

Consumers' preferences for household articles prepared from synthetic leather waste

■ NIDHI KALIA AND VANDANA GANDOTRA

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■ **ABSTRACT :** The concept of designing household articles using synthetic leather waste is useful for designing different household articles, accessories and apparels. The present study was undertaken for design development of household articles using synthetic leather waste. The preferences of sixty women purposively selected from Ludhiana city were taken for development of household articles from synthetic leather waste. Television was an important source of information regarding new fashion trends in household articles. Intricacy of design was the most important feature considered by respondents while purchasing household articles. The largest percentages of respondents preferred velvet as a base material for cushion cover, blend of cotton and polyester for table mat, polyester as base material for curtain, *khaddar* casement for dining sheet, cotton fabric for lamp shade and corduroy as a base material for pocket hanger. Tassels were the most preferred embellishment for household articles by the majority of the respondents.

■ **KEY WORDS:** Designing, Articles, Household articles, Synthetic leather waste, Preferences

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Designing is an art and the product designing is a creative process. It is the human power to conceive, plan and realize the products that serve human beings in the accomplishment of any individual or collective purpose for some constructive use (Saxena, 2012). Textile designing is art of creating designs for knitting, woven and non woven fabrics. It also involves use of embellishments on fabrics. This process consists of making patterns for textiles with house hold application like curtains, bed sheets, cushions etc. Synthetic leather is widely applied in textile and clothing industries due to relatively low cost, sustainable fabric

quality and easy to clean and maintain properties due to the different hydrophobic property of the fabric surface. Synthetic leather can be dyed in a variety of colours. It is durable and stain resistant, as well. Artificial leather can be made to look like any type of leather desired. Many consider it superior to real leather because of its diversity in looks and use. Artificial leather is often chosen for use where certain concerns may not like the use of real leather. Kanagaraj *et al.* (2006) studied that leather industry generates huge amount of waste in the form of raw trimmings. He further suggested that useful technologies are needed to overcome the solid waste

problem. A lot of synthetic leather waste is generated during the processing of products. This study is an effort to use the synthetic leather waste for development of designs for household articles.

■ RESEARCH METHODS

The present study was conducted in three purposively selected localities of Ludhiana city. An interview schedule was used to study the preferences of 60 women respondents selected purposively between 36-40 years of age group regarding their preferences for household articles. For designing of household articles from synthetic leather waste, 24 designs for six household articles were prepared using corel draw. These developed designs were shown to the respondents and on the basis of the preferences of respondents, six most preferred designs *i.e.* one design each of the household articles was selected for preparation of household articles using synthetic leather waste. The data pertaining to the present study were coded, tabulated and analyzed statistically by using percentages, scores, mean scores and Z- test.

■ RESEARCH FINDINGS AND DISCUSSION

The results obtained from the present investigation are discussed below:

The data pertaining to the type of sale outlets patronised by the respondents for procuring household products from market revealed that the majority of the respondents (75%) preferred to purchase household articles from retail shops, followed by 53.33 per cent from handloom stores. A small percentage of 16.67, 11.67 and 10 per cent of the respondents purchased household articles from boutiques, government emporia and e-shopping, respectively (Table 1).

Table 1 : Sale outlets patronized for procuring household articles

Outlets	f	%
Handloom stores	32	53.33
Retail shops	45	75.00
Wholesale showrooms	28	46.67
Exhibition	21	35.00
Trade fairs	15	25.00
Government emporia	7	11.67
Boutiques	10	16.67
E-Shopping	6	10.00

f-frequency

*multiple responses

Television, magazines, window displays and salesmen in the showrooms play an important role in creating awareness regarding new fashion and new innovations (Table 2). The maximum percentage of respondents *i.e.* 70 per cent, considered television as the most important source of information regarding new fashion trends in household products. According to 58.33 per cent respondents, magazines also play an important role to guide and gave them information regarding new trends of fashion available in the market. The least percentage of the respondents, *i.e.* 6.67 per cent, depended on hoardings for knowing new trends and fashion available in market of household articles.

Table 2 : Sources of information regarding new fashion trends

Sources of information	F	(%)
Television	42	70.00
Newspapers	30	50.00
Internet	26	43.33
Magazines	35	58.33
Design books	10	16.67
Friends	33	55.00
Neighbours	10	16.67
Relatives	15	25.00
Showrooms/Shops	17	28.33
Exhibitions	12	20.00
Boutiques/Tailors	36	60.00
Hoardings	4	6.67

f- frequency

* multiple responses

The data regarding the preferences of the respondents for features of designs considered while purchasing household articles is presented in Table 3. Intricacy of design (mean score-4.67) was considered most important feature by the respondents while selecting household articles followed by uniqueness (mean score-4.03) scored second rank, Placement of design features scored third rank with mean score- 3.37 and kind of surface embellishments obtained the last place with mean score 2.35 while selecting household articles. Komal (2012) also found the similar results while conducting a study on development for home textiles from hosiery waste.

The results further revealed that 85.00 per cent of the respondents preferred quality as the most important factor while selecting household articles while 73.33 per cent considered price of the product. Further it was observed that overall appeal of the products was

Table 3 : Design features attributing to the selection of household articles

Source of information	WMS	Rank
Intricacy of design	4.67	I
Uniqueness	4.03	II
Appearance of the product	2.78	V
Placement of design features	3.37	III
Colour combination	3.22	IV
Kind of surface embellishments	2.35	VI

WMS- Weighted mean score

considered by 46.67 per cent and fashion by 35 per cent of the respondents.

While collecting the information it was found that 82 per cent of the respondents were aware of the products made from synthetic leather waste and rest of the respondents (18%) were not aware about the products made from synthetic leather waste. Maximum percentage of respondents *i.e.* 86.67 per cent were aware

of bags made from synthetic leather waste followed by 71.67 per cent respondents knew about wallets and 63.33 per cent of the respondents had awareness about belts made from synthetic leather waste. Twenty five per cent, 21.67 per cent and 16.67 had knowledge that mobile covers, key rings and spectacles cover were made, respectively from synthetic leather waste.

Data in Table 4 revealed that majority of respondents, *i.e.* 76.67 per cent preferred velvet fabric as a base material for cushion cover followed by 41.67 per cent preferred cotton fabric. The highest percentage of the respondents, *i.e.* 63.33 per cent, preferred blended (cotton polyester) fabric for table mat and 36.67 per cent respondents' preference was given to cotton fabric. Majority of the respondents, *i.e.* 65.00 per cent preferred polyester as base material for curtain followed by 48.33 per cent preferred *khaddar* casement. The largest percentage of respondents *i.e.* 61.67 per cent, preferred

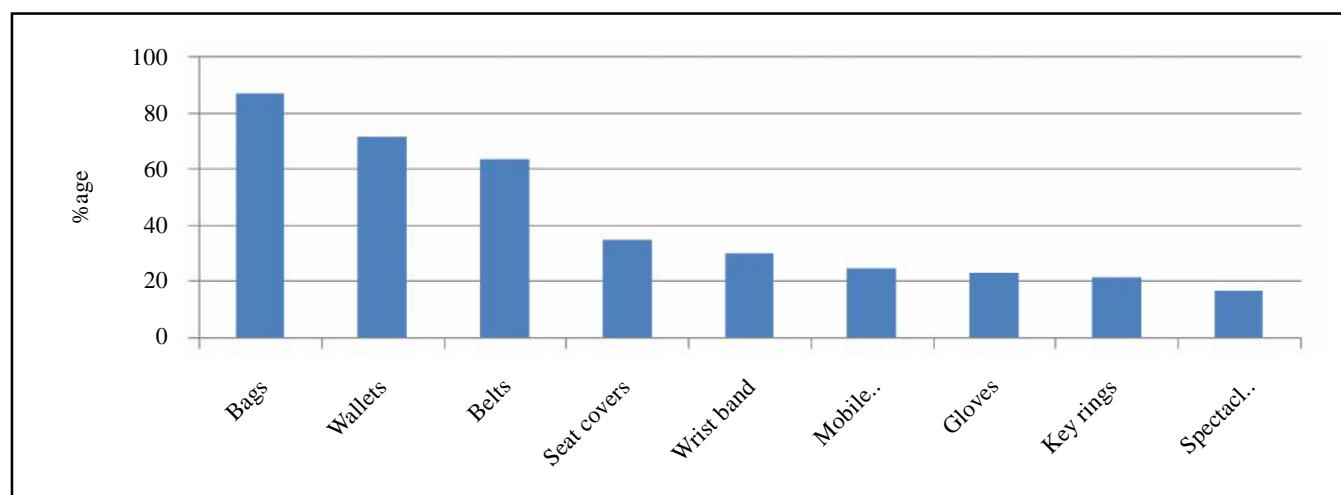


Fig. 1 : Awareness of respondents about type of products made from synthetic leather waste

Table 4 : Preferences of respondents regarding base materials for development of household articles

Articles	Cushion cover		Table mat		Curtain		Dining sheet		Lamp shade		Pocket hanger	
	(f)	%	(f)	%	(f)	%	(f)	%	(f)	%	(f)	%
Cotton	25	41.67	22	36.67	-	-	20	33.33	54	90.00	28	46.67
<i>Khaddar</i> casement	14	23.33	18	30.00	29	48.33	37	61.67	-	-	37	61.67
Silk	10	16.67	-	-	-	-	-	-	9	15.00	-	-
Blends (cotton polyester)	12	20.00	38	63.33	12	20.00	16	26.67	-	-	5	8.33
Polyester	-	-	-	-	39	65.00	-	-	-	-	-	-
Velvet	46	76.67	8	13.33	-	-	-	-	-	-	10	16.67
Corduroy	-	-	9	15.00	-	-	-	-	-	-	49	81.67
Gabardine	-	-	7	11.67	-	-	-	-	-	-	7	11.67
Denim	-	-	13	21.67	-	-	-	-	-	-	12	20.00

f= frequency

* multiple responses

Table 5 : Preferences of respondents regarding embellishments for development of household articles

Types of embellishments	WMS	Rank
Beads	2.13	VI
Laces/ braids	2.65	IV
Sequins	2.43	V
Pipings	4.35	III
Tassels	4.98	I
Embroidery	4.45	II

WMS- Weighted mean score

khaddar casement for dining sheet followed by 33.33 per cent respondents preferred cotton fabric as a base material of dining sheet. Ninety per cent of the respondents preferred cotton fabric for lamp shade and only 15.00 per cent of the respondents preferred silk A maximum percentage of respondents, *i.e.* 81.67 per cent preferred corduroy fabric as a base material for pocket hanger followed by 61.67 per cent preferred *khaddar* casement (Table 5)

Tassels were preferred most by the respondents for household articles (mean score 4.98) and were given first rank (Table 5), followed by embroidery with mean score 4.45 and was given second rank. Pipings were preferred at third rank with mean score 4.35, followed by laces/braids with mean score 2.65 at fourth rank. The least preferred embellishments by the respondents were sequins and beads with mean score 2.43 and 2.13 respondents with fifth and sixth rank.

Conclusion:

Effective synthetic leather waste utilization is essential for preventing environmental degradation and

better utilization of resources. This can be best achieved through innovative designing of products from synthetic leather waste. The scope of the waste from synthetic leather waste may extend its products to upholstery cloth, table cloth, mobile covers, seat covers, key rings etc. For designing household articles with synthetic leather waste it is very important to select the right kind of base material. The largest percentages of respondents while interviewing, preferred velvet as a base material for cushion cover, blend of cotton and polyester for table mat, polyester as base material for curtain, *khaddar* casement for dining sheet, cotton fabric for lamp shade and corduroy fabric as a base material for pocket hanger (Table 5). Tassels were the most preferred embellishment for household articles by the majority of the respondents. Embroidery was preferred second after tassels and beads obtained last rank by the respondents, respectively.

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