

ABSTRACT

TITLE: *Clothing*

"Effects of media on clothing Selection of Teenage Girls of Ra'ana Liquate Ali Khan Government collage of Home Economics."

OBJECTIVE:

To analyze the effects of media on selection of clothing by teenager girls.

METHODOLOGY:

The data was collected from teenage girls of Ra'ana Liquate Ali Khan Government collage of Home Economics that belong to the selected area of Gulshan-e iqbal town in Karachi because all socio-economic levels of families can easily be available. A questionnaire method was used as a tool to collect the information from teenage girls.

RESULT:

The study showed that media for their clothing selection influenced majority of the sample and remaining respond, that media for their clothing do not impress them. The findings clearly shows media as a key decision factor, strongly influenced on clothing selection of teenage girls. Furthermore, the findings revealed that half respondents choose print media for their planning of clothes and half respondents select broadcast media as a primary source to identify them.

CONCLUSION:

The conclusion of entire research shows that this age group is highly media – sensitive. Media has significant effect on majority of girl's. Print and broadcast media both similarly contribute in clothing selection of teenage girls. Resoondents extensively use fashion magazine and TV from both categories to get latest information about fashion clothing.