

This study was conducted to find out factors that are constructing student's perception of clothing quality whereas quality is simply the degree of excellence. This study may be helpful for the producers and advertising firms being the consumer perception of quality affects the buying decisions. The questionnaire was distributed among hundred and fifty (150) students of colleges and universities of Abbottabad and its vicinity. The questionnaire comprises of factors that construct perception of students about quality apparels. There were 12 major factors with 31 items in the questionnaire. Statistical tools including Cronbach's alpha, Frequency distribution, Pie Charts and Cross Tables were used to test, analyze and present the data for which statistical package SPSS (version 16.00) was used.

The respondents point out a number of factors that construct their perception / buying decisions, of quality garments. All of these factors were considered for constructing perception of quality garments only three were rated important i.e. physiological expectations, the appearance of the garment and religion guidelines. The levels of agreed respondents were 89.6 %, 89.2 %, & 84 % respectively.

Style good for my Figure was highly rated among all the items the age group 30-34 (100%) considers it as a very important factor that construct their perception of clothing quality, while on gender basis females (98%) consider it more important than males, it is important to both urban and rural students (93%) and the students of high social class (100%) consider it as an influential factor that is constructing their perception of clothing quality.