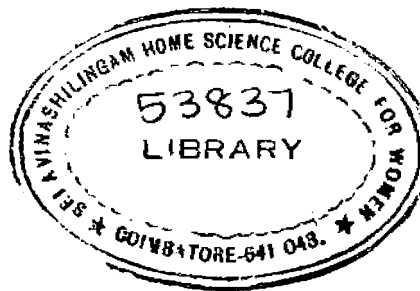


CLOTHING PRACTICES OF RURAL FAMILIES

BY

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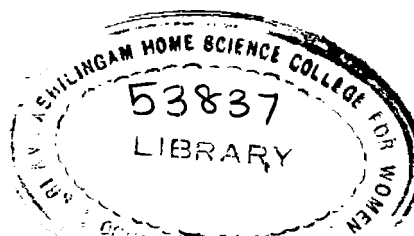
1. INTRODUCTION

Eighty per cent of the population in India live in villages and earn their livelihood on farming and allied agricultural activities, Barnala (1979). As per the census 1971 the total population of India was 548 million, and the total female population, 26.4 crores. Sachdeva et al (1978) remark that around 20 per cent of the population lived in towns and cities while the remaining 80 per cent lived in villages.

According to Rao (1979) nearly 50 per cent of the rural population in India live below the poverty line. Poverty is hard to define and even harder to measure, views Pande (1976). A qualified definition of poverty is found in the Draft Fifth Five Year Plan. "Poverty level has to be defined in terms of a minimum level of consumption. In the IV Plan Document, private consumption of Rs.20 per capita per month at 1960 - 61 prices was deemed a minimum desirable consumption standard. At 1972 - 73 prices which have been adopted for working out the V Plan estimates, the corresponding amount would be about Rs.40.6, Rajarathnam (1975). Nearly 232 million of rural population are under poverty line. Madras Institute of Development of Studies reveals that nearly 73.8 per cent of rural people in Tamil Nadu live below the poverty line, Sreenivasa Iyer (1975).

Some of the causes of poverty are a low income level, unemployment and under-employment, lack of infrastructure and facilities in rural areas, lack of nutritious food and knowledge of nutrition, lack of proper skills and techniques for undertaking subsidiary occupations. Rural poverty is reflected in poor nutritional standards, inconvenient shelter, inadequate clothing, illiteracy and low health and living standards. All these in turn affect the productivity of the rural people and their standards of living. Since early times many development programmes have been going on, in India; for example the Gandhian constructive programme was a movement of the people, by the people and for the people, Dahama (1973).

The new approach of the Integrated Rural Development is an effort towards integration and enforcement of activities considered essential. Detailed planning has been at the microlevel to ensure effectiveness in implementation of programmes. The basic objectives of the Integrated Rural Development are- to maintain and create durable community assets and strengthen the rural infrastructure, to generate massive employment in rural areas, to raise wages of agricultural workers, to release commercial credit for productive purposes, according to Bapna(1980).



We must strive for improved nutritional status, better shelter, adequate clothing, better health, sanitation and living conditions for the masses and for overall development of the villages an integrated action is essential. The basic necessities for any human being is food, clothing and shelter. Clothing forms second in the triumvirate of fundamental necessities, state Sigelow(1953), and Raj(1973). According to Devadas(1968), the greatest proportion of the family income is usually spent on food, followed by clothing and housing.

Clothing is one means of value expression used by individuals, families and society as a whole, Alexander (1977). To some extent, the social life of the family within the community set up also determines the expenditure on clothing. A village family does not need the same type of clothes as a family that participates in the more formal social activities of city life views Devadas (1968).

The survey conducted by SASMIRA(1978) on Rural Families of very low income levels reveals that minimum clothing was used by them. Rough and thick varieties were preferred. For working costumes, cotton textiles were found more useful. Preference for textiles was dictated

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more by price rather than by any other factor. When a large amount of money is spent on food, little money is left for the other essential items in the family budget which includes clothing also.

Due to financial constraints clothing is an area that receives less attention in rural families. With limited resources on hand, the problem of rural folk is how to select and purchase clothing wisely and how to care for them. Rural people lack knowledge in the use of detergents, in practising suitable washing methods. No authentic information is actually available on clothing purchased or possessed by them, types of clothing items preferred by them, laundering techniques and storage habits adopted by them. The extent to which condemned clothes are utilised, subsidiary occupations related to textiles are adopted are certain facts still to be investigated. Even though organisations such as the School, Balwadis, and Women's and Youth Clubs[†] are present in some villages, the extent to which villagers participate in such organisations is also not clear. No doubt some institutions have conducted rural surveys but information on the above field was found to be inadequate. Therefore the investigator attempted to conduct a study in the above aspects with special reference to the clothing practices, in a selected rural area.

II. REVIEW OF LITERATURE

The review of literature comprised of the following main steps.

- A. Importance of clothing
- B. Clothing selection and consumption
- C. Factors influencing clothing expenditure
- D. Care and Maintenance of clothing
- E. Studies conducted

A. IMPORTANCE OF CLOTHING

Clothing occupies an important place in determining the status of an individual in the society. It is not true that clothes make the man. Yet they are important in determining the impression a person makes on others. To a large extent clothing is an index of an individual's character, temperament and disposition. Clothing, according to Devadas (1959) can be a means of self-confidence, an expression, a manifestation of aesthetic qualities and an outlet for creative beauty. Latzke et al (1968) view dress as the key to an understanding of people's culture, way of life and socio-economic progress. Clothing serves as a non verbal means of

communicating social and political attitudes opine Buckley (1973). Clothes according to Gibbins (1969) are used as a means of conveying messages about the wearer and the major dimension of the meaning of clothes is their fashionability. Hamid (1968) indicated that clothing influences the perception of another's personality characteristics. Changes in clothing styles can cause changes in impression formation. Gorman (1969) opines that clothing may be used as a means of attaining some of the desired characteristics of the ideal body image. While Reed (1973) found that clothing acts as a valid symbolic indicator of the self. Shibutani (1961) felt that clothing stimuli have symbolic meanings within a group of culture.

B. CLOTHING SELECTION AND CONSUMPTION.

ASMIRA (1968) points out that consumers' needs and demands are ever changing with the growing sophistication in tastes and increasing diffusion of purchasing power. Clothing purchases according to Morgan (1957) involves thought, shopping and expenditures of appreciable sums of money. Even if there is a budget, it is the clothing item which consumes much money. Clothing management consists of providing clothes for the family members with the main aim of

bringing about physical, social and psychological well being for each member with a reasonable expenditure of both the human and the material resources available for the family's use. Devadas (1968) and Nichell and Dorsey (1976), claim it is sometimes wiser to purchase a less expensive fabric that is fully good in appearance than a more expensive fabric that will last longer. The above proves to be true in the case of children who generally outgrow their clothing and who have no younger brothers or sisters. Ryan (1976) outlines those properties of garments that lead to greatest satisfaction. They include appearance comfort, durability, ease of care, ease in putting on and taking off, performance in wearing and use over a period of time, and suitability to occasion or versatility. Goldstein and Goldstein advocate that clothes should be chosen to enhance the individual and his personality and material chosen for a dress should be suited to its use and to the type of design. Hauck (1963) feels colour, texture and design are most essential factors to be considered in the choice of clothing. Craig et al (1954) opine that texture and pattern along with line and colour are important considerations in dress selection. Good year (1965) points out the role of fashion in the attainment of goal values that is individuality conformity, and prestige as the most extravagant force in clothing selection.

Regardless of quality or design something imported seems to appeal to many people opine Chambers et al (1961). A critical analysis of advertisement can help consumers in clothing selection views Rhodes (1959) provided it is used intelligently.

C. FACTORS INFLUENCING CLOTHING EXPENDITURE

Good Year (1976) points out that clothing is one of the items in the family budget. While Morton (1955) feels that the clothing expenditure gets effect^{ed} by the interest shown by the family members and standard of living. Rhodes (1959) feels that the place of living is the affecting factor. Both Tate et al (1961) Oppenheim (1965) opine that increased family income has influenced the amount people can spend on clothing. As income increases the quality of garments purchased usually improves as well as the unit price paid for each item. Climate, occupation, family background and above all by production and marketing techniques influence clothing purchases view Cochran and Bell (1956).

The occupations of women and their income range very widely in every community. Both Devadas (1959) and Hoffman (1960) claimed that job or profession influenced

clothing needs and expenditure of women. According to them clothing expenditure is largest for women due to varying occupations. Professional women require more clothes than housewives.

Engle's law of family expenditure is well known. As the income of a family increases, the proportional expenditure, for clothing, rent, fuel and light remains fairly constant. While the percentage for food decreases for cultural and higher enjoyment of increases. However, in the lower income levels the largest amount of money must go for food. The dollars which remain are divided among the other family needs including clothing Thompson et al (1949).

D. CARE AND MAINTENANCE OF CLOTHING:

The term 'care' includes frequent washing and airing of garments, clean storage, when not in use, immediate mending, when damaged by tearing, removal of stains before washing or further use, use of proper laundering or drycleaning method depending on type of fabric and proper pressing and ironing. Pether and Corbman (1959). Care not only improve appearance

but it also increases the wearing qualities of the materials. Intelligent care can be given to fabrics by day to day, occasional and seasonal attention, Rathbone and Tarplay (1959). To derive maximum satisfaction from available money for clothing one must know how to select clothing, how to wear clothes, properly, and how to make them last longer through proper care, views Devadas (1968). Regular care of clothing not only helps one to present a well groomed appearance, but it also increases the wearing quality of garments helps them in constant services and will provide money for other family members. Systematic care helps to cut down cleaning bills and remodelling costs Jerke (1957). Hygienic clothing according to Todd (1952) includes separation of garments, removal of stains, and the use of proper waste and storage methods.

Lewis et al (1960) are of the opinion that an ideal house plan must include ventilated clothes closets with adequate space for full length garments, Lynch & Sara (1955) and King (1961) advocate the use of wooden or plastic hangers. Padded hangers are recommended for delicate fabrics. Wingo (1953). The life of clothing is lengthened by sufficient, well planned storage space for all items of wardrobe, Rhodes (1959). The use of an effective repellent as naphthalene sprayed in drawers

or chests or para dichlorobenzine prevents moths. Evans (1957) suggests the use of camphor and cedar to be used as insecticides.

E. STUDIES CONDUCTED

Consumer survey conducted by Saanra in (1978) in five villages of Maharashtra revealed that the major consumption of textiles is of cotton. Among service personnel and professionals, there is some awareness of manmade fibre textiles. The consumption of manmade textiles in rural areas is about 10 per cent of total consumption. The pattern of consumption would be 60 per cent of cotton textiles and 40 per cent of manmade textiles on the basis of price parity. Textile Magazine (1978).

The consumer purchases of cotton textiles percapita at all India level amounted to 11.72 metres in 1975 as against 11.85 metres in 1974. In the case of non cotton textiles the per capita consumption declined from 0.77 metres to 0.62 metres at all India level, from 0.67 metres to 0.45 metres in rural areas. Gidwani (1977).

The study conducted on Clothing Practices of College Students by Rajf and Kusumakumari (1969) revealed that the amount spent on clothing increased with the increase in income but it was found to decrease with increase in size of family. Vijayalakshmi and Sivagnanasundari (1972) studied the Clothing Practices of Selected Rural and Urban families. This showed that rural families spend less amount for clothing than urban families. Cotton fabrics were used by a majority of rural and urban families. While dark colours were preferred by rural families light shades were preferred by urban families.

A study on Textile Purchasing Habits of Selected Homemakers in Coimbatore City conducted by Ramathilakam and Seethalakshmi (1972) showed that clothing expenditure as a percentage of of total expenditure decreased with increase in income levels. The consumption of textiles judged by the amounts expended on them indicated that people were highly selective in their tastes.

The study on the Extent of Use of Handmade Textile Fabrics in rural families conducted by Vijayalakshmi and Rama (1972) revealed that among the different types of fabrics chosen for apparels cotton ranked the highest place. The significant finding of the study was that the rural people were

more receptive to change if some immediate advantage was readily available. This emerges from the observation that all of them mentioned about different advantages they had in the purchase of manmade fabrics.

Vijayalakshmi and Nagammai (1975) studied the participation of family members in clothing selection in 250 families. They found that as the income increased the percentage of income spent on clothing decreased. A larger amount of clothing allowance was spent by women. All members selected cotton for all types of garments as their first priority.

Raji, Kanala and Ollimutnu (1971) conducted a study on mother's preferences among ready made, tailor-made and home-made garments for the preschoolers. Except for a few items purchased as readymades and few items sewn at home, tailor-made garments were found to be preferred by most of the homemakers for their children.

A study was undertaken by a post graduate student of SASHIRA's Institute in (1976) to assess the concept of consumer of product quality of textiles. The study revealed that although

In general the Indian consumer was quality conscious, over 85 per cent have no clear conception about quality of textiles fabrics. Majority of them linked quality with durability, other with perfect external appearance, colour fastness and unshrinkability. Quality was assessed by sight and feel of fabric, colour design, brand name, and price had a definite effect on consumer evaluation. Textile Magazine (1978).

III. EXPERIMENTAL PROCEDURE

The experimental procedure for this study consisted of the following steps.

For conducting the survey regarding the clothing practices of the rural families the following steps were taken:

- A. Selection of the Area
- B. Selection of the Sample
- C. Selection of the Method
- D. Conducting the Interview
- E. Analysis of Data

A. SELECTION OF THE AREA:

The investigator selected Karamadal Block in Coimbatore District for the study. The villages selected were twelve in number. They included Vivekanthapuram, Devangapuram, Thekkampatti, Vijayanagaram, Salmiyur, Pujanganoor, Dhayanoor, Seeliyur, Tholampalayam, Vellangadu, Pudur, Medur, Kandyapalayam. The above villages have already been selected for the

Integrated Rural Development Programme. Easy accessibility to the investigator and co-operation extended by the villages were the main reasons for the selection of the above mentioned villages.

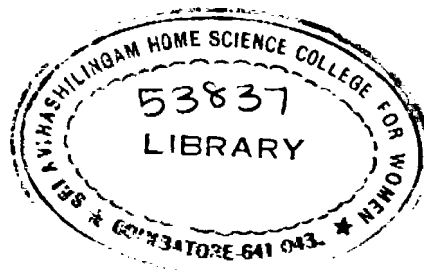
B. SELECTION OF THE SAMPLES:

"Sampling is simply the process of learning about the population on the basis of a sample drawn from it" Gupta (1977). Simple random sampling method was chosen in selecting the two hundred and fifty homemakers. "Simple random sampling is the basis of probability sampling design. A simple random sample is selected by a process (using random number, or by drawing lots) that not only gives each element in the population an equal chance of being included in the sample but also makes the selection of every possible combination of the desired number of cases equally likely Muthaya, Rao and Nirmala (1976). In each village twenty per cent of the population were selected. Sampling helps to be economical and quick, provides reliable results and it helps to reach the entire population.

C. SELECTION OF THE METHOD

The method selected for collecting the data was the interview, because of its several advantages. It helps to develop good rapport between the interviewer and the interviewee. Interview has been defined as "a systematic method by which a person enters more or less imaginatively into the inner life of a comparative stranger". Ranganamy P. (1976).

The quality of interviewing first depends upon proper study design, and design of the schedule. Even the most skilled interviewers will not be able to collect valid and useful data if the schedule of questions is inadequate to the objectives of the study or has been put together clumsily. On the other hand, even the best interview schedule does not ensure proper data collection unless the task of interviewing is performed effectively. Although interviewing requires certain personality characteristics which enable a person to establish quickly an easy rapport with others, it is a skill which can be improved considerably by training and experience. Good, Bar and Seates observe". In the interview for investigational purposes the research work is gathering data directly from others in face-to-face contacts". (1975). "Interview as a research tool is, in a sense, an oral type of questionnaire or schedule where by



the subject supplies needed information in a face, to face relationship" Sukha S.P. (1976). "The dynamics of interviewing, however, involve much more than an oral questionnaire".Carter (1976).

Moreover, the information obtained by the interview method is more likely to be correct than that obtained by any other method because the interviewer can clarify the doubts easily and develop confidence in the minds of the interviewee.

A detailed interview schedule was prepared to learn the details about the clothing practices of rural families. Such aspects as wardrobe on hand, consumption of textile fabrics, clothing selection, purchase and expenditure habits, clothing maintenance and care aspects, renovation of clothing, formed the main features of the schedule.

PRE-TESTING

Before final form of the questionnaire is adopted it is desirable to carry out a preliminary experiment on a sample basis. There are many advantages of pretesting the questionnaire, such as the following. The investigator can find out that are the draw backs of the questionnaire, i.e.,

which questions ought to be deleted and which more ought to be added. An idea can be formed about the extent of non-responses likely to take place. Greater co-operation of the informants can be secured. Gupta S.P. (1979).

Before conducting the actual survey the prepared interview schedule was pretested among twenty families for accuracy of the questionnaire in the schedule.

The schedule was modified based on the results of pretesting for greater accuracy, and this final interview schedule is presented in Appendix I.

D. CONDUCTING THE INTERVIEW

The interview was conducted in ²⁵⁰ rural families selected from the 12 villages. One of the preliminary steps in interviewing the rural families was establish rapport. The conduct of the field investigation depends largely on the degree of rapport established between villagers and field workers, F.A.O.(1966). Keeping the above in view much attention and thought was given to the establishment of rapport before conducting the interview. In most rural communities interviews must be conducted in the home, or wherever the informants would be reached, F.A.O.(1966).

So the investigator, visited each rural home, contacted the homemaker, established rapport, and then conducted the personal interview, using the interview schedule. Thus 250 rural homes were visited and the data was obtained. The forms were checked for the contents in the field itself and the filling up was done.

E. ANALYSIS OF DATA:

The collected data was consolidated and analysed. It is presented and discussed in the chapter Results and Discussions.

IV. RESULTS AND DISCUSSIONS

The results of the study are discussed under the following main headings

- A. FAMILY BACKGROUND
- B. CLOTHING EXPENDITURE
- C. CLOTHING CONSUMPTION
- D. CLOTHING SELECTION
- E. CLOTHING CARE AND MAINTENANCE
- F. GENERAL FACTORS

A. FAMILY BACKGROUND

1. Income Level:

For this study families which earned an income below Rs.600/- were categorised as income group (A). Families earning an income between Rs. 600 - 1,200/- were categorised as income level (B) and families earning above Rs.1,200/- were classified as Group (C).

Among the 250 families selected as sample, 210 families belonged to Group A thus forming 84 per cent. Twenty five

families belonged to income level B and 15 families, income level C thus forming 10 and 6 per cent respectively.

2. Occupation.

Table I shows the occupation of homemakers and the heads of family.

TABLE-I
(OCCUPATION OF RURAL FAMILIES)

S.No. Occupation	A(210)		B (25)		C(15)	
	0- 600		600-1200		Above 1200	
	Head %age	Home Maker % age	Head %age	Home Maker % age	Head %age	Home Maker % age
1. Agriculture alone	53	-	80	-	80	-
2. Agriculture Combined with home making	-	55	-	50	-	87
3. Wage Earner(kooli)	34	39	4	4	-	-
4. Business	7	5	4	8	10	-
5. Doctor	5	1	4	-	-	-
6. Teacher	1	-	8	12	-	-
7. Home Making alone	-	-	-	26	-	13
8. Other	-	-	-	-	10	-

From the above table it is clear that agriculture is the main occupation of the majority of the heads of families in all the three income groups. Besides agriculture for more than 50 per cent of families in Group A, the other occupation happened to be wage earning daily by the kooli job.

As regards home makers their occupation mainly was agriculture combined with home making. In group A around 40 per cent of the home makers, went for kooli jobs also. Home-making alone was done by 26 and 13 per cent of the families of B and C groups respectively.

3. Education:

The education level of head of family and homemaker are given in Tables II A, B.

TABLE II A
EDUCATIONAL LEVEL OF HEAD OF RURAL FAMILIES

S.No.	Income Level	Groups	Literate	Illiterate
1.	0 - 600	A	51	49
2.	600 - 1200	B	64	36
3.	Above 1200	C	67	33

χ^2 Value = 6.07** ** Significant at five per cent level.

From the above table, it is clear that families of Groups B and C had a higher percentage of literates. In income level A 50 per cent of heads of families were illiterates. When it was statistically analysed it was found that the income and literacy level are significant at five per cent level. (Appendix II.)

TABLE II B

EDUCATIONAL LEVEL OF HOMEMAKERS OF RURAL FAMILIES.

S. No.	Income Level	Groups	Literate	Illiterate
1.	0 - 600	A	30	70
2.	600 - 1200	B	64	36
3.	Above 1200	C	67	33

χ^2 Value = 33.99** ** Significant at five per cent level.

From the above table it is clear that families of groups B and C had a higher percentage of literates. In income

level A 70 per cent of homemakers were literates. When it is statistically analysed it was found that the income and literacy level were significant at five per cent level. (Appendix II).

4. Type of family:

Sixty nine per cent ^{of} the families belonged to nuclear families and 31 per cent to joint families.

3. CLOTHING EXPENDITURE:

Except one family the others did not maintain the clothing budget. The reasons cited by them were lack money, lack of interest and lack of knowledge by 63 per cent, 26 per cent and 25 per cent respectively.

1. Factors influencing Clothing expenditure.

The factors influencing clothing expenditure as cited by the families are given in Table III.

TABLE IIIFACTORS INFLUENCING CLOTHING EXPENDITURE IN RURAL FAMILIES

FACTORS	No.	Percentage
Income	250	100
Number of family members	250	100
Occupation	247	99
Price	245	98
Availability of fabrics	242	97
Neighbours	219	88
Festivals and Functions	216	86
Status in Society	210	84
Prevailing fashion	110	44
Advertisements	49	20

FACTORS INFLUENCING CLOTHING EXPENDITURE

Scale :
1 cm = 10 percent

KEY

- INCOME
- NUMBER OF FAMILY MEMBERS
- PRICE
- AVAILABILITY OF FABRICS
- NEIGHBOURS
- FESTIVALS AND FUNCTIONS
- STATUS IN SOCIETY
- PREVAILING FASHION
- ADVERTISEMENTS
- OCCUPATION

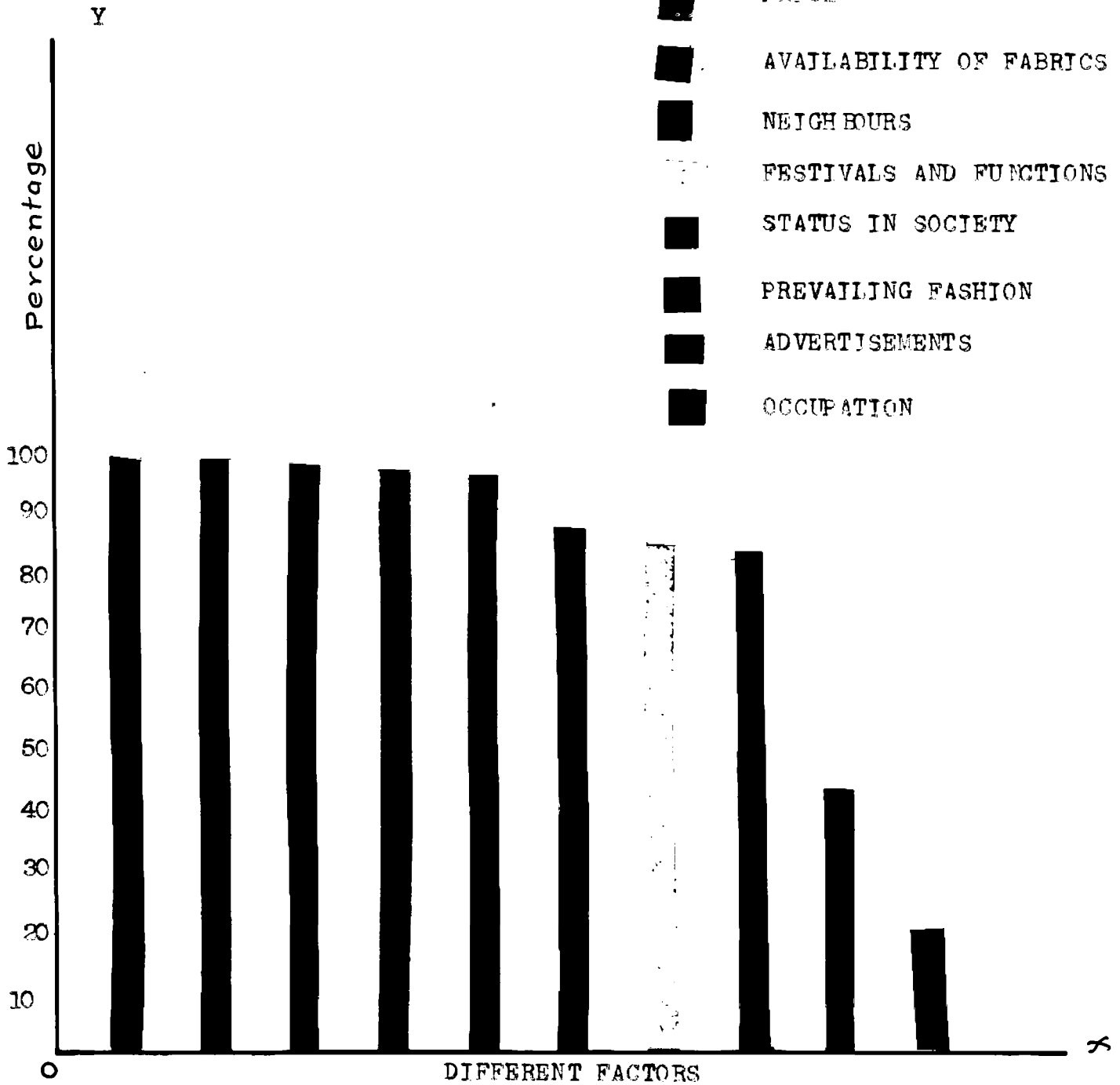


Figure-1.

Table III shows that income and the number of family members influenced all the families. In the order of importance occupation, price, availability of fabrics, neighbours, festivals and functions and their status in the society were the other influencing factors for more than 80 per cent of the families, Fashion influenced some and advertisements, a few.

C. CLOTHING CONSUMPTION:

1. GARMENTS POSSESSED AND FIBERS PREFERRED BY RURAL FAMILIES

The garments possessed and fibers preferred by rural families are presented in Table IV A, B, C respectively.

SARI AND BLOUSE:

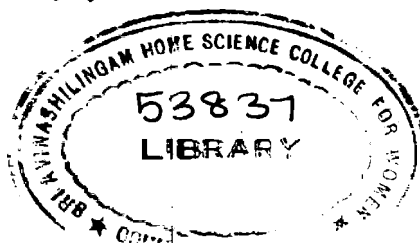
All families used cotton fabrics mostly for all garments.

Cotton accounted for a share of about 88 per cent in the total consumption of textiles ITJ (1979).

Saris in cotton were possessed by hundred per cent of families in A, B and C income groups. A and B income families possessed on an average seven saris while C income families possessed twelve. More than 85 per cent in B and C income families used silk saris. On an average they possessed five to eight saris. Less than 45 per cent used silk saris in A income group and only two saris on an average were possessed.

Study of consumer purchases of textiles in 1977 reveal that in the case of cotton saris, the rural areas accounted for a share of about 74 per cent in terms of quantity and about 66 per cent in terms of value. In the case of pure silk saris, the rural areas accounted for only a share of 17 per cent ITJ (1977).

Nylon saris were possessed by 80 per cent in B income level of families and 67 per cent of the C income group. On an



average six to nine saris were possessed by these income groups. Rayon for saris was used by all income groups to the same extent. Among those who used terylene saris in C income group ten saris on an average were used.

More than 90 per cent of the families of the three income groups used cotton blouses. The number of cotton blouses possessed by the families increased with an increase in income. Few families used silk or terycot in limited numbers.

MAN'S SHIRT AND FULL PANTS

Few possessed any full pants. Man's shirt in cotton was possessed by 84 per cent in each of the A and B income groups respectively and 67 per cent of C income group. Terycot was the popular fabric among all income groups as 84.73 and 61 per cent of B, C and A income levels respectively used these for shirts. It was found that the number of man's shirts on an average possessed by them increased with the increase in income.

LUNGIS AND DHOTIS

All the families preferred cotton for lungis and dhotis. Cotton lungis were possessed by 67, 64 and 51 per cent

of the C, B and A income families respectively. The number ranged from three to five. In most of the families cotton dhotis were used as pointed out by 94 per cent in income level A 100 per cent in each of B and C income groups respectively. Only the number of dhoties possessed by them was on the increase with the increase in income. The families of income level A possessed seven dhoties B, ten, C fifteen on an average. Fiber preference for lungis and dhoties evidently was cotton.

According to study of consumer purchases of textiles in 1977 the share of cotton in the market was almost 99 per cent in quantitative terms while in value terms it was 97 per cent. The rural sector accounted for about 88 per cent of the market for dhoties in terms of quantity and 85 per cent in terms of value. ITJ (1977).

BOY'S SHIRT AND HALF PANTS

More than 40 per cent of A and B income groups and 53 per cent of C income groups possessed boy's shirt and half pant in cotton and the number ranged from five to seven. More than 40 per cent in B and C income families possessed terycot shirts and half pant for their boys in large numbers.

FROCK AND BABASUIT:

Very few families, possessed cotton frocks and babasuits, eight to ten in number. Nylon frocks were a little popular among B and C income groups.

HALF SKIRT, FULL SKIRT AND HALF SARI

Fifty three per cent possessed cotton half skirts in C income families and the number possessed by them on an average was seven. Less than 35 per cent in the three income levels possessed cotton full skirts and half saris respectively. The number increased as income increased.

UNDER GARMENTS:**BANIAN AND UNDERWEAR:**

All the families namely 100 per cent in both the C and B income levels possessed cotton banians and underwears. In income group A, more than 90 per cent possessed the same. The number possessed by them on an average increased with increase in income levels.

SARI PETTICOAT AND BODICE.

In B, C and A income levels 96, 80 and 75 per cent of the families respectively possessed cotton bodice. All the families in B income group possessed sari-petticoats in cotton. Ninety three per cent in C income level and 88 per cent in income level A possessed the same.

2. TYPES OF GARMENTS PREFERRED.

Ninety eight per cent of the families got their garments made by tailor. Eighty five per cent of the families purchased readymade garments. Garments were made at home only by very few families.

2. TAILORMADE GARMENTS.

Garments constructed by tailors as cited by the families are given in Table V/A, B, C respectively.

TABLE V A

GARMENTS CONSTRUCTED BY TAILOR IN RURAL FAMILIES

(INCOME LEVEL A = 210)

Items	Cotton		Tery cotton		Silk		Nylon		Terylene	
	NF	%age	NF	%age	NF	%age	NF	%age	NF	%age
Blouse	199	95	9	16	8	3	5	2	3	-
Men's shirt	177	84	5	129	61	5	-	-	-	4
Full pant	22	10	3	32	15	5	-	-	-	-
Boy's shirt	90	43	5	53	25	3	-	-	-	-
Half pant	90	43	5	53	25	3	-	-	-	-
Frock	23	11	5	-	-	-	-	-	8	4
Halfskirt	44	21	5	-	-	-	-	-	6	3
Fullskirt	70	33	5	-	-	3	1	2	8	2
Banlon	16	8	3	-	-	-	-	-	-	-
Underwear	189	90	4	-	-	-	-	-	-	-
Seripetticoat	182	87	4	-	-	-	-	-	-	-
Bodice	115	55	4	-	-	-	-	-	-	-

* NF = Number of Families

* NG = Number of Garments (average)

TABLE V B
GARMENTS CONSTRUCTED BY TAILORS IN RURAL FAMILIES
(INCOME LEVEL B = 25)

Items	Cotton		Terycotton		Silk		Nylon		Terylene	
	*NF	*NG	*NF	*NG	*NF	*NG	*NF	*NG	*NF	*NG
Blouse	25	100	32	4	2	8	4	-	-	-
Men's shirt	21	84	7	-	-	-	-	-	2	8
Full pant	6	24	6	-	-	-	-	-	-	-
Boy's shirt	10	40	6	-	-	-	-	-	-	-
Half pant	10	40	5	-	-	-	-	-	-	-
Frock	1	4	-	-	-	-	-	1	4	3
Half skirt	7	28	-	-	-	-	-	4	16	4
Full skirt	7	28	-	-	-	-	-	2	8	3
Banfan	1	4	-	-	-	-	-	-	-	-
Underwear	24	96	-	-	-	-	-	-	-	-
Saripetticoat	21	84	-	-	-	-	-	-	-	-
Bodice	9	36	-	-	-	-	-	-	-	-

*NF = Number of families

*NG = Number of Garments (Average)

TABLE V C

GARMENTS CONSTRUCTED BY TAILOR IN RURAL FAMILIES

(INCOME LEVEL C - 15)

Items	Cotton		Terycotton		Silk		Nylon		Terylene	
	*NF.	%age	*NF.	%age	*NF.	%age	*NF.	%age	*NF.	%age
Blouse	14	93	3	20	2	13	8	-	-	-
Men's shirt	10	67	11	73	9	-	-	-	2	13
Fullpant	1	7	5	33	5	-	-	-	-	-
Boy's shirt	8	53	7	47	8	-	-	-	-	-
Halfpant	8	53	7	47	7	-	-	-	-	-
Frock	-	-	-	-	-	-	-	-	-	-
Halfskirt	8	53	7	-	-	-	-	5	33	9
Fullskirt	4	27	6	-	3	20	4	3	20	3
Banfan	-	-	-	-	-	-	-	-	-	-
Underwear	7	47	6	-	-	-	-	-	-	-
Saripetticoat	9	60	8	-	-	-	-	-	-	-
Bodice	3	20	4	-	-	-	-	-	-	-

*NF. = Number of families

*NG. = Number of Garments (average)

TAILOR MADE GARMENTS

Evidently cotton blouses are generally made by tailors. The data reveals that 100 per cent of families of B group and 93 to 95 per cent of families of A and C groups got their blouses stitched through tailors. Depending on the income the number of garments made by tailors varied.

Eighty four per cent in A and B income level of families and 67 per cent in C Group got the man's shirt in cotton made by tailors. Eighty four per cent in B, 73 per cent in C and 61 per cent families in A group got terycot shirts made by tailors. Fifty six per cent of families of B group got terycot full pants made by them. While 53 per cent and 47 per cent in C group gave boy's shirt and half pants to tailors, less than 45 per cent in A and B income levels gave them to tailors, the fabrics being cotton and terycot respectively.

Sari petticoat was the next item given to tailors by 87, 84 and 60 per cent of the A, B and C income levels. Bodice was given to tailors only by 55 per cent of the families in A group. The next item was cotton underwear given to tailors by 96 per cent of income level B, and 90 per cent of income level A.

A. Only 47 per cent of 6 income families gave underwear to tailors. In all these garments given to tailors for stitching, the number increased with an increase in the income level of families. The above shows blouse, man 's shirt, sari petticoat, underwear and a few items of children's wear were the main garments given to tailor for stitching.

B. READymADE GARMENTS.

Readymade garments possessed by rural families are given in Table VI.

T A B L E VI

READY-MADE GARMENTS POSSESSED BY RURAL FAMILIES

Items	Low Income		Middle Income		High Income	
	No. of Families	% No. purchased on an average	No. of Families	% No. purchased on an average	No. of Families	% No. purchased on an average
Frock	8	4	9	36	2	13
Saree	6	3	3	12	1	10
Blouse	172	82	24	96	15	8
Underwear	9	4	1	4	8	6
Saree	2	1	4	16	5	33
Bodice	43	20	15	60	9	8

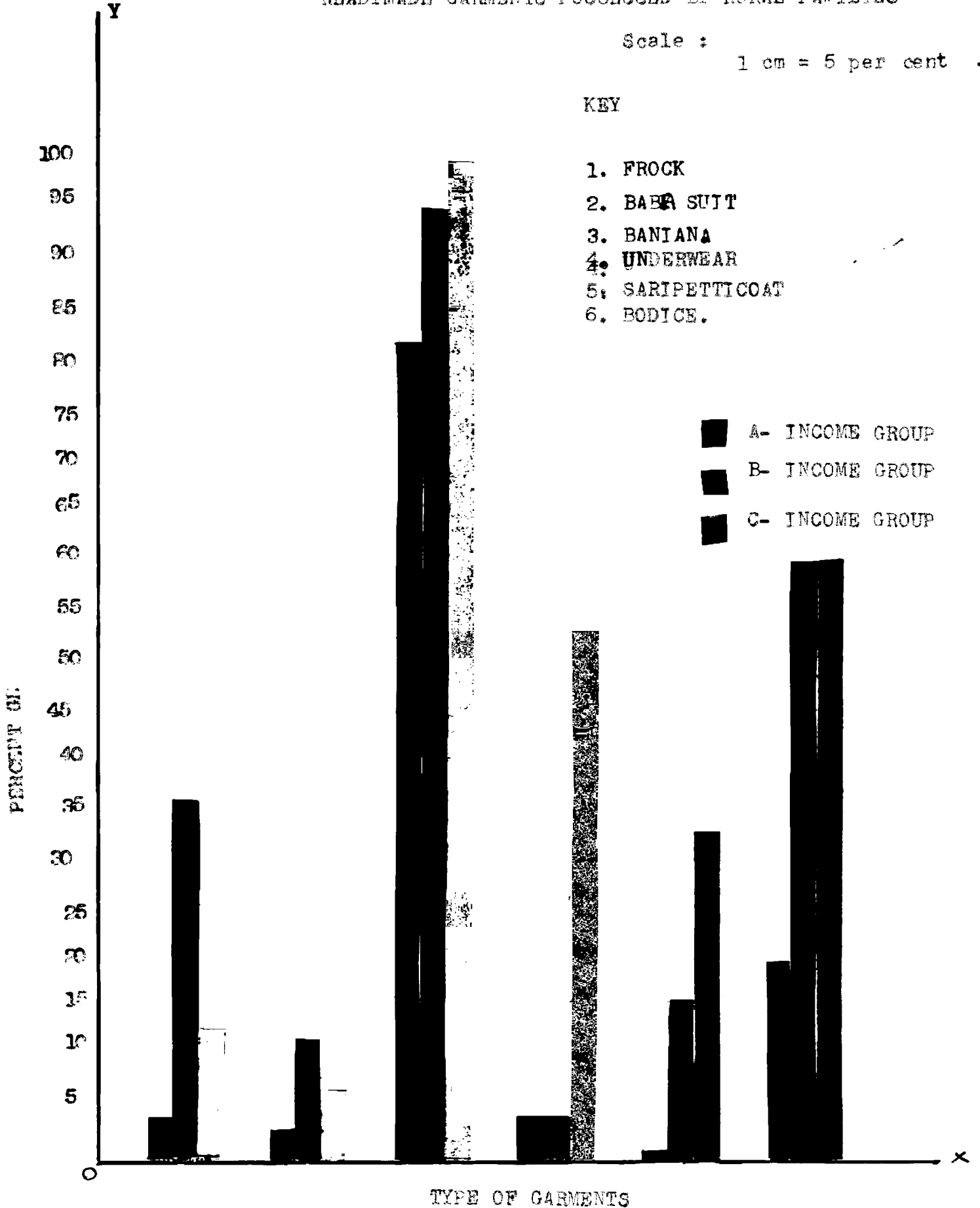
READYMADE GARMENTS POSSESSED BY RURAL FAMILIES

Scale : 1 cm = 5 per cent .

KEY

- 1. FROCK
- 2. BABA SUIT
- 3. BANIANA
- 4. UNDERWEAR
- 5. SARIPETTICOAT
- 6. BODICE.

- A- INCOME GROUP
- B- INCOME GROUP
- C- INCOME GROUP



TYPE OF GARMENTS

Figure-2

The above table shows the data regarding readymade garments.

Frock and babasuits were brought as readymades only by thirty six per cent of B income level families. Banians were purchased as readymade items by A, B and C income groups by 82, 96 and 100 per cent respectively. Bodice was the next item purchased by 60 per cent of each of the B and C income groups. More than 50 per cent of income group A got them stitched by tailors.

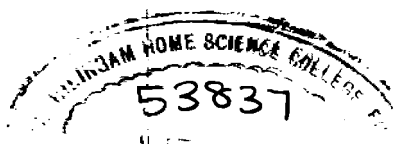
The trend showed that an increase in income influenced the number of garments purchased and possessed by the rural families.

C. HOMEMADE GARMENTS:

Only few families had sewing machines. Ninety eight per cent of the families stated they did not have any sewing machines. This shows home sewing was not popular among rural families.

D. CONTROLLED CLOTH VARIETIES :

Fortyone per cent of the families stated that Jonathan cloth varieties were not available and 21 per cent stated that



they were not interested in purchasing Janatha Cloth varieties. Janatha dhotis were purchased by 34 per cent and sarees by 28 per cent respectively. Controlled cloth varieties were purchased by 16 per cent only. This shows that Janatha varieties of cloth were not much popular among the rural families. Non availability, lack of proper distribution of the cloth were the main reasons cited by the families for not purchasing the cloth.

G. CLOTHING SELECTION:

1. FACTORS INFLUENCING CLOTHING CHOICE

The factors influencing the choice of clothing as given by homemakers are shown in Table VII.

T A B L E VII
FACTORS INFLUENCING CLOTHING CHOICE BY RURAL FAMILIES

Factor	No. of families	%age
Price	250	100
Quality	250	100
Colour	233	93
Design	230	92
Texture	220	88
Comfort	206	82
Suitability	198	79
Easy Care Properties	135	54

From the above table it is clear that price and quality are the most influencing factors, in clothing choice as given

FACTORS INFLUENCING CLOTHING CHOICE BY RURAL FAMILIES

Scale:

1 cm = 10 per cent

KEY

- PRICE
- QUALITY
- COLOUR
- DESIGN
- TEXTURE
- COMFORT
- SUITABILITY
- EASY CARE TECHNOLOGIES

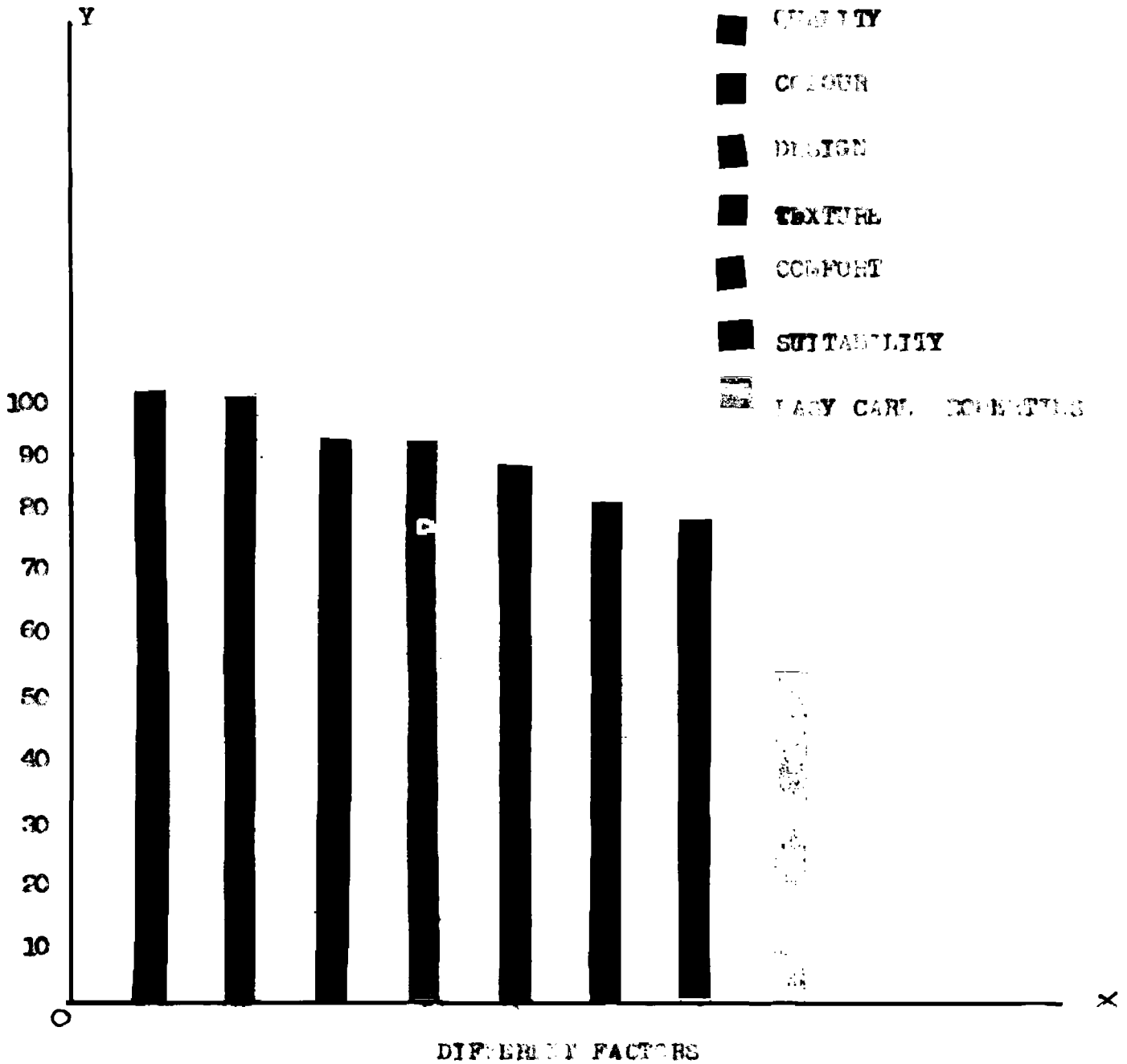


Figure-3

by 100 per cent of the families. More than 90 per cent remarked colour and design as influencing factors. For 80 per cent texture, comfort and suitability formed the other major factors. More than 50 per cent were influenced by easy care properties in their choice.

2. PURCHASING HABITS

a. MODE OF PURCHASING

Most of the families namely 250 forming 100 per cent purchased clothing on cash basis and 50 families forming 20 per cent purchased on instalment basis.

b. FREQUENCY OF PURCHASING

The frequency of purchase as cited by the families are given in Table VIII.

TABLE VIII

OCCASIONS AND FREQUENCY OF PURCHASE OF CLOTHING IN RURAL FAMILIES

<u>Occasions/Frequency of Purchase</u>	<u>No. of families</u>	<u>%age</u>
<u>Occasions:</u>		
Diwali	207	83
Pongal	174	70
Before School reopens	68	35
<u>Frequency:</u>		
Annually	72	29
Half Yearly	140	56
Quarterly	60	24
Others (Adi and Ramjan)	13	5

OCCASIONS AND FREQUENCY OF PURCHASE OF CLOTHING
IN RURAL FAMILIES

Scale:

1 cm = 10 per cent

KEY

- DIWALI
- PONGAL
- BEFORE SCHOOL BEGINNING
- ANNUALLY
- HALF YEARLY
- QUARTERLY
- OTHERS (ADI AND RAMJAN)

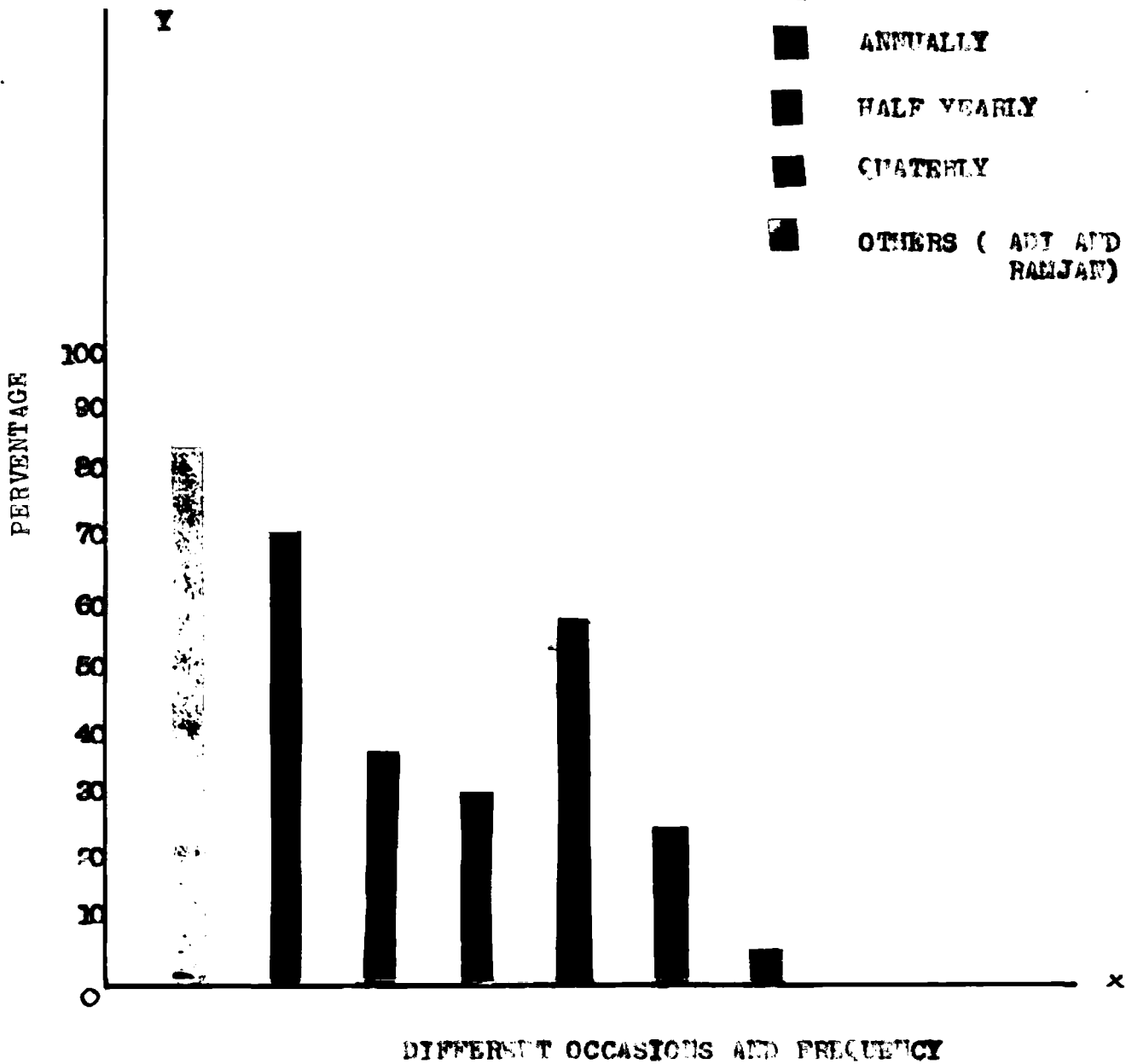


Figure-4

From the above table it is clear that the main seasons when clothing purchases were made happened to be Diwali and Pongal since more than 70 per cent purchased only on those important occasions. Once in six months clothing was purchased by more than 55 per cent. Thirty five per cent purchased clothing at the time of school reopening also.

6. PLACE OF PURCHASE

The places where the clothing purchases are done by rural families are given in Table IX.

TABLE IX

PLACE OF CLOTHING PURCHASE AS STATED BY RURAL FAMILIES

Place	No. of families	% age
Local shop	240	96
Mobile Shop	123	49
Supermarket	110	44
Weekly shandy	100	40
Co-optex	82	33
Khadl Bhavan	62	25
Tailors own showroom	13	5

PLACE OF CLOTHING PURCHASE AS STATED BY
RURAL FAMILIES

Scale :

1 cm - 10 per cent

KEY

- LOCAL SHOP
- MOBILE SHOP
- SUPER MARKET
- WEEKLY SHALDI
- KHADI BHAVAN
- TAILORS OWN SHOWROOM
- CO-OPTEX

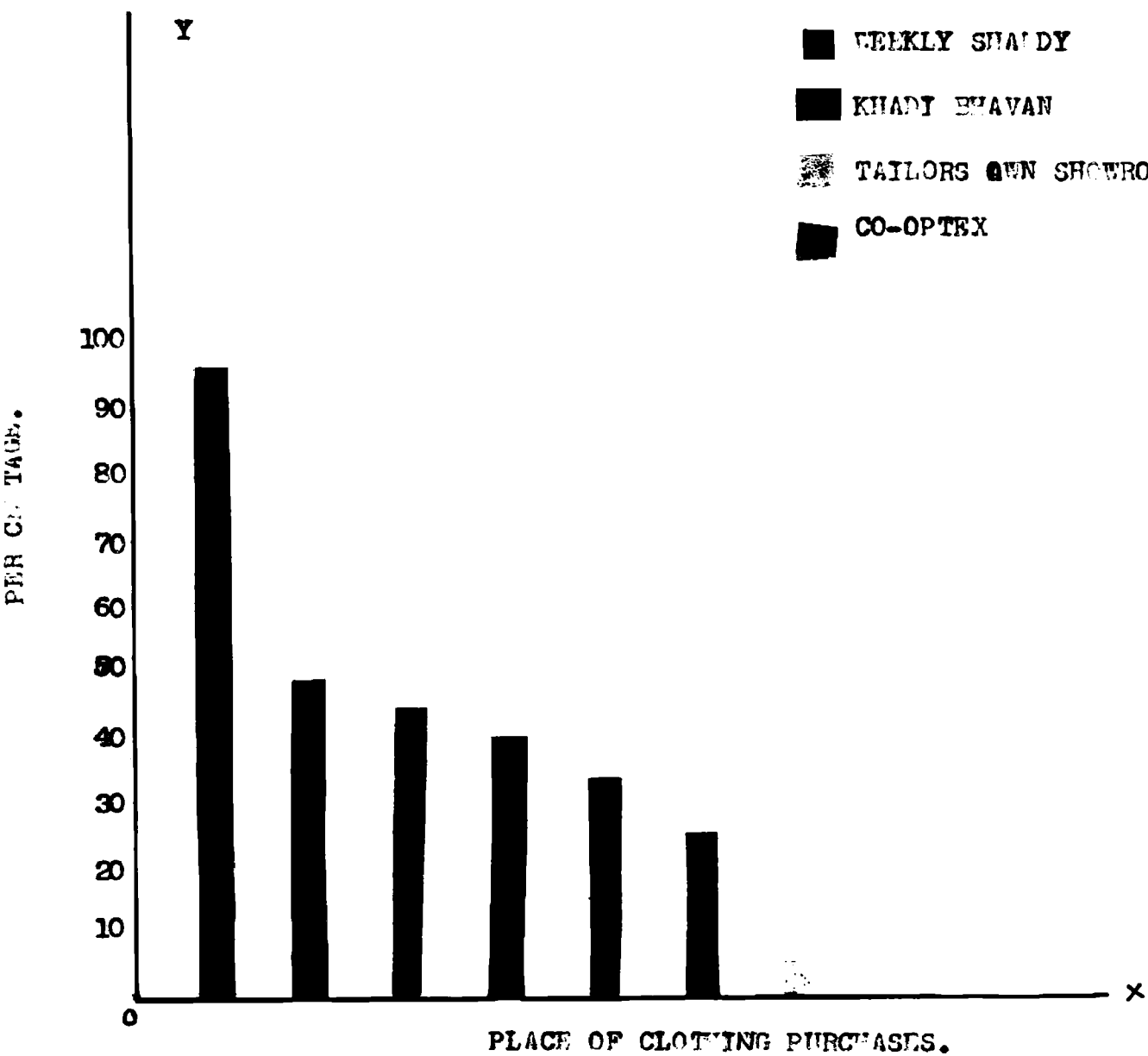


Figure-5

From Table IX it is clear that more than 95 per cent of the families purchased clothing fabrics in local shops. Around 45 to 50 per cent of families purchased in mobile shops and supermarkets. Weekly Shandies, Co-optex Khadi Bhavans and tailor's own show rooms were the other main purchasing places.

d. PARTICIPATION OF FAMILY MEMBERS:

Selection of clothing is mainly done by the husband and the homemakers as shown in Table X.

TABLE X
PARTICIPATION OF FAMILY MEMBERS IN CLOTHING SELECTION IN RURAL FAMILIES.

Number	No. of Families	Percentage
Husband alone	214	86
Homemaker alone	208	83
Children and Teenagers along with parents	130	52
Children and Teenagers ^{on} their own	114	46
grand parents	9	4

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From the above table it is clear that in more than 80 per cent of the families, housewives and husbands mainly selected clothes. While children selected clothing in 52 per cent of families along with their parents, in 46 per cent of families they selected on their own.

E. CLOTHING CARE AND MAINTENANCE

a. FREQUENCY OF WASHING

Laundering of garments is an important aspect in the maintenance of clothing hygiene. Eighty eight per cent of the families washed garments daily. While 68 per cent washed them weekly, 45 per cent washed them occasionally.

b. METHODS OF WASHING

Beating and squeezing methods of washing had been adopted by all the families and rubbing method was used by 40 per cent.

c. DETERGENTS USED

Eighty per cent of the families used cake soaps, 52 per cent of the families used bar soaps and only eleven per cent used soap powders.

2. STORAGE OF CLOTHING

The storage practices of the rural families are shown in Table XI.

TABLE XIEQUIPMENT USED FOR CLOTHING STORAGE BY RURAL FAMILIES

Storage	No. of families	% age
Rod	249	100
Trunk	228	91
Wooden box	94	38
Leather Bag	76	30
Steel cupboard	40	16
Wooden Cupboard	33	13

The above table shows that all the families namely 100 per cent used rods for storing of clothes. Ninety one per cent used trunks, woodenboxes and leather bags were used by more than 30 per cent. Less than 20 per cent of the families used steel and wooden cupboards. This shows that simple in-expensive equipment were used for storing clothes by the majority of the families.

3. USE OF TORN CLOTHES

Rural families made use of old clothing for different purposes and these are depicted in Table XII.

EQUIPMENT USED FOR CLOTHING STORAGE BY
RURAL FAMILIES

Scale:

1 cm = 10 percent.

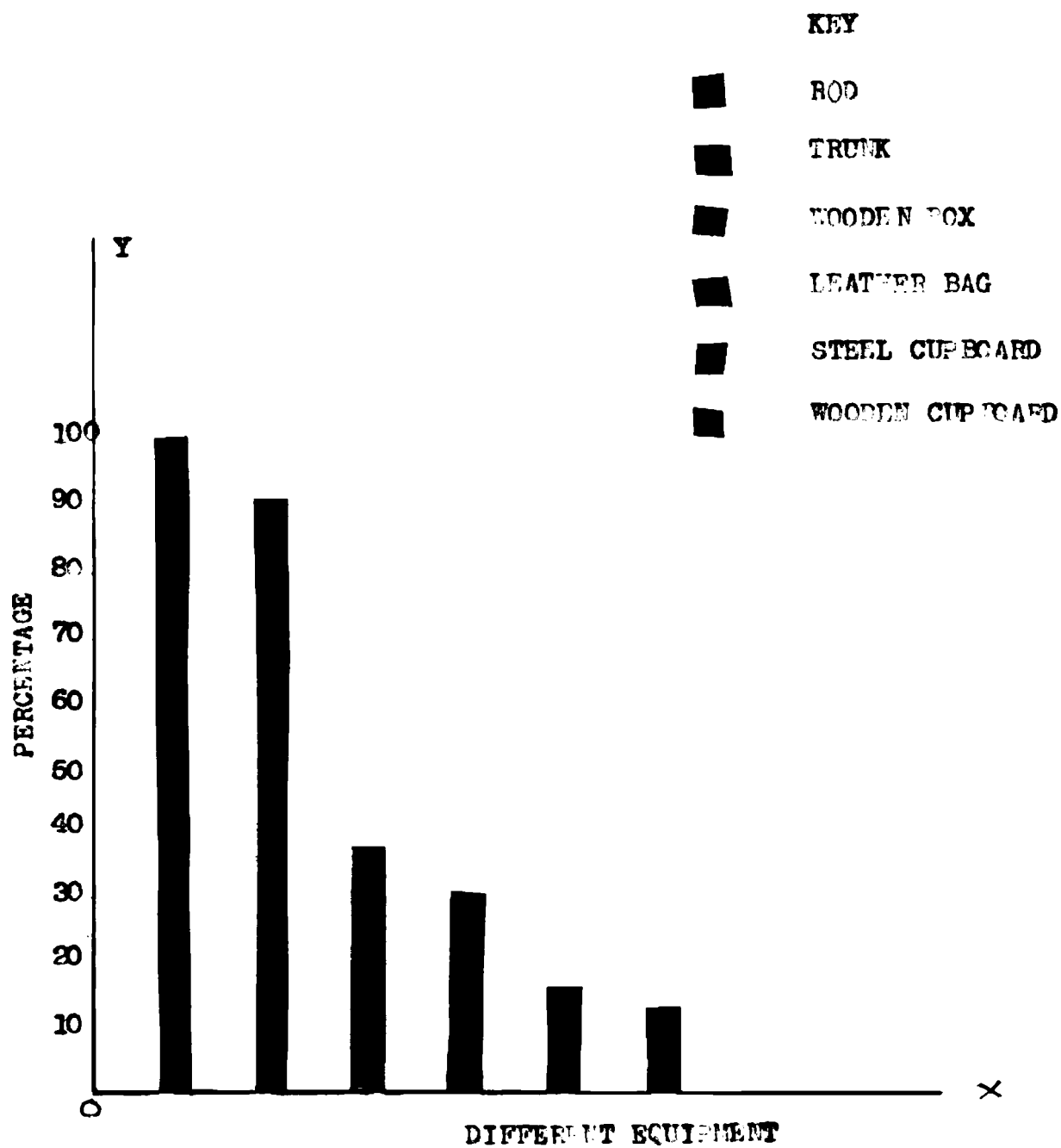


Figure-6

TABLE XIIUTILIZATION OF TORN CLOTHES BY RURAL FAMILIES

Use	Number of families	% age
Duster	250	100
Mending and reusing	243	97
Donating to poor	126	50
Napkin for babies	47	19
Giving to vesselman	30	12
Making children's garments	21	8
Making furnishing items	8	3

Table XII shows that all the families used torn clothes as dusters. Ninety seven per cent mended the clothes and reused them. Fifty per cent of the families donated them for the poor. The other important uses made were preparation of napkins, giving to vesselman, making children's garments and using them as furnishing items.

F. GENERAL FACTORS:1. SUBSIDIARY OCCUPATIONS

The subsidiary occupations practised by the rural families are presented in Table XIII.

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UTILISATION OF TORN CLOTHS BY RURAL FAMILIES.

Scale :

1 cm = 10 per cent

KEY

- DUSTER
- MENDING AND REUSING
- DONATING TO POOR
- NAPKIN FOR BABIES
- GIVING TO VESSELMAN
- MAKING CHILDREN'S GARMENTS
- MAKING FURNISING ITEMS

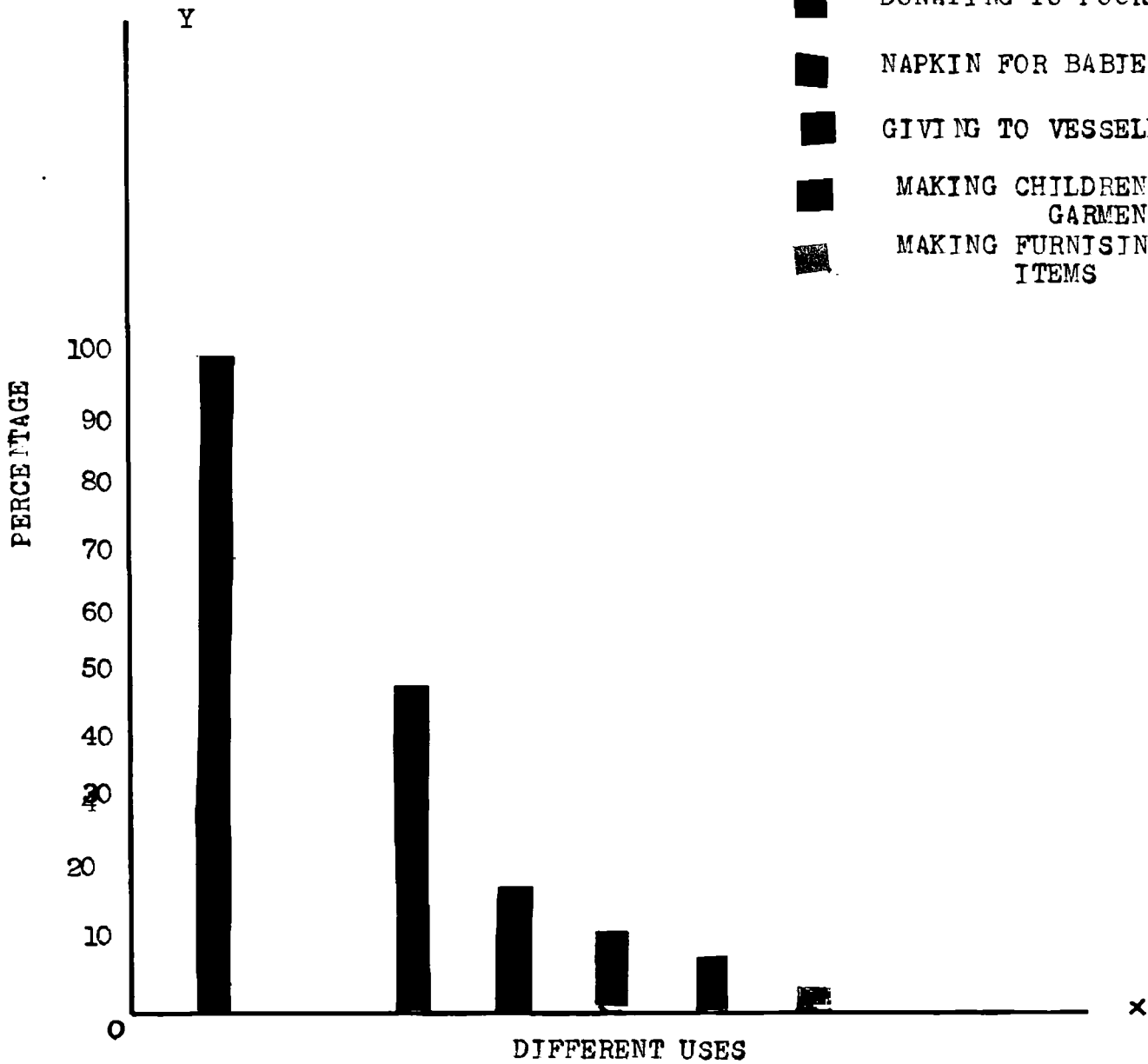


Figure-7.

TABLE XIII
SUBSIDIARY OCCUPATIONS OF THE RURAL FAMILIES

Subsidiary occupation	Number of families.	%age
No.	212	85
<u>Yes</u>	38	15
Wirebag	25	10
Embroidery	17	7
Tailoring	14	6
Lacemaking	13	5
Spinning	6	2

Table XIII shows the subsidiary occupations of rural families. Eighty five per cent of the families stated that they had no subsidiary occupations. The others who had subsidiary occupations formed only 15 per cent. Out of these, making wirebags, stitching embroidery, tailoring, lace making and spinning were the main occupations.

2. MEMBERSHIP IN ORGANISATIONS

Facilities available in the village as pointed out by the families are given in Table XIV.

TABLE XIVMEMBERSHIP OF RURAL FAMILIES IN ORGANISATIONS

Total 250

Membership	Number of families.	%age
School	234	94
Balwadi	223	89
Mahalirmanram	176	70
Co-operative	163	65
Youth Club	114	46
Others (NAEP)	56	22

Table XIV shows the membership in organisations by rural families. The majority of the families namely 234 forming 94 per cent were members of schools. More than 70 per cent were members of balwadis and womens' clubs while 65 per cent were members in youth clubs. But their actual participation in any of these organisations proved to be low.

V. SUMMARY AND CONCLUSIONS.

A study was conducted to learn the clothing practices of rural families. Two hundred and fifty families were selected from twelve villages in Karamnadi Block, Coimbatore District on random sample basis. The interview technique was adopted to collect the data. The analysis of the data revealed the following findings.

A. Family Background

Out of the 250 families selected 210 families belonged to the income level below Rs.600 (A), 25 families belonged to the income level Rs.600 - 1200 (B), and 15 families had an income above Rs.1,200/- (C) per month.

Agriculture formed the main occupation for the majority of the heads of the families in the three income groups. Occupations of the homemakers was agriculture combined with homemaking. In income level A both heads and homemakers went for kooli jobs also. The educational level was low characterised with illiteracy specially in income level A.

Around 70 per cent belonged to nuclear families.

B. Clothing Expenditure

Income, family composition, occupation, price, availability of the fabric, neighbours, festivals and functions, and status in the society were the main factors influencing clothing expenditure.

C. Clothing Consumption

Mostly for all garments cotton fabrics were used. All families possessed cotton saris. In more than 85 per cent in the B and C income levels silk sarees were used. Synthetics were possessed by more than 65 per cent by B and C income families only. Cotton blouses were possessed by more than 90 per cent.

Cotton shirts were possessed by all income groups. Terrycot was a popular fabric for shirts. Few possessed full pants. Cotton dhotis were possessed by all income families and more of lungis by B and C groups. Boy's shirts and half pants both in cotton and terycot fabrics were possessed by around 50 per cent of the families. Few families had cotton frocks and blouses. Cotton halfskirts were possessed by C income level by about 55 per cent. Less than 35 per cent

possessed cotton full skirts and half - saris. All families used cotton banians and underwears and more than 75 per cent, cotton petticoats and bodice. The number of garments possessed by them increased with income levels.

Tailormade garments were most popular among the three income groups. Next came readymades and garments were not sewn at home. Mainly garments constructed by tailors were blouses. Next came man's shirt in both cotton and terycot. Boy's shirts and half pants were given to tailor by around 50 per cent. Sari petticoats were given to tailors by 87.84 and 60 per cent of A, B, C income levels. Bodice was given to tailor by 55 per cent in A group, cotton underwears by mostly B and A income levels. In garments given to tailors the number increased with an increased income.

Blouses, Man's shirt, saripetticoat, underwear and few items of children were the main items given to tailors. As regards readymade garments more than 80 per cent in the three income groups purchased banians, 60 per cent in B and C levels purchased bodice, 36 per cent purchased frock and baba-suits. Income level influenced the purchase of readymade varieties by rural families. Homesewing was not popular among rural people.

Janatha varieties of cloth including dhotis and saris were not popular among rural families. Non availability, lack of proper distribution were the reasons cited by the families for not purchasing them.

D. Clothing Selection

In the choice of clothing, price and quality ranked first as the influencing factors. Colour, design, texture, comfort, suitability, and easy care properties came in the order of importance.

All families purchased on cash basis and 20 per cent on instalment basis. Diwali and Pongal were the main occasions when clothing purchases were made. Twice a year also clothing was purchased. Mainly clothing fabrics were purchased in local shops. Clothing selection were made by both homemakers and husbands.

E. Clothing care and Maintenance

Laundering of garments was the main feature for around 90 per cent of the families. The methods used were beating and

squeezing. Cake soaps were mainly used. For storage mainly rods and trunks were used. Torn clothes were used for mainly dusters. They were mended and reused and also at times donated to poor. Eightyfive per cent of the families stated that they had no subsidiary occupations.

F. General Factors

School, Balwadis, Mahalir manrams, Co-operative, and youth clubs were the main organisations in which they were members. The actual participation in any of the above organisations was low.

CONCLUSION:

The study enabled the investigator to arrive at the following conclusions:

Since rural families are characterised with low income and a low educational level, there is a dire need for increasing the family income and educational status. Majority of the families had no subsidiary occupations and hence some textile related activities can be recommended for supplementing their family income. Since income and family composition influence clothing selection, to suit rural families there is a need for

low priced textiles and low priced readymades of good quality and these must be made available. Since beating and squeezing methods were practiced, they needed education in clothing care aspects. Though their membership in organisations was good, their participation was low. So they should be induced to participate in development activities through Mahalanandais and Youth clubs.

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VII. APENDICES

APPENDIX IINTERVIEW SCHEDULE TO ELICIT INFORMATION FROM RURAL FAMILIESREGARDING CLOTHING PRACTICES

1. Name of the Village :
2. Name of the Interviewee :
3. Name of the Head of the family:
4. Occupation and address :
5. Caste and Religion :
6. Family - Joint / Nuclear :
7. Family Background :

5. Name of the Family No. Members.	Age	Education		Income		
		Studied upto	Illiterate	0-600	600-1200	Above 1200

1. Grand Father
2. Grand Mother
3. Father
4. Mother
5. Brothers
 - 1.
 - 2.
 - 3.
6. Sisters
 - 1.
 - 2.
 - 3.
7. Sons
 - 1.
 - 2.
 - 3.
8. Daughters
 - 1.
 - 2.
 - 3.

10. What factors influence your clothing expenditure?

- Income
- Number of family members
- Occupation
- Status
- Festivals and functions
- Price level of fabrics
- Climate
- Neighbours
- Prevailing fashion
- Availability
- Advertisements
- Any other specify

11. How do you make your purchase?

- Credit basis Cash Basis
- Instalment Basis

12. How often do you purchase your clothing?

- Occasions
 - Onvali
 - Pongal
 - Before School reopens
- Frequency:
 - Annually
 - Halfyearly
 - Quarterly
 - Others (Adi and Ramjan)

13. What factors influence your clothing choice?

Price

Quality

Suitability

Colour

Design

Texture

Comfort

Easy care properties

Any other

14. Who selects and purchases the clothing items?

Husband

Homemaker

Grand parents

Individual members on their own

Individual members alongwith parents

15. What type of garments do you prefer?

Readymade

Tailormade

Homemade

16. Do you purchase readymade garments?

Yes No

If yes, give the details,

Type of Garment	Number of families.	Number of Garments.
Shirt		
Frock		
Blouse		
Skirt		
Pant		
Half Pant		
Underwear		
Bodice		
Bell Bottom		
Any other		

17. Do you have a sewing machine?

Yes

No

18. Do you construct your clothes?

Yes

No

If yes, what garments do you construct?

19. Do you give garments to tailor?

Yes

No

If yes, give the following details:

Tailoring charge

Type of Garment	Number of families.	Number of Garments.
Shirt		
Frock		
Bodice		
Blouse		
Skirt		
Half pant		
Fullpant		
Underwear		
Bell bottom		
Any other		

20. Where do you purchase your clothing?

Super Market	<input type="text"/>
Khadf Bhavan	<input type="text"/>
Co-optex	<input type="text"/>
Local shop	<input type="text"/>
Weekly shandy	<input type="text"/>
Tailors own show room	<input type="text"/>
Mobile shop	<input type="text"/>

21. Do you wash your clothes?

Yes

No

How often do you wash your clothes?

Items washed	Frequency of washing		
	Daily	Weekly	Occasionally
Outer Garments			
Under Garments			

22. Give the type of detergents used for washing clothes?

Cake Soaps

Bar Soaps

Soap Powders

Any other

23. What methods do you use for washing clothes?

Rubbing

Squeezing

Beating

Any other

24. Where do you store your clothing items?

Wooden Box

Wooden Cupboard

Steel cupboard

Trunk

Leather Bag

Rod

Any other specify

25. Do you use any insecticides to protect your clothes?

Yes

No.

If Yes,

Neem leaves

Naphthalene balls

Flower dust

Powder dust

Camphor

Newspaper

Any other

26. How do you use your torn clothes?

Vessel Man

Children's garment

Using as a duster

Using as a napkin for babies

Mending and using it again

Making furnishing items

Any other

APPENDIX IISTATISTICAL ANALYSIS1. Null Hypothesis:

The Income Level and Literacy Status are independent.

2. Level of Significance : $\alpha = 0.05$
i.e., 5% level of significance

3. Observed value of $\chi^2 =$

$$\chi^2 = \sum \frac{(O_i - e_i)^2}{e_i}$$

4. Expected Value of $\chi^2 =$

$$\chi^2 = \sum \frac{(O_i - e_i)^2}{e_i} \sim \chi^2 (3-1)(2-1)$$

$$\text{For } \alpha = 0.05 \quad \chi^2_{\alpha} = 5.991$$

5. Inference:

$\chi^2_0 > \chi^2_{\alpha}$ reject H_0 and inference that the two attributes are not independent.

INCOME LEVEL - HEAD OF FAMILY

Income level.	Groups	Literate	Illiterate	Total
0 - 600	A	51	49	100
600 - 1200	B	64	36	100
Above 1200	C	67	33	100
	Total	182	118	300

O	E	O - E	$(O-E)^2$	$\frac{(O-E)^2}{E}$
51	61	-10	100	1.63
49	39	10	100	2.56
64	61	3	9	0.14
36	39	-3	9	0.23
67	61	6	36	0.59
33	39	-6	36	0.92
				<u>6.07</u>

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

$$\chi^2_0 = 6.07$$

For $\alpha = 0.05$

For 5% level of significant χ^2_0 5.991 come in degrees of freedom 2. Significant at 5% level.

Income and literacy level are dependent.

INCOME LEVEL - HOMEMAKER

Income Groups level.		Literate	Illiterate	Total
0- 600	A	30	70	100
600-1200	B	64	36	100
Above 1200	C	67	33	100
	TOTAL	161	139	300

O	E	O - E	(O - E) ²	$\frac{(O - E)^2}{E}$
30	54	-24	576	10.66
70	46	24	576	12.52
64	54	10	100	1.85
36	46	-10	100	2.17
67	54	13	169	3.12
33	46	-13	169	3.67
				<u>33.99</u>

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

$$\chi^2_0 = 33.99$$

For $\alpha = 0.05$

For 5% level of significant χ^2_0 5.991 come in degrees of freedom 2 significant at 5% level.

Income and literacy level are dependent.

TABLE IV C

GARMENTS POSSESSED BY RURAL FAMILIES

(Income Level C = 15)

Items	Cotton			Silk			Nylon			Rayon			Terylene			Terycotton			
	#H.F.	%age	#NG*On	NF.	%age	NG	On	NF.	%age	NG	On	NF.	%age	NG	On	NF.	%age	NG	On
Sari	15	100	12 60	14	93	8 40	10	67	9 45	7	47	3 15	4	27	10 50	-	-	-	-
Blouse	14	93	21 14.7	2	13	8 5.6	-	-	-	-	-	-	-	-	-	-	-	-	-
Man's shirt	10	67	6 12	-	-	-	-	-	-	-	-	-	2	13	5 10	11	73	9 18	-
Fullpant	1	7	3 3.6	-	-	-	-	-	-	-	-	-	-	-	-	5	33	5 6	-
Lungi	10	67	5 10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dhoti	15	100	15 30	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Boy's shirt	8	53	7 7.7	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Half pant	8	53	7 5.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Frock	-	-	-	-	-	-	2	13	13 13	-	-	-	-	-	-	-	-	-	-
Babesuit	1	7	10 20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Halfskirt	8	53	7 14	-	-	-	5	33	9 18	-	-	-	-	-	-	-	-	-	-
Fullskirt	4	27	6 18	3	20	4 12	3	20	3 9	-	-	-	-	-	-	-	-	-	-
Halfsari	3	20	11 22	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bentan	15	100	8 8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Underwear	15	100	6 4.2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sarpatticoat	14	93	10 20	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bodice	12	80	7 1.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

* H.F. = Number of families

* N.G. = Number of Garments (average)

* On = Percentage of garments

TABLE IV B
QUANTITIES POSSESSED BY RURAL FAMILIES
(Income Level B = 25)

Items	Cotton		Silk		Nylon		Rayon		Terylene		Terycotton	
	N.F.	% age	N.F.	% age	N.F.	% age	N.F.	% age	N.F.	% age	N.F.	% age
Sari	25	100	7	35	22	88	5	25	3	12	4	20
Blouse	25	100	15	10.5	2	8	4	2.8	-	-	-	8
Men's shirt	21	84	5	10	-	-	-	-	-	2	8	6
Fullpant	6	24	3	3.6	-	-	-	-	-	-	-	14
Lungi	16	64	3	6	-	-	-	-	-	-	-	7.2
Dhoti	25	100	10	20	-	-	-	-	-	-	-	-
Boy's shirt	10	40	7	7.7	-	-	-	-	-	-	-	6.6
Halfpant	10	40	7	5.3	-	-	-	-	-	-	-	3.8
Frock	1	4	5	5	-	-	-	-	-	-	-	-
Baba suit	3	12	10	20	-	-	-	-	-	-	-	-
Half skirt	7	28	6	12	4	16	4	8	-	-	-	-
Full skirt	7	28	8	24	2	8	3	9	-	-	-	-
Halfsari	7	28	9	18	-	-	-	-	-	-	-	-
Benfan	25	100	7	7	-	-	-	-	-	-	-	-
Underwear	25	100	7	4.9	-	-	-	-	-	-	-	-
Sari petti-coat	25	100	7	14	-	-	-	-	-	-	-	-
Bodice	24	96	7	1.8	-	-	-	-	-	-	-	-

*N.F. = Number of families

*N.G. = Number of Graments (average)

*C.M. = Consumption in meters.

I A B L C IV A

GARMENTS POSSESSED BY RURAL FAMILIES

(INDIAN LEV L A = 210)

Items	Cotton		Silk		Nylon		Rayon		Terylone		Terycotton											
	*N.F.	Percent age	*Qm. N.F.	Per cent age	N.F. cent age	NG. Qm.	N.F. cent age	NG. Qm.	N.F. cent age	NG. Qm.	N.F. cent age	Per cent N.G.C.										
Sari	203	100	7	35	90	43	2	10	109	52	3	15	45	3	15	7	2	10	-	-		
Blouse	199	95	9	6.3	5	2	3	2.1	-	-	-	-	-	-	-	-	-	-	16	8	3	2.1
Man's shirt	177	84	5	10	-	-	-	-	-	-	-	4	2	4	8	129	61	5	10	-	-	-
Fullpant	22	10	3	3.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32	15	5	6
Lungi	108	51	3	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Dhoti	198	94	7	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Boy's shirt	90	43	5	5.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	53	25	3	3.3
Halfpant	90	43	5	3.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	24	11	3	2.3
Frock	31	15	6	6	-	-	-	-	8	4	4	4	-	-	-	-	-	-	-	-	-	-
Bebasuit	6	3	8	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Halfskirt	44	21	5	10	-	-	-	-	6	3	3	6	-	-	-	-	-	-	-	-	-	-
Fullskirt	70	33	5	15	3	1	2	6	8	4	2	6	-	-	-	-	-	-	-	-	-	-
Half sari	52	25	5	10	-	-	-	-	3	1	3	6	-	-	-	-	-	-	-	-	-	-
Sareen	188	90	4	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Underwear	198	94	4	2.8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Saripettl-coat	104	88	4	8	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Bodice	158	75	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

*C.M. = Consumption in meters *N.G. = Number of Garments (Average) *N.F. = Number of Families.