

Evaluation of innovatively designed pouches through *Shekhawati* motifs

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■ **ABSTRACT** : The present study inspired from the wall paintings of Shekhawat, a semi-desert area in Rajasthan, the investigation entitled “Development of pouches using motifs from Shekhawati paintings” was carried out in Ludhiana city. Out of twenty developed designs of pouches with Shekhawati motifs, ten designs of pouches most preferred by the respondents were prepared. Evaluation of the prepared pouches was done by a sub-sample of thirty respondents. The most preferred pouch on the basis of Shekhawati motifs and designs was C₃ with geometrical motif (mean score 8.5). Colour combination of pouch B₄ (mean score 6.93), and embellishments of A₁ (mean score 6.93) and overall appearance of C₃ (mean score 8.9) were most preferred by the respondents. The quoted prices for the prepared pouches B₄, A₂ and E₃ were found to be adequate with profit margin of 32.04, 30.43 and 28.34 per cent, respectively.

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Indian paintings provide an aesthetic field that extends from the early civilization to the present day. From being essentially religious in purpose in the beginning, Indian painting has evolved over the years to become a union of various cultures and traditions. Shekhawat, a semi-desert area located in Rajasthan, is known for its wonderful wall paintings. These paintings focus mainly on the fabulous legendry stories related to the life of Lord Krishna and a large number of other motifs. The beautiful paintings on the walls of *Havelis* not only devour the eyes of the visitors, but these also mirror the modern *Shekhawati* life, the ways, the customs, the faiths and viewpoints of the people, and also the craftsmanship of the unlettered artists (Anonymous, 2007). *Shekhawati* paintings have inspired many designers for creating varied

textile products and accessories. Careful selection of accessories largely helps one to make style statements. Hand bags and pouches not only help in this process but are utilitarian in nature (Benton, 2008). Pouches, the small bags frequently closing with a drawstring, are used for carrying wobbly items. These come in a number of shapes, sizes and colours. One of the ordinary traditional structural styles was the rectangular drawstring pouch, hung from a carrying cable which was looped around a purse-hanger on a belt or around the belt itself (Kelly, 2003). Thus, the study was carried out with the below mentioned objectives.

- To evaluate the prepared pouches designed using *Shekhawati* motifs.
- To study the consumer acceptance of developed

pouches.

■ RESEARCH METHODS

Twenty designs of pouches were sketched using CorelDrawX4. Ten designs were selected by the young women. Product-wise preferences with respect to shapes, colours combination, embellishments and types of fabric were taken from a purposively selected ninety respondents from three localities in Ludhiana city. Out of twenty developed designs of pouches, ten most preferred designs were prepared through painting technique and evaluated by a sub-sample of thirty young women with respect to motifs and designs, colour combination, embellishments and overall appearance of the pouches. Besides, probable profit margin was calculated for each pouch at acceptable price.

■ RESEARCH FINDINGS AND DISCUSSION

The investigator prepared ten most preferred designs of pouches according to the preferences of ninety young women. All the pouches were designed with *Shekhawati* motifs using fabric painting technique. The designs were traced on the fabric and then, hand painted using acrylic fabric paints. Kaur (2015) too has used acrylic fabric paints for stencil printing of a line of curtains for kids rooms on the theme ‘Edu-Fun Interior’. The results regarding evaluation of the prepared pouches to assess the consumer acceptance have been presented below.

Assessments of pouches for *Shekhawati* motifs and designs :

The most preferred pouch on the basis of *Shekhawati* motifs and designs was C_3 (mean score 8.5) followed by design of B_4 pouch (mean score 7.76) which obtained second rank. Third preference was given to the design of B_2 pouch (mean score 7.73). Design of A_1 pouch (mean score 7.43) and C_1 pouch (mean score 7.4) were awarded fourth and fifth ranks by the respondents. The next preferred designs were A_2 with mean score 4.00 and E_3 with mean score 3.7, respectively. Eighth and ninth ranks were given to the designs of D_1 (mean score 3.53) and D_2 pouches (mean score 3.03), respectively. Design of E_4 was least preferred by the respondents with mean score 1.9 (Table 1).

Evaluation of embellishments used on the prepared

Table 1 : Preferences for adapted *Shekhawati* motifs and designs painted on prepared pouches (n=30)

Product code	Score	Mean score	Rank
A_1	223	7.43	IV
A_2	120	4.00	VI
B_2	232	7.73	III
B_4	233	7.76	II
C_1	222	7.4	V
C_3	255	8.5	I
D_1	106	3.53	VIII
D_2	91	3.03	IX
E_3	111	3.7	VII
E_4	57	1.9	X

pouches :

Pouch A_1 was most preferred with mean score 6.93 followed by B_2 (mean score 6.1) for the embellishment used. The next preferred designs were of E_4 with mean score 5.93 and C_3 with mean score 5.9, respectively. Fifth and sixth preferences were given to the embellishments of E_3 (mean score 5.73) and B_4 (mean score 5.16) pouches. Embellishments of D_1 (mean score 5.1) and A_2 (mean score 4.93) pouches were awarded seventh and eighth ranks by the respondents. The ninth rank was scored by C_1 (mean score 4.83). The least preferred embellishment was of pouch D_2 (mean score 4.36).

Table 2 : Preferences for prepared pouches on the basis of embellishments (n=30)

Product code	Score	Mean score	Rank
A_1	208	6.93	I
A_2	148	4.93	VIII
B_2	183	6.1	II
B_4	155	5.16	VI
C_1	145	4.83	IX
C_3	177	5.9	IV
D_1	153	5.1	VII
D_2	131	4.36	X
E_3	172	5.73	V
E_4	178	5.93	III

Preferences for colour combination of pouches :

First rank for the colour combination of the prepared pouches was given to B_4 (mean score 6.93), while second and third ranks were awarded to colour combination of C_1 (mean score 6.1) and A_2 (mean score 5.93), respectively. The next preferred designs were of C_3 with mean score 5.9 and B_2 with mean score 5.73,

respectively. Designs of A₁ pouch (mean score 5.16) and D₂ pouch (mean score 5.1) were awarded sixth and seventh ranks by the respondents. Eighth and ninth preferences were given to the design of D₁ pouch (mean score 4.93) and E₄ pouch (mean score 4.83), respectively. The last rank was given to the colour combination of pouch E₃ with mean score 4.36 (Table 3).

Table 3 : Preferences of the respondents for colour combination of the developed pouches (n=30)

Product code	Score	Mean score	Rank
A ₁	155	5.16	VI
A ₂	178	5.93	III
B ₂	172	5.73	V
B ₄	208	6.93	I
C ₁	183	6.1	II
C ₃	177	5.9	IV
D ₁	148	4.93	VIII
D ₂	153	5.1	VII
E ₃	131	4.36	X
E ₄	145	4.83	IX

Assessments of prepared pouches for overall appearance :

The data pertaining to the preferences of young women for overall appearance of the prepared pouches in the Table 4 revealed that the most preferred pouch was C₃ (mean score 8.9) and was awarded first rank by the respondents followed by design B₂ with mean score 7.9 which was given second rank. The next preferred designs were of pouch A₁ (mean score 7.8) and B₄ (mean score 7.36), respectively. Fifth and sixth preferences were given to the design of C₁ (mean score 7.33) and D₂ pouch (mean score 3.86). Overall appearance of A₂ pouch

(mean score 3.8) and E₃ pouch (mean score 3.73) were awarded seventh and eighth ranks by the respondents. The least preferred pouch D₁ obtained minimum scores (mean score 2.1).

Table 4 : Preferences for prepared pouches on the basis of overall appearance (n=30)

Product code	Score	Mean score	Rank
A ₁	234	7.8	III
A ₂	114	3.8	VII
B ₂	237	7.9	II
B ₄	221	7.36	IV
C ₁	220	7.33	V
C ₃	267	8.9	I
D ₁	63	2.1	X
D ₂	116	3.86	VI
E ₃	112	3.73	VIII
E ₄	66	2.2	IX

Opinion of the respondents towards the prepared pouches :

The opinion of the respondents regarding the prepared products was taken on the basis of three categories: very good, good and fair. The data revealed that 73.00 per cent of the respondents rated design of B₄ as ‘very good’. It was considered ‘good’ by 26.66 per cent respondents. Only 10.00 per cent respondents rated it as ‘fair’. Majority of the respondents liked design of A₂ because of its motifs and design. Nearly 56.66 per cent respondents graded the design C₃ as ‘very good’, while 33.33 per cent respondents considered it as ‘good’. However, only 10.00 per cent respondents considered it as ‘fair’. The respondents liked this because of its utility, colour combination and embellishments. The results

Table 5 : Opinion of the respondents regarding the developed pouches (n=30)*

Product code	Very good		Good		Fair	
	f	%	f	%	f	%
A ₁	1	3.33	21	70.00	8	26.66
A ₂	21	70.00	9	30.00	2	6.66
B ₂	9	30.00	19	63.33	2	6.66
B ₄	22	73.33	8	26.66	3	10.00
C ₁	10	33.33	16	53.33	4	13.33
C ₃	17	56.66	10	33.33	3	10.00
D ₁	5	16.66	9	30.00	16	53.33
D ₂	1	3.33	12	40.00	17	56.66
E ₃	1	3.33	15	50.00	14	46.66
E ₄	1	3.33	15	50.00	15	50.00

f=Frequency *multiple response

indicated that largest percentage of respondents (33.33%) considered C₁ as 'very good', while 53.33 per cent respondents considered it as 'good'. The respondents appreciated the design for its fabric, motifs and embellishments.

Also, maximum percentage of respondents, *i.e.* 30.00 per cent, graded the design B₂ as 'very good'. They appreciated this too for its design and embellishments. The data indicated that 16.66 per cent respondents considered D₁ as 'very good', whereas 30.00 per cent and 53.33 per cent respondents opined it as 'good' and 'fair', respectively. Respondents found it to be very attractive. Data indicated that only 3.33 per cent respondents graded the design of D₂ as 'very good' followed by 40.00 per cent of the respondents who considered it as 'good'. However, 56.66 per cent of the respondents considered it as 'fair'.

Suitability of quoted selling price of the prepared pouches :

The largest percentage of respondents, *i.e.* 96.66

per cent each, found the quoted selling price of the prepared pouches A₂ and C₁ as adequate. Besides, 3.33 and 6.66 per cent respondents found quoted price as lower than what the price should be (Table 6). Majority of the respondents 86.66 and 73.33 per cent considered the quoted price for C₃ and E₃ as adequate, while 10.00 per cent considered the quoted price of pouches C₃ and E₃ as low. The quoted price for pouches E₄ and B₂ was considered adequate by 76.66 and 60.00 per cent of the respondents followed by 23.33, 40.00 per cent, and 3.33, 6.66 per cent of the respondents who considered the quoted price to be high or low, respectively. Also, 46.66 per cent considered the quoted price for A₁ and D₁ as adequate, 3.33 and 6.66 per cent considered the quoted price as low. The quoted price for pouches B₄ and D₂ was considered adequate by 40.00 and 33.33 per cent respondents. Also, 63.33 per cent respondents considered the quoted price of D₂ as high.

Probable profit margins of the prepared pouches :

Quoted price was calculated by adding thirty per

Table 6 : Opinion of the respondent regarding the suitability of price of prepared pouches (n=30)*

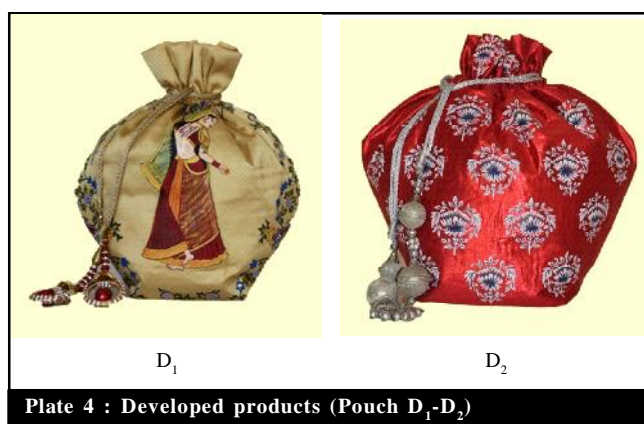
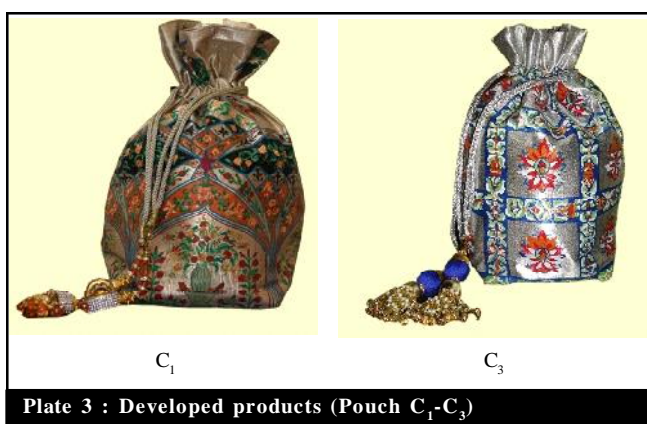
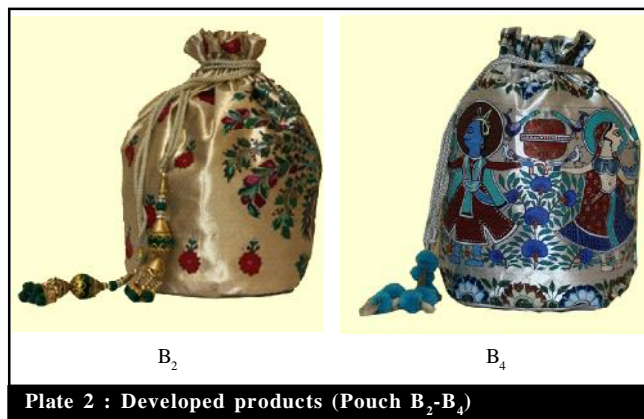
Product code	Quoted price (Rs.)	High		Adequate		Low	
		f	%	f	%	f	%
A ₁	572	7	23.33	14	46.66	1	3.33
A ₂	819	1	3.33	29	96.66	1	3.33
B ₂	975	12	40.00	18	60.00	2	6.66
B ₄	2171	18	60.00	12	40.00	1	3.33
C ₁	1027	1	3.33	29	96.66	2	6.66
C ₃	897	4	13.33	26	86.66	3	10.00
D ₁	520	16	53.33	14	46.66	2	6.66
D ₂	546	19	63.33	10	33.33	1	3.33
E ₃	533	5	16.66	22	73.33	3	10.00
E ₄	559	7	23.33	23	76.66	1	3.33

f=Frequency *multiple response

Table 7 : Assessment of the profit margins of the prepared pouches (n=30)

Pouch design code	Cost price	Quoted price	Average Selling price	Z value	Profit percentage
A ₁	440	572	527.47	3.22	19.88
A ₂	630	819	821.70	1.00	30.43
B ₂	750	975	898.03	3.84	19.74
B ₄	1670	2171	2205.09	6.41	32.04
C ₁	690	897	876.2	1.00	26.98
C ₃	790	1027	984.23	2.11	24.58
D ₁	400	520	474.33	4.43	18.58
D ₂	420	546	467.00	6.21	11.19
E ₃	410	533	526.20	0.95	28.34
E ₄	430	559	526.90	2.91	22.53

Significant at 5% level of significance



cent profit to the cost of each pouch. Respondents' opinion about the quoted price for each pouch was taken. Then, they were asked to mention the selling price for each pouch that they would be ready to pay. Average selling price was calculated for each pouch and is presented in Table 7. Quoted price for pouches A₁, A₂, B₄, C₃ was Rs. 572/-, Rs. 819/-, Rs. 2171/- and Rs. 1027/-,

respectively, while the average selling price suggested by the respondents was little lesser, *i.e.* Rs. 527/-, Rs. 821/-, Rs. 2205/- and Rs. 984/-, respectively.

Highest profit was possible in case of B₄, *i.e.* 32.04 per cent, followed by A₂ and E₃ with profit margin of 30.43 and 28.34 per cent. The calculated z-values for profit margin of the prepared pouches were found to be significant at 5% level of significance (Table 7).

Thus, there is significant difference in the selling price and cost price of pouches. The cost of production is expected to be lower on being mass produced. Therefore, the designed pouches would be commercially viable. Profit percentage for each pouches is expected to be higher on mass production. Designs of some pouches involved higher level of art work due to which their labour cost was more. These products may be sold at much higher profit margins at high end specialty stores.

Conclusion :

Consumers' choice depends mostly on the design

innovations in early product category, the importance of which has, increased considerably. Hence, it is necessary to innovate new designs to sustain the interest of consumers and keep pace with their requirements. Developments of pouches using motifs from *Shekhawati* painting would add to the variety of the pouches already existing. The research would be useful for the designers and merchandisers besides, the end users. It would also help in popularizing the motifs of *Shekhawati* paintings and preserving the beautiful craft for the posterity.

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