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Research Paper

Consumer acceptance of prepared one piece dresses inspired from grecian costume

■ AMANPREET KAUR AND HARINDER KAUR SAGGU

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See end of the paper for authors' affiliations

AMANPREET KAUR

Department of Apparel and
Textile Science, College of Home
Science, Punjab Agricultural
University, LUDHIANA (PUNJAB)
INDIA
Email: amudhillon1@gmail.com

■ **ABSTRACT :** For this study, a total of 30 respondents (college girls) were selected through random sampling technique. Consumer acceptance of the prepared one piece dresses was studied. The dresses were evaluated on the basis of drape, design, decorative features and overall appearance. Profit margin of the prepared dresses was also calculated. The data collected revealed that majority of the respondents preferred dress G5 on the basis of drape. Dress G15 was given first rank on the basis of design, decorative features and overall appearance. It was easy to earn 30 per cent profit on all the dresses and consumers found the quoted price as adequate.

■ **KEY WORDS:** Consumer, Drape, Decorative features, Profit margin

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