

TRENDS OF HANDBAGS AMONG M.SC STUDENTS IN R.L.A.K GOVT COLLEGE OF HOME ECONOMICS

OBJECTIVES

1. To find out the popularity and the preferred variety and material among m.sc students.
2. To assess the criteria of selecting handbags by the M.sc students of R.L.A.K Govt college on home economics

ABSTRACT

The purpose of this study was to find out the trends of handbags among M.sc students of home economics. The research was conducted through a sample of 100 Students 10 students were randomly selected from each department. The data was collected through questionnaire results revealed that all the students like to carry handbags. Majority of the students preferred to buy local handbags to buy most of the students preferred leather handbags, majority of the students preferred black color handbags. In the view of this study it is concluded that the handbags should be stylish, economical, of good quality, comfortable and safe so that the thing should not be misplaced

KEY WORDS

Trends, styles , types, criteria, colors , popularity