

Abstract

Title: Gathering information provided on labels and tags on household items and assessing awareness of shopkeepers regarding the same in two different markets of Karachi.

Objectives:

- To observe the information available on label and tags on household items from two different markets of Karachi which are TARIQ ROAD and LIAQUAT MARKET.
- To find out the awareness of shopkeepers regarding information provided on labels and tags on household products.

Methodology:

This is a comparative research study. The purpose of textile research study was to observe the availability of labels and tags on house hold textile and also to assess the awareness of the same from shopkeepers. Shopkeepers and shops were the subjects of this research study. The two different markets survey are Tariq road and Liaquat market. Sample size was 40 shops, 20 shops were selected from each market.

Cluster sampling Method was used for selecting samples for research study. Questionnaire and Observation chart were designed to assess the knowledge or awareness of the shopkeepers to record information given on labels and tags available on house hold items through observing each item.

The observation chart contained following columns

No. of Item	Labels & Tags	Design	Brand Name	Cost	Size	% of fiber	Country of origin	Care instructions

This research was conducted through survey of markets which were TARIQ ROAD, and LIAQUAT market, Three to five surveys was required for collecting data. 4-5 hours has given for each survey. SPSS version 16 was used for analyzing data.

Result:

40 questionnaire & observation chart were used to analyze our data.. The research study showed that majority of shop keepers of both "Tariq Road" and "Liaquat market" show no significant difference. It was observed that almost all of the household textile was labeled or tagged, suit the majority of the customer doesn't read them while making purchases. Information regarding care, washing, and brand name was given in all the item in both markets while % of fiber was also available there. shopkeepers also don't consider labels and tags while purchasing stock from manufacturer and do not receive any complain regarding fake information on labels and tags.

Conclusion:

It is concluded that labels and tags were available on household textile and shopkeepers of Tariq Road were more then Liaquat Market.

Key words:

Labels, Tags, Availability, Awareness, markets, labels and tags Information, Consumer, house hold textile, Pakistan, Karachi, Textile items