

Teenagers Shopping Practices

Sana Anis Dayala

R.L.A.K Govt. College of Home economics Karachi, Pakistan
email: friends_sana7@yahoo.com

Abstract

The purpose of the research study was to know about the teenagers shopping practices related to their clothing. The research was conducted in the Gulshan town of Karachi through a convenient sample of 150 (75 boys and 75 girls) teenagers. Several aspects of teenagers (boys and girls) shopping were examined and compared: they enjoy shopping or not, factors affecting their shopping, factors they consider while buying, whom they shop with, what are their views about shopping of the teenagers and from where they prefer to shop? The results revealed no difference between boys and girls; they both are very keen for their personal shopping and are affected by fashion and media. They need opportunity to shop for themselves according their own choice. In view of other researches it is concluded that Teenagers are the fastest growing population and they must be given the opportunity to shop for themselves according to their own choice.

Key words: Adolescent, clothes, shopping

Introduction

Teenagers are the fastest growing population segments and they yield significant buying power (Mascarenhas & Higby, 1993; Kim et al., 2007). They are increasingly targeted by the marketers to execute successful growth strategies. They are more shopping sensitive and their market approach is highly sophisticated. Adolescents shopping practices also associated with their social life and personality development (Taylor & Cosenza, 2002; Darley & Johnson, 1993). There is a need to do research about teenager's behaviour patterns of shopping in Pakistan. And the main purpose of my research is to find out about the shopping practices of teenagers related to their clothing.

Methodology

This study 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 was taken of 150 subjects from schools and through personal contacts. The data was collected through a self administrated questionnaire specially designed for this study. The data was analyzed on the SPSS version 11.5. The research is a comparative study between Teenage Boys and Girls. So;

To show the comparison of shopping interest between boys and girls; Cross Tabs and Chi-square tests are used

and to show the *percentages of the factors affecting* their shopping are also shown in tables with their comparison.

Results

Most of the respondents (47.3%) were of views that shopping is a pleasurable activity for them, most of them enjoy shopping sometimes (39.3%), and while very few of them (13.3%) do not enjoy shopping.

Some of the Teenagers shop independently (16%), and most of them shop sometimes independently (62%), while very few of them do not shop for themselves (22%), they are dependent on their parents to shop for them and they are satisfied of what their parents shop for them.

Overall, most of the respondents shop with their parents (70.4%), and friends (17.3%), while very few of them shop with their siblings (6.1%) and relatives (6.1%). In relation to shopping alone or with friends or family, a statistically significant gender difference was noted that girls shop more frequently with their parents (82%) and less often with friends (5.4%) as compared to boys (54% & 33% respectively).

Most of the teenagers followed the current fashion (34.9%), and most of them follow it sometimes (56.4%), while very few of them do not give importance to the current fashion (8.7%) and do not apply it in their shopping. The teenagers think that fashion is a latest trend (40%), while the others are of views that fashion is a style that changes frequently (27.6%), it is an accepted style (15.2%), or new generation's way of adorning themselves (17.2%).

They are of views that fashion is an important factor which affects their shopping and it has changed the definition of shop

Percentages of teenagers who consider any particular factor while shopping are given in table 1. Personal likes and dislikes, Personal satisfaction, Color and design, Quality of material/fabric, Comfort and ease were the factors considered by more than half of the male and female teenagers. Girls consider a larger number of factors while shopping and consequently for more most factors percentages of girls who consider that factor was higher.

Though the amounts differed, all the teenage respondents get their monthly allowance. (average =1500) and some of them usually spend 10-15 % (28.9%) of their monthly allowance some spend up to 25 % (44.6%) while some of them more than 50% (26.5%).

More than half of the teenage respondents think that they must be given the opportunity and enough money to shop according to their own choice as it will increase confidence in them, while very few of them think that they should not be given the opportunity and enough money to shop independently as it will increase bad habits in them and they will be wasting their money on bad habits like smoking etc

Fig 1. Percentage of Teenagers following fashion

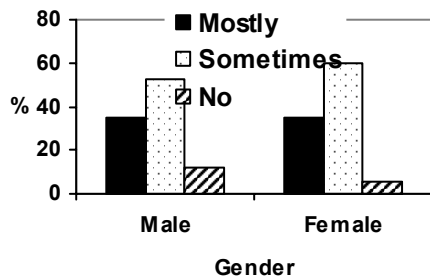


Table 1. Percentage of subjects who consider particular factors while shopping

	Male %	Female %	Total %
Personal likes and dislikes*	60.0	75.7	67.8
Color and design*	50.7	65.8	58.1
Quality of material/fabric	52.0	61.6	56.8
Personal satisfaction	54.7	58.9	56.8
Comfort and ease	50.7	58.9	54.7
Price	48.0	58.9	53.4
Your personality	46.7	54.8	50.7
Brand	48.0	46.6	47.3
Season and occasion*	38.7	56.2	47.3
Labels	42.7	51.4	46.9
Current fashion	42.7	50.7	46.6
Friends	32.0	38.4	35.1
Simplicity	26.7	37.0	31.8
Reliable shop	28.0	26.0	27.0
Modesty	20.0	32.9	26.4
Window display	22.7	23.3	23.0
Magazines*	10.7	34.2	22.3
Family	16.0	28.8	22.3

*Difference between Boys and Girls statistically significant at least At $P < 0.05$ level

Discussion

The research study shows that teenagers enjoy shopping and they want to shop alone according to their own choice and it is also shown by many researches also (Darley & Johnson, 1993). In other countries it has been observed that teenagers are influential shoppers, they are influenced by their family and friends for their shopping, and also get their ideas mostly from media and magazines (Mascarenhas & Higby, 1993; Parker et al., 2004) however in this research study it was seen that they are not dependent on any particular of idea for them but they prefer their personal choices on any source, but they apply fashion as per required according to their choice. The main difference in this research of teenagers shopping was that they want someone to accompany them while doing shopping; it can be their parent's relatives or

friends. They usually get their money from their monthly allowances given by their parents, while the teenagers of the other countries earn their money mostly by doing jobs and spend money on shopping from their own earnings (Alhabeeb, 1996).

This research would help the parents to understand their children's choices and views about shopping as they want to shop alone according to their choice. This research will also help the marketers to know about the teenagers attitudes towards shopping so they will target the teenage consumers and their parents as teenagers usually shop with their parents for better ideas and better results of their shopping.

References

- Alhabeeb, M. J. (1996). Teenager's money, discretionary spending and saving. *Financial Counseling and Planning*, 7, 123-132.
- Darley, W. K. & Johnson, D. M. (1993). Effects of female adolescent locus of control on shopping behaviour, fashion orientation and information search. *The International Review of Retail, Distribution and Consumer Research*, 3, 149-165.
- Kim, H. Y., Jolly, L., & Kim, Y. K. (2007). Future Forces Transforming Apparel Retailing in the United States: An Environmental Scanning Approach. *Clothing and Textiles Research Journal*, 25, 307.
- Mascarenhas, O. A. J. & Higby, M. A. (1993). Peer, Parent, and Media Influences in Teen Apparel Shopping. *Journal of the Academy of Marketing Science*, 21, 53.
- Parker, R. S., Hermans, C. M., & Schaefer, A. D. (2004). Fashion consciousness of Chinese, Japanese and American teenagers. *Journal of Fashion Marketing and Management*, 8, 176-186.
- Taylor, S. & Cosenza, R. (2002). Profiling later aged female teens: mall shopping behavior and clothing choice. *Journal of Consumer Marketing*, 19, 393-408.

Association of adequacy of diets with the academic achievement of students

Taniya Razza

R.L.A.K Government College of Home Economics
email: tanyarazzak@yahoo.com

Abstract

The objective of this study was to determine the association of dietary adequacy with academic achievements of students. The subjects in this study were 228 girls divided into two groups 114 from low achievers and 114 from high achievers. An interview come questionnaire and the food frequency form was used. The academic performance of students was only associated with three food groups, over all the result shows that diet was not adequate in both group of high and low achivers. The results of this study suggest that intake of better diet is recommended.

Key words: Nutrition, adolescents, academic performance

Introduction

Good academic performance of students is a cause of concern for both the students and their parents. (HY P Kim et al., 2003). The relation between dietary adequacy and academic performance of students has been widely investigated and it has been shown that academic performance of students is strongly associated with their dietary adequacy. (Ud Din Z & Paracha P, 2003)

The objectives of this study are to determine the association of diet with academic achievements of students.

Methodology:

This study was conducted in Karachi at Rana Liaquat Ali Khan Government College of Home Economics, students of 2nd year; B.Sc. 1 and B.Sc. II were the participants of this study.

A total of 228 subjects were selected. The criteria for selection were on the basis of highest and lowest academic achievers. From each year a total of 76 students were selected, 38 were highest achievers and 38 lowest achievers were selected according the marks obtained in the last examination. The data was collected to collect information about the association of dietary adequacy on the academic achievements of students. Data regarding diet, academic record was collected. Diet related data was collected by the participant through food frequency questionnaire method academic record was collected from the office records with in the college. Previous year marks was used an indicator in this study.

Adequacy of the diet was determined by comparing the intake of food with the recommended serving. Fat and sugar intake was analyzed as high, moderate and low categories, students having 5 or more then 5 fried items per day are graded as high where consumption of 2 to 3 items are graded as moderate and 1 and below 1 fried food item is graded as low. As for sugar intake, 3 or more then 3tsp is graded as high, 1 to 2tsp is graded as moderate and below 1tsp is graded as low.

15th version of SPSS was used to analyze the data and chi-test was used to analyze the association between diet adequacy and academic achievement.

Results:

The percentage of girls taking adequate diet was higher (24.5%) among the high achievers as compared to low

achievers (8.7%) (P= 0.001). Frequency of adequate intake of bread and cereal (P=0.011), milk (P=0.024), and meat group (P=0.000) was higher among the high achievers comparative to the low achievers (table 1). Sugar and Fat intake was similar in both the groups. (P=0.495) (Table 2).

The diet of both the groups of high and low achievers was not adequate but the diet of high achievers as comparative to low achievers was better.

Table 1. Consumption of Foods by High and Low Achievers

FOOD GROUPS	Academic Performance	Adequate	Inadequate
		%	%
Bread and Cereal	High	50.9	49.1
	Low	34.2	65.8
Milk	High	16.7	83.3
	Low	7.0	93.0
Meat	High	26.3	73.7
	Low	7.9	92.1
Fruit	High	0	100.0
	Low	0	100.0
Vegetable	High	0.9	99.1
	Low	0	100.0

Discussion:

In this study diet quality was found to be associated with the academic performance. However while other researches show that all food groups effect the academic achievements (Quigley and Watts, 2005; Zaini MZ, Lim CT Low WY Harun F., 2005) but in our study fruit fat and sugar intake was similar in both the groups. This study needs to be replicated in a larger sample.

References

- HY P Kim, EA Frongillo, SS Han, SY Oh, WK Kim, YA Jang, HS Won, HS Lee, & SH Kim (2003). Academic performance of Korean children is associated with dietary behaviour and physical status. *Asia Pacific J Clin Nutr*, 12, 186-192.
- Quigley and Watts (2005). *A Rapid review of the literature on the association between nutrition and school performance* Wellington.
- Ud Din Z & Paracha P (2003). Assessment of nutritional status of adolescent boys from public and private schools of Peshawar. *Pakistan J Med Res*, 42, 129-133.
- Zaini MZ, L. C. L. W. H. F. (2005). Effects of nutritional status on academic performance of Malaysian primary school children... *Asia Pac J Public Health*, 17, 81-87.