Consumer awareness and knowledge towards workmanship of the garments

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Abstract
The present study focuses on consumer awareness and knowledge towards workmanship of the garment. The study was conducted in Jaipur city. The sample size used was 200 samples from two age group i.e. 26-30 and 36-40 years. The data was gathered from respondents through interview schedule. Respondents were selected using random sample selection method. The study concluded that females in both age groups are more aware of the workmanship of the garment as compared to male because females are more concerned about the quality of the garment and they was check garments before purchase as compared to male.

Keywords: consumer knowledge, consumer awareness, workmanship

Introduction
Consumer is a person who buys products or services for personal use and not for manufacture or resale. Consumers are conscious about quality with greater awareness. Quality is defined as fitness for use and described with five dimensions which have been the quality of design, quality of conformance, availability and safety. The dimensions of quality identifies quality as conformance to requirements whereas he give the dimensions of quality as performance features, reliability, conformance, durability, serviceability, aesthetics and perceived quality. There are seven factor of the apparel that is to be retained in garment. These are performance, components, garment care, appearance, construction or workmanship, style of fashion and fit respectively. However, workmanship includes intrinsic factor of the garment such as fiber content, quality of the fabric, thread, trims, seams, fasteners, zipper, durability and appearance of the garment and consumer should be aware in these factors while purchasing apparel.

Workmanship of the apparel means the constructional details of the garments. The basic criteria for selection of readymade garments are good fit, attractive style, comfortable to wear, good workmanship, easy care, cost within your budget, good appearance and suitability for your activities. The purpose of the study is to know the information about awareness of workmanship of the garments before buying such as fiber content, fabric, fasteners, trims use in the garment.

2. Objective of the study
A. To study consumers awareness on workmanship of the garment among different age groups.
B. To study consumers awareness on workmanship of the garment among males and females.

3. Hypothesis
Ho- There is no significant difference in consumers' awareness on workmanship of the garments among different age groups.

Ho- There is no significant difference in consumers' awareness on workmanship of the garments amongst males and females.

4. Methodology
4.1 Local of the study
Jaipur was selected as the study area as this city is a fast growing economy and people are well aware about apparel shopping.

4.2 Sample Method
The data was gathered from respondent through interview schedule by random sampling technique from Jaipur city.

4.3 Sample size
The sample size used was 200 respondents, 100 respondents belongs in the age group of 26-30 years. Out of which 50 were male and 50 were female respondents. Same procedure had applied on the remaining 100 samples with age group of 36-40 years.

4.4 Data collection
The study was based on both primary and secondary data. Primary data was collected through interview schedule based on consumer's awareness and knowledge and secondary data was collected from some books, journals and internet.

4.5 Tools based of data collection
Consumer's awareness on workmanship of the garments: The scale consists of 15 items related to consumer's awareness on workmanship of the garments. Item are responded either in yes or no. Every 'yes' response is assigned 1 mark and every 'no' response is assigned 0. The sum of marks is obtained on the entire scale. The range of possible score on it is 0-7 and 8-14. The scale categorizes subjects possessing low and high consumer's awareness about workmanship of the garments.

4.6 Analysis of data

To achieve the objectives of the present study, the data was analyzed in the form of frequency, percentage and t-test. Statistical analysis was done by using SPSS software, version 20.

5. Results and discussion

Table 1: Consumer awareness on workmanship of the garment

Age (in years)	Female		Male	
	f	%	f	%
26-30	57	29	43	21
36-40	61	30	39	20

The above table results indicate that in the age group of 26-30 years, 29% females are aware of the workmanship of the garment as compared to males (21%) and same as in the age group of 36-40 years females (30%) are more aware of workmanship of the garment as compared to male (20%). Hence, it is concluded that most of the consumers are aware of the workmanship of the garment. On the other hand, females in both age groups are more aware of the workmanship of the garment as compared to male because females are more concerned about the quality of the garment and they was check garments before purchase as compared to male.

Table 2: Consumers' awareness on workmanship of the garment among different age groups

Age (in years)	Mean	SD	t value	Significant/ Non significant
26-30	9.04	2.69	0.147	Not significant
36-40	8.99	2.43		

Significant at 0.01** and 0.05* level

The results of the above table indicate that there is no significant difference in consumers' awareness on workmanship of the garments among different age groups. The mean value shows a little difference in the age groups of 26-30 years & 36-40 years, regarding the workmanship of the garment with 9.04 and 8.99 respectively and *SD* is 2.69 and 2.43 respectively. The obtained *t*-value is 0.147 ($p<0.05$) which is not significant at 0.05* level of significance. So that the null hypothesis is accepted. Because increase in the educational level and development of modernization which has led to the change in the thinking pattern over time and the quality of garment concerned both age groups of the respondents

Table 3:- Consumers' awareness on workmanship of the garment among males and females

Gender	Mean	SD	t value	Significant/ Non significant
Female	9.34	2.48	1.80	Significant
Male	8.69	2.63		

Significant at 0.01** and 0.05* level

The above table results indicate that mean value of workmanship of the garment for females is 9.34, whereas *SD* is 2.48. The mean value for males is 8.69 and *SD* is 2.63 respectively. The obtained 't' value is 1.80 ($p>0.01$) it is significant at 0.05* level. Hence, the null hypothesis is accepted. It means that there is a significant difference in consumer's awareness on workmanship of the garment amongst males and females. Because females are more concerned about the quality of the garment and they was check garments before purchase as compared to male

Table 4: Methods used for checking the colorfastness of the garment

Components of colorfastness	26-30 Years				36-40 Years			
	Female		Male		Female		Male	
	f	%	f	%	f	%	f	%
By touch and rubbing	19	10	19	10	25	50	23	46
Through look	11	6	8	4	15	30	20	40
Looking at tag and labels	10	5	21	11	6	12	4	12
Advice from the sales man	10	5	2	4	4	8	3	6

The above table results indicate that in the age group of 36-40 years of consumers evaluate the colorfastness of a garment through touch and rubbing by 50% females and 46% males followed by males and females (10%) in the age group of 26-30 years. Forty percent of the males in the age group of 36-40 years evaluate colorfastness through look followed by 30% females in the same age group. In the age group of 26-30 years (6%) of females and 4% males evaluate only by looking at it.

Maximum number of respondents (42%) evaluate by looking at tags and labels in age group of 36-40 years of males & females (12%). In the age group of 26-30 years 11% of males and 5% females evaluate colorfastness by looking at tags and labels. However, 8% of the respondents felt that females of 36-40 years evaluate from sales man's advice and 6% males of the same age group followed by 26-30 years females (5%) and (4%) males. It is found that consumer's awareness maximum in

age group of 36-40 years as compared to 26-30 years as well as least awareness maximum observed in males belonging to 36-40 years. Hence, results indicate that most of the consumers are aware about methods of checking colorfastness of the garment.

6. Conclusion

On the basis of the results the study concluded that in term of consumers' awareness on workmanship of the garment, consumers are aware because they have knowledge about workmanship of the garment and consumers are conscious about quality with greater awareness. They pay attention to the workmanship of the garments while purchasing.

7. References
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