



## RESEARCH PAPER

# A study on women preference to apply henna

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**Abstract :** In this study, the rural and urban women of Gujarat have been asked about their preferences on applying henna on different festivals and times. The survey been conducted on 33 women from the age group of 21-70 years. Among the respondents 3% had under 10<sup>th</sup> standard, 3% had up to 10<sup>th</sup> standard (SSC), 3% had up to 12<sup>th</sup> standard (HSC), 27.3% had up to graduation, 51.5% had up to post graduation and 12.1% up to doctorate (Ph.D.) as their education background. On the basis of this study, we were able to determine different factors like, whether they prefer to apply henna, their preference towards design pattern of henna (e.g. Arabic, Mandla), their pattern of applying it on different occasions, festivals, etc. and the frequency of applying Henna. As responded by participants 97% participants preferred to apply henna on different occasions or regular basis whereas 3% participants preferred not to apply henna.

**Key Words :** Henna, Mehndi, Working women, House wife, Hobby

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