

Case Study

Consumer Preferences for the Innovative Readymade Rangoli

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ABSTRACT

Keywords

Readymade
Rangoli, materials,
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The Present study was undertaken to “Consumer Preferences for the Innovative Readymade Rangoli” ten Readymade Rangoli Design were developed by various Design techniques /features and its combination using materials addition technology. The Result comparing the weighted mean score.

Introduction

Rangoli is an art form from India in which patterns are created on the floor in rooms or courtyards using materials such as coloured rice, dry floor, coloured sand or flower petals. It is usually made during Diwali and other Indian festivals like onam, pongal, etc. The purpose of this study assess the women’s preference regarding homemade rangoli, made with various kind of household waste materials. Total Ten Rangoli patterns were designed with waste materials like - chalk powder, sand, coloured paper, flowers, wood husk, spoon plastic, thermocoal disposal.

Total Thirty women were purposively selected to give their preference regarding rangoli made with waste materials. Total Five Parameters were chosen for the assessment of rangoli i.e. Time spent in rangoli making, money, materials, labour cost and aesthetic view. Results shows that 75% women give their preference to Rangoli

made with plastic spoons whereas total 64.3% women have given preference to sand powder rangoli respectively because these are easy to prepare, low cost and less time taking.

Results and Discussion

Comparing the weighted mean score. Table 1 of different designs showed that the preferential order of innovative readymade Rangoli design work having embellished with shape, colour and material used- Readymade rangoli design work with quilting strips on C.D. got 2.95 weighted mean score and place at I rank followed by design no. 2 got 2.90 weighted mean score with II rank. Readymade sand design no. 3 place at the III rank with 2.85 weighted mean score. The 7th and 8th ranked design mean score were 2.45 and 2.30. 9th and 10th mean score 2.10 and 1.80 respectively. The lists preferred design among the 10th design.

Table.1 Preferential order for the developed innovative readymade Rangoli design materials and shape

Design no. as per the rank order	Design techniques/features	Mean value	Rank order
1	Readymade rangoli work embellished with plastic plates	2.65	VI
2	Readymade rangoli work embellished with quilling strips on CD.	2.95	I
3	Readymade rangoli work embellished with plastic spoons	2.40	VII
4	Readymade rangoli work embellished with mud on ply	2.90	II
5	Readymade rangoli work embellished with chalk powder on ply	1.80	X
6	Readymade rangoli work embellished with enamel paint on ply	2.30	VIII
7	Readymade rangoli work embellished with glaze paper on thermocol	2.80	IV
8	Readymade rangoli work embellished with sand	2.85	III
9	Readymade rangoli work embellished with coloured liquid chalk powder paint on thermocol	2.70	V
10	Readymade rangoli work embellished with coloured quilling on chart paper	2.10	IX

Readymade Rangoli Design



Design no.1



Design no.2



Design no.3



Design no.4



Design no.5



Design no.6



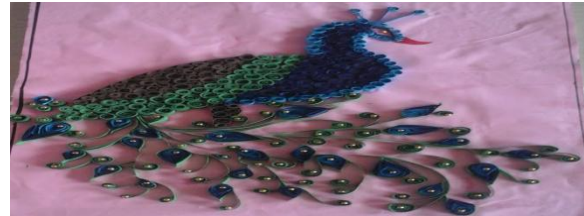
Design no.7



Design no.8



Design no.9



Design no.10

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