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Preference of Consumers in Selection of Designer Bags

Poonam Singh [a++*], Pragya Ojha [b#] and N. R. Meena [c++]

[a] Department of FRMCS, College of Community Science, ANDUAT, Kumarganj, Ayodhya, India.
[b] Krishi Vigyan Kendra, Banda University of Agricuture & Technology, Banda, India.
[c] Department of Extension Education, ANDUAT, Kumarganj, Ayodhya, India.

Authors' contributions

This work was carried out in collaboration among all authors. All authors read and approved the final manuscript.

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ABSTRACT

A designing of bag used in different materials and size. Colour and design have been used to enhance the intrinsic beauty of textiles from ancient time. It is believed that ornamentation by material and size developed earlier than the use of bags itself. Design is the knowledgeable selection and application of the basic art elements i.e. line, shape, colour and texture to produce a unified expressive visual statement. The present study was conducted to develop designs for bags suitable for materials and technique. Created works were got decorative bags were selected from each category. Material and designing work is a beautiful art form of skilled women. The objective of present study was to carry out the documentation of design from material and techniques used to develop innovative techniques work. The effort was targeted to words fining the possibility of applying material and techniques on bags utilizing the needle and threads works among the total fifteen innovative designed bags the materials and designing techniques preferred by the experts.

[++] Assistant Professor;
[#] Subject Matter Specialist;
**Corresponding author;*

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1. INTRODUCTION

Bags are also a form of storing commodities and these complement the overall appearance of the storing capacity. The selection of above treatment mainly depends on fashion, owner's taste, personality and capacity. Bag reflects the mood and taste of the people who use it, that's why women need so much time to choice the correct bags that will suit their individual personality. We all know importance of bags in our personality it can be a wonderful addition to the individual. Bags are known to completely change the personality of the individual. In earlier times the primary use of bags are most popular for carrying the commodities from purchasing form market [1,2]. But the situation has changed and so has complete definition of bags. Bags play an important role in home decoration. People play more attention to bags now days because bags are essential for any person as they link the purchase of commodities form market. It occupies the major portion of carrying commodities [3-5]. Therefore, we beautify them with almost passion and sense of style and fashion. It can be interpreted as implicit, culture specific rules that people apply to satisfy a set of environment needs. Hence an attempt has been made to know about the consumer preference for the creative innovative bags in order to incorporating the latest information for consumer preference regarding designing bags by using material and designing techniques.

2. METHODOLOGY

2.1 Materials and Selection of Design of Bags

As an inspiration from present fashion 22 Bag designs, suitable for Bag were developed by mixing of selected materials. Out of 22 developed design, 6 designs were selected by advisor and researchers for Bag as shown in Fig. 2.

2.2 Placement of Designs on Bags

This section included preferential choice for placements of selected developed designs for Bag. Data in Table 4 reveal that design number 2 with weighted mean score 3.36 ranked 1 followed by material used for Bag. 3 (3.32), 6 (3.31), 5 (3.29), 1 (3.27 and 4 (3.25) ranked II, III, IV, V and VI respectively.

It is thus, concluded form the data give in Table 4 that respondents preferred design number 2 with border with scattered design materials number, followed by Bag number 3 with overall Design and with border placement, hence these were used for designing the Bag.

3. RESULTS AND DISCUSSION

The results of the present study have been discussed and presented as follows:-

3.1 Selection of Materials for Bag

This section comprised of preferences of respondents for stone and bead work under different categories i.e. border, full works and embroidery on bags. The data have been presented form Tables 1 to 3.

3.2 Preferential Choice of Bag Work

3.2.1 Bead works

On the basis of weighted mean scores as per scientists and students preference has been depicted in Table 1 and which highlighted that work number got 1st rank (6.79), followed by work 4 (6.49) at rank 2nd and work number work 3rd. rest of the stone and bead work in descending order were work number 2 (6.36), 1 (6.26), 6 (5.93), 7 (5.89), 5 (5.34), 3 (5.33), and 9 (4.98). The least referred work was 11 (4.66) ranked XI.

Five top ranked bead works i.e. work 1,2,4,8, and 10 were selected for used material for preparation of bags.

3.2.2 Jute bags

The average of weighted mean score on the basis of preferences of scientists and students is depicted in Table 2, which highlighted that Bags number 4 ranked 1 scoring 7.05,followed by Bag number 5 (6.77) ranked II and bag number a ranked III (6.76). other bag is descending order were 3 (6.74), 5 (6.72), 7 (6.66), 6 (6.28), 11 (5.51), 12 (5.47), 2(5.38), 1(5.16). the least preferred Bag was 8 (5.01) ranked XII.

Five top ranked Bag i.e. Bag number 3,4,5,6, and 10 and were selected for designing of bags.

Table 1. Preferential choice of material used for bags

Material	Scientist (wms)	Students (wms)	Average (wms)	Rank order
1	5.96	6.66	6.26	V
2	6.33	6.40	6.36	IV
3	5.60	5.06	5.33	IX
4	6.40	6.59	6.49	II
5	5.73	5.56	5.34	VIII
6	6.06	5.80	5.93	VI
7	5.06	6.13	5.86	VII
8	6.73	6.86	6.79	I
9	5.56	4.40	4.98	X
10	6.49	6.33	6.41	III
11	5.06	4.26	4.66	XI

Table 2. Preferential choice of the designing of bags (n=30)

Motif No.	Scientist (wms)	Students (wms)	Average (wms)	Rank order
1	5.06	5.26	5.16	XI
2	5.60	5.16	5.38	X
3	5.99	6.40	6.47	IV
4	7.13	6.98	7.05	I
5	6.86	6.69	6.77	II
6	6.58	5.99	6.28	VII
7	6.53	6.79	6.66	VI
8	4.98	5.14	5.01	XII
9	6.60	6.92	6.76	III
10	6.46	6.99	6.72	V
11	5.26	5.76	5.51	VIII
12	5.39	5.49	5.47	IX

WMS= Weighted mean score

Table 3. Preferential choice of plastics/bamboo strips bags (n=30)

Bag No.	Scientist (wms)	Students (wms)	Average mean (wms)	Rank order
1	5.52	5.76	5.64	III
2	5.23	4.93	5.08	IV
3	5.96	6.33	6.14	I
4	3.02	3.26	3.14	VIII
5	4.06	4.60	4.33	VII
6	4.66	4.40	4.53	V
7	4.80	4.13	4.46	VI
8	5.86	5.60	5.78	II

WMS= weighted mean score

Table 4. Preferential choice for material used for bags (n=30)

Bag No.	Border (mean score)	Border with scattered design (mean score)	Overall (mean score)	Horizontal (mean score)	Vertical (mean score)	Average (mean score)	Rank
1	2.96	3.86	3.15	2.74	3.65	3.27	V
2	3.60	4.60	3.36	2.65	2.61	3.36	I
3	3.18	3.46	3.96	2.98	3.01	3.32	II
4	3.69	3.90	3.33	2.53	2.76	3.25	VI
5	3.93	3.53	3.72	2.91	2.38	3.29	IV
6	3.94	3.23	3.53	3.55	2.35	3.31	III

8 (I) 4 (II) 10 (III) 2 (iv) 1 (v)

Fig. 1a. Selected Designing of bags by using bead/stone (Bags No with ranks)

4 (I) 5 (II) 5 (III) 3 (IV) 5 (V)

Fig. 1b. Selected Designing of bags with jute works (Bag No. With ranks)

3 (i) 8 (ii) 1 (iii 2 (iv) 6(v)

Fig. 1c. Selected Designing of bags with Bamboo/plastic strips (Bag No. With ranks)

Bag no. 1

Bag no. 2

Bag No. 3

Bag no. 4

Bag No. 5

Bag No. 6

Fig. 2. Selected designs for bags

3.2.3 Plastic strips bags

The average of weighted mean score on the basis of preferences of scientists and students in depicted in Table 2, which highlighted that Bag number 4 ranked 1 scoring 7.05, followed by Bag number 5 (6.77) ranked ii and Bag number a ranked III (6.76). Other Bag in descending order were 3 (6.74), 5.72), 7 (6.66), 6(6.28), 11 (5.51), 12 (5.47) 2 (5.38), 1 (5.16) the least preferred Bag was 8 (5.01) ranked XII.

3.2.4 Bamboo strips bags

The average of weighted mean scores given by scientists and students have been depicted in Table 3 and Fig. 1 which revealed that Bag number 3 ranked 1 scoring 6.14, followed by Bag Number 1 (5.64) ranked III. The rest of the Bag in descending order were Bag number 2 (5.08) ranked iv, 5 (4.33) ranked VII. The eight ranks were given to Bag number 4 scoring 3.14. Five top ranked Bead/Bamboo strips Bags i.e. Bag number 1,2,3,6 and 8 were selected for stitched of Bag design.

4. CONCLUSION

It can be concluded from the results of the study that it is possible to develop from traditional design and to make them suitable for material and capacity techniques applications on bags. The developed designs can be utilized for production of different materials for bag preparation. The design placement can be prepared with selected materials for different Bag and applied by design to increase the market ability of the products. This effort might help in producing textile items of greater demand in market both at national and international levels.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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