

Preference of consumers regarding purchase of western dresses

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■ **ABSTRACT** : The present study was undertaken to study the preferences of consumer regarding purchase of western dresses. An interview schedule was framed for collecting the preference off respondents and sources of information, factors and various constructional features. The results of the collected data revealed that the most important source of gathering information in dresses was internet followed by television. Most of the respondents preferred to purchase dresses from boutiques and retail shops. The most important factor considered by respondents was price and comfort.

■ **KEY WORDS**: Western dresses, *Saree*, *Ghagra choli*, *Salwar kameez*, Boutiques

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