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## ABSTRACT

The research was designed to know the different types of sewing machines (local and imported) and to know the preferences and selection criteria of the customers while buying the sewing machines.

The three different areas of Karachi which include Jubilee, Saddar, Liaquatabad. In order to gain required data, ten shops from each area were selected, Questionnaire-cum-interview method was applied to collect the information. A pilot study had been carried out in three shops to sort out the mistakes. The data entry was done on EPI data program and analyzed on SPSS.

Results show that majority of the customers prefer the local sewing machines and they also prefer the price of local sewing machines as compared to imported sewing machines. Most of the customers demanded local sewing machine due to parts is easily available in the market and the selection criteria of the customers, price and budget looked first for buying sewing machine and some customer looked quality of the sewing machines.