

## ***Abstract***

Title "A comparative study on personal clothing preferences of government and private school girls aged 14-16 years.

### **Introduction:**

Clothing is a major need of individual clothing is also necessary to shelter and covers own self. Clothing choice and preferences for own self started from selection to care of garment., Self analyzing is a best way to choose right cloth for self while planning, buying and selecting garment. The purpose of this study was access the factors consider by government and private school girls while purchasing garment for wardrobe and to compare their care and cleaning practices.

### **Objective:**

- 1- To compare the factor consider while purchasing garment for wardrobe.
- 2- To compare their care and cleaning practices.
- 3- To assess the appropriateness of selection and care practices of both school girls.

### **Methodology:**

The research study was designed to assist the personal clothing preferences of government and private school girls of Karachi. 3 government and 3 private schools were taken from selected area of Karachi on convenience basis. 10 girls were selected randomly from each school. Data were collected through Self administrated questionnaire. Total 60 student's views were collected. The program assessment tool was survey of private and government school.

### **Results:**

A total 60 questionnaire were completed among girls of government and private school aged (14-16) years. The research study shows that majority of teen age girls above (50%) of government and private school consider suitability, material, color, design and style as a factor of purchasing their garment. Care and cleaning practices are not good enough in this age group. but overall personal clothing preferences of both school girls fall on satisfactory level.

### **Conclusion:**

Based on the finding of the study the following conclusion have been reached that there is no significant difference between clothing practices of both school girls there is an association between govt. and private school girl's (g.p.s.g) views. This research will help parents to understand their children's attitude and practices towards purchase, care and cleaning of garment and also give better idea to teen age girls about their personal clothing practices.

Key words: clothing, preferences, school girls, govt., g.p.s.g, psg.gsg