

Assessment of knowledge management towards sustainable trims and accessories used in apparels

Riddhi Mehta, Miss Diksha Gupta*
Vivekananda Global University, Jaipur

Abstract

The study's goal is to measure people's knowledge and awareness of sustainable trimmings and embellishments used in clothing. The use and understanding of sustainable trimmings was brought to the attention of clothes businesses, boutiques, tailor shops, and students, workers, and owners. Sixty garment sector workers from sixty units were approached in Jaipur to collect data through a self-contained interview schedule. The data was analyzed using the descriptive - frequency & percentage approach to determine the effect of demographic characteristics on the knowledge of garment brand owners and workers, boutique owners, tailors, and students. An interview session was held during data collecting to promote awareness about sustainability and the sustainable element of trimmings and accessories after analyzing the knowledge and awareness of owners and workers.

Keywords: Accessories, Apparel, Awareness, Knowledge, Reuse, Recycle, Sustainability, Trims, Up-cycling

Finding & Future Scope –

Through a research process, it was found that the researches on sustainable aspect of trims and accessories to spread knowledge & awareness about sustainability aspects. The concept of false sustainability of brands from the perspective of knowledge was explored by many researchers to access the knowledge among consumers towards green washing. The main purpose of these studies was to know the knowledge of workers and owners about the trims & accessories used in sustainable clothing and the output of which was that not much relevant according to the study.

1. INTRODUCTION

Sustainability

Since the idea of sustainability is frequently brought up in connection with environmental policy challenges, it has become a popular topic for theorising among academics from many disciplines, including philosophy and the social sciences. It entails growth that satisfies current wants without sacrificing the capacity of coming generations to satiate their own needs.

Sustainable clothing is manufactured from environmentally friendly materials such as recycled materials or fibre crops grown in a sustainable manner. It also explains the process of making these fabrics. Using sustainable materials is one of the best ways for fashion firms to reduce their environmental impact. Sustainable materials are those derived from renewable natural resources that do not harm the environment when used or disposed. The less a product has an impact on land use, water consumption, carbon emissions, and habitat destruction, the more sustainable it is. There are numerous sustainable materials available, including:

Recycled and up-cycling materials — such as fabrics made from second-hand clothing.
Biodegradable materials — such as wool or silk. A textile is any material made of interlacing fibers, including carpeting and geotextiles, which may not necessarily be used in the production of further goods, such as clothing and upholstery. Fashion trimmings and accessories are used for clothing edge finishes. It gives an innovative and attractive looks for expressing our personality. Today most of the trimmings are commercially manufactured. Types of Trims- pom-pom, Lace work, Gimp (thread), Patch work, Buttons, Zipper, Hasps.

2. REVIEW OF LITERATURE

The goal of a review of literature is to identify all available papers, data, and information relevant to the research issue. The main goal of this chapter was to gain access to information linked to the subject of study, which would aid in the discovery of the result using previously existing studies and studies done on similar topics. Basic and fundamental information was gathered regarding the trims and accessories used in garments, as well as their sustainability in apparel belonging to sustainable brands.

Enough literature was not available on sustainable aspect of trims and accessories in context to fashion hub & apparel industries which is current demand due to the sustainability factors and growth of worker class and control green washing of fashion brands.

Ali & Sarwar, (2010) explained about Sustainable fibres offer solutions for businesses that are having environmental challenges, and they are also helpful in meeting modern market needs for high-quality products. The major goal of this paper is to employ sustainable materials in clothing. It offers in-depth information about two natural sustainable fibres (organic cotton and bamboo), including their brief biographies and descriptions of their development, processing, applications, and uses. This research highlights the use of these fibres by well-known designers, numerous top brands, and fashion firms for their competitive advantage and brand image, as well as briefly describing their benefits and drawbacks. The paper showcases high fashion and textile products and shows the potential uses for these materials. These products enable the production of high-quality goods that uphold social and environmental standards.

Alexa, (2021) explained that the study's goal is to examine the history and transformation of green marketing and green washing as business strategies, as well as how fast fashion businesses use both to achieve a competitive edge. Green marketing encompasses a wide range of actions, including product improvements, manufacturing practises, packaging, and advertising. Companies seeking a better image and positioning themselves as more sustainable, despite their same business and production processes, began to advertise their "green-ness" rather than minimising their environmental and social effect.

Chan (2022) explained to explore challenges relating to recycling textile waste, changing and reusing old apparel, and motivating firms to pursue sustainable development, see up-cycling and the Rise of Recycled Fabrics. The webinar might aid small and medium-sized businesses (SMEs) in better comprehending environmental, social, and governance (ESG) standards, pursuing sustainable development in their operations, and taking advantage of business opportunities in the Greater Bay Area (GBA) by utilising cutting-edge technology like up-cycling fabrics. The ability of consumers to purchase various clothing items and accessories for less money has significantly increased consumption. This has in turn fueled the global fashion industry's explosive rise. Fast fashion has brought about a number of environmental issues, though.

Kim & Na, (2018) explained due to their extensive supply lines, the textile and apparel sectors are challenging to sustain. Additionally, for sustainability, it cannot rely solely on the industry. Therefore, it is crucial that consumers practice at home. As a result, it's essential to provide DIY suggestions, stress the value of practice, and offer a choice of doable solutions. We conducted focus groups to better understand up-cycling in families and attitudes toward sustainable apparel. With different participants in each group depending on the level of proficiency in the up-cycling method, the ability to share information, and the level of comprehension in the clothing-fibre production process, a situation analysis for the attitude and up-cycling of sustainable clothing is available. It shown that they choose their sustainable fashion products carefully for their families, wash them carefully to reduce their impact on the environment and their energy use, trade in used items, recycle, and live a sustainable lifestyle.

3. RESEARCH METHODOLOGY

The study is conducted in Jaipur city. The aim of the study is to understand about sustainable aspect of trims and accessories in fashion houses of Jaipur city. The study was carried out using interview and questionnaire method. To create awareness and knowledge about trims and accessories affect sustainable clothing is the main objective of the study. Research design is the planning and framework of research methods and collecting information & techniques required to carry out the research work. The present investigation aims to study the knowledge & awareness of workers towards sustainable aspect of trims & accessories in apparel brands, boutiques, tailor shops, trims shops in Jaipur city. The study was carried out using interview method. Assessing knowledge and creating awareness about sustainability and sustainable trims & accessories was the main objective of the study.

4. RESULTS AND DISCUSSION

The first step in addressing the environmental challenges associated to trims used in clothing is to evaluate brand owners', boutique owners', tailors', and students' awareness of sustainable aspects of trims & accessories. With this in mind, a survey approach was chosen and carried out among Jaipur city's owners of fashion brands, boutiques, tailors, and fashion students using a questionnaire created to meet the study's objectives. The questionnaire was created in such a way as to allow owners of fashion brands, shop owners, tailors, and fashion students to share their knowledge and opinions.

Demographic profile of the respondents

Section 1: Knowledge of respondents towards sustainable aspect of trims & accessories.

To assess the knowledge of owners of fashion brands, boutiques, tailors and fashion students towards sustainable aspect of trims & accessories an interview schedule was used. Questions on trims like where they buy from, what they used, sustainability, sustainable trims & other factors related to same were included in the questionnaire. Questions were of yes / no. Responses of all questions have represented in form of frequency & percentage.

Table 1.1

Distribution of the respondents on the basis of their age group N=60

AGE GROUP	FREQUENCY	PERCENTAGE
18-25	27	45%
25-30	18	30%
30-45	7	11.7%
45-50	8	13.3%

Table; 1.1 reveals that 45% of the people were of 18-25 age group, 30% were of 25-30 age group, 13.3% were of 45-50 age group & only 11.7% of them were of 30-45 age group, which states that maximum no. of the respondents were 18-25 age group as this age group people have just started their brands, boutiques.

Table 1.2

Distribution of the respondents on the basis of what type of clothing they work? N=60

TYPE OF CLOTHING	FREQUENCY	PERCENTAGE
INDIAN / ETHNIC	13	21.7%
WESTERN	8	13.3%
BOTH	35	58.3%
OTHER	4	6.7%

Table; 1.2 reveals that maximum number 58.3% of people were work on both type of clothing Indian & Western wear, only 21.7% of the people work on Indian wear & 13.3% of them were work on Western wear only, which states that maximum no. of the respondents work on both Indian wear & western wear.

Table 1.3

Distribution of the respondents on the basis of awareness about the term trims & accessories?

N=60

LEVEL OF AWARENESS	FREQUENCY	PERCENTAGE
YES	60	100%
NO	0	0%

Table; 1.3 reveals that maximum number 100% were aware about trims & accessories, which states that maximum no. of the respondents had knowledge about the term.

Table 1.4

Distribution of the respondents on the basis of awareness about the importance of trims & accessories? N=60

LEVEL OF AWARENESS	FREQUENCY	PERCENTAGE
YES	58	96.7%
NO	2	3.3%

Table; 1.4 reveals that maximum number 96.7% were aware about how trims & accessories are important for garments which states that maximum no. of the respondents had knowledge about the term.

Table 1.5

Distribution of the respondents on the basis of from where do they buy trims & accessories?

N=60

PLACES	FREQUENCY	PERCENTAGE
LOCAL MARKET	44	73.3%
BRANDS	6	10%
HANDMADE	7	11.7%
OTHER	3	5%

Table; 1.5 reveals that 73.3% of the owners buy trims & accessories from local market, 11.7% were making handmade trims & 10% of them buy trims from brands, this states that owners of brands, boutiques, tailors, students buy trims from local market.

Table 1.6

Distribution of the respondents on the basis of do they find trims & accessories nearby? N=60

LEVEL OF AGREEMENT	FREQUENCY	PERCENTAGE
YES	35	59.3%
NO	24	40.7%

Table; 1.6 reveals that 59.3% of the workers find trims nearby, 40.7% were don't find trims nearby, and tells that trims are not easily available nearby to their workplace.

Table 1.7

Distribution of the respondents on the basis of from they do they prefer to buy trims & accessories? N=60

SOURCE	FREQUENCY	PERCENTAGE
ONLINE	4	6.7%
OFFLINE	56	93.3%

Table; 1.7 reveals that 93.3% of the workers usually buy trims & accessories offline, 6.7% buy online, which states the workers don't take much interest to buy trims online of better quality.

Table 1.8

Distribution of the respondents on the basis of what kind of trims & accessories you used mostly? N=60

TYPES	FREQUENCY	PERCENTAGE
BUTTONS	47	78.3%
ZIPPERS	41	68.3%
LACES	31	51.7%
HOOKS	34	56.7%
OTHER	10	16.7%

Table; 1.8 reveals that 78.3% of the workers use buttons mostly, 68.3% of workers selected zippers, 51.7% of workers selected laces, 56.7% of workers selected hooks, 16.7% choose other, it states that most of the workers mostly use buttons as trims.

Table 1.9

Distribution of the respondents on the basis of what kind of buttons they find in market?

N=60

TYPES OF BUTTONS	FREQUENCY	PERCENTAGE
WOODEN	7	11.7%
PLASTIC	15	25%
FABRIC	2	3.3%
METAL	0	0%
ALL OF THE ABOVE	36	60%

Table; 1.9 reveals that 60% of the workers find all type of buttons, 25% were mostly find plastic buttons, 11.7% find wooden buttons, 3.3% find fabric button, which states that most of the workers find all most all types of buttons in market .

Table 1.10

Distribution of the respondents on the basis of awareness about the term sustainable? N=60

LEVEL OF AWARENESS	FREQUENCY	PERCENTAGE
YES	47	79.7%
NO	13	20.3%

Table; 1.10 reveals that 79.7% of the workers were aware about the term sustainable, 20.3% were totally unaware about the term sustainable, which states some of the workers do have awareness about the term sustainable.

Table 1.11

Distribution of the respondents on the basis of awareness about the term sustainable trims?

N=60

LEVEL OF AWARENESS	FREQUENCY	PERCENTAGE
YES	43	71.7%
NO	17	28.3%

Table; 1.11 reveals that 71.7% of the workers were aware about the term sustainable trims, 28.3% were totally unaware about the term sustainable trims, which states some of the workers do have awareness about the term sustainable trims.

Table 1.12

Distribution of the respondents on the basis of the use of sustainable trims? N=60

TYPES Of SUSTAINABLE TRIMS	FREQUENCY	PERCENTAGE
POTLI BUTTONS	9	15.3%
WOODEN BUTTONS	11	18.6%
FABRIC BUTTONS	9	15.3%
ALL OF THE ABOVE	28	47.5%
OTHER	2	3.4%

Table; 1.12 reveals that 47.5% of the workers use all of the sustainable trims that are mentioned, 15.3% were using fabric buttons & potli buttons, 18.6% were using wooden buttons only, which states most of the people used all of the above listed buttons but wooden button is the first preference.

Table 1.13

Distribution of the respondents on the basis of their preference? N=60

PREFERENCE	FREQUENCY	PERCENTAGE
SUSTAINABLE TRIMS	28	46.7%
REGULAR TRIMS	32	53.3%

Table; 1.13 reveals that 53.3% of the workers prefer regular trims instead of sustainable trims, 46.7% prefer sustainable trims, which states workers are mostly prefer regular trims as compared to sustainable trims.

Table 1.14

Distribution of the respondents on the basis of in what quantity they buy trims? N=60

QUANTITY	FREQUENCY	PERCENTAGE
BULK	19	32.2%
ACCORDING TO NEED	40	67.8%

Table; 1.14 reveals that 67.8% of the workers buy trims according to their needs, 32.2% buy trims in bulk quantity, which states owners and workers prefer to buy trims according to their needs.

Table 1.15

Distribution of the respondents on the basis of awareness about do you know unsustainable trims harm the environment? N=60

LEVEL OF AWARENESS	FREQUENCY	PERCENTAGE
YES	35	59.3%
NO	24	40.7%

Table; 1.15 reveals that 59.3% of the workers are aware about that unsustainable trims harm environment, 40.7% are unaware about that they harm environment, which states that many people are unaware about that unsustainable trims harm environment.

Table 1.16

Distribution of the respondents on the basis of knowledge about are sustainable trims priced costly? N=60

LEVEL OF KNOWLEDGE	FREQUENCY	PERCENTAGE
YES	42	71.2%
NO	17	28.8%

Table; 1.16 reveals that 71.2% of the workers have knowledge about that sustainable trims are priced costly, 28.8% don't know about that sustainable trims are priced costly, it states that most of the workers think they are priced costly.

Table 1.17

Distribution of the respondents on the basis of selecting of the reason for not using sustainable trims? N=60

SELECTION	FREQUENCY	PERCENTAGE
COSTLY	15	27.8%
TIME TAKING TO BUY	5	9.3%
TIME TAKING TO MAKE	10	18.5%
DOESN'T LOOK BEAUTIFUL	0	0%
OTHER	28	51.9%

Table; 1.17 reveals that 51.9% of the workers selected –other as reason, 27.8% of workers selected that sustainable trims are priced costly, 18.5% of workers think they are time taking to make, 9.3% of workers think they are time taking to find and buy, it states that most of the workers think the reason is they don't use sustainable trims as they don't know what is sustainable trims.

5. SUMMARY AND CONCLUSION

The word trim & accessories is mostly recognized the complimentary part of apparels or a major need for garment. When we talk about sustainability or sustainable clothing it is considered that fabric should be eco-friendly, disposable, biodegradable, reusable, recyclable and the fabric we used is naturally dyed or printed but we don't think about the trims that are used in those sustainable clothing. Trims are also a major factor in sustainable clothing.

The study focuses on spreading awareness towards the sustainable aspect of trims & accessories among owners of fashion brands, boutiques, tailors, and fashion students was an attempt to assess the knowledge and awareness of owners and workers of Jaipur city to change their mind set towards sustainable fashion and to spread awareness about sustainable trims & accessories used in apparels.

Hence, the purpose of the study was to determine the level of knowledge and awareness of the sustainable element of trimmings and accessories among owners and employees of fashion brands, boutiques, tailors, and fashion students. The study raises awareness among students so that they are knowledgeable about sustainability and the environmentally friendly aspects of the trims used in clothes, as well as the importance of wearing environmentally friendly clothing and the key elements that make it so.