

# Consumer awareness and opinion regarding UV protective and antibacterial finished cotton fabrics

■ VANDANA GUPTA, NEHA GUPTA AND NIRMAL YADAV

Received: 28.04.2016; Revised: 10.05.2016; Accepted: 22.05.2016

■ **ABSTRACT** : The present study was conducted in Hisar city to assess the consumer's preferences as well as awareness about the cotton fabrics and their opinion regarding the developed UV protective and antibacterial finished fabrics. Thirty married females in the age group of 30-45 were purposively selected. The data revealed that consumers highly preferred cotton fabric for summer wear due to its comfort properties. Majority of the respondents (93.30%) were aware of 'wrinkle resistant' finish applied on cotton fabrics, followed by 'antiodor finish (13.3%), antibacterial finish (6.6%) whereas none of the respondents was aware about the 'UV protective' finish. Consumers' preferences regarding the developed finished fabrics showed acceptance of its use for apparel purpose being finished with UV protective and antibacterial finish.

See end of the paper for authors' affiliations →

**VANDANA GUPTA**

C.C.S. Haryana Agricultural  
University, HISAR (HARYANA)  
INDIA

Email : [vandana.g178@gmail.com](mailto:vandana.g178@gmail.com)

■ **KEY WORDS**: Antibacterial finish, Consumer, Cotton, UV protective finish, *Syzygium cumini* (L.)

■ **HOW TO CITE THIS PAPER** : Gupta, Vandana, Gupta, Neha and Yadav, Nirmal (2016). Consumer awareness and opinion regarding UV protective and antibacterial finished cotton fabrics. *Asian J. Home Sci.*, 11 (1) : 202-207, DOI: 10.15740/HAS/AJHS/11.1/202-207.