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ABSTRACT

Title

Comparative Analysis of the Clothing Practices of two groups of Karachi-based women – College Teachers and Officials

Background

This study attempts to draw attention to aspects of clothing practices of working women. It also aimed to examine the professional women's interest in their clothing, approach towards fashion and preferable choices for clothes.

Objectives

1. To study the clothing behaviors of college teachers and officials related to their jobs, and the differences in their approach towards fashion.
2. To study the different practices about care and storage of clothes, they follow.

Methodology

A convenient sample of 100 women (50 in each group) was selected. There were no limitations about age, socio economic status, type and place of employment. The requirement was to be in the specified profession. The questionnaire was considered as the best tool for this study. At first, a trial questionnaire was developed for pre-testing. The questionnaires were filled up from the college teachers by personal interview, whereas some of the officials were convenient to respond through e-mail. SPSS ver. 11.5 was used for data entry and analysis, and Microsoft Office Excel and Microsoft Office Power point 2003 was used for making tables and graphs respectively.

Results

According to the research study, college teachers and officials think fashion is anything that is currently in (48%) and consider media and magazines for its promotion (67%). They usually like to make clothes on different occasions like weddings (64%), Eid (46%), and consider Personality (70%), Color and design (64%), comfort (54%), and price (49%) as a selection criteria. Also Cotton (99%), and georgette (61%) fabrics are felt comfortable for job. Floral designs for clothes are preferred more by officials (80%) than college teachers (62%). Working women along with making of clothes also pay attention on their storage and care and mostly use plastic covers (69%) and naphthalene balls (41%) to store them properly.

Conclusion

- ▶ College teachers and officials are attracted by fashion trends and they pay special attention on selection and preparation of their clothes.
- ▶ Keeping in mind the job requirements, the subjects also prefer their personal likes and dislikes also. Ratio of making clothes on weddings/family functions is higher in officials as compared to college teachers.
- ▶ Working women like to wear floral prints for their job but they are also more preferred by officials than college teachers.
- ▶ Moreover they also use to pay proper attention on laundering, care and storage of clothes, by using appropriate procedures.