

## ABSTRACT

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### **Title:**

Preferences of teenager's in selection of local and imported footwear available in Karachi.

### **Background:**

Footwear consists of garments worn on the feet or anything worn on a foot that is intended to contact the ground while walking, such as shoes, boots, sandals and slippers. Footwear can be protective, accommodative, functional, therapeutic, standard, decorative or a combination.

### **Objectives:**

- To determine the attitude of teenagers towards the selection and quality of imported and local footwear.
- Determining whether the demand is increasing specifically for imported shoes and which gender comparatively is more conscious about the imported footwear.
- To know whether teenagers consider factors like quality, product features, brand recognition and advertising image as well as country of origin while selecting their footwear.

### **Methodology:**

This research is a descriptive research and a comparative study between boys and girls. The research was conducted on a convenient sample of 150 Teenage boys and girls (13-19 years). The data was collected through a self administrated questionnaire specially designed for this study. The data was entered and analyzed on Epi data (3.1 version) and Statistical Package for Social Sciences (SPSS 11.5 version) respectively.

### **Results:**

The results revealed a significant difference between boys and girls; as girls (52.0%) purchase footwear for comfort ability and protection of feet while boys (37.3%) purchase to look more civilized and smart. Most (52.0%) of the girls preferred to wear sandals and a group (21.3%) of girls preferred to wear slippers, while majority (42.6%) of boys preferred to wear boots and coat shoes. Girls (77.3%) preferred to wear both local and imported shoes, where as boys preferred to wear only imported shoes (68.0%). Boys (54.7%) usually preferred branded footwear as compared to girls (30.7%). Most preferred brand among teenage boys was adidas, while among teenage girls was EBH. Both the genders consider quality (88%), brand (74.7%) and features (78.7%) over country of origin (23.3%) while selecting footwear. Majority (50.0%) of both the genders were not satisfied from durability and comfort ability of local footwear and a large group (76.3%) of boys and girls were not satisfied from high price of imported footwear. Both the genders (64.0%) expressed that the demand of imported footwear is increasing these days. Boys (74.7%) are more influenced by their friends in selection of shoes and

girls are influenced by media. Most (77.3%) of the teenage boys consider that wearing imported footwear represents a sign of status than do girls (29.3%). Boys (46.7%) usually admire people who wear imported footwear; where as girls (50.7%) sometimes admire people wearing imported footwear. Both the genders (62.7%) were of view that advertisement plays a role in teenager's purchasing preferences.

### ***Conclusion:***

In view of this research it has been concluded that teenagers; boys and girls have different attitudes towards the selection of imported and local footwear but both of them consider quality, brand and product features over country of origin while selecting footwear, and have same complaints of durability and comfort ability in local shoes while of high price in imported shoes. Boys usually prefer imported footwear and are more brand conscious as compared to girls.