

A Study on the Knowledge about Textile Care Labelling Among Working Womens



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Abstract

Labels in cloth and other textile articles play a huge role in the buying decision of a consumer. The apparel and textile industries worldwide have set different standards for care labeling a product. Any piece of a textile product has two major kinds of labels, one that describes the fiber composition of fabric and the other that contains washing and ironing instructions, which is generally called care labeling. The purpose of this study was to examine the knowledge about textile care labeling among working women's. The main objectives of this study are-

1. To study about textile care labeling.
2. To study the knowledge about textile care labeling among working women.

Considering these objectives researcher find her true and best results. A questionnaire was used to collect data from 50 participants. Data was collected through the questionnaire. Most of working women's are not aware, do not understand or know care labels on garments, also did not know hoe to follow information given on garments of textile products.

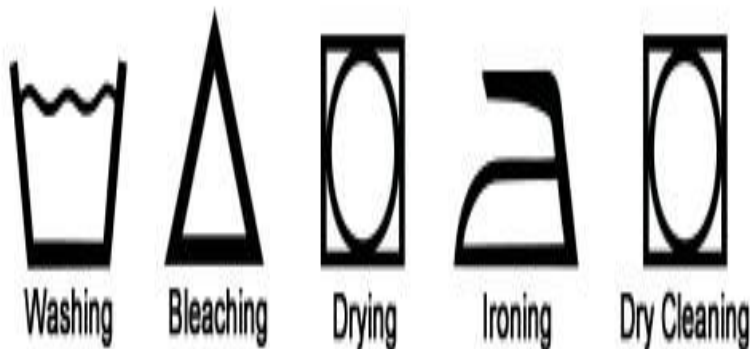
Keywords: Care Label, Working Women, and Textile Care Labeling.



















Introduction










Care label means a permanent label or tag, containing regular care information and instructions that is attached or affixed in such a manner that it will not become separated from the product and will remain legible during the useful life of the product.

Care labels provide guidelines to consumers and apparel care gives about the best cleaning procedures to be used for that particular combination of fabric, thread, decoration and construction techniques. Care codes are internationally recognized symbols which are used for caring of garments in case of cleaning and ironing. These labels on which these codes are drawn or printed are called care labels. Care label guideline delivers a uniform system of symbols for the disclosure of care instruction on textile products such as apparel, piece goods etc.

Five basic Symbols are used in the International Care Labelling System in this Order



Washing Process			
	Maximum temperature 95°C Mechanical action normal Rinsing normal Spinning normal		Maximum temperature 40°C Mechanical action normal Rinsing normal Spinning normal
	Maximum temperature 95°C Mechanical action reduced Rinsing at gradually decreasing temperature (cool down) Spinning reduced		Maximum temperature 40°C Mechanical action reduced Rinsing at gradually decreasing temperature (cool down) Spinning reduced
	Maximum temperature 70°C Mechanical action normal Rinsing normal Spinning normal		Maximum temperature 40°C Mechanical action much reduced Rinsing normal Spinning normal Do not wring by hand
	Maximum temperature 60°C Mechanical action normal Rinsing normal Spinning normal		Maximum temperature 30°C Mechanical action much reduced Rinsing normal Spinning reduced
	Maximum temperature 60°C Mechanical action reduced Rinsing at gradually decreasing temperature (cool down) Spinning reduced		Hand wash only Do not machine wash Maximum temperature 40°C Handle with care
	Maximum temperature 50°C Mechanical action reduced Rinsing at gradually decreasing temperature (cool down) Spinning reduced		Do not wash Be cautious when treating in wet stage
Bleaching Process			
	Chlorine-based bleaching allowed. Only cold and dilute solution.		Do not use chlorine-based bleach
Ironing Process			
	Iron at a maximum sole-plate temperature of 200°C		Iron at a maximum sole-plate temperature of 110°C Steam-ironing may be risky
	Iron at a maximum sole-plate temperature of 150°C		Do not iron Steaming and steam treatments are not allowed
Dry Cleaning Process			

Ironing Process			
	Dry-cleaning in all solvents normally used for dry-cleaning - this includes all solvents listed for the symbol P, plus trichloroethylene and 1,1, 1-trichloroethane		Dry-cleaning in trifluorotrchloroethane, white spirit (distillation temperature between 150°C and 210°C, flash point 38°C to 60°C) Normal cleansing procedures without restrictions.
	Dry-cleaning in tetrachloroethylene, monofluorotrchloro methane and all solvents listed for the symbol F Normal cleansing procedures without restrictions		Dry-cleaning in the solvents listed in the previous paragraph. Strict limitations on the addition of water and / or mechanical action and / or temperature during cleaning and / or drying No self-service cleaning allowed
	Dry-cleaning in the solvents listed in the previous paragraph. Strict limitations on the addition of water and / or mechanical action and / or temperature during cleaning and / or drying No self-service cleaning allowed		Do not dry-clean No stain removal with solvents
Drying Process			
	Tumble dry possible Normal drying cycle		Do not tumble dry
	Tumble dry possible Drying at lower temperature setting		

The care symbols give consumers and retailers information on how best to wash, dry or clean their clothes. Following the correct care labeling can help keep clothes in the best shape possible and help reduce the number of customer complaints and returns.

The symbols are owned by an International organization called GINETEX which is based in Paris, and the UK fashion and Textile Association (UKFT) in their UK representative.

Objective of the Study

1. To study about Textile Care Labeling.
2. To study the knowledge about Textile Care Labeling among working women.

Review of Literature

Dessouki El Assem Heba. (2015), “ the purpose of this study was to examine the knowledge of consumers on the care labels found on garments products considering that the comprehension of care label is highly dependent on their symbols the process of symbol comprehension becomes very important.”

Ghosh kumar swapan, Das Baran Abir and Bhattacharyya Rajib, (2014), “care instructions play a

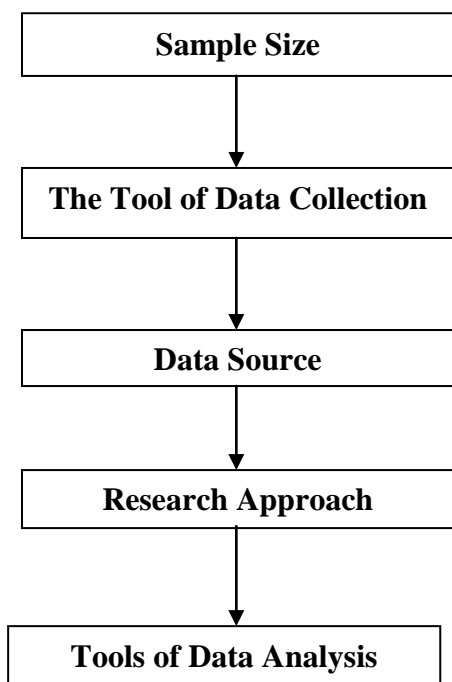
very vital role during laundering of the textile products, particularly Silk, both domestically and commercially. This paper focuses the effect of care label codes like washing, laundering, dry cleaning, ironing, drying etc. on the different phenomena like deformation, color change, color staining of the plain weaves 100% silk fabric samples followed by the selection of the appropriate care code for grater durability and refurbishing of the fabric.”

Kumar Sunita and Kothari Monith (2015), “The study is mainly carried out to check the preference of the customers over the usage of private labels and national branded products to satisfy their needs and requirements.”

Material and Methods

Study has been carried out to get the clarity of the objectives by interacting with working women. From the past research study it was observed that certain textile care label are doing extremely well in the market.

Methodology simple refers to the methods used in the conduct of an enquiry.



Sample Size

A detailed study is conducted from the views of working women's by conducting a survey with a sample size of 50 (working women) from Gorakhpur district.

The Tool of Data Collection

The basic design of survey instrument consists of structured questionnaires. It is so designed to collect all required information from working women's.

Data Source

Data was collected through primary and secondary sources. Primary data was collected through questionnaire; the secondary data was collected from related research works, published books and websites.

Research Approach

The research was mainly used survey method.

Tools of Data Analysis

The data and information collected was classified. The calculated mean and standard deviation have used.

Result and Analysis

Table No. 1

S no.	Descriptions of questions	Yes		No	
		Percentage	Mean	Percentage	Mean
1	Do you know about care label	74	1.48	26	0.52
2	Do you pay attention of care label during buying cloths	74	1.48	26	0.52
3	Do you care of cloths according to care label	62	1.24	38	0.76
4	Any type of care label is diverted you	56	1.12	44	0.88
5	Any type of difficulty to read care label	46	0.92	54	1.08

Graph No. 1

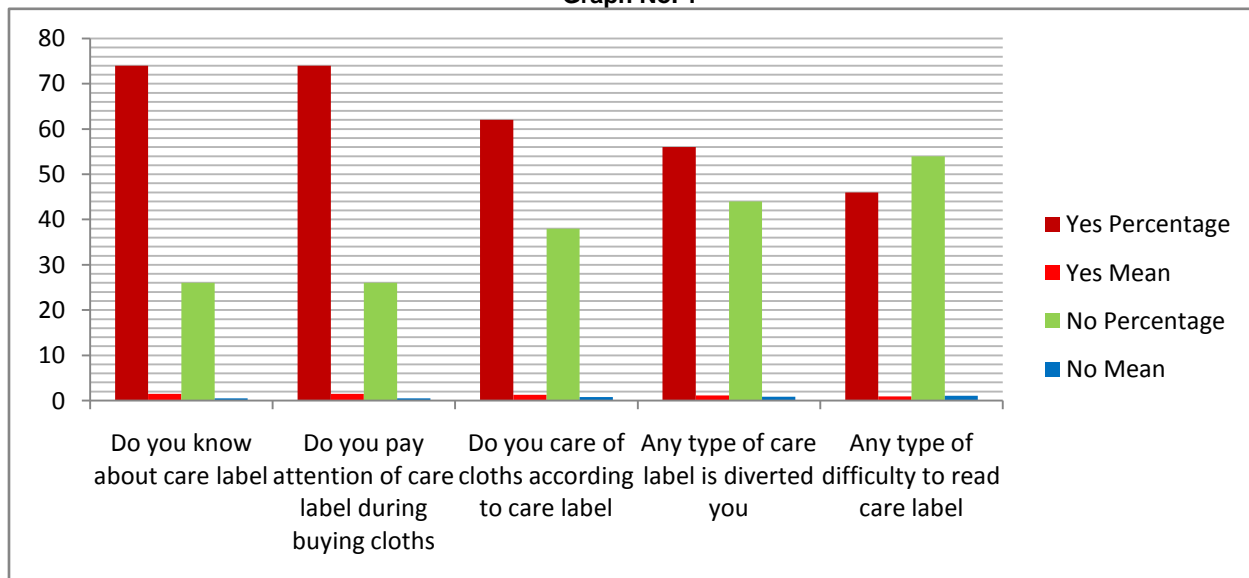


Table No. 2

S. no.	Descriptions of questions	Yes		No	
		Percentage	Mean	Percentage	Mean
1	You think care label shows any brand	52	1.04	48	0.96
2	You think that written information on care label is more useful	56	1.12	44	0.88
3	You give preference to care label during buying cloths	58	1.16	42	0.84
4	You spend time to read care label	48	0.96	52	1.04
5	You think that care label shows durability of fabric	44	0.88	56	1.12

Graph No. 2

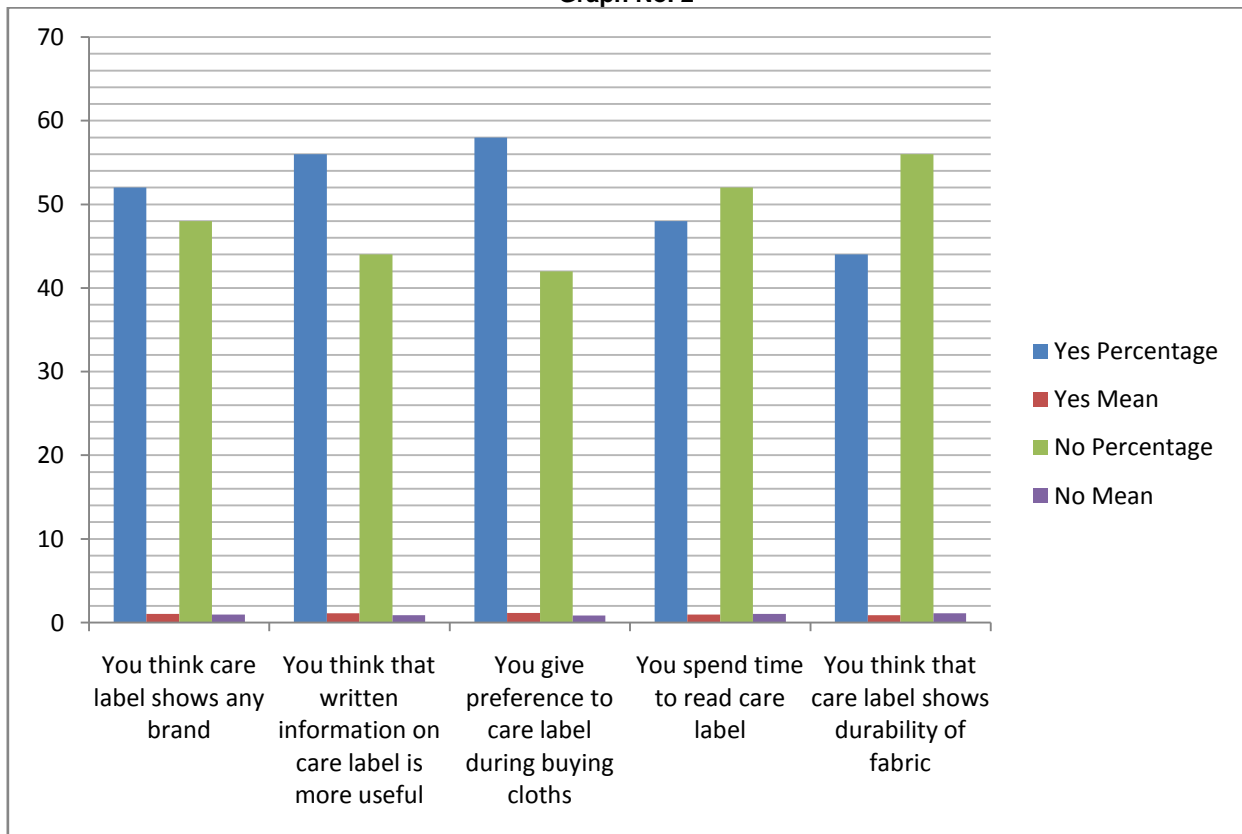


Table No. 1 shows that 74% working know what is care label but 26% working women do not know about care label. Again 74% working women pay attention of care label during buying cloths while 26% do not pay attention. 62% working women care of cloth according to care label but 38% working women do not care of cloth according to care label. 56% working women think that some care label diverted her and 44% working women do not think. 46%working women some difficulty are followed when she read care label.

According to Table No. 2 52% working women think that some care label shows any brand. 56% working women think that written information on care label is more useful and easy to understand. 58% working women give preference to care label during buying cloths but 42% working women do not give preference to care label during buying cloths. 48% working women spend time to read care label but 52% working women do not waste time to read care

label. At last 44% working women think that care label shows durability of fabric but 56% working women do not think that care label shows durability of fabric.

Conclusion

The findings revolve that most of working women of Gorakhpur district are knowledgeable about care labels on garments. Some are aware of the general care label categories but are not able to interpret the specific details of each category to provide care treatment required. The purpose of this study is to get information about knowledge of care label on garments on working women of Gorakhpur district.

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