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Research Paper

Market availability and use of sun protective clothing/ accessories among women consumers

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■ **ABSTRACT** : Present investigation is based on market availability and use of sun protective clothing/accessories among women consumers. The study was conducted using survey work on 180 sample subjects selected randomly comprised of working women and college going girls of Udaipur city. Questionnaire method was used to gather desired information. Findings revealed that majority of respondents were aware about sun protective clothing/accessories available in market and were using it readymade. Light colour cotton material was their choice, majority of respondents were not satisfied with the variety of colours, prints, materials and also with the type of clothing /accessories available in the market for sun protection.

■ **KEY WORDS**: Market, Availability, Sun, Protective, Clothing, Use, Women

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