

Abstract

Title "A Comparative study on the consumer's preferences for bridal dresses as reported by salespersons working in shops located in three different areas (Tariq road, Hydri and Saddar) of Karachi".

Introduction

Colors, designs, styles and fabrics are very significant in the bridal dresses. Bridal dress plays essential role in a wedding. It is necessary for a bride or a person buying wedding dress to select a costume of attractive color, beautiful design, eye-catching style, stunning fabric and price according to family budget. This research was planned to study "the consumer's preferences for bridal dresses". It gives awareness about the current fashion in wedding wears. Also it provides knowledge always 1) look for good design, 2) make sure the clothes you buy belong to you and have the right style, line and color, 3) clothes should be suitable for the occasion and circumstances, 4) the clothes you buy should fit your pocketbook.

Objective

- To know the consumer's desirable colors, designs, styles, fabrics and price-ranges for bridal dresses from three different areas of Karachi.
- To measure the consumer preferences are either traditional or innovative.

Methodology

Views of 30 Salespersons working in shops of three selected areas were taken with the help of self-administered questionnaire. Stratified sampling method was used for the selection of sample size. The preferences of different peoples for wedding dresses were identified through the analyzed percentages and frequencies received from the collected data.

Result:

A total 30 questionnaires were completed among 30 shops of three different areas (Tariq Road, Hyderi and Saddar) of Karachi. The research study shows that majority of Customers prefer Light or pastels colors and Color combinations which are most admired by them are Red with Green and Sea green with Faun/Tea pink/Ferozi/Dhani/Mergenda/Rust/ Aqua Blue. Stone and Kora Dabka work on Jamawar Fabric in the style of Sharara are greatly desirable for Bridal dresses by the customers. The consumers choices are still traditional but modified with slightly innovative colors, designs and fabrics while their budget for buying bridal dresses from all three different markets is between Rs. 10,000-60,000.

Conclusion:

Based on the findings of the study, the following conclusion have been reached that there is no significant difference between Preferences of customers of three different markets(Tariq Road, Hydri and Saddar) of Karachi and there is an association between their views. This study will help the customers in selecting the bridal dresses from three different markets according to the current fashion of the society.