

ABSTRACT

Observing the availability of and awareness regarding labels and tags on gents wear from house wives of families residing in F.B Area, Karachi.

BACKGROUND:

A label is mandatory, govt. regulated information which is placed on a garment to assist the people about the care of that garment. A hang tag is a voluntary information that is literally hanged from the garment with a string, a thread, a strip of plastic or safety pins and is free from regulation of law. The significance of this research is that the consumer will be able to understand the meaning of presence of the labels and tags in the appropriate way and can maintain the life and quality of the product for a long time. This research study will also provide the consumers a better knowledge of information given on labels and tags by which they can buy quality products with complete justification.

OBJECTIVES:

1. To observe the availability of labels and tags on gents wear.
2. To study the awareness of house wives regarding usefulness of labels and tags on gents wear.

METHODOLOGY:

This study is comparative and quantitative (descriptive) research. A sample of 30 subjects that are house wives of two different age groups (A=20-35 yrs, B=36-50 yrs) was taken through cluster sampling method. This data was collected from a residential area of F.B Area, block-2, Karachi. It was conducted by a self-administrated questionnaire cum interview and observation for collection of data. The data was entered in through Microsoft Word 2003 and analyzed statistically on Spss version 13.0, by recoding the total score to know the mean of age groups by using Anova test. Cross tab of questions based on scoring was done to show the significant difference.

RESULT:

The result of the research study showed that labels and tags were available on gents wear especially on imported garments as compared to local ones. The house wives of different age groups (20-35 yrs, 36-50 yrs) were aware of the presence and usefulness of the labels and tags. Their awareness for its use is rated according to scale. The calculation proves that there is no significant difference between the two groups.

CONCLUSION:

It is concluded through this research study that the labels and tags present on the imported gents garments give maximum information about fabric and care instruction. While local gents wear have partial information which is even not taken into consideration by all the women! Only size, brand name and manufacture name are checked by them.

KEY WORDS:

Labels, Tags, Availability, Awareness, Usefulness, House wives, Gents wear, Boy, Men, Information, Consumer, Garments, Fabric, Care instruction, Shopping, Clothing, Standard, Size, Product, Pakistan, Karachi, House.