

“Views and preferences of teacher drivers regarding use of textile for car seat covers”

Hussian, G, (2009)
Department of Clothing and Textile
R.L.A.K Govt. College of Home Economics Karachi, Pakistan.
Email: she.sehrish@hotmail.com

ABSTRACT

Car is one of the remarkable inventions of human being. It has become a necessity of these days but grooming makes it more pleasurable to drive. One can make the car look really attractive and cool by having the best covers. Car seat cover is an important car accessory for the overall enhancement of the car's interior. The Purpose of this study was to find out the preference and views of car seat covers between teachers. Who have different preference regarding color, design, different types of fabric material, which qualities they prefer most and how much are they going to the trend of car seat covers. Therefore, a sample of 50 teachers (25 Male and 25 Female) was selected from various departments of university of Karachi that include (general history Department, pharmacy department and zoology department) .The information was selected through self administered questionnaire. It has been found that Female drivers are slightly more interested in issues regarding car seat covers, it does not mean that males have less interest in car seatcovers.male and female have different preferences and views in terms of choosing color, material and about qualities of car seat covers it means that there is difference in the percentages between male and female preferences.

Keywords: car seat cover.