

## CONSUMER ACCEPTANCE OF PREPARED TUNICS INSPIRED FROM ANASAZI CERAMIC PATTERNS

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### ABSTRACT

Tunics inspired from *Anasazi* ceramic patterns were prepared through printing on the basis of consumer preferences using standard body measurements of 36" size. Developed tunic designs were evaluated by sample of 30 respondents on the basis of design, fabric type, silhouette and overall appearance. It was found that tunic design A<sub>1</sub> was given first rank on the basis of all the parameters. Majority of the respondents rated the prepared tunics as very good. The largest percentage of the respondents, consider the quoted price of tunics as adequate. Highest profit margin was possible in case of design L<sub>1</sub> i.e. 29.1 per cent, followed by design A<sub>1</sub> with profit margin of 25.9 per cent.

**KEYWORDS:** Ceramic Patterns, Designs, Printing, Respondents, Tunics