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*Research Paper*

# Preference of consumers for Kashmiri shawls

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■ **ABSTRACT** : Buying preference of consumers for Kashmiri shawls has been reported in this paper. Study was conducted on hundred consumers. Field survey was carried out in Delhi and Lucknow. Questionnaire was used to collect data. It has been found that consumers want to buy these shawls for quality of material, workmanship, motifs and beautiful colour combination.

■ **KEY WORDS**: Consumers, Kashmiri shawls

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