

Consumer Acceptance for Decorative Textile Products Prepared using Ribbon Embroidery

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ABSTRACT

The present study was conducted to assess the consumer acceptance for decorative textile products prepared using ribbon embroidery and to evaluate the cost effectiveness of the prepared articles. On the basis of preferences given by 120 respondents for various decorative products, two designs for each of the ten most preferred products were created in COREL DRAW X8, adapting designs and motifs taken from secondary sources. A total of twenty designs were developed and shown to a panel of ten judges. On the basis of the ranking given by the judges, 10 best designs in each category were selected for development. For preparation of products, the finalized design pattern was traced on the fabric and embroidery was done using various stitches with different sizes and colors of ribbons. For studying the consumer acceptance of prepared articles, an interview schedule was prepared to study the preferences of a sub sample of 60 respondents on the basis of suitability of fabric, design, colour combination, embellishments, utility and overall impact of prepared articles. Majority of the respondents appreciated the products very much as the idea of making decorative products by employing ribbon embroidery was found to be very innovative, interesting and attractive. Cost evaluation was done by adding thirty percent profit to cost price and selling price was calculated. The cost effectiveness was studied by asking the respondents the appropriateness of the selling price. Majority of the respondents found the selling price as appropriate. Hence, ribbon embroidered textile articles hold a good commercial potential as these were highly acceptable to the consumers and also economically viable.

Keywords : Acceptance, Consumer, Cost effectiveness, Decorative, Design, Preferences, Ribbon embroidery

INTRODUCTION

Art is the product of man's natural admiration for beauty awakened by what he sees, feels, and experiences. There are various forms of art that involve utilization of imagination and creativity. These forms require certain skills to create a work of art. Since ages man has been decorating textiles using different techniques like printing, dyeing, painting, embroidery etc. These embellishments add interest to the textile product. Among these techniques, embroidery is the fascinating cloth art that involves the use of needles and thread (Bailey, 2005).

Silk ribbon embroidery is an age-old technique that can be used to add embellishment to any number of modern garments and décor elements. It's easy to learn,

the supplies are not expensive, and one can finish the project considerably faster than with traditional embroidery (Vidler, 2011). It involves the use of delicate and beautiful ribbons to create exquisite sewn designs. Like traditional embroidery, ribbon embroidery is often used to decorate a base piece of fabric, such as a quilt, piece of clothing, handbag, or handkerchief. Ribbons are defined by the textile industry "as a narrow fabric, and it ranges from 1/8 in-1 ft (0.32-30 cm) in width". Early ribbons were used for practical things like tying bunches of herbs or papers together and as closures on clothing. Soon ribbons became decorative accents for personal items. Ribbons with both edges finished as part of the weaving process became common by the 16th century. Ribbon embroidery was originated in France in the 1700's

to elaborate decoration of royal and court dresses. Between 1820 and 1840 ribbon embroidery could be found on men's waistcoats, reticules, needle cases, pincushions, and other domestic items. It was referred in many American needlework books and magazines throughout the late 19th century. In the early 20th century and up to 1st World War, ribbon embroidery was popular as trim, appliqué and couched, as well as embroidery. Silk ribbon embroidery has continued to make resurgence in fashion approximately every fifty years (Gould, 2015). It has gone through various periods of popularity and continues to be a favorite of many embroiderers today. One of the things that stand out about ribbon embroidery is the texture it creates. Rather than simple stitches on the surface of the fabric, the bulk of the ribbon results in embroideries that practically jump off of the material. Ribbon embroidery is a type of embroidery that is fairly self-explanatory. At its most basic level, it is stitching with ribbon. However, this form of embroidery is so much more than that, especially when used to create stunning dimensional pieces (Johanson, 2012). In modern age consumers are becoming more conscious, more sophisticated and more selective. They have exposure and access to information as well as number of consumer goods. They expect something new, something in tune with their expectation from the world and society (Shah, 1993). Ribbon Embroidery is not very common in India but it is beautiful art and can be used to create beautiful products. This can be used for decorating the house by home-makers and for income generation by taking this art for commercial production.

METHODOLOGY

Designing for ribbon embroidered products:

On the basis of preferences given by 120 respondents for various decorative products, two designs for each of the ten most preferred products were created in COREL DRAW X8, adapting designs and motifs taken from secondary sources. The designing was done taking preferences in base fabrics, colour combinations, type of ribbon and embellishments. A total of 20 designs were created.

Selection of ribbon embordered products:

The prepared designs were shown to the panel of 10 judges which were experts in the field of apparel, textile and interior designing. On the basis of ranks given by the judges, 10 most preferred designs were developed

using ribbon embroidery.

Preparation of ribbon embordered products:

After tracing the motifs on fabric, embroidery was done with different type of ribbons in various colours and sizes. Different stitches like ribbon stitch, running stitch, french knot, lazy daisy, split stitch and spider-web rose etc. were employed for carrying out the embroidery, Cutting, stitching and finishing was done according to the article design after completion of the embroidery.

Assessment of consumer acceptance and commercial viability of the prepared articles:

To determine the consumer acceptance and cost effectiveness for the prepared products, A sub sample of 60 respondents was selected randomly from the already selected 120 female respondents. An interview schedule was prepared to study the preferences of the respondents for the ribbon embroidered products on the basis of suitability of fabric, design, colour combination, embellishments, utility and overall impact of decorative products. The cost effectiveness of the prepared articles was calculated by considering the cost of raw materials and the labour utilized. The selling price was calculated by adding 30 per cent profit to the cost of each article.

RESULTS AND DISCUSSION

The data pertaining to the present study was coded, tabulated, analyzed and the results are presented under following subheads:

Evaluation of preference of the respondents regarding ribbon embroidery products:

Various scores were obtained after taking preference of the respondents regarding decorative products made from ribbon embroidery technique. The results have been furnished in Table 1. The data reveals that jewelry box was the most preferred product with WMS of 5.03 and was assigned 1 rank followed by Kids frock, wall hanging, *kurti*, lamp shade, hair accessory, file folder, table runner, cushion cover and handbag which were assigned the scores of 4.92, 4.89, 4.56, 4.36, 4.02, 3.87, 3.80, 3.61 and 3.51, respectively and were given second, third, fourth, fifth, sixth, seventh, eighth, ninth and tenth rank, respectively. Hence, the products selected for preparation with ribbon embroidery included jewelry box, kids frock, wall hanging, *kurti*, lamp shade, hair band, file cover, table runner, cushion cover and handbag.

Table 1 : Preferences of respondents for various decorative product (n = 120)

Sr. No.	Products	WMS	Rank
1.	Jewelry Box	5.03	I
2.	Kids Frock	4.92	II
3.	Wall Hanging	4.89	III
4.	Kurti	4.56	IV
5.	Lamp Shade	4.36	V
6.	Hair Accessories	4.02	VI
7.	File Folder	3.87	VII
8.	Table Runner	3.80	VIII
9.	Cushion Cover	3.61	IX
10.	Handbag	3.51	X
11.	Pillow Cover	3.07	XI
12.	Bolster Cover	1.31	XII
13.	Shoulder Bags	1.07	XIII
14.	Mobile Cover	1.04	XIV
15.	Curtains	1.00	XV
16.	Curtain Canopy	0.59	XVI
17.	Table Mat	0.57	XVII
18.	Scarf	0.54	XVIII
19.	Stole	0.46	XIX
20.	Utility Box	0.33	XX
21.	Carry Kits	0.31	XXI
22.	Caps	0.27	XXII

Evaluation of the design of ribbon embroidery products:

According to the rank given to various articles, two different designs in different color combination for each article were created. On the basis of the preferences given by the 10 judges, the most preferred design for each article was selected for development of product.

Preparation of products:

After the evaluation of judges, 10 products were developed using ribbon embroidery technique. Various stitches such as ribbon stitch, running stitch, French knot, lazy daisy, split stitch and spider-web rose were used for the embroidery. The pattern was traced on the fabric and embroidery was done according to the design. After embroidery completion, cutting was done according to the shape of the article by keeping extra length or width of the fabric for finishing. In the final step, articles were stitched and required finishing was done. The ready products were then shown to the respondents for taking their responses (Fig. 1).

**Fig. 1 : Ready products**

Preferences of Consumers for developed ribbon embroidered products:

The preferences for developed articles were taken from 60 female respondents. The products were assessed for various parameters such as suitability, design, colour combination, embellishments, utility and overall impact to obtain following results.

The data presented in Table 2 reveals that the fabric used for making kid's frock was most suitable according to respondents and was given the first rank with WMS

Table 2 : Preference of the respondents regarding suitability of the fabric (n = 60)

Product	WMS	Rank
Kids frock	9.66	I
<i>Kurti</i>	7.10	II
Cushion cover	6.48	III
Wall hanging	6.05	IV
Handbag	5.91	V
Lamp shade	5.08	VI
Table runner	5.63	VII
Jewelry box	3.95	VIII
File cover	3.20	IX
Hair band	1.93	X

9.66. The least preferred products were File cover and hair band with WMS 3.20 and 1.93, respectively.

Table 3 shows that kids' frock with floral design was ranked first with weighted mean score 9.13. It was followed by *kurti*, wall hanging and cushion cover with different styles of floral pattern and weighted mean score 7.18, 6.85 and 5.83, were placed at second, third and fourth rank, respectively. Table runner, file cover and hair band were the least preferred products by the respondents.

Table 3 : Preference of the respondents regarding the design of prepared products (n = 60)

Product	WMS	Rank
Kids frock	9.13	I
<i>Kurti</i>	7.18	II
Wall hanging	6.85	III
Cushion cover	5.83	IV
Handbag	5.81	V
Lamp shade	5.26	VI
Jewelry box	4.55	VII
Table runner	4.36	VIII
File cover	3.70	IX
Hair band	2.48	X

Embellishments enhance the aesthetic appeal of the products only if used in a right manner that creates balance in design pattern. Embellishments were used on only three products as majority of the respondents had given no preferences for embellishments along with ribbon embroidery for other seven articles. The ranking of products in Table 4 reveals that jewelry box with pearls was given the first rank, table runner with lace got second rank while cushion cover with tassels scored last rank.

The preferences for color combinations are

Table 4 : Preference of the respondents regarding the embellishments used (n=60)

Product	WMS	Rank
Jewelry box	3.70	I
Table runner	2.05	II
Cushion cover	1.23	III

furnished in Table 5. It is evident that color combinations used for making kids' frock was highly recommended by consumers and scored first rank with WMS 8.86. The colour combination of *kurti* was also liked but less than kids frock with WMS 7.13 and scored second rank. The last rank was obtained by hairband with lowest WMS 2.70.

Table 5 : Preference of the respondents regarding the colour combinations used (n = 60)

Product	WMS	Rank
Kids frock	8.86	I
<i>Kurti</i>	7.13	II
Wall hanging	6.95	III
Cushion cover	6.58	IV
Lamp shade	6.23	V
Handbag	5.60	VI
Jewelry box	4.25	VII
File cover	3.30	VIII
Table runner	3.23	IX
Hair band	2.70	X

It is clear from the Table 6 that majority of respondents felt that kids' frock was highly useful article and was awarded the first rank with WMS 8.53, *kurti* and cushion cover were also given second and third rank for its utility. Hairband was considered least useful than others with lowest WMS 2.21.

Table 6 : Preference of the respondents for the prepared products on the basis of their utility (n = 60)

Product	WMS	Rank
Kids frock	8.53	I
<i>Kurti</i>	7.40	II
Cushion cover	6.91	III
Handbag	6.83	IV
Wall hanging	6.30	V
Jewelry box	5.41	VI
Table runner	4.31	VII
File cover	4.28	VIII
Lamp shade	2.60	IX
Hair band	2.21	X

The data pertaining to preference of respondents for overall appearance of ribbon embroidered products is furnished in Table 7. The data revealed that with weighted mean score 9.43, kids frock was given the first rank for overall appearance. It was followed by *kurti* and wall hanging with weighted mean score 7.16 and 7.01, respectively. Table runner, file cover and hair band were the least preferred products according to the overall impact with weighted mean score 3.83, 3.78 and 2.10, respectively.

Table 7 : Preference of the respondents regarding overall impact of prepared products (n = 60)

Product	WMS	Rank
Kids frock	9.43	I
<i>Kurti</i>	7.16	II
Wall hanging	7.01	III
Cushion cover	5.90	IV
Handbag	5.81	V
Jewelry box	5.80	VI
Lamp shade	4.00	VII
Table runner	3.83	VIII
File cover	3.78	IX
Hair band	2.10	X

Assessment of commercial viability of prepared articles:

An effort was made to investigate the commercial viability of the developed articles. Cost price for prepared product was calculated by adding the cost of the raw materials *i.e.* cost of fabric, ribbon, embroidery/labour, stitching and embellishments used and labour cost. A profit margin of 30 per cent was added to the cost price to calculate quoted price. The average selling price and probable profit percentage was calculated by taking opinions of respondents regarding quoted price.

Evaluation of Cost and quoted price of the prepared products:

The data in the Table 8 shows that after adding 30 per cent profit margin, the quoted price of cushion cover and wall hanging was calculated to be Rs. 800 and Rs. 1550, respectively. The selling price of lamp shade, table runner and handbag was found to be Rs. 1000 each. The lowest selling price was of hair band *i.e.* Rs. 175, whereas the selling price of file cover and jewellery box were found in medium range *i.e.* Rs. 550 and Rs. 525, respectively.

Suitability of quoted price of the products:

The cost effectiveness and suitability of quoted selling price of the prepared decorative products was interpreted by evaluating opinions of the respondents regarding these. Average selling price was calculated on the basis of cost preferences given by respondents for each product.

Findings in the Table 9 depict that the quoted price for all the products were adequate, however nearly one third of the respondents felt that quoted price for cushion cover, table runner, hair band and kid's frock were high. As the Z value of the comparison between high, adequate and low were found to be significant, as it was clear that most of the consumers accepted the quoted price for the ribbon embroidered products.

It is evident in Table 10 that majority of the respondents preferred to buy cushion cover the product for Rs. 775 with the profit of 32.5 per cent. The highest percentage profit was calculated for kids frock *i.e.* 42.5 per cent with an average selling price of Rs. 3500. It is evident from the results that 20 to 42.5 per cent profit can be earned by preparing these products depending upon the colours, design and innovation of concept. As for all the products there was significant difference

Table 8: Evaluation of Cost and quoted price of the prepared products

Product name	Cost price	Profit margin (30%)	Quoted price	Quoted price of the product (Rounded off)
Cushion cover	605	181.5	786	800
Wall hanging	1190	357	1547	1550
Lamp shade	780	234	1014	1000
File cover	435	130.5	565	550
Table runner	780	234	1014	1000
<i>Kurti</i>	1355	406.5	1761	1750
Kids frock	2460	738	3198	3100
Jewellery box	405	121.5	526	525
Hair band	135	40.5	175	175
Handbag	770	231	1001	1000

Table 9 : Distribution of respondents according to their opinion for suitability of quoted price (n = 60)					
Product name	Quoted price of the product (Rs.)	No. of the respondents for suitability of the quoted price			Z value
		High	Adequate	Low	
Cushion cover	800	20 (33.33)	38 (63.33)	2 (3.33)	2.06*
Wall hanging	1550	4 (6.67)	56 (93.33)	-	6.71*
Lamp shade	1000	-	58 (96.67)	2 (3.33)	7.22*
File cover	550	19 (31.67)	41 (68.33)	-	2.84*
Table runner	1000	24 (40.00)	36 (60.00)	-	1.55*
<i>Kurti</i>	1750	1 (1.67)	59 (98.33)	-	7.49*
Kids frock	3100	16 (26.67)	44 (73.33)	-	3.61*
Jewellery box	525	2 (3.33)	47 (78.33)	11 (18.33)	4.38*
Hair band	175	18 (30.00)	40 (66.67)	2 (3.33)	2.48*
Handbag	1000	15 (25.00)	45 (75.00)	-	3.87*

Figures in parentheses indicate percentage

*Significant at 5 per cent

Table 10 : Assessment of Average selling price and probable profit of the prepared products (n = 60)				
Product name	Price in rupees		Z value	Percentage profit
	Cost price	Average selling price		
Cushion cover	605	775	0.11*	32.5
Wall hanging	1190	1500	1.46*	30.5
Lamp shade	780	1010	2.68*	29.5
File cover	435	520	2.35*	20.0
Table runner	780	950	3.46*	22.0
<i>Kurti</i>	1355	1750	1.38*	33.0
Kids frock	2460	3500	2.63*	42.5
Jewellery box	405	550	0.02*	36.0
Hair band	110	140	0.07*	27.5
Handbag	770	1000	7.28*	30.0

*Significant at 5 per cent

between cost price and average selling price (it significantly were more), it is clear that products developed by using ribbon embroidery technique were cost effective. The study by Sunidhi (2004) revealed that it was possible to earn 20.7 to 50 per cent profit by making craft products based on preferences of consumers. Hence, ribbon embroidered products are highly acceptable to the consumers and hold a good commercial potential as these are economically viable and cost effective.

The technique of ribbon embroidery can be used for creating unique and exquisite textile products which can be used as decorative household articles and wearable items. Also, the commercially viability of prepared articles is displayed by sufficient profit margins that shows it can be utilized for income generation by women entrepreneurs through commercial production.

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