

A study on knowledge of urban house wives about care and storage practices of clothes

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■ **ABSTRACT** : All fabrics and clothing need proper care in order to maintain their luster, texture, shape, appearance and strength. This requires cares during wearing, washing, drying, ironing and storing. The urban women have good knowledge of identification of fibres and fabrics and average in knowledge towards care and storage of clothes. They have poor side towards the label knowledge. They did not know the importance and symbol used in label. Many of them were ignorant about label. The knowledge about stain removal was also low. Thus, it is the need of present scenario that some knowledge package must be developed in order to improve the knowledge of women regarding identification of fibre, care and storage, label information etc. This ultimately increases the life and quality of the garment and decreases the burden on budget at last.

■ **KEY WORDS** : Clothes, Care of clothes, Label, Storage

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Clothing plays an important role in forming first impressions. A fairly good amount of income is spent on cloths and they remain with user for quite some time. For these reasons, they need to be kept clean and fresh till they are considered useless. The serviceability of fabrics depends on the type of care taken for their maintenance (Vatsala, 2003).

One of the observations generally made by the user is that garment is still durable but is not wearable. 'Such of the problems are due to the care practices adopted and some are due to the improper processing to the fabric and garment. The ill-effects of the former can be improved by adopting right methods of maintenance while problems to later can be resolved only to some extent.

The care of clothes is generally done by the women, therefore it is necessary to know about the knowledge of house wives about the types of fabrics, care and maintenance practices of different clothes and their knowledge about labels. The good care and maintenance of clothes is only possible if the person interpret the label properly. It is not necessary that every educated women will know about the technical know how of the fabric and its care. Thus, serviceability of

the garment depends on the way they are cared for, based on the fibre properties, wise method of laundering, proper choice of detergents and steps involved in washing and finishing.

Early people could easily identify wool, silk and cotton garment successfully and clean in without care labels. But today many new fabrics have come into the market with various blends and mixtures, therefore, it is quiet difficult to identify the type of fabric. In such situations the label plays an important role in purchasing, care and maintenance and storage as well.

■ RESEARCH METHODS

For this study, 100 house wives of Udaipur city were selected purposively keeping in mind the easy accessibility of the investigator. The group of 100 women were interviewed individually to get the required information. A questionnaire was prepared with structured question. To get the correct and viable information, every woman was personally interviewed.

■ RESEARCH FINDINGS AND DISCUSSION

The results of the present study as well as relevant