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DEPARTMENT: CLOTHING AND TEXTILE

ABSTRACT

TITLE:

"Observing the availability of, and awareness regarding Labels & Tags on female garments from house wives of two different age groups, of families residing in K.A.E.C.H.S Karachi".

BACKGROUND

Advertising will not tell you everything you need to know about a product. All of the information you gather from looking, reading, and trying on a garment will help you decide if you should buy it. But many of the things you need to know before making a final decision will come from carefully reading the labels and hangtags that are attached to garment. Not only should you read the guarantee but you should also read any tags and labels come with the merchandise you buys. These give valuable information on the content and care of the product. Often if you do not follow the recommendations for care of a product, the guarantee becomes ineffective. An efficient consumer will read labels and tags and do as they recommend. ^[Raines.M (1973)]

OBJECTIVE

1. To observe the availability of labels and tags on female garments used by families residing in K.A.E.C.H.S.
2. To find out awareness among house wives of two different age groups (20-35, 35Above) regarding usefulness and information provided on labels and tags on female garments.

METHODOLOGY

This was a comparative and Quantitative (descriptive) research, which was conducted in Karachi, the largest cosmopolitan city of Pakistan. Cluster sampling technique was used. Study sample was collected from house wives of 30 families residing In K.A.E.C.H.S. Data was collected in two parts. Questionnaire cum interview method was used to find out views of house wives regarding availability and usefulness of labels and tags. And to assess the availability of labels, and information on them, observation chart was used. The data was entered and analyzed in SPSS version 17.