

ANALYSIS OF RECYCLING WASTE INTO GARMENTS AND SALES PROMOTION METHODS OF GARMENT INDUSTRIES

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ABSTRACT:

Textile reusing is the way toward reanalysing the fiber, yarn or texture and reprocessing the material into valuable items. Textile waste items are accumulated from various sources and are then arranged and prepared relying upon their condition, piece, and resale esteem. The final product of this preparing can differ, from the creation of vitality and synthetic compounds to new pieces of attire. Because of an ongoing pattern of over utilization and waste age in worldwide, style, culture, material reusing has become a key focal point of overall suitability efforts. Globalization has prompted a "quick design" pattern where garments are considered by numerous buyers to be dispensable due to their undeniably lower costs. The advancement of reused innovation has permitted the material business to create tremendous measures of items that exhaust regular resources. Textile reusing procedures have been created to adapt to this expansion of material waste and new arrangements are as yet being researched. Recently, certain attire retailers have grasped this reusing exertion and now openly publicize items that are made of reused material as per moving purchaser desires. Sales promotion is a marketing strategy where the product is promoted using short-term attractive initiatives to stimulate its demand and increase its sales. This study highlights the concept of Textile recycling and sales promotion.

KEYWORDS: RECYCLING, SALES PROMOTION, MEDIAS, TEXTILE.

INTRODUCTION:

TEXTILE RECYCLING:

Textile recycling is the process by which old clothing and other textiles are recovered for reuse or material recovery. It is the basis for the textile recycling industry. In the United States,

this group is represented by SMART, the Association of Wiping Materials, Used Clothing and Fiber Industries. The necessary steps in the textile recycling process involve the donation, collection, sorting and processing of textiles, and then subsequent transportation to end users of used garments, rags or other recovered materials. The basis for the growing textile recycling industry is, of course, the textile industry itself. The textile industry has evolved into a \$1 trillion industry globally, comprising clothing, as well as furniture and mattress material, linens, draperies, cleaning materials, leisure equipment, and many other items.

Sources of Textiles for Recycling:

Textiles for recycling are generated from two primary sources. These sources include:

1. Post-consumer, including garments, vehicle upholstery, household items and others.
2. Pre-consumer, including scrap created as a by-product from yarn and fabric manufacture, as well as the post-industrial scrap textiles from other industries.

The Recycling Process

For the basics of recycling, this study explains, How Clothing Recycling Works. For textiles to be recycled there are fundamental differences between natural and synthetic fibers



Fig-1

- The incoming unbearable material is sorted by type of material and color. Color sorting results in a fabric that does not need to be re-dyed. The color sorting means no re-dyeing is required, saving energy and avoiding pollutants.

- Textiles are then pulled into fibers or shredded, sometimes introducing other fibers into the yarn. Materials are shredded or pulled into fibers. Depending on the end use of the yarn, other fibers may be incorporated.
- The yarn is then cleaned and mixed through a carding process
- Then the yarn is re-spun and ready for subsequent use in weaving or knitting.
- Some fibers are not spun into yards, however. Some are compressed for textile filling such as in mattresses.

Textile Conversion to New Products

Garments things that are not ready to be exchanged might be changed over into new items utilizing their reused filaments. . Many dress retailers over the world have actualized reused materials in their items. Organizations like These retailers take into account naturally cognizant customers by delivering Sustainable Fashion.

OBJECTIVES:

To analyze the demographic profile of the respondents

To determine the sales promotion techniques

To portray the process of recycling in garment industries.

SALES PROMOTION:

Sales promotion is the way toward recuperating fiber, yarn or texture and reprocessing the material into valuable items. Material waste items are accumulated from various sources and are then arranged and prepared relying upon their condition, piece, and resale esteem.



Fig-2

The final product of this preparing can differ, from the creation of vitality and synthetic compounds to new pieces of attire. Because of an ongoing pattern of over utilization and waste age in worldwide, style, culture, material reusing has become a key focal point of overall suitability efforts. Globalization has prompted a "quick design" pattern where garments are considered by numerous buyers to be dispensable due to their undeniably lower costs. The advancement of reused innovation has permitted the material business to create tremendous measures of items that exhaust regular resources. Textile reusing procedures have been created to adapt to this expansion of material waste and new arrangements are as yet being researched. Recently, certain attire retailers have grasped this reusing exertion and now openly publicize items that are made of reused material as per moving purchaser desires.



Fig-3



Fig-4

Sales promotion is a handy technique to fulfill the short term sales goals by persuading potential customers to buy the product. It is an important promotional strategy to

- Spread information about the brand to new customers or new market
- Stabilize sales volume and fulfill short-term sales goals
- Stimulate demand for a short term by making the product look like a great deal.
- To introduce new products,
- Sell out existing inventories,
- Attract more customers, and
- To lift sales temporarily.

CONCLUSION:

This article elaborates the concept of Textile recycling and sales promotion. Textile recycling is the innovative concept where the waste of the knits is used to convert into new garments. Sales promotion is the technique which is used to promote the product to the consumer.

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