

ABSTRACT

NAME: SHAHIDA SHABBIR
RIAZ

ADVISOR NAME: MISS FAUZIA

YEAR: 2007-2008
TEXTILE

DEPARTMENT: CLOTHING AND

Title:

“A comparative study on the role of clothing in the personality of adolescent boys
and girls”

Objectives:

- To analyze the different aspects of clothing among adolescents.
- To know the selection criteria of clothing among adolescents.

Methodology:

This research is a quantitative study and was conducted in three different areas (Shah Faisal colony, Gulistan-e-Johar, Gulshan-e-Iqbal) of Karachi. The subjects for this research were middle to late adolescents of 16-19 years old, and a convenient sample was taken of 80 subjects. The data was collected through a self administrated questionnaire especially made for this study. The data was entered and analyzed on the statistical package for social sciences (SPSS version 13.0).