Sonu Rani
Research Scholar, Department of Clothing& Textiles, Home Science College, GBPUAT, Pantnagar, Uttarakhand, India

Alka Goel
Professor & Head, Department of Clothing& Textiles, Home Science College, GBPUAT, Pantnagar, Uttarakhand, India

A study to assess the perception of people towards Green wardrobe

Sonu Rani and Alka Goel

Abstract
Green wardrobe is a term which includes both garment and accessories, it was about, how to save resources, produce less waste and ultimately save the planet. The products of green wardrobe also claimed to be ethically constructed and included certain criteria's such as fair trade, use of natural colours, no child labour, less use of water, is reusable, no dry cleaning required and should be easily available at reasonable rates in market. Finally the creation of green wardrobe should directly or indirectly benefit the status of the people working behind it. The survey was done on awareness regarding green wardrobe. The data revealed that most of the respondents were not aware of green wardrobe term. Majority of the respondents give their discarded cloth to the needy person. Due to fast fashion most of the people purchase their clothing monthly or quarterly and rapidly discarded it. So, there is need to utilize the textile materials which are eco-friendly and limits the number of garments, shoes and accessories in their wardrobe as per need of wearer. Thus ultimately it will lead to less number of discarded clothes and other items and create less pollution. Hence prove effective in protecting our earth from pollution load.

Keywords: Green wardrobe, eco-textile, environment friendly textiles

Introduction
Green wardrobe was about, how to save resources, produce less waste and ultimately save the planet. The products of green wardrobe also claimed to be ethically constructed and included certain criteria's such as fair trade, use of natural colours, no wrinkle free treatments, no child labour, less use of water, is reusable, no dry cleaning required and should be easily available at reasonable rates in market. Finally the creation of green wardrobe should directly or indirectly benefit the status of the people working behind it. The study was conducted in Govind Ballabh Pant University of Agriculture and technology, Pantnagar, Udham Singh Nagar, Uttarakhand for assessing the perception of people towards Green wardrobe. The locale was selected purposively because of the easy accessibility of researcher to the place and the respondents.

Material and Methods
Questionnaire schedule was developed in the laboratory to know the customers awareness towards green wardrobe. Sample size chosen was 40.Respondants were chosen for survey from various low to high income group. Respondents chosen were comprises of both male and female gender but most of the respondents chosen for the study were female. Respondents were having different professional status. Respondents were taken from university students and teachers. Respondents were chosen randomly. Open ended as well as close ended question are framed for the questionnaire. Survey method was used to conduct the study. Survey was done by direct contact, online and telephonically. Each respondent is asked about the practices adopted at household level for disposal of clothes and awareness regarding green wardrobe.

Result and Discussion
1. Remedy adopted for discarded cloth
Table 1 reveals that 90 % respondents give their discarded clothes to needy persons and only 10% of the respondents reuse it for other purpose.

Correspondence
Sonu Rani
Research Scholar Department of Clothing& Textiles, Home Science College, GBPUAT, Pantnagar, Uttarakhand, India

Table 1: Distribution of respondents on the basis of remedy adopted for discarded cloth n=40

S. No.	Response	Frequency	Percentage
1.	Throw in dustbin	-	-
2.	Reuse it for other purpose	4	10.0
3.	Give it to needy person	36	90.0
4.	Any other	-	-

2. Time duration for purchase of clothing
Table 2 reveals that 32.5 % respondents do shopping monthly while 27.5% respondents purchase clothing six monthly.10% of respondents told they purchase clothes as per needs.

Table 2: Distribution of respondents on the basis of time duration for purchase of clothing n=40

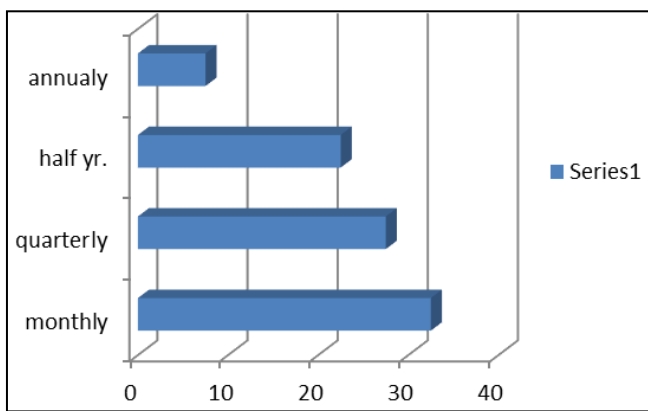| S. No.	Response	Frequency	Percentage
1.	Monthly	13	32.5
2.	Quarterly	9	22.5
3.	Half yearly	11	27.5
4.	Annually	3	7.5

Fig 1: Distribution of respondents on the basis of duration for purchase of clothing

3. Awareness regarding Green wardrobe term
Table 3 reveals that most of the respondents (62.5%) were not aware with Green wardrobe term while 37.5 % are aware with Green wardrobe term.

Table 3: Distribution of respondents on the basis of awareness about Green wardrobe n=40

S. No.	Response	Frequency	Percentage
1.	Yes	15	37.5
2.	No	25	62.5

4. Purchase of items keeping in mind its adverse effect on environment
Table 4 reveals that most of the respondents (52.5%) did not purchase of items keeping in mind its adverse effect on enviroment while 47.5 % purchase of items keeping in mind its adverse effect on enviroment.

Table 4: Distribution of respondents on the basis of purchase of items keeping in mind its adverse effect on environment**n=40**

S. No.	Response	Frequency	Percentage
1.	Yes	19	47.5
2.	No	21	52.5

5. Perception of wearer towards different criteria while selecting clothes for wardrobe i. First preference given to comfort while selecting clothes for wardrobe
Table 5(i) shows first preference is given to comfort by 77.5% respondents while 10% respondents give first preference

price. Colour is first preference for 10% respondents.

Table 5 (i): Distribution of respondents on the basis of first preference given to comfort criteria while selecting cloth for the wardrobe. n=40

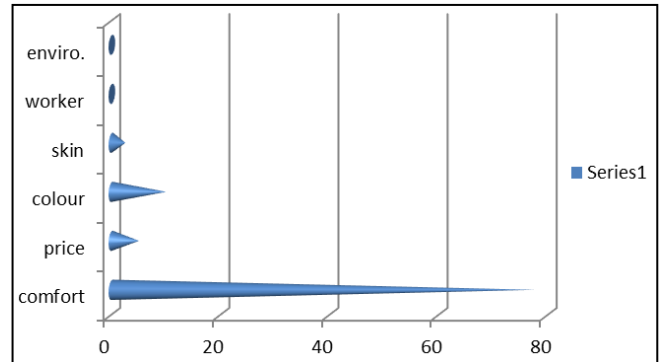| S. No.	Criteria	Frequency	Percentage
1.	Comfort	31	77.5
2.	Price	2	5
3.	Colour	6	15
4.	Effect on skin	1	2.5

Fig 2: Distribution of respondents on the basis of first preference given to comfort

ii. Seond preference given to colour while selecting clothes for wardrobe- Table 5(ii) shows second preference is given to colour by 45% respondents while 27.5% respondents give second to price.

Table 5(ii): Distribution of respondents on the basis of second preference given to colour criteria while selecting cloth for the wardrobe n=40

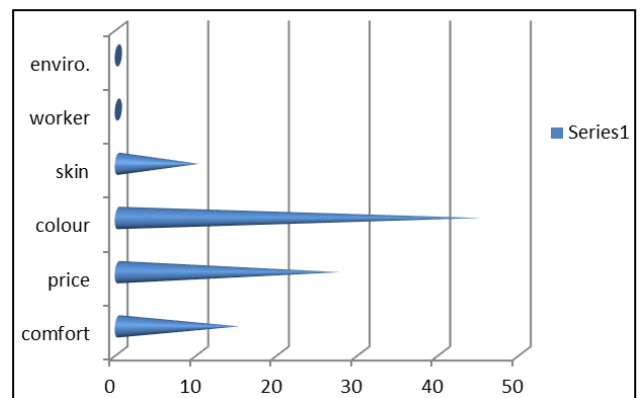| S. No.	Criteria	Frequency	Percentage
1.	Comfort	6	15
2.	Price	11	27.5
3.	Colour	18	45
4.	Effect on skin	4	10

Fig 3: Distribution of respondents on the basis of second preference given to colour

Table 5(iii): Distribution of respondents on the basis of third preference given to colour criteria while selecting cloth for the wardrobe n=40

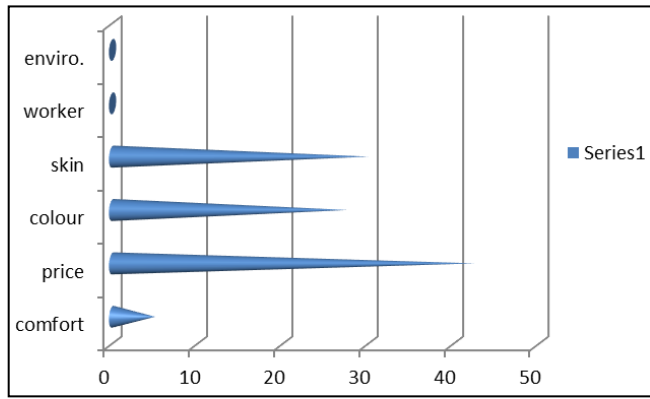| S. No.	Criteria	Frequency	Percentage
1.	Comfort	2	5
2.	Price	10	42.5
3.	Colour	16	27.5
4.	Effect on skin	12	30

Fig 4: Distribution of respondents on the basis of third preference given to price

6. Traditional practices of wearing clothes are environment friendly

Table 6 reveals that most of the respondents (62.5%) Traditional practices of wearing clothes are environment friendly while 37.5% did not think Traditional practices of wearing clothes are environment friendly.

Table 6: Distribution of respondents on the basis of their response that traditional practices of wearing clothes are environment friendly N=40

SI. No.	Response	Frequency	Percentage
1.	Yes	25	62.5
2.	No	15	37.5

7. Distribution of respondents on the basis of awareness regarding ban on azo dyes

Table 7 reveals that 55% respondents are aware that azo dyes are harmful while about half of respondants i.e. 45% respondents were unaware that azo dyes are harmful for us and our environment.

Table 7: Distribution of respondents on the basis of their awareness regarding ban on azo dyes

S. No.	Response	Frequency	Percentage
1.	Yes	22	55.0
2.	No	18	45.0
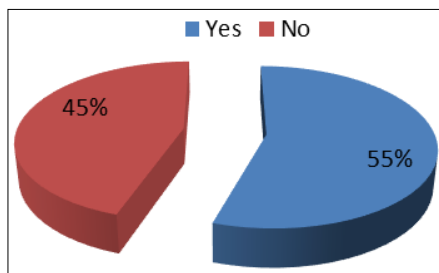
8. Ready for paying more for eco product

Table 8 reveals that most of the respondents (87.5%) were ready for paying more for eco product while 12.5% were not willing to pay more for eco product. Their opinion was that products made by eco friendliness manner should not be expensive.

Table 9: Distribution of respondents on the basis of Ready for paying more for eco product n=40

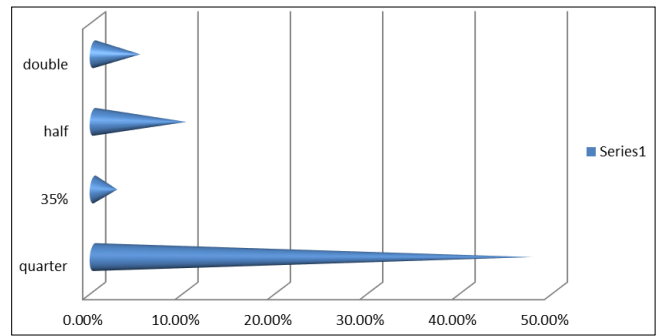| S. No.	Response	Frequency	Percentage
1.	Yes	35	87.5
2.	No	05	12.5

Fig 5: Distribution of respondents on the basis of ready for paying more for eco product

Conclusion

It can be concluded on the basis of the results that majority of the respondents give their discarded clothes to needy person. They did not reuse the clothes for other purpose. Due to fast fashion most of the people purchase their clothing monthly or quarterly and rapidly discarded it. The present study shows that awareness program on Green wardrobe will be effective in improving the knowledge of customers. It will be beneficial in changing the attitude. So, there is need to utilize the textile materials which are eco-friendly and limits the number of garments, shoes and accessories in their wardrobe as per need of wearer. Thus ultimately it will lead to less number of discarded clothes and other items and create less pollution. Hence prove effective in protecting our earth from pollution load.

References

1. Gawne EJ, Qerke BV. Dress.3rd ed. Peoria Chas Bennett Co INC. 1969, 96-133.
2. Deo HT. Eco friendly textile production. Indian journal of fiber and textile research. 2001; 26:66-73.
3. Eryuruk SH. Greening of the textile and clothing industry. Fibers and textiles in eastern Europe. 2012; 20(95):22-27.
4. Indian govt policy for cloth waste. Retrieved from file:///C:/Users/DELL/Downloads/ clean-india-swacha-bharat-through-reuse-and-recycling-of-wastes-2375-4397-1000202.pdf on 18.10.2018
5. Kumari P, Singh SSJ, Rose NM. Eco-textiles: For sustainable development. International Journal of scientific and engineering research. 2013; 4(4):1379-1389.
6. Organic Clothing, 2018. Retrieved from https://en.wikipedia.org/wiki/Organic_clothing on 22.9.2018.
7. Ozek HZ. Sustainability: increasing impact on textile and apparel industry. Journal of textile engineering and fashion technology. 2017; 2(5):506-509.
8. Runway to green: Sustainable fashion in India-The Hindu, 2018. Retrieved from https://www.thehindu.com/life-and-style/fashion/runway-to-green-sustainable-fashion-in-india/article22704341.ece on 22.9.2018
9. Suparna MG, Rinsey Antony VA. Eco friendly textile. Retrieved from file:///C:/Users/DELL/Downloads/eco%20textile.pdf on 18.10.2018.
10. Sustainable clothing. Retrieved from https://en.wikipedia.org/wiki/Sustainable clothing on 18.10.2018.