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ABSTRACT

Title

A study of cotton lawn with reference to difference in price ranges, its popularity and complaints among consumers.

Objectives

1. To find out most popular cotton lawn fabric and difference in the price ranges.
2. To assess the consumer preferences while buying cotton lawn and common complaints of consumers about cotton lawn fabrics.

Methodology

This research was a descriptive type. A convenient sample of 75 subjects of M.Sc. students of Rana Liaquat Ali Khan government Girls College of home economics was selected. Questionnaire cum survey method was used as a data collection tool for obtaining information. SPSS version 11.5 was used for data entry and analyses and Microsoft Office Excel was used for making tables and graphs.

Results

According to the research study, 90.7% college students wear cotton lawn. 77.3% wear lawn because of its coolness and comfort during summer and 33.3% consider quality while buying cotton lawn. 73.3% wear both branded and unbranded cotton lawn. 62.7% wear Gul Ahmed in branded lawns and 58.7% wear classic in unbranded lawns. 53.3% prefer branded cotton lawn by reason of good quality assurance. 85.3% agree with the price differences in cotton lawn of different companies and 54.7% think quality is an aspect of these differences. 36% mostly prefer the price range from Rs.500-Rs.600 for buying. 48% agrees that the prices of branded and unbranded cotton lawn vary from Rs.500-Rs.800. 42.7% often use to buy cotton lawn yearly and 36% of them spend from Rs.1000-Rs.2000. 57.3% believe that two seasons are enough for enduring cotton lawn. 82.7% are satisfied with the quality but 32% have complaints of cotton lawn become shapeless due to loose weave.

Conclusion

College students wear cotton lawn during summer and prefer both branded and unbranded cotton lawn, Gul Ahmed in branded and Classic in unbranded. The subjects agree with price differences between branded and unbranded cotton lawn and keep in mind quality as selection criteria. Moreover they have complaints that cotton lawn become out of shape by reason of looseness of weave.