

# ABSTRACT

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## **Title**

A study of preferences of Teenage boys (16 - 19) related to the selection of both local and imported T-shirts available in Karachi.

## **Background**

The knitwear is playing a pivotal role in the value addition of the textile sector. Knitted garments especially T-shirts are cheaper than woven ones, easy to wash and trendy, being used all over the world.

## **Objectives**

- To find out the preferences and consideration of Teenage boys (16 – 19) related to the selection of both local and imported T-shirts available in Karachi.
- To assess whether they are having complaints or problems after buying and wearing both local and imported T-shirts available.

## **Methodology**

This research is a descriptive research. The research was conducted on a convenient sample of 50 Teenage boys (16-19 years). The data was collected through a self administrated questionnaire especially designed for this study. The data was entered and analyzed on Epi Data (3.1 version) and Statistical Package for Social Sciences (SPSS 11.5 version) respectively.

## **Results**

The results revealed that Teenage boys wore T-shirts (88%) as both an undershirt and as basic clothing (54%) at out doors (61.8%). They preferred to wear cotton blended T-shirts (68.9%) in Ringer style (54.5%). They also preferred to wear imported T-shirts (47.7%) due to good quality fabric (22.7%) and latest styles (22.7), they shop seasonally (47.7%) for T-shirts and preferred to shop from Dolmen Mall (42.7%) because of latest variety (45.5%). They considered branded T-shirts (65.9%) because of good quality (44.8%). They preferred quality of fabric (77.3%) and durability (64.7%). They have complaints (65.9%) of less durable fabric (37.9%) in local T-shirts (68.9%).

## **Conclusion**

In view of this research it has been concluded that Teenage boys have strong shopping preferences in selecting T-shirts. They wore T-shirts and prefer to wear imported T-shirts because they have complaints in the use of local T-shirts. They consider quality of fabric, latest styles and good fitting as important factors while selecting T-shirts.