

Name of student: Madiha Arshad  
Year: 2012-2013

Name of advisor: Mahlaqa Afreen  
Department: Clothing Textile & Merchandizing

## ABSTRACT

### TITLE:

Association of footwear awareness and practices among men (35 years and older)

### BACKGROUND:

The primary purpose of shoe is to cover the feet and protect it from any kind of injury. So they should be comfortable, practical and most importantly fit according the shape of the feet. The main purpose of this research was to determine and establish such findings which reflect the need of awareness and knowledge of correct/incorrect footwear practices among targeted participants. Various researches have been conducted on shoes and problems arising fro them. However, no research has been conducted to determine the footwear practices (right/wrong) and awareness regarding the use and purchase of shoes. By this study we will find the association of footwear awareness with its practices.

### OBJECTIVES:

To find the extent of right/wrong footwear practices

To find footwear awareness regarding style/size

To find association of awareness and footwear practices

### METHODOLOGY:

A descriptive research design was used to evaluate the level of awareness regarding style/size among men (35 and older), and to find out the extent to which subjects of the study follow recommendations regarding footwear practices. In this study data was collected by means of a self administered questionnaire. This study will only report on the qualitative research methodology where a questionnaire was used to ascertain to which extent the awareness of participants regarding style/size associated with their footwear practices. The sample of the study selected and included 40 employees of air blue limited. The study area was divided into 5 different departments. Eight targeted participants (aged 35 and older) from each department were selected. Data was

ISBAH

entered on SPSS version (17.0) where as Data tabulation, Frequencies distribution, Graphical charts and Correlation was used for analysis / association. The percentages were evaluated on the basis of standards maintained for the study.

## RESULT:

The research found majority of men (61%) with right footwear practices as compare to those having high level of footwear awareness (52%). It is noticed that some participants are not well aware while they are keen about right foot wear practices. There was no significant association between variables (-0.6; moderate degree of negative correlation)

## CONCLUSION:

From the findings of study it appeared that there is no significant association between variables. In this study moderate degree of negative correlation was found. This reflects the lack of awareness and right practices among participants. Increased education of participants about their foot-care requirements is recommended.

**KEYWORDS:** footwear awareness, right/wrong practices, Employees, association