

# ABSTRACT

NAME: SANA ANIS  
YEAR: 2006-2007

ADVISOR NAME: MISS ZEENAT SULTAN  
DEPARTMENT: CLOTHING AND TEXTILE

## **Title:**

Teenagers shopping practices related to clothes and accessories residing in Gulshan town, Karachi

## **Background:**

Teenage is the transitional stage of development. They wield significant buying power-both in their own right and in the context of their family purchasing decisions. However, today's teens are more media-sensitive and marketing savvy than any of their predecessor generation and require a highly sophisticated marketing approach.

## **Objectives:**

- To assess whether personal shopping of clothes and accessories is a pleasurable activity for teenagers or not.
- To find their views, attitudes and different factors associated with their clothes shopping practices.

## **Methodology:**

This research is a descriptive research and a comparative study between Teenage Boys and Girls. It was conducted in one particular town of Karachi where most of the residing population is middle class. The subjects for this research were Teenage Boys and Girls 13-19 years, and a convenient sample of 150 Teenagers was taken from schools and through personal contacts. The data was collected through a self administrated questionnaire specially designed for this study. The data was entered and analyzed on the Statistical Package for Social Sciences (SPSS version 11.5).

## **Result:**

The results revealed no difference between boys and girls; they both are very keen for their personal shopping (87%) and are affected by fashion (56.4%) and media (80%). They need opportunity to shop for themselves according to their own choice. Personal choice (67%), price (53%), fashion (46%), colour (58%), design and comfort (54%) are the important factors considered by them while buying of clothes. They prefer shopping malls (89%) for their shopping and usually spend money from their monthly allowances for their shopping (44%). But there was a significant difference in their shopping practices as boys shop independently more than girls, and mostly shop with their friends while girls mostly do their shopping with their parents and prefer personal choice, season and occasion, than boys do.