

ABSTRACT

NAME: QURRAT-UL-AIN
YEAR: 2006-2007

ADVISOR NAME: MISS RAFIA BAIG
DEPARTMAENT: CLOTHING & TEXTILE

TITLE

Clothes shopping pattern of middle aged females of age 40-59 years living in Gulshan-e-Hadeed.

BACKGROUND:

Middle aged people are an important part of whole population. Evidence suggests that elderly population has a considerable amount of time and purchase power but they are often overlooked in the retail market place. Now marketers are seeking plenty of information about elder consumer's behavior towards clothes shopping.

OBJECTIVES:

- To study the shopping behavior of middle aged females.
- To find out the expenditure on clothing by middle aged females.

METHODOLOGY:

The clothes shopping patterns of 100 middle aged females of age 40-59 years were studied. Data was collected from middle aged housewives of Gulshan-e-Hadeed. Questionnaires had been distributed among middle aged females as tool for data collection. The data was analyzed using the statistical package for social sciences (SPSS version 11.5).