

To Study the Consumption and Disposal Behaviour of Women in Delhi Towards Undergarments

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Abstract

This project aims to study and understand the approach towards undergarments usages and disposal behavior in Indian society (primarily among Indian women).

Indian undergarment market is undoubtedly one of the unique markets among the world's primary market today. High functionality and the demand, for now, are the main reason for sudden expansion [1]. The consumption increment ultimately will lead to disposal increment [2]. The industry needs to follow a sustainable method for this small piece of clothing.

This research study is an effort to know the consumption & disposal behavior of women towards their undergarments. This research study also helps understand the consumer attitude towards recycling the undergarments & find alternative ways to sustain them.

Undergarments are a largely neglected part of women's clothing, which, this research study argues, is nonetheless as important as 'outward' dress. Indeed, undergarments are more interesting in some ways because it is hidden from view, but still appears to have considerable social/discursive importance [3].

The research model used for this research is qualitative, formulated to the conceptual framework, and studied to quantify in numbers.

Research methodologies used are historical, Comparative, Descriptive, Correlation (between two results accordingly), and Evaluation.

Keywords: Consumer, Environment, Sustainable, Positive change, innovative design, System thinking, Textile, Consumption, Recycle, Disposal

1. Introduction

Background

The Indian innerwear industry holds immense growth potential. It is one of the high growth categories in the Apparel market. The entry of many large international brands is evident in the Indian market in the last few years. The concept of E-commerce and online undergarments stores has majorly enhanced the market's growth prospects as it offers a wide variety of national as well as international brands at the same port/stage[4].

Indian undergarment market is undoubtedly one of the unique markets among the world's primary market today. A remarkable shift from price sensitivity to brand sensitivity and preference for bold color and innovative design are the two-major vital trends emerging in this segment (Daedal research,2014).

According to a research report by Technavio, in India, the country's young female population invests a significant amount of time and money resource for staying updated with the latest range and trends[5]. Shortly, an expansion is expected for the Indian innerwear market. Changing consumer preference, high income, higher discretionary spending, growing fashion orientation of consumers, and product innovation by the innerwear market have turned innerwear from a traditionally utilitarian item to an essential clothing requirement. These reasons are identified as a significant driver for expansion.

High functionality and greater comfort (product variation like seamless intimates, plus size innerwear, body shape enhancer) is the demand of now and probably the main reason for the sudden expansion of the innerwear segment[5].

Consumption is going to increase and relatively the discarding also. The women's innerwear market, which is driven by value-added innerwear products, contributes around 60 percent to the total innerwear market. This market is worth Rs. Ten thousand eight hundred eighty crores and is growing at a promising CAGR of 15 percent (Research is done by Technopak, India retailing -bureau).

The whole industry is revolving around enhancing the performance on the root level of the industry. Lots of research and experiments are done and going on Design aspects and functionality aspects of Undergarments, at the same time lots of money are invested in the Manufacturing of it and Promotion of the same;

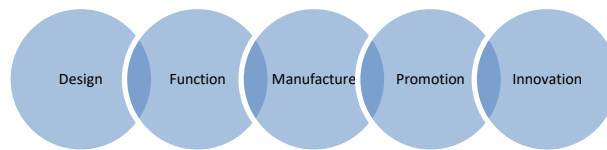


Fig 1 -Various aspect on which work and experiment are going on for this industry

A profuse amount of case studies and research papers is available/published in general on these aspects of the undergarments. Some are on the scientific level and others at the grass-root level. All these researches and innovations are helping the industry in increasing its market value. As a result, industries are proposing up with varieties to offer consumers. At the same time, the end consumers are also at a great benefit and have many more types to explore and experience.

Despite all the researches, innovation, and development, there was something unanswered beyond designing, consumption, improvement, and design,

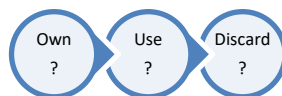


Fig 2- Unanswered aspects for the undergarment industry

To explain and explore these topics, the approach was taken by looking in the area of –

- Fabric aspects (These undergarments are made of many different materials, including cotton, rayon, silk, spandex, polyester, and lace. Some are all cotton, some are all polyester, some are combinations of natural and synthetics, and so forth)
- Different components are used in a garment (Cups, padding, straps, elastic material, hooks, or loops).

- Introduction of more sustainable fabric.
- Recycle and Reuse perspective.
- Life cycle assessment of undergarment.
- Undergarments consumption and disposal behavior of Women in Delhi.
- By tracing the frequency of advertisement in newspaper, magazine, and social media related to such garments

2. Abbreviations and Acronyms

CAGR – Compound Annual Growth Rate

LOHAS- Lifestyle of Health and Sustainability.

LCA – Life cycle assessment

MSME- Micro, small and Medium Enterprise

MSW- Municipal Solid Waste

NGO- Non-Government Organization

SD- System Dynamics

EPR-Extended Producer Responsibility

USP – Unique selling proposition

3. Equations

Data is collected from the filled questionnaire mode by valid and genuine respondents, and they include Females of varied age groups and from various backgrounds. The questionnaire is one of the most common and effectively used descriptive methods for identifying and generalizing trends in large populations [17]. Data was collected from 269 respondents in person. The questionnaire was also circulated through the web, and requests were sent via personal contact.

The total sample size calculated was 269.

Age group classification:

- Population - Urban women in Delhi
- Defined Age group – 15-60 years
- According to the census 2011, the population is 10,174,710 under this age group.
- Sample size calculation at a 90% level of confidence and a 5% margin. Keeping distribution set at 50%
- As calculated by the formula, Sample = 269

$$SS = \frac{Z^2 * (p) * (1-p)}{c^2}$$

Where

p = percentage picking a choice expressed as a decimal
c = confidence interval expressed as a decimal

Z = Z value

- According to the census, the female age-wise distribution differs, so proportionally, the sample size is distributed.

Table 1 – Sample size distribution

Age group (in years)	Population (in numbers)	Sample (in numbers)	Sample in Percentage
15-30	4,982,094	129	48%
31-45	3,385,178	92	34
46-60	1,807,438	48	18%

4. Headings

4.1 Objectives

- To study the perception of Indian society towards usages and storage of undergarments
- To analyze the consumption and disposal behavior of women in Delhi towards their undergarments
- Sustainability aspects for use and reuse of undergarments and acceptability of the idea within society to progress, prosper and reflect contemporary life

4.2 Structure of the paper

Over the last several decades, practically since renewable resources became a reality with the mid of 20th-century energy crisis, efforts by many individuals have been undertaken to examine aspects of what we do. The starting of the second decade of the 21st century seems like the ideal time to focus on sustainability issues; green, ecological, sustainable, etc., are descriptive words that have entered our lexicon and are not only common in western culture but have become marketable social identities.

The economic growth and demographic changes in consumption and disposal in India bring out the need for research. There is a lack of sufficient research in the recycling of post-consumer waste in India. No comprehensive study was available for the overall system with all the stakeholders, providing a framework for policy action, especially in the undergarment sector. For understanding the system, consumer consumption and disposal behavior must be traced.

5.Literature Review

5.1 Undergarments in India

Undergarment is no longer regarded as just a utility but is worn as a fashionable clothing article worldwide. With the growing penetration of organized retail and increasing fashion-conscious youth population and easily availability of varieties of lingerie brands irrespective of price bandwidth, emerges as an evident shift of taboo garments towards a new promising apparel retail segment.

Indian consumers' preferences also got affected, and it shifts from price sensitivity to the availability of branded products under the lingerie section.

The Undergarment market is witnessing trends in fabric design, finish application, the introduction of broader color choices, fitting, and silhouette designs. All these factors are leading to an innovation-oriented growth environment in this apparel segment.

The women's lingerie segment is varied vast as it comprises various product categories like – bras, cami-soles, panties, tees, nighties, shorts, etc.

While considering the total lingerie segment in India, brassiere and panties contribute 85 percent alone. In the year 2015, it was estimated to be worth Rs 14,389 crore and is expected to reach Rs 48,981 crores by 2025. (According to India retailing.com).

Indian women are not hesitating today to spend on quality products from this section, especially when it is about comfort and good looks, as lingerie has changed to emotional and luxuries categories from just a basic needed product. [6].

Lingerie was considered taboo back then in India when international lingerie brands entered the Indian market segment. It was neither discussed nor advertised frankly about undergarments as it is today. As time passed, this has shaped to some extent, and this younger generation is clearer and more confident of themselves and is very much experimental with cuts, colors, and designs; these experiments drag to a greater emphasis on comfort, rich, vibrant fabrics, varieties of laces, embroideries, brighter, and bold colors [7].

Increasing awareness and demand for good quality products increased the flow of luxury brands in the Indian market. Tracing back then, selling women undergarments for Rs 1,000 was a big task, whereas now, consumers are ready to accept quality products at any offered price point. Western influence also plays its part in the penetration of international lingerie brands in the Indian market—[8].

The increased popularity of e-commerce websites combined with multiple payment options and Virtual trial options have made it easy and satisfactory for the customer to fulfill her shopping desires, which create demand and increased impulse shopping too [9]. For an overall lingerie industry scenario, positive growth is seen in the Indian market, but at the same time, the demand for the luxury items are still small, only near about 5 percent overall. Generally, the luxury items in India are purchased as status symbols. At the same time, the premium and super-premium segments are growing at approximately 20-25 percent CAGR [10]. Since undergarments are still behind-the-scenes garments, shoppers would rather indulge in accessories such as watches and handbags rather than in luxury undergarments.

The size of the global lingerie market

According to expert industry reports, the global retail lingerie market is valued at US \$32 billion, with Asia contributing almost 29 percent. The textile, clothing, and fashion industries are said to be locked into an unsustainable cycle. The terms between productivity and resource use has entered into a chronic and unsustainable pattern.

5.2 About scope of sustainability in terms of textiles

There are social, economic, and environmental impacts at every stage in all five stages in the life cycle of textiles and clothing. Material stage: Pesticides used in cotton growing, water use, genetic modification, fair conditions, and prices for growers, animal welfare, use of oil in synthetics. Fabric and garment production stage: use of chemicals, water and energy use, waste, working condition. Retail stage: working condition, treatment of suppliers, energy use, packaging Usages stage: detergent use, energy use in washing, drying, and ironing Disposal: Landfill The textile, clothing and creative fashion industries not only occupy a vast primary, secondary and tertiary value chain stretching up to the consumer but are highly globalized in their operations. The increasing global consumer interest in and demand for textile clothing and fashion has moved parallel with an intensifying concern regarding its ungraded consequences.

5.2.1 Scope of sustainable fabrics in India

India is endowed with a vast natural fibers resource. India ranks number one in terms of jute production and ranks number two in terms of cotton production in the world. India is also the world's number one producer of bananas. However, commercial exploitation is still not considered for most of our available natural fibers. Science, technology, and design are critical to innovation and value addition in natural fibers in terms of create monetary benefits. National Institute of Design has undertaken related work in research,

education, and practice on design interventions already, basically using natural fibers. It has recently set up an Innovation Centre for Natural Fiber (ICNF) with a focus on capacity building in natural fibers development and utilization through innovation in design, engineering, and technology. The center has prioritized some natural fibers of national importance, such as Banana, Bamboo, Coir, Hemp, Flax, Nettle, Jute, and Water Hyacinth for exploration. This pursuit is networking with Indian and abroad institutions to find appropriate and sustainable design applications using these above-mentioned fibers as their primary component. With a focused program, significant economic benefits can be obtained to the local and national that can support design and technology to create cutting edge solutions for the market and develop sustainable livelihoods. (by icnf@nid.edu) The rise in sustainable consumption is evidenced through the growing markets for sustainable goods and ethical sourcing. The new LOHAS lifestyle consumer is on the rise. It stands for Lifestyle of Health and Sustainability.

The future lies in sustainability models that draw upon the experiences from the traditional systems and apply those experiences in modern ways of life^[1]. Such models have to be around the sense of social responsibilities, i.e., the model should dress the socio-economic aspects addressing waste management. Although there are many confusion and conflict about sustainable development's exact meaning, many agree that sustainable development is about satisfying social, environmental, and economic goals [12]. Understanding the integration of the three areas is critical to applying the principle to the practice of sustainable design^[13]. Sustainable development aims to improve human well-being, particularly by alleviating poverty, increasing gender equality, and improving health, human resources, and the natural environment's stewardship. Sustainable development is based on three pillars, namely environment protection, social progress, and economic development [14].

Sustainable development is about undertaking activities to ensure human beings a healthy and productive life that is in harmony with nature and establishes equality among generations, current and future. In so doing, sustainable development protects the ecosystems and biodiversity while respecting the social-cultural heritage and community life structure. Such activities include educating and training the population to contribute to the planning and decision-making process, including issues of an economic nature. The proposed method is developed to target the appropriate intervention level and prioritize discussion and cooperation among all decision-makers [15].

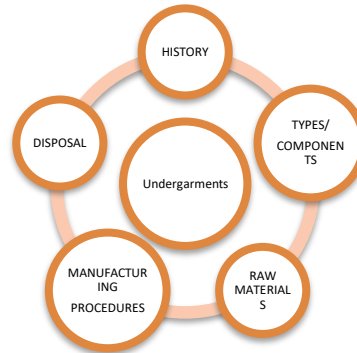
5.2.2 About design and designers:

Fashion design as a discipline is a way to satisfying the designers' hankering to create, to initiate energy and excitement to any situation. It heralds a desire to provoke and reflects contemporary society's needs. To achieve these aspirations, the design needs to revolutionize its methodology radically. Design is everywhere. It is in all the processes, and the journeys are taken in developing fashion, from the initial decision [16]. The issues facing design in the fashion industry can thus be categorized into three areas: Social justice, ecological balance, culture, and identity.

To integrate the principle of sustainable design into a framework around which designers can share a methodology requires a collective building of knowledge, skills, and values to empower designers to individually engage with a collectively agreed set of criteria and opportunities. There is a need to change direction from the traditional model of competition to encourage sharing of best practices, thus opening up to a real change in how fashion is perceived, create, and consumed. The association of fashion with rapid technological advancement and extensive consumption, spurred by rapidly changing trends and dominated by commercial motivations, has contributed to its un-destone of transience. The erosion of traditional institutions and cultures and the disruption of the harmony between the environment and human

existence forebodes an unsustainable future. Although, there is an appreciable tilt in the focus of fashion from business considerations to a more responsible attitude towards sustainability concerns. The design community and the industry incorporate slow design, green production processes, waste generation and disposal systems, management of end-to-end solutions, and Corporate Social Responsibility initiatives with mindfulness towards ecological fragility.

5.3 360 Degree analysis of Undergarments



5.3.1 Disposal

At the last stage of the cycle, when the piece is to be discarded, women don't know where and how to dispose of it. Many times they end up in the dustbin only. But there is some organization/body which collects used bra and recycles it and plays a significant role in reuse. One of them is the Bosom Buddy Program, started by a textile recycling company in Arizona, which wants your weary bras. After sprucing them up, they donate the revamped brassieres to women's shelters or other programs that help women gain self-sufficiency. One another organization/body is called Uplift Project(www.upliftbras.org). A brassiere is often unavailable or unaffordable for most women belonging to disadvantaged communities. Majorly through this project, second-hand brassieres are collected and send them wherever they have a request. Some same kind of organization/body/Project The Bra Recyclers

www.brarecycling.com; www.facebook.com/brarecycling

5.3.2 Approach towards undergarments in Indian scenario

From January 31st, 2017, the article says a lot about the process and mindset of the common people towards undergarments and displays a clear picture of the society we live in. Merely using the word Bra and Panty in a College Play, the participants were disqualified. In contrast, their competitor group used slang and was not even questioned, which shows that women's inner garment /inner wear is a taboo in Indian society. No one can talk about it in public. This is a significant hindrance and cutting out values towards these garments in a women's life, as this garment is the closest to one's body but still not a very comfortable topic of discussion. In this way, lots of unawareness exists, and most of the women are unaware of possibilities and opportunities.

6. Methodology

6.1 Research Design and Framework

The research undertaken for this topic is based on various research philosophies since it demands investigation with data deduction. Quantitative analysis was adopted to understand consumer behavior and explain it using existing theoretical models (Kotler 1991). The research model adopted ultimately for this paper was a combined quantitative and qualitative approach. This approach defines an initial

qualitative interview, followed by more quantitative surveys to give a more holistic view of consumer consumption and disposal behavior.

The model developed is a mathematical model [i]. The tools used for the development of the model have a user-friendly interface that allows for making simulation runs by changing one more variable's data values.

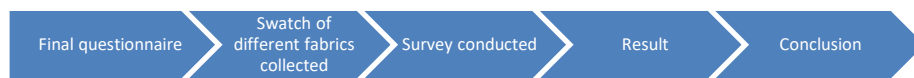


Fig 3 – The structure of the Questionnaire approach for Primary research

Data analysis and result

Qualitative research often comes from-real world observations, dilemmas, and questions and emerges from the interplay of the researchers' direct experience, implicit theories, and growing scholarly interest (Marshall & Rosesman,1995).

Mix methods approach: The research model used for this research is qualitative, formulated to the conceptual framework, and studied to quantify in numbers.

7. Results [ii]

- It is clear from the analysis that 33% of consumers buy undergarments Every six months, and only 6% of consumers buy undergarments every month.
- 27% of women care product material as a significant factor while purchasing undergarments, followed by Function & Durability.
- The least contributing factor is Product design, which constitutes only 10%.
- 26% of women keep their undergarments "In wardrobe with all other garments" followed by the option "In wardrobe but keep it behind all garments," which contributes 25%.
- 73% of women are aware of the different components used in undergarments.
- 80% of women are aware of the exact size of their undergarments.
- Only 34% of women are likely to purchase undergarments made from organic cotton or sustainable produced fabrics/materials.
- 59% of women dispose of their undergarments "Whenever feel like" followed by 21% women who dispose of their undergarments "Every six months."
- 35% of women feel "Damaged" is the crucial reason for disposing of undergarments, followed by "Elastic loosen," which constitutes 29%.
- 52% of women dispose of their undergarments by throwing them into the garbage.
- 55% of women throw their undergarments by tying them in polythene/bag.
- 27% throws wrapped in newspaper
- 31% of women believe that recycling the undergarments as a concept is "Not so likely" feasible.
- Brand name and product packaging are the two significant factors that play a vital role in making the purchase decision, which constitutes 46% and 28%, respectively.
- 34% of women agreed with the fact that their innerwear should reflect their social status

8. Discussion

This paper is a clear picture showing the need for awareness to bridge the gap between the fact and the

mindset of a large population group. The result clarifies most women still live in predefined myths related to the undergarments and unaware of disposal techniques. This research is unique in approaching the targeted Sample and opened a comprehensive way for further insightful analysis in the related zone. Sustainability is a broad term and is involved in every step of our day-to-day life. This research placed a seed in the mind of Indian women to watch their activities and prevent environmental degradation. Improving a firm's sustainability process and reducing environmental impact is about more than just recycling materials.

The data analysis shows a positive bend towards people's mindset for the approach to understand the undergarment industry and look beyond the style and fabric.

According to a question in the questionnaire, "*Would you buy lingerie that is made from organic cotton or sustainable produced fabrics/materials?*" the mindset is clear from the response. Despite these movements and awareness about environment friendly and sustainability, only 34 % of female are sure about the concept, and 60% are still in the zone of Maybe or dilemma to prefer the organically produced or eco-friendly material/fabric for their closest garment for the body, i.e., "Undergarments" [iii].

9. Conclusion

The consumption and disposal patterns are traced in this thesis. 34% of women are likely to purchase undergarments made from organic cotton, or sustainable produced fabrics/materials% say No and 60% Maybe, on a positive note this 60 % could be considered in favor and expected as a positive response[iv]. People are more aware and seem actively enthusiastic to adopt and follow something new and experimental for the Environment front.

Recycling awareness

- Only 34% of women are likely to purchase undergarments made from organic cotton or sustainable produced fabrics/materials[v].
- 6% are strictly in opposition to the idea
- The remaining around 60% of the population were not sure about it

People are proactive for change for the need and enhancement and betterment of the undergarment industry. As 55% of the population is ready for the concept of recycling the undergarment, it shows that they are aware of the need of the hour[vi].

10. Figures and Tables



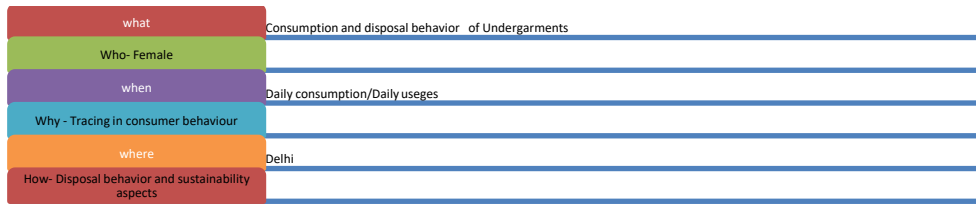


Fig - Different Parameters / VariableS

Which range includes your age?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	15-30 years	129	48.0	48.0	48.0
	31-45 years	92	34.2	34.2	82.2
	46-50 years	44	16.4	16.4	98.5
	Above 51 years	4	1.5	1.5	100.0
	Total	269	100.0	100.0	

Table – Respondents Sample age distribution bracket

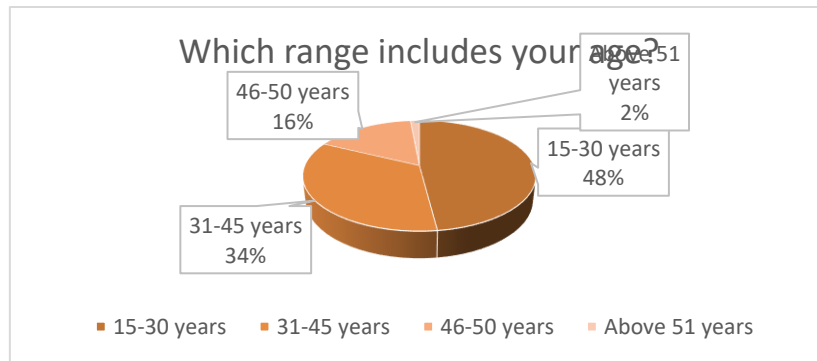


Fig – Percentage wise age distribution bracket

On an average, how often do you buy undergarments?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every month	16	5.9	5.9	5.9
	Every 6 months	88	32.7	32.7	38.7
	Every 6 months - 1 year	61	22.7	22.7	61.3
	Occasionally	38	14.1	14.1	75.5
	Randomly	66	24.5	24.5	100.0
	Total	269	100.0	100.0	

Table – Respondents purchasing frequency/pattern

	Hate	Dislike	Neutral	Like	Love
Lace	21	43	88	83	34

Satin	19	48	74	92	36
Cotton	0	5	53	82	129
Lycra	10	27	87	115	30
Nylon	33	78	101	50	7
Micro modal	16	37	152	44	20
Polyester	42	72	62	74	19
Rayon	19	52	131	54	13

Table – Respondents material preference

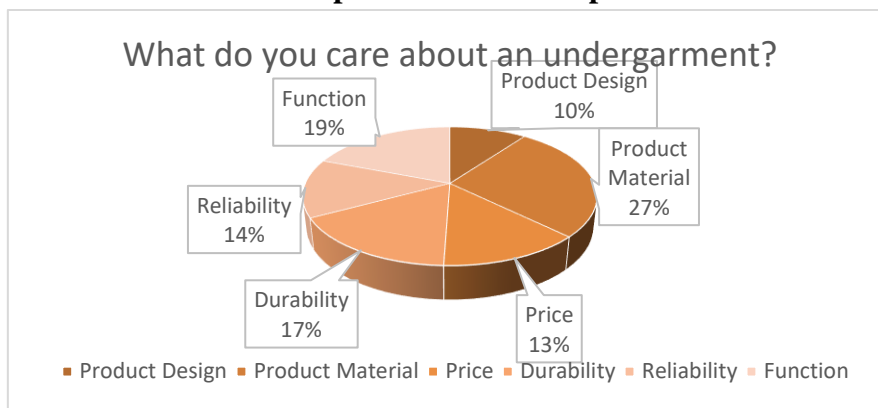


Fig - Respondents preferences for undergarments

Where do you keep your undergarments?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	In wardrobe with all other garments	71	26.4	26.4	26.4
	In wardrobe but keep it behind all garments	66	24.5	24.5	50.9
	Separate cupboard; As its close to my body hence must be kept at super hygienic place	65	24.2	24.2	75.1
	Separate cupboard: As it a matter of shame/It's just undergarments	25	9.3	9.3	84.4
	Wherever suitable; No permanent space	35	13.0	13.0	97.4
	Other	7	2.6	2.6	100.0
	Total	269	100.0	100.0	

Table – Respondents keeping behavior of their undergarments

Are you aware of different components used in an undergarment? (Like: ring, hook, eyes, cups, underwire, slider, straps, frame, wing)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	197	73.2	73.2	73.2
	No	72	26.8	26.8	100.0
	Total	269	100.0	100.0	

Table – Respondents awareness about components of undergarments

Would you buy lingerie that is made from organic cotton or sustainable produced fabrics/materials?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	90	33.5	33.5	33.5
	No	17	6.3	6.3	39.8
	Maybe	162	60.2	60.2	100.0
	Total	269	100.0	100.0	

Table – Respondents choice of sustainable or Organic materials for undergarments

On an average, how often you dispose your undergarments?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every Month	4	1.5	1.5	1.5
	Every 6 months	57	21.2	21.2	22.7
	Every 6 months - 1 year	48	17.8	17.8	40.5
	Whenever feel like	160	59.5	59.5	100.0
	Total	269	100.0	100.0	

Table – Respondents disposal pattern of undergarments

What are the reasons for disposal of your undergarments?					
		Responses		Percent of Cases	
		N	Percent		
	Colour fade	98	17.8%	36.4%	
	Elastic loosen	160	29.0%	59.5%	
	Wrong size	26	4.7%	9.7%	
	Damaged	193	35.0%	71.7%	
	Old styled	69	12.5%	25.7%	
	Others	5	0.9%	1.9%	
Total		551	100.0%	204.8%	

Table – Respondents reason for disposal of undergarments

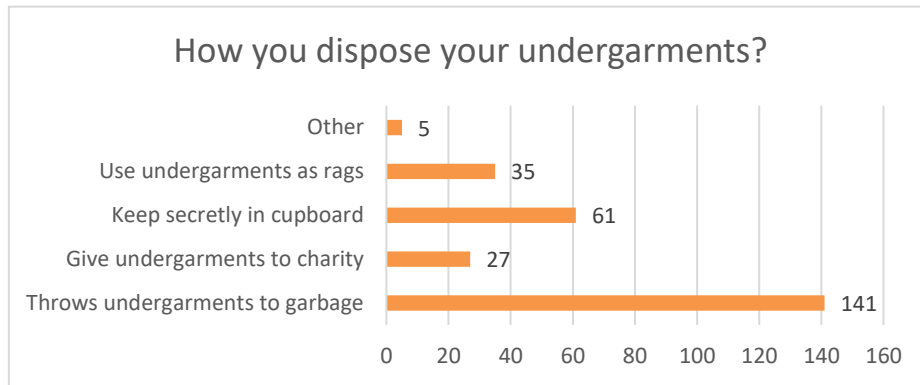


Fig –Respondents ways for disposal of undergarments

In case you throw your undergarments, how do you throw?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Wrapped in newspaper	73	27.1	27.1	27.1
Tied in polythene/bag	148	55.0	55.0	82.2
Other	48	17.8	17.8	100.0
Total	269	100.0	100.0	

Table –Respondents ways of throwing undergarments

How do you like the concept of recycling the undergarments?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all likely	37	13.8	13.8	13.8
	Not so likely	84	31.2	31.2	45.0
	Somewhat likely	71	26.4	26.4	71.4
	Very likely	41	15.2	15.2	86.6
	Extremely likely	36	13.4	13.4	100.0
	Total	269	100.0	100.0	

Table –Respondents likeness towards idea of recycling undergarments

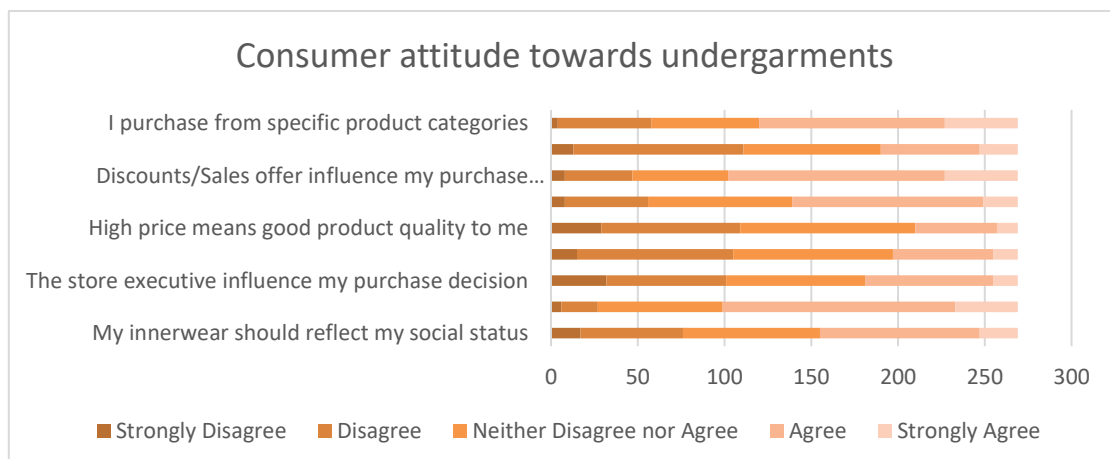


Fig –Respondents attitude towards undergarments

CROSS-TABULATION

Which range includes your age? * What is your current status?						
Count						
		What is your current status?				Total
		Student	Working	Housewife	Lactating mother	
Which range includes your age?	15-30 years	75	50	4	0	129
	31-45 years	2	52	37	1	92
	46-50 years	0	23	21	0	44
	Above 51 years	0	2	2	0	4
Total		77	127	64	1	269

Table –Respondents cross tabulation, Age-Group vs Current Status

Which range includes your age? * On an average, how often do you buy undergarments?							
Count							
		On an average, how often do you buy undergarments?					Total
		Every month	Every 6 months	Every 6 months - 1 year	Occasionally	Randomly	
Which range includes your age?	15-30 years	7	46	23	13	40	129
	31-45 years	8	27	26	15	16	92
	46-50 years	1	13	11	10	9	44
	Above 51 years	0	2	1	0	1	4
Total		16	88	61	38	66	269

Table –Respondents cross tabulation, Age-Group vs How often do you buy undergarments

Which range includes your age? * Where do you keep your undergarments? Cross tabulation							
Count							
		Where do you keep your undergarments?					Total
		In wardrobe with all other garments	In wardrobe but keep it behind all garments	Separate cupboard; As its close to my body hence must be kept at	Separate cupboard: As it a matter of shame/It's just an undergarment	Wherever suitable; No permanent space	
Total							

				super hygienic place				
Which range includes your age?	15-30 years	39	28	30	7	19	6	129
	31-45 years	21	23	27	11	9	1	92
	46-50 years	10	12	8	7	7	0	44
	Above 51 years	1	3	0	0	0	0	4
Total		71	66	65	25	35	7	269

Table –Respondents cross tabulation, Age-Group vs Where do you keep your undergarments

Which range includes your age? * How you dispose your undergarments?							
Count							
Which range includes your age?		How you dispose your undergarments?					Total
		Throws undergarments to garbage	Give undergarments to charity	Keep secretly in cupboard	Use undergarments as rags	Other	
Which range includes your age?	15-30 years	86	3	24	16	0	129
	31-45 years	42	14	19	12	5	92
	46-50 years	12	9	16	7	0	44
	Above 51 years	1	1	2	0	0	4
Total		141	27	61	35	5	269

Table –Respondents cross tabulation, Age-Group vs how do you dispose your undergarments

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