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Cost acceptability of hand painted textile articles developed using kasuti embroidery motifs

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Abstract

The purpose of this study is to examine consumer perceptions of the price of hand-painted textile products made using kasuti embroidered motifs. In this study, consumer opinion was sought after. They were questioned about their preferences for newly created hand-painted textile items in terms of general appeal and level of cost acceptability. It was shown that customers thought highly of overall appeal. The majority of customers found the price of designed jackets and files folders featuring kasuti embroidery motifs to be very reasonable. The work completed in the form of developed articles was valued and chosen for use on a variety of articles.

Keywords: Kasuti, embroidery, painting, style, fusion

Introduction

India has long been recognised as a country whose traditional arts and crafts vividly depict its cultural and traditional vibrancy. The 35 states and union territories that make up the nation each have their own unique cultural and traditional characteristics, which are reflected in the many types of art that are produced there. Every region of India has its unique folk art, or style and pattern of visual representation. India's folk and tribal arts are extremely ethnic, straightforward, and colorful while still being lively enough to convey a lot about the nation's rich heritage. India's inherent aesthetic sense and authenticity make its arts and crafts extremely marketable on the global stage (Sharma, 2015) ^[5].

Indian arts and crafts include a wide range of styles with magnificent designs and patterns, including painting, pottery, home decor, clothing, jewellery, and needlework. These crafts serve the daily requirements of the populace in addition to being employed for ornamental and religious purposes. Due to its ethnic and traditional beauty, these serve as a source of inspiration for modern designers and have been the focus of India's presence on international stages. Some of the methods that have been traditionally used around the world to embellish cloth, garments, and home furnishings for personal use include printing, painting, dyeing, brocading, and embroidery.

The Karnataka state's kasuti needlework is well-known throughout the world and is particularly well-known in the Bijapur, Dharwad, Belgaum, and Jamakhandi districts. It tells about the people of Karnataka and their traditions, habits, and occupations as an art form. Its exquisite design is the result of "mankind's" sincere, ardent, and instinctive desire to put beautiful stitches on daily objects (Bennur and Gavai, 2015) ^[7].

One can anticipate that the kasuti can be computerised in the age of computers, computer science, and technology so that cutting-edge designs can offer kasuti embroidery a new dimension. Innovative designs are ones that stand out from the norm and are creative in some way. This also entails choosing and placing motifs, colour schemes, and fashion elements in accordance with current market trends. Investigating the potential for converting kasuti embroidered designs for fabric painting is necessary in a time of rapid change for fashion and creativity. People who work with fabric ornamentation will find fabric painting to be a practical and time-saving technique that increases earnings. The popularisation and preservation of this art form will be aided by the use of kasuti embroidered motifs transformed into fabric painting with various colour schemes or colour combinations. Additionally, this will update fabric painting to reflect current fashion trends.

The goal of the current research was to foster creativity by investigating the potential for adapting kasuti embroidery motifs for hand-painted textile items that incorporate a variety of colour palettes by creating new colour schemes for particular designed designs. Regarding the affordability of developed items incorporating popular kasuti embroidery motifs, public comment was solicited.

Methodology

The methods, techniques, tools and procedures adopted for the present investigation have been carried out under following phases to achieve the objectives:

Creation and selection of designs

Fifteen selected motifs i.e. five top ranked motifs from each category were used to develop designs. Designs were created on the basis of their suitability for fabric painting on jacket with the help of Corel Draw using graph of 2.0 mm size. Each motif was converted into three designs. Hence, a total of forty-five designs were created. The created designs were got assessed by respondents and three top ranked designs each from three different categories were selected for preparation of design placements on selected articles i.e. jacket and file folder.

Selection of fabric and fabric colors

White cotton blended fabric was selected as per its suitability in terms of execution of work and overall appearance for hand painting technique. Tints and shades of fabric acrylic colors were selected as per selected color ways of each design for hand painting on jacket & file folder.

Application of hand painting on jacket & file folder

The requirement of raw material i.e. fabric, and fabric acrylic colors was calculated and purchased from the local market. The selected six designs for jacket and file folder were prepared in fabric painting on the cut pieces of the selected articles as per their selected design placements and colour ways with the help of same graph paper (size 0.12 mm) on which designs were created. The painted articles were then stitched. The finishing technique of all the articles was kept same. Hence, a total of six articles i.e. three painted jacket and three painted file folder were developed.

Cost acceptability

The respondents were asked to give their acceptability for sample cost as highly acceptable, acceptable and least acceptable. Frequency and Percentage was calculated to

assess the cost acceptability of prepared samples.

Results

Development of textile articles with hand painting technique

This section includes selection of fabric, fabric colors and application of hand painting on jacket and file folder and stitching of developed articles.

Selection of fabric and fabric colors

White cotton blended fabric was selected as per its suitability in terms of execution of work and overall appearance for hand painting technique. Tints and shades of fabric acrylic colors were selected as per selected color ways of each design for hand painting on jacket & file folder.

Application of hand painting on jacket & file folder

The requirement of raw material i.e. fabric, and fabric acrylic colors was calculated and purchased from the local market. The selected six designs i.e. design number 5, 11, 16 for jacket and 21, 28 and 37 for file folder were prepared in fabric painting on the cut pieces of the selected articles as per their selected design placements and colour ways with the help of same graph paper (size 0.12 mm) on which designs were created. The painted articles were then stitched. The finishing technique of all the articles was kept same. Hence, a total of six articles i.e. three painted jacket and three painted file folder were developed.

A design catalogue comprising of forty five collected motifs, thirty screened motifs, fifteen selected motifs, forty five created designs, top ranked six designs, eighteen design placements, eighteen color ways and six developed selected articles was prepared for documentation of work.

Cost of developed articles

The cost of the developed articles was calculated and data pertaining to actual cost of developed articles is presented in table 6. It is highlighted that the cost of painted jacket with design number 11 was maximum i.e. ₹640.00/- followed by cost of design number 16 i.e. ₹592.50/-. The cost of painted jacket with design number 5 was minimum i.e. ₹565.00/-. The cost of painted file folder with design number 28 was maximum i.e. ₹382.50/- followed by cost of design number 21 i.e. ₹355.00/-. The cost of painted file folder with design number 37 was minimum i.e. ₹335.00/-. The cost of jacket with design number 11 and the cost of file folder with design number 28 were maximum because of preparation time spent.

Table 1: Calculation of cost of developed articles

Developed selected articles (jacket, file folder)	Cost of raw material (₹)		Preparation time spend (Hrs.)	Labour cost (₹)		Total Cost (₹)
	Fabric + Lining	Fabric Colors		Fabric painting	Titching charges	
Jacket						
Painted jacket (5)	50+20=70/-	60/-	6	285.00/-	150/-	565.00/-
Painted jacket (11)	50+20=70/-	40/-	8	380.00/-	150/-	640.00/-
Painted jacket (16)	50+20=70/-	40/-	7	332.50/-	150/-	592.50/-
File folder						
Painted file folder (21)	50/-	60/-	2	95.00/-	150/-	355.00/-
Painted file folder (28)	50/-	40/-	3	142.50/-	150/-	382.50/-
Painted file folder (37)	50/-	40/-	2	95.00/-	150/-	335.00/-

Labour charges were calculated on the basis of daily wages of ₹ 380/- for skilled worker

It is clear from the data that the actual cost of jacket with design number 11 was highest and with design number 5 was

minimum. The range of actual cost of all the fabric painted jacket was i.e. from ₹640.00/- to ₹565.00/-. The actual cost of file folder with design number 28 was highest and with design number 37 was minimum. The range of actual cost of all the

fabric painted file folder was i.e. from ₹382.50/- to ₹335.00/-.

Cost acceptability by consumers for developed articles

Data in table 12 depicted the cost acceptability level of consumers for the cost of developed articles. The data regarding cost acceptability by consumers for painted jacket

highlighted that maximum number of consumers (83.33%) rated the cost of painted jacket of design number 11 as 'appropriate' followed by the cost of design number 5 and 16 was also found 'appropriate' by (63.33%) and (60%) percent consumers.

Table 2: Cost acceptability by consumers for developed articles

Developed articles (Design numbers)	Actual cost (₹)	Consumers		
		High	Appropriate	Low
		Freq. (%)	Freq. (%)	Freq. (%)
n=60				
Painted jacket				
Painted jacket (5)	565.00/-	4(6.66)	38(63.33)	18(30)
Painted jacket (11)	640.00/-	10(16.66)	50(83.33)	-
Painted jacket (16)	592.50/-	8(13.33)	36(60)	16(26.66)
Painted file folder				
Painted file folder (21)	355.00/-	20(33.33)	40(66.66)	-
Painted file folder (28)	382.50/-	10(16.66)	42(70)	8(13.33)
Painted file folder (37)	335.00/-	4(6.66)	44(73.33)	12(20)

WMS-Weighted Mean Score, High 2.34-3.00, Appropriate 1.67-2.33, Low 1.00-1.66

The data regarding cost acceptability by consumers for painted file folder highlighted that maximum number of respondents (73.33%) rated the cost of painted file folder of design number 37 as 'appropriate' followed by the cost of design number 28 and 21 was also found 'appropriate' by (70%) and (66.66%) percent consumers.

Cost of painted jacket was rated high for design number 11 by 16.66 percent followed by design 16 by 13.33 percent and design 5 by 6.66 percent consumers. Cost of painted file folder was rated high by consumers for design number 21(33.33%), 28(16.66%) and 37(6.66%). Consumers also rated the cost of jacket design number 5(30%) and 16(26.66%) and file folder design number 37(20%) and 28(13.33%) as low.

Thus, majority of the consumers rated the cost of developed articles as appropriate.

Conclusion

It was found that the expert's had very high opinion about overall appeal; acceptability level of the cost of the developed samples. The cost of prepared textile articles was highly acceptable by the majority of the experts. The work done in the form of prepared samples was appreciated and preferred for application on wide range of articles.

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