

Effect Of Demographic Variables On Knowledge Of College Girls Of Jaipur City Towards Eco Fashion

Kalpana Munjal, Radha Kashyap

Abstract: Due to remarkable contribution of the fashion industry to environmental degradation sustainable practices are becoming increasingly important. The purpose of this paper was to assess the knowledge of college girls towards eco fashion. To fulfill the aim 400 college girls belonging to 18-21 and 22-25 years of age group were approached to collect the data through an interview schedule from four girl's colleges of Jaipur city. The data was analyzed through one-way ANOVA to determine the effect of demographic factors on knowledge of college students. The results of the study revealed that 64% respondents have good knowledge and 36% respondents have poor knowledge towards eco fashion. It was also found that respondent's age, monthly family income, occupation of mother, literacy level of parents, siblings, family type and marital status have no significant effect on knowledge towards eco fashion. Only occupation of father has a significant effect on knowledge of college girls towards eco fashion.

Keywords: Awareness Demographic variables, Eco fashion, Knowledge, Sustainability

1 INTRODUCTION

Eco fashion has become a global trend in the textile industry. Any textile manufactured goods, which is created in eco-friendly manner and manufactured through eco-friendly manner, is recognized as eco friendly textiles. It is also acknowledged as sustainable fashion, eco fashion and ecotech. Eco fashion was pioneered as a new fashion movement in early 1990s and is growing towards sustainable development in the fashion industry (Colin et al., 1997). Eco friendly fashion stands for discovering the common environmental initiatives of manufactured goods which is based on entire life-cycle of a product. Eco fashion plays an important role and contributes towards the improvements of key environmental measures and to support sustainable consumption pattern. Eco-fashion focuses on clothing that has relation not just with the environment but with the wellbeing of consumers and the working conditions of the people (Mintel, 2009). Eco-fashion creates apparel with a smart set strategy, with thoughtfulness of environmental impact, human rights, sustainable fabric and practices. Eco-friendly clothing is intended to save the environment and people from the harm of textile manufacturing which is linked with their health and ecosystem. This concept is taken as an improving speed of consumption that thrives to minimize the depletion of natural resources for future generations, by changing consumer's habits in their purchasing, use and recycling behavior.

Fashion apparel consumption has been pointed of being unsustainable and harmful to the natural environment in the sense that requires renewable and non-renewable natural resources. It releases dangerous substances into the air, water and ground through toxic chemicals used in production of fibers and textiles. This creates unmanageable quantities of postconsumer solid waste into landfills. Hence it has become important for the consumers across the globe to adopt eco fashion and eco-friendly alternatives to overcome the harmful effects of synthetic apparel. It is important that consumers are aware of the issues related to production and consumption patterns. It is highly important to examine the demographic factors that might influence the consumers to adopt eco fashion for sustainable future. Therefore demographic variables such as age, income, literacy level of parents, occupation of parents, number of siblings, order in siblings, family type and marital status was considered in the study. Based on the findings and objective following hypotheses were formulated:

H01 There is no significant effect of the age on the knowledge of college going girls towards eco fashion.

H02 There is no significant effect of monthly family income on the knowledge of college going girls towards eco fashion.

H03 There is no significant effect of occupation of father on the knowledge of college going girls towards eco fashion.

H04 There is no significant effect of occupation of mother on the knowledge of college going girls towards eco fashion

H05 There is no significant effect of father literacy level on the knowledge of college going girls towards eco fashion

H06 There is no significant effect of mother literacy level on knowledge of college going girls towards eco fashion

H07 There is no significant effect of number of siblings on knowledge of college going girls towards eco fashion

H08 There is no significant effect of order in siblings on knowledge of respondents towards eco fashion

H09 There is no significant effect of family type on knowledge of respondents towards eco fashion

- KalpanaMunjal, Research scholar, dept. of Home Science, IIS (deemed to be University), Jaipur, Rajasthan. E-mail- kalpana.meets@gmail.com
- Radha Kashyap, Professor, department of fashion and textiles, IIS (deemed to be University), Jaipur, Rajasthan.

H010 There is no significant effect of marital status on knowledge of respondents towards eco fashion

2 METHODOLOGY

The study was carried out in following steps:

2.1 Locale of the study

2.2 Sampling procedure

2.3 Variables

2.4 Tools and techniques of data collection

2.5 Analysis of data

2.1 Locale of the Study

The present study was conducted in Jaipur city. There were two main reasons to select Jaipur as a locale. Firstly Jaipur is a metropolitan city with variety of educational institute covering different streams like commerce, engineering, science and technology and design. Secondly Jaipur is an educational hub and student across all over India prefer to pursue their education here. Hence researcher got heterogeneous data for the present study.

2.2 Sampling Procedures

Selection of the sample: The sample of the study comprised of 400 undergraduate, postgraduate, diploma, advance diploma, professional and technical courses college going girls belonging to the age group of 18-21 years and 22-25 years from different colleges of Jaipur city. Four girls colleges were selected from four zones each i.e. North, East, West and South of Jaipur city.

Sampling technique: Convenient sampling method was used to collect the data. Tools and techniques of data collection: To assess the knowledge of college girls towards eco fashion an interview schedule was used as a tool for data collection. Selection, formulation and description of tool: Assessment of knowledge towards eco fashion (adapted from Bostic 2008) Dimensions and distribution of items in the scale: There are 20 questions in the scale to find out the level of knowledge of college students. It helped to identify how much knowledge respondents have towards eco fashion. This section includes questions related to usage of pollutants during manufacturing, harmful practices of textile industry, terminology related to eco fashion, manufacturing of eco-friendly fibers, harm to animal, fair production and child labour, overconsumption of resources and recycling. Scoring: Knowledge scores were analyzed by 0 for an incorrect response and 1 for a correct response. The knowledge section had a nominal scale of yes/no responses. The highest achievable score was 20 and the lowest was 0. Scores were divided in two categories as high and low. Analysis of data: For the analysis of data, the following steps were undertaken:- Coding: The data collected from the respondents was shifted to the coding sheet by assigning numbers to responses for tabulation. The scores of knowledge was transferred to the coding sheet for statistical analysis. Percentage: Percentage is a useful method of expressing the relative frequency of survey responses and other data. The knowledge score of respondents were tabulated and converted into percentage. One-way ANOVA: The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups. To assess the impact of demographic variables on knowledge of college going girls one-way ANOVA was applied

3 RESULTS AND DISCUSSION

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

TABLE 1

S. No.	Demographics Variables	Frequency	Percentage
1.	Level of Education		
	Undergraduate	213	53.25
	Postgraduate	187	46.75
2.	Monthly Family Income		
	Below 100000	161	40.25
	100001-500000	204	51
	500001-1000000	35	8.75
3.	Occupation of Father		
	Government Employee	119	29.75
	Private Employee	132	33.00
	Businessmen	132	33.00
	Others(Farmers and artists)	17	4.25
4.	Occupation of Mother		
	Housewives	311	77.75
	Government Employee	54	13.50
	Private Employee	24	6.0
	Businesswomen	09	2.25
	Others (Tailor, Art and Craft Teachers)	05	1.25

S.No.	Demographics Variables	Frequency	Percentage
5.	Father Literacy Level		
	Secondary	21	5.25
	Senior Secondary	26	6.50
	Graduate	209	52.25
	Post Graduate	132	33.00
	Doctorate	11	2.75
	Others	01	0.25
6.	Mother Literacy Level		
	Secondary	72	18
	Senior Secondary	145	36.25
	Graduate	148	37
	Post Graduate	28	7
	Doctorate	-	-
	Others	7	1.75
7.	Sibling at Home		
	One	125	31.25
	Two	163	40.75
	Three	64	16
	None	48	12
8.	Order in Sibling		
	One	176	44.00
	Two	154	38.60
	Three	27	6.75
	None	43	10.75
9.	Type of Family		
	Nuclear	269	67.25
	Joint	131	32.75
10.	Marital Status		
	Married	34	8.50
	Unmarried	366	91.50

The above table 1 shows the demographic information of the respondents and result reveals that in terms of level of education 53.25% of the respondents were enrolled in Undergraduate courses and rest 46.75% respondents were pursuing Post graduation. Majority of respondents (51%) belong to income group of Rs. 100001-500000. Respondents belong to income group of below 100000 were 40.25% and only 8.75% respondents belong to income group of Rs. 500001-1000000. Father of maximum number of respondents were private employee and businessmen (33%). This is followed by government employee (29.75%) and only 4.25% were in other occupation such as farmer, artist etc. Mother of majority (77.75%) of the respondents were housewives. Only 13.5% mothers were government employee and very few number

of mothers were private employee (6%), businesswomen (2.25%) and others (1.25%) such as tailor and art and craft teacher. Majority of (52.25%) of respondents father were graduate, 33% were post graduate and very few number of respondents father passed secondary level (5.25%), senior secondary (6.5%) and doctorate level (2.75%). Majority of respondent's mother (37%) were graduate followed by senior secondary (36.25%). Eighteen percent mothers had passed secondary level and very few numbers of respondents mother were post graduate (7%). Only 1.75% were in category of other literacy level such as passed 5th and 8th standard. Maximum number of respondents had two sibling (40.75%) followed by one sibling (31.25%) and three sibling (16%). Only 12% respondents were single child. Forty four percent of the respondents were first born, 38.6% were second born and rest 6.75% respondents were third in order. Only 10.75% respondents were single. Maximum numbers of respondents (67.25%) belong to nuclear family and 32.75% respondents were from joint family. Majority of respondents (91.5%) were unmarried and only 8.5% respondents were married.

TABLE 2

DISTRIBUTION OF RESPONDENTS ON THE BASIS OF KNOWLEDGE SCORE
N=400

Level of score	Frequency	Percentage
Low	144	36
High	256	64

The above table 2 shows the number of respondents on the basis of their level of score and the results reveal that 36% respondents had low score on knowledge towards eco fashion and 64% respondents were high scorers.

3.1 Effect of Demographic Variables on Knowledge of College Going Girls Towards Eco Fashion

H01 There is no significant effect of age on knowledge of college going girls towards eco fashion.

TABLE 3

EFFECT OF AGE ON THE KNOWLEDGE OF RESPONDENT TOWARDS ECO FASHION
N=400

Knowledge	Age (in years)	Mean	SD	F	Sig.
	18-21	29.30	2.70	.687	.408
	22-25	29.07	2.72		

Note * $p < 0.05$

The result of above table 3 show that the respondents belongs to the age group of 18-21 years had a mean score of 29.30 (SD=2.70) while the respondents belongs to 22-25 years had a mean score of 29.07(2.72). The table reveals that the F-value is .687 and significance value is .408. The p-value of the ANOVA for age is greater than level of significance. Hence the null hypothesis is accepted i.e. there is no significant effect of age on knowledge of college girls towards eco fashion which indicates that there is no significant difference in the knowledge among respondents with different age group.

H02 There is no significant effect of monthly family income on knowledge of college going girls towards eco fashion.

TABLE 4

EFFECT OF MONTHLY FAMILY INCOME ON THE KNOWLEDGE OF RESPONDENT TOWARDS ECO FASHION N=400

Knowledge	Monthly family income (In Rs.)	Mean	SD	F	Sig.
	Below 1,00000	28.98	3.04	1.251	.287
	1000001-500000	29.39	2.44		
	500001-1000000	28.91	2.57		

Note *p < 0.05

The above table 4 presents the effect of monthly family income on knowledge of college going girls towards eco fashion. The results reveal that the respondents who had monthly family income of 100001-5,00000 had a mean score of 29.39 (SD=2.44) while respondents belongs to below 1,00000 and 500001-1000000 monthly income had almost similar mean score i.e. 28.98(SD=3.04) and 28.91 (SD=2.57) respectively. Further F-value (1.251) and significance value (.287) was also calculated and results revealed that p-value of the ANOVA for monthly family income is higher than level of significance. Hence the null hypothesis is accepted i.e. there is no significant effect of monthly family income on knowledge of respondents. This indicates that there is no difference in knowledge of respondents with different monthly family income.

H03 There is no significant effect of occupation of father on knowledge of college going girls towards eco fashion

TABLE 5

EFFECT OF OCCUPATION OF FATHER ON THE KNOWLEDGE OF RESPONDENT TOWARDS ECO FASHION

Knowledge	Occupation of father	Mean	SD	F	Sig.
	Government employee	29.42	2.47	3.565	.014
	Private employee	29.54	2.75		
	Businessmen	28.80	2.80		
	Others	27.76	2.68		

Note *p < 0.05

The above table 5 reveals that mean score of government and private employee is 29.42(SD=2.47) and 29.54(SD=2.75) while businessmen and others had mean score of 28.80(SD=2.80) and 27.76 (SD=2.68) respectively. The F-value is 3.565 and significance is .014. Since the p-value of the ANOVA for occupation of father is less than level of significance. Hence null hypothesis is rejected i.e. there is no significant effect of occupation of father on respondent's knowledge towards eco fashion. The results indicate that occupation of father has an effect on knowledge of respondents.

H04 There is no significant effect of occupation of mother on knowledge of college going girls towards eco fashion.

TABLE 6

EFFECT OF OCCUPATION OF MOTHER ON THE KNOWLEDGE OF RESPONDENT TOWARDS ECO FASHION OF MOTHER N=400

Knowledge	Occupation of Mother	Mean	SD	F	Sig.
	House wife	29.29	2.85	.835	.504
	Private employee	29.44	2.16		
	Government employee	28.50	2.30		
	Business women	29.22	1.30		
	Others	27.0	.000		

Note *p < 0.05

The above table 6 reveals that mean score of private employed mothers is 29.44(SD=2.16) and businesswomen had the mean score of 29.22(SD=1.30) while housewives and government employed mothers had mean score of 29.29(SD=2.85) and 28.50(SD=2.30) respectively. The p-value of the ANOVA for occupation of mother is higher than level of significance. Hence the null hypothesis is accepted i.e. there is no significant effect of occupation of mother on knowledge of respondent towards eco fashion. The results indicate that occupation of mother has no effect on knowledge.

H05 There is no significant effect of literacy level of father on knowledge of college going girls towards eco fashion.

TABLE 7

EFFECT OF LITERACY LEVEL OF FATHER ON THE KNOWLEDGE OF RESPONDENT TOWARDS ECO FASHION

Knowledge	Literacy level of father	Mean	SD	F	Sig.
	10th Pass	28.42	2.04	1.95	.085
	12th Pass	29.20	3.18		
	Graduate	29.24	2.74		
	Post Graduate	28.49	2.02		
	Doctorate	28.22	2.04		

Note *p < 0.05

The table 7 reveals that the mean score of graduate and 12th pass was almost similar i.e. 29.24(SD=2.74) and 29.20(SD=3.18) respectively. The mean score of 10th pass and post graduate was 28.49(SD=2.02) and 28.42(SD=2.04) while the mean score of doctorate level was 28.22(SD=2.04) respectively. The table further reveals that the F value is 1.95 and significance is .085. Since the p-value is higher than significance value, the mean differences existing across literacy level of father are not significant at 5% level. Hence the null hypothesis is accepted i.e. there is no effect of literacy level of father on knowledge of respondents towards eco fashion. The result indicates that literacy level of father has no effect on respondent's knowledge.

H06 There is no significant effect of literacy level of mother on knowledge of college going girls towards eco fashion.

TABLE 8

EFFECT OF LITERACY LEVEL OF MOTHER ON THE KNOWLEDGE OF RESPONDENT TOWARDS ECO FASHION N=400

Knowledge	Literacy level of mother	Mean	SD	F	Sig.
	10th Pass	29.58	2.72	1.03	.389
	12th Pass	29.20	3.18		
	Graduate	29.14	2.30		

Post Graduate	28.50	2.02
Doctorate	28.28	2.05

Note *p < 0.05

The table 8 shows the effect of literacy level of mother on knowledge of respondents and result reveals that secondary level of literacy has the highest mean score of 29.58 (SD=2.72) followed by senior secondary 29.20(SD=3.18), graduation level 29.14(SD=2.30) respectively. The mean score of post graduation and doctorate level 28.50(SD=2.02) and 28.28(SD=2.05) respectively. The table further revealed that the F value is 1.03 and significance value is .389. Since the p-value of the ANOVA for literacy level of mother is greater than significance value. Hence null hypothesis is accepted i.e. there is no effect of literacy level of mother on respondent's knowledge towards eco fashion. The result indicates that literacy level of mother has no effect on knowledge.

H07 There is no significant effect of number of siblings on knowledge of college going girls towards eco fashion.

TABLE 9

EFFECT OF NUMBER OF SIBLINGS ON THE KNOWLEDGE OF RESPONDENT TOWARDS ECO FASHION N=400

Knowledge	Number of Siblings	Mean	SD	F	Sig.
	One	29.06	2.69	.245	.865
	Two	29.19	2.67		
	Three	29.42	2.54		
	None	29.16	3.15		

Note *p < 0.05

The table 9 shows the effect of number of siblings at home on knowledge towards eco fashion. The result reveals that the highest mean value is scored by the respondents who had three siblings 29.42(SD=2.54) followed by two siblings 29.19(SD=2.67) respectively. The respondents who were alone have the mean value of 29.16(SD=3.15). The mean score of respondents who have one sibling was 29.06(SD=2.69). Further F value and significant value were also calculated and the result shows that p-value of the ANOVA for number of siblings is higher than level of significance. Hence null hypothesis is accepted i.e. there is no effect of number of siblings on knowledge of respondents towards eco fashion. The result indicates that number of siblings has no effect on knowledge.

H08 There is no significant effect of order in sibling on knowledge of college going girls towards eco fashion.

TABLE 10

EFFECT OF ORDER IN SIBLING ON THE KNOWLEDGE OF RESPONDENT TOWARDS ECO FASHION N=400

Knowledge	Order in Siblings	Mean	SD	F	Sig.
	One	29.26	2.76	.366	.778
	Two	29.09	2.63		
	Three	29.55	2.18		
	None	28.97	3.13		

Note *p < 0.05

The result of table 10 show that the mean value of respondents who were on third number on the sibling order was higher as 29.55(SD=2.18) followed by first born respondents i.e. 29.26(SD=2.76) respectively. The respondents who were on second number in the order of

sibling had the mean score of 29.09(SD=2.63). The lowest mean score adopted by the respondents who were alone i.e.28.97 (SD=3.13) respectively. The table further revealed that F value is .366 and significance value is .778. Since the significance value is greater than 0.05, the mean differences existing across order of respondents in their siblings are not significant at 5% level. Hence null hypothesis is accepted i.e. there is no significant effect of order in siblings on knowledge towards eco fashion. The result indicates that respondent's order in sibling has no effect on knowledge.

H09 There is no significant effect of type of family on knowledge of college going girls towards eco fashion.

TABLE 11

EFFECT OF TYPE OF FAMILY ON THE KNOWLEDGE OF RESPONDENT TOWARDS ECO FASHION

Knowledge	Type of family	Mean	SD	F	Sig.
	Nuclear	29.36	2.85	3.36	.068
	Joint	28.83	2.37		

Note *p < 0.05

The above table 11 shows the effect of family type on knowledge towards eco fashion. The result reveals that the highest mean value is scored by the respondents who were from joint family i.e. 29.36 (SD=2.85) and respondents belongs to nuclear family has the mean score of 28.83(SD=2.37) respectively. The F value and significant value were also calculated. The table indicated that F value is 3.36 and significance value is .068 which were higher than 0.05. Since the significance value is greater than 0.05 so the mean difference existing across respondents family type with knowledge was not significant at 5% level. Hence null hypothesis is accepted i.e. there is no significant effect of family type on knowledge of respondent towards eco fashion. The result indicates that type of family has no effect on knowledge.

H010 There is no significant effect of marital status on knowledge of college going girls towards eco fashion.

TABLE 12

EFFECT OF MARITAL STATUS ON THE KNOWLEDGE OF RESPONDENT TOWARDS ECO FASHION N=400

Knowledge	Marital status	Mean	SD	F	Sig.
	Married	29.50	2.19	.492	.483
	Unmarried	29.15	2.75		

Note *p < 0.05

The above table 12 shows the effect of marital status on knowledge towards eco fashion. The results reveal that the unmarried respondents had a mean score of 29.15 (SD=2.75) while the married respondents had a mean score of 29.50(SD=2.19). The table revealed that the F-value is .492 and significance is .483. Since the p-value of the ANOVA for marital status of respondents is higher than level of significance. Hence null hypothesis is accepted i.e. there is no significant effect of marital status on knowledge of respondent towards eco fashion. The result indicates that marital status has no effect on knowledge.

4 CONCLUSION

From the study it is concluded that maximum numbers of respondents have good knowledge towards eco fashion.

Greater knowledge was possessed for the questions that were more generalized. The students did not answer correctly to the questions that were technical. Therefore there is a need to generate awareness on terms related to eco fashion. Consumers need to be educated for the betterment of the environment and their health. The study also examined the effect of demographic variable on knowledge and results concluded that no significant difference were found in the knowledge of college girls based on age, monthly family income, occupation of mother, literacy level of father, literacy level of mother, number of siblings, order in sibling, family type and marital status. Only occupation of father has an effect on knowledge of respondents towards eco fashion.

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