

## **ABSTRACT**

**“Observing the availability of, and awareness regarding Labels & Tags on household textile from house wives of two different age groups, residing in Federal B. Area Block 21”.**

### **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 household textile used by house wives of families residing in Federal B Area.
2. To find out awareness among house wives of two different age groups (20-35, 36-50) regarding usefulness and information provided on labels and tags on house hold textile items.

### **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 two different age groups (A=20-35,B=36-50) of 30 families residing In Federal B area block 21 in 200 sq yards houses. Data was collected in two parts. A self-administrated Questionnaire cum interview method was used to find out their awareness regarding availability and usefulness of labels and tags. And to assess the availability of labels, and information on them, observation chart was used. Data was entered and analyzed in SPSS version 17. Criteria was set for assessment of our variable. Chi-square test (0.05) and Anova test (0.05) level of significance is used to check the significant difference between the two groups. Awareness scale was used for scoring the