

Research Paper :

Clothing expenditure pattern of tribal in Ranchi district

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Received : June, 2010; Accepted : October, 2010

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ABSTRACT

A survey was conducted in Ranchi district of Jharkhand to know the annual clothing expenditure of the tribal and the relation between their family income and clothing purchase. A sample of 200 tribal college girls were selected through multistaged stratified random sampling technique from different colleges of Kanke and Ranchi Sadar Block using PPS method. Data were collected with the help of pre-tested purposely structured interview schedule. Results revealed that average clothing expenditure was high on young girls and highly significant correlation was found between respondents' family income and clothing purchase.

Sarkar, Smriti Rekha and Sil, Animesh (2010). Clothing expenditure pattern of tribal in Ranchi district, *Asian J. Home Sci.*, 5 (2) : 307-309.

Key words : Clothing expenditure, Tribal, Family income

Clothing is known as the second skin and it reflects the personality of a person. Clothes can help a person to advance both socially and economically and plays a significant role in an individual life by giving lot of personal satisfaction. Thus, it forms an important and major item in family expenditure (Horn, 1972). Again expenditure is related to the budgeting. Gayan (2002) reported in her study that price was the major factors considered by the respondents while purchasing clothing. Budgeting of family clothing expenditure saves people from wasting money.

New advances in the textile industry have led to the development of a number of new fabrics and immense varieties in design, colour combination, pattern, texture, blends, finish and surface enrichments of the fabrics existing in all the markets. Spending money on clothing purchase is not a simple task today. Communication media helps in intelligent buying of clothing and motivates people to buy more.

The present study was under taken to know the annual clothing expenditure of the tribals and the relation between their family income and clothing purchase.

METHODOLOGY

A sample of 200 tribal college girls was selected by multistage stratified random sampling technique from different sample colleges through probability proportional to size method. Data were collected through survey method with the help of pre-tested purposely structured

interview schedule and observation method was also used. Collected information was arranged in a systematic manner to obtain the desired results and their interpretations scientifically.

FINDINGS AND DISCUSSION

The data presented in Table 1 indicate that 76.5% fathers and 40.6% mothers were employed whereas 19.2% were engaged in agriculture and very few were involved in business (4.16%). On the contrary, 59.3% mothers were house wife. From these results, it may be concluded that the majority of the respondents' fathers and mothers were employed due to increase in educational level, reservation policy and opportunities of employment in urban area.

Table 1 : Occupational category of the respondent's parents

Sr. No.	Occupation	Frequency		Percentage	
		Father	Mother	Father	Mother
1.	Service	147	78	76.5	40.6
2.	Business	8	-	4.16	-
3.	Agriculture	37	-	19.20	-
4.	House wife	-	114	-	59.3

The income groups of tribals were classified into three categories for convenience. It is clear from Table 2 that nearly 40% of the respondents belonged to high income group and 32% were in low income group and