

Research Paper :

Clothing expenditure pattern of tribal in Ranchi district

SMRITI REKHA SARKAR AND ANIMESH SIL

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See end of the article for authors' affiliations

Correspondence to:

SMRITI REKHA SARKAR
Department of Textile and
Apparel Designing, College
of Home Science, Rajendra
Agricultural University,
Pusa, SAMASTIPUR
(BIHAR) INDIA

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.

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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

Table 2 : Distribution of respondents based on their family income (n = 200)

Sr. No.	Category of income	Frequency	Percentage
1.	Low income group (up to 60,000/year)	64	32.0
2.	Middle income group (up to 1 lakh)	56	28.0
3.	High (> 1 lakh)	80	40.0

28% respondents belonged to the middle income group family.

Clothing budgets must be extended to cover the needs of each individual. It is always a good idea to have a “crisis fund” built into each budget because emergencies may arise (Sarkar, 2005).

Fig. 1 revealed that 51% respondents “Always” prepared clothing budget before purchasing, 46% practiced it “Sometimes” and 3% “Never” thought for preparing any clothing budget. Knowledge of preplanning and budgeting are necessary for all consumers for

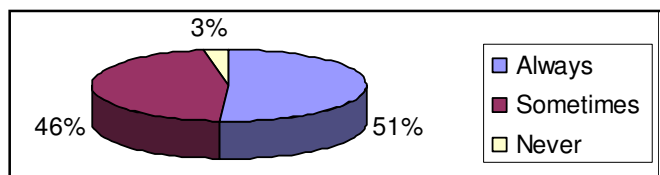


Fig. 1 : Preparing clothing budget

intelligent shopping and to minimize the clothing expenditure.

An appraisal of Fig. 2 reveals that father/male guardian of the family was the prime person to decide how much to pay on purchasing of clothes followed by mother. About 45% of the respondents’ father/male guardian took the decision of spending money on purchasing of clothes. Nearly 42.5 per cent of mothers were the decision maker of spending the amount

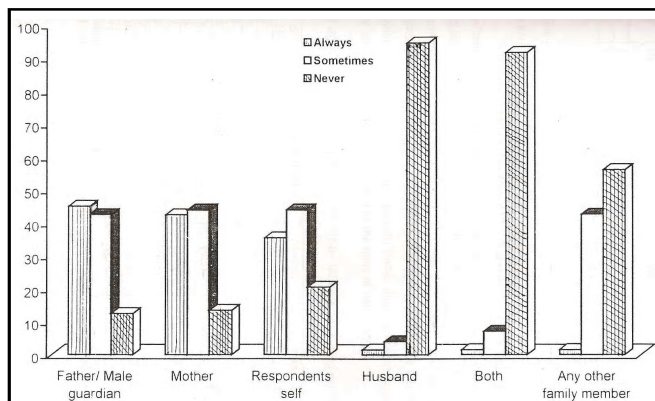


Fig. 2 : Decision maker for clothing expenditure in the family (%)

“Always”, while 35.5% respondents independently decided how much to pay on clothing purchase “Always”.

Dhadi (1973) found in her study that large number of boys and girls made their own decision while purchasing clothes. 42.5% other family members “Sometimes” decided about the clothing expenditure. This study emphasized that in tribal culture female has the freedom to take decision independently of clothing purchase.

Highest average clothing expenditure was found on young girls’ clothing and lowest on small boys. It was found in all the three income groups, average expenditure on clothing was high on young girls and lowest on small boys. However, in middle income group family, next highest average expenditure on clothing was found on adult male. Whether in low income group and high income group family, second highest average clothing expenditure was found on adult female. It was also observed that in all three income groups, young girls used to take the maximum share for their clothing purchase (Table 3).

Hence, there exists a similarity in all three income groups that the average clothing expenditure was more on female than male. Again, same trend was observed

Table 3 : Annual expenditure on family clothing purchase of the respondents

Sr. No.	Low income group family	Mean (x) in Rs.	SD (σ)	MIG family	Mean (x) in Rs.	SD (σ)	HIG family	Mean (x) in Rs.	SD (σ)	Total	Mean	S.D.
1.	AM	1038	575	AM	1638	389	AM	2793	1355	AM	1811	1239
2.	AF	1047	691	AF	1523	554	AF	3337	1910	AF	1957	1659
3.	SB	222	375	SB	475	676	SB	674	984	SB	410	728
4.	SG	322	496	SG	783	705	SG	778	1050	SG	500	790
5.	YB	771	525	YB	1350	980	YB	1900	1603	YB	1236	1132
6.	YG	1389	1268	YG	2086	1829	YG	3078	2406	YG	2211	1888

AM – Adult male SG – Small girl
 AF – Adult female YB – Young boy
 SB – Small boy YG – Young girl

that the average clothing expenditure was high on young girls. This may be due to the reason that young girls are more conscious about fashion and their looks.

Correlation between respondents' family income and clothing purchase found to be highly significant (0.452**) at 1% level of probability. This result is in line with the study conducted by Vastard (1995).

Conclusion:

Education, government policies and technological advancement brought a remarkable change among the tribal in the study area. It was found more than 75% father and 40% mother were employed and 40% respondents belonged to high income group. Awareness of proper clothing practices was found among them. More than 50% respondents used to prepare clothing budgets always before clothing purchase. Female were the decision maker of clothing purchase in the tribal family. Average highest clothing expenditure was found on young girls and highly significant correlation was found between income and clothing purchase.

Authors' affiliations:

ANIMESH SIL, Department of Agricultural Statistics,
Tirhut College of Agriculture, (RAU) Dholi,
MUZAFFARPUR (BIHAR) INDIA

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