

Original Research Article

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Consumer Acceptability of Developed Women Apparels Inspired from Molela Craft

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ABSTRACT

Keywords

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The present study highlights the consumer acceptability of developed designs inspired from Molela craft of Rajasthan on women apparel items. Ethnic motifs of Molela craft were collected, screened and adapted to develop 30 new designs. These designs were evaluated by panel of experts to select two best designs for each of the five selected women apparels in best placement. Thus, finally selected ten adapted motifs were applied through stencil printing technique on five women apparel items. Their cost effectiveness was also judged along with profit margin. Women apparel 1 was found highly acceptable followed by Women apparel 3. All the developed women apparels scored very high scores in terms of consumer acceptance.

Introduction

Indian arts and crafts have the great potential in the international market because of its traditional aesthetic sensibility and authenticity¹. Textile designing is such an innovative and vast field which provides a platform for budding designers to showcase their creativity and ideas using pen and paper. Designers strive to create fabrics and garments that are appropriate and palatable for the most vulnerable group of fashion. To create such designs, designers take inspiration from various sources like nature and man-made objects, which are part of the near

environment and that of past traditions². Design in fabric can be created as the fabric is made, or it may be applied to the finished goods³.

Every region in India has its own style and pattern of art known as folk art. These crafts are not only used for decorating and religious purposes but they also accommodate day-to-day needs of the people⁴. Molela, a village near Udaipur in Rajasthan, is specialized in making clay images of deities for ceremonial occasions⁵. Terracotta art is very significant for these villagers the worship of their terracotta deities is as basic and essential for

survival. unlike the usual icon & model made elsewhere, this craft is unique in design⁶. The sculptures cater to the religious needs of the tribal of nearby regions who buy these sculptures for various ritualistic purposes⁷. The ethnic motifs and designs of traditional Molela craft are greatly admired and loved by the people. These motifs were adapted in digital form using CAD to develop innovative designs which later applied on women's apparel through stencil printing technique.

Adaption of crafts on textiles not only helps in the revival of it but also helps in bridging the gap between rural art and modern usage. Design intervention on women apparels was done by researcher as a part of her research work, in which developed designs were adapted from molela craft of Rajasthan. Present paper deals with assessment of consumer acceptability of developed women apparels using adapted molela craft motifs.

Materials and Methods

The present study was carried out in Molela village near Udaipur city of Rajasthan. All the 30 families of artisans of this village were selected as sample for survey work for collecting ethnic motifs and designs used by them in Molela craft. These designs were later used for developing new designs for application on five women apparels, i.e kurti, stole, gown, shrug and skirt.

Collection and selection of molela motifs

The researcher tried to collect molela designs using both primary and secondary sources. Through personal contact with Molela artisans and also by exploring secondary sources such as books, magazine, internet, wall murals, etc. initially, 40 ethnic designs which were found appropriate for textile application were collected. These designs were later grouped in different categories.

These designs were carefully screened by the researcher in terms of suitability of design for adaption into new motifs/design and also for suitability for application in women apparels,

Thus, ten designs with code no. 4, 6, 7, 9,15,16,19,23,27,28 were selected for adaptation into innovative motifs. The selected ten motifs belonged to following design categories-routine village life, farm activities, idol and deity, animals, mother-child, nature-Sun/moon, plants, jharokha and village Hut.

Design adaptation using CAD

The selected ten designs were adapted in to new motifs using CAD and suitable software. Adapted ten motifs of molela craft were arranged in six different placements on selected five category of women apparel items. Thus, total 30 placements were developed.

Evaluation of adapted motifs

Adapted molela motifs were evaluated by 5 experts of Clothing and Textile using five-point rating scale to select two best designs for each apparel items.

Development of women apparels

Selected motifs were used to develop stencils of each design and later with the help of stencil printing technique, these designs were applied on five women apparels in best placement as judged by the experts.

Once the printing was completed on the women apparels, these developed women apparels were again evaluated by 30 women from two colleges nearby University campus from Udaipur city to find their relative rating and consumer acceptability.

Results and Discussion

Acceptability of the developed women apparel

In order to assess the acceptability of the stencil printed five women apparels, a rating scale was developed based on five-point continuum and was given to the respondents. The responses derived were coded and presented in tables below.

Acceptability score of Woman apparel WA-1: Table 1 depicts the acceptability score obtained by women apparel-1, i.e. kurti (Fig. 1).

Table 1 shows that all the respondents gave maximum score 980 out of 1050. Acceptability index of WA-1 was found 93.33%. On the criteria of Suitability of the fabric used, Suitability of design for stencil printing, Suitability of the design for women apparel, Placement of developed designs on women apparels, Colour combination and Overall appearance, developed WA-1 got 142, 136, 141, 142, 145 and 139 scores respectively out of total score of 150.

Acceptability score of Woman apparel WA-2: Table 2 depicts the acceptability score obtained by women apparel WA-2 (Fig. 2).

Table 2 shows that Women apparel WA-2 got score 933 out of 1050. Acceptability Index of women apparel WA-2 was found 88.85% by the respondents. Suitability of the fabric used of women apparel WA-2 got maximum score of 137. Suitability of design for stencil printing, Suitability of the design for women apparel, Placement of developed designs on women apparels, Colour combination, Acceptability of the concept and Overall appearance selected got 134, 135, 128, 135, 133 and 131 scores respectively out of 150 as shown in the above table.

Acceptability score of Woman apparel WA-3: Table 3 depicts the acceptability score obtained by women apparel WA-3.

Table 3 shows that Women apparel WA-III got score 952 out of 1050. Women apparel WA-3 was rated (90.66%) by the respondents. Colour combination of women apparel WA-3 got maximum score of 140. Suitability of the fabric used, Suitability of design for stencil printing, Suitability of the design for women apparel, Placement of developed designs on women apparels, Acceptability of the concept and Overall appearance selected got 133, 133, 138, 135, 135 and 138 respectively out of total score 150.

Acceptability score of Woman apparel WA-4: Table 4 depicts the acceptability score obtained by women apparel WA-4.

Table 4 shows that Women apparel WA-4 got score 904 out of 1050. Acceptability Index of women apparel WA-4 was rated 86.09% by the respondents. Suitability of the design for women apparel WA-4 got maximum score of 132. On parameters of Suitability of the fabric used, Suitability of design for stencil printing, Placement of developed designs on women apparels, Colour combination, Acceptability of the concept and Overall appearance got 129, 126, 128, 130, 130 and 129 scores respectively out of 150.

Acceptability score of Woman apparel WA-5: Table 5 depicts the acceptability score obtained by women apparel WA-V.

Table 5 shows that Women apparel WA-5 got score 954 out of 1050. Acceptability Index of women apparel WA-5 was rated 90.85% by the respondents. Suitability of design for stencil printing of women apparel WA-5 got maximum score of 140. Suitability of the fabric used, Suitability of the design for women apparel Placement of developed

designs on women apparels, Colour combination, Acceptability of the concept and Overall appearance selected got 139, 137, 131, 138, 133 and 136 scores respectively out of 150.

Researcher was curious to find out which women apparel got maximum score. It was interesting to record that women apparel WA1, WA5, WA3, WA2, WA4 got 1st, 2nd, 3rd, 4th and 5th ranks with the score 980, 954, 952, 933 and 904 respectively.

The researcher tried to collect information about maximum score obtained by selected criteria of acceptability of women apparels. On first criteria, women apparel WA1 obtained maximum score with Suitability of the fabric used i.e. 142 out of 150 score and minimum score obtained by women apparel WA4 i.e. 129 out of 150 score. Women apparel WA5 obtained maximum score with Suitability of design for stencil printing i.e. 140 out of 150 score and minimum score obtained by women apparel WA4 i.e. 126 out of 150 score. With reference to Suitability of the design for women apparel to women apparel WA1 obtained maximum score i.e. 141 out of 150 score and minimum score obtained by women apparel WA4 i.e. 132 out of 150 score. Women apparel WA1 obtained maximum score with Placement of developed designs on women apparels i.e. 142 out of 150 score and minimum score obtained by women apparel WA4 and WA2 i.e. 128 out of 150 score. Women apparel WA1 obtained maximum score with Colour combination i.e. 145 out of 150 score and minimum score obtained by women apparel WA4 i.e. 130 out of 150 score. With reference to Acceptability of the concept to women apparel WA1 and WA3 obtained maximum score i.e. 135 out of 150 score and minimum score obtained by women apparel RP4 i.e. 130 out of 150 score. On the basis of Overall appearance Women apparel WA1 obtained maximum score i.e.

139 out of 150 and minimum score obtained by women apparel WA4 i.e. 129 out of 150 score.

Hence, it can be concluded from table 6 that women apparel WA1, i.e. kurtiwas found highly acceptable followed by WA 3 (shrug) and WA5 (stole). In a study by Girija and Jacob (2004), adapted animal and bird motifs in stylized form found have an edge over the occupational toy designs and developed Saree with blouse had the highest consumer acceptance score followed by salwar suits and bed sheets (Fig. 3–6).

Cost estimation of developed women apparels

Cost is one of the most important factors of any designed article. Table 7 depict the cost of the developed woman apparels.

Data in Table 7 shows the cost of fabric, cost of material, making stencil charge and labour charge for developing women apparels. Women apparels WA2 got maximum cost, because in this design, maximum fabric was used and printing work was also intricate.

Estimation of profit percentage

The researcher after calculating the cost of the developed apparel items also tried to find out the approximate percentage of profits that can be gained, if sold in the market. The data collected shows a bright prospect to the researchers in terms of profit margin. The profit percentage found to be varied for different developed apparel items.

Table 8 and Figure 7 shows that all the respondents agreed that a good percentage of profit can be gained for the designed items. Majority of the respondents (41.33%) agreed for 20 percent profit as they found the price was adequate. Over one-fourth of the

respondents (24.67%) were willing to pay more than 30percent profit. It was found that

14 per cent of respondents agreed for more than 50 percent profit.

Table.1 Acceptability score of WA-1 (*kurti*) on the basis of relative ranking

Criteria of Evaluation	Score	Percentage (%)
Suitability of the fabric used	142	94.66
Suitability of design for stencil printing	136	90.66
Suitability of the design for women apparel	141	94
Placement of developed designs on women apparels	142	94.66
Colour combination	145	96.66
Acceptability of the concept	135	90
Overall appearance	139	92.66
Total score obtained	980	
Acceptability Index	93.33	

Table.2 Acceptability score of Woman apparel WA-2 on the basis of relative ranking (n=30)

Criteria of Evaluation	Score	Percentage
Suitability of the fabric used	137	91.33
Suitability of design for stencil printing	134	89.33
Suitability of the design for women apparel	135	90
Placement of developed designs on women apparels	128	85.33
Colour combination	135	90
Acceptability of the concept	133	88.66
Overall appearance	131	87.33
Total score obtained	933	
Acceptability Index	88.85	

Table.3 Acceptability score of Woman apparel WA-3 on the basis of relative ranking n=30

Criteria of Evaluation	Score	Percentage
Suitability of the fabric used	133	88.66
Suitability of design for stencil printing	133	88.66
Suitability of the design for women apparel	138	92
Placement of developed designs on women apparels	135	90
Colour combination	140	93.33
Acceptability of the concept	135	90
Overall appearance	138	92
Total score obtained	952	
Acceptability Index	90.66	

Table.4 Acceptability score obtained by Woman apparel WA-4 on the basis of relative ranking (n=30)

Criteria of Evaluation	Score	Percentage
Suitability of the fabric used	129	86
Suitability of design for stencil printing	126	84
Suitability of the design for women apparel	132	88
Placement of developed designs on women apparels	128	85.33
Colour combination	130	86.33
Acceptability of the concept	130	86.33
Overall appearance	129	86
Total score obtained	904	
Acceptability Index	86.09	

Table.5 Acceptability score of Woman apparel WA-5 on the basis of relative ranking (n=30)

Criteria of Evaluation	Score	Percentage
Suitability of the fabric used	139	92.66
Suitability of design for stencil printing	140	93.33
Suitability of the design for women apparel	137	91.33
Placement of developed designs on women apparels	131	87.33
Colour combination	138	92
Acceptability of the concept	133	88.66
Overall appearance	136	90.66
Total score obtained	954	
Acceptability Index	90.85	

Table.6 Acceptability score of all the five women apparels on the basis of relative ranking

Criteria of Evaluation	Score				
	WA1	WA2	WA3	WA4	WA5
Suitability of the fabric used	142	137	133	129	139
Suitability of design for stencil printing	136	134	133	126	140
Suitability of the design for women apparel	141	135	138	132	137
Placement of developed designs on women apparels	142	128	135	128	131
Colour combination	145	135	140	130	138
Acceptability of the concept	135	133	135	130	133
Overall appearance	139	131	138	129	136
Total score obtained	980	933	952	904	954
Acceptability Index	93.33%	88.85%	90.66%	86.09%	90.85%

Table.7 Cost estimation of developed women apparels

S. No.	Criteria of cost estimation	Women Apparels				
		WA1	WA2	WA3	WA4	WA5
1	Cost of fabric ₹	350	400	250	250	150
2	Cost of material ₹ (colours + accessories)	70	100	70	70	70
3	Stitching charge ₹	250	300	200	200	-
4	Making stencil charge ₹	50	50	50	50	50
5	Labour charge ₹ (stitching charge)	150	150	150	150	150
	Total cost	870 ₹	1000 ₹	720 ₹	720 ₹	420 ₹

Table.8 Estimation of profit percentage for women apparels by respondents n=30

Profit %	Apparel items					Total	Percentage
	WA1	WA2	WA3	WA4	WA5		
20%	16	-	19	22	5	62	41.33
30%	9	6	7	6	9	37	24.67
50%	2	8	4	2	14	30	20
More than 50%	3	16	-	-	2	21	14

Fig.1 Score of apparel WA-I on the basis of selected criteria

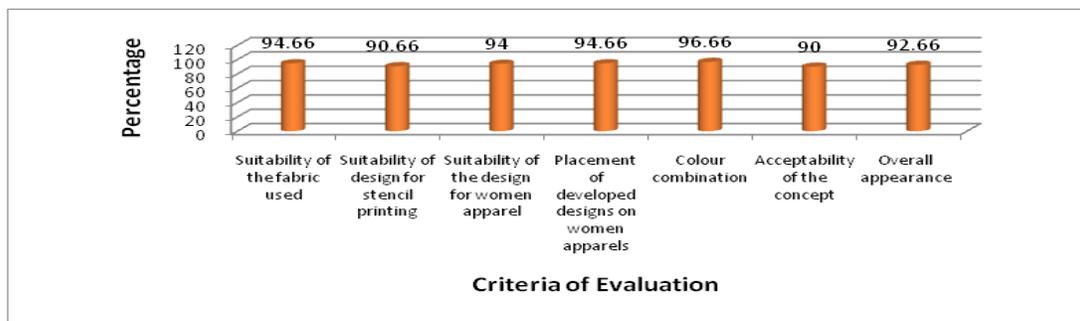


Fig.2 Score of women apparel WA-2 on the basis of selected criteria

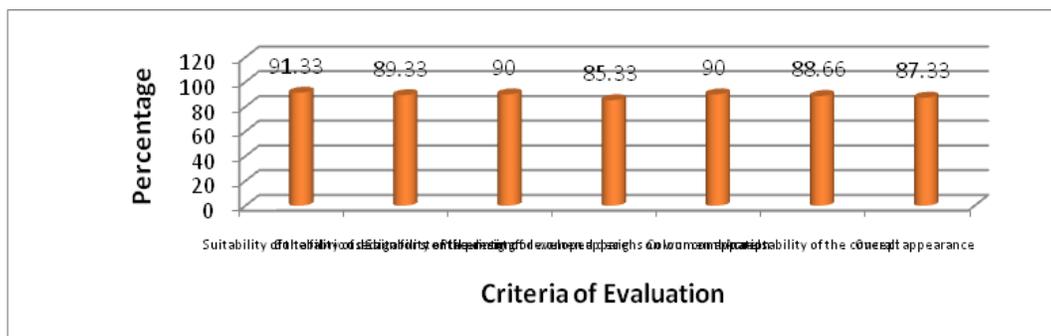


Fig.3 Score of women apparel WA-3on the basis of selected criteria

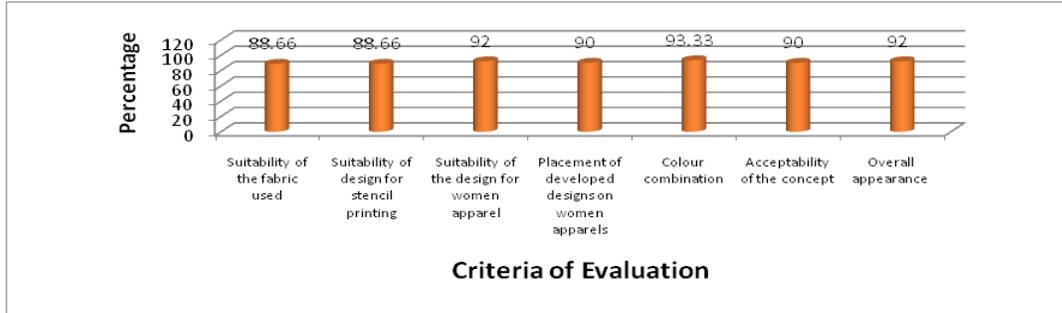


Fig.4 Score of women apparel WA-4 on the basis of selected criteria

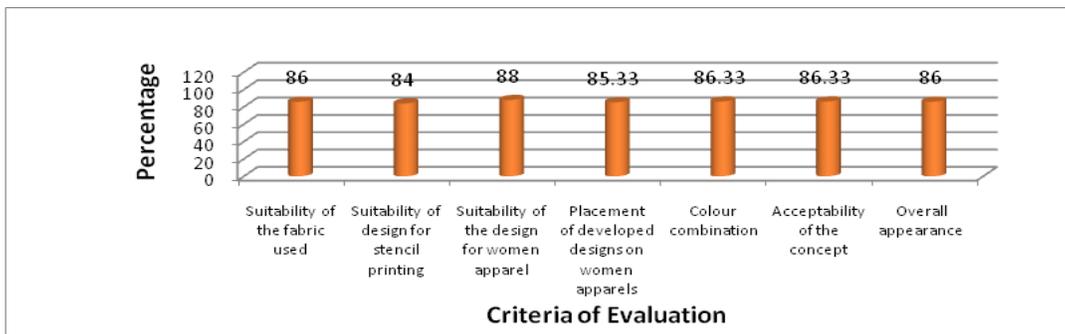


Fig.5 Score of women apparel WA-5 on the basis of selected criteria

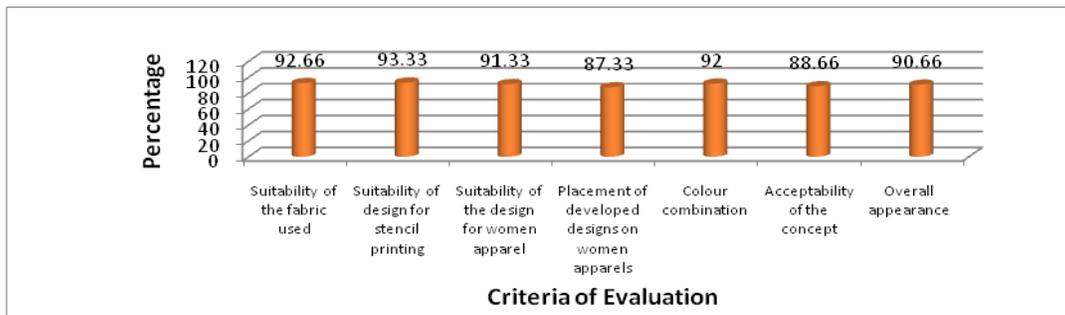


Fig.6 Acceptability score of the developed women apparels

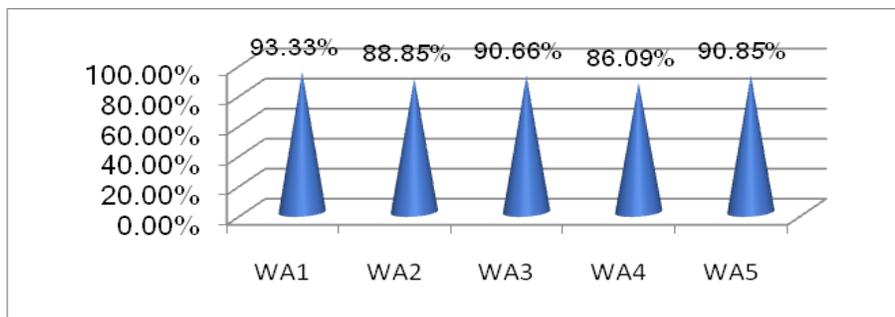


Fig.7 Estimation of profit percentage by the sell of apparel items

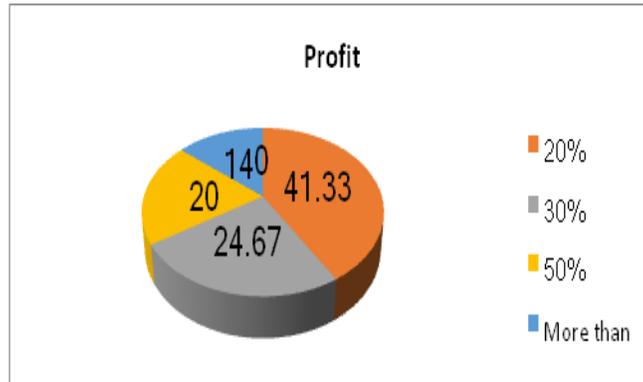


Plate.1 Value added Women Apparel WA1

Selected Motifs of molela craft	Placement of motifs on Kurti	Final product WA-1
 <p data-bbox="386 1234 597 1264">Motif code No. 4</p>		
 <p data-bbox="380 1587 597 1617">Motif code No. 19</p>		

Plate-1 depicts the value-added women apparel-1 along with adapted motifs.

Plate.2 Value added Women Apparel WA-2

Selected Motifs of Molela craft	Placement of motifs on Skirt	Final product WA-2
 <p data-bbox="337 583 544 653">Motif code No. 27</p>		
 <p data-bbox="345 848 565 917">Motif code No. 9</p>		

Plate-2 depicts the value-added women apparel-2 along with adapted motifs.

Plate.3 Value added Women Apparel WA-3

Selected Motifs of molela craft	Placement of motifs on Shrug	Final product WA-3
 <p data-bbox="354 1413 557 1482">Motif code No. 4</p>		
 <p data-bbox="305 1738 532 1766">Motif code No. 23</p>		

Plate-3 depicts the value-added women apparel-3 along with adapted motifs

Plate.4 Value added Women Apparel WA-4

Selected Motifs of molela craft	Placement of motifs on Shrug	Final product WA-4
 <p data-bbox="293 793 581 863">Motif code No. 6 and 28</p>		

Plate-4 depicts the value-added women apparel-4 along with adapted motifs.

Plate.5 Developed women apparel WA-V

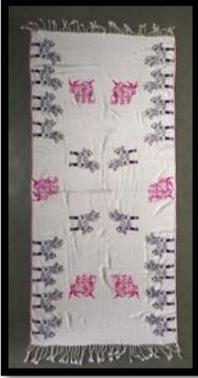
Selected Motifs of molela craft	Placement of motifs on Stole	Final product WA-5
 <p data-bbox="305 1360 529 1388">Motif code No. 16</p>		
 <p data-bbox="310 1675 521 1703">Motif code No. 7</p>		

Plate-5 depicts the value-added women apparel-5 along with adapted motifs

From the findings it is clear that adapted motifs of molela craft in digital form using

CAD were found highly acceptable by the consumers as the scoring of all the

developed five women apparel items was found above 86 per cent. Majority of the respondents (41.33%) agreed that developed women apparel items can be sold with 20 percent profit margin. The adapted designs have good potential for its adaptation on women apparel items. Jyothi *et al.*, (2010) in their study on adaption of Mandana designs revealed that adapted designs can be applied successfully on new fashion products meeting the ever-changing demands of the customers.

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