

## **ABSTRACT**

**A survey on career dressing practices of female executive posts.**

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### **INTRODUCTION**

Career dressing (CD) is very important. Its awareness and preference is increasing day by day among all employees. As we all know that clothing identifies people in some occupation. It is possible to tell what people do only by looking at the clothes they wear to work (Hoff V.M 1971). This research study is carried out to acquire knowledge about the female executive post employees' (FEPEs) practices and their preferred dressing styles and to see whether these practices are correct or not.

### **METHODS**

This study covers banks situated on I.I Chundigarh Road, Karachi. 8 banks were selected in order of positive response. From these banks 50 female executive post employees (FEPEs) were selected as the subjects. The tool used was questionnaire based on 16 questions. A five point scale was made to analyze the results. This scale was made under the advisor's guidance, by thorough literature search, and by the standards that are given in books of this field.

### **RESULTS**

Data analysis was done through percentages, crosstabs and ANOVA. The results of the study concluded that, there is significance among all the organizations and that majority of the subjects follow correct CD practices, and a less percentage of subjects (26%) follow incorrect CD practices.

### **KEYWORDS**

Career dressing CD, Female executive post employees' FEPEs, work place, dressing style, office dressing.