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ECONOMIC THEORY OF RATIONALIZATION CONSUMPTION OF HOMES & HOTELS WITH INSTRUCTIONS OF TEXTILES AND APPAREL CARE LABELS

Economic theory of rationalization consumption and the wear-life of textiles and apparels depend on the care one takes of them. Long before house and hotel laundry operators could easily identify from natural raw materials such as a wool or cotton textiles and apparel, synthetic materials such as nylon, polyester and acrylic used in clothing, homes and hotels, and successfully clean it without a care label. Rationalization consumption with new fibers and new technology has created a vast array of textiles and apparel. Unfortunately, house and hotel laundry operators had no way of knowing just how to properly clean these textiles and apparels. Rationalization consumption in such situation care labels plays an important role. Care labels indicate how to clean textiles and apparel in best possible way and provide the necessary information about their washing, bleaching, ironing and dry-cleaning of textiles and apparels. Thus the present study was conducted for enhancing the knowledge of house and hotel laundry operators. the results of the study reveals that the existing knowledge of rationalization consumption that the house and hotel laundry operators regarding textiles and apparel labels, label placement and forms of care instruction was good but, with respect to textiles and apparel care symbols, all the respondents possessed poor knowledge. After the training the knowledge was found to be good. Knowledge gain was found significant regarding textiles and apparel care labels.

Keywords: rationalization consumption, labels, clothes.

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ЕКОНОМІЧНА ТЕОРІЯ РАЦІОНАЛІЗАЦІЇ ВИКОРИСТАННЯ ЕТИКЕТОК ТЕКСТИЛЬНИХ ВИРОБІВ В ГОТЕЛЬНОЇ СПРАВІ ТА ДОМАШНЬОМУ ГОСПОДАРСТВІ

Дослідження проведено з метою підвищення обізнаності споживачів щодо дотримання правил догляду за речами, вказаними на етикетках, які надають необхідну інформацію про прання, відбілювання, прасування та хімічистку текстилю та одягу.

В опитуванні взяли участь 72 студенти факультету спеціальної освіти університету Каферельшейха та 20 працівників готелів. Опитування містило перелік питань щодо розпізнавання і розуміння респондентами символів на етикетках щодо правил догляду за одягом та використання цієї інформації.

Результати дослідження покликані допомогти місцевим виробникам одягу створити та використовувати систему символів на етикетках, яка б була зрозумілою та корисною для споживачів.

Ключові слова: раціоналізація використання, етикетки, одяг

1. Introduction

Textiles and apparel as ready-to-wear clothes usually come with a label that spells out how the clothes need to be cared for. However, the findings of a study show that the majority of clothes made and worn locally by dressmakers and tailors in several parts of Egypt do not have any kind of label [1,2]. Clothes must be taken care of to lengthen their lifespan so that buyers get the greatest value for their money. Washing, drying, ironing, and dry cleaning are all aspects of caring for clothes, as are the right methods for storing and laundering. Knowing the precise fibers types from which a textiles and apparel is manufactured is also required in order to properly care for it. If producers want their customers to be able to maintain their clothes, they must include thorough care instructions [3,4].

These instructions must be written in a style and form that is easy for customers to read and comprehend in order to be effective, observed, some house and hotel laundry operators completely remove the labels from the clothes because they find them to be bothersome and irritating, especially if they are sewn or affixed to the back of neckline for clothes [7,17]. However, care instructions are now routinely written within knit clothes, near the neckline of clothes, thanks to current technology, for care labels, this offers a durable solution [2,5,8]. The disadvantage of this labels method is that regular washing can wash away the lettering and symbols. However, to be successful, a care label must remain legible for the whole life of the textiles and apparel [9,12]. To help house and hotel laundry operators properly care for their clothes, manufacturers add fiber content to the care label information. Instead of following the symbols of textiles and apparel care labels or care instructions, several customers claimed to use their understanding of how to care for different types of fibers in clothes [10,11].

This means that house and hotel laundry operators need to understand the information and instruction on care labels to maintain their clothes. As a result of the aforementioned, it is very necessary to investigate whether house and hotel laundry operators are aware of care labels and their importance as well as their knowledge and understanding level of the information on care labels, especially the symbols of textiles and apparel care labels.

Therefore, the objective of this study is to investigate home economics students at Kaferelsheikh University, Egypt and house and hotel laundry operator's awareness, understanding and use of the information on care labels. The findings of this study are meant to assist local clothes manufacturers in creating their labels scheme, especially with the symbols of textiles and apparel care labels that will be peculiar to how Egyptians care for their clothes as some countries have mandatory standards for care label instruction. Local clothes manufacturers will also use the findings to see the need to attach care labels to their products. They will likewise be helpful to home economics departments in various schools to intensify the teaching of the information on care labels. Productions organizations and bodies responsible for the formulation of these symbols of textiles and apparel care labels can use the findings to assess the effectiveness of the symbols of textiles and apparel care labels.

2. Materials and Methods

Research design descriptive statistics were used to data analyses of the study were quantitative in nature and gathered data through a cross-sectional report design to achieve the aim of the study economic theory of rationalization consumption of homes & hotels with instructions of textiles and apparel care labels.

2.1. Sample and sampling procedure

The target population consisted of all home economics students at Kaferelsheikh University, Egypt and house and hotel laundry operators, this was made up of 72 students of the fourth year in home economics department, and 20 persons of hotel laundry operators. Strengthening individual and home economic and hotel laundry operators' well-being across the lifespan is one of the objectives of house and hotel laundry operators of specific education. Since its inception, this discipline has been focused on applying knowledge to raise individual and home economic and hotel laundry operator's standards of living. Students studying house and hotel laundry operators take courses in clothes and textiles that cover fibers with a variety of characteristics and methods of care. As a result, they are expected to comprehend the meanings of the symbols found on care labels and apply them to the maintenance of their clothes.

2.2. Instrument for data collecting

The instrument adopted for the study was a seven-item request reports and analyze them, as a descriptive where respondents were asked to give or write the meaning of the symbols on care labels. The instrument was used to seek information on the awareness level of the students on care labels, their understanding level of the information on care labels especially with the symbols of textiles and apparel care labels and whether as house and hotel laundry operators, they use the care label information in caring for their clothes, and asked for the demographic information of respondents such as gender, age, marital status and qualification. And assessed students studying house and hotel laundry operator's awareness as well as their usage of the information on care labels [12,13]. So examined students studying house and hotel laundry operators' perception of care labels and lastly, with assessed students studying house and hotel laundry operators understanding levels of the information particularly the symbols on care labels. Students studying house and hotel laundry operators were provided with the symbols and their meanings and were made to write the meaning of those symbols of textiles and apparel care labels beside them. The content and face validity of the reports and analysis were established with the assistance of colleagues in the department of home economic sciences, the faculty of specific education, Kaferelsheikh university, Egypt. Their comments and suggestions were incorporated to make the instrument valid before pretesting it. The reports and analysis were administered in person to respondents because this gives the researcher an opportunity to establish rapport and explain terms that are not clear to respondents.

1. Students studying house and hotel laundry operators' usage of textiles and apparel care labels?
2. Students studying house and hotel laundry operators awareness of care labels on textiles and apparel?
3. How often students use the information on care labels when purchasing textiles and apparel?
4. How often students studying house and hotel laundry operators use the information on textiles and apparel care labels when caring for clothes washing, drying, ironing, dry cleaning ?
5. What students studying house and hotel laundry operators do to the care label on textiles and apparel?
6. Students studying house and hotel laundry operators understanding of the information on textiles and apparel care labels?
7. Students studying house and hotel laundry operators perception of care labels on textiles and apparel?
8. Students studying house and hotel laundry operators' identification of the textiles and apparel care symbols?
9. Percentages of students studying house and hotel laundry operators who were able to identify the care symbols of textiles and apparel care labels?

3. Results and Discussions:

Economic theory of rationalization consumption of homes & hotels with instructions of textiles and apparel care labels of more our students females participating in the study affirm that the majority of universities' home economic and hotel laundry operators courses such as home economic and hotel laundry operators sciences and home economic and hotel laundry operators studies are female dominated [14,17, 18]. Based on the results of this study students are aware that clothes have care labels attached to them which is encouraging and is in line with the

result of the third Egyptian barometer for care labels which showed that 96% of Egyptians never or rarely buy a textiles and apparel without a care label. Awareness of an item of textiles and apparel care labels are paramount to the usage of that item [15,16]. Most of our students being aware that clothes have care labels are good because it can influence their usage. the results of textiles and apparel care labels throw this study show that even though our students always are not aware that clothes have care labels, and most students do not always use the information on care labels when purchasing clothes and use them once in a while which is contrary to the findings of others studies. If students do not read or use the information during a purchase textiles and apparel care labels, they will not know whether they will be able to give the required treatment or care for the clothes. Also, examining and reading care textiles and apparel care labels before purchasing clothes will result in purchasing high-quality clothes because the clothes intended usage and the level of maintenance they will require will be known [17,18].

According of the results, it can rightly be said that students of home economic and hotel laundry operators do not always use the information on care labels when caring for clothes which always use the care labels when maintaining clothes [11,12]. This can affect the treatment that is mostly given to clothes which can likewise affect the lifespan of clothes and their durability. Throw the results, it can be seen that most students of home economic and hotel laundry operators do not cut the care labels off but rather keep them which can help them in caring for their clothes. Basically, some house and hotel laundry operators cut the care labels because they find it to be a cause of irritation which is not the case for respondents in this study [13,14]. Additionally, most Egyptian house and hotel laundry operators cut off their clothes labels. This goes to show that house and hotel laundry operators have different ways of reacting to care labels on their clothes. Awareness of the information on care labels is very important because for students to be able to use the information, they need to understand the information. However, the percentage of students of house and hotel laundry operators who admitted that they do not understand the information shows that much education is needed to help such students of house and hotel laundry operators.

The results indicate, it can be said that students have positive perceptions of care labels. They see care labels to be very important like most Egyptians. However, some students did not see the information on care labels to be easy to understand since they were not sure with regards to that perception. Nevertheless, for a label to be effective, it needs to be understandable items. Students of home economic likewise did not see care labels as a cause of irritation; others reported that keeping the care label on their clothes is unclear. Students of home economic are not sure whether all the clothes they buy have care labels which also explains why they reported not always using the information on care labels when purchasing clothes, unlike Egyptians who never buy clothes without instructions of textiles and apparel care labels.

The results indicate, it can be seen that the shape and structure of the symbols of textiles and apparel care labels affect the understanding of students of home economic where studies of house and hotel laundry operators. this is because students of home economic were able to identify symbols of textiles and apparel care labels that have a direct bearing on their meaning, for example, the symbol of textiles and apparel care labels which means do not wring, which has the shape looking like something which is being wrung and crossed, showing that it is a warning sign; the hand wash symbol of textiles and apparel care labels has a hand in a basin; the iron high symbol of textiles and apparel care labels which has an iron with three dots which can be differentiated from the ones with one and two dots; do not wash symbol of textiles and apparel care labels which has the basin crossed which proved that it is a warning sign regarding washing.

3.1. Washing Symbols: The washing method saves 5 percent of the electricity bill and maintains the safety and service life of the washing machine

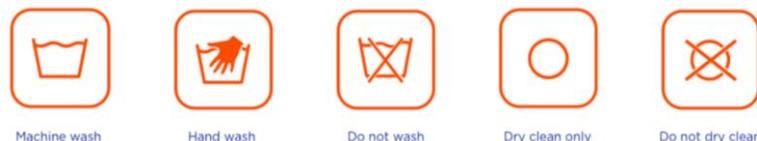


Fig. 1: washing symbols

3.2. Washing temperature symbols: Washing temperature saves 5 percent of the electricity bill and maintains the safety and service life of the washing machine,

Cold Temperature Water: between 65°F and 85°F.	Warm Temperature Water: max temperature of 105°F.	Hot Temperature Water: max temperature of 120°F.

Fig. 2: Washing temperature symbols

3.3. Washing machine symbols: Washing machine systems the washing method saves 5 percent of the electricity bill and maintains the safety and useful life of the washing machine... and the useful life of the clothes... and the amount of water used.

		
Normal Cycle:	Permanent Press Cycle:	Delicate Cycle:

Fig. 3: Washing machine symbols

3.4. General drying symbols: drying systems saves 5 percent of the electricity bill and maintains the safety and useful life of the washing machine... and the useful life of the clothes... and the amount of water used.

				
Tumble Drying Allowed	Do Not Tumble Dry	Hang to Dry	Dry Flat	Do Not Wring

Fig. 4: General drying symbols

3.5. Drying temperature symbols: Drying temperature saves 5 percent of the electricity bill and maintains the safety and useful life of the washing machine... and the useful life of the clothes... and the amount of water used.

				
Tumble Dry	Low Heat	Medium Heat	High Heat	No Heat/Air

Fig. 5: Drying temperature symbols

3.6. Tumble dry laundry symbols: saves 5 percent of the electricity bill and maintains the safety and useful life of the washing machine... and the useful life of the clothes... and the amount of water used.

		
Normal Cycle: towels, sheets, jeans, t-shirts, and sweatpants	Permanent Press Cycle: reduce wrinkles in fabrics with synthetic fibers	Delicate/Gentle Cycle: dry clothes but is safer for delicate fabrics or garments prone to shrinking.

Fig. 6: Tumble dry laundry symbols

3.7. Bleaching symbols: saves 5 percent of the electricity bill and maintains the safety and useful life of the washing machine... and the useful life of the clothes... and the amount of water used.

		
Bleaching Allowed	Do not bleach	Use non- chlorine Bleach

Fig. 7: Bleaching symbols

3.8. Ironing Symbols: saves 5 percent of the electricity bill and maintains the safety and useful life of the washing machine... and the useful life of the clothes... and the amount of water used.

				
Iron low	Iron medium	Iron high	Do not Iron	No steam added to Iron

Fig. 8: Ironing Symbols

3.9. Egyptian Detergents: saves 5 percent of the electricity bill and maintains the safety and useful life of the washing machine and the useful life of the clothes and the amount of water used. Make sure you use the right laundry detergent for the wash cycle you pick, like the Egyptian detergents, cold water clean for cold washes or use a detergent like Egyptian detergents that's suitable for any temperature. Get the best out of your laundry, the results of studies showed that house and hotel laundry operators see many of the symbols of textiles and apparel care labels as not intuitively linked to their meaning which makes them unrecognizable and that they prefer care labels that are

written out in words [10,14]. This goes to show that care labels should not only be in symbol of textiles and apparel care labels form but be attached to their meanings, because symbols of textiles and apparel care labels that are used in conjunction with words have a deeper meaning [12,13]. House and hotel laundry operators should be able to get the meaning of the information on care labels and easy to understand [15]. As a result of House and hotel laundry operators' inability to understand the meaning of all the symbols of textiles and apparel care labels, has developed a applications known as to help Egyptians to understand the symbols of textiles and apparel care labels [7].

4. Conclusion

Instructions of textiles and apparel care labels are necessary for maintaining the quality of clothes and to get the most out of them, house and hotel laundry operators need to have a better understanding of all the information on them including the symbols of textiles and apparel care labels. the study involved 72 student of home economics and 20 persons of hotels where home economic and hotel laundry operators sciences students of home economic which included students who have no home economics background as such they had no idea about the information on textiles and apparel care labels. According on the findings of this study, it can be concluded that the students of home economic are aware of textiles and apparel care labels on clothes but do not always use the information on care labels when purchasing and caring for clothes. This can also mean that they do not care for their clothes using the right method which can affect the life span of their clothes even though they keep the textiles and apparel care labels on their clothes. additionally to textiles and apparel care labels, the students of home economic agree that care labels are important and provide all the necessary information needed to care for clothes but are not sure whether it is easy to understand the information on textiles and apparel care labels, that they are a cause of irritation and whether all the clothes they buy have care labels. this likewise explains why the students of home economic do not always use textiles and apparel care labels when purchasing clothes because they do not inspect clothes to ascertain whether they have care labels or not. The students of home economic were able to identify the symbols of textiles and apparel care labels that have a link with their meaning. This means that the students of home economic were not able to identify some of the symbols which can affect their usage. if students in the home economic and hotel laundry operators' sciences department are not able to identify these symbols of textiles and apparel care labels, then it is likewise going to be difficult for students of home economics in other departments to do so. This likewise may be partly a reflection of the general consuming public in Egypt.

Economic theory of rationalization consumption throws practical and social implication: according on the findings of this study of home economic, local clothes manufacturers should be encouraged to formulate mandatory standards or their scheme for labels for care labels that will be peculiar to how Egyptians care for their clothes as they exist in other countries. Organizations of companies and bodies that formulate the symbols of textiles and apparel care labels should make sure the shape of the symbols of textiles and apparel care labels has a direct link with their meaning to aid in their understanding and usage. Better still, the symbols of textiles and apparel care labels should always come with their meaning. teachers at all levels should also be encouraged to use seminars and other means to educate students on the information on care labels, especially the symbols of textiles and apparel care labels. The home economic and hotel laundry operator's sciences department of home economic should encourage students of home economic to always use the information on care labels when purchasing and caring for clothes. Students of home economic should also be encouraged to educate other students about care labels since they have positive perceptions of care labels.

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