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## **ABSTRACT**

### ***Title:***

Clothing selection criteria and social acceptance of elderly women residing in north nazimabad town, Karachi.

### ***Background:***

This study attempts to draw attention towards the aspects of clothing selection criteria and social acceptance of elderly women of age 60-75 years from north nazimabad town. This study will provide an opportunity to analyze how the elderly women's clothing is being bought and its effect on their social activities.

### ***Objectives:***

1. To determine the selection criteria of clothing of elderly women.
2. To determine how their clothing affects their social acceptance.

### ***Methodology:***

The study was based upon clothing selection criteria and social acceptance of elderly women of age 60-75 years. The sample consisted of 75 subjects randomly selected from North Nazimabad, Karachi. The interview-cum-questionnaire method was considered as a best tool for this study. At first, the trial questionnaire was developed for pre testing. SPSS ver.11.5 and MS word was used for making tables and graphs respectively.

### ***Result:***

The result obtained shows that the majority (34.2%) old women spend 2500-3500 occasionally on their clothing. Most of them (22.8%) bought their clothing few times in an year but they give priority to the climate. They are not influenced by any source of idea, mostly (78%) only prefers to their personal likes and dislikes. The shopping markets are the usual (34.2%) choice and the majorities (57.01%) never take chances to buy from the sale just because of the low quality and limited designs. The selection criteria of clothing of the majority (78%) women are in accordance with their peer group, to which they socialized, are usually their family mates and friends. Cotton (88%) and lawn (86%) are the most favorable fabric used in winters and summer respectively. The (40%) old women visits their relatives once by month and also seen by them in the same way so they also have a social life in which the majority (62%) are satisfied with their clothing behaviors.