

Consumer Acceptance of Woven *Inaphee* Inspired from *Warli* Art Motifs

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ABSTRACT

India had always been known as the land that portrayed cultural and traditional vibrancy through its conventional arts and crafts. Folk art in India has a great potential in the international market because of its traditional aesthetic sensibility and authenticity. *Warli* paintings are one of these folk art forms known for its beauty and elegance. *Inaphee* designs inspired from *Warli* art motifs were prepared through traditional hand weaving based on the consumer preferences. Developed *Inaphee* designs were assessed on different parameters like uniqueness of design, suitability of combination of motifs, colour combination of the design, overall appearance and price acceptability. *Inaphee* design J(2) got first rank on the basis of uniqueness of the design, *Inaphee* design H(2) got first rank on the basis of suitability of combination of motifs and overall appearance and *Inaphee* design G(1) got first rank on the basis of colour combination of the design. Prepared *Inaphee* were also evaluated on three point scale *i.e.* very good, good and fair. Fifty per cent of the respondents considered *Inaphee* design J(2) and M(1) as very good and 56.70 per cent of the respondents considered *Inaphee* design G(1) and P(1) as good, respectively. Maximum percentage of the respondents consider the quoted price of prepared *Inaphee* to be appropriate.

Key Words : Weaving, *Warli* art motifs, *Inaphee*

INTRODUCTION

India has always been seen as a country that emphasizes culture and tradition through its traditional arts and crafts (Sodhi *et al.*, 2016). Maharashtra is known for its *Warli* folk paintings. It is one of the ancient forms of folk art of India that originated in *Warli* region of Maharashtra. The *Warli* painting style was not acknowledged until the 1970s (Vilhat, 2019).

Warli Art and *Warli* painting are tribal art done majorly by the Adivasi community located in North Sahyadri Range in western India. The *Warli* community is the largest tribe located on the outskirts of Mumbai. When *Warli* painting was first discovered in the early

1970s, it created a huge sensation in many aspects because these paintings were very unique to that of other folk paintings in India (Agrima, 2022).

Warli paintings were used to decorate walls for important occasions (Ghosh, 2021). It is a collection of human people, plants, flowers, and animals inspired by our daily lives. Not only that, it also entails showcasing a farmer's way of life as well as their commitment to the homeland (Seema, 2022). Imphal, capital of Manipur state is situated in northeastern India. The state is well known for its scenic beauty in the form of hills and valleys and is also famous for its handloom and weaving heritage (Pandya and Thoudam, 2010; Anonymous, 2022).

Manipur traditional textiles are typically bright and

energetic, with bold designs and rich colours. Surprisingly, though, the Manipuri weavers' use delicate, tranquil colours, patterns and designs on the *Inaphee*. The *Moirang Phee* and the *Wangkhei Phee* were the two primary varieties of *Inaphee* (Samom, 2012). '*Inaphee*' is a combination of the words '*Ina*' and '*Phee*'. *Ina* means to wear over or cover and *Phee* means a fabric. Typically, *Inaphee* are weaved in two pieces that are then combined to create one complete *Inaphee* (Pandya and Thoudam, 2010; Chanu and Grewal, 2021).

Another popular type of *Inaphee* is *Rani Phee* which is a shawl that was created using silk thread. Ms. Chungkham Rani, a weaver from Wangkhei, introduced *Rani Phee*. The two types of *Rani Phee* are *Rani Manao* (Rani Junior) and *Rani Phee* (Rani Full). *Rani Manao* is a piece of woven silk fabric with a width of 36 to 38 inches that has become extremely popular among young people, whereas *Rani Phee* is a piece of woven silk fabric with a width of 40 to 44 inches that is created by joining two separate pieces of woven silk fabric together in the middle. Every Meitei woman must have a *Rani Phee* in her wardrobe (Samom, 2012). The present study was undertaken to prepare six most preferred *Inaphee* designs through traditional hand weaving, to evaluate the consumer acceptance of the prepared *Inaphee* and to study the price acceptability of the prepared *Inaphee*.

METHODOLOGY

The present study was carried out by weaving of selected *Inaphee* designs through traditional hand weaving using *Warli* art motifs. A total sample of ninety female consumers (45 each) between the age of 20-50 years were selected randomly from Imphal (Manipur) and Ludhiana (Punjab). An interview schedule was developed to acquire required information about preferences of the respondents for developed *Inaphee* designs. On the basis of respondents preferences, the top six selected *Inaphee* designs were prepared through weaving. A performa was used to study the consumer acceptance on the basis of uniqueness of design, suitability of color combination of motifs, colour combination of the design and overall appearance of the *Inaphee*. Ranking, scoring, frequency and percentage were calculated to study the preferences for different designs of *Inaphee*.

RESULTS AND DISCUSSION

The prepared *Inaphee* were evaluated based on

the uniqueness of design, suitability of combination of motifs, colour combination of the design, and overall appearance, general opinion and suitability of price for the prepared *Inaphee*. The given data (Table 1) was evaluated by the respondents in order of top ranked to least ranked.

Evaluation of the prepared *Inaphee* based on uniqueness of design:

Data in Table 1 shows that on the basis of uniqueness of design, *Inaphee* design J(2) was given first rank with mean score 4.26 while *Inaphee* O(2) with mean score 3.66 got the second rank. *Inaphee* design P(1), H(2), G(1) and M(1) with mean score 3.60, 3.53, 3.00 and 2.93 were given third, fourth, fifth and sixth rank respectively.

Evaluation of the prepared *Inaphee* based on suitability of combination of motifs:

Data in Table 1 regarding the suitability of combination of motifs revealed that the first rank was given to the *Inaphee* design H(2) with mean score 3.73 followed by *Inaphee* design O(2) with mean score 3.70 respectively. *Inaphee* design J(2) with mean score of 3.53 got third rank based on suitability of combination of



Table1: Evaluation of the prepared *Inaphee* based on different design variables (n=90)

Design code	Uniqueness of design		Suitability of combination of motifs		Colour combination of the design		Overall appearance of the design	
	WM	Rank	WM	Rank	WM	Rank	WM	Rank
G(1)	3.00	V	3.46	IV	3.80	I	3.10	VI
H(2)	3.53	IV	3.73	I	3.50	III	3.83	I
J(2)	4.26	I	3.53	III	3.43	V	3.80	II
M(1)	2.93	VI	3.40	V	3.50	III	3.36	V
O(2)	3.66	II	3.70	II	3.60	II	3.46	III
P(1)	3.60	III	3.16	VI	3.16	VI	3.43	IV

motifs. Data also revealed that *Inaphee* design G(1), M(1) and P(1) were placed at fourth, fifth and sixth rank with mean score of 3.46, 3.40 and 3.16, respectively.

Evaluation of the prepared *Inaphee* based on colour combination and overall appearance of the design:

According to the Table 1 it was found that based on colour combination of the design, first rank was given to *Inaphee* design G(1) with mean score 3.80, and *Inaphee* design O(2) with mean score 3.60 was given second rank by the respondents. *Inaphee* design H(2) and M(1), were given third rank each with mean score of 3.50. *Inaphee* design J(2) and P(1) were placed at fifth and sixth rank with mean score 3.43 and 3.16, respectively. Regarding the overall appearance of the design, it was found that *Inaphee* design H(2) and J(2) got first and second rank with mean score of 3.83 and 3.80 respectively. *Inaphee* design O(2) and P(1) with mean score of 3.46 and 3.43 were given third and fourth rank whereas *Inaphee* design M(1) and G(1) were placed at fifth and sixth rank with mean score of 3.36 and 3.10.

General opinion of the respondents regarding the prepared *Inaphee* :

General opinion of the respondents regarding prepared *Inaphee* were taken on three point scale *i.e.* very good, good and fair. Data in Table 2 shows that 50 percent of the respondents each considered *Inaphee*

design J(2) and M(1) as very good followed by *Inaphee* design H(2) and O(2) each by 46.70 percent of the respondents. *Inaphee* design G(1) and P(1) were rated as good by more than 56 percent of the respondents each followed by *Inaphee* design H(2) (46.70%), M(1) and O(2) by 40 per cent each, respectively. Very Less percentage (3-16%) of the respondents rated all these *Inaphee* as fair. This means these prepared *Inaphee* were considered very good by most of the respondents.

The cost of the prepared *Inaphee* (Table 3) was calculated by adding the sum of raw materials and preparation cost. The quoted price was calculated by adding 30% profit margin to cost price. Thirty percentage profit margin was considered adequate and people readily buy these products.

The cost of the prepared *Inaphee* comprises silk yarn (Mulberry silk), dye powder, extra weft yarn, warping, weaving, and finishing cost. The profit margin of 30% was added to the cost price of *Inaphee*. The quoted price is the addition of the cost price and the profit margin. The cost of the prepared *Inaphee* varies with the layout of the design and colours used. The cost price and quoted price for *Inaphee* designs G(1) and P(1) was highest *i.e.* Rs.. 7338.5 which was rounded off to Rs. 7300 and for *Inaphee* design O(2) was lowest *i.e.* Rs. 6649.5 which was rounded off to Rs. 6600. Design H(2) and M(1) were having same price of Rs. 6900.

The data in Table 4 showed that, for *Inaphee* design

Table 2 : General opinion of the respondents regarding the prepared *Inaphee***(n=90)**

Design code	Very good	Good	Fair
	(%)	(%)	(%)
G(1)	40.00	56.70	3.30
H(2)	46.70	46.70	6.70
J(2)	50.00	36.70	13.30
M(1)	50.00	40.00	10.00
O(2)	46.70	40.00	13.30
P(1)	26.70	56.70	16.60

Table 3 : Cost calculation of the prepared *Inaphee*

Prepared <i>Inaphee</i> code	Raw material (Rs.)			Preparation Cost (Rs.)			Calculated Cost and Quoted Price (Rs.)		
	Silk Yarn (1)	Dye powder (2)	Extra Weft Yarn (3)	Warping (4)	Weaving (5)	Finishing (6)	Total Cost (1 - 6)	Profit Margin (30%)	Quoted Price
G(1)	925	20	120	230	4300	50	5645	1693.5	7300
H(2)	925	20	90	230	4000	50	5315	1594.5	6900
J(2)	925	20	120	230	3800	50	5145	1543.5	6700
M(1)	925	20	90	230	4000	50	5315	1594.5	6900
O(2)	925	20	90	230	3800	50	5115	1534.5	6600
P(1)	925	20	120	230	4300	50	5645	1693.5	7300

Table 4 : Respondents opinion regarding the suitability of price for prepared *Inaphee* (n=90)

Design code	Quoted price (Rs.)	High	Appropriate	Low
		%	%	%
G(1)	7300	56.70	43.30	-
H(2)	6900	10.00	83.30	6.70
J(2)	6700	10.00	83.30	6.70
M(1)	6900	16.70	80.00	3.30
O(2)	6600	20.00	63.30	16.70
P(1)	7300	40.00	56.70	3.30

G (1), 56.70 per cent of the respondents interpreted that the quoted price was high whereas 43.30 per cent reported it to be appropriate. In case of *Inaphee* design H(2), J(2) and M(1), more than 80 per cent of the respondents considered the quoted price as appropriate. Similarly, the quoted price for *Inaphee* design O(2) and P(1) was found to be appropriate. On the whole, it can be concluded that the quoted price for all the *Inaphee* designs were found to be appropriate except for design G(1).

Conclusion:

It can be concluded that the prepared *Inaphee* can be used by the young women in any festival or occasion as a traditional attire. Comparing the prepared *Inaphee* designs from top to least, *Inaphee* design H(2) was the most preferred design by the respondents based on the suitability of combination of motifs and overall appearance of the *Inaphee*. *Inaphee* design P(1) was the least preferred design based on the suitability of combination of motifs and combination of the design. Designers who specialize in custom design can successfully utilize this information going forward. This study will encourage designers and weavers to prepare *Inaphee* using various types of *Warli* art motifs as inspiration. A combination of traditional *Warli* art motifs with modern elements will add more variety to the current *Inaphee* available in the

market and provide more choice to the customers. The *Inaphee* selling price and cost price differed significantly. The cost price of the *Inaphee* would be lower with more profit margin when mass produced. Other clothing articles like stoles, bags and designer mats etc. can also be prepared. Also, the cost of the *Inaphee* can be reduced by replacing the silk yarn with other low cost yarns.

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