

Selection Criteria for Shoes by the Girls of 18-25 Years

OBJECTIVES:

- To observe fit, style, heel type, matching & material, of shoes worn by the girls.
- To find out the extent to which they follow recommendations connected with the purchase of shoes.

ABSTRACT

The aim of this research was to observe the selection criteria for shoes by the girls of 18-25years & to find out the extent to which they follow the recommendations regarding the purchase of shoes. The research was conducted through a convenient sample of 30 girls from the 3 occasions of Mehndi in Karachi. SPSS software was used for analysis. Several aspects regarding shoes were examined by the girls, which consisted shoes selection, quality of a good shoe, the extent to which recommendations related purchase of shoes & the problems arising after wearing improper shoes. The results revealed that most of the girls give priority to good fitting, moderate heel type, shoe style, matching with the dress color & shoe material. They are not completely aware of the shoe purchasing recommendations. In order to get proper shoes, subjects of this study need more awareness regarding shoe buying recommendations.

Key words: recommendations for purchasing shoes, shoe type, foot disorders.