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STRATEGIES FOR EXPORT PRICING OF SANGANER PRINTING APPARELS IN RAJASTHAN AND FINANCIAL CRISIS EFFECTS

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ABSTRACT

The Proposed study is based on Jaipur printing Apparel Sector. Rajasthan is the most preferred destination for investment in major sectors. Easy availability of raw resources makes it natural choice for agro, textile and minerals based industries. Rajasthan is the home of printing apparels. A variety of printing techniques are used like Sanganeri print, block, Bagru printing, Bandhani etc. This study is important to reveal the present status of Sanganeri printing apparels and its export market strategies in terms of pricing of product in international market. The study will also investigate that how this sector's pricing strategy had an impact of Global financial crisis 2007. The Study will investigate the relation between Price and export volume of printing apparels through ANOVA test. Study will examine the before and after study of export marketing strategies of Sanganer Printing apparels in terms of its pricing strategy and will apply paired sample t-test as an inferential statistics.

KEYWORDS: *Sanganer, Printing Apparels, ANOVA, paired sample t-test, Global Financial crisis.*