

ABSTRACT

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DEPARTMENT: CLOTHING AND TEXTILE

Title:

“Shoe fit awareness and its practical implementation on shoe shopping practices, among students of R.L.A.K Government College of Home Economics (18-23years)”

Background: The concept of shoe fit is largely a subjective and personal matter of the consumer. Shoe fit is one of the most important considerations when purchasing footwear. In order to achieve the right fit, the desired awareness regarding shoe fit recommendations and harmful effects of ill-fitted shoes is necessary.

Objectives:

- To determine the shoe fit awareness and its practical implementation among the students of Rana Liaquat Ali Khan Government College of Home Economics.
- To find out their criteria of shoe selection.

Methodology:

This research is a descriptive study and was conducted in one particular Home Economics college of Karachi. The subjects for this research were students whose ages were between 18-23 years old, and a convenient sample was taken of 100 subjects. The data was collected through a self administered questionnaire especially designed for this study. The data was entered and analyzed on the statistical package for social sciences (SPSS version 11.5). Graphs were made on Microsoft Excel 2003.

Result:

The results revealed that students are much aware of shoe fit recommendations and also apply these guidelines to their shoe shopping practices. They are also aware of the harmful effects of improper shoe fit and they found it in their surroundings. Lack of awareness among the students was only found in the field of wet test for feet determination, feet arch support use, and in the use of shoe size conversion chart. All of the students were found to prefer the comfort of their shoe shopping practices. Support, price, design and durability are the other important factors considered by them while shopping for a shoe. The students desire for a good fit of shoe according to their needs and occasions. High quality shoe materials and moderate heel size also seem to be preferred while shopping for shoes.

Conclusion:

The results revealed that;

- Students are much aware of shoe fit recommendations and also apply these guidelines to their shoe shopping practices.
- Lack of awareness was only found in the field of wet test for foot type determination, feet arch support use and in the use of shoe size conversion chart.
- It was also concluded that all of the students gave priority to comfort, high quality shoe materials and moderate heel size while shopping for shoes.