

Consumer preferences for development of home textiles inspired from geometrical mosaic tile motifs

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Received: 26.04.2019; Revised: 26.10.2019; Accepted: 10.11.2019

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■ **ABSTRACT** : The present study was undertaken for design development of home textiles using geometrical mosaic tile motifs. For conducting the study preferences were taken from sixty women from different areas in Ludhiana city. An interview schedule was prepared for collecting data from sixty respondents regarding the preferences for fabrics, embellishments etc. The results of the investigation were interpreted using weighted mean scores. The results of the collected data revealed that most preferred fabric type was cotton. Twenty designs were developed according to the preferences of respondents in Corel Draw X3.

■ **KEY WORDS**: Mosaic, Home textiles, Screen printing, Coral Draw X3

■ **HOW TO CITE THIS PAPER** : Kaur, Jaskiran and Gandotra, Vandana (2019). Consumer preferences for development of home textiles inspired from geometrical mosaic tile motifs. *Asian J. Home Sci.*, 14 (2) : 385-389, DOI: 10.15740/HAS/AJHS/14.2/385-389. Copyright@ 2019: Hind Agri-Horticultural Society.

Mosaics crafts are again becoming popular in modern times by street artists and professional artists. To create a pattern on different surfaces by assembling large numbers of coloured blocks or shapes to develop an overall impression of mosaic (Anonymous, 2017). For thousands of years, different designs and motifs have been used for decorating furnishings. Today home textiles and furnishings have a good market potential. The demand for home textiles is increasing because consumers have become more conscious about improving the ambience of their homes. Therefore, home textiles have become the most dynamic product segment in Indian textiles industries. The textiles design along with its colours has to be both impressive and useful. Colours are the soul of textiles. It is always the right colour that sells even the inferior fabric as colour has hypnotizing power to weaken one's reasoning power

by an emotional feeling of likes or dislikes for the textile products at the first sight (Ward, 1973). Designing of products is usually done with various printed, woven or embroidered techniques. Printing is used to denote the production of coloured patterns or designs on textile materials other than woven and embroidered designs. Actually textile printing is the branch of dyeing only and can be defined as localized dyeing (Prayag, 1990). Due to advancement of technology, development of designing has become easier with the help of Computer Aided Designing (CAD).

■ RESEARCH METHODS

The present study was conducted in Punjab Agricultural University, Ludhiana. Mosaic tile motifs were collected from secondary sources viz., catalogues, magazines and internet etc. The preferences regarding

documented motifs were taken from the panel constituted of ten judges from department of apparel and textile science. Data revealed that out of forty collected motifs, the most preferred twenty motifs were selected by judges for design development of home textiles using CorelDraw X3. To conduct the present study, sixty women of three localities of Ludhiana were selected randomly. An interview schedule was framed for collecting the preferences of respondents. The results were analyzed by using frequency, percentage and weighted mean score.




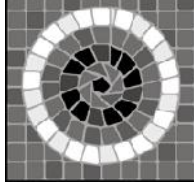
RESEARCH FINDINGS AND DISCUSSION

The results of the present study as well as relevant discussions have been presented under following sub heads:

Documentation and preferences of judges for geometrical mosaic tile motifs:


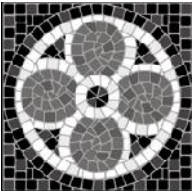
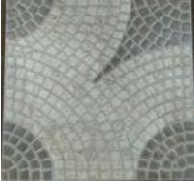





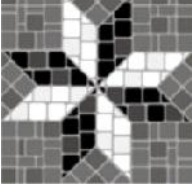
The data further revealed the preferences of judges for selection of mosaic tile motifs. First rank was given to motif K6 with weighted mean score 28.7 followed by K8 (weighted mean score 28.5). Motif K32 obtained third rank with weighted mean score 27.7 while K14 and K20 were given fourth and fifth ranks with weighted mean scores 26.3 and 26.2, respectively, Motifs K34 and

Table 1 : Preference of judges for selection of geometrical mosaic tile motifs

Codes	Motifs	Ranks
K1		VI
K5		XVII
K6		I
K7		XVIII


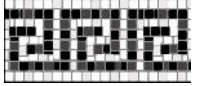




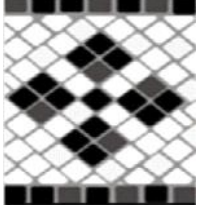
Contd... Table 1

Table 1 contd...

K8		II
K9		XV
K10		XX
K11		XIV
K13		IX
K14		IV
K16		XIII
K20		V
K21		XII

Contd.... Table 1

Table 1 contd...

K22		VIII
K24		VII
K27		X
K30		XVI
K32		III
K34		XIX
K36		XI

K38 were given nineteen and twenty rank in the order of preference with weighted mean score 20.9 and 20.8, respectively.

Preferences of judges for type of home textiles:

After documentation of geometrical mosaic tile motifs, the preferences for different types of home textiles to be prepared from these motifs were taken to identify the type of home textiles using screen printing that could be prepared. The preferences for selection of type of home textiles were taken from panel of ten judges

which included faculty members of the Department of Apparel and Textile Science. The most preferred five home textiles to be prepared using screen printing were found as cushion cover, table mats with table runner, dining sheet, curtain and bed sheet with pillow covers in the order of preference. Cushion cover was ranked first with mean score 9.8 given by the judges for development of design from geometrical mosaic tile motifs using screen printing followed by table mats with table runner with mean score 9.1. Dining sheet, curtain and bed sheet with pillow covers were ranked on third, fourth and fifth position respectively with mean score 8.4, 7.8 and 7.1. Pocket organiser, wall hanging, sofa backs, *Toran* etc. were comparatively less preferred.

Table 2 : Preferences of judges for type of home textiles to be prepared using geometrical mosaic tile motifs (n=10)

Type of home textiles	WMS	Rank
Wall hanging	6.6	VI
Cushion covers	9.8	I
<i>Toran</i>	6.4	VII
Sofa backs	4.3	X
Table mats with table runner	9.1	II
Bolsters	3.6	XII
Pocket organiser	3.8	XI
Bed sheet and pillow covers	7.1	V
Curtain valance	4.5	IX
Dining sheet	8.4	III
Curtain	7.8	IV
Table cloth	5.6	VIII

WMS- Weighted mean score

Distribution of respondents regarding preferences for base fabrics for construction of home textiles:

The data indicates that majority of the respondents i.e. 61 per cent preferred cotton fabric as a base fabric for home textiles followed by silk (27 %). Only 12 per cent respondents preferred polyester as base fabrics for home textiles.

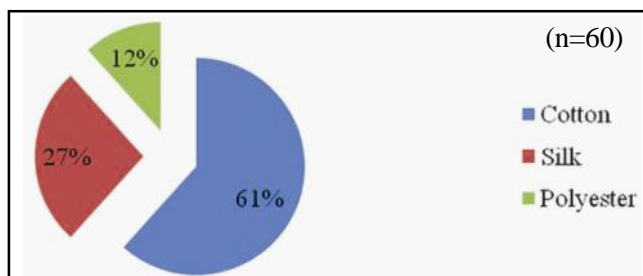


Fig. 1 : Preferences of respondents regarding base fabrics of home textiles

Table 3 : Types of cotton fabrics preferred by respondents for home textiles (n=60*)

Types of base fabrics	Cushion covers		Table mats with table runner		Curtain		Dining sheet		Bed sheet with pillow covers	
	F	%	f	%	f	%	f	%	F	%
Chambray	44	73.33	32	53.33	25	41.67	38	63.33	42	70.00
Khadder casement	11	18.33	47	78.33	14	23.33	17	28.33	19	31.67
Glance cotton	10	16.67	-	-	5	8.33	8	13.33	23	38.33
Poplin	13	21.67	11	18.33	15	25.00	19	31.67	14	23.33
Cotton spun	6	10.00	21	35.00	40	66.67	12	20.00	6	10.00
Canvas	28	46.67	16	26.67	18	30.00	22	36.67	9	15.00

f= Frequency *multiple responses

Table 4 : Preferences of respondents regarding embellishment for constructed home textiles (n=60*)

Types of embellishments	Cushion covers		Table mat with table runner		Curtain		Dining sheet		Bed sheet with pillow covers	
	f	%	f	%	f	%	F	%	f	%
Tassels	20	33.33	30	58.33	-	-	29	48.33	-	-
Sequins	9	15.00	-	-	11	18.33	-	-	-	-
Ribbons	30	50.00	19	31.66	13	21.67	51	85.00	16	26.67
Laces	33	55.00	39	65.00	6	10.00	33	55.00	12	20.00
Embroidery	18	30.00	-	-	9	15.00	13	21.66	8	13.33
Stones	15	25.00	-	-	-	-	-	-	-	-
Piping	46	76.67	25	41.67	-	-	21	35.00	10	16.67
Beads	39	65.00	-	-	5	8.33	-	-	-	-
No embellishments	-	-	-	-	29	48.33	-	-	32	53.33

f= Frequency *multiple responses

Types of cotton fabrics preferred by respondents for home textiles:

The data shows that majority of the respondents preferred chambray fabric in cushion cover, dining sheet and bed sheet with pillow covers *i.e.* 73.33 per cent in cushion cover, 63.33 per cent in dining sheet and 70.00 per cent in bed sheet with pillow cover, respectively. Nearly 79 per cent preferred *Khadder* casement fabric in table mats with table runner and for curtain, 66.67 per cent preferred cotton spun fabric.

Embellishments of home textiles:

The data further revealed that ribbons were preferred for embellishing the dining sheet by the respondents (85 %) followed by piping which were preferred by majority of 76.67 per cent in case of cushion cover. Laces in table mats and table runner were preferred by 65 per cent of the respondents. In case of curtains and bed sheet with pillow covers was no embellishment suggested by respondents.

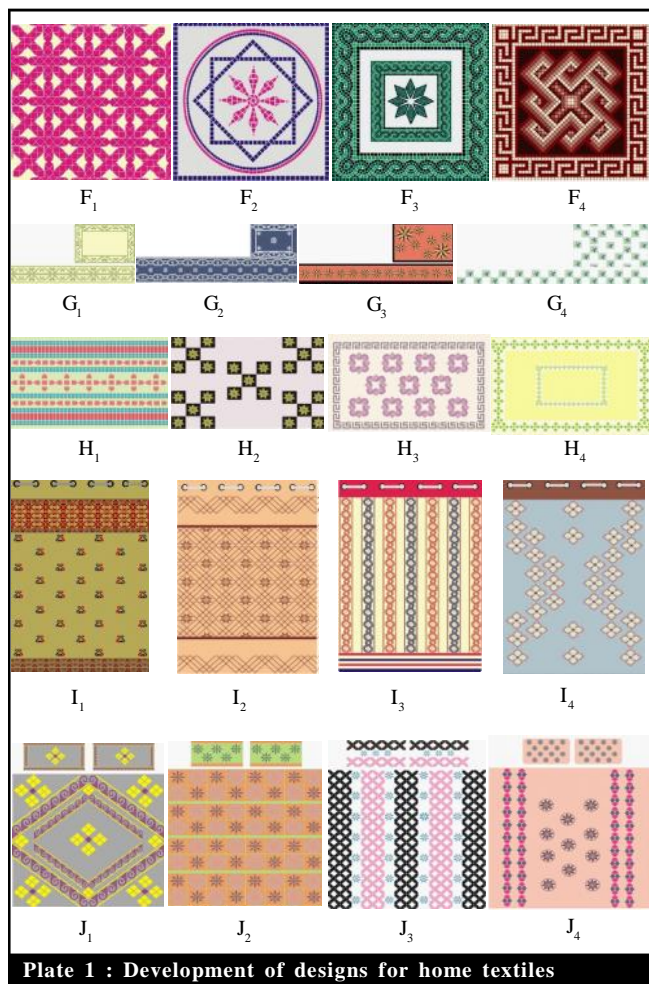
Development of designs for home textiles:

For the development of designs of home textiles twenty designs of home textiles were designed using shortlisted twenty mosaic motifs in CorelDraw X3.

Table 5 : Preferences of the respondents for developed designs of selected home textiles (n=60)

Designs of cushion cover	WMS	Ranks
F ₁	1.88	IV
F ₂	2.33	III
F ₃	3.17	I
F ₄	2.53	II
Designs of table mats with table runner		
G ₁	2.47	II
G ₂	3.21	I
G ₃	2.17	III
G ₄	2.11	IV
Designs of dinning sheet		
H ₁	2.43	III
H ₂	2.22	IV
H ₃	2.82	I
H ₄	2.50	II
Designs of curtain		
I ₁	3.42	I
I ₂	1.80	IV
I ₃	2.18	III
I ₄	2.75	II
Designs of bed sheet with pillow covers		
J ₁	1.48	IV
J ₂	2.71	II
J ₃	1.97	III
J ₄	3.32	I

WMS= Weighted mean score



Designs of home textiles are shown in the Plate 1.

On the basis of ranking given by sixty respondents, five designs of home textile articles viz., design F₃, G₂, H₃, I₁ and J₄ were selected for construction. They were most preferred designs.

Conclusion:

As the demand of home textiles is day by day, designers are always in search of new ideas/concepts in designs. Therefore, the present study would be beneficial for the budding designers to provide inspiration for applying mosaic tile motifs for designing of dresses or accessories as well. The designs developed from mosaic tile motifs are soothing to the eyes and create pleasant concept for home decor.

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