



Impact of training on consumers awareness regarding woolen garments purchase

ANITA KHIPPAL AND SAROJ S. JEET SINGH

See end of the article for authors' affiliations

Correspondence to :

ANITA KHIPPAL

Department of Home Science, Mata Sundari Khalsa Girls College, Nissing, KARNAL (HARYANA) INDIA

ABSTRACT

The present study was undertaken to create consumer awareness through appropriate literature. A total of 50 respondents were selected from different colonies of Karnal. Training was imparted to all the respondents for creating awareness regarding woolen garments purchase. There was significant gain in knowledge of consumers regarding terms used on labels, symbols used on labels, method of judging weave quality, colour fastness, composition and size, assessing quality of woolen garments, advantage of having cash memo, type of relief consumer court can give, whom to be contacted for complaint and how to file a complaint in consumer forum after the training of the respondents.

Khippal, Anita and Singh, Saroj S. Jeet (2011) Impact of training on consumers awareness regarding woolen garments purchase. *Agric. Update*, 6(1): 154-157.

INTRODUCTION

Clothes are helpful in determining one's first impression on others. A vast range of variety of woolen garments is at disposal for consumers. This is surely the result of rapidly growing garment industry that provides the consumer with a large supply of unlimited varieties of woolen garments, adding still newer ones everyday. With such a large varieties in hand, it becomes really difficult for a consumer to assess the quality of a garment and to compare it with others.

The manufacturers are cheating the consumers as there is no commonly recognizable standardization mark in the case of textiles as in case of food items, so a consumer can be easily cheated in the market.

Ministry of textiles organized a consumer awareness campaign on textiles in 2003. The topic of discussion was "Important information for consumers". It reported that the consumers have a right to be informed about the quality parameters and other essential information of all textile items for the angle of consumer protection concepts. Therefore at the time of purchase of textile products the consumers may satisfy themselves that they are correctly informed by the traders/ dealers, shopkeepers

etc. about the quality parameters and other essential information and whether the statutory markings/ labels were stamped on the textile items by the manufacturer. The consumers should satisfy themselves that they are buying the right thing and not spurious or defective or sub standard textile items. The list of do's and don'ts was also issued for the consumers so that any unscrupulous trader or manufacturer does not deceive them.

The consumers therefore need to be well informed about the different kinds of fabrics that are available and their care and maintenance. Since woolen garments in varying prices are available in market, it leads to confusion in the mind of consumers. In addition, the absence of any stamped markings and labels, retailers further try to confuse and misguide the consumers so as to sell their products.

Besides making a wise selection, it is equally important for the consumers to know about the proper usage, care and maintenance of the woolen garments. In today's competitive market, the consumers need to be aware of prevailing fraudulent practices, the right to information and redress. Also consumers are not aware of the labels available on the woolen

Key words :

Training,
Consumers,
Awareness,
Woolen garments

Received:
January, 2011;
Accepted :
February, 2011