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دال	** ٠.٧٧٣	ممارسات المستهلك تجارة الملابس المصنوعة من الأقمشة المخلوطة
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Consumer Awareness of Blended Fabrics for Clothing in General

Saadia Mustafa el Haddad, Ibtisam Ibrahim Mohammed

Textiles and clothes department - Faculty of Specific Education-Alexandria University

ABSTRACT

The study aims in general to study blended fabrics used in clothing generally in terms of their characteristics, whether the properties natural or chemical or mechanical and extent of consumer awareness, This study followed a descriptive method and experimental where the experimental method was used through practical experiences on samples of the study to identify the characteristics of natural and mechanical and chemical And descriptive method was used through the questionnaire, consisted of (4) main axes and used as a tool of scientific research has been applied to 200 women in order to identify consumer awareness towards blended fabrics Been using the program Statistical Package for Social Sciences to show results where I use test "Kruskal - Wallis" for K sample independently to measure the differences between the average times degrees samples three in mechanical properties coefficient Derapility -Pilling – hardness and chemical properties (Dye fastness to washing - dye fastness to friction - Phenotypic after washing) And the use of Pearson's correlation coefficient to find a relationship between the thikness and the mechanical properties of the three samples It also has been used for the Pearson correlation coefficient to find a correlation for axes questionnaires (sincerity of the questionnaire) And Cronbach's alpha coefficient to assess the stability of questionnaires The value was calculated (f) as well as the moral test (t) to find a relationship between demographic factors (age - qualified academic year- work - income) between the axes of the questionnaire,, The results found that

Has been the distribution of the sample according to the level of their awareness of blended fabrics has also yielded results that 5% of respondents fall in the average level for the level of their knowledge of blended fabrics, while 23.0% are located in low-level, only 8% fall in the high level The level of consumer practices blended fabrics for clothing stood at 56.5% at the middle level, while 31.0% at the high level, As for the level of consumer trends toward blended fabrics in clothing was found through the results show that 65.5% of the the respondents at the middle level, while 30.0% level high, only 4.5% in the low-level On the relationship between consumer awareness and demographic factors, it was found that there is a moral relationship of statistical significance between the woman's age and information between the blended fabrics for the clothing generally at a level at the level of moral .05 for the benefit of women between 41-50 years as There is also a relationship moral statistically significant between the practices of women of fabrics blended for clothing and between age at level of significance 0.01 in favor of women large age 51-60 years, and there is nothing moral statistically significant between qualified academic year and between consumer information and trends for blended fabrics for clothing at the level of moral0.01, as well as the relationship exists significant at the level of 0.05 between qualified academic and public awareness fabrics blended, as evidenced by the existence of a relationship is not significant between the work and the information practices and consumer trends for blended fabrics for clothing as well as public awareness of fabrics blended Clothes in general) and also illustrated a relationship moral highstatistical significance between consumer income and public awareness of blended fabrics for clothing in general and at the 0.05 level of significance also found that there were statistically significant differences between the average times of the three degrees of samples in hardness as the total Ca 2 value (7.514), a statistically significant value at the level of significance (0.05), While there are no statistically significant differences between the average times of the three samples in

grades coefficient Drapability and Pilling There is also a statistically significant relationship between the thickness and the mechanical properties of the sample (2) at the level of significance (0.01), and the sample (1) at the level of significance (0.01), while there is no statistically significant relationship between the thickness and the mechanical properties (3)

The results proved that there were no statistically significant differences among the middle-Order degrees samples three in the stability of the dye Laundry (mottling), while no statistically significant differences among the middle-Order degrees samples three in the stability of the dye Laundry (color change), and there are significant differences between the meanOrder grades three samples in the stability of the dye to friction (dry), as well as the stability of the dye to friction (wet) and there are significant differences between the average times of the three samples in degrees after washing phenotypic,

The study recommends that attention to educating the consumer through various media quality and characteristics and clothes appearance when you buy it