

Comparative study on clothing practices and buying practices among female

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■ **ABSTRACT** : Clothing, this is considered as the second skin of human's play a very vital role in our life especially for female. Appropriate clothes help to make one happy. The present study was done to compare the clothing behaviour and buying behaviour among teenagers (13-19 years) and early adult (20-35 years) females of district Ghaziabad. To evaluate the effect of age and socio-economic status on clothing behaviour, buying behaviour and knowledge among the population of district Ghaziabad, total 500 subjects who were selected by stratified multistage random sampling technique from Modinagar and Ghaziabad. Majority of respondents were educated, unmarried belonged to nuclear family and from lower income group (LIG). LIG was found to be more concerned for cost than durability in selecting clothes used for different occasion. The data reflect some important aspects of clothing behaviour, buying behaviour and fashion awareness and knowledge, which can be used as guide line for manufacturer to meet the requirements of different ages from different socio-economic status.

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