

"Determination of brand preferences towards clothing in teenage boys"

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ABSTRACT

The clothing brand all over the world reflects the creative genius of the designers and personality of the person. The use of brands has been noted as a principle factor in the adaptation of fashion and trends, particularly the importance of purchasing and wearing brands that are perceived by peers to be 'cool'. Most of the researches have been done on the adolescent's brand consciousness, now a day's teenage boys are also getting more conscious and prefer brands in their clothes. So, the present study analyzes the preferences and reason for the selection of brands in local and international (L&I) for casual and formal (C&F) clothing. For this purpose a sample of 90 intermediate students was randomly selected from Adamjee institute, Karachi. The information was collected through questionnaire. Results and analysis was based upon frequencies and percentages. The results clearly revealed that majority of teenage boys preferred both L&I brands in their clothing, while minority preferred local brands in their clothes. The most popular wearing brands among teenage boys in local for C&F are Armani, Wrangle, Bonanza and Lawrencepur. Similarly popular international brands for C&F wear are Levis, Nike, Calvin Klein, and Cambridge. Factors/reason which they commonly consider in both L&I for C&F dress are quality of fabric, latest style, self-satisfaction, good fitting and reasonable price.

Keywords: Formal and Casual Wear (C&F), Local and International Brands (L&I), teenage boys, Brand Preferences, Reason.