

Original Research Article

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Labels Available on Branded Men's Readymade Garments

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ABSTRACT

Earlier fabric was made up entirely of one fiber type and people preferred to wear tailor made garments. But due to industrialization, advancement in technologies various type of fabric and readymade garments are available in market. Due to this, consumer need and demand continuously change with the time and availability of the products. In regarding this, the wearing style of people changed and now they prefer to wear readymade garments. Nowadays, buying of fabric and selection of readymade garments and their care are not as easy as in the days of our grandmother. In such situation and more in the absence of labels, information about product is given by the seller which may not be reliable. Thus, consumers are unable to judge the actual quality, cost and care of the readymade garment. In this situation, labelling works as tool for assuring customer regarding the quality, cost and care of readymade garments. Keeping in view these points the study was conducted to collect information about labels which are presented on readymade men's wear. A self structure interview schedule was prepared. Fifteen owner of branded showroom from Rudrapur, Uttarakhand were purposively selected as sample size. Interview schedule consist two part i.e., general information and specific information. Study showed that all readymade men's wear categories i.e., casual, formal, winter, groom and sport wear had labels pertaining information of size, brand labels, company name, bar code and care. It was also found that maximum number of labels, presented in inside the side seam and at centre back of the garment. Temporary label of tag type was present on all the readymade garments.

Keywords

Label on garment,
Branded showroom,
Men's readymade,
Brand for male
clothing

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Introduction

The apparel and textiles sector has been equipped with better tool and techniques. Therefore, change have been so numerous and

so rapid that every few years there are new names for weaves, colour, finishes and the new synthetic fabric and garment (Gayatri and Sakshi, 2014)⁽¹⁾. So consumers are unable to judge the quality and cost of garments

available in the market for consumers. Beside this, at present an intelligent consumer is not satisfied with attractive appearance of the material only. They look for other quality to when they buy their cloths. They want to know the nature of the fiber, if it is serviceable, whether its colour is fast or fade and if it will launder well, if it shrinks and so, how much and most important of all, whether it is worth the money spend on it. In such situation labels provide information about garment's quality, guarantee about colour etc. and also people now a day go and buy garment directly from the showroom at reasonable price because readymade garment have advantages compare to tailor made garments.

In India there is no textile labelling act exist at present. But under Textile (Consumer Protection) Regulation, 1988 there is mention of labels for indigenously manufactured and imported textiles, namely tops, yarn and cloth. Federal Trade Commission (FTC) had prepared guide to help to comply with federal labelling requirements for textile, wool and fur products (Gayatri and Sakshi, 2014)⁽²⁾. The law requires that most textile and wool products have a label listing: the fiber content, the country of origin, and the identity of the manufacturer or another business responsible for marketing or handling the item. It also provide the information regarding mechanics of labelling, label placement and attachment for hosiery and other product sold in packages.

Information provided on the label is usually correct and regulated by law. So there was need to check that which kind of label present on readymade garments. So keeping in view the present study was planned to collect information related labels with the objectives:- To collect information about labels available on branded readymade men's wear.

Materials and Methods

The fifteen branded showrooms were selected as sample for the present study, which were involved in the sale of readymade men's wear. The data was collected by personal interview method. A self structure interview schedule was formulated with the help of subject matter specialist.

Interview schedule had two parts. Part A of interview schedule dealt with general information of the branded showrooms which included name of the showroom, year of establishment, address, type of ownership, type of retail format, financial aid to start showroom. The part B of the schedule consisted of questions related to types and the position of labels present on different garments such as informative labels, care labels, placements of labels, and type of attachment of the labels to the garment. The garments were selected for checking labels had to fulfill the following criteria; it should have maximum number labels compared to other garments of same category. The statistical measures used for the analysis were frequency and percentage.

Results and Discussion

General information of showroom owner

Table 1 gives information about distribution of branded showroom according to type of ownership, type of retail format and source of financial aid to start the showroom. It is evident from the Table that maximum i.e., 73.33 per cent of the showroom owners were sole proprietors and rest (26.67%) had partnership. Sixty per cent of the showrooms had franchisee type of retail format. Maximum showroom owners started their showroom by investing their own money. Only twenty per cent of the showroom owners took loan for starting the showrooms.

Table 2 gives information regarding sale assortment of different branded showrooms. It is clear from table that casual shirts, jeans and t-shirts were produced and sold by maximum number of showrooms. It can be inferred from table that only two showrooms sold sport wear and wedding suits. It is evident from table that maximum branded sold all formal and winter wear except coat in winter wear.

Labels on casual wear

Table 3 gives data pertaining to labels present on branded men's casual wears which included shirts, jeans, bermuda shorts and t-shirts.

Shirts

All the shirts had labels pertaining to size, brand name, company name, bar code, care labeling regarding washing, ironing. Labels were placed inside the side seam, temporary labels of tag type and permanent labels of loop type were present on all the shirts.

Jeans

All type of jeans irrespective of brand had labels related to size, brand name, company name, bar code and care label including washing, bleaching, ironing and drying. Maximum (83.33%) labels were placed at top centre back of the jeans that at waistline. Tag type temporary labels were attached in all the jeans while square and rectangular stitch types of labels were found in jeans in maximum showrooms.

Bermuda shorts

All the showroom selling bermuda shorts had labels pertaining to size, brand name, company name, bar code and care labelling regarding washing and ironing irrespective of their brand. Tag type of labels was attached in

all the bermuda shorts of the branded showroom.

T – Shirt

Labels pertaining to size, brand name, company name, bar code, care labelling regarding washing, ironing and drying were seen in all the t-shirt irrespective of brand. All the t-shirts had labels which were placed at inside side seam.

Labels on men's formal wear

Table 4 gives information regarding labels present in branded men's formal wear, which included trousers, blazers, suits and shirts. It is clear from the Table that irrespective of all types of formal wear, labels pertaining to size, brand name, company name, bar code and also for care labels were present on all the garments irrespective of their showrooms. Temporary type of tag labels were attached on all the men's formal wear irrespective of their age group category.

Labels on men's winter clothing

Table 5 gives information related to labels present on branded men's winter clothing, which include namely; Sweater both full and half, coat, waistcoat, cardigan, sweatshirts, blazers and jacket.

Full sweater

Labels related to size, brand name, company name, bar code were seen in all the full sweaters irrespective of brand. Tag type temporary label was presented on all the full sweaters.

Half sweater

In case of half sweater size, brand name, company name, bar code were presented on

all the half sweaters. Care labels pertaining to washing, bleaching, ironing and drying were present on maximum half sweaters i. e., 90 %. Tags, were the types of labels temporary attached to all the half sweaters.

Coat

All the branded coats had labels related to country of origin, size, brand name, company name, bar code, care labelling regarding dry-cleaning and temporary labels of tag type.

Waistcoat

All the waistcoats had labels related to size, brand name, company name, bar code and care labels regarding washing, bleaching and ironing irrespective of brand.

Cardigan

Labels pertaining to size, brand name, company name, bar code were presented on all the cardigan irrespective of brand. Care

label related to washing, bleaching, ironing and drying were seen on maximum cardigans irrespective of brand i. e., 83.33 %.

Sweatshirts

All the sweatshirt had labels related to fiber content, size, brand name, company name, bar code and care regarding washing, bleaching, ironing and drying.

Blazers

In case of blazers, labels pertaining to size, brand name, company name, bar code and care labels regarding dry-cleaning and temporary labels of tag type were seen on all the blazers irrespective of brand.

Jackets

All the branded jackets had labels pertaining to size, brand name, company name, bar code and temporary labels of tag type.

Table.1 Distribution of branded showrooms according to general information

n=15

S. No.	Variables	Frequency	Per cent
1	Type of ownership		
A	Sole proprietorship/ family business	11	73.33
B	Partnership	04	26.67
2	Type of Retail format		
A	Specialty store	05	33.33
B	Departmental store	-	-
C	Franchisee	09	60.00
D	Exclusive	01	6.67
3	Source of financial aid		
A	Loan	03	20.00
B	Self	12	80.00

Table.2 Distribution of branded showrooms according to men' readymade garments present in their sale assortment

S.No.	Name of Garment	Name of Brand	
1.	Men's Casual Clothing		
A	Shirts	Reebok Store, Pepe Jeans, Black Berrys, The Raymond, Charlie Outlow, Levi's, Lee, Allen Solly, Vivacity, Cantabil, Spykar, Liverpool, Koutons.	
B	Jeans	Reebok store, Pepe Jeans, The Raymond, Charlie Outlow, Levi's, Lee, Allen Solly, Vivacity, Cantabil, Spykar, Liverpool, Koutons.	
C	Bermuda shorts	Reebok store, Pepe Jeans, Charlie Outlow, Levi's, Lee, Cantabil, Spykar, Liverpool, Koutons, Adidas.	
D	T-Shirt	Reebok Store, Pepe Jeans, Charlie Outlow, Levi's, Lee, Allen Solly, Vivacity, Adidas, Cantabil, Spykar, Liverpool, Koutons.	
2.	Men's Formal Wear		
A	Trousers	Pepe Jeans, Black Berrys, The Raymond, Charlie outlow, Swayamvar, Lee, Allen Solly, Vivacity, Cantabil, Koutons.	
B	Blazers	Black Berrys, The Raymond, Charlie outlow, Swayamvar, Allen Solly, Vivacity, Cantabil, Koutons.	
C	Suits	Black berrys, The Raymond, Swayamvar, Allen Solly, Cantabil, Koutons.	
D	Shirts	Black Berrys, The Raymond, Levi's, Swayamvar, Lee, Allen Solly, Vivacity, Cantabil, Koutons.	
3.	Men's Winter Clothing		
A	Sweater	Full	Reebok store, Pepe Jeans, The Raymond, Charlie Outlow, Levi's, Lee, Vivacity, Adidas, Cantabil, Spykar, Koutons.
		Half	Reebok Store, Pepe Jeans, The Raymond, Charlie outlow, Levi's, Lee, Adidas, Cantabil, Spykar, Koutons.
B	Coat	Levi's, Koutons.	
C	Waistcoat	Pepe jeans, Charlie outlow, Koutons	
D	Cardigans	The Raymond, Charlie outlow, Vivacity, Adidas, Spykar, Koutons.	
E	Sweat shirts	Reebok Store, Pepe Jeans, Levi's, Lee, Vivacity, Cantabil, Catabil, Spykar, Koutons.	
F	Blazers	Reebok Store, The Raymond, Allen solly, Cantabil, Spykar, Liverpool, Koutons.	
G	Jacket	Reebok Store, The Raymond, Charlie Outlow, Levi's, Lee, Allen solly, Adidas, Cantabil, Spykar, Liverpool, Koutons.	
4.	Groom Wear		
A	Wedding Suit	Black Berrys, Swayamvar.	
B	Sherwani	Swayamvar	
5.	Men's Nightwear	None of the branded showroom sold Men's night wears.	
6.	Men's Sportswear		
a.	Tracksuit	Reebok and Adidas.	
b.	Jogging Shorts	Reebok and Adidas.	

Table.3 Distribution of branded showroom for men’s casual wears according to label information present on them

S. No.	Attributes		Shirts N=13		Jeans N=12		Bermuda shorts N=10		T- Shirt N=12			
			F	%	F	%	F	%	F	%		
1	Fiber content		04	30	06	50.00	01	10.00	04	33.33		
2	Country of origin		06	46.15	04	33.33	04	40.00	07	58.33		
3	Size		13	100	12	100	10	100	12	100		
4	Brand name		13	100	12	100	10	100	12	100		
5	Company name		13	100	12	100	10	100	12	100		
6	Certification labels		02	15.38	0	0	0	0	01	8.33		
7	Bar code		13	100	12	100	10	100	12	100		
8	Care Labelling	Washing	13	100	12	100	10	100	12	100		
		Bleaching	12	92.31	12	100	9	90.00	11	91.67		
		Ironing	13	100	12	100	10	100	12	100		
		Dry cleaning	0	0	0	0	0	0	0	0		
		Drying	12	92.31	12	100	9	90.00	12	100		
9	Placement of label	Collar band	2	15.38	0	0	0	0	0	0		
		Top center back of the garment	11	84.62	10	83.33	9	90.00	11	91.67		
		Side seam	Inside	13	100	0	0	0	0	12	100	
			Outside	0	0	0	0	02	20.00	02	16.67	
10	Type of attachment	Temporary	On wrapper/package	0	0	0	0	0	0	0	0	
			Tag	13	100	12	100	10	100	12	100	
			Removable ticket	0	0	0	0	0	0	0	0	
			Pamphlet	02	15.38	01	8.33	01	10.00	0	0	
		Permanent labels	Printed	04	30.77	0	0	02	20.00	04	33.33	
			Stitch (woven)	Loop	13	100	05	41.67	04	40.00	11	91.67
				Square	05	38.46	06	50.00	01	10.00	0	0
				Rectangular	07	53.85	06	50.00	09	90.00	06	50.00
				Mitered	01	7.69	0	0	01	10.00	00	25.00
			Embroidered	03	23.08	03	25.00	03	30.00	02	16.67	

Where: F= Frequency, % = Per cent

N= Total number of showrooms

Table.4 Distribution of branded showroom for men’s formal wears according to label information present on them

S. No.	Attributes		Trousers N=8		Blazers N=10		Suits N=6		Shirts N=9			
			F	%	F	%	F	%	F	%		
1	Fiber content		01	12.5	05	50.00	02	33.33	03	33.33		
2	Country of origin		02	25.00	01	10.00	0	0	05	55.56		
3	Size		08	100	10	100	06	100	09	100		
4	Brand name		08	100	10	100	06	100	09	100		
5	Company name		08	100	10	100	06	100	09	100		
6	Certification labels		0	0	0	0	0	0	01	11.11		
7	Bar code		08	100	10	100	06	100	09	100		
8	Care Labelling	Washing	07	87.50	0	0	0	0	07	77.78		
		Bleaching	07	87.50	0	0	0	0	07	77.78		
		Ironing	08	100	0	0	0	0	07	77.78		
		Dry cleaning	0	0	10	100	06	100	02	22.22		
		Drying	08	100	0	0	0	0	07	77.78		
9	Placem t of label	Collar band	0	0	0	0	0	0	0	0		
		Top center back of the garment	03	37.5	04	40.00	01	16.67	04	44.44		
		Side seam	Inside	0	0	0	0	0	0	09	100	
			Outside	0	0	0	0	0	0	0	0	
10	Type of attachment	Temporary labels	On wrapper/package	01	12.5	0	0	0	0	0		
			Tag	08	100	10	100	06	100	09	100	
			Removable ticket	0	0	0	0	0	0	0	0	
			Pamphlet	0	0	01	10.00	0	0	0	0	
		Permanent labels	Printed	01	12.5	04	40.00	0	0	02	22.22	
			Stitch (woven)	Loop	02	25	04	40.00	01	16.67	06	66.67
				Square	04	50	07	70.00	03	50	02	22.22
				Rectangular	04	50	07	70.00	05	83.33	07	77.78
				Mitered	0	0	0	0	0	0	02	22.22
Embroidered	01	12.5	01	10.00	0	0	0	0				

*Where: F= Frequency, % = Per cent

*N=Total number of showrooms

Table.5 Distribution of branded showroom for men’s winter wears according to label information present on them

S. No	Attributes		Sweater				Coat N=2		Waist coat N=3		Card i-gan N=6		Sweat shirts N=9		Blazer N=7		Jacket N=11			
			Full N=11		Half N=10		F	%	F	%	F	%	F	%	F	%	F	%		
			F	%	F	%													F	%
1	Fiber content		9	81.82	9	90.00	0	0	1	33.33	5	83.33	9	100	5	71.43	5	45.45		
2	Country of origin		4	36.36	4	40.0	2	100	0	0	2	33.33	2	22.22	2	28.57	4	36.36		
3	Size		11	100	10	100	2	100	3	100	6	100	9	100	7	100	11	100		
4	Brand name		11	100	10	100	2	100	3	100	6	100	9	100	7	100	11	100		
5	Company name		11	100	10	100	2	100	3	100	6	100	9	100	7	100	11	100		
6	Certification labels		0	0	0	0	0	0	0	0	0	0	0	0	0	0	1	9.09		
7	Bar code		11	100	10	100	0	0	3	100	6	100	9	100	7	100	11	100		
8	Care labeling	Washing	10	90.91	9	90.00	0	0	3	100	5	83.33	9	100	0	0	2	18.18		
		Bleaching	10	90.91	9	90.0	0	0	3	100	5	83.33	9	100	0	0	1	9.09		
		Ironing	10	90.91	9	90.0	0	0	3	100	5	83.33	9	100	0	0	1	9.09		
		Dry cleaning	1	9.09	1	10.00	2	100	1	33.33	1	16.67	1	11.11	7	100	10	90.91		
		Drying	10	90.91	9	90.00	0	0	2	66.67	5	83.33	9	100	0	0	1	9.09		
		Warning (twist)	4	36.36	4	40.0	0	0	1	33.33	1	16.67	1	11.11	0	0	0	0		
9	Placement	Collar band	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
		Top center back Of the garment	6	54.54	5	50.00	0	0	0	0	4	66.67	5	55.55	2	28.57	5	45.45		
		Side seam	Inside	10	90.91	8	80.00	0	0	1	33.33	6	83.33	5	55.55	0	0	5	45.45	
			Outside	0	0	2	20.00	0	0	0	0	0	0	0	0	0	0	2	18.18	
10	Type of attachment	Temporary labels	On wrapper/package	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
			Tag	11	100	10	100	2	100	3	100	6	100	9	100	7	100	11	100	
			Removable ticket	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
			Pamphlet	0	0	0	0	0	0	1	33.33	0	0	0	0	1	14.28	0	0	
		Permanent labels	Printed	4	36.36	2	20.00	1	50.00	1	33.33	1	16.67	3	33.33	1	14.28	4	36.36	
			Stitch (woven)	Loop	7	63.63	6	60.00	1	50.00	1	33.33	6	100	7	77.77	2	28.57	9	81.82
				Square	2	18.18	2	20.00	2	100	1	33.33	0	0	1	11.11	3	42.86	7	63.63
				Rectangular	4	36.36	3	30.00	2	100	0	0	0	0	2	22.22	4	57.14	4	36.36
				Mitered	3	27.27	2	20.00	0	0	0	0	3	50.00	1	11.11	0	0	0	0
			Embroidered	3	27.27	4	40.00	0	0	1	33.33	1	16.67	1	11.11	0	0	1	9.09	

*Where: F= Frequency, % = Per cent

*N=Total number of showrooms

Table.6 Distribution of branded showroom for men’s groom and sport wears according to label information present on them

S. No.	Attributes		Wedding suit N=2		Sherwani N=1		Track suits N=2		Jogging shorts N=2			
			F	%	F	%	F	%	F	%		
1	Fiber content		0	0	01	100	01	50.00	01	50.00		
2	Country of origin		0	0	0	0	01	50.00	01	50.00		
3	Size		02	100	01	100	02	100	02	100		
4	Brand name		02	100	01	100	02	100	02	100		
5	Company name		02	100	01	100	02	100	02	100		
6	Certification labels		0	0	0	0	0	0	0	0		
7	Bar code		02	100	01	100	02	100	02	100		
8	Care labelling	Washing	0	0	0	0	02	100	02	100		
		Bleaching	0	0	0	0	01	50.00	0	0		
		Ironing	0	0	0	0	02	100	02	100		
		Dry cleaning	02	100	01	100	0	0	0	0		
		Drying	0	0	0	0	02	100	02	100		
9	Placement of label	Collar band	0	0	0	0	0	0	0	0		
		Top center back of the garment	0	0	01	100	02	100	02	100		
		Side seam	Inside	0	0	0	0	02	100	02	100	
			Outside	0	0	0	0	0	0	0	0	
10	Type of attachment	Temporary labels	On wrapper/ package	0	0	0	0	0	0	0		
			tag	02	100	01	100	02	100	02	100	
			Removable ticket	0	0	0	0	0	0	0	0	
			Pamphlet	0	0	0	0	0	0	0	0	
		permanent labels	Printed	0	0	0	0	01	50.00	01	50.00	
			Stitch	Loop	0	0	01	100	01	50.00	02	100
				Square	02	100	0	0	0	0	0	0
				Rectangular	02	100	01	100	0	0	0	0
				Mitred	0	0	0	0	0	0	0	0
Embroidered	0	0	0	0	01	50.00	0	0				

*Where: F= Frequency, % = Per cent

*N=Total number of showrooms

Labels on men’s groom and sport wear

Table 6 gives data pertaining to labels present on branded men’s groom wear i.e., wedding suit, sherwani and men’s sport wear i. e., Track suits and Jogging shorts.

Wedding suits

All branded wedding suits had labels related to

size, brand name, company name, bar code and also care labels which related to dry-cleaning. Tag was temporary label attached to all wedding suits.

Sherwani

Sherwani sold by Swayamvar had labels related to fiber content, size, brand name, company name, bar code and care label regarding dry-

cleaning. Tags were temporary labels attached to sherwani.

Track suits

All track suit had labels related to size, brand name, company name, bar code and care label regarding washing, ironing and drying. Labels were placed at top centre back and inside side seam of the track suits. All track suits had temporary tag type labels.

Jogging shorts

All the jogging shorts had labels related to size, brand name, company name, bar code and care label regarding washing, ironing and drying. Tag was temporary type label attached to all jogging shorts. Loop type permanent label attached inside of side seam of all jogging shorts.

Labels on men's night wear

None of branded showrooms sold night wear in their sale assortment. Night wear includes pajamas and night suits.

In conclusion, the study show that casual shirts, jeans and T- shirt sold by maximum number of showroom. And also found the maximum showrooms sold all formal and winter wear except coat in winter which was sold by only two showrooms. General information showed that maximum i.e., 73.33 per cent branded showroom owners were sole proprietors. Sixty per cent of the showrooms were had franchisee type of retail outlets, maximum started their showroom by investing their own money. Some other significant findings of the study were that all readymade men's wear categories

i.e., casual, formal, winter, groom, night and sport wear had labels depicting information of size, brand name, company name, bar code and care including washing, ironing, drying and dry cleaning. Maximum numbers of labels were found in inside the side seam and at centre back of the garment i.e., neck in upper garments and waist in lower garments. Temporary labels of tag type were present on all the readymade garment. Information regarding fibre content and country of origin were not present in maximum no. of garment which were mandatory as FTC regulation.

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