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## STUDENTS REPORTS

### VIEW OF ADOLESCENT GIRLS ABOUT FASHION

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#### Abstract

Fashion is known to exert an important influence on adolescent girls clothing. However extent of adoption depends on perceptions about fashion and relative importance of perceived benefits of adopting fashion in relation to other personal values. This study was conducted to explore fashion related views of adolescent girls. Data was collected with the help of a questionnaire from a convenient sample of 100 female students of a college. Culturally acceptable styles were perceived more often as fashion than the less acceptable ones. A majority (66%) mentioned refraining from adoption of fashion if challenges the cultural values. It could be concluded that cultural values have a major influence on girls' perceptions and adoption of fashion.

### Introduction

Adolescence is a time of extreme introspection, it can be a period marked by severe psychological and emotional stresses. It is during this time that gender identities, values of self-worth becomes topic of serious contemplation. Changes to their bodies, their interests, and their social relationships cause them to question who they are and how they fit into the dynamic and confusing world around them. It has been found that females experience a more difficult time with this transitions than males. Adolescent girls are more apt to experience decrease feeling of attractiveness and self esteem (Naigle, 2005)

Anxiety among young girls to achieve the right look while suppressing their natural inclinations leads to loss of self-esteem dissatisfaction and permanent frustration, at the same time losing touch with their inner selves. They are driven then to follow fashion trends even if it is not consistent with their personal identity (Celso, 2006). According to her research study "adolescent girls are slaves to fashion, conforming to trends that do not reflect the owned values". She stresses the need for them to get to know themselves and to find their own authentic style. Oliver (Oliver K, 1999) stated that young girls wanted to be noticed, accepted and included by others. They want to be in relationships with other people and their image of themselves comes from what other say and do. This study showed how young girls perceive themselves based on fashion.

From this research study we come to understand that fashion will surely be useful for a plenty of young girls who epitomizes themselves as fashion freaks which keeps on fluctuating over every trend so as to be accepted and dominant in the social society. It is also an awareness of personal sense of style and it describes how to establish their personal identities.

### Methods

This study was based on the assessment of perception of fashion by adolescent girls. The research was conducted in Karachi at Raana

Liaquat Ali Khan Government college of Home Economics. First and 2<sup>nd</sup> year students were the participants of the study. A total of hundred subjects were randomly selected three sections from 1<sup>st</sup> year and 2<sup>nd</sup> year which were specifically adolescents.

The data was gathered through comprehensible questionnaire as a predominant research tool for this research study, with which suitable questions were asked so as to get the views of the adolescent girls regarding their concept of fashion and the measures persuasively making them to be attired. Pretesting was done from 10 percent of the total respondents. Frequencies and percentages were taken for analysis. The collected data was then entered into the Epi software which was later exported to SPSS (Statistical Packages For Social Sciences) version 11.2.

### Result

The following findings are measured from the study:

Majority of the respondents (44%) consider fashion as their personal style whereas others (39%) consider fashion as the latest trend while a minority (10%) called it the wastage of time and money only. Only one percent considered fashion as wear branded. items. A majority (64%) of the respondents conceptualized short shirt and 'patiyalaz' (a kind of trouser) as today's fashionable clothing. About one fourth (23%) gave their views that Capri trousers are fashionable apparel to them. A minority of respondents (4%) regards sleeveless shirts as fashionable clothing and 3% consider short skirts as fashionable.

More than three fourth of the respondents (80%) strongly disliked wearing sleeveless shirts even if it was in fashion. The reason which many of them gave was discomfort (44%), stated because of modesty (17%), and family restrictions (15%), and some (4%) were class conscious. Only a minority (16%) of the respondents were willing to wear sleeveless for the sake of fashion.

As the concept of fashionable clothing varies among the respondents' it is evident that their values in relation to clothing differ.

Most of the respondents (66%) gave their views

that the adolescent girls were addicted to fashion. Reason given for fashion addiction were 'looking beautiful' (21%) 'promote their well being', (15%) to look better than their friends and to attract others attention (24%). On the other hand a third (33%) disagreed to the statement that adolescent girls are addicted to fashion.

When being questioned about following every latest fashion trend 71% respondents said yes that adolescent girls adopt every latest fashion. The reasons given included giving an impact of being stylish (40%), to give an impression of being wealthy (14%) of the respondents wanted and to be accepted by the social group (18%). On the whole, 29% disagreed with the idea of adopting every latest fashion.

### Discussion

This research study demonstrates the adolescents self-perception of fashion mostly which is stated as their personal style because they wanted to be noticed through a distinctive style which they perceive as a fashion image. While others favorably attired latest trends as per their fashion statement which according to them changes with an evolution of new trend as well as from celebrity influence, more or less there is a lot of exposure to fashion via the print and electronic media as girls through which idolizes glamorous actresses.

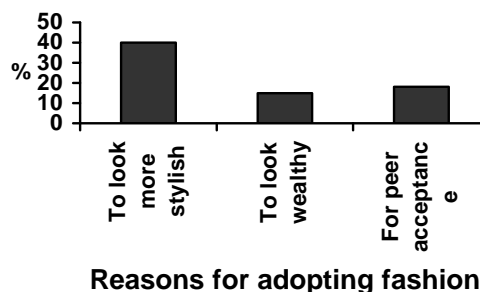


Fig.1: Reason given by adolescent girls for adopting fashion

A fascinating aspect of adolescent style is the impact of adopting every latest fashion which they usually do to give an impression of being stylish. Aplenty of the adolescent girls approves their addiction on every fashion, which they reveal to attract peoples attention as adolescent builds self-esteem by conforming to all latest

trends impulsively. An Adolescent girl always wants to be in glamorous attention grabbing garb of fashion parade.

Sizable number of adolescent girls trace their vision of today's fashionable clothing as short shirt with patiyalaz which were initially thought to have been fleeting but it seems they are here to stay, this is one of those rare nods to fashion that requires showing less skin as well as hiding cellulite.

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## ADEQUACY AND QUALITY OF INFORMATION GIVEN ON LABELS OF SELECTED BREADS

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### Abstract

Effective Food labels help consumers make healthy food choices. The objective of this study was to find out the adequacy of nutritional label and to find out the percent of RDA covered by one serving of the product. A total number of 31 samples of bread were selected from a local super market. Checklist used for data collection was based on general information of the product, nutritional labeling on the package and adequacy of calculating percentage of RDA provided by one serving of the product. Overall the result shows that adequacy of nutritional label was fulfilled in some of the breads belonging to different brands and the percent of RDA calculated

showed a slight difference in the percent daily value of the label based on a 2000 kilo-calorie diet.

Keywords: Food Labels, Nutrition Education, Food Quality

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### Introduction

Food labels are designed to help consumers make healthy food choices and to determine if a particular food product meets the individual needs (Poon, P 2006). In view of other researches it is concluded that 83% of shoppers regularly check the Nutrition Facts when buying a product for the first time and 50% make a purchasing decision based on nutrition information (Shine A, 1997).

The objectives of this study are to find out the general and nutritional information given about the product on the labeling on the package and adequacy of calculating percentage of RDA provided by one serving of the product.

### Methods

A total of 31 samples of bread were selected. The criteria for selection were on the basis of types of bread belonging to different brands. The data was collected to find out the adequacy of nutritional label and the percent of RDA covered by one serving of the product. Checklist used for data collection was based on general information of the product, nutritional labeling on the package and adequacy of calculating percentage of RDA provided by one serving of the product. Data regarding the adequacy of nutritional label was collected by looking at the nutrition facts panel and the percent of RDA was calculated by the formula. Adequacy of the nutritional label was determined by looking whether the serving size, all the mandatory nutrients like total calories, calories from fat, total fat, saturated fat, cholesterol, sodium, total carbohydrate, dietary fiber, sugar, protein, vitamin A, vitamin C, calcium, iron and percentages of RDA are mentioned or not. Serving size was determined by comparing it with the recommended dietary allowance. The percent of RDA was calculated by the following formula:

Amount Of Nutrient In One Serving Of The Product / Amount Of Nutrient Suggested By RDA \*100

## Results

Out of 31 selected breads, ready to eat breads (bread, bun and rusk) were 21 and ready to cook breads (paratha and puri) were 10.

Name of the product and of the brand was given on all the products. Manufacturer's name (93.5%) and address (90.3%) was given for almost all the products. Net weight [in grams] was given for 80.6%, serving size of food was given 32.25% and instructions about storage were given for only and 25.8 percent of the products

Nutrition information was given on only 35% of the products. Among the nutrients information about Protein, carbohydrates, energy and calcium was given more often (around 30% of the products) than that of vitamins and minerals (18-22%) (Figure1).

Information about serving size and percentage of RDA being provided by one serving was given on very few food items and thus checked only for

**Table 1: Percentage of products having various nutrients related information**

Information	Percentage of products
Nutrition inf.(any)	35.48
Serving Size	32.25
RDA per Svc. (any)	25.8
Energy	29.03
Energy From Fat	22.58
Total Fat	29.03
Cholesterol	25.8
Saturated Fat	25.8
Total CHO	32.25
Dietary Fiber	22.58
Sugar	22.58
Protein	35.48
Vitamin A	19.35
Vitamin C	22.58
Calcium	29.03
Iron	16.12
Sodium	32.25

Information about percentage of RDA being provided by RDA could be checked only for 7 products for saturated fats, 5 products for Total Fat and carbohydrates, of 4 products for Cholesterol, of 3 products each for Sodium, Dietary Fiber, and Protein; of two products each for Vitamin A and Vitamin C, and of only one product each for Calcium and Iron. In most cases calculation of percentage of RDAs of

nutrients based on 2000 calorie diet) of being provided by one serving of food was correct. Information about use of additives was given in a few cases i.e. preservative: 32.25%, leavening Agents: 25.8%, emulsifiers: 19.35%

## Discussion

The research findings show that information given on food labels was scanty and heterogeneous. For two third of products there was no nutrition information given. Thus in Pakistan even the literate consumer is handicapped in relation to making healthy food choices. Food labels are an indispensable part of healthy food choices and nutrition education. Lack of appropriate food labels increases the responsibilities of dietitian and nutrition educators. The food industry needs to respond to consumer needs and information provision needs to be improved. Government should make and implement laws for providing nutrition information on the product packaging.

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## AVAILABILITY OF, AND PREFERENCES FOR CARPETS AND RUGS IN KARACHI PAKISTAN

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## Abstract

The purpose of the research study was to find out trends in purchase of carpets and rugs by households. A survey of shops was conducted and sellers were interviewed about availability of carpets and rugs and consumer preferences in relation to purchases of carpets and rugs. The results show that most shops have cut pile and loop pile carpets in a variety of colors and materials. Customers demand was for cut pile, embossed designs and polyester and acrylic material was prominent. For carpets customers prefer machine made carpets in light and cool colors and geometrical motifs. While for rugs

dark colors and natural motifs were popular. This study provides reliable information about current trends in purchase of carpets and rugs by households.

Keywords: Carpets, Rugs, Floor Covering Selection, Cut Pile, Loop Pile, Embossed, Polyester, Acrylic.

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### **Introduction**

Carpets and rugs, once a backdrop to a room's design, are now an integral part of overall decor, a key decorative and functional element in a home or business. The key driver for the carpet and rug market is residential construction and remodeling. Furthermore, the growing consumer interest in home improvement and decor has encouraged the market of carpets and rugs. (Carpet Iran, 2008). Usually the two words carpets and rugs are used interchangeably. Both are floor coverings with the only difference in size. Rugs do not usually exceed the length of 2m (6.5ft). They usually have multiple uses. They may be used as centerpiece flooring, or hung on wall. Usually anything larger than 2m or 6.5ft is termed as a carpet. They are primarily used as floor coverings. They accentuate the theme of the room. (Carpet and rugs manufacture, Carpet Guide [CG], 2008). In contrast to hard surfaces (hardwood floors, ceramic tiles and laminate) carpeting trends continue to move toward softer, textured and more luxurious looks. Area rugs not only add warmth and comfort to a room, but are definitely leading the way as the hottest decorating feature. Although carpets/rugs add beauty to a room but it is important to understand that floors set the tone of the room - the look and feel of a room and beyond appearance, the ultimate decision on which flooring material will be installed should be based on how a room is used. For example, a room in which there is heavy foot traffic needs a hard wearing floor whereas a bedroom floor needs to be soft and cozy on the feet. (Flooring Trends, 2007). Buying an area rug is a purchase that reflects one's personality and style, so naturally we want to make sure that it is perfect. Colours are important for any aspect of home decoration, not just when it comes to picking an area rug. Area rugs can blend in to your existing decor or become a new focal point of a room. Colors can invoke emotions:

reds give energy but can also create angry feelings, blue calls to mind feelings of calmness and security, green also has a calming effect and symbolizes nature, yellow is cheery, warm and grabs attention.(McCarran,S.P.2004). Trends in residential products include warm neutrals, large and small patterns and soft luxurious yarns. With rooms having their own themes and identities, it is easier to use multiple patterns and colors. Patterned carpets have become the focal points and foundations for rooms that dictate other design choices in the room. Frieze styled carpet is popular in North East America. In addition to being more contemporary in feel, it is considered a practical choice for active households. Highly twisted yarns are used in frieze carpets and it gives a contemporary look and makes them a smart choice for any active part of the home. Best of all, they are less likely to show vacuum marks or footprints than other cut pile styles. (Whittermore, C.B. 2008).The above mentioned trends are the results of studies done in other parts of the world. No study has been undertaken about the trends in carpets and rugs in Pakistan and hence was required. The results would be helpful in identifying the demands and needs of Pakistani consumers and in clarifying the reasons behind.

### **Methods**

The current study was carried out to acquire knowledge about the latest trends as well as variety and quality of carpets and rugs available in the local market. The study was carried out by conducting a survey of 60 different shops of carpets and rugs. These shops were identified from 3 randomly selected areas of Karachi. The selection of shops was as per convenience of the researcher. The study employs the descriptive method of data collection. The study itself is qualitative in nature as it depends upon the views of shopkeepers. Research tool adopted for collecting information was Questionnaire. However, these were filled under the supervision of the researcher. A structured interview of the shopkeepers was also taken in order to gather valid information. In carpets and rugs large variety of designs is available. One variable was to analyze the most popular design(s) among majority of customer. For quality each carpet/rug was judged on the

basis of pile, material and fiber. Results were worked out as to the most popular quality or variety of carpets/rugs as per the information provided by the shopkeepers. Data was first entered in EPI data and then transferred to SPSS (Statistical Package for Social Sciences) version 11.5. Frequencies and percentages were taken for analysis

### Result

The study was carried out by conducting a survey of 60 different shops of carpets and rugs. These shops were identified from 3 randomly selected areas of Karachi. The selection of shops was as per convenience of the researcher.

#### Carpets and Rugs available in shops

Table no 1 indicates that in Karachi most of the shops surveyed had both cut pile carpet/ rugs (95%) and loop pile (50%). Both are made from highly twisted yarn and hold their shape for long, making them a smart choice for high traffic areas.

**Table 1: Type of weaves in carpets and rugs available at shops**

Weaves	Frequency	Percentage
Cut pile	57	95
Loop pile	30	50
Knotted	1	1.6
Weaving	2	3.3
Knitting	1	1.6
Flocking	11	18.3
Flat weave	5	8.3

#### Carpets/ Rugs popular among consumers

Figure 1 shows that even today the most popular weave of carpets among consumers is cut pile (42%) because cut pile carpets provide a decorative versatility. These carpets/rugs also help to hide foot prints and vacuum marks, and add beauty to any room. Cut pile is also good for large areas because of its durability and comfort. According to 29% of the respondents, most of their customer preferred embossed carpets/rugs. The reason for this marked difference as stated by the respondents was that loop pile carpets are used to add informal look.

#### Materials available in shops for carpets and rugs

Majority of the shops (85%) had polyester material in carpets and rugs while 70% had acrylic, 8.3% had cotton, and very few (6.6%) had wool. Wool is an ideal fiber for carpets

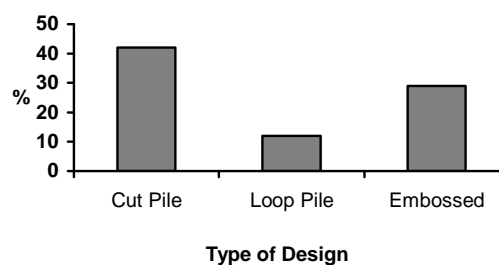
and rugs because it is very resilient, durable and soil resistant, but it is expensive therefore it is used only for luxury carpets and rugs. That is why its use is very limited as compared to polyester and acrylic. According to the respondents, acrylic is preferred less because of difficulty in removing oily stains, while polyester cleans easily and in addition has excellent colour clarity and retention.

#### Demand of fiber for carpet and rugs by consumers

All the customers demand synthetic fibers as compared to natural fibers both for carpets and rugs. This is because natural fibers are expensive as compared to synthetic fibers. Another reason is that it is easy to remove any type of stains from synthetic carpets and rugs as compared to natural ones; moreover, they are easy to wash as well.

#### Consumer's preference for specific brands

All of the customers demanded imported carpets and rugs. In view of majority of the respondents (60%), the reason behind this choice was quality, while 20% were of the view that their customers preferred imported carpets/rugs because of design and colour. Many respondents also stated that due to a drastic fall in the local production of carpets/rugs (which they attributed to political conditions), the import percentage had increased hugely over time.



**Fig. 1: Types of weave preferred by customers**

#### Preference between machine made and handmade carpets/rugs

All (100%) of the customers demanded machine made carpets and rugs as compared to hand made. 90% of the respondents said that the preference for machine made was because of its cheap price, while 6.7% (each) of the

respondents said it was because of durability and design respectively.

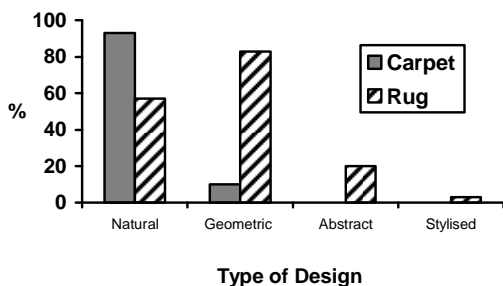
#### Trends in motifs popular among customers

As shown in Figure 2 most of the customers demand geometrical motifs in carpets (83.3%) as compared to natural motifs (56.7%), while for rugs natural motifs are most in demand (93.3%).

Majority of the customers demand light and cool colours for carpets and dark colours like maroon, brown, golden for rugs. The reason behind this choice is that carpet covers the major area of the room that is why it should be light in colour or according to type of room's colour scheme, while rugs cover small area of the room or create the central attraction, hence they should be dark in colours.

#### Available price-ranges for carpets and rugs

Information collected through the questionnaire showed that locally manufactured carpets were available between the price range of Rs 20-100 sq/ft, while imported were available between Rs 20-200 sq/ft. The price range of imported rugs stood at Rs 40-150 sq/ft. Rugs are not manufactured locally.



**Fig. 2: Types of motifs preferred by customers**

#### **Discussion**

According to the views of respondents cut pile carpets and rugs with synthetic materials are

high in demand and the reasons mentioned are the ease of care and their long lasting service. However the experts suggest that natural materials, such as wool, cotton and silk have much greater durability than synthetics. A wool carpet can be used in high moisture areas as well. Its light scattering qualities give it a lustrous look. Pile woolen carpets are a little more difficult to maintain than the flat weave with natural fiber; moreover, chances of allergy are also reduced. Depending upon the pile, they can even be used for high traffic areas and cotton foundation provides better strength. (CG, 2008). Another major finding of this study was that machine made carpets/rugs is mostly demanded by consumers. The reasons mentioned were cost, durability and design. Most of the customers demand geometrical motifs in carpets while for rugs natural motifs are most in demand. The reason behind this choice is that carpet covers the major area of the room that is why it should be light in colour or according to type of room's colour scheme, while rugs cover small area of the room or create the central attraction, hence they should be dark in colours.

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