

Evaluation of contemporary fashion footwear designed by refashioning traditional punjabi *Jutti*

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■ **ABSTRACT :** Traditional *Juttis* are back on the fashion scene in a jazzed up new style. The world of fashion is cyclical and now it is the turn of the traditional Punjabi *Jutti* to be reinvented. Forty motifs/designs of traditional Punjabi *Jutti* were documented from leading stores of local markets of Muktsar and Fazilka, internet, books and magazines etc. through photographs. For this study, different designs of footwear were developed in styles/shapes variation using ten selected *Jutti* motifs through computer aided designing (CAD) using corel draw x4. Thus, total 10 contemporary footwear designs with selected seven style variations of each footwear were developed. Six most preferred designs of footwear preferred by the consumers were prepared and evaluated by a sub sample of 30 respondents in terms of design, shape/style, fabric used and overall appearance. Among the prepared footwear, the most preferred footwear was design code C₂ on the basis of design, fabric type, style/shape and overall appearance, with mean score of 4.73, 5.23, 5.16 and 4.66, respectively. The quoted price for the prepared footwear C₂, H₇ and G₁ were found to be adequate with profit margin of 50, 26.58 and 19.89 per cent, respectively.

■ **KEY WORDS:** Corel Draw X4, *Jutti*, Footwear, *Kurta pyjama*

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Punjabi culture is one of the oldest and richest cultures of the world. There is uniqueness and vigour in the life style of Punjabi people. The traditional attire of men is *Kurta-pyjama* with turban and patiala suits for women. However, the younger generation prefers trendy attire as per the fashion scenario. Art and craft of Punjab is described as a creation or expression of something beautiful especially in visual form. The quality and beauty of Punjabi art and craft is known worldwide. *Phulkari* is one of the fascinating craft of Punjab, which is recognized

worldwide for its intricate work. Punjab is also known for other types of handicrafts like, hand crafted *Juttis*, lacquer work, wood work, calico painting, paper Mache' etc. which are practiced in different parts of Punjab (Anonymous 2013).

In India, over the course of centuries, different materials were used to produce a huge variety of footwear in different shapes and styles. This change may be because of the vast diversity of climatic conditions of the country, ethnic and cultural traditions, customs and exposure to the outside world through voyages and trade.

Among these, the *Jutti* is one of styles of footwear that has continuously evolved due to numerous influences from near and far. *Juttis* come in many variations according to regional tradition, period and shoemaker and are adapted according to the environment and materials. Footwear has evolved from a mere necessity and comfort to a chic style statement in today's ultra fashion-conscious world. Everything from flats, sandals and stilettos to boots and sportswear rule the roost. In fact, what we wear on our feet matters as much as the clothes we adorn (Chaudhry, 2012).

Punjabi *Jutti* display rich creativity in the designs. They are exceptionally colourful and extraordinarily traditional. There is a wide range of *Juttis* available for both men and women. The upper part of the *Juttis* are hand embroidered with tilla, threads etc. and then they were stitched to make the footwear. Sometimes the inner parts of the *Juttis* re also embroidered to give different look. This art is traditionally passed from one generation to another and thus adding some variation to it (Anonymous, 2015).

There is a wide use of embellishments like beads, pearls, coloured threads, small mirrors and seashells. They are used in such a way that they give an ethnic Indian look to the wearer, combined with a royal appearance. Utility along with beauty, is the main concept behind the production of *Juttis*. Dresses like *Sherwani* are incomplete without the grace of a *Jutti* (Anonymous, 2011).

Traditional *Juttis* are back on the fashion scene in a jazzed up new style. The world of fashion is cyclical and now it is the turn of the traditional Punjabi *Jutti* to be reinvented. According to Chhabra (2016), "the modern *Jutti* is an expression of Indian heritage and ethnic design. A balanced mix of tradition and modernity goes into designing these beautiful shoes. They are meant to stand out in any crowd on any occasion. They are seen as old-fashioned, as they are mostly worn by older women, because of their flat soles. Designers are now

creating Indian contemporary styles to suit the modern fashion trends. So, the present study has been planned with the following objectives:

- To evaluate the prepared contemporary footwear designed by refashioning traditional punjabi *Jutti*.
- To study the consumer acceptance of prepared footwear.

■ RESEARCH METHODS

Different designs of footwear were developed in styles/shapes variation using selected *Jutti* motifs through computer aided designing (CAD) using corel draw x4. Thus, total 10 contemporary footwear designs with selected seven style variations of each footwear were developed. Consumer preferences were taken from purposively selected ninety college going girls from three colleges of Ludhiana city. Six most preferred designs of contemporary fashion footwear were prepared using hand and machine embroidery with gold, silver and silken threads and evaluated by a sub sample of 30 respondents in terms of design, shape/style, fabric used and overall appearance. Also probable profit margin was calculated for each footwear at acceptable price.

■ RESEARCH FINDINGS AND DISCUSSION

The investigator prepared six most preferred designs of footwear according to the preferences of ninety college going girls. All the footwear were prepared on satin and silk fabric using hand and machine embroidery. *Zari*, *Tilla* and silken threads were used to embroider the footwear with satin stitch.

Evaluation of the prepared footwear on the basis of design:

The preferences of the respondents for the developed footwear were taken on the basis of design. The data in the Table 1 shows that footwear design with

| Footwear design code | Score | Mean score | Rank |
|----------------------|-------|------------|------|
| A ₁ | 121 | 4.03 | 3 |
| C ₂ | 142 | 4.73 | 1 |
| D ₆ | 81 | 2.70 | 5 |
| F ₃ | 129 | 4.30 | 2 |
| G ₁ | 97 | 3.23 | 4 |
| H ₇ | 64 | 2.10 | 6 |

code C₂ is the most preferred with mean score of 4.73 followed by design F₅ with mean score of 4.3 which obtained second rank. Third and fourth ranks were given to footwear design code A₁ and G₁ with mean score 4.03 and 3.23, respectively. Fourth and fifth ranks were given to footwear design code D₆ and H₇ with mean score 2.7 and 2.1, respectively.

Evaluation of the prepared footwear on the basis of fabric type:

Data in the Table 2 revealed that the first rank to the fabric type for the developed footwear was given to design code C₂ with mean score of 5.23 while second rank was given to design code F₅ with mean score of 4.93. Third and fourth ranks were given to design code A₁ and H₇ with mean score of 3.7 and 3.1, respectively. Fifth and sixth ranks were given to design code G₁ and D₆ with mean score of 2.46 and 1.90, respectively.

Evaluation of the prepared footwear on the basis of style/shape:

Data in the Table 3 revealed that the first rank for

the style/shape for the developed footwear was given to design with code C₂ having mean score of 5.16 while second rank was given to design code F₅ with mean score of 4.93. Third and fourth ranks were given to footwear design code A₁ and H₇ with mean score of 3.66 and 3.1, respectively. Footwear design G₁ and D₆ with mean score of 2.33 and 2.00 were given fifth and sixth rank, respectively.

Evaluation of the prepared footwear on the basis of overall appearance:

The footwear design code C₂ with mean score 4.66 was given first rank on the basis of overall appearance followed by footwear design with code F₅ and D₆ which were given second and third ranks with mean score of 4.6 and 3.56, respectively. Fourth and fifth ranks were given to footwear designs H₇ and A₁ with mean score of 2.9 and 3.23, respectively. Footwear design with code G₁ was given sixth rank having mean score of 2.4 (Table 4).

Opinion of the respondents regarding the prepared

| Footwear design code | Score | Mean Score | Rank |
|----------------------|-------|------------|------|
| A ₁ | 111 | 3.70 | 3 |
| C ₂ | 157 | 5.23 | 1 |
| D ₆ | 57 | 1.90 | 6 |
| F ₅ | 148 | 4.93 | 2 |
| G ₁ | 74 | 2.46 | 5 |
| H ₇ | 93 | 3.10 | 4 |

| Footwear design code | Score | Mean Score | Rank |
|----------------------|-------|------------|------|
| A ₁ | 110 | 3.66 | 3 |
| C ₂ | 155 | 5.16 | 1 |
| D ₆ | 60 | 2.00 | 6 |
| F ₅ | 148 | 4.93 | 2 |
| G ₁ | 70 | 2.33 | 5 |
| H ₇ | 97 | 3.1 | 4 |

| Footwear design code | Score | Mean Score | Rank |
|----------------------|-------|------------|------|
| A ₁ | 97 | 3.23 | 4 |
| C ₂ | 140 | 4.66 | 1 |
| D ₆ | 107 | 3.56 | 3 |
| F ₅ | 138 | 4.60 | 2 |
| G ₁ | 72 | 2.40 | 6 |
| H ₇ | 87 | 2.90 | 5 |

contemporary footwear:

The general opinion of the respondents regarding the developed footwear was taken on the basis of three categories: Very good, Good and Fair. The data in the Table 5 revealed that footwear design with code C2 and F5 was rated very good by 86.67 per cent of the respondents each. It was considered good by 13.33 per cent of the respondents each, respectively.

Footwear design with code A1 and G1 was considered very good by 70.00 and 63.33 percent of the

respondents, good by 20.00 and 23.00 percent and fair by 10.0 and 13.33 per cent of the respondents, respectively. Footwear design with code D6 and H7 are considered to be very good by 3.33 percent of the respondents each. It was rated as good by 83.34 and 76.67 per cent and fair by 13.33 and 20.00 per cent of the respondents, respectively. The results of the studies conducted by Grover (2013), Budhiraja (2016) and Garcha (2016) also revealed that majority of the respondents appreciated the articles prepared on the

Table 5 : Opinion of the respondents regarding the prepared contemporary footwear designs (n=30)

| Footwear design code | Very good | | Good | | Fair | |
|----------------------|-----------|-------|------|-------|------|-------|
| | f | % | f | % | f | % |
| A ₁ | 21 | 70.00 | 6 | 20.00 | 3 | 10.00 |
| C ₂ | 26 | 86.67 | 4 | 13.33 | 0 | 0.00 |
| D ₆ | 1 | 3.33 | 25 | 83.34 | 4 | 13.33 |
| F ₅ | 26 | 86.67 | 4 | 13.33 | 0 | 0.00 |
| G ₁ | 19 | 63.33 | 7 | 23.00 | 4 | 13.33 |
| H ₇ | 1 | 3.33 | 23 | 76.67 | 6 | 20.00 |

f=frequency



Table 6 : Opinion of the respondents regarding the suitability of price for prepared footwear designs (n=30)

| Footwear design code | Quoted price (Rs.) | High | | Adequate | | Low | |
|----------------------|--------------------|------|-------|----------|-------|-----|-------|
| | | f | % | f | % | f | % |
| A ₁ | 1280 | 12 | 40.00 | 18 | 60.00 | - | - |
| C ₂ | 1600 | 5 | 33.33 | 20 | 66.67 | - | - |
| D ₆ | 1220 | 14 | 46.67 | 16 | 53.33 | - | - |
| F ₅ | 1590 | 5 | 16.67 | 17 | 56.67 | 8 | 26.66 |
| G ₁ | 1460 | 9 | 30.00 | 20 | 66.67 | 1 | 3.33 |
| H ₇ | 1030 | 5 | 16.67 | 20 | 66.67 | 5 | 16.67 |

F= frequency

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

| Footwear design code | Cost price | Quoted price | Average selling price | Z -value | Profit percentage |
|----------------------|------------|--------------|-----------------------|----------|-------------------|
| A ₁ | 986 | 1280 | 1150 | 2.92 | 16.63 |
| C ₂ | 1000 | 1600 | 1500 | 5.12 | 50.00 |
| D ₆ | 935 | 1220 | 1100 | 4.31 | 17.65 |
| F ₅ | 1225 | 1590 | 1450 | 7.48 | 18.37 |
| G ₁ | 1126 | 1460 | 1350 | 2.54 | 19.89 |
| H ₇ | 790 | 1030 | 1000 | 1.13 | 26.58 |

Significant at 5 per cent

basis of consumer preferences and rated them as ‘very good’.

Suitability of price for the prepared footwear:

The table 6 shows that in case of footwear design with code A₁, 60.00 per cent of the respondents considered the quoted price to be adequate followed by 40.00 per cent who considered it to be high. For the footwear design with code C₂, 66.67 per cent of the respondents reported it be adequate where as 33.33 per cent were of the view that the quoted price was high. For the footwear design with code D₆, 53.33 per cent of the respondents considered the quoted price as adequate, 46.67 per cent of the respondents were of the view that the quoted price was high, and none of the respondents reported it to be low. The quoted price for footwear design with code F₅ and G₁ was considered adequate by 56.67 and 66.67 per cent of the respondents, respectively. It was considered to be high by 16.67 and 30.00 per cent and low by 26.66 and 3.33 per cent of the respondents, respectively. In case of footwear design with code H₇, 66.67 per cent of the respondents considered the quoted price as adequate followed by 16.67 per cent each who considered it as high and low, respectively. A study by Kaur (2014) revealed that the prices of garments prepared on the basis of consumer preferences were found to be adequate by the respondents and they

were ready to pay the quoted price.

Assessment of the profit margins of the prepared footwear designs:

Table 7 shows that highest profit (50%) was possible in case of footwear design with code C₂ followed by footwear design with code H₇ having profit margin of 26.58 per cent. Footwear design with code G₁, F₅ and D₆ has profit margin of 19.89, 18.37 and 17.65 per cent, respectively. Footwear design with code A₁ has minimum (16.63%) profit margin.

The calculated z-values for profit margins of prepared footwear were found to be significant at 5 per cent level of significance. Thus, there is significant difference in selling price and cost price of footwear. The cost of production is expected to be lower on being mass produced. Therefore, the designed footwear would be commercially viable. Profit percentage for each footwear is expected to be higher on mass production.

Conclusion:

So it can be concluded that combination of traditional and contemporary look can be effectively used for customized designing of various articles like stoles, bags, purses, pouches and footwear to meet today’s fashion demand of the consumer.

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