Consumer preference and perception towards the recycled garment.

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- **Abstract:** Apparel industry is always known for its mass production and export of knitted garments. It is found that there occurs lot of wastage in the fabrics due to mass production of knitted garments. A particular region produces around 500 tons of waste per month during the manufacturing of the knitted garments. In some cases the fabric wastes are inevitable and the waste fabrics cannot be directly re-used to produce another garment. The waste fabrics undergo certain process to produce recycled garment. The purpose of this research is to analyze the customer's awareness towards the recycled fabrics, their perception and preferences toward the recycled garments. Hence, a garment is developed using recycled fabrics and a consumer survey is carried out. Direct survey was conducted with the customers by also showing them the sample of the virgin garment and the recycled garment for the better results. A structure questionnaire is prepared with closed ended questions and circulated for responses. Sample size used for the study is 80 and is selected through random sampling method. It is found from the study that an average number of respondents are only aware of the recycled garment and a minimum number of respondents only prefer recycled garment due to sustainable reasons.