

Consumer Preferences in Fragranced Textiles

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Abstract

In our daily lives, everybody is connected with textiles like personal clothing, home furnishing etc. Textiles fabrics have an inheritant scent in the form of raw materials or after the manufacturing process. The special finishes that are applied on the fabric may give a smell or fragrance is called Aromachology. Aroma finishes are the process by which textile materials are treated with the pleasant odor producing essential oils and aromatic compounds so that the wearer gets some beneficial effects. Eessential oils like lavender, rosemary and jasmine are used to give this type of finish. Fragrance acceptance will differ from person to person. A survey conducted with the purpose of understanding the awareness, preferences and the potential use among young working women in Mumbai. A sample of 30 working women, in the age group of 21 to 50 years of age were selected by purposive sampling. Data was collected through online questionnaire containing close-ended and matrix type of questions. The data was analysed by finding the mean of responses and interpreted. According to the results, majority of the respondents are aware about fragrance textile. It was found that some already had the experience of using fragranced textiles, some others had read or had heard from others about fragranced textiles. The level of awareness was therefore found to be high for the fragrances applied onto fabrics. The respondents indicated their preference in fragrances from a select range of fragrances under the study. The results also showed that majority of respondents expressed their desire to use fragranced textiles in their daily lives; in clothes and wanted fragrances in home textiles.

Keywords: *Arachnology, consumer acceptance, fragrance textiles, mood.*

I. INTRODUCTION

Textiles are the holders and diffusers of the perfumes; all the fabrics give off some sort of scent intentionally or unintentionally after the manufacturing process or in the natural odor of the raw material. In our day to day lives,

we are connected with textiles that have been infused with multiple sensory stimulants that are either acquired or proactively embedded. The scent can be consumer generated, such as the use of fabric softeners or can also be manufactured generated by giving a permanent fragrance finish into the fabric by using natural or essential oils by using traditional pad method, microencapsulation or mixed method [2].

Chitosan has been used in combination with citric acid and silicon softener to impart antimicrobial and fragrance finish [3]. Fragrance finishing of textile materials has been greatly expanded and used in recent years. Market for non-apparel textile products has grown continuously. Non apparel textiles included home textile, automotive textile, geotextiles and also textiles for other specific purpose. For home and automotive textiles, apart from their performance properties, there can be more value added by enhancing aesthetic properties regarding their application e.g. hand feeling, aroma properties, etc. [4]. The world marketplace is constantly changing and so the demand from consumers has also been increasing. Consumers desire a continuous change, i.e. something different and unique. There is tremendous competition in the market and the demand has opened up opportunities for value addition to all forms of textile materials [5]. Fragrance textiles helps to change the mood of a person; it Is given a special comfort feel to the user or wearer. Fragrance textile is also use in medical treatments [6], [7]. The effects of fragrance on humans are based on a great deal of medical experience. β -cyclodextrin was known for the aromatherapeutic textile as host molecule, because it exhibits qualities which are beneficial for the human body [8].

Filament Infusion Method: The limitations of microencapsulation method give further support to explore fragrant fabrics infused at the filament stage, which could avoid the technological difficulties and enable the less expensive manufacturing of scented products, than using encapsulated fragrances. The filament infusing method could provide scented yarn with relatively long-lasting fragrance, which provides an

alternative to the microencapsulation method and demonstrates the feasibility of incorporating synthetic fragrances into textile products [9]. Aroma finish is the process by which textile materials are treated with the pleasant aroma [8]. Essential oils have pharmacological effects like antibacterial, antifungal, antiviral, etc. and mood elevating effects [10].

It is important to know the preference of people for an aroma and how people want to use these in their daily lives. This study was conducted with the purpose of understanding the level of awareness on fragrance textiles and to know preferences for different types of fragrance by working class women.

II. OBJECTIVE

1. To understand the level of awareness of fragrance textiles among working women.
2. To access the preferences for different types of fragrances on textiles.

III. METHODOLOGY

Quantitative methodology with a survey design was used. The sample selected from Mumbai were those who consented to participate in the survey and based on their willingness to spend on a luxurious choice in fragrances. A sample size of 30 working women who use perfumes on clothing for work; between the age group between 21-50 years was selected by purposive sampling technique. A questionnaire containing closed-ended and matrix type of question using a 5-point rating scale was used as a tool. To gather data online questionnaire using Google form was prepared.

IV. RESULTS AND DISCUSSIONS

A. Profile of respondents

The survey was conducted to know the awareness about the fragrance textile. The responses to the online questionnaire form were analysed using basic statistical means and percentages. The finding of which are reported. The sample of 30 consisted of working women from 21 to 50 years of age. They were all qualified with Graduate Degrees and regular users of fragrance for work. The survey was to understand their preference in fragrances. The demographic details are presented below:

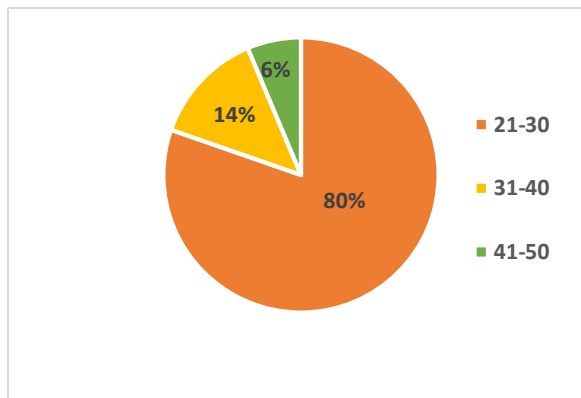


Fig.1. Distribution of respondents in various age groups

As seen in Fig. 1, a majority (80%) of them were between the ages 21 to 30 years, who were in their early years in their careers. Although only about 13% were from their mid-careers, above 93% of the respondents were below the age of 40 years. Fig. 2 shows the occupations that the respondents are involved in.

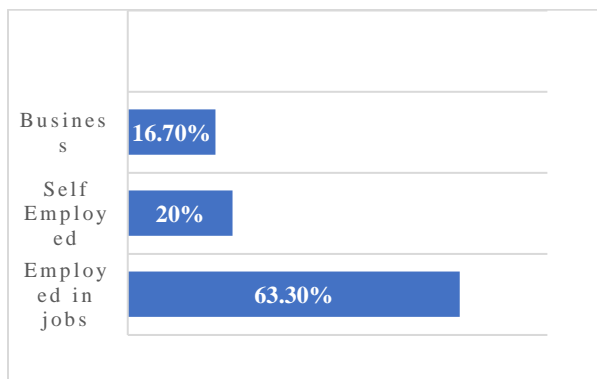


Fig. 2. Distribution of respondent according to their occupations

The sample consisted of a majority of women (63.30%) who were employed in a regular Office job, that is, they belonged to the salaried class people. While 20% of them were self-employed, 16.70% were engaged in business with income that could afford a lifestyle as per economic status of the respondent. The occupation of any person is very important to study the spending capacity that could lead to the consumption power as per economic status of a respondents. If a person is educated and earning, with a capacity to spend their income for a comfort living. There were 63.30% respondents who were employed in job that is very high compared to those in business.

B. Awareness of fragranced textiles

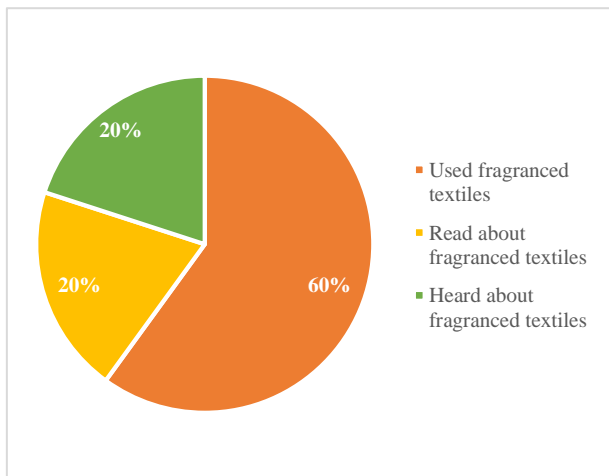


Fig. 3. Ratio of respondents used fragranced textile

Regardless of the occupation that the respondents were in, it was seen that all of them were aware of fragranced textiles. As seen in Fig. 3. shows the ratio of respondents who had used fragranced textile. Although only 20% of them had used such textiles, 20% had read about it and the remaining 60% had heard about fragranced textiles. The women had some knowledge about fragranced textile. While only one fifth of the respondents had used fragranced textiles, those form majority who are aware and could be potential users in future.

C. Mood changing effect of fragranced textiles

A question was asked to respondents, ‘Can fragrance affect your mood? Majority of respondents felt that fragranced textile may change their mood. Mood changing effect also depends on the type of fragrance and individual preference. The effect on the mood may also vary from person to person. Preference may be based on past experience of use of a fragrance.

Studies have shown that fragrances make them happy if they were sad or upset. It also cools and calm their mind and refreshing them from frustration. It also proves as cure for a patient who is undergoing from some medical treatments [7]. Fragrances elicit a variety of specific feelings and emotions, such as relaxation, exhilaration, and happiness, and can also kill harmful bacteria, thanks to the achievements of aromachology and aromatherapy [8].

As seen in Fig. 4, a majority of the respondents 70 % expressed a desire to use fragranced textiles on a daily basis on their apparel and in-home textiles. They were further probed to find what items of fragranced clothing

or fragranced home furnishing would they like to use on a daily basis.

D. Willingness to try fragranced textiles in clothing and home furnishings

There were 8% respondents wants to try on bed sheets and on pillow covers. In home textiles there were slightly less preference as compared to clothing. There were 7% respondents who would like to try fragrances on napkins and towels. Napkins not only help to clean grime and sweat but help in refreshing the skin [6].

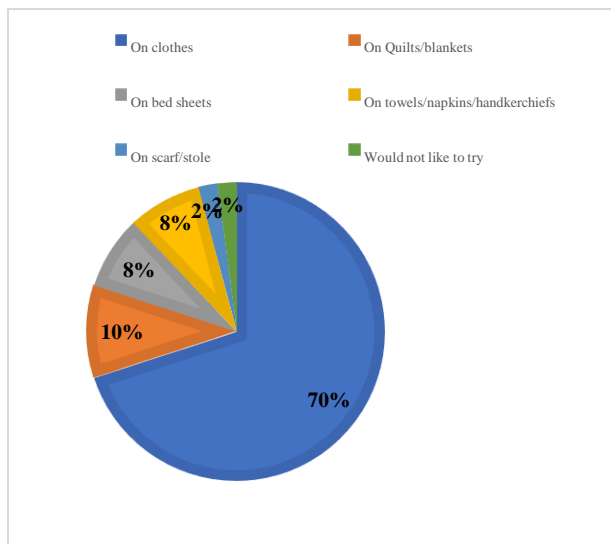


Fig. 4. Favourable to use of fragranced textiles

Only 1% of the respondents was in favour of fragranced scarfs. Scarf is used as an accessory to cover head or neck during summer or winter; also, to enhance the look the person. A marginal 2% respondents would like fragrances in products other than textiles. Another 2% responded that they would use fragrances in the form of perfume.

In the modern times, customization in any product is a requirement expected by customers. They want to use their own choice or try their own style be it a particular object, products, services etc. When asked if they would like to try customized fragranced textiles, their response was positive by 74% respondents.

Table No. 1
Preference of fragrance rated by respondents

Type of fragrances	5	4	3	2	1	Ranks
Lemon	3	9	3	9	6	2
Sandal wood	4	10	9	6	1	6
Rose	3	11	6	7	3	5
Jasmine	4	6	10	6	4	4
Chocolate	7	4	5	5	9	3
Orange	1	8	3	10	2	7
Vanilla	5	5	5	11	4	1

Ranks as per Henry Garret Ranking Method

As seen in the Table No. 1, the selected fragrances were rated by the respondents. The matrix type of question was asked where they have to rate the fragrances according their personal choice. No. 5 being maximum and 1 as minimum. There were options given on types of fragrance as Lavender, Lemon, Sandalwood, Ruse, Jasmine, Chocolate, Orange, Vanilla. The fragrances were ranked by using Henry Garret Ranking Method. Most preferable of the fragrances according to literature reviewed were lavender, lemon, rose, sandalwood [6] and was rated high by majority respondents i.e. 70% gave a maximum rating. Other fragrances were also rated by the respondents. Respondents expressed their suggestions that they would like to try some new fragrances like mint, light chocolate, orchid, soft floral fragrance on a daily basis.

Earlier studies showed that participants gave uniformly positive ratings to the scent-infused fabrics. The addition of scent to the fabric boosted psychophysical ratings of the pleasantness of the sample and interest in consumer products based on scent-infused fabrics. Consistent with their laboratory analysis, lavender-scented samples were rated significantly stronger than the citrus-scented samples [9]. The preference for some fragrances may be attributed more to familiarity of these fragrances. While the fragrances that respondents are open to try, were less familiar. The willingness to try, gave a positive indication on the future of the industry. There is scope for future research on the use of organic natural fragrances which could be incorporated while wet processing.

V. CONCLUSION

The study on the awareness of fragranced textiles among a sample population of young working women showed that respondent were about fragranced textiles. There would be a demand of fragranced textiles in future in clothing and home textiles industry. There is potential for a fragranced textiles or fragranced garment in India.

Customising particularly to the working women, may be possible if it is made available as a value addition at local stores or at branded outlets. An increase in production can make it cost effective. Consumers will drive the demand for such fragrances for daily use in future.

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