

## **OPINIONS OF CONSUMERS AND RETAILERS FOR COMMERCIALIZATION OF SMOCKED UTILITY ARTICLES**

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### **ABSTRACT**

The difference in opinions of customers and direct sellers or retailers has been often noticed during many deals. Although both buyer and the seller weigh the product as valuable, however, the prospective of computing worth for the merchandise seems different for both. The present investigation entitled 'Opinions of consumers and retailers for commercialization of smocked utility articles' was carried out in Ludhiana city. A survey was conducted with an aim of studying insights opinions of ultimate consumers and retailers regarding the price of smocked utility articles. For assessing consumers' viewpoint, study was carried out on a sample size of 45 female respondents which were randomly selected from three localities of Ludhiana. The respondents were in age group of 20-40 years. Forty five retailers, on the other hand, were randomly selected from the local market. An interview schedule was framed which aimed at studying the opinions of both consumers and retailers regarding selling prices of smocked utility articles. The results concluded that articles prepared by using smocking technique are commercially acceptable to both consumers and retailers, however, the opinions for profit margins carried little differences.

**KEYWORDS:** Articles, Consumers, Opinion, Price, Retailers