APPENDIX I

A SURVEY OF TEXTILE BUYING PRACTICES AND BLEND
PREFERENCES OF CONSUMERS

CONSUMER QUESTIONNAIRE

Note:— Please tick the responses in the appropriate space provided.

1.1 General Particulars

Name of the respondent and Address

Age in years

Under 30
31-44
45-60 and above

Total consolidated income per month

Rs. 1-999
Rs. 1000-1999
Rs. 2000 and above

Family size

Small (1-4 members)
Medium (5-7 members)
Large (More than 7 members)

Educational qualification

Primary Education
(Studied up to 8th standard)
Secondary Education
(9th to 11th Std)
College and Higher Education

Are you employed?

Yes
No
Experience in household purchase.

Under 5 years
6 - 10 years
11 - 15 years
16 - 20 years
over 20 years

TEXTILE PURCHASING

1.2 Planning

1.2.1 Normally, before doing any purchase, do you plan the purchase, like fabric, colour, design etc?

Yes, Always .......... Yes, Sometimes ...... No ..

If yes, what are the details planned earlier?

<table>
<thead>
<tr>
<th></th>
<th>Hostly</th>
<th>Often</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantity</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Colour</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Design</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Texture</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Fibre type</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Price Range</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Any other</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
</tbody>
</table>

1.2.2 How do you plan your clothing purchase?

Self, independently ..
Self with husband ....
Self with children ... 
Self with friends ....
Self with relatives ..
Any other ............
What is the nature of help given when others help?

- Budgeting
- Place of Purchase
- Quantity
- Quality
- Colour, design etc.
- Any other

1.2.3 To what extent do the following occasions influence you to buy clothes?

<table>
<thead>
<tr>
<th></th>
<th>Always</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Festivals</td>
<td>....</td>
<td>.....</td>
<td>...</td>
</tr>
<tr>
<td>Special occasion like</td>
<td>....</td>
<td>.....</td>
<td>...</td>
</tr>
<tr>
<td>birthdays</td>
<td>....</td>
<td>.....</td>
<td>...</td>
</tr>
<tr>
<td>Year end discount sales</td>
<td>....</td>
<td>.....</td>
<td>...</td>
</tr>
<tr>
<td>gift offers</td>
<td>....</td>
<td>.....</td>
<td>...</td>
</tr>
<tr>
<td>Increase in income like</td>
<td>....</td>
<td>.....</td>
<td>...</td>
</tr>
<tr>
<td>bonus</td>
<td>....</td>
<td>.....</td>
<td>...</td>
</tr>
<tr>
<td>No specific plan, buy</td>
<td>....</td>
<td>.....</td>
<td>...</td>
</tr>
<tr>
<td>as needed</td>
<td>....</td>
<td>.....</td>
<td>...</td>
</tr>
</tbody>
</table>

1.3 Sources of information

1.3.1 Among the different sales promotion techniques used by manufacturers, retailers, which of the following sources influence you, in buying fabrics and to what extent?

<table>
<thead>
<tr>
<th>Source</th>
<th>Very Important</th>
<th>Moderately Important</th>
<th>Not Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement in print</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Advertisement in theatres</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Radio</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Television</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Shop display</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Recommendation of Sales people</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Textile/Labels/Tags</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Door to door sales</td>
<td>..</td>
<td>..</td>
<td>..</td>
</tr>
</tbody>
</table>
1.3.2 The various sales promotion techniques are classified as mass media, commercial and informal sources. Examples for mass media sources are magazines, papers, television etc. Examples for commercial sources are shop display, sales people, labels and tags etc. Examples for informal sources are neighbours, friends, relatives etc.

Kindly indicate below how helpful these sources are, in giving you information listed below:

<table>
<thead>
<tr>
<th>Sources</th>
<th>Mass media</th>
<th>Commercial</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Do they tell you about the quality of the product?</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>b) Are you able to see and evaluate the product?</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>c) Do they help you in becoming aware of the product?</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>d) Do they give you reliable information?</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>e) Do they increase your confidence in buying?</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>f) Do they help you in care and maintenance of the product like how to wash, iron etc.</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>g) Do they tell you about the availability, price range etc. of the product?</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
</tr>
</tbody>
</table>
1.3.3 Are you influenced by neighbours, friends, relatives and family members while purchasing textiles?
Neighbours, friends: Always ... Sometimes ... No ...
Relatives and Family members Always ... Sometimes ... No ...

1.3.4 Does your past experience, help you in buying?
Always ... Sometimes ... No ...

1.3.5 Do you visit shops to compare price and quality?
Always ... Sometimes ... No ...
If yes always or sometimes to question number 1.3.5, indicate the reasons for doing so:
Quality is assured ...
Increases confidence to buy ...
Personal needs satisfied ...
Wider range to select ...

1.4 Purchase

1.4.1 Generally who purchases textiles in your family?

<table>
<thead>
<tr>
<th>Male head</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female head</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Both together</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Parents with children</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Each member independently</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>

1.4.2 Mention the shops from where you purchase?

<table>
<thead>
<tr>
<th>Shops nearly</th>
<th>Usually</th>
<th>Frequently</th>
<th>Rarely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mill retail shop</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Super market</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Shops giving credit</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Shops giving discount</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Shop allowing bargain</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>In exhibitions</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Shop giving rebate</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Any shop with variety</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Door to Door credit</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
<tr>
<td>Any other</td>
<td>...</td>
<td>...</td>
<td>...</td>
</tr>
</tbody>
</table>
1.4.3 Do you compare and check prices of similar goods in different shops?

Usually .. Frequently .. Rarely ..

1.4.4 Do you look for the same item in various price range before purchasing?

Usually .. Frequently .. Rarely ..

1.4.5 Do you generally enquire about the quality of cloth while purchasing?

Usually .. Frequently .. Rarely ..

1.4.6 Keeping in view your normal purchasing habits, indicate the importance you would give to the following qualities of a fabric. Rank the most important ones as 1, 2, 3.

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Important</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Texture</td>
<td>..</td>
<td></td>
</tr>
<tr>
<td>b) Lustre</td>
<td>..</td>
<td></td>
</tr>
<tr>
<td>c) Durability</td>
<td>..</td>
<td></td>
</tr>
<tr>
<td>d) Absorbency and air permeability</td>
<td>..</td>
<td></td>
</tr>
<tr>
<td>e) Dimensional stability</td>
<td>..</td>
<td></td>
</tr>
<tr>
<td>f) Colour design and colour fastness</td>
<td>..</td>
<td></td>
</tr>
</tbody>
</table>

1.4.7 Normally how do you judge the quality of the fabric?

a) By examination of the fabric ...

b) From fabric labels ...

c) Information from salesman ...

d) Any other ...

1.4.8 Do you think that the quality of the fabric can be judged only by price?

Always Sometimes Not sure

1.4.9 Do you buy fabrics based only on price?

Always Sometimes No
If 'yes' to Question No. 1.4.9 indicate the appropriate reason.

a) High priced fabrics are durable
b) Absence of quality information
c) Price is the only reliable index
d) Shopping in a hurry
e) Poor knowledge of textiles
f) Financially can afford high cost

If 'No' to Question No. 1.4.9 (i.e., price is not the criterion for buying), kindly indicate the appropriate reason.

a) Expensive or not, performance is similar
b) Price and durability not related
c) Shop leisurely and judges quality
d) Can not afford high price
e) Well informed and knows quality

1.4.10 Are you aware of the name of the Manufacturer of Brand name stamped on the cloth?

Yes . . . . . No . . .

If yes to Question No. 1.4.10, do you insist upon seeing it yourself?

Yes . . . . . No . . .

If no to Question No. 1.4.10, do you at least make enquiries with the shop keeper to that effect?

Yes . . . . . No . . .

1.4.11 Are you in the habit of purchasing fabrics of a particular Manufacturer or Brand?

Yes . . . Sometimes . . . . No . . .
If Yes to Question No. 1.4.11, indicate the appropriate reason.

a) Friends buy this brand
   ...

b) Knowledge of salesman poor
   ...

c) Previous purchases satisfactory
   ...

d) Highly advertised
   ...

If No to Question No. 1.4.11, indicate the appropriate reason.

a) Brand and durability not related
   ...

b) Salesmen recommend other brand
   ...

c) Like to change the brands often
   ...

d) Brand names unimportant
   ...

e) Ignorant about brands
   ...

1.4.12 When so many brands are available in the market, how do you select a brand?

a) Most attractively advertised
   ...

b) Lowest priced brand
   ...

c) The fashionable and popular
   ...

d) by the reputation of the shop
   ...

e) by the label information
   ...

f) by Salesman's recommendations
   ...

g) by recommendations of friends
   ...

1.4.13 Do you agree that textile fabrics should have enough label informations to help the consumer to evaluate fabrics and buy?

Strongly agree ... Agree ... Undecided ...
Disagree .... Strongly disagree ...

1.4.14 Do you get enough useful information about the fabric from present day labels?

Yes, always ... Yes, sometimes ...
No. .... Not bothered ...

1.4.15 If the Government or Government authorised body gives a certificate of quality assurance, would you prefer to buy such fabrics?

Yes ... No. ...

1.4.16 Other things being equal, what would be the normal price increase you would be prepared to pay for a cloth with an assurance of quality over another with no such assurance?

About 2 to 5 per cent ... 5 to 10 per cent ...

1.5 Post purchase satisfaction

1.5.1 Has your textile purchase given you satisfactory performance like no colour fading and durability?

Always ... Sometimes ... Never ...

If 'yes' to Q.No.1.5.1 what are the reasons for satisfaction?

a) Reliable shop and well informed salesman ...

b) Fabric high priced ...

c) Information on product gathered earlier ...

d) Satisfactory report from others ...

If some of your purchase has not been satisfactory sometimes, what are the reasons for the same?

a) Insufficient time for shopping and inability to compare quality ...

b) Indifference of the manufacturers ...

c) Colour and design did not suit the wearer ...

d) Negative comment from others ...

e) Insufficient product information ...

f) Poor colour fastness ...

g) Old stock ...

1.5.2 When a purchase is unsatisfactory, or in future if you have such an experience, will you take any action?

Yes ... Sometimes ... No ...
If 'Yes' to Q.No.1.5.2 indicate the action proposed to be taken by you.

a) Stop others from repeating the mistake ...

b) Complain to the manufacturer ...

c) Revisit the shop to complain ...

d) Complain only if purchase is expensive ...

e) Write letters in magazines ...

f) Buying will not be repeated ...

g) Stop buying from that shop ...

If you do not bother and not take any action indicate the reason for the same.

a) Returning purchases to the shop is difficult ...

b) Waste of time, as no one bothers ...

c) No confidence to return and complain ...

d) No time to take action ...

e) Complaining makes no difference ...

1.6 Consumer knowledge

1.6.1 Are you aware or heard the following textile terms? Do you prefer fabrics labelled such?


Mercerized  Yes .  No.  Preference  Yes .  No .


Crease resistance or Anticrease  Yes .  No.  Preference  Yes .  No .

Tebilized  Yes .  No.  Preference  Yes .  No .
1.6.2 Write briefly what you understand about the following terms:

If a fabric is labelled as Sanforized, it means ..............................................

If a fabric is labelled as Mercerized it means ..............................................

If a fabric is labelled as wash and wear, it means ......................................

If a fabric is labelled as Blend, it means ...................................................

If a fabric is labelled as Crease Resistance, it means ...................................

If a fabric is labelled as Tefilized, it means ..............................................

1.6.3 In your experience of purchasing textiles, are you familiar with the following types of Blended fabrics, eg., Terycot - fabric made from fibres Terylene and cotton.

<table>
<thead>
<tr>
<th></th>
<th>Familiar</th>
<th>Used</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Viscose Rayon &amp; Cotton</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Cotton &amp; Terylene</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Terylene &amp; Wooll</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>Cotton &amp; Wooll</td>
<td>..</td>
<td>..</td>
</tr>
</tbody>
</table>

1.6.4 For the blends that you have used (as in Q.No.1.6.3) indicate the percentage of fibres blended.

<table>
<thead>
<tr>
<th>Percentage of fibre</th>
<th>Do not know</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>..</td>
</tr>
<tr>
<td>2.</td>
<td>..</td>
</tr>
<tr>
<td>3.</td>
<td>..</td>
</tr>
</tbody>
</table>
1.7 Consumer's use and preference for blends.

1.7.1 What are the occasions for which you prefer use of synthetic and synthetic blends?

<table>
<thead>
<tr>
<th>Occasion</th>
<th>Usually</th>
<th>Frequently</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily wear</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Office use</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social occasions like parties, cinemas</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special occasions like wedding</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1.7.2 Please indicate your preference for various types of fabric design, colour, textures for shirtings and saree materials in synthetic and synthetic blends.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Preference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Shirts Sarees</td>
</tr>
<tr>
<td><strong>Design</strong></td>
<td></td>
</tr>
<tr>
<td>Stripe</td>
<td></td>
</tr>
<tr>
<td>Thin</td>
<td></td>
</tr>
<tr>
<td>Bold</td>
<td></td>
</tr>
<tr>
<td>Checks</td>
<td></td>
</tr>
<tr>
<td>Small</td>
<td></td>
</tr>
<tr>
<td>Bold</td>
<td></td>
</tr>
<tr>
<td>Dot</td>
<td></td>
</tr>
<tr>
<td>Small</td>
<td></td>
</tr>
<tr>
<td>Bold</td>
<td></td>
</tr>
<tr>
<td>Flowered</td>
<td></td>
</tr>
<tr>
<td>Small</td>
<td></td>
</tr>
<tr>
<td>Bold</td>
<td></td>
</tr>
<tr>
<td>Living objects</td>
<td></td>
</tr>
<tr>
<td>Abstract</td>
<td></td>
</tr>
<tr>
<td>No design-plain</td>
<td></td>
</tr>
<tr>
<td><strong>Colour</strong></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td></td>
</tr>
<tr>
<td>Dark/Bright</td>
<td></td>
</tr>
<tr>
<td>Light</td>
<td></td>
</tr>
<tr>
<td>Dull</td>
<td></td>
</tr>
<tr>
<td>Multicoloured</td>
<td></td>
</tr>
</tbody>
</table>
1.7.3 Kindly indicate your satisfaction with Synthetic and Synthetic blends.

<table>
<thead>
<tr>
<th>Factors</th>
<th>Satisfied</th>
<th>Not satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Design and print</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>b) Texture</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>c) Lustre</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>d) Colour fastness</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>e) Minimum ironing</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>f) Comfort in wear</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>g) Absorbs perspiration</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>h) Washable</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>i) Durable</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>j) Resistant to shrinkage</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>k) Resistant to wrinkling</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>l) Resistant to pill</td>
<td>..</td>
<td>..</td>
</tr>
<tr>
<td>m) Does not soil</td>
<td>..</td>
<td>..</td>
</tr>
</tbody>
</table>

In the above list, rank the most important six qualities you desire in these fabrics.

1.7.4 During the last 3 to 5 years, has your purchase of sarees/shirt shown any variation in the fibre content?

Preference changed from pure cotton to pure synthetic and blends of synthetics.

Yes .... No. ....

1.7.5 Do you think your consumption of synthetics and blends of synthetics will increase or decrease in future?

Increase Decrease Remain the same
Please indicate the reasons for increase or decrease.

Durable ... Not durable ... 
Comfortable ... Uncomfortable ... 
Easy to maintain ... Needs dry cleaning ... 
Fashionable ... Irritating to the skin ... 
More variety ... Less variety ... 
Suitable for all occasions ... Unsuitable to all occasions ... 
Economical in the long run ... 

1.7.6 Have you purchased and used any imported textiles?
   Yes ..., No ...

1.7.7 Do you prefer them to those of Indian manufacture?
   Yes ..., No ...

If you prefer them indicate your reason

Better finish ... 
Better print ... 
Durable ... 
Reasonable price ... 
Fashionable ... 
Comfortable ... 
Prestige ...
Any other ...
APPENDIX - II

Fibre Properties of Cotton and Polynosic used in Blends.

Cotton

2.5 % span length mm 31.3
Uniformity ratio 49.7
Mean length mm 28.4
Micronaire 3.8
Bundle strength at \{ 3 mm gauge (G/tex) \} 22.5
Maturity co-efficient 0.77
Fibre Quality Index 68

Polynosic

Length mm 38
Denier 1.5
Bundle Strength at \{ 3 mm gauge (G/tex) \} 31.2

* Blended yarns containing cotton and polynosic were produced by blending polynosic slivers and cotton combed slivers at drawing.
### APPENDIX - III

**Label Information on Fabrics**

<table>
<thead>
<tr>
<th>Fabric Code</th>
<th>Details</th>
</tr>
</thead>
</table>
| K           | 80% polyester 20% cotton  
100% Texturised polyester filament weft  
Mercerized, Guaranteed Pre-Shrunk  
Silicone finished, wash and wear  
Shade bleached  
Width - 90 cms |
| L           | 67% polyester 33% cotton  
Anticrease finished  
Pre-Shrunk, Mercerized  
Silicone finished  
Shade Bleached  
Width - 90 cms |
| M           | 80% polyester 20% cotton  
100% Texturised polyester filament weft  
Guaranteed Pre-Shrunk  
Silicone finished  
Shade Bleached  
Width - 90 cms |
| N           | 67% polyester 33% cotton  
Mercerized, Guaranteed Pre-Shrunk  
Silicone finished  
Shade Bleached  
Width - 90 cms |
Model - CG-6, Canadian Research Institute
220 - 240 volts
50 - 60 Hertz

Model CG-6 is a most sensitive instrument available for reading the minute difference in colour over the complete range of reflectance. Instrument consists of various search heads, a constant light source, optical filters and photocell in convenient housing to apply the optical geometry required for the sample under test. It can be used for the determination of colour, gloss, reflectance, brightness and opacity and used for fading, weathering, laundring and detergency tests.

The following formula is to be used to determine the reflectance of the sample from the reading obtained with suppressed zero, where accurately calibrated light and dark standards have been used.

\[ r_x = r_d + \frac{G_x}{100} (r_l - r_d) \]

where
\[ r_x = \text{reflectance of the sample} \]
\[ r_d = \text{reflectance of the dark standard} \]
\[ r_l = \text{reflectance of the light standard} \]
\[ G_x = \text{meter reading of the sample} \]
**NOTE:** All observations are to be made on two layers of self-folding. Examine carefully sample I. Compare it with the sample marked as 0. Give one combined rank for each characteristic being evaluated. Likewise complete the evaluation for sample II, III & IV. For example, slight change in colour would be given a rank of 4 in the column below:

Use separate sheet for each set of coded fabric.

<table>
<thead>
<tr>
<th>Sample</th>
<th>Evaluation of ..... (Code Number)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Colour</td>
</tr>
<tr>
<td>I</td>
<td></td>
</tr>
<tr>
<td>II</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td></td>
</tr>
</tbody>
</table>
## APPENDIX - V B

### RATING SCALE

#### COLOUR

<table>
<thead>
<tr>
<th>Colour</th>
<th>Rank</th>
<th>Texture/Hand</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Visual change</td>
<td>5</td>
<td>No change</td>
<td>5</td>
</tr>
<tr>
<td>Slight change</td>
<td>4</td>
<td>Slight change</td>
<td>4</td>
</tr>
<tr>
<td>Noticeable change</td>
<td>3</td>
<td>Noticeable loss in hand</td>
<td>3</td>
</tr>
<tr>
<td>Considerable change</td>
<td>2</td>
<td>Considerable loss in hand</td>
<td>2</td>
</tr>
<tr>
<td>Excessive change</td>
<td>1</td>
<td>Rough, undesirable hand</td>
<td>1</td>
</tr>
</tbody>
</table>

#### LUSTER

<table>
<thead>
<tr>
<th>Luster</th>
<th>Rank</th>
<th>Pilling</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>No visible loss</td>
<td>5</td>
<td>Surface smooth</td>
<td>5</td>
</tr>
<tr>
<td>Slight loss</td>
<td>4</td>
<td>Slight pilling</td>
<td>4</td>
</tr>
<tr>
<td>Noticeable loss</td>
<td>3</td>
<td>Moderate pilling</td>
<td>3</td>
</tr>
<tr>
<td>Considerable loss</td>
<td>2</td>
<td>Considerable pilling</td>
<td>2</td>
</tr>
<tr>
<td>No luster</td>
<td>1</td>
<td>Very severe pilling</td>
<td>1</td>
</tr>
</tbody>
</table>

#### OVERALL APPEARANCE

<table>
<thead>
<tr>
<th>Appearance</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>5</td>
</tr>
<tr>
<td>Good</td>
<td>4</td>
</tr>
<tr>
<td>Medium</td>
<td>3</td>
</tr>
<tr>
<td>Poor</td>
<td>2</td>
</tr>
<tr>
<td>Very poor</td>
<td>1</td>
</tr>
</tbody>
</table>
### APPENDIX - VI

Table - 1: Extent of Influence of Sales Promotion Techniques

<table>
<thead>
<tr>
<th>Sales Promotion Techniques</th>
<th>Per cent of Homemakers considering very important by experience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>I</td>
</tr>
<tr>
<td>Advertisement in Print</td>
<td>15.38</td>
</tr>
<tr>
<td>Advertisement in Theatres</td>
<td>3.85</td>
</tr>
<tr>
<td>Exhibitions</td>
<td>11.54</td>
</tr>
<tr>
<td>Radio</td>
<td>3.85</td>
</tr>
<tr>
<td>Television</td>
<td>3.85</td>
</tr>
<tr>
<td>Shop Display</td>
<td>26.92</td>
</tr>
<tr>
<td>Recommendation of sales people</td>
<td>3.85</td>
</tr>
<tr>
<td>Textile Labels, Tags</td>
<td>28.85</td>
</tr>
<tr>
<td>Door to Door sales</td>
<td>11.54</td>
</tr>
</tbody>
</table>

$x^2$ response - very important 53.07 df, 32 significant at .01 level
### APPENDIX - VI

**Table - 2: Effect of laundering on Flexural Rigidity of Polyester/Cotton blends (Conditioned).**

<table>
<thead>
<tr>
<th>Blends P/C</th>
<th>Warp Flexural Rigidity mg.cm</th>
<th>Filling Flexural Rigidity mg.cm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>OL</td>
<td>15L</td>
</tr>
<tr>
<td>K 80:20</td>
<td>63.10</td>
<td>60.06</td>
</tr>
<tr>
<td>% dec</td>
<td>(4.82)</td>
<td>(11.66)</td>
</tr>
<tr>
<td>L 67:33</td>
<td>70.88</td>
<td>40.91</td>
</tr>
<tr>
<td>% dec</td>
<td>(42.28)</td>
<td>(36.03)</td>
</tr>
<tr>
<td>M 80:20</td>
<td>110.91</td>
<td>79.00</td>
</tr>
<tr>
<td>% dec</td>
<td>(28.77)</td>
<td>(36.18)</td>
</tr>
<tr>
<td>N 67:33</td>
<td>48.97</td>
<td>47.12</td>
</tr>
<tr>
<td>% dec</td>
<td>(3.78)</td>
<td>(7.60)</td>
</tr>
</tbody>
</table>
Table - 3: Effect of laundering on Bending Modulus of Polyester/Cotton blends (Conditioned).

<table>
<thead>
<tr>
<th>Blends P/C</th>
<th>Warp Bending Modulus Kg/cm²</th>
<th>Filling Bending Modulus Kg/cm²</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>OL</td>
<td>15L</td>
</tr>
<tr>
<td>K 80:20</td>
<td>23.65</td>
<td>18.27</td>
</tr>
<tr>
<td>% dec</td>
<td>(22.75)(24.99)(27.32)(25.96)</td>
<td></td>
</tr>
<tr>
<td>L 67:33</td>
<td>17.74</td>
<td>8.77</td>
</tr>
<tr>
<td>% dec</td>
<td>(50.56)(47.35)(55.19)(55.19)</td>
<td></td>
</tr>
<tr>
<td>M 80:20</td>
<td>31.92</td>
<td>20.63</td>
</tr>
<tr>
<td>% dec</td>
<td>(35.37)(40.35)(45.55)(43.95)</td>
<td></td>
</tr>
<tr>
<td>N 67:33</td>
<td>10.62</td>
<td>7.41</td>
</tr>
<tr>
<td>% dec</td>
<td>(30.23)(27.40)(25.42)(28.72)</td>
<td></td>
</tr>
</tbody>
</table>
SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLYNOVIC/COTTON IN SOIL-I AND SOIL-II

FABRIC A - 100% POLYNOVIC

UNSOILED

Rd 81

SOIL-I

Rd 65

Rd 71

SOILED UNWASHED

FIVE WASHES

SOIL-II

Rd 59

Rd 81
APPENDIX VII - PLATE 2

SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLYNOSIC/COTTON IN SOIL-I AND SOIL-II

FABRIC B - 84:16 POLYNOSIC/COTTON

UNSOILED

SOIL -I

SOILED UNWASHED

FIVE WASHES

SOIL -II

RD 85

RD 52

RD 59

RD 56

RD 81
SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLYNOSIC/COTTON IN SOIL-I AND SOIL-II

FABRIC C - 67:33 POLYNOSIC/COTTON

- UNSOILED
  - Rd 87

- SOIL - I
  - Rd 43
  - Rd 52

- SOILED UNWASHED
  - Rd 62

- FIVE WASHES
  - Rd 81
APPENDIX VII - PLATE 4

SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLynosic/COTTON IN SOIL-I AND SOIL-II

FABRIC D - 50:50 POLynosic/COTTON

UNSOILED

Rd 87

SOIL-I

Rd 51

Rd 56

SOILED UNWASHED

Rd 55

SOIL-II

Rd 81

FIVE WASHES
APPENDIX VII - PLATE 5

SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLynosic/COTTON IN SOIL-I AND SOIL-II

FABRIC E - 33:67 POLynosic/COTTON

UNSOILED

SOIL-I

SOILED UNWASHED

SOIL-II

FIVE WASHES

Rd 88

Rd 45

Rd 61

Rd 58

Rd 84
SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLYNOSIC/COTTON IN SOIL-I AND SOIL-II

FABRIC F - 16:84 POLYNOSIC/COTTON

UNSOILED

Rd 89

SOIL -I

Rd 55

Soiled Unwashed

SOIL -II

Rd 63

Five washes

Rd 62

Rd 84
SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLYMERIC COTTON IN SOIL-I AND SOIL-II

FABRIC G - 100% COTTON

UNSOILED

SOIL - I

SOILED UNWASHED

SOIL - II

FIVE WASHES

Rd 89

Rd 49

Rd 66

Rd 63

Rd 84
APPENDIX VII - PLATE 8

SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLYESTER/COTTON IN SOIL-I AND SOIL-II

FABRIC K - 50S P/C 67:33 WARP, 100% TEXTURED FILAMENT WEFT

UNSOILED

SOIL - I

SOILED UNWASHED

SOIL - II

FIVE WASHES

Rd 91

Rd 39

Rd 50

Rd 67

Rd 83
APPENDIX VII - PLATE 9

SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLYESTER/COTTON IN SOIL-I AND SOIL-II

FABRIC L - 50% P/C 67:33 WARP AND WEFT

UNSOILED

SOILED UNWASHED

FIVE WASHES

Rd 88

Rd 38

Ed 46

Rd 66

Rd 83
APPENDIX VII - PLATE 10

SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLYESTER/COTTON IN SOIL-I AND SOIL-II

FABRIC M - 2/70\(^\circ\) P/C 67:33 WARP; 100% TEXTURED FILAMENT WEFT

UNSOILED

Rd 95

SOIL-I

Rd 34

Rd 45

SOILED UNWASHED

SOIL-II

Rd 71

Rd 84

FIVE WASHES
APPENDIX VII - PLATE 11

SAMPLES OF UNSOILED, SOILED UNWASHED AND WASHED POLYESTER/COTTON IN SOIL-I AND SOIL-II

FABRIC N - 2/70S P/C 67:33 WARP; 50S P/C 67:33 WEFT

UNSOILED

SOIL-I

SOILED UNWASHED

SOIL-II

FIVE WASHES

Rd 92

Rd 33

Rd 61

Rd 40

Rd 78
APPENDIX VIII - PLATE 1

SURFACE APPEARANCE OF SAMPLES OF UNWASHED AND WASHED, RATED FOR PILLING

0 WASHES RATING 60 WASHES RATING

FABRIC K - 50S P/C 67:33 WARP, 100% TEXTURED FILAMENT WEFT

FABRIC L - 50S P/C 67:33 WARP AND WEFT
SURFACE APPEARANCE OF SAMPLES OF UNWASHED AND WASHED, RATED FOR PILLING

FABRIC M - 2/70\% P/C 67:33 WARP; 100\% TEXTURED FILAMENT WEFT

FABRIC N - 2/70\% P/C 67:33 WARP; 50\% P/C 67:33 WEFT