

Consumers' preferences for preparing stoles using blue pottery motifs

■ ALEEZA SHARMA AND VANDANA GANDOTRA

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Author for Correspondence :

ALEEZA SHARMA

Department of Apparel and Textile
Science, College of Home Science,
Punjab Agricultural University,
LUDHIANA (PUNJAB) INDIA
Email : aleeza.sharma@yahoo.com

■ **ABSTRACT** : The present study was undertaken for design development of silk stoles using blue pottery motifs. The preferences for the selection of blue pottery motifs were taken from the panel of ten judges from Department of Apparel and Textile Science. Eighteen sheets of designs were prepared using blue pottery motifs in order of the preferences. Out of which the most preferred six designs of stoles were used to prepare the stoles. The preferences of sixty college going girls were taken from Department of Apparel and Textile Science, College of Home Science, PAU, Ludhiana. On the basis of preferences of respondents, six stoles were developed using blue pottery motifs with screen printing technique.

■ **KEY WORDS**: Motifs, Stole, Embellishments, Factors

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The desire to adorn or beautify the human body has existed since the beginning of civilization when man painted his face and body. Though standards of beauty have changed with time, the inner instinct to beautify human body is still prevailing among all individuals. The compelling demand of the environment along with changing fashion trends and the driving compulsions of the human personality has enormous influence on clothing styles (Thomas, 1998). Colours and designs have been used to enhance the intrinsic beauty of textiles from ancient time. It is believed that ornamentations by dyeing and printing developed earlier than the evolutions of clothing itself (Sunitha and Sundaram, 1988). The art of decorating fabric began by stamping or printing of coloured designs.

Fashion plays an important role in everyone's life.

Fashion is always considered the important part of our life as it guides us towards maximizing our assets and minimizing our flaws. In today's world fashion is accepted by people of all class and culture. Observe what people are wearing and take note of fashions you like but you should try and shy away from being too flashy or it will make your outfit look like a costume (Benton, 2008).

Designing textiles has been an ancient art in India. A textile design along with its colours has to be remarkably impressive and useful. Colour is the soul of textiles. It is always the right colour that has essence which helps in selling even the inferior fabric as colour has hypnotizing power to weaken ones reasoning powers by an emotional feeling of likes or dislikes for the textile product at the first sight (Ward, 1973). Today, the art of textile designing has become more challenging than ever

before. It has become more of an intellectual endeavour over a period of time (Jain, 2005). Dyeing, printing, painting, embroidery, etc. are the examples of decorative designs. Fashion in new era does not focus only on traditional Indian costumes like *Saree*, *Ghagra Choli* or *Salwar Kameez* but has switched over to the western dresses or fusion of Indian and western dresses. Now-a-days, stoles are available in different materials such as knitted, woven, knitted, printed and embroidered.

Handicrafts are the artistic articles or products which are prepared by use of one's hands which require lots of skill, patience and time. Blue Pottery is one of the well known crafts of Jaipur. Various products such as soup bowls, dinner sets, ashtrays, vases, cups and saucers, glasses, jars and soap dishes are prepared commonly. The colour palette is only restricted to blue only. Jaipur Blue pottery has seen number of ups and downs (Dipti, 2002). Blue Pottery is the clip art, portraits of the client, experimenting with different colours, which is worth appreciating (Gupta, 2011).

Printing is most versatile method of fabric decoration that enhances the appeal of the particular product to a great extent (Chattopadhyay, 1995). Screen printing on textile materials is the most versatile of the textile printing process. Wynne (1997) defines screen printing as a form of stencil printing, whereby the screen consist of a synthetic fibre or metal gauze stretched taut over a frame. Screen printing is perhaps the most adaptable method among all printing processes.

So, Fashion designers are always in search of new ideas and thus the inspiration from blue pottery can be taken to create interesting designs on stoles by using screen printing technique. So this study was planned keeping in view the development of designer stoles inspired from blue pottery motifs by using screen printing technique.

■ RESEARCH METHODS

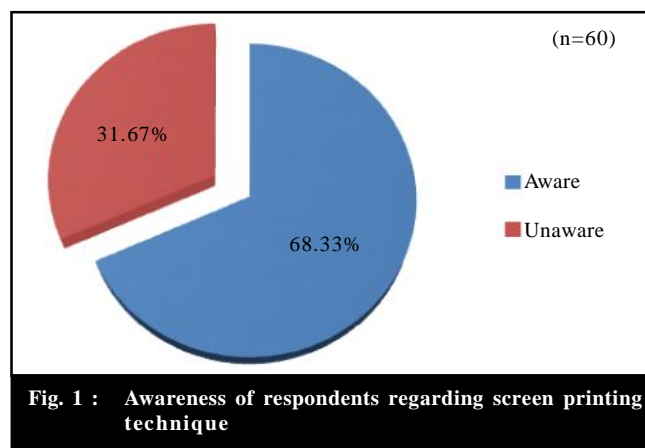
The present study was conducted in Department of Apparel and Textile Science, College of Home Science, PAU, Ludhiana. Preferences of ten judges from Department of Apparel and Textile Science and were taken for the selection of blue pottery motifs. Out of forty blue pottery motifs fifteen motifs were selected to prepare the designs of stoles. An interview schedule was used to study the preferences of 60 college going girls selected purposively from the Department of Apparel

and Textile Science, College of Home Science, PAU, Ludhiana to develop the designs of stoles using blue pottery motifs. On the basis of the preferences of respondents, eighteen most preferred designs of stoles was selected for preparation of stoles using blue pottery motifs. The data were collected from sub- samples of 20 respondents to assess the consumer acceptance for prepared stoles. The data pertaining to the present study were coded, tabulated and analyzed statistically by using percentages, scores, mean scores and t- test.

■ RESEARCH FINDINGS AND DISCUSSION

Results regarding the consumer preferences for the preparation of stoles using blue pottery motifs are discussed below:

On the basis of preferences of respondents, it was found (Fig.1) that 68.33 per cent of respondents were aware of the screen printing technique, while rest of the respondents (31.67%) were not aware of it.



Further it was observed from data that majority of the respondents (60.00%) had opined style/fashion purpose for carrying stoles while 31.67 per cent of respondents reported the reason of carrying stoles as substitute of *dupatta* and 25.00 per cent carried stoles for protection purpose was, which was the least percentage (Table 1).

The data presented in Table 2 revealed that uniqueness feature of stoles was most preferred by the respondents with first rank and weighted mean score 3.90, which was followed by colour combination feature got second rank (3.68 weighted mean score). Functional suitability and intricacy of design were given third and

fourth ranks with weighted mean scores 2.83 and 2.18, respectively. Least preferred design features *i.e.* placement and kind of surface embellishment were given fifth and sixth ranks with weighted mean score 1.97 and 0.65, respectively.

Fabric composition of any product with respect to the type of fibres used goes a long way to convey the consumers about expected quality and services it would

give and care it would demand (Komal, 2012). Data in Table 3 indicate that the respondents gave first rank to Tabby silk for stoles with weighted mean score 4.27 and second rank was given to Raw silk with weighted mean score 4.03, followed by Tussar silk with third rank (weighted mean score 3.27). Fourth and fifth ranks were given to *Makhmali* and crepe silk (weighted mean scores 2.87 and 2.22), respectively. *Chanderi* and *Chamandi*

Sr. No.	Reasons	F	%
1.	Style/Fashion purpose	36	60.00
2.	Substitute of <i>Dupatta</i>	19	31.67
3.	Protection purpose	15	25.00

F=Frequency * Multiple responses

Factors	Scores	WMS	Rank
Intricacy of design	131	2.18	IV
Uniqueness	234	3.90	I
Functional suitability	170	2.83	III
Placement of design feature	118	1.97	V
Colour combination	221	3.68	II
Kind of surface embellishment	39	0.65	VI

WMS- Weighted mean score *Multiple responses

Types of silk	Scores	WMS	Ranks
<i>Chamandi</i> silk	88	1.47	VIII
Tussar silk	196	3.27	III
<i>Khadi</i> silk	109	1.82	VI
Crepe silk	133	2.22	V
<i>Makhmali</i> silk	172	2.87	IV
<i>Chanderi</i> silk	95	1.58	VII
Raw silk	242	4.03	II
Tabby silk	256	4.27	I

WMS- Weighted mean score * Multiple responses

Embellishment	Scores	WMS	Rank
Mirrors	128	2.90	VIII
Stones	139	3.15	V
Beads	133	3.02	VII
Sequins	138	3.13	VI
<i>Kundan</i>	121	2.75	IX
Ribbons	213	4.84	II
Piping	229	5.20	I
Laces	206	4.68	III
Shells	107	2.43	X
Tassels	144	3.27	IV

WMS- Weighted mean score * Multiple responses

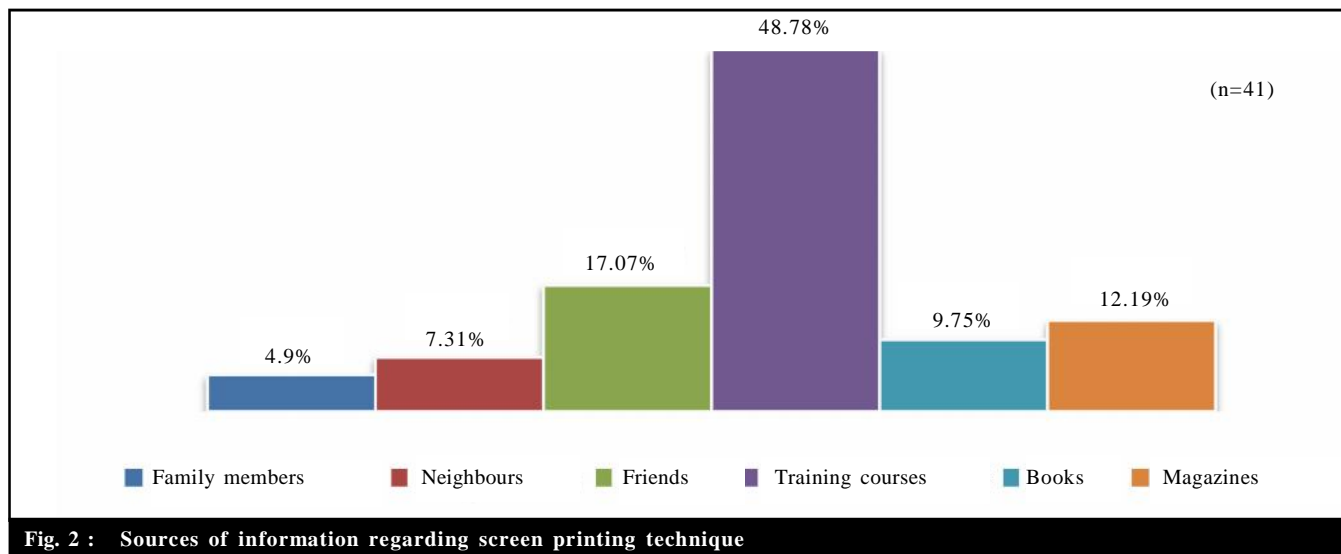


Fig. 2 : Sources of information regarding screen printing technique

silk was least preferred by the respondents (weighted mean scores 1.58 and 1.47), respectively.

There are different embellishment techniques to embellish *dupattas*, stoles and garments which are not only rich in variety but they enhance the appearance of the end product. There are various embellishments and decoration materials available in the market. However selection of appropriate and suitable embellishment for the end use makes any article attractive and worthwhile. Data indicated (Table 4) that pipings and ribbons were preferred by maximum of respondents with weighted mean score 5.20 and 4.84, respectively and were given first and second ranks, respectively. Laces and tassels were given third and fourth ranks (weighted mean score 4.68 and 3.27), respectively. *Kundan* and shells were least preferred by the respondents (weighted mean scores of 2.75 and 2.43), respectively.

Distribution of respondents on the basis of sources of information regarding screen printing technique:

Sources of information may be personal or impersonal in nature. Out of the 68.33 per cent respondents, who were aware of screen printing technique, 48.78 per cent respondents became aware of the technique through the training courses, an impersonal source of information, whereas 17.07 per cent respondents could know about this technique from their friends (Fig. 2). A least proportion (4.90%) of the respondents got information regarding screen printing from their family members.

A study by Kaur (2015) on Line development of curtains through stencil printing also revealed that sources of information regarding stencil printing for least proportion of respondents were their family members.

Conclusion:

The concept of designing stoles using blue pottery motifs will be useful for designing different fashion garments or products as well. Development of screen printed silk stoles using blue pottery motifs would help the designers to create something different. Screen printing is a widely used technique to give a perfect elegant look to the garment. The use of motifs of blue pottery art on textiles would provide a new direction in the field of textile designing and a good profit can be earned by starting this enterprise.

Authors' affiliations:

VANDANA GANDOTRA, Department of Apparel and Textile Science, College of Home Science, Punjab Agricultural University, LUDHIANA (PUNJAB) INDIA

Email : gandotra_vandana@yahoo.co.in

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