

## **Rural Mothers' Preferences for Pre-adolescent Children's Garments**

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**ABSTRACT** Preadolescence is a period when puberty growth spurts begin and conformity to peer group standards is very important to the child. The present study was conducted in Hisar city of Haryana state and its surrounding villages to find out the preferences of rural mothers while selecting garments for the pre- adolescent boys and girls. Market survey was done to enlist the available garments for this age group. For that purpose, eight retail stores offering kids wear were visited. It was found that fifteen types of dresses were available for both the sexes. The preferences for garments were taken from 100 rural women. *Salwar-suit* and *pyjama-suit* were found to be the most preferred dresses for girls by rural mothers while for boys' pant-shirt and *kurta-pyjama* were most preferred.