



Consumer Acceptance of Digital Printed Stoles Inspired from Kalamkari Motifs

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ABSTRACT

Stoles inspired from kalamkari motifs were prepared through digital printing technique on the basis of consumer preferences on silk fabric. Developed stole designs were evaluated by 90 respondents on the basis of design, colour combination, combination of motifs, printing quality, appearance of design and price acceptability. It was found that design 6(B) followed by design 10(A) obtained first and second ranks on the basis of uniqueness of the design, colour combination, printing quality and suitability of combination of motifs whereas stole design 6(B) and design 11(B) obtained first and second rank on the basis of appearance of the design. Majority of the respondents rated the prepared stoles as very good. The largest percentage of the respondents consider the quoted price of stoles as adequate. The price of the stoles ranged between Rs. 1450/- and Rs. 1650/-.

Key words: Acceptance, Consumer, Digital printing, Kalamkari motifs, Stoles.

INTRODUCTION

Kalamkari is an ancient textile art of India flourished more than 3000 B.C (Baral *et al*, 2018). The word Kalamkari is derived from a Persian word where kalam- pen and kari -craftsmanship (Anonymous, 2020). Kalamkari painted with natural dyes is the oldest hand painted and block printed cotton textile in Andhra Pradesh. In Srikalahasthi town the art is done with hand painting and in the town of Machilipatnam block printing style is used (Anonymous, 2017).

Today's fashion isn't limited to apparel; it now encompasses a wide range of accessories. It is diverse in terms of accessories such as stoles, bags, belts, ties, jewellery and other fashion accessories are widely available in the market. A stole is typically narrower than a shawl and wrapped around the shoulders or arms. Stoles are now one of the most fashionable outfits of the global market. Because of their fashionable style and exquisite craftsmanship, women prefer to wear them on a daily basis. Stoles complement a wide range of formal and informal attire (Meenu *et al*, 2016). One of the best ways to

add interest to woven fabrics is through printing. Different printing processes, such as screen and digital printing, can be used to create extraordinary and unique designs. Direct to garment printing is another name for digital printing. (Rashmi and Kulloli, 2020).

Digital textile printing has the ability to produce short-run prints with a high turnover rate, which has a significant impact on the mass-customization industry. These technologies can provide designers with an ever-expanding range of creative possibilities, as well as increasingly sophisticated design ideas and decision points (Katherine and Thompson, 2016).

The water based inks used in digital printing are eco-friendly as all of the ink stays on the fibre and doesn't get up in the waste water and need only little water in washing them. As a result, in order to reduce pollution, textile design with digital printing is an environmentally responsible alternative (Rashmi and Kulloli, 2020). The present study was undertaken to prepare the eight most preferred stole designs through digital printing to assess the



Design 2(A)



Design 6(B)



Design 7(A)



Design 10(A)



Design 11(B)



Design 12(A)



Design 14(B)



Design 15(B)

consumer acceptance of prepared stoles and to study the economic assessment of the prepared stoles.

MATERIALS AND METHODS

The present study was carried out by printing of selected stole designs through digital printing technique on silk fabric using tints and shades of kalamkari art. A total of 90 respondents (college girls) were selected through random sampling technique from three colleges of Punjab Agricultural University, Ludhiana. An interview schedule was developed and employed for obtaining the preferences of the respondents for developed

stole designs. On the basis of preferences of the respondents, eight top ranked designs of stoles were selected for printing. The consumer acceptability was studied on the basis of uniqueness of the design, colour combination, printing quality, suitability of combination of motifs and appearance of the design. Frequency, percentage, scoring and ranking were used to get the preferences for different types of stoles.

RESULTS AND DISCUSSION

The digitally printed stoles were assessed on the basis of uniqueness of design, colour combination,

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Table 1. Evaluation of printed stoles on the basis of different design parameters. n=90

Design code	Uniqueness of design		Colour combination		Motif Combination		Printing Quality		Appearance of Design	
	WMS	Rank	WMS	Rank	WMS	Rank	WMS	Rank	WMS	Rank
6(B)	5.47	I	5.57	I	5.43	I	5.60	I	5.43	I
10(A)	5.43	II	5.40	II	5.37	II	5.53	II	5.30	III
11(B)	5.37	IV	5.33	III	5.30	III	5.40	V	5.33	II
15(B)	5.40	III	5.27	IV	5.20	IV	5.47	IV	5.17	IV
12(A)	5.13	VI	5.17	V	5.07	VI	5.37	VI	5.07	V
14(B)	5.20	V	5.13	VI	4.93	VII	5.33	VII	5.03	VI
2(A)	4.93	VIII	4.93	VII	5.13	V	5.50	III	4.93	VII
7 (A)	4.97	VII	4.80	VIII	4.67	VIII	5.03	VIII	4.77	VIII

suitability of combination of motifs, printing quality, appearance of design, general opinion and suitability of price for the prepared stoles. The data given by the respondents were evaluated (Table 1) in the order of top ranked to least ranked.

Evaluation of stoles on the basis of uniqueness of design

The data (Table 1) revealed that first rank in uniqueness of the design was given to the stole design 6(B) with the mean score of 5.47 followed by the stole design 10(A) with a score of 5.43. Design 15(B), 11(B), 14(B) and 12(A) with mean score of 5.40, 5.37, 5.20 and 5.13 were given third, fourth, fifth and sixth rank respectively. Seventh and eighth ranks were given to design 7(A) and 2(A) with mean score of 4.97 and 4.93 respectively.

Evaluation on the basis of colour combination of the design

Design 6 (B) received first rank for the colour combinations of the printed stoles with a mean score of 5.57, while 10(A) got second rank with a mean score of 5.40. Design 11 (B), 15(B), 12(A) and 14(B) were ranked third, fourth, fifth and sixth with a mean score of 5.33, 5.27, 5.17 and 5.13 as

shown in table 1. Design 2(A) and 7(A) got the seventh and eighth rank, respectively, with mean scores of 4.93 and 4.80.

Suitability of combination of motifs

On the basis of combination of motifs, the stole design 6(B) with mean score of 5.43 was given first rank followed by design 10(A) and 11(B) were given second and third ranks with mean score of 5.37 and 5.30 respectively. The design 15(B), 2(A) and 12(A) with a mean score of 5.20, 5.13 and 5.07 were given fourth, fifth and sixth rank respectively. Design 14(B) and 7(A) were given rank seventh and eighth with a mean score of 4.93 and 4.67 respectively (table 1)

Quality of printing

Data (Table 1) shows that design 6(B) was given first rank with a mean score of 5.60 on the basis of quality of printing. The design 10(A), 2(A), 15(B) and 11(B) with a mean score of 5.53, 5.50, 5.47 and 5.40 ranked second, third, fourth and fifth places respectively. The design 12(A) and 14(B) ranked sixth and seventh ranks with a mean score of 5.37 and 5.33, respectively whereas design 7(A) ranked eighth with mean score of 5.03.

Appearance of the design

Stole design 6(B) with mean score of 5.43 was given first rank on the basis of appearance followed by design 11(B), 10(A), 15(B) and 12(A) which were given second, third, fourth and fifth ranks with mean score of 5.33, 5.30, 5.17 and 5.07 respectively. Stole design 14(B) and 2(A) were given sixth and seventh rank with mean score of 5.03 and 4.93 respectively. The design 7(A) was given eighth rank with mean score of 4.77.

General opinion of the respondents regarding prepared stoles

The general opinion on the printed stoles was taken from the respondents and categorised into three categories: very good, good, and fair. The data (Table 2) revealed that the stole design 2(A) was considered good by 46.67 per cent of respondents followed by 30 per cent who considered them as very good, only 23.33 per cent of the respondents rated this stole as fair. Majority of the respondents *i.e.*, 86.67 per cent of the respondents considered stole 6(B) as very good whereas only 13.33 per cent considered it as good. Stole design 7(A) was given fair rating by 40 per cent of the respondents followed by 33.33 and 26.67 per cent who considered it as good and very good, respectively. Stole 10(A) was

considered very good (73.33%), good (20%) and fair(6.67%) of the respondents. The stole design 11(B) and 12(A) were considered very good by 80 and 60 per cent of the respondents, followed by 16.67 and 33.33 per cent thought they were good; 3.33 and 6.67 per cent of the respondents considered them as fair respectively. Stole 14(B) was considered very good and good by 40 per cent of respondents each and fair by 20 per cent of the respondents. The majority of respondents 66.67 per cent considered stole design 15(B) as very good, followed by 30 per cent who thought it was good and 3.33 per cent considered it fair.

Table 2. General opinion of the respondents regarding the developed stoles. n=90

Design code	Very good %	Good %	Fair %
2(A)	30.00	46.67	23.33
6(B)	86.67	13.33	-
7 (A)	26.67	33.33	40.00
10(A)	73.33	20.00	06.67
11(B)	80.00	16.67	03.33
12(A)	60.00	33.33	06.67
14(B)	40.00	40.00	20.00
15(B)	66.67	30.00	03.33

Table 3. Cost calculation for the prepared stoles.

Stole Design code	Raw Material Cost (Rs)				Calculated Cost and Quoted Price (Rs)		
	Fabric Cost(a)	Printing Cost(b)	Embellishments (c)	Finishing cost (d)	Cost Price (a to d)	Profit Margin (30%) (P)	Quoted Price
2 (A)	400	650	60	50	1160	348	1508
6 (B)	400	700	50	50	1200	360	1560
7 (A)	400	600	50	50	1100	330	1430
10 (A)	400	750	60	50	1260	378	1638
11 (B)	400	650	50	50	1150	345	1495
12 (A)	400	750	50	50	1250	375	1625
14 (B)	400	600	50	50	1100	330	1430
15 (B)	400	750	60	50	1260	376	1638

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Table 4. Respondents opinion regarding the suitability of price for prepared stoles. n=90

Design code	Quoted price of stoles(Rs)	High	Adequate	Low
		%	%	%
2(A)	1510	26.67	73.33	-
6(B)	1600	23.33	73.33	03.33
7 (A)	1450	23.33	66.67	10.00
10(A)	1650	40.00	56.67	03.33
11(B)	1500	20.00	76.67	03.33
12(A)	1650	50.00	50.00	-
14(B)	1450	16.67	80.00	03.33
15(B)	1650	43.33	56.67	-

Cost of the printed stoles

The cost of the digitally printed stoles was calculated by doing the sum of raw materials used. The quoted price was calculated by adding 30% profit margin to cost price.

The cost of the stoles included fabric cost, printing cost, embellishment cost and finishing cost. The profit margin given for the stoles was 30% of the cost price. The quoted price was the sum of the cost price and the profit margin. The cost of the stoles varies with the layout of the design and colours used. The cost price and quoted price for stole designs 7(A) and 14(B) was minimum i.e., Rs. 1430/- whereas, it was maximum for stole designs 10(A) and 15(B) i.e., Rs. 1638/-.

Suitability of price of the prepared stoles

The data (Table 4) showed that in design 2(A), 73.33 per cent of the respondents considered the quoted price to be adequate followed by 26.66 per cent who consider it to be high. For stole design 6(B), 73.33 per cent of the respondents were of the view that quoted price was adequate, 23.33 per cent quoted price was high, whereas only 3.33 per cent considered the quoted price of this stole as low. For stole design 7(A), 66.67 per cent of the respondents considered the quoted price as adequate, 23.33 per cent of the view that the quoted price was high and 10 per cent reported it to be low.

The quoted price of the stole design 10(A) was considered adequate (56.67%) followed by 40 per cent and 3.33 per cent of the respondents who considered the quoted price to be high and low, respectively. In case of design 11(B), 76.67 per cent of the respondents considered the quoted price as adequate followed by 20 per cent who ranked it as high and 3.33 per cent considered the quoted price as low. The quoted price of the stole design 12(A) was considered adequate by 50 per cent of the respondents followed by 50 per cent per cent who considered the quoted price to be high and none of the respondents considered design 12(A) as low. The design 14(B), 80 per cent of the respondents considered the quoted price to be adequate followed by 16.66 per cent and 3.33 per cent who consider it to be high and low respectively. For stole design 15(B), 56.67 per cent of the respondents were of the view that quoted price was adequate, 43.33 per cent of the respondents were of the view that the quoted price was high, whereas none of the respondents considered the quoted price of this stole as low.

CONCLUSION

It can be concluded that the designed stoles can be used with both traditional and western attire, making them multifunctional. When compared to least liked stole designs 2(A) and 7(A), which

have motifs only at the borders, the majority of respondents thought stole design 6(B) was very nice because of its overall pattern on the stole and unique motif arrangement. This information can be further used effectively by designers who are working for custom designing. The fusion of traditional kalamkari motifs and contemporary design elements used in this study would be great inspiration to the budding designers. The digital printing of kalamkari motifs on silk stoles is a new approach which made traditional art revived. The printing quality of digital printing is very precise, thus making it easy to print intricate kalamkari motifs. There was significant difference in selling price and cost price of the stoles. The cost price of stoles would be lower when produced in mass and profit margin is expected to be higher. Other products like household articles, bags, foot wears etc. can also be developed using similar techniques.

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