

***“Comparative study on shopping patterns of clothes between Home economics and Non home economics undergraduate students”***

***OBJECTIVES***

- To analyze differences in their attitude to-wards shopping patterns.
- To study their awareness of the latest trend or fashion
- To find out the expenditure on shopping per month.

***ABSTRACT***

This research study is an attempt to find out the study on shopping patterns of Home economics and Non home economics students. The research was conducted through a convenient way by questionnaire, sample of 100 student i.e. 50 from girls of home economics and 50 from the Non home economics girls of Khatoon-Pakistan. This help in finding out the expenditure on clothing, preference and behavior of students while shopping for their clothes. And also find out the latest trend or fashion awareness among Home economics and Non home economics students

**Keywords:** shopping patterns, expenditures, latest trends, fashion, awareness,