

## IMPACT OF DEMOGRAPHIC VARIABLES ON PREFERENCE FOR BRIDAL WEAR

*Suman Pant & Alis*

*Faculty of Home Science, Banasthali Vidyapith, Rajasthan, India*

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### **ABSTRACT**

*Costume is one of the most important symbolic components of the wedding. Indian wedding dresses reveal the richness and diversity of Indian tradition and culture. Varying from sarees in Hindu marriages, to salwar suits in Punjabi marriages, to lehenga- choli in Gujarati and Rajasthani marriages, to gharara/sharara in Muslim marriages and to Gowns in Christian Weddings, one can see a variety in the ways in which an Indian bride gets dressed. An attempt was made to find out various factors that have influenced selection of bridal costume. A sample of 450 respondents was selected for survey in Muzaffarnagar and nearby villages. Data was collected Through interview schedule. Significant association between preference for bridal dress and age, locale and education of respondents was found.*

**KEYWORDS:** *Consumer Demographics, Bridal Dress*