

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 interprets the label properly. It is not necessary that every educated woman 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 quite 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 questions. 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

discussions have been presented under following sub heads:

Background information :

This section deals with background information such as age, educational level, family structure, monthly income mass media present at home.

Table 1 reveals the fact that about 46per cent women are between 36-40 year of age while others *i.e* 23 per cent between 40-45 years, 17 per cent between 31-35 years and only 14 per cent between 25-30 years of age. The group of women was well qualified as shown in the table that 62 per cent women were graduate and 16 per cent were post graduate while only 8 and 14per cent were X and XII passed, respectively. As far as per month family income was concerned, 32 per cent fell in the Rs. 30,000-40,000, 24 per cent under Rs. 40,000-50,000, 22 per cent Rs. 20,000-30,000, 15per cent under Rs. 50,000 and only 7 per cent were under Rs. 10,000-20,000 category. This clearly showed that the economic condition of the families

was good. The survey highlights the fact that the nuclear families are increasing day to day even in the small city like Udaipur under survey, it was found that 47 per cent families were nuclear, 35 per cent were joint (only parents with married child) and 8per cent were joint (big) families *i.e.* three couples residing in a house.

Knowledge level of urban house wives on identification of clothes :

Table 2 gives the clear picture about the knowledge of house wives regarding the identification and pureness of fabrics. 78 per cent women had acquainted with the various fabrics available in the market while 6 per cent were ignorant about it. Only 52 per cent women could identify pure cotton by burning and visual test while 33 per cent were confused and 15 per cent were unable to judge the pureness of cotton. Similarly, only 66 per cent could identify pure wool, 42 per cent pure silk, 82 per cent synthetic and the knowledge about

Table 1: Background information of urban house wives of Udaipur

Sr.No.	Particulars	Background information of the respondent	
			Percentage
1.	Age of the respondents	25-30year	14
		31-35 year	17
		36-40 year	46
		40+45 year	23
2.	Education qualification	X Pass	8
		XII Pass	14
		Graduate	62
		P.G.	16
3.	Monthly family income	Rs. 10,000-20,000	7
		Rs. 20,000-30,000	22
		Rs. 30,000-40,000	32
		Rs. 40,000-50,000	24
		Rs. 50,000-Above	15
4.	Family structure	Nuclear	47
		Joint (Only parents)	35
		Joint (Big)	18

Table 2 : Knowledge level of urban house wives on identification of clothes

Sr. No.	Statements	Good		Average		Poor	
		Yes	%	Yes	%	No.	%
1.	Do you know what are the different types of fabric available in the market	78	78	16	16	6	6
2.	Do you identify pure cotton fabric	52	52	33	33	15	15
3.	Do you identify pure wool fabric or yarn	66	66	27	27	7	7
4.	Do you identify pure silk fabric	42	42	20	20	38	38
5.	Do you identify nylon and polyester fabric	82	82	18	18	-	-
6.	Do you know what are blended or mixture fabric	13	13	35	35	52	52

the blended and mixture fabric was only to 13 per cent women.

Knowledge level of urban house wives on care and storage of clothes :

Table 3 gives the detailed knowledge of women about the washing of different types of clothes. The women had good knowledge of washing cotton clothes but had poor knowledge about silk washing and starching *i.e.* only 43 per cent women knew about the silk washing at home and 22 per cent were aware about the starching of silk. 77 per cent women had knowledge of washing wool but only 42 per cent women were knowing about the proper squeezing and drying method of wool and 53 per cent, women were ignorant about the ironing method of woolen clothes. The knowledge regarding washing machine and its functioning was fairly good. 77 per cent women were aware about the dry clearing and 33 per cent women were unknown about the proper folding of clothes after ironing. The knowledge of common stain removal was also poor *i.e.* only 33 per cent women were knowing about the stain removal

process and 42 per cent were unaware though the women were having good academy records.

Knowledge level of urban house wives on storage of clothes :

Table 4 reveals that the knowledge about storage of clothes was low *i.e.* 44 per cent did not know the importance of newspaper in storage, 25 per cent did not know the storage of silk and wool, 36 per cent were aware about the wrinkle free storage, 74 per cent did not know how to store starched clothes and 68 per cent were unknown about the storage of heavily embellished garments. Thus, it can be can conclude that women possessed poor knowledge regarding the proper storage of clothes.

Knowledge level of urban house wives about label :

Table 5 gives a clear view about the knowledge of urban house wives about label. Only 43 per cent had good, 25 per cent average and 32 per cent women had poor knowledge .90 per cent women did not know about the different types of

Table 3 : Knowledge level of urban house wives on washing care of clothes

Sr.No.	Statements	Good		Average		Poor	
		Yes	%	Yes	%	No.	%
1.	Do you know what type of soap/detergent is required for washing different clothes?	80	80	15	15	5	5
2.	Do you know how to wash cotton and synthetic clothes?	83	83	14	14	3	3
3.	Do you know what is starching?	100	100	-	-	-	-
4.	Do you know different methods of starching cotton fabrics?	64	64	20	20	16	16
5.	Do you know what is blueing ?	79	79	13	13	8	8
6.	Do you know what is bleaching ?	52	52	14	14	34	34
7.	Do you know how to wash silk clothes at home?	43	43	27	27	30	30
8.	Do you know how to starch silk clothes ?	22	22	36	36	42	42
9.	Do you know how to wash woolen clothes?	77	77	17	17	6	6
10.	Do you know how to dry woolen clothes?	42	42	29	29	29	29
11.	Do you know how to iron woolen clothes ?	13	13	34	34	53	53
12.	Do you consider the temperature of iron before ironing?	78	78	9	9	13	13
13.	Do you know how many types of washing machine are available in the market ?	74	74	16	16	10	10
14.	Do you know how to wash clothes in washing machine?	68	68	24	24	8	8
15.	Do you know what is dry cleaning?	77	77	13	13	10	10
16.	Do you know how to fold fabrics?	51	51	16	16	33	33
17.	Do you know how to remove stain like tea, lipstick, curry, grass, ink etc.	33	33	25	25	42	42

Table 4: Knowledge level of urban house wives on storage of clothes

Sr.No.	Statements	Good		Average		Poor	
		Yes	%	Yes	%	No.	%
1.	Do you know why cupboard are always lined with newspaper before clothes were kept?	21	21	35	35	44	44
2.	Do you know how to store clothes like cotton, silk, wool?	53	53	22	22	25	25
3.	Do you know how to fold clothes to keep them wrinkle free?	44	44	20	20	36	36
4.	Do you know how to store starched clothes?	14	14	12	12	74	74
5.	Do you know how to pack and store heavily embellished garments?	19	19	13	13	68	68

Table 5: Knowledge level of urban house wives about label

Sr.No.	Statements	Good		Average		Poor	
		Yes	%	Yes	%	No	%
1.	Do you know what is label ?	43	43	25	25	32	32
2.	Do you know the different types of labels ?	4	4	6	6	90	90
3.	Do you consider label while purchasing ?	22	22	17	17	61	61
4.	Do you know the importance of label ?	32	32	16	16	52	52
5.	Do you understand the different marks on labels ?	2	2	3	3	95	95
6.	Do you follow the instructions of label while washing and storing ?	2	2	3	3	95	95
7.	Do you know why those marks and information are written on the label ?	4	4	5	5	91	91
8.	Do you know the mark of pure wool ?	14	14	9	9	77	77
9.	Can you list some of the informations given in the label ?	2	2	3	3	95	95

label, 61 per cent women did not consider label while purchasing and only 22 per cent had good consideration and 17 per cent fairly considered. Around 53 per cent women even did not know the importance of label. It is surprising to know that 95 per cent women could not understand the symbols made on label.

Therefore, it is prime need of today that the women has to be made aware about the label, its information details, its importance, various symbols used in label so that they can use that information wisely, which indirectly increase the life, quality and appearance of their garments.

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