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CONSUMER ACCEPTANCE OF PREPARED TUNICS INSPIRED FROM ANASAZI CERAMIC PATTERNS

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ABSTRACT

Tunics inspired from *Anasazi* ceramic patterns were prepared through printing on the basis of consumer preferences using standard body measurements of 36" size. Developed tunic designs were evaluated by sample of 30 respondents on the basis of design, fabric type, silhouette and overall appearance. It was found that tunic design A_1 was given first rank on the basis of all the parameters. Majority of the respondents rated the prepared tunics as very good. The largest percentage of the respondents, consider the quoted price of tunics as adequate. Highest profit margin was possible in case of design L_1 i.e. 29.1 per cent, followed by design A_1 with profit margin of 25.9 per cent.

KEYWORDS: Ceramic Patterns, Designs, Printing, Respondents, Tunics

INTRODUCTION

In today's time of fashion and style, clothing plays an important role in establishing the social status. It is very important to wear clothes that are fashionable and stylish. There is such a wide variety of range available in the attires that one can try different styles of clothes every day. It solely depends upon the choice and taste of the person that what kind of clothes her or he prefers to wear. Depending upon the different factors like age, body structure, profession, region and social status, different people wear clothes of different kinds. Young girls, middle age women and old ladies- all pay attention to their clothes and footwear's. Young girls may prefer wearing slim fit and highly stylish dresses that make them look stunning. Everybody wants to look beautiful and impressive. Without proper outfits, one would never manage to have pleasing and appealing personality (Marshal 2009).

A tunic is one of the several types of garments for the body, usually simple in style, reaching from the shoulders to a length somewhere between the hips and the ankles. The name derives from the Latin *tunica*, the basic garment worn by both men and women in Ancient Rome, which in turn was based on earlier Greek garments (Anonymous 2015). The phenomenal versatility of this process commercialized the screen printing to such an extent that it was considered solely as commercial printing process. The popularity of the printing process is, not only due to the novel and attractive effects obtained in printing but also due to the fact that in many cases, printing is also able to cover many incidental and acquired fabric defects (Dixit 2000). Screen printing as a form of stencil printing, whereby the screen consist of a synthetic fibre or metal gauze stretched taut over a frame as defined by Wynne (1997). Parts of the gauze have the holes blocked off (non-printing area) and the printing paste is forced through the open printing areas by a rubber or metal blade, called a squeegee,

and onto the fabric beneath. Screen printing as suggested by Putatunda (2010) is a technique first used by the Chinese almost 2000 years ago. They used human hair stretched across a wooden frame to form the screen. To that, they attached a stencil made from leaves together into different shapes. Subsequently, the Japanese adopted the screen printing process and used woven silk to make the mesh and lacquers to make stencils. The present study was undertaken to prepare the five most preferred tunic designs through printing, to assess the consumer acceptance of prepared tunics and to study the economic assessment of the prepared tunics.

METHODS

For this study, a total of 30 respondents (college girls) were selected through random sampling technique. An interview schedule was developed and employed for obtaining the preferences of the respondents for developed tunic designs. On the basis of preferences of the respondents, five top ranked designs of tunics were selected for printing and construction. Printing of selected tunic designs was done through screen and stencil printing techniques. After printing these tunics were constructed using standard body measurements of 36" size. The consumer acceptability was studied on the basis of design, fabric type, silhouette and overall appearance of the tunics. Frequencies, percentages, scoring and ranking was done to get the preferences for different types of tunics.

RESULTS AND DISCUSSIONS

Five top ranked designs of tunics i.e. design A_1, F_1, G_1, L_1 and M_1 were selected for printing using screen and stencil printing techniques. All the tunics were made in white colour with black printing as in *Anasazi* ceramics. These printed tunics were constructed using measurements of 36" size.

Evaluation of the Prepared Tunics

For evaluation of the prepared tunics, the preferences were taken from thirty college girls. Respondents assessed the prepared tunics on the basis of design, fabric type, silhouette and overall appearance.

Table 1: Evaluation of Tunics on the Basis of Design (n= 30)

Design Code	Score	Mean Score	Rank
A_1	121	4.03	I
F_1	59	1.96	V
G_1	60	2.00	IV
L_1	99	3.30	III
M_1	111	3.70	II

The data in the table 1 shows that design A_1 is the most preferred tunic design with mean score of 4.03 followed by design M_1 with mean score of 3.70 which obtained second rank. Third rank was given to design L_1 with mean score of 3.30. Fourth and fifth ranks were given to tunic design G_1 and F_1 with mean score of 2.00 and 1.96, respectively.

Table 2: Evaluation of Tunics on the Basis of Fabric Type (n= 30)

Design Code	Score	Mean Score	Rank
A_1	127	4.23	I
F_1	58	1.93	IV
G_1	46	1.53	V
L_1	110	3.66	II
M_1	109	3.63	III

Data in the table 2 revealed that first rank for the fabric type of the prepared tunics was given to design A_1 with

mean score of 4.23 while second rank was given to L_1 with mean score of 3.66. Third rank was given to M_1 with mean score of 3.63. The fourth and fifth ranks were given to F_1 and G_1 with mean score 1.93 and 1.53 respectively.

Table 3: Evaluation of Tunics on the Basis of Silhouettes (n= 30)

Design Code	Score	Mean Score	Rank
A_1	125	4.16	I
F_1	57	1.90	IV
G_1	56	1.86	V
L_1	88	2.93	III
M_1	123	4.10	II

Regarding the silhouettes, first rank was given to design A_1 by majority of respondents with mean score of 4.16. Tunic design M_1 with mean score of 4.10 was given second rank followed by tunic design L_1 which was given third rank with mean score of 2.93. Design F_1 and G_1 of tunics were given fourth and fifth rank (Table 3).

Table 4: Evaluation of Tunics on the Basis of Overall Appearance (n= 30)

Design Code	Score	Mean Score	Rank
A_1	127	4.23	I
F_1	49	1.63	V
G_1	56	1.86	IV
L_1	104	3.46	III
M_1	114	3.80	II

Data in table 4 shows that tunic design A_1 with mean score of 4.23 was given first rank on the basis of overall appearance followed by tunic M_1 and L_1 which were given second and third rank with mean score of 3.80 and 3.46 respectively. Tunic design F_1 was given fifth rank.

Figure 1: Constructed Tunics

Tunic M_1

Figure 2: Constructed Tunics

Table 5: General Opinion of the Respondents Regarding the Developed Tunics (n= 30)

Design Code	Very Good		Good		Fair	
	f	%	f	%	f	%
A_1	23	76.67	6	20.00	1	3.33
F_1	10	33.34	16	53.33	4	13.33
G_1	12	40.00	10	33.33	8	26.67
L_1	18	60.00	10	33.33	2	6.67
M_1	25	83.33	5	16.67	-	-

f –frequency

The general opinion of the respondents regarding the developed tunics was taken on the basis of three categories: Very good, Good, Fair.

The data in the table 5 revealed that tunic design A_1 was rated very good by 76.67 per cent of the respondents. It was considered good by 20 per cent of the respondents, followed by 3.33 per cent of the respondents who rated it fair. Tunic F_1 was considered good by 53.33 per cent of the respondents, very good by 33.34 per cent and fair by 13.33 per cent of the respondents. Majority of the respondents i.e. 60 and 83.33 per cent opined tunic design $L_1$and M_1 to be very good followed by 33.33 and 16.67 per cent of the respondents who rated it to be good. As regards tunic G_1, it was considered very well by 40 per cent, good by 33.33 per cent and fair by 26.67 per cent of the respondents.

Table 6: Cost Calculation for the Prepared Tunics

Tunic Designs	Raw Material Cost (Rs.)						Calculated Cost and Quoted Price (Rs.)		
	Fabric (a)	Lining (b)	Screens (c)	Stencils (d)	Stitching Cost (e)	Labour Cost (f)	Cost Price c(a To f)	Profit Margin (30%) (p)	Quoted Price
A_1	1137	330	200	150	1350	150	3317	995	4310
F_1	1187	225	550	-	750	100	2812	843	3655
G_1	1472	225	1000	-	750	100	3549	1064	4610
L_1	550	242	550	150	1150	200	2842	852	3695
M_1	2237	365	450	-	1350	100	4502	1350	5850

The data in table 6 shows the cost price for the prepared tunics was calculated by adding the cost of the raw materials used and labour cost. A profit margin of 30 per cent was added to the cost price to calculate the quoted price. The data in table 6 shows the cost price, profit margin and quoted price for the prepared tunics. The cost price includes the cost of fabric, lining, screens, stencils, stitching cost and labour cost. It was observed that the cost of raw materials used for each tunic varies and thus the cost price also differ for each tunic. The cost of the screens varies with the size of the screens used. The cost price and quoted price for tunic design F_1 was minimum i.e. Rs. 2812 and Rs. 3855. Whereas, it was maximum for tunic design M_1 i.e. Rs. 4502 and Rs. 5850, respectively.

Table 7: Opinion of the Respondents Regarding the Suitability of Price of the Prepared Tunics (n=30)

Design Code	Quoted Price of Tunics (Rs.)	High		Adequate		Low	
		f	%	f	%	f	%
A_1	4,310.00	5	16.67	25	83.33	-	-
F_1	3,650.00	9	30.00	20	66.67	1	3.33
G_1	4,610.00	14	46.67	16	53.33	-	-
L_1	3,630.00	5	16.67	17	56.67	8	26.66
M_1	5,850.00	12	40.00	18	60.00	-	-

f –frequency

The table 7 shows that in case of tunic design A_1, 83.33 per cent of the respondents considered the quoted price to be adequate followed by 16.66 per cent who consider it to be high. For tunic design F_1, 66.67 per cent of the respondents were of the view that quoted price was adequate, 30 per cent of the respondents were of the view that the quoted price was high, whereas only 3.33 per cent of the respondents considered the quoted price of this tunic as low. For tunic design G_1, 53.33 per cent of the respondents considered the quoted price as adequate, 46.67 per cent of the respondents were of the view that the quoted price was high, and none of the respondents reported it to be low. The quoted price of the tunic design L_1 was considered adequate by 56.67 per cent of the respondents followed by 26.66 per cent and 16.67 per cent of the respondents who considered the quoted price to be low and high, respectively. In case of tunic design M_1, 60 per cent of the respondents considered the quoted price as adequate, followed by 40 per cent of the respondents who ranked it as high and none of the respondents considered the quoted price of tunic design M_1 as low.

Table 8 Assessment of the Profit Margins of the Prepared Tunics (n= 30)

Tunics Designs	Cost Price (Rs)	Quoted Price (Rs)	Average Selling Price	z-value	Percentage Profit
A_1	3317.00	4,310.00	4179.00	10.51*	25.9%
F_1	2,812.00	3,655.00	3354.00	6.02*	19.2%
G_1	3,549.00	4,610.00	4122.00	4.33*	16.1%
L_1	2,842.00	3,695.00	3671.00	14.65*	29.1%
M_1	4,502.00	5,850.00	5252.00	6.64*	16.6%

*Significant at 5 per cent

Table 8 shows that highest profit was possible in case of design L_1 i.e. 29.1 per cent, followed by design A_1 with profit margin of 25.9 per cent. Tunic design F_1 has profit margin of 19.2% per cent. Design M_1 and G_1 has profit margin of 16.6 per cent and 16.1 per cent respectively. The calculated z-values for profit margins of the prepared tunics were found to be significant at 5% level of significance. Thus, there is significant difference in selling price and cost price of the tunics.

CONCLUSIONS

It can be concluded that this information can be further used effectively by designers who are working for custom designing. The fusion of traditional ceramic pattern and contemporary design elements used in this study would be great inspiration to the budding designers. This study will inspire the designers to design apparels by taking inspiration from various ceramic patterns. There was significant difference in selling price and cost price of the tunics. The cost price of tunics would be lower when produced in mass and profit margin is expected to be higher. Other products like household articles, bags, stoles, foot wears etc. can also be developed using similar techniques.

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