

Student's Name: SIDRA SAEED
Advisor's Name: MISS ZEENAT SULTAN

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Abstract

Title "Assessing the availability and awareness of shopkeepers regarding labels and tags on gents wear in two different markets of 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 to decide if you should buy it or not.

An informative label is a consumer aid, attached directly to the product. Labels are designed to sell the product as well as to give information about the product. Label plays an important role in making wise decisions by consumers.

My aim is to identify the present situation of labels and tags on gents wear in Karachi and to know how many our shopkeepers are aware from the importance of label in Pakistan which depicted status of labeling in Pakistan.

Objective

- 1) To observe the availability and information given on labels and tags on gents wear for two different markets of Karachi.
- 2) To find out awareness of shopkeepers, regarding information provided on labels and tags' on gents wear.

Methodology:

Views of 40 shopkeepers working in shops of two different markets were taken with the help of self-administrated questionnaire and observation chart. Cluster sampling method was used for the selection of sample size. Data was collected in two parts. Questionnaire cum interview method was used to find out awareness of shopkeepers regarding availability and usefulness of labels and tags. And to assess the availability of labels, and information on them, observation chart was used. Availability and information given on labels and tags was observed and identified through the analyzed percentages and frequencies received from the collected data.

Results:

The result revealed that majority of gents wear present in the shop were labeled and majority of shopkeepers think that customers did not read labels and tags while purchasing. Shopkeepers views showed that majority of shopkeepers belong to both markets were average aware and think that the information present on labels and tags was useful to the certain extent. Information present on labels and tags satisfied majority of shopkeepers.