full voile			Lizy Bizy			Tery cotton			Silk			Tissue				
	M	W.W.	H.W.	M	W.W.	H.W.	M	W.W.	H.W.	M	W.W.	H.W.	M	W.W.	H.W.	M	W.W.	H.W.			
Name of the manufacturer	57	80	94	10	56	74	74	76	94	10	24	30	25	44	32	26	42	48	12	28	46
Length	57	80	94	10	56	74	74	76	94	10	24	30	25	44	32	26	42	48	12	28	46
Width	57	80	94	10	56	74	74	76	94	10	24	30	25	44	32	26	42	48	12	28	46
Countweight	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	26	42	48	-	-	-
Price per metre	57	80	94	10	56	74	74	76	94	10	24	30	25	44	32	26	42	48	12	28	46
Fibre content	57	80	94	10	56	74	74	76	94	10	24	30	25	44	32	26	42	48	12	28	46
Date of manufacture	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Color fastness	50	80	80	7	50	60	60	76	64	-	24	20	-	-	5	18	40	40	10	28	46
Special finishes	-	64	64	3	40	36	-	-	-	-	-	-	-	-	3	20	40	40	10	28	46
Fast to normal washing	47	50	37	-	23	12	18	24	12	10	10	8	-	-	1	18	28	28	10	20	40

From Table XII it is clear that 94 per cent of Group III, 80 per cent of Group II and 57 per cent of Group I looked for the informations like name of manufacture, length, width, price per metre and fibre content, while 80 per cent of Groups II & III and 50 per cent of Group I looked for colour fastness in the labels while purchasing 2/2 blouse material.

Regarding the purchase of 2/1 blouse material 74 per cent of Group III, 56 per cent of Group II and 10 per cent of Group I looked for informations like name of manufacture, length, width, price per metre and fibre content while 60 and 50 per cent of Groups III and II looked for colour fastness in the labels.

Ninety four per cent of Group III, 76 per cent of Group II and 74 per cent of Group I looked for informations like name of manufacture, length, width, price per metre and fibre content while 60 per cent of Group III & I and 76 per cent of Group II looked for colour fastness in the labels while purchasing full voile blouse material. Regarding the purchase of Lizy Bizy blouse material 30 per cent of Group III, 24 per cent of Group II & 10 per cent of Group I looked for the information like name of manufacture, length, width, price per metre and fibre content in the labels.

Majority with 44 per cent of Group II, 32 per cent of Group III & 25 per cent of Group I looked for the informations like name of manufacturer, length, width, price

per metre and fibre content in the labels while purchasing terry cotton blouse material.

Forty eight, 42 and 26 per cent of Groups III, II and I looked for the information like name of manufacturer, length, width, count of fabric, price per metre, fibre content in the labels. Forty per cent of Groups III and II looked for colour fastness, special finishes in the labels while purchasing silk blouses.

Regarding purchasing of tissue blouses 46, 28 and 12 per cent of Groups III, II & I looked for information like name of manufacture, length, width, price per metre and fibre content, colour fastness, special finishes and fast to normal washing in the labels.

4.5 Consumer Awareness Regarding Companies Producing Dhoties

Details regarding consumers awareness regarding companies producing dhoties is shown in Table XIII and Figure IV.

TABLE XIII

CONSUMER AWARENESS REGARDING COMPANIES PRODUCING DHOTIES

S.No.	Companies	Men	Working women	Housewives
		(100) Group-I	(50) Group-II	(50) Group-III
1.	Premier No.1	100	100	100
2.	Veena	97	94	90
3.	Aravind	100	100	94
4.	Century	94	90	86
5.	Jansons	100	100	100
6.	Maharaj	88	94	100
7.	Spectrum	65	72	68
8.	Diamond Trend	65	64	60
9.	Summer Trend	63	66	72
10.	Party special	65	60	72
Average		84	84	77

Table XIII and Figure IV, clearly indicates that cent percent of Group I, II and III were aware of dhoties produced by Premier NO.1 and Jansons Companies, while 100 per cent of both Groups I and II and 94 per cent of Group III were aware of Aravind companies dhoties. Ninety seven per cent of Group I, 94 per cent of Group II and 90 per cent of Group III were aware of Veena dhoties.

As for dhoties 94 per cent of Group I, 90 per cent of Group II and 86 per cent of Group III were aware of Century cent percent of Group III, 94 per cent of Group II and 88 per cent of Group I were aware of Maharaj.

More than 60 per cent in each Group were aware of dhoties produced by Spectrum, Diamond Trend, Summer Trend and Party Special.

4.5.1 Information looked for while purchasing dhoties

Details regarding the information looked for while purchasing dhoties is shown in Table XIV.

Table XIV clearly indicates that 84 per cent of Group III, 80 per cent of Group I and 74 per cent of Group II looked for the informations like name of manufacture, length, width, price per metre and fibre content in the labels while 76 per cent of Group I and 60 per cent of Group II looked for the informations like date of manufacture, special finishes and washing details in the labels while purchasing their cotton dhoties.

Majority with 74 per cent of Group III, 50 per cent of Group II and 41 per cent of Group I looked for the informations like name of manufacture, length, width, price and fibre content in the labels while purchasing their Khadi dhoties.

Forty two per cent of Group III, 30 per cent of Group II and 25 per cent of Group I looked for informations like name of manufacture, length, width, price and fibre content in the labels while purchasing their silk dhoties.

Regarding polyester dhoties 85 per cent of Group I, 84 per cent of Group II and 46 per cent of Group II looked for information like name of manufacture, length, width, price and fibre content in the labels while 84 per cent of Group II and 65 per cent in Group I looked for the informations like date of manufacture, special finishes and washing details in the labels.

Majority with 36 per cent of Group III, 30 per cent of Group II and 18 per cent of Group I looked for

information like name of manufacture, length, width, price and fibre content in the labels while purchasing terry cotton dhoties.

Ninety four per cent of Group III, 80 per cent of Group II and 72 per cent of Group I looked for the information like name of manufacture, length, width, price and fibre content in the labels while 75 per cent in Group II and 67 per cent of Group I looked for date of manufacture and 60 per cent of both Group I & II looked for information regarding special finishes and washing details in the labels while purchasing dhoties made of blended material.

4.5.2 Consumer Awareness regarding companie's producing shirting

Details regarding consumer awareness regarding companies producing shirting is shown in Table XV.

TABLE XV

**CONSUMER AWARENESS REGARDING COMPANIES PRODUCING SHIRTING
IN PERCENTAGE**

S.No.	Companies	Men (100) Group-I	Working women (50) Group-II	Housewives (50) Group-III
1.	Oxford	80	60	56
2.	Beekalene	80	60	68
3.	Century	83	56	64
4.	Park Avenue	97	84	90
5.	Van Heusain	95	90	90
6.	Louis Phillipe	93	94	96
7.	Zodiac	95	52	60
8.	Arrow	85	86	80
9.	Double Bull	80	76	70
10.	City Man	84	80	78
11.	Monsieur	78	70	64
12.	Zero	100	80	90
13.	Proline	94	64	60
14.	Hi-Tone	79	60	70
15.	Speed	78	36	30
16.	Golden gate	73	42	40
17.	Blue Chip	86	70	70
18.	Martin	86	70	60
19.	Polo	92	80	90
20.	Cassidys	95	80	90
21.	Peter England	93	94	96
22.	Pierre Cardin	95	90	88
23.	S. Kumars	100	100	98
24.	Together	90	90	87
Average		85	74	76

From Table XV it is clear that cent percent of Group I and II and 98 per cent of Group III were aware of S.Kumar Company producing shirting, while it is only 80 per cent of Group I, 60 per cent of Group II and 56 per cent of Group III were aware of Oxford Company, 80 per cent of Group I, 60 per cent of Group II and 68 per cent of Group III were aware of Beekalene shirts, 83 per cent of Group I, 56 per

cent of Group II and 64 per cent of Group III were aware of Century shirts.

Majority with 97 per cent in Group I, 90 per cent in Group III and 84 per cent in Group II were aware of Park Avenue shirts. Ninety five per cent of Group I, 90 per cent of Group II and III were aware of Van Heusain while 96 per cent of Group III, 94 per cent of Group II and 93 per cent of Group I were aware of Louis Phillipe shirts.

Majority with 95 per cent in Group I, 60 per cent of Group III and 52 per cent of Group II were aware Zodiac shirts. Eighty six per cent of Group II, 85 per cent of Group I and 80 per cent of Group III were aware of Arrow shirts while 80 per cent of Group I 76 per cent of Group II and 70 per cent of Group III were aware of Double Bull shirts, whereas 84 per cent of Group I, 80 per cent of Group II and 78 per cent of Group III were aware of Cityman shirts.

Seventy eight of Group I, 70 per cent of Group II and 64 per cent of Group III were aware of monsieur shirts. It is recorded that 100 per cent of Group I, 90 per cent of Group III, 80 per cent of Group II were aware of Zero shirts.

4.5.3 Information looked for while purchasing shirtings

Details regarding the information looked for while purchasing shirting is shown in Table XVI.

From Table XVI it is clear that 85 per cent of Group I, 64 per cent of Group II, 36 & 70 per cent of Group III looked for the informations like name of manufacture, length, width, price and fibre content in the labels while purchasing cotton shirtings.

Forty five per cent of Group I and 20 per cent of Group II looked for name of manufacture, while 48 per cent of Group I 30 per cent of Group II and 44 per cent of Group III looked for length, width, price, fibre content in the labels while purchasing Khadi shirts.

Regarding the purchasing of silks 34 per cent and above of Group II, 30 per cent and above of Group III and 25 per cent and above of Group I looked for name of manufacture, length, width, price, fibre content, date of manufacture in the labels.

Thirty per cent of Group I and II and 20 per cent Group III looked for name of manufacture and 35 per cent of Group I 34 per cent of Group II and 30 per cent of Group III looked for informations like length, width, price, fibre content in the labels while purchasing polyester shirts. Regarding the purchasing of Tery cotton shirts 85, 70, 64 per cent of Group I, II and III looked for the informations like name of manufacture, length, width, price and fibre content in the labels while 85 per cent of Group I and 60 per cent of Group II and III looked for special finishes in the labels.

Eighty per cent of Group I, 48 per cent of Group II and 60 per cent of Group III looked for name of manufacture, while 85 per cent of Group I, 48 per cent of Group II and 76 per cent of Group III looked for length, width, price, fibre content in the labels while purchasing blended shirting material.

4.5.4 Consumer Awareness regarding companies producing Trousers

Details regarding consumer awareness regarding companies producing trousers is shown in Table XVII.

TABLE XVII

CONSUMER AWARENESS REGARDING COMPANIES PRODUCING TROUSERS				
S.No.	Companies	Men	Working women	Housewives
		(100) Group-I	(50) Group-II	(50) Group-III
1.	Arrow Trousers	89	80	64
2.	Raymonds	100	100	98
3.	Color Plus	78	66	44
4.	Lycra	80	40	36
5.	Flying Machine	95	80	85
6.	Lee	100	100	100
7.	New Port	100	100	100
8.	Ruf & Tuf	100	100	100
9.	Femina	80	60	55
10.	Tiger	95	40	36
11.	Black cat.	80	40	30
12.	Gwalior	100	100	100
13.	Gravier	100	100	98
14.	NTC	90	90	84
15.	Vimal	100	100	89
16.	Dinesh	100	100	100
17.	Bombay Dyeing	100	100	100
18.	Binny	90	84	82
19.	Mafatlal	100	100	100
20.	Digjam	95	100	100
21.	O.C.M.	95	76	84
22.	Siyaram	95	90	80
Average		90	84	80

From Table XVII it is clear that cent percent of Group I, II and III were aware of companies like Lee, Newport, Ruf & Tuf, Gwalior, Dinesh, Bombay Dyeing and Mafatlal producing trousers, while cent percent of Group I and II and 98 per cent of Group III were aware of companies like Raymonds and Gravier producing trousers.

Majority of 90 per cent of Group II, 89 per cent of Group I and 64 per cent of Group III were aware of Arrow trousers and 78 per cent of Group I, 66 per cent of Group II

and 44 per cent of Group III were aware of Colour Plus trousers and 80 per cent of Group I, 40 per cent of Group II and 36 per cent of Group III were aware of Lycra trousers.

Ninety five per cent of Group I were aware of Flying machine, Tiger, Digjam, OCM and Siyaram while 85 and 80 per cent of Group III and II were aware of it. Eighty per cent of Group I, 60 per cent of Group II and 55 per cent of Group III were aware of Femina producing trousers while 40 and 36 per cent were aware of producing Tiger jeans.

Eighty per cent of Group I, 40 per cent of Group II and 30 per cent Group III were aware of Black Cat, while 90 per cent of Group I and II and 84 per cent of Group III were aware of NTC companies producing trousers.

Cent percent of Group I and II and 89 per cent of Group III were aware of Vimal, 90 per cent of Group I, 84 per cent of Group II and 82 per cent of Group III were aware of Binny, while 100 per cent of Group II and III were aware of Digjam trousers.

Ninety per cent of Group II, 84 per cent of Group III and 76 per cent of Group I were aware of O.C.M. and 80 per cent of Group III were aware of Siyaram trousers.

4.6 Information looked for while purchasing readymade garments

Details regarding the information looked for while purchasing readymade garments is shown in Table XVIII.

From Table XVIII, it is clear that 95, 86 and 80 per cent of Group I, II and III looked for the information of name of manufacture, cent percent of Group I, 90 per cent of Group II and III looked for size and price, cent percent of Group I, 90 per cent of Group II and 86 per cent of Group III looked for fibre content in the labels while 80, 60 and 20 Groups I, II and III looked for colour fastness, washing details and ironing details and 90, 70 and 20 per cent of Group I, II and III looked for information for special finishes in the labels while purchasing readymade shirts.

Ninety per cent of Group I and 80 per cent of Group II looked for name of manufacture, cent percent of Group I, 90 per cent of Group III and 80 per cent of Group II looked for the informations like size, price and fibre content in the labels. Ninety five per cent of Group I, 76 per cent of Group II and 36 per cent of Group III looked for date of manufacture, and special finishes while 80 per cent of Group I, 76 per cent of Group II and 30 per cent of Group III looked for colour fastness, washing details and ironing details in the labels while purchasing readymade pants.

Regarding the purchase of kurta 70 per cent of Group I, 60 per cent of Group II and 44 per cent of Group III looked for size, price and fibre content while 68 and 65 per cent of Group I looked for date of manufacture and washing details in the labels.

Majority with cent percent of Group II and 90 per cent of both Groups I and III looked for size, price and fibre content in the labels, while 80 per cent of Group II, 70 per cent of Group I and 24 per cent of Group I looked for name of manufacture; whereas 65, 80 and 24 per cent of Groups I, II and III looked for date of manufacture. Sixty, 64 and 44 per cent of Groups I, II and III looked for colour fastness, while 75, 70 and 40 of Groups I, II and III looked for special finishes, whereas 60, 80 and 24 of Groups I, II and III looked for washing, ironing details in the labels while purchasing salwar kameez.

Regarding the purchasing of midi skirt/top 85 per cent of Group I only looks for name of manufacture, while 85, 50 and 46 per cent of Groups I, II and III looked for fibre content in the labels.

Regarding the purchase of frocks 80, 64 and 76 per cent of Groups I, II and III looked for size, price and fibre content in the labels, while 64, 24 and 20 per cent of Groups I, II and III looked for date of manufacture, whereas 70, 64 and 36 per cent of Groups I, II and III looked for special finishes in the labels.

Majority with 98 per cent of Group III, 90 per cent of Group I and 84 per cent of Group II looked for size, price, fibre content and date of manufacture. While 85 per cent of Group I, 80 per cent of Group II and 64 per cent of Group III looked for colour fastness whereas 80, 78 and 36

per cent of Groups I, II and III looked for special finishes in the labels while purchasing nighties.

Cent per cent of Group I, 90 per cent of Group III and 85 per cent of Group II looked for size, price and fibre content, while 65, 25 and 40 per cent of Group I, II and III looked for name of manufacturer while purchasing woollen sweaters.

Regarding the purchase of muffler, 60, 44 and 36 per cent of Groups I, II and III looked for name and date of manufacture whereas 60, 44 and 64 per cent of Groups I, II and III looked for size, price and fibre content in the labels.

Regarding the purchase of socks, 95 per cent of Group I and 90 per cent of Groups II and III looked for the information like name of manufacture, size, price, fibre content, date of manufacture, special finishes and washing instructions in the labels.

Majority with 60 per cent of Group I, 24 per cent of Group II and 16 per cent of Group III looked for the information like name of manufacture, size, price, fibre content and Date of manufacture in the labels regarding the purchase of scarfs made out of wool.

Regarding the purchase of shawl 75, 50 and 54 per cent of Groups I, II and III looked for name of manufacture, size, price, fibre content and date of manufacture in the labels while 70 and 36 per cent of Groups I and II looked for

special finishes and 65 and 40 per cent of Groups I and II looked for washing details in the labels.

4.7 Information looked for while purchasing under garments

Details regarding the information looked for while purchasing under garments is shown in Table XIX.

From Table XIX it is clear that cent per cent in Group I, 80 per cent of Group II and 84 per cent of Group III looked for name of manufacture, while 100, 98 and 96 per cent of Groups I, II and III looked for information like size, price, fibre content and date of manufacture and 100 and 80 per cent of Group I and II looked for washing details in the labels while purchasing vests.

Cent per cent of Group I, 80 per cent of Group II and 84 per cent of Group III looked for name of manufacture, while 100 per cent of Group I, 94 per cent of Group III and 90 per cent of Group II looked for the information like size, price, fibre content and 95, 85 and 80 per cent of Groups I, II and III looked for date of manufacture and 90 per cent of Group I, 80 per cent of Group II and 70 per cent of Group III looked for washing details in the labels while purchasing briefs.

Eighty per cent of Groups II and III and 75 per cent of Group I looked for name of manufacture, cent per cent of Group II, 80 per cent of Group III and 75 per cent of Group I looked for the fibre content and 80 per cent of Groups II and III and 68 per cent of Group I looked for the date of manufacture in the labels. Ninety five and 98 per cent of Group II looked for special finishes and washing details in the labels while purchasing brassiers. Regarding purchase of panties, majority of 82 per cent of Group II, 72 per cent of Group III and 45 per cent of Group I

looked for name of manufacture, while cent per cent of Group II and III and 60 per cent of Group I looked for information like size, price, and fibre content in the labels. Seventy six and 48 per cent of Group II and I looked for date of manufacture and 70 per cent of Group II looked for special finishes.

Majority 50 per cent of Group II, 30 per cent of Group III and 20 per cent of Group I looked for size, price and fibre content in the labels; while 46 per cent of Group II looked for date of manufacture and washing details while purchasing slips.

Regarding purchase of saree petti coat cent percent of Group III, 96 per cent of Group II and 80 per cent of Group I looked for size, price and fibre content while 96, 80 and 65 per cent of Group III, II and I respectively looked colour fastness and in the labels.

Majority of 20 per cent of Group II, 10 per cent of Group I and 8 per cent of Group III looked for name of manufacture, size, price and fibre content in the labels while purchasing stockings.

4.8 Information looked for while purchasing accessories

Details regarding information looked for while purchasing accessories is given in Table XX.

From Table XX it is clear that cent per cent of Groups I, II and III looked for fibre content, price while cent per cent of Group II and III and 95 per cent of Group I looked for size in the labels while purchasing handkerchief.

Majority of 78 per cent of Group I, 56 per cent of Group II and 44 per cent of Group III looked for the informations like name of manufacture, size, price and fibre content in the labels, whereas 70 and 40 per cent of Groups II and III looked for washing and storing details while purchasing gloves in the labels.

Ninety one per cent of Group I and 64 per cent of Group II and III looked for informations like name of manufacture, size, price, fibre content and date of manufacture while 87, 50, and 40 of Group I and II looked for washing, ironing and storing details while purchasing Tie accessories.

Cent per cent of Group I, 50 per cent of Group II and III looked for information regarding name of manufacture, size, price while 68 and 58 per cent of Group I and II looked for the information regarding date of manufacture in the labels.

Regarding purchase of raincoat, 90 per cent of Group I, 66 per cent of Group II and 62 per cent of Group III looked for name of manufacture, cent per cent of Group III 70 per cent of Group II and 66 per cent of Group I looked for the information like size, price and fibre content. While 78

and 52 per cent of Group I and II looked for date of manufacture and 75 and 60 per cent of Group I and II looked for special finishes in the labels.

Cent per cent of Group I, II and III looked for size, price and fibre content, while 62 per cent of Group I and 20 per cent of Group II looked for name of manufacture and special finishes in the labels while purchasing towels.

Cent per cent of Group I, II and III looked for size and price 42 and 24 per cent of Group I and II looked for name of manufacture, while 78, 64 and 58 per cent of Group I, III and II looked for fibre content in the labels while purchasing hand bag.

4.9 Kinds of labels preferred by consumers

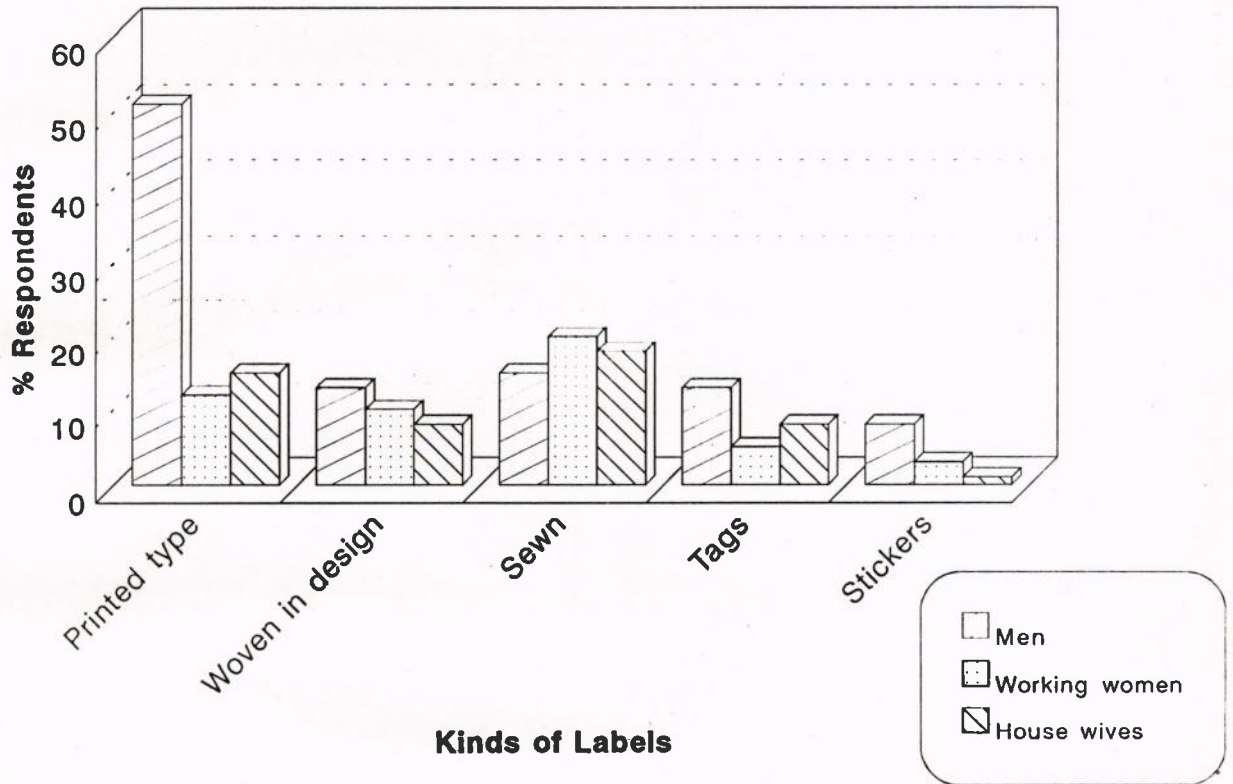
Kinds of labels preferred by consumers is shown in Table XXI and Figure V.

TABLE XXI

KINDS OF LABELS PREFERRED BY CONSUMERS

Kinds of labels	Men Group I	Working women Group II	Housewives Group III
a) Printed	51	12	15
b) Woven	13	10	8
c) Sewn	15	20	18
d) Tags	13	5	8
e) Stickers	8	3	1

From Table XXI it is clear that majority of 51 per cent of Group I, 15 per cent of Group III and 12 per cent of



Kinds of Labels

**Figure-5
KINDS OF LABELS PREFERRED BY CONSUMERS**

Group II preferred printed type of labels, whereas 13 per cent of Group I, 10 per cent of Group II and 8 per cent of Group III preferred labels which have been woven separately and attached on the material.

Majority with 20 per cent of Group II, 18 per cent of Group III and 15 per cent of Group I preferred sewn labels while 13, 8, 5 of Groups I, III and II preferred tag type of labels and only 8, 3 and 1 per cent of Group I, II, III preferred sticker type of labels from manufacturers.

5.0 Companies that gives complete information

Details regarding companies that give complete information is shown in Table XXII.

TABLE XXII

COMPANIES THAT GIVES COMPLETE INFORMATION

S.No.	Companies	Men Group-I	Working women Group-II	Housewives Group-III
1.	Binny	95	94	92
2.	Mafatlal	98	94	98
3.	Digjam	95	94	96
4.	O.C.M	95	94	96
5.	Gravier	95	94	98
6.	Bombay Dyeing	98	94	100
7.	Gwalior	99	98	98
8.	Vimal	97	96	94
9.	N.T.C.	95	94	94
10.	Dinesh	95	94	96
11.	Raymonds	100	100	100
12.	Co-optex	93	94	92
13.	Garden	100	94	92
14.	Siyaram	97	94	94
15.	Khatau	98	94	94
	Average	96	95	94

From Table XXIII the majority with cent per cent in Group I indicated their first choice as Raymonds, that gives complete information, 99 per cent indicate their second choice as Gwalior and 98 per cent indicate their third choice as Bombay Dyeing and Khatau Mills while the rest preferred other mills like Binny, Digjam, O.C.M, Gravier, Vimal, N.T.C. Dinesh, Co-optex, Garden, Siyaram.

Cent per cent in Group II indicated their first choice as Raymonds, second choice as Gwalior and third choice as Vimal while 94 per cent preferred Binny, Mafatlal, Digjam, O.C.M. Gravier, Bombay Dyeing, NTC, Dinesh, Co-optex, Garden, Siyarams and Khatau mills.

In Group III cent per cent indicated that Bombay Dyeing, Raymonds as their first choice, 98 per cent indicated Mafatlal, Gwalior, Gravier as their second choice and 96 per cent indicated Digjam, O.C.M. Dinesh as their third choice while the rest preferred other companies like Binny, Vimal, NTC, Co-optex, Garden, Siyarams and Khatau.

Summary and Conclusion

5. SUMMARY AND CONCLUSION

The variety of challenges possessed before the textile consumer in the form of different fibre, constructions, textures and finishes makes him search for a source to keep him better informed regarding the same. The best is found to be label which provides complete details about particular material. Therefore great attention has been given to develop labels that will help the consumer to choose the right clothing. Labeling is done to help the consumer make satisfactory fabric choices. Labeling could prove to be very useful in the realm of personal selling. Labeling appears to hold considerable promise with respect to its effects on purchasing behaviour.

Hence the present study has been carried out with the following objectives in mind.

1. Consumer's existing buying practices.
2. Information received through labels related to clothing.
3. Awareness of consumers regarding label informations on clothing.
4. Consumers attitude towards labels.

Interview method was selected as the tool for the collection of data. Two hundred samples were selected of which 100 were working men, 50 were working women and other 50 were housewives. The findings of the study are listed as follows.

1. Majority of the samples in Group I, II and III (74 per cent, 35 per cent and 40 per cent) belonged to the age group of 20-40 years.
2. Majority of the samples in Group I (34%) have obtained post graduate degree and in Group II (25 in number) have obtained professional qualification.
3. Majority of the samples in Group I (26%) and Group II (34%) were officers.
4. Majority of the samples of Groups I, II and III belonged to the income level of Rs. 7000/ and above.
5. In majority of the families, both the head and housewives were involved in the purchase of clothing (Group I - 57, Group II - 18, Group III - 27).
6. Most of the purchases were made as per needs in majority of cases (Group I - 74%, Group II, 31% and Group III - 23%).
7. Cent per cent of the samples in all the three groups were aware of the ironing instructions followed by washing instructions.
8. More of the samples in all the 3 groups (Group I - 90, Group II - 48 and Group III - 39) were aware of brand labels and descriptive labels than grade labels (Group I - 64, Group II - 38 and Group III - 30).
9. Cent per cent of the samples in the three groups were aware of the informations like name of the manufacturer, length, width, price per meter and fibre content.

10. On an average, maximum of 92 per cent of the working women, 90 per cent of the housewives and 76 per cent of the men were aware of companies producing sarees.
11. The majority of working women looked for informations like name of the manufacturer, length, width, price per meter and fibre content in the labels while purchasing cotton sarees followed by housewives and men, whereas the majority of housewives looked for many informations in the labels while purchasing silk and synthetic sarees followed by working women and men.
12. Regarding the purchase of blouses the majority were found to be housewives who looked for informations like name of the manufacturer, length, width, price and fibre content in the labels followed by working women and then by men.
13. On an average the maximum of 84 per cent of both men and working women, 77 per cent of housewives were aware of companies producing dhoties.
14. Regarding the purchase of dhoties majority of housewives looked for informations like name of manufacturer length, width price and fibre content in the labels followed by working women and then by men.
15. On an average the maximum of 85 per cent of men, 76 per cent of housewives and 74 per cent of working women were aware of companies producing shirting.

16. Majority of men, followed by housewives and then by working women looked for informations like name of manufacturer, length, width, price and fibre content while purchasing shirting.
17. On an average the maximum of 90 per cent of men, 84 per cent of working women and 80 per cent of housewives were aware of companies producing trousers.
18. Regarding the purchase of readymade garments, majority of men looked for the informations like name of manufacturer, size, price, fibre content and date of manufacture followed by working women and then by housewives.
19. Majority of both working women and housewives looked for informations like name of manufacturer, size, price, fibre content, date of manufacture and washing details in the labels followed by men while purchasing under garments.
20. Regarding the purchase of accessories majority of men looked for the informations like name of manufacturer, size, price, fibre content and date of manufacture in the labels followed by working women and housewives.
21. Majority of 51 per cent of men preferred printed type, and 40 of working women and 36 per cent of housewives preferred sewn type of labels.
22. On an average, 96 per cent of men, 95 per cent of working women and 94 per cent of housewives were aware of companies that gives complete information.

CONCLUSION

It could be concluded that cent per cent of men, working women and housewives were aware of ironing and washing instructions and also were aware of the informations like name of manufacturer, length, width, price per meter and fibre content. Majority of the men were aware of kinds of labels followed by working women and then housewives. While purchasing sarees majority of the working women looked for name of manufacturer, length, width, count, price and fibre content. More of housewives looked for name of manufacturer, length, width, price, fibre content and colour fastness while purchasing blouses than working women and men. While purchasing shirting materials, readymade garments and accessories more of the men looked for name of manufacturer, size, price, fibre content information than working women and housewife. In the case of undergarments more of the working women than housewives and men looked for the information like name of the manufacturer, price, size, fibre content and date of manufacture.

Bibliography

BIBLIOGRAPHY

- Agarwal (1975) Education Research, An Introduction, Arya book Depot., New Delhi, P.264.
- Allyne Bane (1967) Tailoring, M.C. Graw-Hill Book Company, Inc, London, P.250.
- Bess.V, Oerke, (1957), Dress Chas. A. Bennett Co. Inc, Printed in U.S.A. Pp. 270 - 273.
- Bonnie. V, Goodman, (1968) Tailoring for the family, Prentice Hall Inc, Englewood Cliffs, N.J. Pp. 319-320, 363.
- Chaudhuri T.P.S, (1989) A Hand Book of Methodology of Research, Sri. Ramakrishna Mission Vidhyalaya Press, Coimbatore. P.111.
- Courtland.L. Bovee Michael J. Houston, John V. Thill, (1995), Marketing Mc. Graw Hill Inc., London. Pp. 256-258.
- Devadas.R.P, and Jaya.N, (1989), Child Development Macmillan India Limited, New Delhi. P.67.
- Dorothy. D.Prisco and Harold. W. Moore, (1986), Fashion Merchandise Information, John Wiley and Sons, Newyork. Pp.5-8.
- Dorothy Siegert Lyle, (1976), Modern Textiles, John Wiley and Sons, New york. Pp.443 - 451. 103 - 106.
- Dorothy Siegert Lyle, (1977) Performance of Textiles, John Wiley and Sons, New York, Printed in USA, Pp. 370-400.
- Erwin Makel, D. and Lila, A, Kinchen (1969) Clothing for Moderns Macmillan and Company. London, P. 14.
- Evans, Mary (1956), The Fundmentals of Textile Clothing, Prentice Hall Englewood Cliffs, New Jersey.P.4.
- Farmers, M.B, and Gotwal, M.L. (1987), Concept of Fit Macmillan Publishing Company Inc, New York. P.2.
- Ghosh, B.N, (1985), Scientific Methods and Social Research, Sterling Publishers Private Limited, New Delhi, P. 191.
- Gordon, L.J, (1961), Economics For Consumers, New York, Americal Book Company, PP. 469-470.
- Gupta, S.P, (1984) Statistical Methods, Sultan Chand and Sons, New Delhi, P. 34.

Gupta, S.P, (1994) Statistical Methods, Sultan Chand and Sons, New Delhi. P.38.

Gupta, S.P, and Gupta, M.P, (1991) , Business Statistics Sultan Chand and Sons, New Delhi, p.411.

Horn. M, (1968), The second Skin, Houghton Mifflin co. Ltd., Boston, P. 34.

James, F. Engel, Roger D, Blackwell, Paul.W, and Mini (1993), Consumer Behaviour, The Dryden Press , London, p.488.

Kothari, (1987) Research Methodology, Methods and Techniques Urly Estern Limited, New Delhi, p.78.

Lenin Richard, I, and David Rubin, S, (1994), Statistics for Managment Himalaya Publishing House, Bombay, p.205.

Lyle, S. Dorothy and Jeanne Brinkley,(1985), contemporary Clothing Bennte and Mc. Knight Publishing Company,pp. 149, 266-267, 171-172, 236-260.

Mabel, D. Erwin and Lila A. Kinchen, (1965) Clothing for Moderns, The Macmillan Company, New York, Pp. 203-205, 215-126, 218,236.

Majority, L. Joseph, (1980) Essentials of Textiles Holt, Rine Last, New York, Pp.295-300.

Mary, L. Cowan and martha, E. Jungerman, (1980), Introduction to Textiles, D.B. Taraporevala Sons and Company Private Limited, Prentice Hall Inc., Pp. 252-253.

Maurice Mandell, Larry, J. Resenberg, (1983), Marketing Prentice Hall of India Private Limited, New Delhi, p.295.

Norma, Hollen and Jane Saddler, (1974), Textiles, Macmillan Company New York, Pp. 1-3.

Patsy, R. Alexander, (1977), Textile products selection use and care, Houghton Mifflin Company, Boston, Pp. 91-102.

Philip Kotler, Gary Armstrong, (1991), Principles of Marketing. Prentice Hall of India Private Limited, New Delhi, Pp. 644-646.

Pillai, B, (1973), Elements of statistics, Progressive Corporation Pvt.Ltd., PP. 15,16.

Ray, B. (1985), Fundamentals of Home Science, Sterling Publishers Pvt. Ltd., Jalandhar, Pp. 91-92.

Rayburn, D. Tousley, Eugene Clark, Fred, E. Clark (1962), Principles of Marketing, The Macmillan Company, New York, Pp. 521-522.

Rossi (1985), Fundamentals of Statistical methods, Allied Publishers Private Limited, Delhi, P.37.

Sidhu Kulbir Singh (1984), Methodology of Research in Education, Sterling Publishers, New Delhi, P.260.

William T. Ryan (1980), Principles of marketing Dow Jones - Irwin Homewood Illinois, pp. 63-68.

William J. Stanton, Michael J. Etzet, Bruce J. Walker (1994), Fundamentals of Marketing, McGraw Hill Inc., New York, Pp. 276-279.

JOURNALS

Anon, (1994), "Eco Textiles Labeling", Asian Textile Journal, Vol.2, December, Pp. 71-74, 26.

Baliga (1990), Women's era, Vol.27, January, P. 68.

Castelino, M, (1994), Clothesline April Vol.7, P.73.

Chawla Harpreet (1996), "Towards Trends", Clothesline (9) September, Pp. 54-55.

Jacob, Mary and Subramaniam, V, (1987), Consumer Awareness of different types of fabric available in the market Textile Trends 29 (10) January, Pp. 85-86.

Jacob, Mary and Subramaniam, V, (1987), Role of salesman in selection of fabrics, Textile Trends 30 (8) November, P.47.

Jacob, Mary and Subramaniam, V, (1988), Awareness and attitude towards consumer protection measures by seven different groups of consumers, Textile Trends, 30, February, P.46.

Jacob, Mary and Subramaniam, V, (1988), Consumer Satisfaction of purchased fabrics, Textile Trends 31 (4), July Pp. 57-59.

Jayashree, V. (1997), Quality standards, Benefits of the standard manufacturer retailer and consumer, Textile Trends, December, Pp. 25-28.

Joshi, (1996), Kashmira Indian Textile Journal, November, P.85.

Jyothi and Shailaja, P.N.B. (1995), Vastrad, Indian Textile Journal, September, P.49.

Khan, N.N., (1977), Textile Industry and Trade Journal, August, P.72.

Naik, G.B. (1994), Marketing of Textiles and Consumer behaviour, Indian Journal of Marketing, Vol.23, Sep-Dec Pp. 10-13.

Panthaki, M.K. (1993), Clothesline, October, Pp. 113-116.

Reed, M. (1992), A choice of money saving and decorative labels, African Textiles, Pp. 42-44.

Rajan, K. and Bhalla, V (1998), Measurement and design preference for 5 year old girls Apparel, The Clothier's Digest, The official Journal of the Clothing Manufacturer's Association of India, Vol.7, P.19.

Shapiro, (1994), Fundamentals of RMG retacting, Meeting consumer needs, Clothesline, Vol.7, Pp. 57-63.

Sethi, Reena (1996), Clothesline, Vol.9, No.2, February, P.89.

Shim, Soyeon and Dubey Smita (1995), Conceptualization and measurement of perceived consumer knowledge and skills in apparel products, Family and Consumer Science Research Journal 23 (3) March, Pp. 227-248.

Ukpononwan, J.V. (1990), Colourage, Vol.36, P.28.

Vastrad, J.V. and Shailaja, D.N. (1995), The Indian Textile Journal, September, P.72.

Vatsala, R. (1991), Consumer Problems and Textiles, Colourage, September, Pp. 67-68.

Vatsala, R. (1992), Consumer Preference of Textiles in A.P., Colourage, 39, May and July (5, 7) Pp. 72-74, 65-66.

Appendices

**CONSUMER AWARENESS REGARDING LABEL
INFORMATION ON CLOTHING**

APPENDIX I

**INTERVIEW SCHEDULE TO ELICIT INFORMATION FROM CONSUMERS ABOUT
THEIR AWARENESS REGARDING LABEL INFORMATION ON CLOTHING:**

- 1. Name of the Interviewee :
- 2. Address :

3. Family Details:

S. No.	Name of the family member	Relation -ship to head	Age	Sex	Education	Occu- pation	Income per month
--------	---------------------------	------------------------	-----	-----	-----------	-----------------	------------------------

Total : =====

- 4. Who purchases clothing items in your family?
 - a. Head of the family
 - b. House wife
 - c. Both
 - d. Family members together
 - e. Family members individually

- 5. How frequently do you purchase clothing itmes for your family?
 - a. Yearly
 - b. Half yearly
 - c. Quarterly
 - d. Monthly
 - e. Festival on occation
 - f. Discounts
 - g. As per needed

8. Are you aware of the types of lables?

Yes

No

- a. Brand label
- b. Descriptive label
- c. Grade label

9. What information do you get through lables while purchasing clothing items?

Informations:

- a. Name of the manufacturer
- b. Tex mark
- c. Length and width
- d. Price per meter
- e. Fiber content
- f. Date of manufacturer
- g. Special finishes
- h. Fast to normal washing
- i. Care and maintenance

10. Are you aware of the companies producing sarees?

S.No.	Company	Awareness	
		Yes	No
1.	Co-optex		
2.	Khadi		
3.	Vipul		
4.	Suntex		
5.	Hi-choice		
6.	Apoorve		
7.	Girija		
8.	Ashika		
9.	Garden		
10.	Karishma		
11.	Vaishali		
12.	Pathi silks		
13.	Binny		
14.	Gayathiri silks		
15.	Gowri silks		
16.	Bombay Dyeing		

11. What type of label information do you look for while purchasing sarees?

Cotton

Silk

Synthetics

Information Printed Wooven Poly Kanchi- Tassar Kora Bena- Binny Mysore Marble Chiffon poonam
puram ras

- a. Name of the manufacturer
- b. Tex mark
- c. Length
- d. Width
- e. Count/weight
- f. Price/meter
- g. Fiber content
- h. Date of manufacture
- i. Colour fastness
- j. Special finishes
- k. Washing details
- l. Ironing details
- m. Storing details

14. What type of label information do you look for while purchasing dhothies?

 Information Cotton Khadi Silk Polyster Tery cotton Blends

1. Name of the manufacturer
2. Length
3. Width
4. Price/meter
5. Fiber content
6. Date of manufacturer
7. Colour fastness
8. Special finishes
9. Washing details
10. Ironing details
12. Storing details

 15. Are you aware of the companies producing shirtings?

S.No.	Company	Awareness	
		Yes	No

- | | | | |
|-----|----------------|--|--|
| 1. | Oxford | | |
| 2. | Beekalene | | |
| 3. | Century | | |
| 4. | Park Avenue | | |
| 5. | Van Heusain | | |
| 6. | Louis Phillipe | | |
| 7. | Zodiac | | |
| 8. | Arrow | | |
| 9. | Double bull | | |
| 10. | City man | | |
| 11. | Monsieur | | |
| 12. | Zero | | |
| 13. | Proline | | |
| 14. | Hi tone | | |
| 15. | Speed | | |
| 16. | Golden gate | | |
| 17. | Blue chip | | |
| 18. | Martin | | |
| 19. | Polo | | |
| 20. | Cassidys | | |
| 21. | Peter England | | |
| 22. | Piere cardin | | |
| 23. | S.Kumars | | |
| 24. | Together | | |
-

16. What type of lable information do you look for while purchasing your shirting.

Information Cotton Khadi Silk Polyster Tery cotton Blends

1. Name of the manufacturer
2. Length
3. Width
4. Price/meter
5. Fiber content
6. Date of manufacturer
7. Colour fastness
8. Special finishes
9. Washing details
10. Ironing details
12. Storing details

17. Are you aware of the companies producing trousers?

S.No.	Company	Awareness	
		Yes	No

- | | | | |
|-----|----------------|--|--|
| 1. | Arrow | | |
| 2. | Raymonds | | |
| 3. | Colourplus | | |
| 4. | Lycra | | |
| 5. | Flying machine | | |
| 6. | Lee | | |
| 7. | New port | | |
| 8. | Ruf & tuf | | |
| 9. | Femina | | |
| 10. | Tiger | | |
| 11. | Black cat | | |
| 12. | Gwalior | | |
| 13. | Gravier | | |
| 14. | NTC | | |
| 15. | Vimal | | |
| 16. | Dinesh | | |
| 17. | Bombay Dyeing | | |
| 18. | Binny | | |
| 19. | Mafatlal | | |
| 20. | Dig Jam | | |
| 21. | O.C.M | | |
| 22. | Siyaram | | |
-

18. What type of label information do you look for while purchasing ready made garments?

Information Shirts Pants Pyjama Salvar Midi Nighty Sweater Muffler Socks Scarf
Kurta Kameez Skirt/
Top

1. Name of the manufacturer
2. Size
3. Price
4. Fiber-content
5. Date of manufacture
6. Colour fastness
7. Special finishes
8. Washing details
9. Ironing details
10. Storing details

19. What label information do you look for while purchasing under garments?

Information	Vests	Briefs	Brass- iere	Panties	Slip	Saree petti coat	Stock- ing
-------------	-------	--------	----------------	---------	------	------------------------	---------------

1. Name of the manufacturer
 2. Size
 3. Price
 4. Fiber content
 5. Date of manufacture
 6. Colour fastness
 7. Special finishes
 8. Washing details
 9. Ironing details
-

20. What label information do you look for while purchasing your accessories?

Information	Hand kerchief	Gloves	Tie	Umbrella	Rain coat	Towels	Hand Bag
-------------	------------------	--------	-----	----------	--------------	--------	-------------

1. Name of the manufacturer
 2. Size
 3. Price
 4. Fiber content
 5. Date of manufacture
 6. Colour fastness
 7. Special finishes
 8. Washing details
 9. Ironing details
 10. Storing details
-

21. What kind of labels do you want from manufacture?

- a. Printed type
- b. Woven in design
- c. Sewn
- d. Tags
- e. Stickers
- f. Any other, Specify.

22. Indicate the companies that gives complete information

- 1. Binny
- 2. Mafatlal
- 3. Digjam
- 4. O.C.M
- 5. Gravier
- 6. Bombay Dyeing
- 7. Gwalior
- 8. Vimal
- 9. N.T.C.
- 10. Dinesh
- 11. Raymonds
- 12. Co-optex
- 13. Garden
- 14. Siyaram
- 15. Khatau