



A Study on Consumer Preference Between Cotton and Linen

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ABSTRACT

This study aims to determine the preference of consumers between cotton and linen in various situation. Cotton and Linen are both natural plant fibers. Cotton is primarily composed of cellulose, an insoluble organic compound crucial to plant structure, and is a soft and fluffy material. It is a strong fibre that has good natural durability and is stronger when wet. Linen is also a natural fibre which is extracted from flax plant. It is regarded as a luxury fibre due of its lustre and texture. Linen is a common material used for towels, tablecloths, napkins, and bedsheets. In this study, the choice of various people was considered. The collection of data was done by circulating a google form. The sample of the population of this study includes 75 respondents. A random sampling technique was used for selecting the participants for this study. Both cotton and linen have their advantages and drawbacks. As far as consumer preference is considered, in some situations cotton is preferred over linen and vice versa.

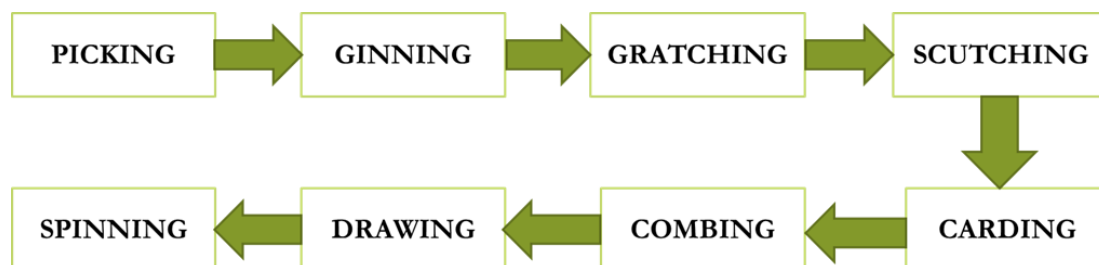
Keywords: Cotton, Linen, ConsumerPreference.

1. INTRODUCTION

1.1 What is Cotton?

Cotton is a natural fibre extracted from the cotton plant. Cotton is primarily composed of cellulose, an insoluble organic compound crucial to plant structure, and is a soft and fluffy material. It is also a type of plant fibre. Cotton grows in a boll, or protective case, around the seeds of the cotton plants, which is a reason to call it a seed hair fibre. The climatic conditions for growing cotton plant include lots of sun, a long period without frost, and a good amount of rain. It is a strong fibre that has good natural durability and is stronger when wet. It can be affected by mildew however a mildew resistant finish can be applied to reduce this issue. It is an absorbent fibre which means it can move with changing humidity levels. It may shrink with laundering but this can be reduced through a finishing process on the fabric known as Sanforising.

1.2 Manufacturing of Cotton



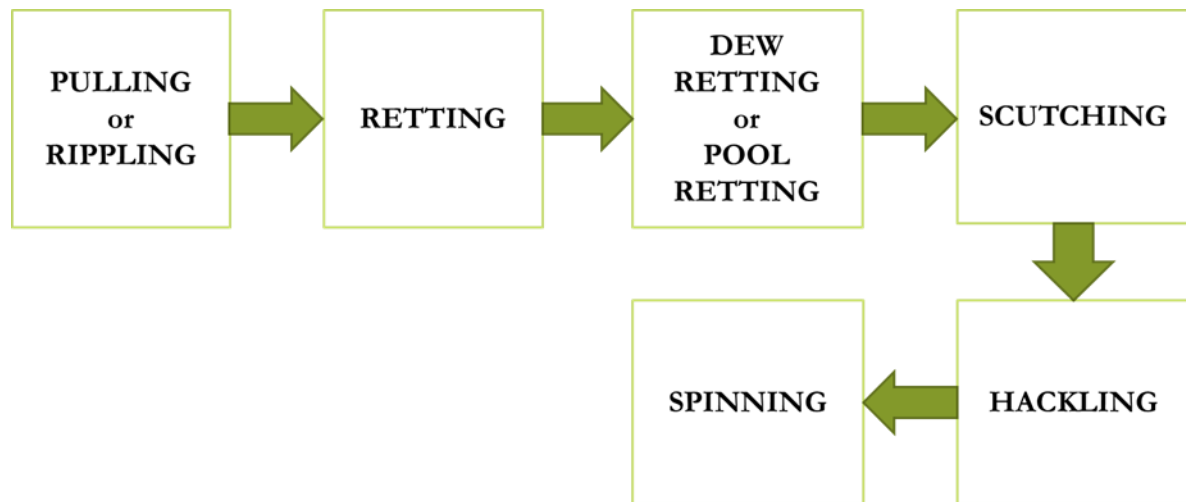
- PICKING: The cotton balls are picked by hand or machine.
- GINNING: The balls are put in ginning machine which removes the seeds, stalks and other things.
- GRADING: The clean cotton is baled and sent to factories where it is examined according to the finest length and strength of the fiber.

- **SCUTCHING:** After being graded the cotton goes through a series of machines and tear it apart and removes the impurities. At this stage the fibers are converted into thick wales.
- **CARDING:** The fiber now go through a carding machine which removes the remaining impurities.
- **COMBING:** The slivers are combed to remove the short fibers.
- **DRAWING:** Slivers are next drawn out and twisted to form thread called robing.
- **SPINNING:** The robing goes to the spinning machine which bring them to required length and twisted them together to form a cotton yarn

1.3 What is Linen?

Linen is also a natural fibre which is extracted from flax plant. The fibers are extracted from the stem of the plant and is also a type of bast fibre. It is considered to be the strongest of the natural fibres; if constructed for upholstery it is very durable, particularly when blended with up to 10% nylon. It is regarded as a luxury fibre due of its lustre and texture. It is also an absorbent fibre which means it can move with changing humidity levels. Linen has moderate sunlight resistance and should be protected by a quality lining when used as a drapery and protected from direct sunlight when used as an upholstery. Linen is a common material used for towels, tablecloths, napkins, and bedsheets. The term “linens” still refers to these household items, though they are not always made from linen fabric.

1.4 Manufacturing of Linen



- **PULLING or RIPPLING:** Flax or Linen fiber is pulled by hand or by mechanical pullers to keep the roots intact.
- **RETTING:** To obtain the fibers from the stalk the outer woody portion must be removed. This process is known as Retting.
- **SCUTCHING:** After retting is completed the flax is passed between filtered rollers that break the outer woody covering into small particles. The fiber is than subjected to the scotching process, which separates the outer covering from the spinnable fiber.
- **HACKLING:** After scotching the flax fibers are hackled or combed to separate the long fibers from short fibers.
- **SPINNING:** The flax fibers are drawn out into yarn and twisting is imparted, then the flax fibers are spun.

2. LITERATURE REVIEW

According to Priest, Carter and Statt (2013), consumer behaviour refers to the intellectual and emotion centric activities that individuals involve into while choosing, buying, utilising and disposal of product and service that leads to satisfying basic needs and wants.

In an article by F. Xiong, Y. Jiang and J. Sui, it is found that the performance of linen finished cloth, such as tear, wear, anti-wrinkle and drape performance, is worse than cotton finished fabrics. While the stretch, breathability and moisture permeability properties are superior to cotton finished fabrics. After treatment, the fracture strength, tear strength, abrasion resistance and wrinkle resistance of linen fabric decreased. While the breathability, moisture permeability and drape are improved.

In a paper by Prachi Mishra it is found that factors such as Green Trust, Green Motive, Green Perceived Value and Green Attitude have strong influential capabilities on purchasing preferences for organic apparel products. It was also noticed that various generation cohorts as Gen X, Gen Y and Gen Z exhibit uniqueness in their consumption pattern for such products. In addition, consumer's transition towards organic clothing is on rise in India recently due to increase in environmental, health and social hazards associated with conventional apparel products.

3. RESEARCH METHODOLOGY

The research focused on the consumer preference between cotton and linen. In this study, the choice of various people was taken into account.

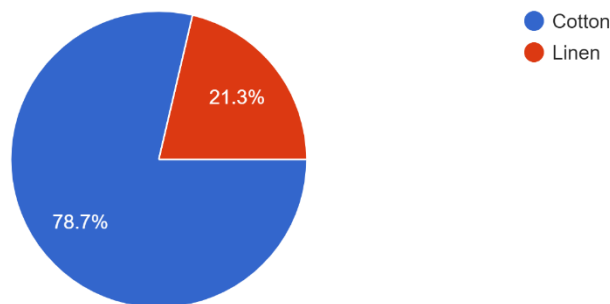
The collection of data was done by circulating a google form. The sample of the population of this study includes 75 respondents. A random sampling technique was used for selecting the participants for this study. A questionnaire was designed as one of the instruments for data collection for the study. The prepared questionnaire was distributed among the chosen sample for the study. Seventy-five copies of the questionnaire given were successfully completed and received. The main purpose of this survey was to determine the preference of consumers between cotton and linen in various situation.

4. RESULTS

As per the data analysis, there has been several things learned and discovered. The following are the findings during the study:

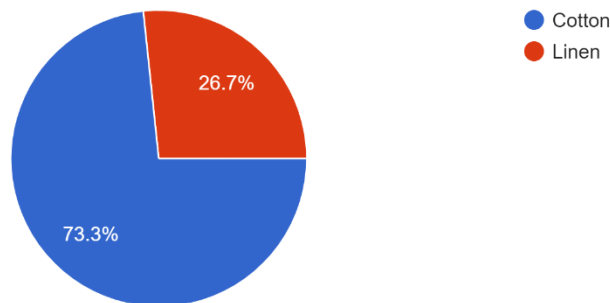
6. Which out of the following do you prefer for your work wear?

75 responses



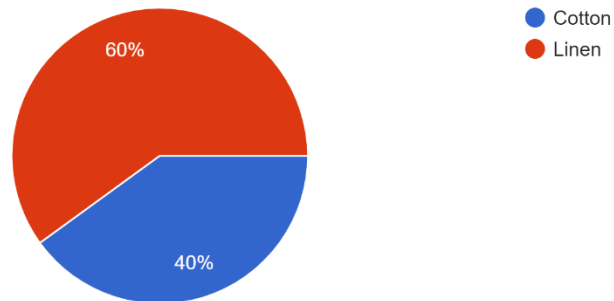
7. Which out of the following do you prefer for a casual outing?

75 responses



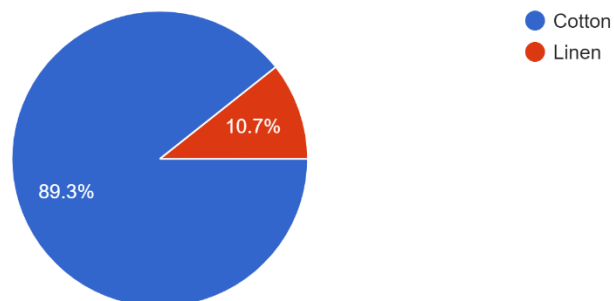
8. Which out of the following do you prefer for a party?

75 responses



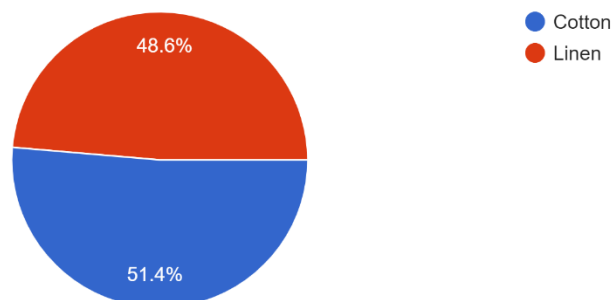
9. Which out of the following do you prefer in summer?

75 responses



10. Which out of the following do you prefer in winter?

74 responses



5. CONCLUSION

- When asked about the work wear preference, 78.7% of the population chose cotton and 21.3% chose linen. The reason behind this result is that cotton is more comfortable to wear than linen for whole day as linen is a stiff fabric.
- When asked about a casual outing preference, 73.3% of the population chose cotton and 26.7% chose linen. The reason behind this result is that cotton is wrinkles less than linen.

- When asked about any party wear preference, 40% of the population chose cotton and 60% chose linen. The reason behind this result is that linen is considered more luxurious than cotton, so it is suitable for special occasions.
 - When asked about summer season preference, 89.3% of the population chose cotton and 10.7% chose linen. The reason behind this result is that cotton is more breathable than linen.
 - When asked about winter season preference, 51.4% of the population chose cotton and 48.6% chose linen. The graph is not that much distinguishable because during winter season we require additional outer layer of clothing.
 - It is clear from the above data that both cotton and linen have their advantages and drawbacks. As far as consumer preference is considered, in some situations cotton is preferred over linen and vice versa.
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