

Demand and production pattern of articles prepared in the boutiques run by women entrepreneurs in Punjab

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Received: 05.07.2013; Revised: 14.09.2013; Accepted: 12.10.2013

■ **ABSTRACT** : Clothes in the present times are a medium of expressing oneself and to present a better and more confident appearance to the society. People from upper and middle class society are availing services of boutiques as per their requirements. The present study was conducted on 200 respondents running boutiques from houses and shops in four cities of Punjab (Ludhiana, Jalandhar, Amritsar and Patiala). The respondents were selected purposively by using snowball sampling technique from selected cities. The relevant information regarding the demand pattern and product range of articles produced in boutiques run by women entrepreneurs was collected by an interview schedule. The information regarding the demand pattern and product range of articles produced in the boutiques was worked out. In boutiques operating from shops, demand of *Salwar Kameez*, *Pyjama Kameez*, *Designer suits*, *Kurtis/tops* and one piece dresses was at the highest level and at par, followed by *Parallel suits*, *Harrem pants*, *Lehngas* and *Cholies*, trousers and skirts the demand for which came out to be at the second level while *Sarees* and *blouses*, nighties/night suits was at the third position. In boutiques running from houses, the most demanded products came out to be *Salwar -Kameez* and *Pyjama -Kameez*, followed by *Designer suits*, *Parallel suits*, *Harrem pants*, *Sarees* and *blouses*, *Kurtis/tops* and one piece dresses. The least demanded products came out to be *Lehngas* and *Cholies*, *trousers*, *skirts* and *nighties/night suits*. The demand of all types of article was collected by an interview schedule. The data were products, other than *Salwar Kameez* and *Pyjama Kameez* was significantly higher in shops than in houses.

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■ **KEY WORDS** : Boutique, Entrepreneur, Demand, Processing, Product range

■ **HOW TO CITE THIS PAPER** : Gandotra, Vandana (2013). Demand and production pattern of articles prepared in the boutiques run by women entrepreneurs in Punjab. *Asian J. Home Sci.*, 8 (2): 560-562.