

ABSTRACT

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Title:

To find out the consumer's satisfaction & dissatisfaction regarding ready-made garments for girls aged 6 - 14 years.

Background:

Ready-made garments were first developed at the event of American Civil war. With the passage of time the proportion of ready-made clothes buying has increased remarkably.

Objective:

- To find out the maximum satisfaction on the side of consumer regarding ready-made garments of children (girls).
- To understand the factors associated with satisfaction & dissatisfaction of children's (girl's) ready-made garments.

Methodology:

This research study was conducted in Karachi. Four towns of Karachi city were randomly selected i.e. (Malir, Gulshan, Gulberg & Saddar). Three schools from each town were selected randomly with respect to different socio-economic level i.e. high, middle & low. The sample size was 5400 school students of age 6-14, 300 students of each age from both the genders. Data was collected through distributing questionnaire among the subject's mother & data was entered & analyzed through Epidata version 3.5 & SPSS version 11.5 respectively.

Result:

Result of the study shows that subjects were satisfied with ready-made garments in general but they were somehow dissatisfied with the construction details like smoothness of the stitches, durability of the fasteners, width of seam allowance & the material used for lining etc.