



International Journal of Home Science

ISSN: 2395-7476

IJHS 2024; 10(1): 16-22

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www.homesciencejournal.com

Received: 27-11-2023

Accepted: 03-01-2023

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Designing of poncho for women through macrame technique using wool

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Abstract

Macrame is a versatile craft that involves tying of macrame threads to create geometrical patterns used for functional and decorative items. This study is an attempt to revive diminishing art of macramé as per contemporary scenario and to apply this craft of knotting in a distinctive way to bring something innovative in form of poncho in Indian market. It dealt with the study of preferences of consumer for different apparel to be constructed through macramé techniques. From selection of apparel to designing, various sequential steps were followed up to construction of appropriate poncho. Construction of poncho lead to collection of data from various shopkeepers and consumers to check the marketability and consumer acceptability respectively. The result revealed that market acceptability was encouraging as majority of shopkeepers found quoted price reasonable consumers also accepted the product to be unique and were ready to place order.

Keywords: Macramé, poncho, consumer acceptability, market acceptability, knotting

Introduction

Handicrafts have always been a basic occupation in Indian society. Craft is a material embodiment of the human soul that delights humanity. Hand spun and hand woven textiles are undoubtedly the earliest of all Indian arts and crafts. The word textile derives from the Latin word "*texre*," which means "to weave." Weaving is a fabric production method that involves interlacing at least two sets of threads at right angles (Hema, 2010) [6].

Macramé is a form of textile making by series of knots rather than the typical way of weaving or knitting. The term "Macramé" is an Arabic word (Mikrama) that refers to a trimming or ornamental fringe for a specific type of handwork or crafts, also known as "Mexican lace" or "Knotted fringe" and formed by knotting, interweaving, and tying together of threads (Blake, 1973) [1].

The use of knot in day to day life is as old as time. Long before the invention of glue, nails or safety pins, the only way to keep things together or suspend them or to pull them along was to tie a knot. The knot could be toed, in the object itself, if it was sufficiently pliable, or by binding with plant fibers, strips of animal skins, human hair, long grasses or stems. The tying of a knot is an act almost as instinctive to human race as breathing, sleeping or eating. Gorillas are reputed today to tie knots in creepers to keep their nests together (Fisher, 1972) [7].

Macramé is a textile or fabric construction craft that uses a variety of knots to produce utilitarian and ornamental things (Power, 1999) [8]. It is a craft that claims to be exciting, engrossing, and versatile, yet it is not widely practiced. This ancient form of knotting is still unknown to many laypeople, owing to its tendency to fluctuate in and out of vogue (Wills more, 1979) [5].

In Victorian era macramé gained maximum popularity, various household items like table covers, coverlet and hangings etc. were used and prepared by Victorians through macramé (Colton, 1979) [2] with the emergence of Arab viewers macramé also originated in 13th century the excess thread and yarn of towel and veils were given decorative effects by the artisans through knots. Moorish conquest is responsible for spreading this art of macramé to Europe via Spain this is how macramé art slowly and slowly spread to China and all around the world. Macramé is also defined by the Random House of dictionary as "knotted cotton trimmings journal in geometric pattern" it is mostly used in Central America and the West Indies for making products like handbags, belts, purses and some small decorative things it is not only

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used for small articles but also for creating magnificent wall hangings in which the space and division of line includes the use of macramé as a creative art form (Depas, 1973) [3]. Macramé designs are classified in different categories on the basis of their usage these categories are micro, cavandoli and Chinese macramé (Peter, 2012) [4].

Macramé has proven to be a great natural therapy for those undergoing rehabilitation processes. Learning the variety of knots and working on them again and again strengthen the memory and help to loosen the joints of wrist and fingers (Alderman, 2010) [11].

Despite being popular in 1970, macramé fell out of fashion in eighties because of its limited use. Earlier macramé was used for making wall hangings, plant hangers, and table covers etc. Gradually, with the passage of time macramé also found usage for making jewelry like necklace, wristlets, and anklets. A poncho is a type of outer garment used to keep the body warm. The poncho, which has been worn by their people for hundreds of years, is inextricably linked to Mexican culture and is regarded an iconic Mexican symbol. The poncho, a well-known sleeveless garment with unsewn sides and a passageway for the head, originated in South America in the Andes Mountains.

Ponchos have been worn by Native American peoples in the Andes, Valley of Mexico, and Patagonia since pre-Hispanic times, and are today considered typical American clothes in Mexico, Ecuador, Colombia, Chile, Bolivia, Peru, Venezuela, and Argentina.

Objectives

- To revive beautiful art of macramé as per contemporary scenario.
- To study the preferences of consumer for apparel with macramé techniques.
- To study the preferences of consumer for wool instead of macramé cord.
- To create designs of selected ponchos and construction of most preferred poncho with macramé technique.
- To check consumer and market acceptability of constructed product.

Methodology

Phase I: Market and Consumer Survey: For present study, the use of semi-structured questionnaire was selected as the tool for collecting first-hand information from the respondents i.e. Shopkeepers and Consumer. Purposive sampling was used to select stores/shops for Market survey in Sirhind. Ten well known garment shops were selected for the market survey and for Consumer preference survey, fifty respondents have been taken randomly from ten shops i.e. 5 respondents from each shop. Semi structured questionnaire was formulated. The questionnaire framed was pre-tested to determine its validity. The data was collected by getting the questionnaire filled by the respondents i.e. 10 shopkeepers and 50 consumers

Phase II: Designing and construction of selected products.

A total of 10 designs were developed with the assistance of secondary sources. Designs were displayed on sheet and evaluated by 30 post-graduation students. These judges were asked to give the ranks in order of preference for each design and top most design was selected for construction. Further type and color of wool was selected as per consumer preference and latest color trends respectively.

Phase III: Acceptability of constructed products: It dealt

with the checking the Marketability and Consumer acceptability of the constructed products. Before checking the Marketability and Consumer acceptability of the constructed product, the cost of product was estimated. To check the market acceptability, purposive sampling method was referred to select ten shops dealing with female garment in Sirhind. For evaluation, Product was shown to the owners of the shops and 5 point rating scale method has been used to rate Material, Quality of workmanship, Uniqueness in concept and Overall appearance of the constructed Product. Mean percentage score and Acceptability Index were calculated to analyze constructed Product. To check the consumer acceptability, 30 respondents' i.e. 10 female family members and 20 Post-graduation students has been taken. For evaluation of products 5 point rating scale has been used in which each respondent has to rate Material, Quality of workmanship, Functional Utility and Overall appearance of the constructed product. Mean percentage score and Rank Acceptability Index were calculated to analyze constructed Product.

Results and Discussion

The results of the study “Designing of poncho for women through macramé technique using wool” are presented and discussed in this chapter.

N= total number of respondents

f= frequency

%= percentage

Phase I: It dealt with the study of preferences of consumer for apparel with macramé techniques

Market survey: Market survey was done to check the availability of different macramé items in stores. The results are as following: (N=10)

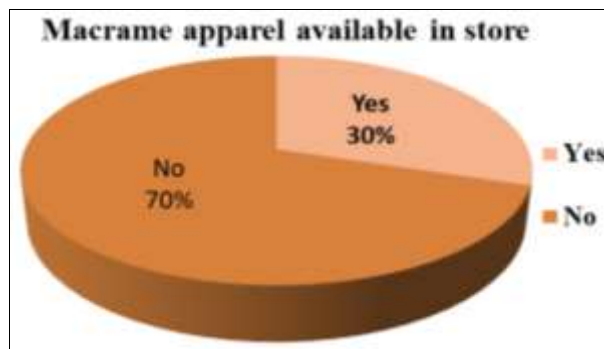


Fig 1: Pie chart showing the percentage of respondents on the basis of the availability of macramé items in stores.

It can be seen from the above pie chart that 30% of the selected stores have items made of macramé/knotting technique whereas 70% of the stores do not have any items made of macramé/knotting technique. This shows that majority of stores do not have any macramé items available in store. But it was further stated by the stores that most of customers are demanding for macramé products.

Table 1: Distribution of respondents on the basis of different types of products in stores

| S. No. | Products: | No. Of store |
|--------|-----------|--------------|
| 1 | Dress | 2* |
| 2 | poncho | 1 |
| 3 | Shawl | 2* |
| 4 | Others | 8* |

(N=10) *multiple responses



Fig 2: Pie diagram showing different apparel available in stores.

It can be seen in the figure that eight stores have other products available in store whereas two have shawl and dress and one had poncho.

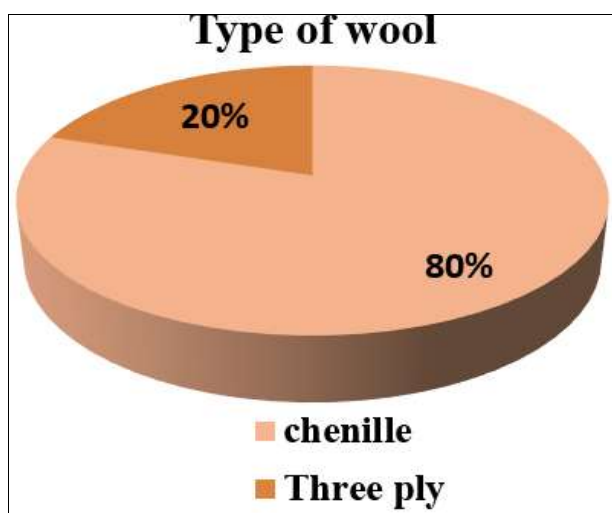


Fig 3: Pie chart showing the percentage of respondent's preference for different kind of wool

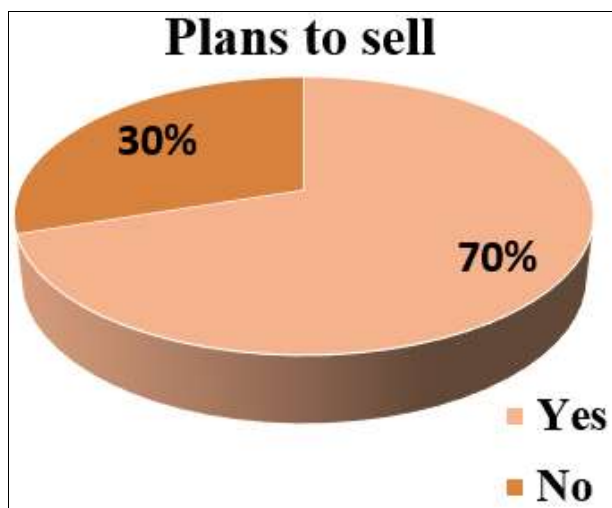


Fig 4: Pie chart showing the percentage of respondents on the basis of plans to start selling macramé items.

It can be seen in the pie chart above that 70% of the respondents are planning to sell macramé items in store, whereas 30% of the stores do not plan to sell macramé products currently as they do not have any plans. This shows that majority of stores are planning to start selling macramé products.

Consumer survey: Consumer survey was done to check the preference of PONCHO. The results are as following: (N=50)

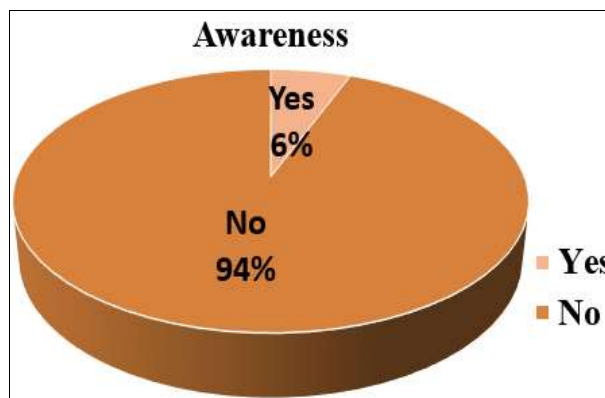


Fig 5: Pie chart showing the percentage of respondents on the basis of awareness about macramé/knotting items.

It can be seen in the figure 4.5 shown above that 6% of the respondents are aware of the term macramé/knotting items, whereas 94% of them do not know about the term macramé/knotting.

Table 2: Distribution of responses on the basis of different platforms where they have seen macramé products.

| S. No. | Platform | No. of respondents | % |
|--------|-----------------------|--------------------|-----|
| 1 | Social Media | 29 | 58% |
| 2 | Online Shopping Sites | 12 | 24% |
| 3 | Local Market | 4 | 8% |
| 4 | Other | 5 | 10% |

The above table reveals that 58% of the respondents have seen macramé products on Social media platforms like Facebook and Instagram as there is a no. of growing small businesses which are selling different macramé items, whereas 24% respondents have seen them on Online shopping sites like Amazon, Flipkart. Fewer respondents i.e. 8% and 10% of the respondents have seen them on Local market and other places like in some exhibition or someone's home.

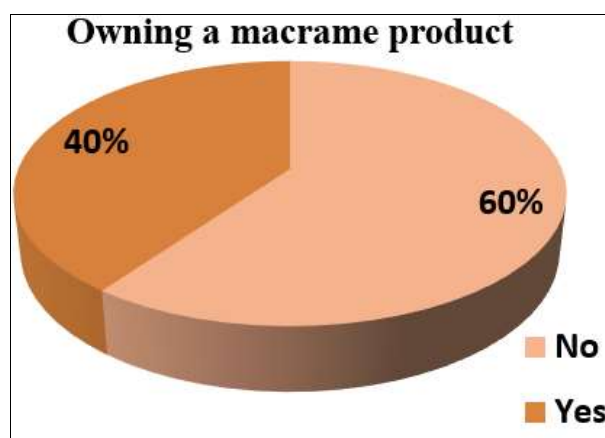


Fig 6: Pie chart showing the percentage of respondents on the basis of owning macramé products. (N=50)

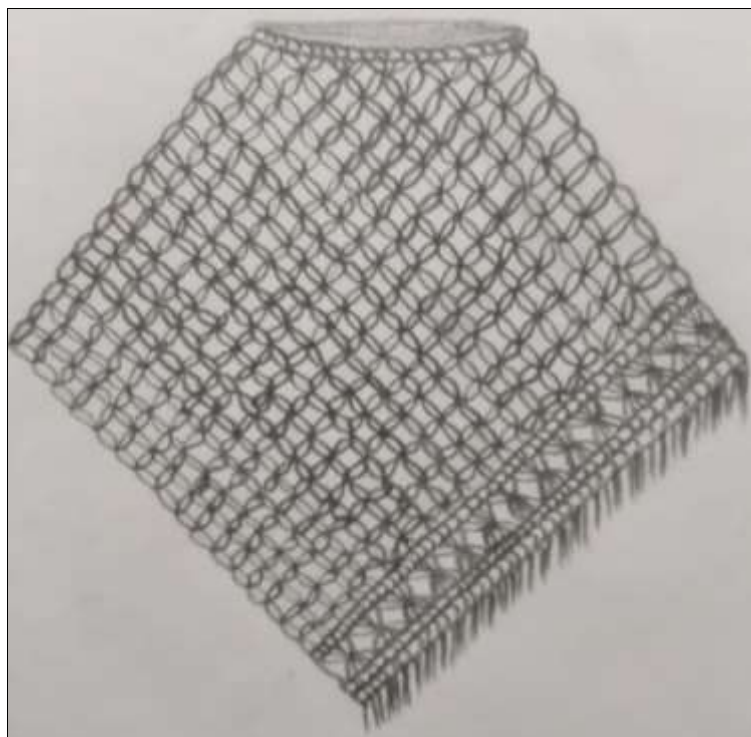
It can be seen in the pie chart above that 40% respondents own products made of macramé/knotting technique like: Macramé Bags, Wall Decor, Earrings. These respondents have purchased item from different platforms like online shopping sites.

Whereas 60% of respondents do not own anything made of macramé, as some of them found the pricing of available items too high on online websites and some of them didn't find the items in the market.

Table 3: Distribution of responses on the basis of items to be constructed in form of macramé (N=50)

| S.no | Item: | No. of respondents | Percent % |
|------|----------|--------------------|-----------|
| 1 | Poncho | 22 | 44% |
| 2 | Dress | 10 | 20% |
| 3 | Shawl | 7 | 14% |
| 4 | Cardigan | 11 | 22% |

Poncho received the highest percentage on the basis of responses given by the respondents.



Phase II-It Dealt with the Designing and Construction of selected products. The results are as follow

Table 4: Evaluation of designs made for construction (N=30)

| Sr. No | Design No. | Scores | Rank |
|--------|------------|--------|------------------|
| 1 | A1 | 100 | 8 th |
| 2 | A2 | 178 | 4 th |
| 3 | A3 | 250 | 2 nd |
| 4 | A4 | 155 | 6 th |
| 5 | A5 | 280 | 1 st |
| 6 | A6 | 77 | 10 th |
| 7 | A7 | 170 | 5 th |
| 8 | A8 | 210 | 3 rd |
| 9 | A9 | 98 | 9 th |
| 10 | A10 | 132 | 7 th |

The above table showed that design A5 got rank 1st with the score of 280 was given the highest rank and hence was chosen for construction. DESIGN A5:

Phase III- It Dealt with the checking the Marketability and Consumer acceptability of the constructed products

Table 5: Costing of the constructed items:

| S. No. | Material used | Cost (A5) |
|--------|-------------------------------------|---------------------------|
| 1. | Cords length (In meters). | 255 mtr |
| 2. | Cord cost (100/- per 100mtr) | 255/- |
| 3. | Accessories | Dowel =100/- Beads = 50/- |
| 4. | Labor cost (100 per hr.) | 15 hour x 100/- = 1500/- |
| 5. | Cost price | 1905/- |
| 6. | Total Selling Price with 20% profit | 2286/- |

- The above table reflected that the cost of poncho was calculated by adding price of cords, and other materials (such as Dowels, Beads) and labor charges.
- The selling price of poncho was calculated after adding 20% profit and labor charges. The selling price concluded was Rs. 2286/-.

Constructed Product: Poncho



Market Acceptability: A Performa was prepared to check the market acceptability. The responses from the respondents

were collected and tabulated. The result were statistically analyzes that are shown in table.

Table 6A: Visual evaluation of constructed item for Market acceptability (N=10)


| S. No | Item | Material | Quality Of Workmanship | Uniqueness In Concept | Overall Appearance | Mean Score % |
|-------|--|----------|------------------------|-----------------------|--------------------|--------------|
| 1. |  Poncho | 45 | 50 | 48 | 49 | 192 (96%) |

Table 7: Distribution of responses on the basis of Quoted Price

| S. No | Quoted Price | Result |
|-------|--------------|--------|
| 1 | Less | 2 |
| 2 | High | 1 |
| 3 | Reasonable | 7 |

(N=10)

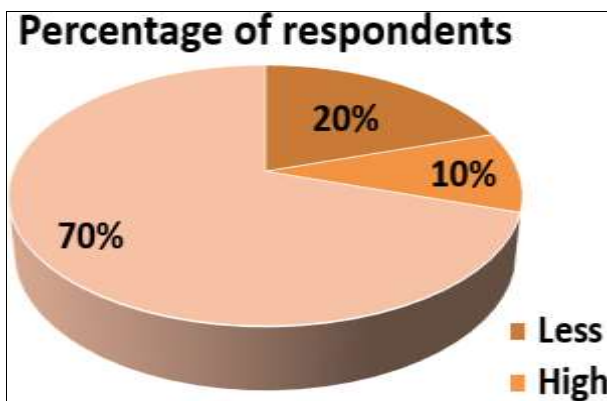


Fig 7: Pie chart showing the percentage of respondents on the basis on Quoted Price

The pie chart above show that majority of respondents (70%) have found the quoted price Reasonable. Some of the respondents (20%) have found the quoted price Less. whereas few respondents (10%) found the quoted price High.

Table 8: Distribution of responses on the basis of Placing Order. (N=10)

| S. No | Placing Order | Result |
|-------|---------------|--------|
| 1 | Yes | 4 |
| 2 | No | 6 |

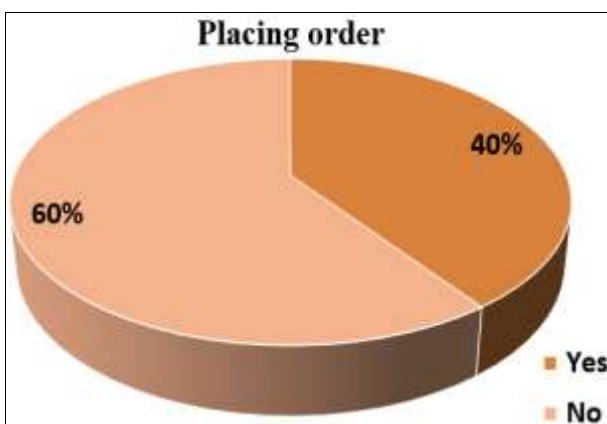


Fig 8: Pie chart showing the percentage of respondents on the basis on Placing Order

The pie chart above shows that 40% of the respondents are interested to place an order for the constructed items. As the respondents like the products very much and they found the items unique and attractive, so they have shown the interest in purchasing the items. 60% of the respondents were not interested in placing order as they are consider it less demanding in present.

Consumer Acceptability

A Performa was prepared to check the consumer acceptability. The responses from the respondents were collected and tabulated. The result were statistically analyzes that are shown in table.

Table 9: Visual evaluation of constructed item for consumer acceptability (N=30)


| S. No | Item | Material | Quality Of Workmanship | Functional Utility | Overall Appearance | Mean Score % |
|-------|---|----------|------------------------|--------------------|--------------------|----------------|
| 1. |  Poncho | 120 | 145 | 130 | 150 | 545 (90.8%) |

Table 10: Distribution of responses of consumer on the basis of Quoted Price (N=30)

| S. No. | Quoted Price | Result |
|--------|--------------|--------|
| 1 | Less | 03 |
| 2 | High | 07 |
| 3 | Reasonable | 20 |

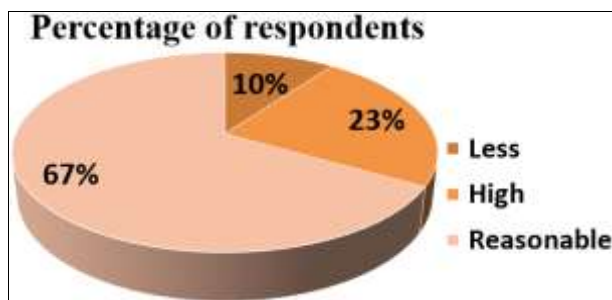


Fig 9: Pie chart showing the percentage of respondents on the basis on Quoted Price

The pie chart about show that majority of respondents (67%) found the quoted price Reasonable. Whereas few respondents (10%) found the quoted price less. 23% of the respondent's fond the quoted product High.

Table 11: Distribution of responses of consumer on the basis of Placing Order. (N=30)

| S. No. | Order | Result |
|--------|-------|--------|
| 1 | Yes | 22 |
| 2 | No | 8 |

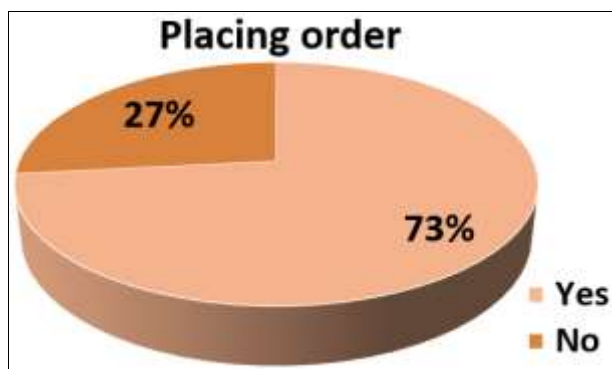


Fig 10: Pie chart showing the percentage of respondents on the basis on Placing Order.

The pie chart above show that majority of respondents (73%) are interested to place an order. As the respondents found the items useful and unique. The respondents also demanded some custom made orders according to their preference of size and color. Fewer respondents (27%) were not interested in placing order as they do not find the need to purchase anything new at the moment.

Conclusion

Few crafts are as fascinating, engaging, and adaptable as macramé. There is a need to revitalize and rework traditional crafts in new forms in this ever-changing demand for newer fashion. This research attempts to learn about the origins of Macramé as well as the utilization of various knots and techniques to produce attractive poncho with wool instead of macramé cord that women can wear.

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