

ABSTRACT

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Title: Factors associated with difference in the chest measurement for sizing of apparel of 6 – 14 years children.

Background: Until recently no studies have been conducted regarding body measurements of children in Pakistan. This requirement has become more urgent as the demographics of the consumers have changed rapidly. One reason for this problem could be that the current garment sizing system for children's wear does not accurately reflect the body sizes or current growth rate of today's children. It is hoped that this data would be used for the improvement and the enrichment of the total program.

Objectives:

- 1: To find out the differences in the chest measurement of 6 – 14 years children.
- 2: To find out the factors affecting the body measurements of 6 – 14 years children.

Methodology: The sample data for this study was collected from four randomly selected towns of Karachi. From these towns, three areas according to their socioeconomic level were selected. The sample size was set as 5400 children. The SPSS 11.5 version was used for data entry and analysis.

Results and discussions: Result of the study shows that, according to the result of age the chest growth of 6-14 years girls is faster than boys. According to result of socio economic level, the mean of chest measurement of high income level group are greater than middle and low income group level. And the mean of chest measurement of middle income level group boys is greater than high and low income group level. According to BMI, the mean of chest measurement of normal weight girls and boys is greater then under weight girls and boys.

Conclusion: From the result it is concluded that, the chest growth of girls age 6 – 14 is greater then that of boys. And the socio economic level and BMI are the main factors associated with the difference in the chest measurement of 6 – 14 years children.