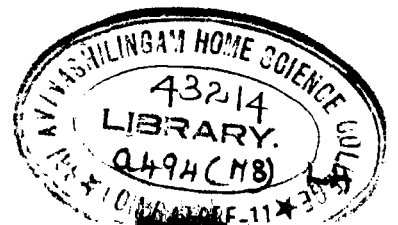


**CLOTHING MATERIALS USED BY FAMILIES OF DIFFERENT
INCOME LEVELS AT COIMBATORE**

By
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I INTRODUCTION

Clothing is the second in the triumvirate of fundamental necessities. Almost every movement day or night we come in contact with fabrics. As Craig and Rush (1945) point out, from the time we started to kindergarden clothes have been an important part of our life. Clothes can contribute to "that difficult to define quality" called charm or personal attractiveness. Being well dressed for the occasion is an advantage physically, psychologically and socially. It gives a feeling of self-confidence and a sense of well being, freeing our mind for the enjoyment of friends and intellectual pursuit.

Joad (-) opines that a good deal of majesty, might, dominion, power and mystry depend upon a persons' clothes. Spencer as quoted by Erwin and Kinchen (1964) feels that the consciousness of being well dressed, gives peace which even religion cannot give.

Latzke and Quinlan (1935) are of the opinion that the simplest of the satisfaction sought through clothing is physical comfort. Clothing may be used as a symbol of distinction, accomplishment or of status. According to Erwin and Kinchen (1964) clothes tend to expand and extend personality. As Carson (1955) opines a girl who keeps herself well groomed always makes a good appearance.

Hartmum (1949) states that clothing is a persistent, "interest center" in every one's life. Merklejohn (1938) states that clothes are so intimate, obvious and omni-present, a part of our personality that no other expenditure of equal amount can contribute so much to the satisfaction of our deep desire for personal recognition. Weeff (1958) opines that being attractive helps a woman in most social situations.

Traditional dress was and is still in many regions of the world dependent largely upon local resources. In the great sheep rearing districts the materials used were wool. Silk was used where silk worms were reared. In countries where trade developed and industry thrived fine linen, silk, cotton, velvet, damask, brocade, muslin and lace materials are used. India being one such trade developed country, to-day we find a number of natural and synthetic materials being used in our country. The type of material used by families vary according to their economic status.

As published in Textile Magazine (1969) a recent survey carried out by the silk mills research association, reveal the fact that people of different income levels and of different levels of literacy vary in their preference for textile materials. The survey result says that middle class families in Bombay city having highly educated people preferred equally both cotton and synthetic fibers. The educated group considered durability, price and appearance as the factors that influence clothing

preference. The illiterate group gave more importance to factors like novelty, fashion and appearance in silk fabrics.

This survey conducted in Bombay has prompted the investigator to undertake an effort to study the different materials used by people of Coimbatore city. Income being one of the most important factor, affecting clothing purchase, the investigator has made an attempt to study the varieties of material used by low, middle and high income families of Coimbatore city.

II REVIEW OF LITERATURE

The literature collected for this study are reviewed under the following headings:

- A. History of Textiles
- B. Development of Textiles
- C. Textiles for Clothing
- D. Factors Affecting Clothing needs.
- E. Studies Conducted.

A. History of Textiles

In the beginning dress was in the form of body decoration, say Lester and Kerr (1961). The painting, cutting and tattooing of the skin were forms of body decoration which were the first step towards modern dress. According to Encyclopaedia Britannica, primitive adornment in its earliest stages were in the form of moulding of the body, application of extraneous matters and the suspension of foreign bodies. Dar (1969) states that the glamour of colourful drepary led men and women to pile more clothes upon their persons. Bhushan (1958) concludes that in primitive clothing is found an envious interchange of concealment, protection, decoration and advertisement.

Dichter (1960) opines that decoration is one of the most important psychological functions of textiles. He further says that certain appeals are associated with the various

textiles. Cotton is considered as chaste, innocent, feminine attractive, friendly and impersonal. Wool is sedate, conservative and associated with certain occupations. Silk is feminine, intimate, personal, refined, revealing, exotic, luxurious and cool. Linen is strong but also soft and flexible, represents the best and highest in life. The synthetic fibres are a concept of labour saving device which liberate us from drudgery.

Holt (1960) opines that when primitive man ranged the forest, hunting the wild beasts, one of his most urgent human activities has been the provision of fur and later fabric with which to cloth the body. Natural fibres have been spun and woven since long before the dawn of history. Linton and Pizzuto (1951) state that six thousand years ago the Babylonians wore wool robes. According to Encyclopaedia Britannica flax was cultivated in prehistoric times and it was found in the ruins of Switzerland and the ancient Egyptians made linen cloth from flax fibres. Barue (1967) mentions that at 4000 B.C. cotton was accepted as a fibre. Woolman and McGowan (1961) say that cotton is known to have been used by the Hindus and Egyptians and no doubt by other people long before the christian era. Alexander the Great was told by his generals of a vegetable wool which grew in tufts on trees in India. Lewis (1937) gives the date of discovery of silk anywhere from 2698 to 2640 B.C.

Hollen and Saddler (1964) state Ramie or grass cloth has been used for several thousand years in China, the history of hemp is as old as that of flax and jute. They were known as fibres even in Biblical times. They further say that the process of drawing out glass into hair like strands dates back into ancient history and in 1938, commercially useful glass fibre was first produced by the Owens Corning Fibre Glass Corporation. The discovery of Rayon and Nylon are the recent adventures in the field of textiles.

B. Development of Textiles:

In the field of textiles the man-made fibre and fabrics industries have made phenomenal progress during the past decade and a half, Bank of Baroda (1972). The National Committee on Science and Technology (1973) say that the Indian Man-made Textile Industry which has its origin around the years 1930 has been making steady progress and made a significant impact in India. As given in Bank of Baroda (1971) the advent of synthetic fibres has revolutionized the textile industry and the consumption of synthetic fibres have grown steadily.

Woolman and McGown (1961) opines that in 1855, Georges audemors, almost won the title of "father of rayon" which was afterward given to Count de chardonnet. Chardonnet began his

work in 1878, took out his first patent in 1884, and exhibited artificial silk in Paris Exposition in 1889.

Barve (1967) says that Acetate, the second of the man-made fibres was known by chemists as early as 1865, but at that time it could not be produced commercially. Acetate was spun successfully in England shortly after world war I. Barve (1967) mentions that in 1938 Nylon a textile wonder and first synthetic fibre was discovered. The National Committee of Science and Technology (1973) reports that Nylon 6, Nylon 66, Nylon 4, Polyester, Acrylic, Polypropylene, Spandex, Fluorocarbon fibre and metallised plastic yarn came into use in successive years. As given in the Book "Du pont" the fibre 'Bicomponent' was discovered in 1968, Cordura in 1966 and Dymetral in 1964 and they have added to the number of synthetic fibres. Textile Magazine (1970) state that Hicott, the new monocomponent regenerated cellulosic fibre was discovered recently. Silk and Rayon industries of India (1973) report that at present fifteen kinds of synthetic fibres are produced in Japan.

Subramanian (1973) opines that because of the invention of newer fibres, the blending of these fibres with natural fibres as well as with themselves have increased. The textile magazine (1972) states about Jutton which is a blend containing Jute and Cotton and as published in Indian Express (1973) Rawlsline made of Rayon and Linen are the two more new blends

available today. As the consumption of Textiles increased the production of textile fibres in India also increased and it is shown in appendix I and II. Thus we find enormous development in the field of Textiles to-day.

C. Textiles for Clothings

Textiles used for clothing are many and varied. Each fibre is known for its quality and utility value. Young (1938) says that the full skirts of girls are often made of cotton. Thompson and Rea (1949) feel that long length, cotton knit nightgown is good for a cold climate in children's wear. He further says that Sacques are made of light weight woollen yarns or made of light weight fabrics, such as challis, flannel, wool, jersey, cotton flannel or burshed rayon. Lewis et al (1955) opine that Linen, except when used in blouses is strictly a summer time fibre and is effective in simple tailored dresses.

Potter and Corbman (1959) state that worsteds are used for sports wear, jackets, sweaters, skirts and blouses and blankets for winter use. Costlier woollen yarns are used in tailored and ready wear, spring and summer coats and suits, tropical suits and business wear. Story (1930) says that popular woollen selvises for school frocks include jersey, tweed, crepe and poplin. Todd and Cullough (1952) report that high school girls dresses are made of materials like rayon or silk and crapes, taffeta,

organdy and voiles. Potter and Corbman (1959) opine that rayon and wool blends are used for women's spring coats, suits, sports wear and rayon broad cloth for sports wear, shirts and pyjamas.

Craig and Rush (1954) say that fiber glass is used for shoes and hats. Erwin and Kinchen (1964) feel that inexpensive plastic rain coat is satisfactory for occasional showers. Ryan (1943) states that vinyl plastic can be used in women's shoes and aprons. Singhanis (1973) reports that Synthetic fibres in India, to-day have become articles of everyday use for the common man in the urban area. The Magazine, 'Man-made Textiles of India' (1973) state that presently synthetic fibres are blended with natural fibres like cotton and wool to give blended yarns for various apparel. uses. Hess (1959) says that metal fibres are used to produce novel effects in clothing fabrics planned especially for formal wear.

D. Factors Affecting Clothing Needs:

The family's response to clothing is immediate because clothing is of daily and direct concern to each member of the family, say Nickell and Dorsey (1970). Devadas (1968) opines that clothing protect the body from external injuries and from the ravages of climate and weather. It gives the individual an agreeable form and enhances beauty. Troelstrup (1957) consider that the right cloth worn well, give a mental stimulus

to the wearer, to the family, to personal friends and promote an air of confidence. Oppenheim (1965) feels that clothing does more than protection. It is a means of display, a source of pleasure and an indication of taste, style and social position.

Size of the family, age of family members, sex, community, philosophy, social and psychological status, activities, occupation, occasions, housing, climate, mode of living, culture, design, durability, fashion, interest, colour and income are the factors affecting the purchase of clothes.

Size of the family:

According to Raines (1964) newly weds and families without children usually place lower values on clothes than do unmarried persons. The first clothing expense for families with young children is for the layette, especially blankets, diapers and other essentials. Families with older children need more expensive clothes which are required for the youthful members. Lewis-et-al (1955) say that the number of children in family also affects the clothing needs of the family.

Age of family members:

Baxter and Latzke (1949) feel that the age of family members affect the clothing needs of the family. Brew (1954) says that age is a very important factor in determining clothing practices even among adults.

Sex:

Swanson (1961) gives sex as an important factor in determining clothing needs.

Community:

Silver and Ryan (1943) say that whether living in the city, in a small town, or in the country makes a great difference in clothing needs.

Social and Psychological:

Bonde (1944) considers that social and psychological factors determine the clothing needs.

Philosophy:

Nickell and Sorsey (1967) opines that the philosophy of family and the quality of group relationship are revealed quickly as the members of the group make their clothing demands.

Status:

Sybere and Reach (1962) state that clothing throughout history has served as a status symbol in some manner.

Activities:

Oerke (1957) specify that sports like hiking, swimming, golf and tennis need garments which are especially adopted. Goldstein and Goldstein (1968) say that special sports as skipping and riding have their own type of costume. Chambers (1958) state that for fishing, shooting, and bicycling suitable clothes are necessary.

Occupations:

Findings reported by Form and Stone (1955) state that among white collar workers, greater emphasis is placed on clothing as a potential means for impressing other people than among manual labourers.

Occasions:

McJimsey (1963) convinces that customs, have established certain standards of appropriate dress for different occasions like informal, impersonal, formal, semiformal and leisure clothes. Ryan and Phillip (1947) feel that neat, simple clothes are needed for householdwear. Erwin and Kinchen (1969) say that wedding dresses should be traditional as well as modest. Todd and McCulloch (1952) opine that church clothes are those which come between school clothes and party clothes or entirely different set. Rathbone and Tarpley (1959) state that clothes which do not wrinkle or soil easily is easier for travelling.

Housings:

Tate and Glisson (1963) assume that more adequate storage space for clothing would stimulate family buying of clothing.

Climate:

Cochrane and Seel (1956) give climate as one factor influencing the clothing purchase. Bigelow (1953) says that climate is a factor affecting the kind of clothing.

Mode of living:

Hess (1966) says that the mode of living affect the type of fabrics consumed. Crawford (1924) says that in a society in which there is sharp class consciousness, there is acceptance of certain fabric being suited only for the use of the gentry other fabrics less fine, for the trade and finally the coarsest and roughest of all suited for the farmers and other labourers.

Culture:

Cultural variation in clothing are observable, says Gardner (1965). Masoncrany (1968) mentions that clothing depends upon the customs of their culture.

Design:

Edaburn (1951) says that care is needed in selecting small well spaced designs with small repeat units by the women.

Durability:

Blake- et al (1953) from their studies conclude that the durability is the first factor which is considered while purchasing clothing. Morgan (1955) mentions that quality and wearing ability are looked for in men's clothing, and the proper styles in women's clothing.

Fashions:

Fashion is perhaps the most extrevegant force in clothing selection, Nystron (1928)

Interest:

Baxter-et-al (1952) say that money spent on clothing depends upon the interests and habits of the family. Hurlock (1959) mentions that the child has a strong interest in his clothes.

Colour:

Mayer (1957) says that colour, fit, and size are main consideration in the purchase of ladies' garment.

Income:

Brew-et-al (1959) state that clothing expenditure is related income. Evans (1964) considers money as determinate of clothing selection. Joyer (1966) from her study concludes that quality was the highest single factor considered by home makers in the upper income group. The middle income group gave equal preference to income and quality and the low income group placed emphasis on income as the determining factor in selecting clothing. Oppenheim (1965) opines that increased personal and family income has influenced the amount people can spend on clothing. Troelstrup (1957) says that the amount spent for clothing increases as income increases. Hoyt (1928) opines that when income increased rather rapidly the increase are more likely to go for clothing than for other things.

E. Studies Conducted:

Seethalakshmi and Ramathilakem (1972) conducted a study on the textile purchasing habits of the homemakers in Coimbatore city. The findings of their study reveal that the average expenditure on clothing was forty times that of the All India average expenditure. Against the All India figure for cotton consumption of 86.6 per cent, the samples' figure was only 51 per cent. It spent about four times the amount indicated by the All India average on synthetics. In the case of mixed fabrics or blends the consumption pattern of the sample compared favourably with the All India figure. Taking the sample as a whole, the largest number of homemakers selected the retail stores for the purchase of cotton textiles. For purchasing blends in women's clothing super market was considered to be the best.

Vijayalakshmi et al (1970) conducted a study on consumer preferences in clothing selection. The results of the study were that the most important factors which influenced most of the homemakers in their choice of clothing were design, price, colour, quality and suitability. Cotton was the most preferred material amongst the majority of the consumers. Terylene and silk came second in the order of preference in the higher income groups. When statistically analysed income seemed to have more association in the preference for material than do sex, age and education.

Mathew and Raji (1969) analysed the clothing expenditure of the selected women workers in a college. From their study they concluded that income was the main factor affecting clothing expenditure in all the three income levels. The next important factors were functions and festivals.

Studies conducted in Abroad:

Mayer-et-al (1957) analysed the clothing inventories of 41 teenage girls. From their analysis they found out that about one half of the teenage girls in their study were responsible for buying nearly all their own clothes. Most of the girls considered colour, price, fit and size when they bought garments. The average wardrobe of these teenage girls included about fifty garments. Three-fifth of the garments were blouses, skirts and sweaters.

Weidenhamer (1960) conducted an interview on women's attitude towards cotton and other fibres in clothing. His findings reveal that cotton is best for summer and between season dresses, summer and winter blouses, summer suits and skirts and rain wear, although 59 per cent had plastic. Reasons for choice were that cotton was easily washable and most absorbent. Dacron was considered best for minimum care and fresh looking. Plastic rain wear was cheapest, lightest, most easily carried and most water proof. Rayon or acetate was best for dual purpose.

Blake et al (1953) conducted a study of the pre-school child's clothing. They found out that the pre-school child's wardrobe averaged 61.7 items valued at 118.01. Most of the items in the pre-school children's wardrobe were made of cotton coats, sweaters and snow suits were usually made of wool.

III EXPERIMENTAL PROCEDURE

The experimental procedure for the study conducted to elicit information on the clothing materials used by the families of three income levels, namely low, middle and high consists of the following steps.

- A. Selection of samples
- B. Selection of the method
- C. Framing the interview schedule
- D. Conducting survey
- E. Analysis of the data.

A. Selection of Samples:

Seventy five families were selected in each of low, middle and high income group from areas like R.S.Puram, Saibaba Colony, and Weavers Colony of Coimbatore City. According to Ministry of Information and Broadcasting, families with an income upto Rs. 600 per month belong to low income group. Those with an income of Rs.601-1500 per month come under middle income group and families whose income exceed Rs.1500 belong to high income group.

B. Selection of the Methods:

Rangaswamy as quoted by Devadas (1969) says that Interview is one of the chief means of collecting data in research. Interview makes possible a face to face association and a process of inter-stimulation between the interviewer and the interviewee and this helps in securing data not obtainable by methods that do not involve an inter personal relationship. Hence Interview method was selected for conducting survey.

C. Framing the interview schedule:

Keeping the purpose in view, an interview schedule was framed by the investigator which called for information on the following aspects:

1. Family background:
Educational status of the family members, occupation and total income of the family
2. Expenditure on clothing
3. Frequency of purchase of clothing
4. Mills preferred for purchasing clothing
5. Materials and the occasions for which they were used by men, women and children.
6. Factors looked for while selecting different materials.

The interview schedule was pre-tested in fifteen families, in each of the three income levels and on the light of the problems faced it was modified and used for the final study. The modified interview schedule is given in Appendix III

D. Conducting surveys:

Before conducting survey, rapport was established with the families by frequent visits and the homemaker of the families were interviewed carefully at their free time.

E. Consolidating and Analysing the data:

The data collected by the interview method was consolidated and analysed. It is presented in the chapter results and discussion.

IV RESULTS AND DISCUSSION

The results of the study conducted to find out the clothing materials used by low, middle and high income families are discussed under the following headings:

- A. Family background
- B. Expenditure on clothing
- C. Frequency of purchase of clothing materials
- D. Brands preferred
- E. Ladies' and Girls' wear
- F. Gents' and Boys' wear
- G. Seasonal clothes used
- H. Readymade garments used
- I. Factors looked for while purchasing different materials

A. Family Background:

1. Type of family:

The type of family to which the selected families belonged is given in Table I.

TABLE I

TYPE OF FAMILY

Type of family	Low Income	Middle Income	High Income
	(Percentage of families)		
Nuclear	81	79	75
Joint	19	21	25

From Table I it is clear that 81, 79 and 75 per cent of the families in the low, middle and high income groups respectively were nuclear families. The remaining in all the three income levels were found to be joint families.

2. Number of Members in the Family:

Total number of members in the low, middle and high income families are given in Table II.

TABLE II

NUMBER OF MEMBERS IN THE FAMILY

Income level	Number of members in range		
	2 - 4	5 - 7	8 - 10
	(Percentage of families)		
Low Income	33	51	16
Middle income	45	44	11
High Income	35	45	20

As Table II reveals 51, 33 and 16 per cent of families in the low income group had 5-7, 2-4 and 8-10 members respectively. In the middle income group 45, 44 and 11 per cent of families had 2-4, 5-7 and 8-10 members respectively. As regards high income group 45, 35 and 20 per cent of families had 5-7, 2-4 and 8-10 members respectively.

From the above table it is clear that in all the three income levels, 5-7 were the maximum number of members in the family.

3. Educational Status of the Homemakers:

The educational status of the homemakers is shown in Table III.

TABLE III
EDUCATIONAL STATUS OF THE HOMEMAKERS

Income Level	Elementary School	Middle School	High School	College
(Percentage of families)				
Low	19	28	44	9
Middle	12	17	22	19
High	15	27	37	21

From Table III it is evident that homemakers of 19 per cent of families in the low income, 12 per cent in the middle and 15 per cent in high income group had studied upto elementary school level. The homemakers of 28 per cent of families in the low, 17 per cent in middle and 27 per cent in

high income group had studied upto middle school level. Homemakers of 44 per cent of families in the low, 52 per cent in the middle and 57 per cent in the high income group had studied upto high school level. Homemakers of only nine per cent of families in the low, 19 per cent in middle and 21 per cent in high income group had studied upto college.

It could be concluded that most of the homemakers in all the three income levels had studied upto high school level.

4. Occupation of the Head of the Family:

Thirty two per cent of the low income families were found to be white collar job holders. While 25 per cent were professional, 20 per cent seemed to be industrial labourers. Just 13 per cent of them did some business. In the middle income group 44 per cent were engaged in white collar job, 24 per cent were business men and 16 per cent were Agriculturist. In the high income group 48 per cent and 32 per cent were business men and professionals respectively.

Hence it is clear that the major occupation of low income families are white collar job, professions and industrial labour. The major occupation of the middle income families are white collar job and business. Most of the high income families are engaged in business and profession.

5. Total Income of the Families:

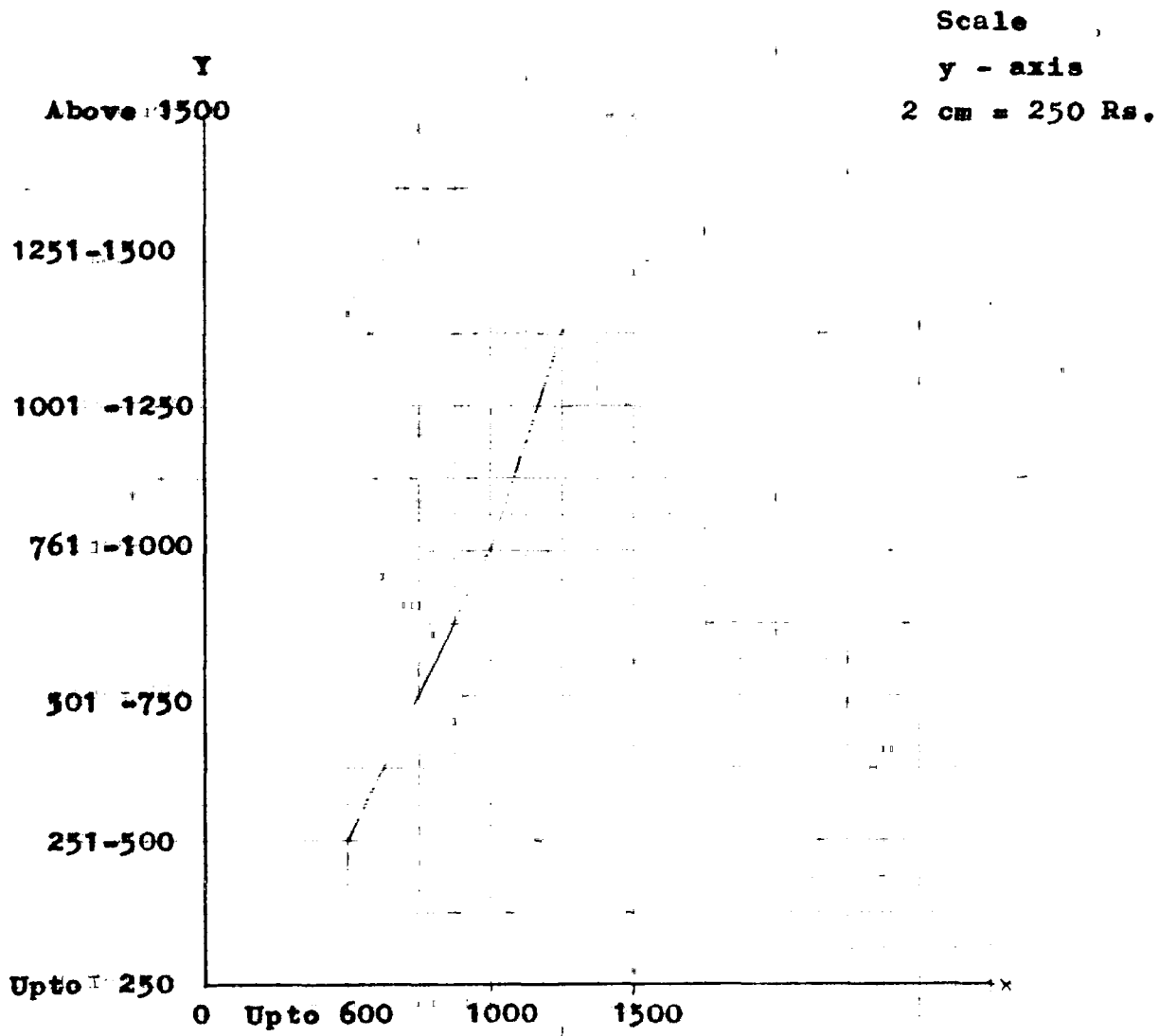
Total income of the families per month is given in Table IV.

TABLE IV
TOTAL INCOME OF THE FAMILIES

Income Level	Rs 200-400	Rs 401-600	Rs 601-800	Rs 801-1000	Rs 1001-1500	Rs 1501-2000	Rs 2001-3000	Rs 3001-4000
	(Percentage of families)							
Low	51	49	--	--	--	--	--	--
Middle	--	--	40	43	17	--	--	--
High	--	--	--	--	--	49	37	14

Fifty one and 49 per cent of families in the low income group had Rs.200-400 and 401-600 as their monthly income. In the middle income group 40 per cent of families had Rs.601-800, 43 per cent had 801-1000 and 17 per cent had Rs.1001-1500 as their monthly income. In the high income group 49 per cent of families had Rs.1501-2000, 37 per cent had Rs.2001-3000 and 14 per cent had Rs.3001-4000 as their monthly income.

FIGURE - 1
INCOME AND EXPENDITURE ON CLOTHING



B. Expenditure on clothing per year:

The money spent on clothing per year is given in Table V.

TABLE V
MONEY SPENT ON CLOTHING PER YEAR

Income Level	Expenditure in range					
	upto Rs 250	Rs 251- 500	Rs 501- 750	Rs 751- 1000	Rs 1001- 1500	Above Rs 1500
	(Percentage of families)					
Low	5	61	12	20	2	--
Middle	--	--	17	72	11	--
High	--	--	--	8	21	71

From Table V it is clear that 61, 20 and 12 per cent of low income families spent Rs.251-500, 751-1000 and 501-750 respectively on clothing per year.

In the middle income group 72, 17 and 11 per cent of families spent Rs.751-1000, 501-750 and Rs. 1001-1500 respectively on clothing.

Among the high income families, 71 per cent spent above Rs.1500 and 21 per cent Rs.1001 to 1500 per year.

From Table V it could be concluded that, as income increases, the money spent on clothing also increases and this was found to be significant at one per cent level (Fig.1, Appendix IV)

C. Frequency of purchase of clothing materials:

Frequency of purchase of clothing materials by the selected families is given in Table VI.

TABLE VI
FREQUENCY OF PURCHASING CLOTHING MATERIALS

Income Level	Monthly	Once in three months	Once in six months	Yearly	During festivals	During special occasions
(Percentage of families)						
Low	--	5	61	33	92	21
Middle	--	15	67	19	93	71
High	7	67	27	--	100	84

From Table VI it is clear that 92 per cent of low, 93 per cent of middle and all the high income families purchased clothing materials during festivals. In addition 71 per cent of middle and 84 per cent of high income families bought during festivals and special occasions.

While 61 per cent of low and 67 per cent of middle income families bought once in six months, 67 per cent of high income families bought once in three months.

From the above Table it is clear that clothing is not purchased regularly at one particular time but it is purchased most commonly once in three or six months, during festivals and special occasions by all the three income families.

D. Brands Preferred:

Brands preferred by the selected families for purchasing clothing materials are given in Table VII.

TABLE VII
BRANDS PREFERRED

Brand	Low	Middle	High
(Percentage of families stating)			
Binny	83	91	100
Mafatlal	72	80	91
Bombay Dyeing	59	72	80
Lakshmi Mills	60	53	69
Ambica	5	16	11
Aravind	60	45	64
Calico	25	53	76
Srinivas	5	7	40
C.C.M.	19	23	43
D.C.M.	5	11	37
Century	11	19	53
Mettur	75	81	71
Khatou	32	65	81
Kanchipuram	97	99	99
Dharmapuram	32	53	72
Arani	4	20	19
Mysore Silk	3	3	3
Banaras	32	45	49
Kollekalam	1	--	--
Bengal	--	1	13

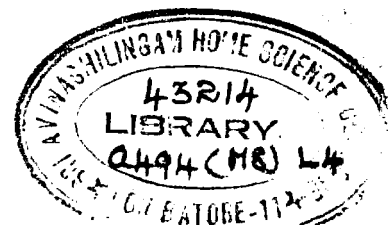
As shown in Table VII, Binny, Mottur mills, Mafatlal, Lakshmi Mills, Aravind and Bombay dyeing products were preferred by 88, 75, 72, 60, 60 and 59 per cent of low income families respectively. As regards silk materials, 97 per cent of low income families preferred Kanchipuram silk.

In the middle income group, Binny, Mottur, Mills, Mafatlal, Bombay dyeing, Khatau, Calico and Lakshmi Mills were preferred by 91, 81, 80, 72, 65, 53 and 53 per cent of families respectively. Ninety nine and 53 per cent preferred Kanchipuram and Dharmapuram silk.

As regards high income families, Binny, Mafatlal, Khatau, Bombay ^{dyeing} were preferred by 100, 91, 81, 80, 76, 71, 69, 64 and 53 per cent of the families respectively. Ninety nine and 72 per cent preferred Kanchipuram and Dharmapuram silk series.

Information on the type of clothing materials used by the low, middle and high income families for various items, the occasions for which they were used and the total number of items they had on hand were collected and discussed under the following headings:

1. Ladies' and Girls' Wear
2. Gents' and Boys' wear



1. Ladies' and Girls' Wear:

Type of saris and its uses on various occasions:

Handloom, Cotton, Silk, Linen, Rayon, Nylon, Orlon
Dacron, Creslon, Terene, Teracet, Cotton and Nylon mixture
were the materials used for saris by the selected families.

The type of saris possessed and the occasions for
which they were used by the low income families are
presented in Table VIII A.

TABLE VIII A

TYPE OF FABRICS USED BY LOW INCOME FAMILIES FOR
VARIOUS OCCASIONS

Type of material:	Occasions					
	House- hold wear	Occasi- onal wear	Office and college wear	For wedding	For Travel- ling	For Func- tions
(Percentage of families)						
Handloom	20	16	5	5	19	15
Cotton Voile	100	81	37	61	11	95
Linen	4	3	1	--	4	--
Silk	--	88	--	88	11	64
Rayon	40	21	3	--	24	5
Nylon	13	67	36	63	74	68
Orlon	--	1	--	1	1	1
Dacron	--	1	--	--	--	--
Creslon	--	9	1	1	1	1
Terene	--	17	4	5	8	9
Terecet	--	1	3	15	17	15
Cotton and Nylon	--	--	1	1	1	1

From Table VIIIA it is clear that all that the families preferred Cotton voile series for household wear. Rayon came next to Cotton, since it was used by 40 per cent of the families for household wear.

Silk, Cotton voile and Nylon series were used by 88, 81 and 67 per cent families respectively for occasional wear. Voile and Nylon series were used for office and college wear by 37 and 36 per cent respectively. For wedding, 88 per cent used Silk, 63 per cent used Nylon and 61 per cent Voile series. Nylon was used for travelling by 74 per cent of the families. Voile, Nylon and Silk series were used for occasional wear by 95, 68 and 64 per cent of the families respectively.

It could be concluded that Cotton, Nylon, Silk and Rayon series are most commonly used by low income families for various occasions.

Type of series possessed and the occasions for which they were used by middle income families were given in Table VIII B.

TABLE VIII B

TYPE OF SERIES POSSESSED AND THE OCCASIONS FOR WHICH
THEY WERE USED BY MIDDLE INCOME FAMILIES

Type of materials	Occasions					
	Household wear	Occasional wear	Office & college wear	For wedding	For Traveling	For Functions
(Percentage of families)						
Handloom	20	16	3	1	17	13
Cotton voile	100	69	41	4	76	96
Linen	5	5	--	--	28	1
Silk	1	92	3	95	4	89
Rayon	23	17	--	--	4	--
Nylon	3	80	--	--	92	65
Orlon	--	3	51	47	--	1
Creslon	--	--	2	--	21	--
Terene	--	25	--	--	29	24
Terecot	--	39	27	1	--	29
Cotton and Nylon	3	3	21	5	--	3

Table VIII C.

Type of Saries possessed and the occasions for which they were used by high income families are depicted in all occasions. Orlon came next in the order of use. Hence it is clear that Volle, Silk and Nylon saries were used by most of the middle income families for almost

65 per cent Nylon saries.

For functions, 96 per cent used Volle, 89 per cent Silk and Volle and Nylon were used by 96 and 92 per cent respectively. For wedding by 95 per cent of the families. For travelling college wear, 41 per cent used Volle saries. Silk was used while 51 per cent used Orlon saries for office and wear by 92, 80 and 69 per cent of the families respectively. Volle, Silk, Nylon and Volle saries were used for occasional and Handloom saries were used by 23 and 20 per cent respectively. Income families used Volle saries for household wear. Rayon

Table VIII B reveals the fact that all the middle

TABLE VIIIIC

TYPE OF FABRICS AND THE OCCASIONS FOR WHICH THEY WERE
USED BY HIGH INCOME FAMILIES

Type of material	Occasions					
	Household wear	Occasional wear	Office & college wear	For wedding	For travel-ling	For functions
	(Percentage of families)					
Handloom	24	20	4	--	16	4
Cotton voile	100	96	44	--	96	92
Linen	1	--	--	--	1	--
Silk	1	92	--	100	28	95
Rayon	11	--	--	--	--	--
Nylon	3	77	48	--	83	--
Orlon	1	3	--	29	3	79
Dacron	--	1	--	22	1	11
Creslon	--	--	--	--	--	1
Terene	3	43	33	--	41	--
Terecot	--	48	11	--	43	39
Cotton and Nylon	--	--	1	--	1	40

From Table VIIIC, it is evident that Cotton voile series were used by all the high income families for household wear. For occasional wear Voile, Silk and Nylon Series were used by 96, 92 and 77 per cent of the families respectively. Voile and Nylon were used equally for college and office wear. All the families used only Silk for wedding.

For travelling, Voile and Nylon were used by 96 per cent and 83 per cent of the families respectively. For functions, 93 per cent used Silk, 92 per cent Voile and 79 per cent Orlon.

By comparing Table VIII A, B and C, it could be concluded that Cotton, Voile, Silk and Nylon series were used most commonly by all the three income families for almost all occasions.

The number of series possessed by low income families are presented in Table IX A.

TABLE IX A

NUMBER OF SARIES POSSESSED BY LOW INCOME FAMILIES

Type of Sarie:	Number in range					
	upto 5	6-10	11-15	16-20	21-25	Above 25
	(Percentage of families)					
Handloom	20	1	--	--	--	--
Cotton voile	27	51	19	3	--	--
Linen	5	--	--	--	--	--
Silk	71	16	4	--	--	--
Rayon	40	4	--	--	--	--
Nylon	45	25	--	--	--	--
Orlon	1	--	3	--	--	--
Dacron	1	--	--	--	--	--
Creslon	8	--	--	--	--	--
Terene	20	--	--	--	--	--
Terecot	1	1	1	--	--	--
Cotton and Nylon	--	--	--	--	--	--

From Table IX A it is understood that 51 per cent of the low income families possessed 6-10 Voile series. Only three per cent had more than 15 Voile series. As regards Silk, 71 per cent had upto five series and only four per cent had 11-15 series. Forty five, 40 and 20 per cent of the families had upto five Nylon, Rayon and Terene series respectively.

Number of series possessed by middle income families are given in Table IX B.

TABLE IX B
NUMBER OF SERIES POSSESSED BY MIDDLE INCOME
FAMILIES

Type of series	Number in range					
	Upto 5	6-10	11-15	16-20	21-25	above 25
	(Percentage of families)					
Handloom	7	13	--	--	--	--
Cotton voile	1	32	38	19	1	7
Linen	5	--	--	--	--	--
Silk	5	37	23	8	4	--
Rayon	21	3	--	--	--	--
Nylon	22	48	15	4	--	3
Orlon	3	--	--	--	--	--
Dacron	3	--	--	--	--	--
Creslon	--	--	--	--	--	--
Terene	19	9	--	--	--	--
Terecot	31	8	--	--	--	--

From Table IX B it is clear that the number of Voile series possessed by 38 and 32 per cent of the middle income families ranged from 11-15 and 6-10 respectively. Fifty seven and 23 per cent had 5-10 and 11-15 Silk series respectively. Twenty one per cent had upto five Rayon series, 48 and 22 per cent of families had 6-10 and upto five Nylon series respectively. Nineteen and 31 per cent had upto five Terene and Teracot series respectively.

Number of series possessed by high income families are presented in Table IX C.

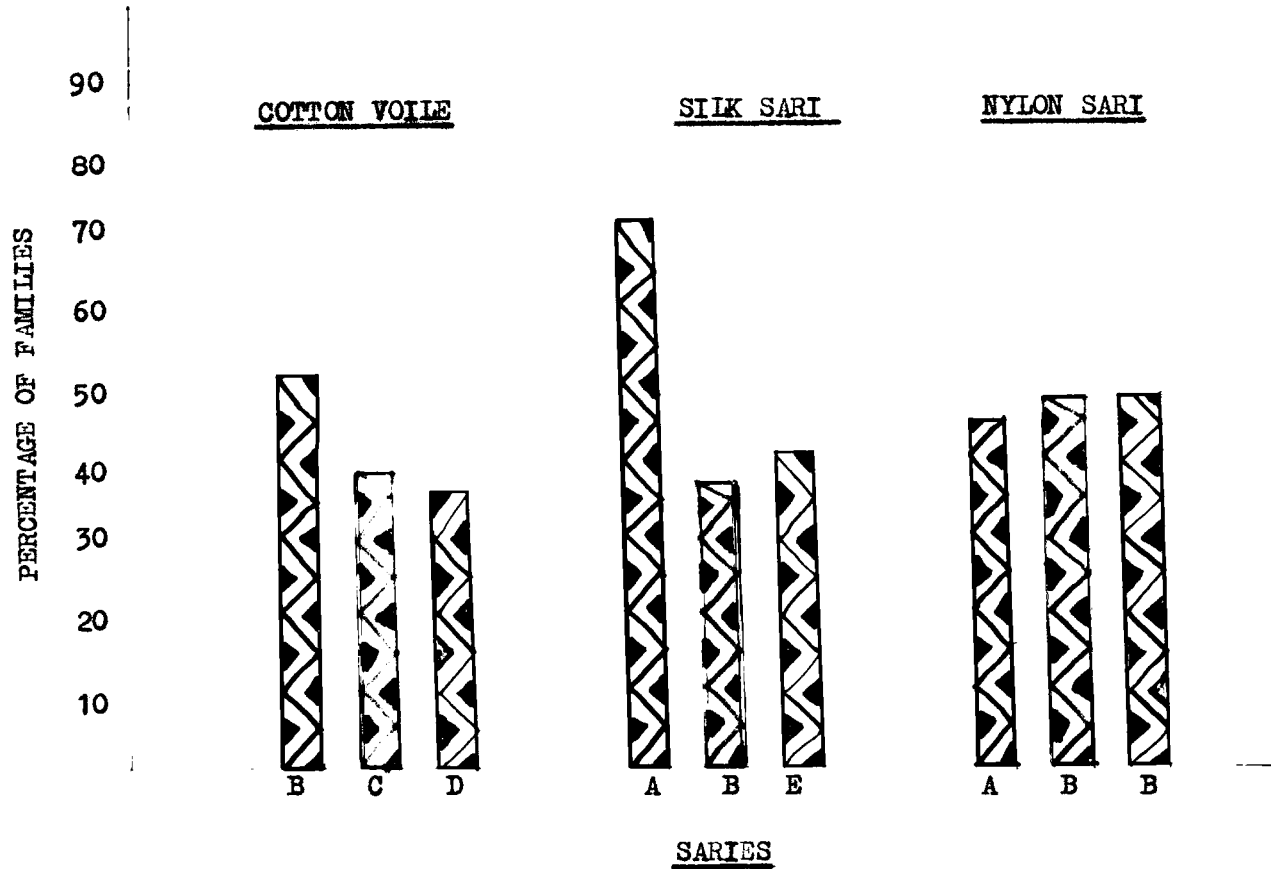
TABLE IX C
NUMBER OF SERIES POSSESSED BY HIGH INCOME FAMILIES

Materials	Number in range					
	upto 5	6-10	11-15	16-20	21-25	Above 25
	(Percentage of families)					
Handloom	--	16	8	1	--	--
Cotton voile	--	7	12	36	19	27
Linen	--	--	--	--	1	--
Silk	1	7	16	24	12	41
Rayon	1	--	--	--	--	--
Nylon	1	48	20	7	--	16
Orlon	3	--	--	--	4	--
Dacron	1	--	--	--	--	--
Creslon	11	--	--	--	--	--
Terene	25	27	8	1	--	--
Terecet	1	19	4	--	--	--
Cotton and Nylon	1	--	--	--	--	--

FIGURE - 2

NUMBER OF SAREES POSSESSED BY THE SELECTED FAMILIES
(Number in range)

Scale:
Y - axis
1 cm = 10 per cent



KEY:

- LOW INCOME
- MIDDLE INCOME
- HIGH INCOME

A - up to 5 sarees
B - 6 - 10 sarees
C - 11 - 15 sarees
D - 16 - 20 sarees
E - above 25 sarees

From Table IX C it is clear that 36 and 27 per cent of the high income families had 16-20 and above 25 Voile series respectively. The number of silk series possessed by 41 and 24 per cent of the families were above 25 and 16-20 respectively. As regards, Nylon series, 48 and 20 per cent had 6-10 and 11-15 series respectively. Twentyfive and 27 per cent had upto five and 6-10 series respectively. Nineteen per cent had 6-10 Terecot series.

A comparison of Table IX A, B and C reveal the fact that as income increases, the number of series possessed also increases. This was found to be significant at one per cent level (Appendix V, VI, VII, Figs:2).

Type of blouses possessed and the occasions for which they were used ^{are} shown in Table X.

TABLE X

TYPES OF BLOUSES AND THE OCCASIONS FOR WHICH THEY WERE USED BY THE SELECTED FAMILIES

Material	Occasions																
	Household wear			Occasional wear			Office and college wear (Income levels)			For wedding			For travelling functions				
	L	M	H	L	M	H	L	M	H	L	M	H	L	M	H		
Cotton	100	99	100	100	99	100	60	65	84	99	100	100	99	100	100	99	100
Linen	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Silk	--	--	3	29	72	69	1	1	1	36	76	71	5	24	12	27	68
Rayon	1	--	--	--	--	--	--	--	--	--	--	--	--	--	1	--	--
Nylon	4	--	--	21	15	5	5	5	--	19	10	--	12	9	3	15	15
Tereleone	--	4	1	--	--	1	--	--	--	--	1	--	--	--	--	--	--
Terecot	--	--	--	8	12	25	2	1	8	6	11	24	3	5	20	4	10

L - Low income M - Middle income H - High income

From Table X it is clear that, all families in the low, middle and high income groups used Cotton for all occasions, Silk was used for wedding by 36, 76 and 71 per cent of low middle and high income families respectively. Twenty nine per cent of low, 72 per cent in middle and 69 per cent in high income families used Silk for occasional wear.

Less than 25 per cent of the low income families used Nylon, for occasional wear, wedding and functions. Among middle income families, 16, 10 and 15 per cent used Nylon, for occasional wear, wedding and functions. Terecot was used by only 20-25 per cent of the high income families for occasional wear, wedding and travelling.

From the above Table it could be concluded that Cotton blouses were used by all the three income families for almost all occasions.

Types and number of blouses possessed:

The total number of blouses possessed in each material by the low, middle and high income families are given in Table XI.

TABLE XI

TYPES AND NUMBER OF BLOUSES POSSESSED BY THE SELECTED
FAMILIES

Materials	Number in range														
	Upto 5			6-10			11-15			16-20			Above 20		
	L	M	H	L	M	H	L	M	H	L	M	H	L	M	H
	(Percentage of families)														
Cotton	1	--	--	41	4	--	33	39	4	21	27	11	3	29	85
Silk	37	36	13	3	40	41	--	--	--	--	--	--	--	--	--
Linen	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--
Rayon	1	--	--	--	--	--	--	--	--	--	--	--	--	--	--
Nylon	20	15	5	1	1	--	--	--	--	--	--	--	--	--	--
Terylene	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--
Terecot	8	9	11	--	1	9	--	1	1	--	--	--	--	--	--
Terywool	--	--	1	--	--	--	--	--	--	--	--	--	--	--	--

L = Low Income; M = Middle Income; H = High Income

From Table XI it is evident that 41, 33 and 21 per cent of the low income families had 6-10, 11-15 and 16-20 Cotton blouses respectively. Among the middle income families, 39, 27 and 19 per cent had 11-15, 16-20 and 21-25 Cotton blouses respectively. Seventy six per cent of high income families had more than 25 Cotton blouses.

As regards Silk, 37 per cent of low income families had upto five Silk Blouses. In the middle income group 36 and 40 per cent had upto five and 6-10 Silk blouses. Forty one per cent of high income families had 6-10 Silk blouses.

Nylon blouses were used by 20, 15 and five per cent of the low, middle and high income families respectively.

Hence we can conclude that Cotton blouses are most commonly used by all the three income groups and the number possessed increased with increase in income. Linen, Rayon and Perelene blouses, were not in common use.

The type of skirts and the occasion for which they were used by the low, middle and high income families are discussed in Table XII.

TABLE XII

TYPE OF SKIRTS AND THE OCCASIONS FOR WHICH THEY WERE USED BY THE SELECTED FAMILIES

Item	Material	Occasions																
		Household wear		Occasional wear		Office and College wear		wedding		For travelling		For functions						
		L	M	L	M	L	M	L	M	L	M	L	M					
(Percentage of families)																		
Full skirt	Cotton	56	48	44	56	48	44	53	36	31	52	41	56	12	41	56	29	27
	Silk	--	--	--	37	49	56	--	8	17	37	49	55	13	15	19	34	47
	Rayon	7	3	--	5	1	--	--	1	--	--	--	--	7	--	--	4	--
	Nylon	9	3	4	13	25	21	21	12	7	11	15	3	9	24	9	11	19
	Teracot	--	--	8	--	7	19	--	1	4	--	4	7	--	5	2	--	3
Half skirt	Cotton	19	19	31	16	19	33	15	16	21	15	9	7	16	15	21	16	16
	Rayon	--	--	--	--	--	1	--	--	--	--	--	--	--	--	--	--	--
	Nylon	--	--	4	1	1	7	1	--	--	1	--	1	1	--	4	1	1
	Teracot	--	--	--	--	8	17	--	7	15	--	8	17	--	7	15	--	8

L - Low income M - Middle income H - High income

From Table XII it is evident that Cotton fullskirt was used for household wear by 56, 48 and 44 per cent of low middle and high income families respectively. Fifty six per cent in low, 48 per cent in middle and 44 per cent in high income families used Cotton full skirts for occasional wear. Cotton full skirts were used for office and college wear by 53, 36 and 31 per cent of low, middle and high income families respectively. Fifty two and 41 per cent of low and middle income families respectively used Cotton for wedding. Cotton skirts were used for travelling by 56, 42 and 41 per cent of low, middle and high income families respectively. Fifty six per cent of low, 29 per cent in middle and 27 per cent in high income families used Cotton full skirts for functions.

Silk full skirts were used by 37, 49 and 56 per cent of low, middle and high income families respectively. Thirty seven per cent in low, 49 per cent in middle and 55 per cent in high income families used Silk full skirts for wedding. Thirty four per cent in low, 47 per cent in middle and 48 per cent in high income families used Silk skirts for functions. Thirteen, 25 and 21 per cent of low, middle and high income families respectively used Nylon full skirts for occasional wear.

As regards half skirts, only 15 to 20 per cent of families used Cotton half skirts in both low and middle income groups. They used it for almost all occasions. The percentage of

families using Cotton half skirts for all occasions ranged from 20 to 35 in the high income group. Fifteen to 17 per cent of high income families used Teracot half skirts for all occasions except for household wear.

From Table XII it could be concluded that Cotton full skirts and half skirts were used by majority of families in low, middle and high income group for all occasions. Silk full skirts come next in the order of usage.

Types and number of skirts possessed by the selected families are presented in Table XIII.

TABLE XIII
TYPES AND NUMBER OF SKIRTS POSSESSED BY THE SELECTED FAMILIES

Items	Material	Number in range											
		Upto 5			6-10			11-15			Above 15		
		L	M	H	L	M	H	L	M	H	L	M	H
(Percentage of families)													
Full skirt	Cotton	36	5	7	19	28	16	1	16	11	--	--	9
	Silk	26	14	7	2	23	26	--	--	8	--	--	--
	Rayon	8	3	--	--	--	--	--	--	--	--	--	--
	Nylon	13	13	11	--	11	9	--	--	1	--	--	--
	Terecot	--	5	9	--	1	9	--	--	--	--	--	--
Half skirt	Cotton	16	4	7	3	15	21	--	--	1	--	--	4
	Rayon	--	--	1	--	--	--	--	--	--	--	--	--
	Nylon	1	1	4	--	--	3	--	--	--	--	--	--
	Terecot	--	4	8	--	4	9	--	--	--	--	--	--

L - Low Income; M - Middle Income; H - High Income

Table XIII reveals the fact that 36 and 19 per cent of low income families had upto five and 6-10 Cotton full skirts respectively. Twenty eight and 16 per cent of middle income families had 6-10 and 11-15 full skirts respectively. Sixteen, 11 and nine per cent of high income families had 6-10, 11-15 and above 15 full skirts respectively.

Twenty six per cent in the low income families had upto 5 Silk full skirts. Twenty three per cent in middle and 26 per cent in the high income group had 6-10 Silk full skirts. Thirteen per cent in low, 13 per cent in middle and 11 per cent in high income families respectively had upto five nylon full skirts. Eleven per cent in middle and nine per cent in high income families had 6-10 Nylon full skirts.

Sixteen per cent in low income group had upto five Cotton half skirts. Fifteen per cent in middle and 21 per cent in high income groups had 6-10 Cotton full skirts.

From Table XIII it is evident that cotton full skirts and half skirts are more used than any other material by all the three income families.

Type of half series and the occasions for which they were used are discussed in Table XIV.

TABLE XIV

TYPES OF HALF SARIES AND THE OCCASIONS FOR WHICH THEY WERE USED BY THE SELECTED FAMILIES

Material	Occasions																	
	Household wear			Occasional wear			Office and College wear			For wedding			For travelling			For functions		
	L	M	H	L	M	H	L	M	H	L	M	H	L	M	H	L	M	H
Cotton	47	34	33	47	34	33	45	32	33	47	34	32	47	34	32	47	34	32
Silk	--	--	--	3	4	4	--	--	--	3	4	3	3	--	--	3	3	3
Nylon	12	4	--	23	21	24	16	15	19	23	20	24	19	17	21	23	20	24
Terylene	--	--	--	--	1	--	--	--	--	--	--	--	--	1	--	--	--	1
Terecot	--	--	--	--	--	5	--	--	4	--	--	5	--	--	4	--	--	5

(Percentage of families)

L - Low income M - Middle income H - High income

As Table XIV reveals Cotton half series were used for almost all occasion by all the selected families. Forty seven, 34 and 33 per cent of low, middle and high income families respectively used Cotton half series for household wear. Forty seven per cent in low, 34 per cent in middle and 33 per cent in high income groups used Cotton half series for occasional wear. Cotton half series were used for office and college by 45, 32 and 33 per cent of low, middle and high income families respectively. Forty seven, 34 and 33 per cent of low, middle and high income families respectively used Cotton half series for wedding, travelling and functions.

Next to Cotton , Nylon half series were used by 23 per cent of the low income families .or occasional wear, for wedding and for functions. Twenty per cent in middle income group used Nylon half series for occasional wear, for wedding and for functions. Twenty four per cent of high income families used Nylon half series for occasions, for wedding and for functions.

From Table XIV it could be stated that Cotton half series are most commonly used by all the three income families for all occasions. Nylon came next in the order of usage.

Number of half series possessed are given in Table XV.

TABLE XV
NUMBER OF HALF SARIES POSSESSED IN DIFFERENT
MATERIALS BY THE SELECTED FAMILIES

Material	Number in range								
	Upto 5			6-10			Above 10		
	L	M	H	L	M	H	L	M	H
	(Percentage of families)								
Cotton	28	4	3	19	23	9	--	8	21
Silk	3	4	4	--	--	--	--	--	--
Nylon	23	9	12	--	12	9	--	--	3
Terylene	--	1	--	--	--	--	--	--	--
Terecot	--	--	3	--	--	3	--	--	--

L - Low Income; M - Middle Income; H - High Income

From Table XV it is evident that 28 per cent of low income families had upto five Cotton half series. Nineteen per cent in low and 23 per cent in middle income groups had 6-10 Cotton half series. Twenty one per cent of high income families had more than ten Cotton half series.

Nylon half series were used by Twenty three per cent of low income nine per cent of middle and 12 per cent of high income families. The number possessed were upto five. Twelve per cent of middle and nine per cent of high income families had 6-10 Nylon half series.

From Table XV it could be concluded that Cotton half series are possessed in large numbers by almost all the families of the three income levels when compared to other materials.

Other items of ladies' wear and the occasions for which they were used by low income families are presented in Table XVI A.

TABLE XVI A

OTHER ITEMS OF LADIES' WEAR AND THE OCCASIONS FOR WHICH
THEY WERE USED BY LOW INCOME FAMILIES

Items	Material	Occasions					
		House- hold wear	Occa- sional wear	College and school wear	For wedding	For trave- ling	For func- tions
(Percentage of families)							
Lungi	Cotton	11	11	4	4	8	5
	Silk	--	--	--	--	--	--
Kurtha	Cotton	11	12	--	5	9	8
	Silk	--	--	--	--	--	--
	Terecot	--	--	--	--	--	--
Churidar	Cotton	--	--	--	--	--	--
	Terecot	--	--	--	--	--	--
Salvar	Cotton	--	5	3	1	4	3
	Terecot	--	--	--	--	--	--
Kameez	Cotton	--	5	3	1	4	3
	Silk	--	--	--	--	--	--
	Terecot	--	--	--	--	--	--
Bell- bottom	Cotton	4	9	5	7	7	8
	Terecot	--	3	3	1	3	3
Maxi	Cotton	--	4	1	1	--	1
	Terecot	--	1	--	1	--	1
Shirt	Cotton	3	3	--	1	--	--
	Terecot	--	--	--	1	--	--
Frock	Cotton	20	20	16	16	19	16
	Nylon	5	11	--	11	9	11
	Terecot	--	3	--	3	--	3
Housecoat	Cotton	--	--	--	--	--	--
Night dress	Cotton	--	--	--	--	--	--

As Table XVI A reveals Cotton lungies were used by eleven per cent of low income families equally for household and occasional wear. Cotton kurthas were used by 11 and 12 per cent of families for household and occasional wear respectively. Cotton frocks were used by 20 per cent for household and occasional wear. Sixteen per cent used Cotton frocks for school wear. Another 16 per cent used the same for wedding. Nineteen and 16 per cent used Cotton frocks for travelling and functions respectively. Nylon frocks were used by 11 per cent of families for occasional wear, wedding and for functions.

From the above, it could be stated that very few low, income families used Lungi, Kurtha and Frock and the material seemed to be only Cotton.

Other items of ladies' wear as used by middle income families and the occasions for which they were used are shown in Table XVI B.

TABLE XVI B

OTHER ITEMS OF LADIES' WEAR AND THE OCCASIONS FOR WHICH
THEY WERE USED BY MIDDLE INCOME FAMILIES

Items	Material	Occasions					
		House- hold wear	Occa- sional wear	College and school wear	For wedding	For trave- ling	For func- tions
(Percentage of families)							
Lungi	Cotton	11	24	8	3	20	15
	Silk	--	--	--	--	--	--
Kurtha	Cotton	15	21	7	1	17	15
	Silk	--	--	--	--	--	--
	Terrecot	--	--	--	--	--	--
Churidar	Cotton	1	3	1	1	3	3
	Terrecot	--	--	--	--	--	--
Salwar	Cotton	1	7	7	3	7	3
	Terrecot	--	1	1	--	1	1
Kameez	Cotton	5	12	9	4	9	8
	Silk	--	--	--	--	--	--
	Terrecot	--	--	--	--	--	--
Bell- bottom	Cotton	3	12	4	--	9	9
	Terrecot	1	8	3	8	5	8
Maxi	Cotton	--	3	1	--	1	1
	Terrecot	--	--	--	--	--	--
Shirt	Cotton	5	12	3	3	11	11
	Terrecot	1	4	4	3	4	4
Frock	Cotton	20	20	13	16	13	16
	Nylon	8	16	8	16	15	16
	Terrecot	5	15	7	28	13	3
Housecoat	Cotton	4	--	--	--	--	--
Night dress	Cotton	--	--	--	--	--	--

From Table XVI B it is clear that 11 per cent of middle income families used Cotton lungies for household wear. Twenty four, 20 and 15 per cent used Cotton lungies for occasional wear travelling and for functions respectively. Cotton kurthas were used by 15, 21, 17 and 15 per cent of middle income families for household, occasional, travelling and functional wear respectively. Twelve per cent used Cotton Kameeze for occasional wear. Cotton Bellbottom and Cotton shirts were used by 12 per cent of the middle income families for occasional wear. Eleven per cent used Cotton shirts for both travelling as well as for functions.

Cotton frocks were used by 20 per cent of the families for household and occasional wear. Thirteen per cent used for school wear and 16 per cent for wedding. Another 13 and 16 per cent used Cotton frocks for travelling and functions respectively. Nylon and Terecot frocks were used by 15 per cent of the families for occasional wear. Sixteen per cent used Nylon frocks and 28 per cent used Terecot frocks for wedding. While 15 per cent used Nylon frocks for travelling, 13 per cent used Terecot for the same. Nylon frocks were used for functions by 16 per cent.

From Table XVI B it is evident that Cotton lungies, kurthas and frocks are most commonly used by middle income families for most of the occasions.

Other items of ladies' wear and the occasions for which they were used by high income families are shown in Table XVI C.

TABLE XVI C

OTHER ITEMS OF LADIES' WEAR AND THE OCCASIONS FOR WHICH THEY WERE USED BY HIGH INCOME FAMILIES

Item	Material	Occasions					
		House- hold wear	Occa- sional wear	College and school wear	For wedding	For travel- ing	For func- tions
(Percentage of families)							
Lungi	Cotton	9	25	5	--	11	12
	Silk	--	4	3	4	3	3
Kurtha	Cotton	9	27	12	4	11	12
	Silk	--	1	3	4	3	4
Churidar	Cotton	7	15	8	7	12	13
	Terecot	5	3	4	5	4	--
Salvar	Cotton	5	11	7	5	11	11
	Terecot	1	1	5	7	7	--
Kameez	Cotton	8	17	12	5	9	7
	Silk	1	7	1	8	3	8
	Terecot	1	11	1	11	8	11
Bell- bottom	Cotton	7	13	6	1	12	9
	Terecot	--	1	24	7	24	24
Maxi	Cotton	3	7	--	--	3	5
	Terecot	--	11	--	5	7	9
Shirt	Cotton	--	3	--	--	1	--
	Terecot	4	15	--	--	13	12
Frock	Cotton	32	32	21	13	8	13
	Nylon	4	24	20	24	21	16
	Terecot	8	28	16	28	28	27
House- coat	Cotton	8	--	--	--	--	--
Night- dress	Cotton	3	--	--	--	--	--

As Table XVI C reveals 25 per cent of high income families used Cotton lungies for occasional wear. Eleven and 12 per cent used the same for travelling and functions respectively. Cotton kurthas were used for occasions and for college wear by 27 and 12 per cent respectively. While 11 per cent used Cotton kurthas for travelling, 12 per cent used the same for functions. Cotton churidar were used by 15, 12 and 13 per cent of high income families for occasional wear, travelling and for functions respectively. Eleven per cent used Cotton salwar for occasional wear, travelling and functions. Cotton kameeze were used by 17 and 12 per cent of families for occasional and college wear respectively. While 13 per cent used Cotton bellbottom for occasional wear, 12 per cent were used the same for travelling. Terecot bellbottoms were used by 24 per cent for college wear, travelling and functions.

Terecot shirts were used by 15, 13 and 12 per cent for occasional wear, travelling and for functions respectively. Cotton frocks were used by 32 per cent for household and occasional wear. While 21 per cent used Cotton frock for school wear, 13 per cent used the same for wedding and functions. Nylon frocks were used by 24 per cent for occasional wear, 20 per cent for school wear and 24 per cent for wedding. While 21 per cent used Nylon frocks for travelling, 16 per cent used the same for functions.

Terecot frocks were used by 28 per cent for occasional wear, wedding and travelling. Sixteen and 27 per cent used Terecot, frocks for school wear and functions respectively.

Table XVI C clearly reveals that Cotton is used for items like Kurtha, Churidar, Salwar and Kame re. For items like bellbottom, maxi, shirt and frock Terecot is used more abundantly than cotton by high income families. This reveals the taste of high income families for synthetic materials.

The number of other items of ladies' wear as possessed by low, middle and high income families are shown in Table XVII.

TYPES AND NUMBER OF DRESSES POSSESSED BY THE SELECTED
FAMILIES

Item	Material	Number in range								
		Upto 5			6-10			Above 10		
		L	M	H	L	M	H	L	M	H
(Percentage of families)										
Lungi	Cotton	11	23	24	--	3	4	--	--	--
Kurtha	Cotton	12	19	24	--	1	3	--	--	--
	Silk	--	--	7	--	--	--	--	--	--
	Terecot	--	--	3	--	--	--	--	--	--
Churidar	Cotton	--	3	8	--	--	5	--	--	1
	Terecot	--	--	1	--	--	3	--	--	1
Salwar	Cotton	5	3	8	--	4	4	--	--	--
	Terecot	--	1	4	--	--	4	--	--	--
Kameez	Cotton	5	11	11	--	1	5	--	--	1
Bell-bottom	Cotton	9	12	9	--	--	4	--	--	--
	Terecot	3	7	20	--	3	17	--	--	8
Maxi	Cotton	4	3	7	--	--	--	--	--	--
	Terecot	1	--	11	--	--	--	--	--	--
Shirt	Cotton	3	11	3	--	1	--	--	--	--
	Terecot	--	3	11	--	1	4	--	--	--
Frock	Cotton	15	1	3	4	19	16	1	--	15
	Nylon	9	11	19	1	5	4	--	--	1
	Terecot	3	9	3	--	4	20	--	1	5
Housecoat	Cotton	--	4	8	--	--	--	--	--	--
Night Gown	Cotton	--	--	3	--	--	--	--	--	--

L - Low income; M - Middle income; H - High income

From Table XVII it is evident that 11 per cent in low, 23 per cent in middle and 24 per cent in high income families possessed upto five Cotton lungies. Cotton kurthas were possessed by 12, 19 and 24 per cent of low, middle and high income families and the number possessed were found to be below five. Eleven per cent of middle and high income families had upto five Cotton kameezes. Twelve per cent of middle income families had upto five Cotton bellbottoms. Twenty and 17 per cent of high income families possessed upto five and six to ten Terecot bellbottoms respectively. Eleven per cent of high income families had upto five Terecot maxies.

As regards Shirts 11 per cent of middle, and 11 per cent of high income families had upto five Cotton and Terecot shirts respectively. Fifteen per cent of low, 11 per cent of middle and 19 per cent of high income families had upto five Cotton, Nylon, and Terecot frocks respectively. Nineteen per cent of middle, and 16 per cent of high income families had six to ten Cotton frocks. In addition 20 per cent of high income families had six to ten Terecot frocks. Fifteen per cent of high income families had more than ten Cotton frocks.

From Table XVIII it could be concluded that more number of items are possessed in Cotton by all the three income families when compared to other materials.

Types and number of under garments possessed by ladies and girls of all the three income levels are shown in Table XVIII.

TABLE XVIII

TYPES AND NUMBER OF UNDER GARMENTS POSSESSED BY THE
SELECTED FAMILIES

Item	Material	Number in range								
		Upto 5			6-10			Above 10		
		Low	Middle	High	Low	Middle	High	Low	Middle	High
(Percentage of families)										
Sari petticoat	Cotton	44	13	19	48	49	34	8	37	43
Bodice	Cotton	56	7	--	37	64	24	5	29	76
	Nylon	--	3	5	--	--	--	--	--	--
Petticoat	Cotton	24	7	3	--	19	21	--	--	9
Panties	Cotton	32	20	40	41	39	16	--	40	32

From Table XVIII it is clear that Cotton sari petticoats were used by all the three income families and the number possessed seemed to vary from family to family. Forty four per cent of low, 13 per cent of middle and 19 per cent of high income families had upto five Cotton sari petticoat, Forty eight, 49 and 34 per cent of low, middle and high income families respectively had six to ten Cotton sari petticoat.

Thirty seven per cent of middle and 43 per cent of high income families had more than ten Cotton sari petticoat. As regards bodice, 46 per cent in low income families had upto five Cotton bodices. Thirty seven low, 64 middle and 24 high income families had six to ten Cotton bodices. Twenty nine and 76 per cent of middle and high income families respectively had more than ten Cotton bodices. Twenty four per cent of low income families had upto five Cotton petticoats. Nineteen per cent of middle and 21 per cent of high income families had six to ten Cotton petticoats. As regards panties, 32 per cent in low, 20 per cent in middle and 40 per cent in high income families had upto five Cotton panties. Forty one, 39 and 16 per cent of low, middle and high income families respectively had six to ten Cotton panties. Forty per cent in middle and 32 per cent in high income families had more than ten Cotton panties.

From Table XVIII it could be said that as the income increases the number of under garments possessed also increased. But there is not difference in the material used for undergarments. Cotton under garments are used most commonly for all occasions by all the three income families.

Accessories and the occasions for which they were used by low income families are shown in Table XIX A.

TABLE XIX A
ACCESSORIES AND THE OCCASIONS FOR WHICH THEY WERE
USED BY LOW INCOME FAMILIES

Item	Material	Occasions					
		House- hold wear	Occa- sional wear	Office and college wear	For wedding	For travel- ling	For func- tions
(Percentage of families)							
Scarves	Cotton	--	13	--	--	13	--
	Silk	--	1	--	--	1	--
	Nylon	--	3	--	--	9	--
Hand- kerchieves	Cotton	--	63	47	63	63	63
Ribbons	Cotton	9	11	8	8	9	11
	Nylon	16	28	23	24	23	21
	Wool	--	--	--	--	--	--
Socks	Cotton	--	4	4	4	4	4
	Nylon	--	--	--	--	--	--
Caps	Cotton	--	--	--	--	--	--
Ties	Cotton	--	--	--	--	--	--

From Table XIX A it is understood that Cotton scarves were used by 13 per cent of low income families for occasional wear and for travelling. Sixty three and 47 per cent of low income families used Cotton handkerchieves for occasional wear, office and college wear respectively. Sixty three per cent used the same for wedding, travelling and functions. Nylon ribbons were used more commonly than Cotton ones. Sixteen per cent used Nylon ribbons for household wear, 28 per cent for occasional wear, 23 per cent for office and college, 24 per cent for wedding, 23 per cent for travelling and 21 per cent for functions. Items like socks, caps and ties were hardly used by low income families.

Hence it is clear that Cotton hand kerchieves and Nylon ribbons are the commonly used accessories among ladies of low income group. They were used for almost all occasions.

Accessories and the occasions for which they were used by middle income families are given in Table XIX B.

TABLE XIX B

ACCESSORIES AND THE OCCASIONS FOR WHICH THEY WERE USED
BY MIDDLE INCOME FAMILIES

Item	Material	Occasions					
		House- hold wear	Occa- sional wear	Office and college wear	For wedding	For travel- ing	For func- tion
(Percentage of families)							
Scarves	Cotton	--	9	--	--	13	--
	Silk	--	4	--	--	9	--
	Nylon	--	12	--	--	31	--
Handker- chieves	Cotton	--	99	75	99	99	99
Ribbons	Cotton	9	9	3	5	8	7
	Nylon	33	36	31	32	36	32
	Wool	--	7	4	4	4	4
Socks	Cotton	--	--	1	--	--	--
	Nylon	5	15	12	12	15	12
Caps	Cotton	--	--	--	--	--	--
Ties	Cotton	--	--	--	--	--	--

From Table XIX B it is clear that 12 and 31 per cent of middle income families used Cotton, and Nylon, scarves respectively for travelling. Ninety-nine per cent used Cotton handkerchieves for occasional wear, wedding, travelling and functions. In addition 75 per cent used Cotton handkerchieves for office and for college use. Nylon ribbons were used by more than 30 per cent for almost all occasions. While 15 per cent used Nylon socks for occasional wear and travelling, 12 per cent used the same for office and college, wedding, travelling and for functions.

This reveals the facts that Cotton kerchieves and Nylon ribbons were the most commonly used accessories for all occasions by middle income families.

Accessories and the occasions for which they were used by high income families are shown in Table XIX C.

TABLE XIX C

**ACCESSORIES AND THE OCCASIONS FOR WHICH THEY WERE USED
BY HIGH INCOME FAMILIES**

Item	Material	Occasions					
		House- hold wear	Occa- sional wear	For office and College	For wedding	For travel- ing	For func- tions
(Percentage of families)							
Scarves	Cotton	--	1	--	--	17	--
	Silk	--	5	--	--	16	--
	Nylon	--	5	--	--	65	--
Hand- kerchieves	Cotton	4	100	84	100	100	100
Ribbons	Cotton	5	5	4	3	5	3
	Nylon	45	49	34	47	45	47
	Wool	4	5	4	4	5	5
Socks	Cotton	--	--	--	--	--	--
	Nylon	27	34	36	32	34	32
Caps	Cotton	--	1	--	--	--	1
Ties	Cotton	--	--	5	--	--	--

From Table XIX G it is understood that 16 and 65 per cent of high income families used Silk and Nylon scarves respectively for travelling. Cotton handkerchieves were used by all the families for occasional wear, wedding, travelling and for functions. In addition 84 per cent used the same for office and college. Nylon ribbons were used by 45 per cent for the household, 49 per cent for occasions, 34 per cent for office and college, 47 per cent for wedding, 45 per cent for travelling and 47 per cent for functions. Twenty seven per cent used Nylon socks for the household and 34 per cent for occasions. They were also used for office, travelling wedding and functions by 36, 34, 32 and 32 per cent respectively.

It is evident that high income families used Nylon more abundantly in the form of scarves, ribbons and socks than any other material. Cotton was used only for handkerchieves.

Types and number of accessories possessed by the selected families are given in Table XX

TABLE XX
TYPES AND NUMBER OF ACCESSORIES POSSESSED BY THE SELECTED
FAMILIES

Items	Material	Number in range								
		Upto 5			6 - 10			Above 10		
		L	M	H	L	M	H	L	M	H
(Percentage of families)										
Scarves	Cotton	12	13	17	1	--	--	--	--	--
	Silk	1	9	16	--	--	--	--	--	--
	Nylon	9	29	61	--	1	4	--	--	--
Handkerchieves	Cotton	32	8	1	20	40	17	1	81	81
Ribbons	Cotton	7	7	--	4	3	3	--	--	3
	Nylon	13	1	1	13	23	16	1	12	32
	Wool	--	5	3	--	1	3	--	--	--
Socks	Cotton	4	1	--	--	--	--	--	--	--
	Nylon	--	15	29	--	--	7	--	--	--
Caps	Cotton	--	--	1	--	--	--	--	--	--
Ties	Cotton	4	4	5	--	--	--	--	--	--

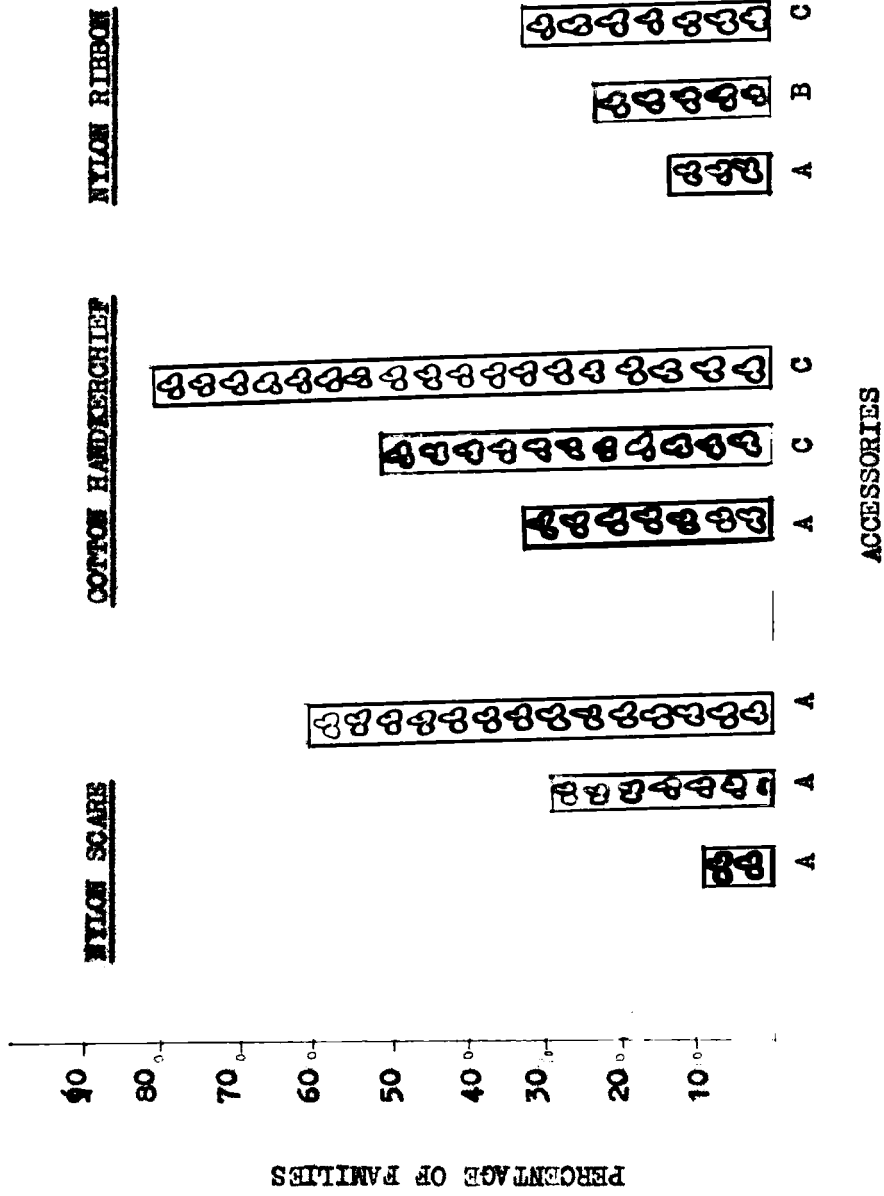
L - Low income; M - Middle income; H - High income

FIGURE - 3

ACCESSORIES POSSESSED BY LADIES AND GIRLS OF THE
SELECTED FAMILIES

(Number in range)

Scale
y-axis
1cm = 10 per cent



KEY:

- - LOW INCOME A - up to 5
- - MIDDLE INCOME B - 6 - 10
- - HIGH INCOME C - Above 10

From Table XX it is understood that 12, 13 and 17 per cent of low, middle, and high income families respectively had upto five Cotton scarves. Twenty eight per cent of middle and 61 per cent of high income families had upto five Nylon scarves. Twenty two per cent of low income families had upto five Cotton handkerchieves. Twenty per cent of low, 40 per cent of middle and 17 per cent of high income families had six to ten Cotton handkerchieves. Fifty one per cent in middle and 81 per cent in high income families had more than ten handkerchieves.

Thirteen per cent of low, 23 per cent of middle and 16 percent of high income families had six to ten Nylon ribbons. Twelve and 32 per cent of middle and high income families respectively had more than ten Nylon ribbons. As regards socks 15 per cent of middle and 29 per cent of high income families had upto five Nylon socks.

From Table XX it is evident that Cotton scarves are possessed mostly by low income families. Middle and high income families had more of Nylon scarves, ribbons and socks. The number of Cotton handkerchieves possessed by the families increased with the increase in income. (Fig. 3)

F. Gents' and Boys' Wears

Types of materials for shirts and the occasions for which they were used by low income families are given in Table XXI A.

TABLE XXI A

OCCASIONS FOR WHICH SHIRTING MATERIALS WERE
USED BY LOW INCOME FAMILIES

Shirting material	Household wear	Occa- sional wear	For office and College	For wedding	For travel- ling	For func- tions
(Percentage of families)						
Cotton	97	100	100	100	100	100
Silk	--	5	--	7	--	5
Nylon	--	--	--	--	--	--
Terylene	3	31	34	34	34	34
Terecot	16	91	91	91	91	91
Tere-wool	--	--	--	--	--	--
Cots-wool	--	--	--	--	--	--
Cotton and terylene	--	--	--	--	--	--

From Table XXI A it is clear that all the low income families used Cotton shirts for all occasions. Terecot was used by 91 per cent of them for all occasions except for household wear, while 31 per cent used Tereylene for occasional wear, 34 per cent used the same for office and college, wedding travelling and functions.

Hence it is evident that Cotton and Terecot shirts were more popular than other materials among low income families.

Type of shirts and occasions for which they were used by middle income families are shown in Table XXI B.

TABLE XXI B
OCCASIONS FOR WHICH SHIRTING MATERIALS WERE USED BY
MIDDLE INCOME FAMILIES

Shirting Material	Occasions					
	House- hold wear	Occasional wear	For office and college	For wedd- ing	For travel- ling	For func- tion
(Percentage of families)						
Cotton	93	93	93	88	93	88
Silk	1	11	1	9	5	9
Nylon	-	3	-	3	1	1
Terylene	4	55	55	55	55	55
Teracot	17	97	97	97	97	97
Terewool	-	3	3	3	3	3
Cotswool	--	--	--	--	--	--
Cotton and Terylene	--	--	--	--	--	--

From Table XXI B it is understood that Cotton shirts were used by more than 90 per cent of the middle income families for almost all occasions. Fifty and 97 per cent of middle income families used Terylene, and Teracot respectively for all occasions except for household wear.

Type of shirts and the occasions for which they were used by high income families are shown in Table XXI C.

TABLE XXI-C

OCCASIONS FOR WHICH SHIRTING MATERIALS WERE USED BY
HIGH INCOME FAMILIES

Shirting Material	Occasions					
	House- hold wear	Occa- sional wear	For office and College	For Wedd- ing	For travel- ling	For func- tions
(Percentage of families)						
Cotton	92	93	92	84	89	89
Silk	3	8	1	7	-	5
Nylon	-	4	5	9	9	9
Terylene	8	63	63	63	63	63
Teracot	24	96	96	96	96	96
Terswool	-	4	12	20	11	20
Cotswool	3	11	11	7	11	11
Cotton and Terylene	1	1	1	1	1	1

Cotton shirts were used for almost all occasions by more than 80 per cent of the high income families. Sixty three and 96 per cent used Terylene and Terecot respectively for all occasions except for household wear. Thus all the three shirting materials namely Cotton, Terylene and Terecot were used by most of the high income families.

Total number of shirts possessed by selected families are presented in Table XXII.

TABLE XXII
NUMBER OF SHIRTS POSSESSED BY THE SELECTED
FAMILIES

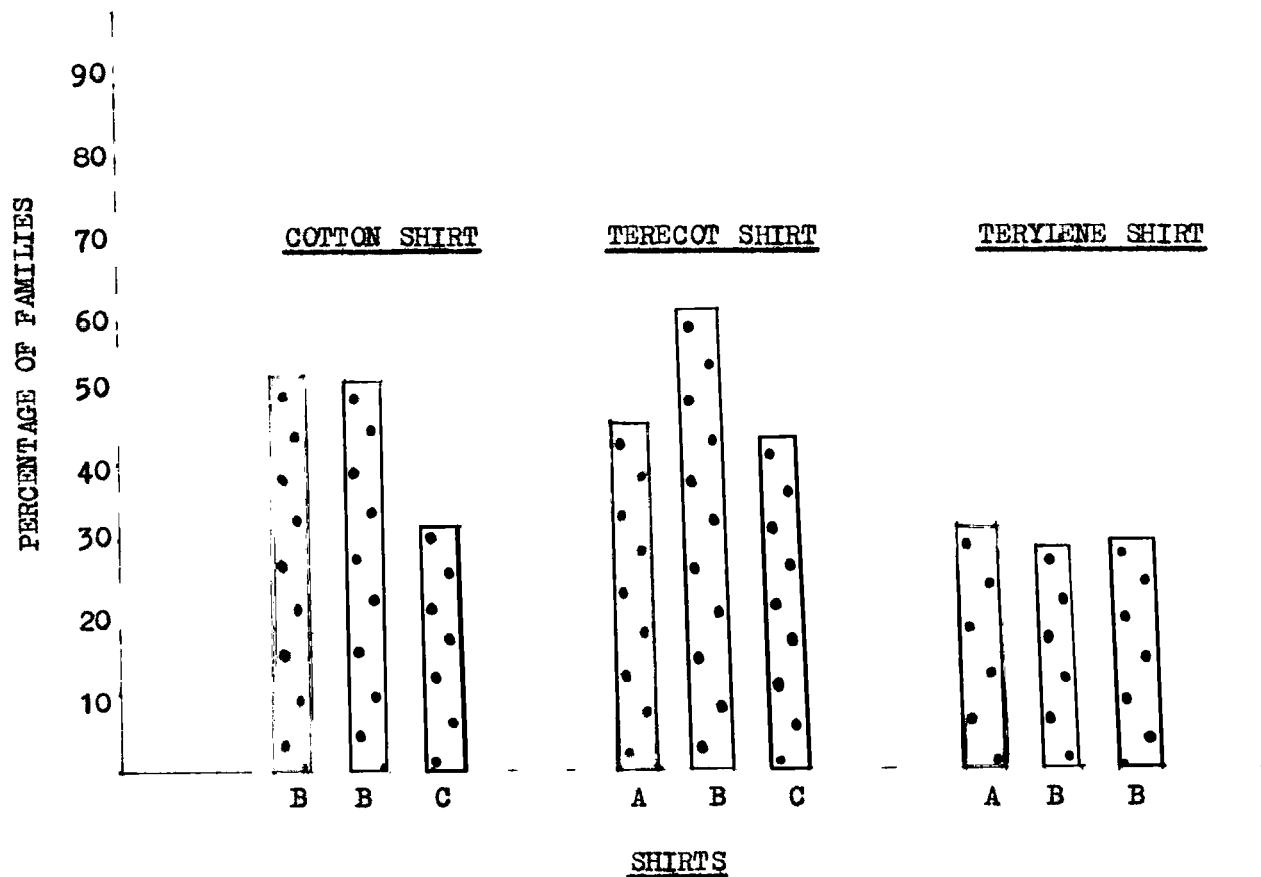
Materials	Number in range											
	Upto 5			6-10			11-15			Above 15		
	L	M	H	L	M	H	L	M	H	L	M	H
	(Percentage of families)											
Cotton	32	8	11	52	51	29	11	29	24	5	5	32
Silk	7	4	3	-	7	5	-	-	-	-	-	-
Nylon	-	3	3	-	-	5	-	-	1	-	-	-
Terelene	32	23	20	3	28	29	-	1	7	-	-	7
Terecot	45	4	-	36	60	16	1	17	37	1	15	43
Terawool	-	3	9	-	-	11	-	-	-	-	-	-
Cotswool	-	-	9	-	-	1	-	-	-	-	-	-
Cotton and Terylene	-	-	1	-	-	-	-	-	-	-	-	-

L - Low income; M - Middle income; H - High income

FIGURE - 4

NUMBER OF SHIRTS POSSESSED BY THE SELECTED FAMILIES
(Number in range)

Scale:
Y - axis
1 cm = 10 per cent



KEY:

- LOW INCOME
- MIDDLE INCOME
- HIGH INCOME

A - up to 5
B - 6 - 10
C - Above 15

As shown in Table XXII, 32 per cent of low, and 11 per cent of high income families had upto five Cotton shirts. Fifty two, 51 and 29 per cent of low, middle and high income families respectively had six to ten Cotton shirts, 29 per cent of middle, and 24 per cent of high income families had 11 to 15 Cotton shirts. Thirty two per cent of high income families had more than 15 shirts.

Thirty two per cent of low, 25 per cent of middle and 20 per cent of high income families had upto five Terylene shirts. Twenty eight and 29 per cent of middle and high income families respectively had 6 to 10 Terylene shirts. As regards Teracot, 45 per cent of low income families had upto five Teracot shirts. Thirty six per cent of low, 60 per cent of middle and 16 per cent of high income families had 6 to 10 Teracot shirts. Seventeen per cent of the middle and 37 per cent of high income families had 11 to 15 Teracot shirts. Fifteen per cent had more than 15 Teracot shirts.

Table XXII reveals the fact that Cotton shirts are possessed in large number by all the three income families. More number of Terylene and Teracot shirts were possessed by middle and high income families than low income families. It may be concluded that as income increases, the number of shirts possessed by the families also increases. This was found to be significant at one per cent level (Fig.4 Appendix - VIII, IX, X).

Type of pant materials and occasions for which they were used by low income families are given in Table XXIII A.

TABLE XXIII A
OCCASIONS FOR WHICH PANT MATERIALS WERE USED BY LOW
INCOME FAMILIES

Item	Pant Material	Occasions					
		House- hold wear	Occa- sional wear	For office and college	For wedding	For travel- ling	For func- tions
(Percentage of families)							
Full pant	Cotton	27	92	92	92	92	92
	Rayon	-	13	12	8	12	12
	Terylene	-	4	3	4	1	1
	Terecot	4	68	68	68	68	68
	Terewool	-	-	-	-	-	-
Half pant	Cotton	56	56	56	53	56	53
	Terecot	5	15	7	15	9	15

From Table XXIII A it is clear that 92 per cent of low income families used Cotton for all occasions except for the household. Terecot was used by 68 per cent for all occasions except for the household. Cotton half pants were used by 56 per cent for all occasions except for wedding and functions. Fifty three per cent used Cotton half pant for wedding and functions.

Pant materials and occasions for which they were used by low income families are given in table XXIII B

TABLE XXIII B

OCCASIONS FOR WHICH PANT MATERIALS WERE USED BY MIDDLE
INCOME FAMILIES

Item	Materials	Occasions					
		House- hold wear	Occasi- onal wear	Office and College wear	For Wedding	For travel- ing	For func- tions
(Percentage of families)							
Full pant	Cotton	12	84	84	77	80	77
	Wool	-	4	-	5	-	4
	Rayon	13	9	7	12	9	12
	Dacron	-	1	1	1	1	1
	Terylene	-	24	23	25	23	25
	Teracot	-	87	87	87	87	87
	Terewool	-	7	7	11	5	11
	CotsWool	-	1	1	1	1	1
Half pant	Cotton	41	41	41	41	41	41
	Velvet	-	4	-	4	1	4
	Teracot	24	34	32	34	34	34

From Table XXIIIB it is understood that more than 75 per cent of the middle income families used Cotton full pant for all occasions except for the household. Eighty seven per cent used Terecot shirts for all occasions except for the household. Cotton half pants were used by 41 per cent for all occasions. Thirty four per cent used Terecot half pant for occasional wear, wedding, travelling and functions. Thirty two and 24 per cent used Terecot half pant for the household, and for office and college.

Type of pant material and the occasions for which they were used by high income families are shown in Table XXIII C.

TABLE XXIII C

OCCASIONS FOR WHICH PANT MATERIALS WERE USED BY HIGH
INCOME FAMILIES

Item	Materials	Occasions					
		House- hold wear	Occa- sional wear	Office and college wear	For Wedding	For travel- ling	For func- tions
(Percentage of families)							
Full pant	Cotton	16	75	60	53	69	53
	Wool	1	15	5	12	8	12
	Rayon	-	12	11	7	11	7
	Terylene	-	33	34	36	31	36
	Terecot	5	92	92	89	92	92
	Terywool	17	13	27	16	25	12
Half pant	Cotton	26	28	8	11	17	11
	Velvet	4	8	4	7	7	7
	Terecot	23	33	28	33	33	33
	Terylene	-	1	-	1	-	1
	Terywool	-	3	3	3	1	3

From Table XXIII C it is clear that 53 per cent of high income families used Cotton full pant for wedding, sixty per cent used them for college, 69 per cent for travelling. Terecot pants were used by more than 90 per cent for all occasions except for the household. Cotton half pants were used by 28 per cent for the household, occasional wear and college wear. Twenty eight per cent used Terecot half pant for the household and College, Thirty three per cent used the same for occasional wear, wedding, travelling and functions.

By comparing Table XXIII A, B and C it could be concluded that Terecot pants are most widely used by middle and high income families.

Type and number of pants possessed by the selected families are presented in Table XXIV.

TABLE XXIV

TYPE AND NUMBER OF PANTS POSSESSED BY THE SELECTED
FAMILIES

Item	Material	Number in range								
		Upto 5			6 to 10			Above 10		
		L	M	H	L	M	H	L	M	H
		(Percentage of families)								
Full pant	Cotton	55	25	17	31	49	31	--	9	27
	Wool	--	4	9	--	--	5	--	--	--
	Rayon	13	12	9	--	1	3	--	--	--
	Dacron	--	1	--	--	--	--	--	--	--
	Terylene	4	11	9	--	12	20	--	3	7
	Terecot	48	15	4	19	45	31	1	27	57
	Terwool	3	11	15	--	--	--	--	--	--
	Cotswool	--	1	--	--	--	--	--	--	--
Half pant	Cotton	37	8	4	15	28	28	4	5	9
	Velvet	--	4	7	--	--	1	--	--	--
	Terylene	--	--	1	--	--	--	--	--	--
	Terecot	13	16	7	1	17	21	--	1	5
	Terwool	--	--	3	--	--	--	--	--	--

From Table XXIV it is clear that 55 per cent of low, 25 per cent of middle and 17 per cent of high income families had upto five Cotton full pants. Thirty one, 49 and 31 per cent of low, middle and high income families respectively had six to ten Cotton full pants. Twenty seven percent of high income families had more than ten Cotton full pants.

Forty eight per cent of low income families had upto five Terecot full pants. Forty five per cent of middle and 31 per cent of high income families had six to ten Terecot full pants. Twenty seven per cent of middle and 57 per cent of high income families had more than ten Terecot pants.

As regards half pants 37 per cent of low income families had upto five Cotton half pants. Twenty eight per cent of middle and high income families had six to ten Cotton half pants. Seventeen and 21 per cent of middle and high income families respectively had six to ten Terecot half pants.

From Table XXIV it is clear that there is not much variation in the number of pants used by low, middle and high income families.

The other items of mens' wear and the occasions for which they were used by low income families are given in Table XXV A.

TABLE XXV A
OTHER ITEMS OF MENS' WEAR AND THE OCCASIONS FOR WHICH
THEY WERE USED BY LOW INCOME FAMILIES

Items	Materials	Occasions					
		House- hold wear	Occa- sional wear	For office and college	For wedding	For travel- ling	For functions
(Percentage of families)							
Dhoti	Cotton	92	92	17	92	56	88
	Linen	11	5	--	--	--	--
	Silk	--	25	--	24	--	12
Lungi	Cotton	65	--	--	--	5	--
Bell- bottom	Cotton	--	19	19	16	19	19
	Terecot	--	11	7	11	8	8
Tights	Cotton	--	3	--	1	1	1
	Terecot	--	4	1	--	1	3
Suit and coat	Wool	--	3	--	--	--	1
	Terene	--	1	--	--	--	1

From Table XXV A it is understood that 92 per cent of low income families used Cotton dhothies for household wear, occasional wear and for wedding. Fifty six and 88 per cent used the same for travelling and functions respectively. Silk dhothies were used by 25 per cent for occasional wear and 24 per cent for wedding. Sixty five per cent used Cotton lungies for the household wear. Cotton bell bottoms were used by less than 20 per cent for all occasions except for household wear. The other items of mens wear and the occasions for which they were used by middle income families are given in Table XXV B.

TABLE XXV B

OTHER ITEMS OF MENS WEAR AND THE OCCASIONS FOR WHICH THEY
USED BY MIDDLE INCOME
FAMILIES

Items	Materials	Occasions					
		House- hold wear	Occa- sional wear	For office and college	For wedding	For travel- ling	For func- tions
(Percentage of families)							
Dhoti	Cotton	91	93	33	92	56	88
	Linen	7	4	--	--	1	--
	Silk	3	69	--	51	--	12
Lungi	Cotton	63	29	--	--	--	--
Bell- bottom	Cotton	8	33	33	27	33	27
	Rayon	--	1	1	1	1	1
	Terylene	--	1	1	1	1	1
	Terrecot	--	44	47	47	44	47
	Terewool	--	3	3	3	3	3
Tights	Cotton	1	5	5	3	4	4
	Rayon	--	4	4	4	4	4
	Terrecot	--	7	3	3	5	4
Suit and coat	wool	--	1	--	--	--	1
	Terene	--	5	--	3	--	3
Night dress	Cotton	8	--	--	--	--	--

From Table XXV B it is evident that more than 90 per cent of the middle income families used Cotton dhothies for household wear, occasional wear and for wedding. Eighty eight and 56 per cent used the same for functions and travelling respectively. Sixty nine per cent used Silk dhothies for occasional wear and 51 per cent for wedding.

Sixty three per cent used Cotton lungies for household wear and 29 per cent for occasional wear. Cotton bell bottoms were used by 27 per cent for wedding and functions and 33 per cent for occasional wear, college wear and for travelling.

Ter cot bell-bottoms were used by 44 per cent for occasional wear and for travelling. Forty seven per cent used the same for college, wedding and functions.

The other items of mens wear and the occasions for which they were used by high income families are given in Table XXV C.

TABLE XXV C

OTHER ITEMS OF MEN'S WEAR AND THE OCCASIONS FOR WHICH THEY WERE USED BY HIGH INCOME FAMILIES

Items	Materials	OCCASIONS					
		House- hold wear	Occa- sional wear	For Office and College	For wedding	For trave- lling	For functions
(Percentage of families)							
Dhoti	Cotton	92	93	17	92	55	88
	Silk	--	69	--	51	--	24
	Terecot	--	1	--	1	--	--
Lungi	Cotton	51	--	--	--	--	--
Bell- bottom	Cotton	11	25	25	13	21	13
	Rayon	--	1	1	1	1	1
	Terylene	--	3	4	4	3	4
	Terecot	1	47	47	48	47	48
	Terewool	5	3	8	5	8	7
Tights	Cotton	3	4	4	1	3	1
	Rayon	--	3	3	--	3	1
	Terylene	--	1	1	1	1	1
	Terecot	--	9	7	3	9	8
Suit and Coat	Cotton	--	1	--	--	--	--
	Wool	--	17	--	13	--	16
	Terene	--	13	--	11	--	8
Night dress	Cotton	--	28	--	--	--	--

From Table XXV C it could be concluded that 92 per cent of the high income families used Cotton dhoties for household wear and for wedding. Ninety three, 55 and 88 per cent used Cotton dhoties for occasional wear, travelling and for functions. Silk dhoties were used by 69 per cent for occasional wear, and 51 per cent for wedding. Cotton bell bottoms were used by 25 per cent for occasional wear and for college wear. Forty seven percent used Terecot bell bottom for occasional wear, college and for travelling. Forty eight per cent used the same for wedding and functions.

Woolen suit and coat were used by 17 and 15 per cent for occasional wear and functions respectively. Twenty eight per cent used Cotton night dress for occasional wear.

By comparing Table XXV A, B and C it may be stated that Cotton dhoties, lungies and bell bottoms are commonly used by low, middle and high income families. Both middle and high income families used Terecot bell bottoms. In addition Woolen suit and coat and Cotton night dresses are used by high income families.

Number of other items of men's wear used by the selected families are given in Table XXVI.

TABLE XXVI

NUMBERS OF OTHER ITEMS POSSESSED BY THE SELECTED FAMILIES

Item	Material	Number in range					
		Upto 5			Above 5		
		Low Income	Middle income	High income	Low income	Middle income	High income
(Percentage of families)							
Dhoti	Cotton	51	3	7	43	92	89
	Linen	11	7	--	--	--	--
	Silk	25	49	32	--	20	31
	Terecot	--	1	1	--	--	3
Lungi	Cotton	55	50	43	--	3	8
Bell- bottom	Cotton	19	25	13	--	8	12
	Rayon	--	1	1	--	--	--
	Terylene	--	1	1	--	--	3
	Terecot	11	20	15	--	27	32
	Terewool	--	3	7	--	--	1
Tights	Cotton	3	5	5	--	--	--
	Rayon	--	3	3	--	1	--
	Terylene	--	--	1	--	--	--
	Terecot	4	5	7	--	1	3
Suit and Coat	Cotton	--	--	1	--	--	--
	Wool	3	1	17	--	--	--
	Terene	1	5	12	--	--	1
Night dress	Cotton	--	8	17	--	--	11

From Table XXVI it is understood that 51 per cent of low income families had upto five Cotton dhoties. Forty three per cent of low, 92 per cent of middle and 89 per cent of high income families had more than five Cotton dhoties. Twenty five per cent of low, 49 per cent of middle and 32 per cent

of high income families had upto five Silk dhothies. Twenty per cent of middle and 31 per cent of high income families had more than five Silk dhothies.

Sixty five per cent of low, 50 per cent of middle and 43 per cent of high income families had upto five Cotton lungies. Nineteen per cent of low, 25 per cent of middle and 13 per cent of high income families had upto five Cotton bell bottoms. Eleven, 20 and 15 per cent of low, middle and high income families respectively had upto five Terecot bell-bottoms. Twenty seven per cent of middle and 32 per cent of high income families had more than five Terecot bell bottoms. Seventeen and 12 per cent of high income families had Wool and Terene suit and coats respectively. Seventeen per cent of high income families had upto five Cotton night dresses. Eleven per cent of high income groups had more than five Cotton night dresses.

From Table XXVI it may be concluded that as the income increases the number of items possessed also increase.

The type of under garments and accesories used by low income families at different occasions are given in Table XXVII A.

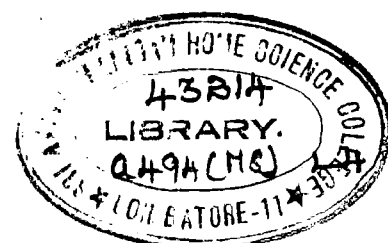


TABLE XXVII A

TYPE OF UNDERGARMENTS AND ACCESSORIES USED BY LOW INCOME FAMILIES

Item	Material	Occasions					
		House- hold wear	Occa- sional wear	For Office and College	For wedd- ing	For trave- lling	For func- tions
		(Percentage of families)					
Banian	Cotton	100	100	100	100	100	100
Under- wear	Cotton	100	100	100	100	100	100
Towel	Cotton	17	67	9	51	51	50
	Silk	--	5	--	7	1	1
Hand ker- chief	Cotton	--	75	75	75	75	75
Sock	Cotton	--	34	34	28	34	34
	Nylon	--	28	28	28	28	28
Tie	Satin	--	3	1	1	1	1

From Table XXVII A it is evident that all low income families used Cotton banians and underwear for all occasions. Cotton towels were used by 67 per cent for occasions, 51 per cent for wedding and functions and 51 per cent for travelling.

As regards accessories, Cotton handkerchieves were used by 75 per cent of the families for all occasions except for the household. Cotton socks were used by 34 per cent for occasional wear, office and college, travelling and functions. Twenty eight per cent used the same for wedding. Nylon socks were used by 28 per cent for all occasions except for the household.

Type of under garments and accessories used by middle income families are shown in Table XXVII B.

Type of undergarments and accessories used by middle income families are shown in Table XXVII B.

TABLE XXVII B

TYPE OF UNDER GARMENTS AND ACCESSORIES USED BY MIDDLE INCOME FAMILIES

Item	Material	Occasions					
		House- hold wear	Occa- sional wear	For Office and College	For wedd- ing	For trave- ling	For func- tions
(Percentage of families)							
Banian	Cotton	100	100	100	100	100	100
Under- wear	Cotton	100	100	100	100	100	100
Towel	Cotton	7	87	12	64	76	64
	Silk	--	21	--	20	--	--
Hand- kerchief	Cotton	--	96	96	95	95	96
Socks	Cotton	--	34	34	28	34	34
	Nylon	--	92	92	92	80	83
Ties	Satin	--	3	1	1	1	1
	Nylon	--	4	1	3	--	3
	Terene	--	17	9	15	8	17
Apron	Cotton	--	--	3	--	--	--

From Table XXVII B it could be stated that Cotton banians and underwears were used by all the middle income families for all occasions. Eighty seven and 75 per cent used Cotton towels for occasions and for travelling respectively. Sixty four per cent used the same for wedding and functions.

Ninety six per cent used Cotton handkerchieves for all occasions except for the household. Thirty four per cent used Cotton socks for occasional wear, Office and College, travelling and functions. Twenty eight per cent used Cotton socks for wedding. Nylon socks were used by 92 per cent for occasional wear, office and college and for wedding. Eighty and 83 per cent used Cotton socks for travelling and functions respectively.

Type of underwear and accessories used by high income families are shown in Table XXVII C.

TABLE XXVII C

TYPE OF UNDER GARMENTS AND ACCESSORIES USED BY HIGH INCOME FAMILIES

Item	Material	Occasions					
		House- hold wear	Occa- sional wear	For Office and College	For wedd- ing	For Trave- ling	For func- tions
(Percentage of families)							
Banians	Cotton	100	100	100	100	100	100
Under- wear	Cotton	100	100	100	100	100	100
Towel	Cotton	17	67	9	51	53	51
	Silk	--	31	--	23	--	8
Hand- ker- chief	Cotton	--	99	99	99	99	99
Sock	Cotton	--	13	20	4	5	8
	Nylon	--	95	95	92	92	95
Tie	Satin	--	--	7	--	--	--
	Silk	--	20	8	9	4	13
	Nylon	--	20	8	11	7	7
	Terene	--	53	29	39	20	24
Apron	Cotton	--	--	3	--	--	--

Cotton banians and underwear were used by almost all the high income families for all occasions. While 57 per cent used Cotton towel for occasion, 51 per cent used the same for wedding and functions. Fifty three per cent used cotton towels for travelling. Thirty one and 23 per cent of high income families used Silk towels for occasions and wedding respectively. Cotton handkerchieves were used by 99 per cent for all occasions. More than 90 per cent used Nylon socks, for all occasions except for the household. Silk and Nylon ties were ^{used} by 20 per cent of the families for occasions. Terene ties were used by 53 and 39 per cent for occasions and wedding respectively.

By comparing table A, B and C it may be concluded that Cotton banian, under wear and kerchieves are used by all the three income families for all occasions. Nylon socks are mostly used by middle and high income families. Only in high income families ties were found to be in common use. They used more of Terene ties than other materials.

Type and number of undergarments and accessories possessed by the selected families are given in Table XXVIII.

TABLE XXVIII

TYPE AND NUMBER OF UNDER GARMENTS AND ACCESSORIES POSSESSED BY THE
SELECTED FAMILIES

Item	Material	Number in range					
		Upto 5			Above 5		
		Low income	Middle income	High income	Low income	Middle income	High income
(Percentage of families)							
Banian	Cotton	43	7	1	57	93	99
Under wear	Cotton	49	5	--	51	95	100
Towel	Cotton	51	56	32	5	31	33
	Silk	7	21	21	--	--	9
Handkerchief	Cotton	44	5	--	31	91	99
Socks	Cotton	34	17	12	--	4	8
	Nylon	27	40	32	1	32	53
Tie	Satin	3	1	4	--	1	13
	Silk	--	12	17	--	--	3
	Nylon	--	4	17	--	--	--
	Terene	--	17	48	--	--	7
Apron	Cotton	--	3	3	--	--	--

As Table XXVIII shows 43 and 49 per cent of low income families had upto five Cotton banians and under-wears. Fifty seven per cent of low, 93 per cent of middle and 99 per cent of high income families had more than five under garments. The number of Cotton towels possessed by 51 per cent of low, 55 per cent of middle and 32 per cent of high income families were upto five. Thirty one per cent of middle and 33 per cent of high income families had more than five Cotton towels. Silk-towels possessed by 21 per cent of middle and high income families were upto five. While 44 per cent of low income families had upto five Cotton handkerchieves, 91 per cent of middle and 99 per cent of high income families had more than five Cotton handkerchieves. Thirty four per cent of low income families had upto five Cotton socks. Whereas 27 per cent of low, 40 per cent of middle and 32 per cent of high income families had upto five Nylon socks. Thirty two per cent of middle and 63 per cent of high income families had more than five Nylon socks. Fortyeight per cent of the high income families had upto five Terene ties.

Hence it may be concluded that as the income increases the number of undergarments and accessories possessed also increase.

G. Seasonal clothes used:

The seasonal clothes used by the ladies and girls of selected families are given in Table XXIX A.

TABLE XXIX A
NUMBER OF SEASONAL CLOTHES USED BY LADIES AND GIRLS OF
THE SELECTED FAMILIES

Item	Income level		
	Low Income	Middle Income	High Income
	(Percentage of families)		
Sweater	43	54	81
Coat	1	13	28
Muffler	15	13	28
Shawl	8	25	71
Socks	--	--	3
Cap	--	--	1
Gloves	--	--	1

As shown in Table XXIX A sweaters for the cold were used by 43 per cent of low, 54 per cent of middle and 81 per cent of high income families. Coats were used only by 25 per cent of high income families. Fifteen per cent of low, 13 per cent of middle and 28 per cent of high income families used mufflers. Shawls

were used only by 25 per cent of middle and 71 per cent of high income families. The total number possessed in each item was found to be below five in all the three income families.

From Table XXIX A it may be concluded that the common seasonal item used by all the three income families seemed to be sweaters. Items like coats, mufflers and shawls were possessed more by high income families than others.

The seasonal clothes used by the Men and Boys of selected families are shown in Table XXIX B.

TABLE XXIX B
NUMBER OF SEASONAL CLOTHES USED BY MEN AND BOYS OF THE
SELECTED FAMILIES

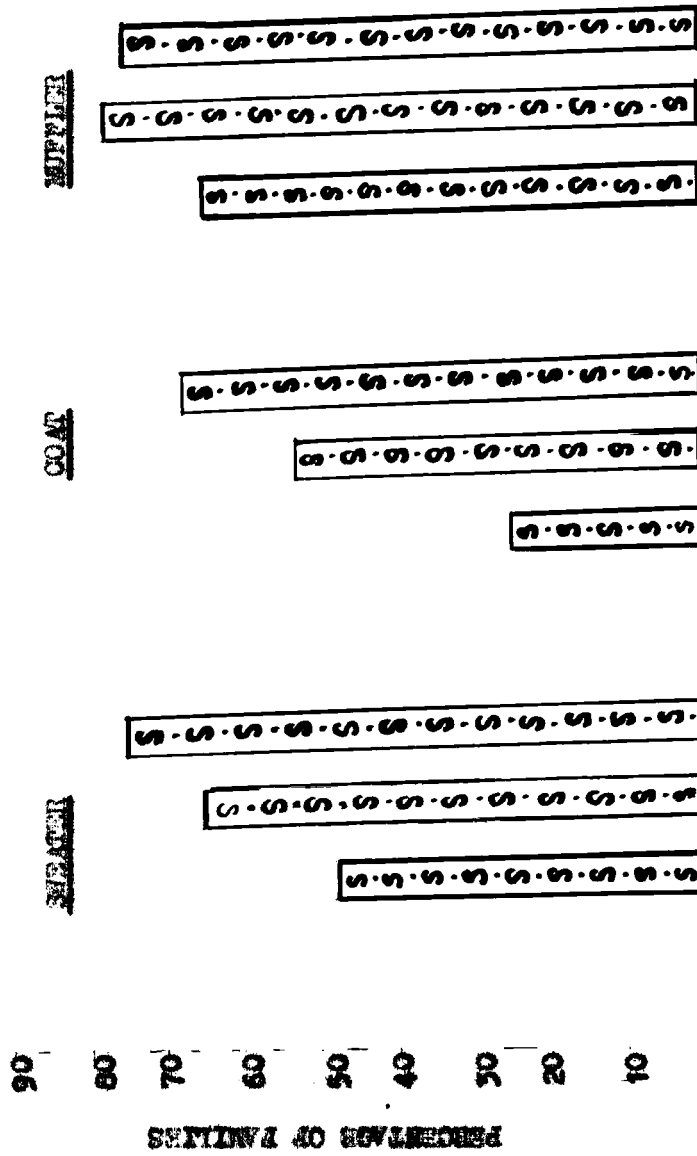
Item	Income level		
	Low Income	Middle Income	High Income
	(Percentage of families)		
Sweater	48	65	75
Coat	25	53	68
Muffler	55	79	76
Shawl	13	7	5
Rain coat	4	4	3
Sock	5	9	39
Cap	--	7	9
Gloves	--	1	11

FIGURE - 5

SEASONAL CLOTHES POSSESSED BY THE SELECTED FAMILIES
(Number in range)

Scale:

1 cm = 10 per cent



SEASONAL CLOTHES

- LOW INCOME
- MIDDLE INCOME
- HIGH INCOME

As shown in Table XXIX B sweaters were used by forty eight per cent of low, 55 per cent of middle and 75 per cent of high income families. Coats were used by 25 per cent of low, 53 per cent of middle and 68 per cent of high income families. Sixty five per cent of low, 79 per cent of middle and 75 per cent of high income families used mufflers. Thirty nine per cent of high income families used socks.

From Table XXIX B it is clear that sweaters, coats and mufflers were commonly used by all the three income families (fig. 5). Socks, cap and gloves were possessed more by high income families than others.

H. Readymade garments used:

The type and number of readymade garments used by ladies and girls of the selected families are given in Table XXX A.

TABLE XXX A

READYMADE GARMENTS USED BY LADIES AND GIRLS OF THE
SELECTED FAMILIES

Item	Material	Income level					
		Low income		Middle income		High income	
		NUMBER IN FAMILY					
		Upto 5	6- 10	Upto 5	5-10	Upto 5	6-10
Blouse	Cotton	--	--	3	1	5	9
Lungi and Kurtha	Cotton	4	--	4	--	9	3
Salvar and Kameeze	Cotton	--	--	1	--	4	--
	Terecot	--	--	1	--	1	--
Frock	Cotton	17	--	9	4	11	5
	Terecot	3	--	1	--	7	1
	Nylon	3	--	5	--	8	8
Bell bottom	Cotton	3	--	1	--	5	--
	Terecot	--	--	5	--	5	--
Shirt	Cotton	--	--	1	--	4	--
Sari- petticoat	Cotton	33	--	65	3	64	12
Bodice	Cotton	45	17	--	69	--	84
Petti- coat	Cotton	--	--	5	1	--	5
Panties	Cotton	1	--	3	15	--	13

As Table XXX A reveals among the different readymade garments available saripetticoat and bodice seemed to be in common use among the all the three income families. Thirty three per cent of low, 56 per cent of middle and 54 per cent of high income families had up to five readymade Cotton sari petticoats. Forty four per cent of low income families had upto five Cotton bodice. Sixty nine per cent of middle and 84 per cent of high income families had six to ten Cotton bodice.

Thus readymade garments especially Saripetticoat and bodice are used more abundantly by middle and high income families than low income families.

Type and number of readymade garments used by men and boys of the selected families are given in Table XXX B.

TABLE XXX B
 READYMADE GARMENTS USED BY MEN AND BOYS OF THE SELECTED
 FAMILIES

Item	Material	Income level					
		Low income		Middle income		High income	
		Number in range					
		Upto 5	6 to 10	Upto 5	6 to 10	Upto 5	6 to 10
		(Percentage of families)					
Shirt	Cotton	20	--	32	--	24	1
	Terecot	13	--	40	1	48	1
	Terylene	1	--	9	--	19	--
Full pant	Cotton	4	--	7	--	7	--
	Terecot	4	--	15	--	13	--
Half pant	Cotton	5	--	17	9	20	11
Bell bottom	Terecot	--	--	3	1	--	--
Banian	Cotton	40	53	4	95	--	100
Underwear	Cotton	24	4	15	47	20	49

As given in Table XXX B readymade shirts, banians and underwear were used more commonly by the selected families. Twenty per cent of low, 32 per cent of middle and 34 per cent of high income families had upto five Cotton

shirts. Forty per cent of middle and 48 per cent of high income families had upto 5 Terecot shirts. Forty per cent of low income families had upto five Cotton banians. Fifty three per cent of low, 95 per cent of middle and 100 per cent of high income families had six to ten Cotton banians. As regards underwears 24 per cent of low, 15 per cent of middle and 20 per cent of high income families had upto five under wears. Forty seven per cent of middle and 49 per cent of high income families had six to ten under wears.

Hence it may be concluded that the number of readymade garments possessed by middle and high income families are greater than those possessed by low income families.

I. Factors looked for while purchasing:

Factors looked for while purchasing different materials as stated by 90 per cent of low, middle and high income families included the following:

1. Durability,
2. Price,
3. Fashion,
4. Design,
5. Colour combination,
6. Drapability,
7. Finish,
8. Ease of care and
9. Availability.

V. SUMMARY AND CONCLUSION

The findings of the study conducted to find out the materials used by families of three different income levels at Coimbatore City are summarized below:

1. As income increased, the money spent on clothing also increased.
2. Clothing was purchased most commonly once in six months and during festivals by low and middle income families. High income families purchased once in three months, during festivals and special occasions.
3. All the three income families preferred Binny, Mafatlal, Bombay, Dyeing and Aravind for Cotton and Terecot materials. Middle and High income families in addition preferred Khatau and Calico for cotton. Kanchipuram Silk was preferred by all the three income families. Middle and high income families in addition preferred Dharmapuram and Kollekalam.
4. Cotton, Nylon and Silk series were commonly used by all the three income families. Middle income families used Orlon also. High income families used Terylene and Terecot series in addition to Cotton, Nylon and Silk series.
5. Cotton blouses were commonly used by all the three income families. Middle and High income families used Silk blouses for occasional wear. Synthetic blouses were not in common use.
6. All the three income families used Cotton skirts for almost all occasions. Silk and Nylon skirts were used by only middle and high income families. Terecot half skirts were familiar only in high income group.

7. For half saris only Cotton was preferred by all the three income families.
8. Cotton lungies, Kurthas and bell bottoms were used by middle and high income families. High income families also used Terecot bellbottoms, maxies and shirts.
9. For undergarments, all the three income families used Cotton materials.
10. Cotton hand kerchieves and Nylon ribbons were the common accessories used by low, middle and high income families. High income families in addition used Nylon scarves and socks.
11. Cotton and Terecot shirts were very common among the gents wear in all the three income families. Middle and high income families used Terylene shirts in addition.
12. Cotton pants were in common use among low income families. Middle and high income families used Terecot pants more than Cotton.
13. Cotton dhoti, lungi and bell bottoms were commonly used by all the three income families. Middle and high income families used Terecot bell bottoms also.
14. Cotton banians, under wear and kerchieves were used by all the three income families. Nylon socks were used by only middle and high income families. Ties were used mainly by high income families and the material was found to be Terene.
15. Sweater was the common seasonal item used by all the three income families. Coat, muffler and shawls were used in large number by middle and high income families.
16. The number of items used in both ladys' and gents' wear seemed to increase with the increase of income.

17. Readymade garments like Sari, petticoat and bodice were used in large number by middle and high income families.
18. Durability, price, fashion, design, colour combination, drapability, finish, ease of care and availability were the factors looked for while purchasing different materials.

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A P P E N D I C E S

APPENDIX I
 PRODUCTION OF TEXTILE FIBRES IN INDIA
 (In million Kgs. and percent)

Year	Man-Made Fibres	Cotton	Wool	Silk	Grand Total
1960	42.502 (5)	787.959 (93)	14.75 (2)	1.50 ()	845.721 (100)
1961	49.284 (5)	852.294 (93)	14.75 (2)	1.55 ()	927.998 (100)
1962	60.168 (6)	859.553 (92)	18.01 (2)	1.78 ()	939.521 (100)
1963	55.072 (7)	892.574 (91)	22.73 (2)	1.90 ()	983.276 (100)
1964	75.120 (7)	954.819 (91)	20.90 (2)	1.94 ()	1,052.779 (100)
1965	77.258 (8)	939.235 (90)	18.13 (2)	2.15 ()	1,035.784 (100)
1966	82.332 (8)	900.980 (90)	15.50 (2)	2.05 ()	1,001.952 (100)
1967	94.224 (9)	895.417 (89)	15.54 (2)	2.23 ()	1,009.511 (100)
1968	109.592 (10)	940.970 (88)	18.55 (2)	2.32 ()	1,091.459 (100)
1969	110.532 (10)	951.055 (88)	18.87 (2)	2.30 ()	1,082.758 (100)
1970	115.975 (11)	954.755 (87)	19.57 (2)	2.25 ()	1,103.562 (100)
1971	115.181 (11)	880.990 (87)	20.15 (2)	2.75 ()	1,020.081 (100)

APPENDIX II

PRODUCTION OF MAN-MADE FIBRES IN INDIA
(In million Kgs.)

Year	Viscose Rayon		Acetate Rayon		Total Cellulose Man-made fibres	Nylon		Acrylic Staple yarn	Polyester Filament yarn	Polyester Staple yarn	Total Synthetic fibres	Total Filament yarn	Total Staple fibres
	Filament yarn	Staple yarn	Filament yarn	Staple yarn		Filament yarn	Staple yarn						
1954	5.019	4.224	0.385	--	9.629	--	--	--	--	--	--	5.405	4.224
1955	5.823	5.705	1.056	--	12.584	--	--	--	--	--	--	6.879	5.705
1956	7.565	7.903	1.437	--	16.907	--	--	--	--	--	--	9.004	7.903
1957	9.702	8.007	1.532	--	19.341	--	--	--	--	--	--	11.334	8.007
1958	13.382	14.004	1.854	--	29.244	--	--	--	--	--	--	15.240	14.004
1959	14.993	20.345	1.437	--	36.775	--	--	--	--	--	--	16.430	20.345
1960	18.798	21.779	1.925	--	42.502	--	--	--	--	--	--	20.723	21.779
1961	21.192	26.064	2.028	--	49.284	--	--	--	--	--	--	23.220	26.064
1962	26.220	32.388	1.380	--	59.988	0.180	--	--	--	--	0.180	27.780	32.388
1963	31.224	32.148	1.956	--	65.328	0.744	--	--	--	--	0.744	33.924	32.148
1964	35.292	36.815	1.836	--	73.944	1.175	--	--	--	--	1.175	38.304	36.815
1965	35.208	37.152	2.028	0.024	74.412	1.475	--	--	--	1.380	2.855	39.712	38.555
1966	33.312	42.758	1.332	0.456	77.858	1.920	--	--	--	2.544	4.464	36.564	45.758
1967	34.764	52.140	1.704	0.120	88.728	2.448	--	--	--	3.088	5.496	38.916	55.308
1968	36.017	61.560	1.464	0.528	99.564	5.292	--	--	--	4.692	9.984	42.798	65.780
1969	36.516	58.176	1.536	0.456	96.684	7.884	--	0.036	0.192	5.736	13.848	46.096	64.404
1970	36.012	63.144	1.752	0.216	101.124	9.744	--	0.192	0.588	5.328	15.852	48.096	68.880
1971	31.819	60.744	1.622	0.325	99.510	10.306	0.02	0.084	0.532	5.729	16.572	49.279	66.902

APPENDIX III

AN INTERVIEW SCHEDULE TO ELICIT INFORMATION REGARDING
CLOTHING MATERIALS USED IN SELECTED FAMILIES AT DIFF-
ERENT INCOME LEVELS OF COIMBATORE CITY

Name of the investigator:

Name of the home-maker:

Address:

Type of family: Nuclear Joint

1. Family background:

S. No.	Name of the family members	Relation-ship to the home-maker	Age	Sex	Edu-cati-onal sta-tus	Occu-pati-on	Income per month Rs.

Other source of income per month: Rs.

Total income : Rs.

2. How much money do you spend on clothing per year?

3. How often do you buy clothing materials?

Check it against the list given belows

Monthly

Once in three months

Once in six months

Once in six months

Yearly

During festivals

During special occasions

4. Name the particular brand you prefer for the following materials:

Material	Brand
Cotton and cotton varieties	
Linen	
Silk	
Wool	
Rayon	
Nylon	
Terylene	
Others	

5. List the type and total number of clothing items you have at present and also state the occasion for which you use the same.

Item	Material	Total number	Household wear	Occasional wear	For office and college	For wedding and college	For traveling	For functions
------	----------	--------------	----------------	-----------------	------------------------	-------------------------	---------------	---------------

LADIES' AND GIRLS' WEAR:

Sari

Blouse

----- contd..

Item	Material	Total number	Household wear	Occasional wear	For office and college	For wedding	For traveling	For functions
------	----------	--------------	----------------	-----------------	------------------------	-------------	---------------	---------------

Frock

Lungi

Kurtha

Fullskirt

Item	Material	Total number	Household wear	Occasional wear	For office and college	For wedding	For traveling	For functions
------	----------	--------------	----------------	-----------------	------------------------	-------------	---------------	---------------

Bellbottom

Shirt

Maxi

Night dress

House coat



Item	Material	Total number	Household wear	Occasional wear	For office and college	For wedding	For traveling	For functions
------	----------	--------------	----------------	-----------------	------------------------	-------------	---------------	---------------

APRON

Under garments

Seri Petticoat

Bodice

Petticoat

Item	Material	Total number	Household wear	Occasional wear	For office and college	For wedding	For traveling	For functions
------	----------	--------------	----------------	-----------------	------------------------	-------------	---------------	---------------

Panties

Banians

Accessories

Scarf

Hand kerchief

Ribbon

Socks

Item	Material	Total number	Household wear	Occasional wear	For office and college	For wedding	For traveling	For functions
------	----------	--------------	----------------	-----------------	------------------------	-------------	---------------	---------------

Tie

Mens' and Boys' wear:

Shirt

Fullpant

Half pant

Unothi

Item	Material	Total number	Household wear	Occasional wear	For office and college	For wedding	For traveling	For functions
------	----------	--------------	----------------	-----------------	------------------------	-------------	---------------	---------------

Lungi

Bellbottom

Tights

Suit and Coat

Night dress



Item	Material	Total number	Household wear	Occasional wear	For office and college	For world-traveling	For functions
------	----------	--------------	----------------	-----------------	------------------------	---------------------	---------------

Under Garments

Briefs

Underwear

Accessories

Towel

Item	Material	Total number	Household wear	Occasional wear	For office and college	For wedding	For traveling	For functions
------	----------	--------------	----------------	-----------------	------------------------	-------------	---------------	---------------

Handkerchief

Socks

Ties



5. a. Do you have seasonal cloths?

Yes

No

If yes,

b. Give the number of items and type of material you have at present.

Items	<u>Ladies' and Girls' Wear</u>		<u>Mens' and Boys' wear</u>	
	Material	Number	Material	Number
Sweater				
Coat				
Muffler				
Shawl				
Socks				
Cap				
Gloves				
Raincoat				

7. a. Do you purchase readymade garments?

Yes ; No

If yes,

List the number and type of garment you have at present:

Item	Material						
	Cotton	Linen	Rayon	Tery-lene	Tere-cot	Silk	Nylon
<u>Ladies' and Girls' wear:</u>							
Rock							
Blouse							
Lungi and Kurtha							
Salwar and Kameeze							
Bell Bottom							
Saripetticoat							
Bodice							
Petticoat							

Item	Material						
	Cotton	Linen	Rayon	Tery- lene	Tere- cot	Silk	Nylon

Mens' and
Boys' wear:

Shirt

Pant

Half pant

Bell bottom

Tights

Banfan

Under wear

8. What factors do you look for while selecting different materials?

Materials	Factors looked for
-----------	--------------------

Cotton

Silk

Wool

Linen

Synthetics

Blends

Mixtures

APPENDIX IV

Statistical analysis to show the relationship between income and expenditure on clothing:

Income level	Below 1000		Above 1000		Grand Total
	Observed (O)	Expected (E)	Observed (O)	Expected (E)	
Low income	98	(55)	2	(35)	100
Middle income	89	(55)	11	(35)	100
High income	8	(55)	92	(35)	100
	195		105		300

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\chi^2 = \underline{\underline{215.991}}$$

Significant at 1% level.

Hence there is association between income and expenditure on clothing.

APPENDIX V

Statistical analysis to show the relationship between income and number of Cotton series possessed:

Income level	Upto 10		Above 10		Grand Total
	Observed value	Expected value	Observed value	Expected value	
	(O)	(E)	(O)	(E)	
Low	78	(39.33)	22	(60.55)	100
Middle	33	(39.33)	67	(60.55)	100
High	7	(39.33)	93	(60.55)	100
	118		182		300

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\chi^2 = \underline{\underline{109.17}}$$

Significant at 1% level

Hence there is association between income and number of cotton series possessed.

APPENDIX VI

Statistical analysis to show the relationship between income and number of Silk series possessed:

Income level	Upto 10		Above 10		Grand Total
	Observed value (O)	Expected value (E)	Observed value (O)	Expected value (E)	
Low	87	(49.61)	4	(42.36)	91
Middle	52	(52.88)	35	(44.13)	97
High	8	(43.30)	92	(45.48)	100
	157		131		288

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\chi^2 = \underline{\underline{113.73}}$$

Significant at 1% level.

Hence there is association between income and number of Silk series possessed.

APPENDIX VII

Statistical analysis to show the relationship between income and number of Nylon series possessed:

Income level	Upto-5		Above 5		Grand total
	Observed value (O)	Expected value (E)	Observed value (O)	Expected value (E)	
Low	45	(18.74)	25	(51.25)	70
Middle	22	(24.63)	70	(67.37)	92
High	1	(24.63)	91	(67.37)	92
	68		166		234

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\chi^2 = \frac{110.07}{\dots}$$

Significant at 1% level

Hence there is association between income and number of Nylon series possessed.

APPENDIX VIII

Statistical analysis to show the relationship
between income and number of Cotton shirts possessed:

Income level	Upto 10		Above 10		Grand total
	Observed value (O)	Expected value (E)	Observed value (O)	Expected value (E)	
Low	84	(53.33)	16	(36.67)	100
Middle	59	(50.13)	34	(34.11)	93
High	40	(50.80)	56	(35.22)	96
	183		106		289

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\chi^2 = \underline{\underline{39.27}}$$

Significant at 1% level.

Hence there is association between income and number of Cotton shirts possessed.

APPENDIX IX

Statistical analysis to show the relationship
between income and number of Terecot Shirts possessed:

Income level	Upto 10		Above 10		Grand total
	Observed value (O)	Expected value (E)	Observed value (O)	Expected value (E)	
Low	81	(48.60)	2	(34.42)	83
Middle	54	(55.20)	32	(39.80)	96
High	15	(55.20)	80	(39.80)	95
	151		114		275

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\chi^2 = \underline{\underline{128.81}}$$

Significant at 1% level

Hence there is association between income and number of Terecot shirts possessed.

APPENDIX X

Statistical analysis to show the relationship
between income and number of Terylene Shirts possessed:

Income level	Upto 5		Above 5		Grand Total
	Observed value (O)	Expected value (E)	Observed value (O)	Expected value (E)	
Low	32	(17.73)	3	(17.28)	35
Middle	25	(27.36)	29	(26.65)	54
High	20	(31.92)	43	(31.09)	63
	77		75		152

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

$$\chi^2 = \underline{\underline{32.93}}$$

Significant at 1% level.

Hence there is association between income and number of Terylene shirts possessed.