

ABSTRACT

To compare the factors related to the selection of children's clothing from Home-economics and non Home-economics mothers

BACKGROUND:

Clothing is one of the important aspects of family. Family means man, women and children. As my topic relates with children clothing, this is the important part of family. Now a days children clothing market has become a vast market and its study has also become very vast and as the topic relates with different factors important in children clothing. It also relates with views of home-economics and non home-economics mothers related to selection of children's clothing.

OBJECTIVES

- To find out the views of Home-economics and non Home-economics mother about the selection of children's clothing.
- To find out the level of satisfaction and dissatisfaction of Home-economics and non Home-economics in selection of children's clothing.

METHODOLOGY

- It is a quantitative study/descriptive study.
- Sample data was from 50 Home-economics and 50 non-Home-economics mother.
- The mothers were selected on response basis as all those mothers were selected which shows response.