

SOCIAL SIGNIFICANCE OF CLOTHING IN OCCUPATIONAL LIFE OF MEN

by

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University in partial fulfilment of the requirements
for the degree of

MASTER OF SCIENCE

in

CLOTHING AND TEXTILES

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1995

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SOCIAL SIGNIFICANCE OF CLOTHING

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DEDICATED TO

*The goddess of learning who gave me
a chance in millions....*

*My loving parents who gave wings
to my dreams.....*

*My dynamic advisor whose footprints
became an ideal to follow....*

*All those who gave the spirit
to struggle....*

CERTIFICATE - I

This is to certify that this thesis entitled, "Social significance of clothing in occupational life of men", submitted for the degree of Master of Science in the subject of Clothing and Textiles of the Chaudhary Charan Singh Haryana Agricultural University, is a bonafide research work carried out by Miss Sarita Chahal under my supervision and that no part of this thesis has been submitted for any other degree.

The assistance and help received during the course of investigation have been fully acknowledged.

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20/12/95
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MAJOR ADVISOR

CERTIFICATE - II

This is to certify that the thesis entitled "Social significance of clothing in occupational life of men", submitted by Miss Sarita Chahal to the Chaudhary Charan Singh Haryana Agricultural University, in partial fulfilment of the requirements for the degree of Master of Science in the subject of Clothing and Textiles, has been approved by the Student's Advisory Committee after an oral examination on the same, in collaboration with an External Examiner.

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1. INTRODUCTION

Man from the earlier times has been wearing clothes to protect from weather; to overcome the feeling of inferiority; to achieve a conviction of his superiority to the rest of creation; to win administration and to show himself that he belongs to a particular group. Clothing does play an important role in perceiving others because clothing is a kind of "silent language" that is communicable through the use of visual but nonverbal symbols.

Clothing symbols are used by the individuals as tools for social interaction. In reacting to other person first step is forming an impression of him and clothing symbols are useful in making first impression because a person's appearance tells about his socio-economic status, role in society, self confidence and other personality characteristics.

Traditionally, clothes were considered a feminine preoccupation, while men took pride in fact that they were completely lacking in clothes consciousness. With the development of society men involved himself in various jobs like farming, business, teaching, etc. Clothing consciousness also

appeared at this stage as one has to dress up according to the type of occupation and social standing of occupation.

Ultra conservative companies including banks, law firms and corporations want their employees to dress conservatively. Most of these companies are endeavouring to extend a corporate image that says "trust us". They want their employees to dress in a manner that inspire this confidence. In creative fields such as entertainment industry (movies, theaters, etc.) advertising agencies and boutiques want their employees to project unique, creative and attention-grabbing images. Whereas, in skilled labour jobs employees generally want body covering and protective clothing (Kefgen and Skrht, 1979).

Many people are employed in certain jobs which require a uniform like police, military, medical, lawyer, flight attendant, etc. Uniform sometimes represent power and authority, sometimes represent rank and privilege, sometimes identification or belongingness and often a combination of these and other connotations.

Although, clothing choices differ from person to person but demands a major portion of family income on clothing. Occupation make considerable difference in clothing expenditure as men in higher prestigious position purchased more clothes and spent more for it then men in lower position (Form and Stone, 1950).

It indicated that men's clothing is important in many ways and not merely as body covering. Gilbert (1954) also said that

men buy clothing to impress fellow workers; to get better jobs; to maintain and improve social position in the community; to win or hold a woman. As the occupational life of men demands more expenditure as clothing so the men's clothing is important socially in family budget and it touches every aspect of an individual, family and national life so the present study entitled "Social significance of clothing in occupational life of men" was undertaken with the following specific objectives:

- 1 To find out existing clothing practices and clothing expenditure of men.
2. To find out the occupational significance of clothing and associated factors.

2. REVIEW OF LITERATURE

In sequence, the review of literature reflects the historical genesis and further modifications of a particular research topic. It contributes criteria to those who have to conduct research on a certain topic. Planned strategies are initiated to continue the previous tasks to overcome the short coming earlier.

While reviewing the existing literature limited studies have been conducted in India. An attempt has been made to present a brief resume of the available literature on the issue relevant to the field under the following sub-heads:

2.1 Occupational demand of clothing

2.2 Clothing expenditure

2.1 OCCUPATIONAL DEMAND OF CLOTHING

Fitsimmons and Perkins (1947) reported that for everyday wear all the men in farm families use denim overalls and jackets, coloured work shirts, heavy shoes, pliable gloves and a cap or hat which fits snugly against the wind.

Brew (1954) conducted a study on development of clothing budget. Found that occupation made considerable difference in both annual clothing inventories and annual purchases. The men

who wore business suits at work owned/purchased annually more clothing than did the men who wore work clothes at work. The types and numbers of shirts men use also vary^{with} the age of wearer.

Gilbert (1954) pointed out that men buy clothing; to impress fellow workers and get better jobs; to maintain and improve social position in the community; to win or hold a woman.

Forman and ~~Karlyn~~ Karlyne (1967) conducted a study on relation between the employee's attitude to clothing and company image. It was found that wearing of clothing varied with the type of occupation and the social standing of the occupation. White-collar workers valued clothing as a symbol which could be used to impress and manipulate others. They 'dressed up' to impress the personal manager when applying for a job. Men in higher prestigious position purchased more clothing and spent more for it than men in lower position. Manual workers appeared to be unaware that people judged them by their clothing. They wanted durable clothes that facilitated work performance.

Textile Committee (1969) reported that cotton had a share of more than 90.00 per cent in most of male garments except coats and shirts. Whereas, wool had the highest share in the garments used for the purpose of giving warmth to the body.

Walker et al. (1980) illustrated that well dressed citizens in the city center will comply with a request from a well

dressed young man more than from the same when he is poorly dressed.

2.2 CLOTHING EXPENDITURE

Fitsimmons and Perkins (1947) concluded that men's better clothes, suits, overcoats, shoes, hats and "good" shirt were purchased from special shops, while same work clothes and other clothes bought locally from general stores. The yearly purchases of garments used were : 3 or 4 overalls, 3 or 4 denim jackets, 4 coloured work shirts, 2 pairs of heavy shoes, 16 pairs of cotton gloves, 1 pair of pyjama or night suit, and a hat or cap and at 1943 prices the average total yearly cost for the men's clothing was 82.87 per cent.

Coles and Shenk (1949) carried out a study of family clothing expenditures reported that families of wage earners spent 15.30 per cent of their total income on clothing, those of electrical, business and professional group spent 17.50 per cent. The expenditure of the husbands in the two group did not account for all the differences in clothing expenditure, since the wives of wage earners spent less for clothing than the wives of other group.

Mathew (1949) observed that clothing expenditure of wage earners were influenced not only by the factors such as income, family size and composition but also by taste, preferences for fabrics and interest in good clothing.

Gilbert (1954) revealed that of the 7.00 per cent the American family spends for apparel, approximately 4.5 per cent goes for women's and children's clothing and accessories, and one-half of that figure goes for men's and boy's clothing and accessories—about 2.5 per cent.

Winakar (1962) stated that high clothing expenditures in the years 1929-1931 may be associated with rapid fashion changes at that time. He also reported that increase in price and durability of clothing were significantly associated with a decline in amount of clothing purchased.

Campbell (1963) conducted a study to compare the spending pattern of older persons with regard to younger persons at identical income levels. It was observed that families headed by persons of 65 years of age or above spent considerably less for clothing than that of families headed by younger persons. It was also found that older people at all income level spent less than the younger people on clothing.

Anonymous (1967) found that consumer expenditures for clothing and accessories rose last year from 7.1 to 7.3 per cent of total expenditures. Women's and children clothing and accessories accounted for 4.70 per cent of this figure and men's and boy's 2.60 per cent. Clothing, accessories and footwear grouped together ranked fourth in total consumer expenditures last year, behind food and beverages, housing and transportation. A total of 34.10 billion dollars was spent for

the clothing category, an increase of 11.30 per cent over the previous year.

Parikh *et al.* (1968) reported that consumers desired durability, reasonable price, good brand name, novelty, fashion and wash and wear characteristics in this order while purchasing cotton material. Consumers desired more or less the same factors while shopping for synthetic fibre fabrics.

Gargi (1981) reported that respondents from low income group gave more importance to price, appearance and fashion less importance to print, comfort and ease of care. Appearance and comfort were primarily preferred by respondents of middle income group, whereas, high income group gave first preference to appearance and second preference to durability and price.

Ramathilakshmi and Seethalakshmi (1982) pointed out that clothing expenditure as a percentage of the total expenditure decreased with increase in the income levels. It was also found that clothing was an half yearly items of purchase for 45.00 per cent, quarterly item for 26.00 per cent of the homemakers and whenever need arise for 19.00 per cent.

Malik and Sidhu (1983) carried out a study on buying practices of clothing among urban and rural housewives of Ludhiana district. It was reported that majority of the urban respondents (96.70%) and all the rural respondents purchased their clothing according to their needs. A very small of urban respondents (13.30%) purchased clothing monthly and a very small

Singh *et al.* (1995) conducted a study on purchasing practices and expenditure pattern of families wear and found that majority of the respondents (67.00%) planned their purchases in terms of total money to be spent on clothing and clothing for special occasion, 40.00 per cent plan their seasonal clothing and 33.40 per cent plan the total number of dresses to be purchased, 33.00 per cent respondent who did not plan the purchase of clothing were of the view that they buy clothing whenever needed.

3. METHODOLOGY

This chapter deals with the methodological steps required for present investigation. The research procedures followed have been distinctively described under the following sub-sections:

3.1 Locale of the study

3.2 Sampling procedure

3.3 Variables and their measurements

3.4 Tools and procedure of data collection

3.5 Analysis of data and statistical tools applied

3.1 *LOCALE OF THE STUDY*

For carrying out the present study, Hisar city in Haryana state was selected purposively for maintaining the repeated contacts with the respondents as per requirement of the study.

3.2 *SAMPLING PROCEDURE*

The sampling procedure for the present study was:

i) Selection of occupation/profession

ii) Selection of respondents

i) Selection of occupation/profession: For the present investigation five profession, viz. lecturers, businessmen, doctors, lawyers and policemen were identified. It indicated that two were non-uniform viz., lecturer (college level) and

businessmen, one was semi-uniform, i.e. doctor and two were having uniform viz., lawyers and policemen.

ii) Selection of respondents: From each profession, viz. lecturer, businessmen, doctor, lawyers, and policemen, 30 respondents were selected, hence a total of 150 men respondents were drawn for present investigation (Fig.1).

3.3 VARIABLES AND THEIR MEASUREMENTS

The various independent and dependent variables used for the present study and their measurements were as follows:

Variables	Measurement
A. INDEPENDENT VARIABLES	
i) Personal Variable	
Age	Chronological age
Education	Self structured schedule
Marital status	Self structured schedule
Wife's occupation	Self structured schedule
Service/professional experience	Self structured schedule
ii) Socio-economic variables	
Family type	Modified SES scale Kulshrestha (1980)
Family size	-do-
Caste	-do-
Income of the respondent	Self structured schedule
Family income	Self structured schedule
Per capita income	Self structured schedule

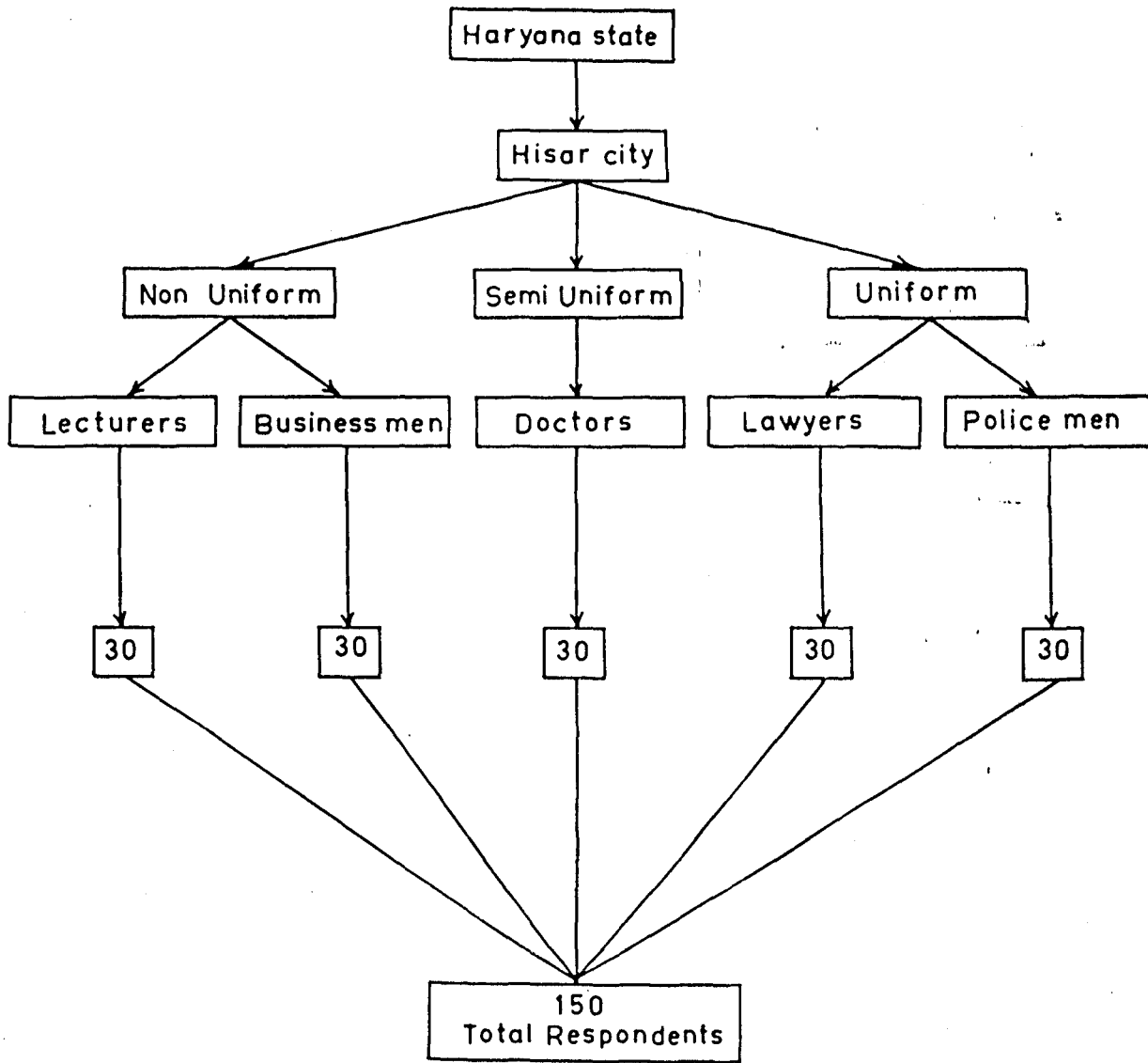


FIG.1. SAMPLING PROCEDURE

B. DEPENDENT VARIABLES

- | | | |
|-----|---|--------------------------|
| i) | Clothing expenditure | Self structured schedule |
| ii) | Opinion regarding occupational clothing practices | Self structured schedule |

Measurement of independent variables:

i) Personal variables

Age:

Age was operationalized as number of full years completed by the respondent at the time of interview. Age was arbitrarily categorized as:

Age Group

20-30 years

30-40 years

40-50 years

Above 50 years

Education:

Education was operationalised as the number of years of formal school/training completed by the respondent. This was measured and quantified according to self structured schedule as given below:

Education

High School

Technical/vocational training

Graduate

Post Graduate

Marital status

Marriage is the legal union between man and woman as husband and wife as given below:

Categories

Married

Unmarried

Wife's occupation

Occupation has been defined as activity that engages one's time, either continuously or as hobby outside the home and at home. It was categorized as below:

Categories

Housewife

Govt. service

Self employed

In private sector

Service/Professional experience

It was computed for the present study as total number of years completed in the service of the organization or in own business. On the basis of number of years in service profession the respondents were categorized as:

Categories

Upto 5 years

5-10 years

10-15 years

Above 15 years

ii) Socio-economic variables

Family type

Type of family means whether it is nuclear or joint family. Nuclear family is composed of parents and children only. Joint family refers to one which is consisted of two or more brother's families.

Family size

Family size refers to the total number of members in that family whether it is nuclear or joint. It was measured with the help of SES scale developed by Kulshreshtha (1980) as follows:

Categories

Upto 3 member

4-6 member

Above 6 member

Caste

It was operationalised as a social stratum to which the respondent belonged. Caste was measured with the help of SES scale developed by Kulshreshtha (1980) as given below:

Categories	Caste
Low	Chamar, Bhangi, Jhimar Khati, Dhobi, Badi
Medium	Lohar, Kumhar, Tailor, Nai, Sunar, Ahir, Julaha, Saini,
High	Jat, Bishnoi, Punjabi, Brahmin, Rajput, Sikh, Baniya

Monthly income of the respondent

Income of the respondent refers to total monthly income from different sources. For measuring it, different categories were made as given below:

Income

Upto Rs.3000

Rs.3001 to 6000

Rs.6001 to 9000

Rs.9001 to 12000

Above Rs.12000

Family income

Family income refers to the total monthly income of the family from different sources. Family income was measured and quantified with the help of self structured schedule as given below:

Family income

Rs.3000 to 6000

Rs.6001 to 9000

Rs.9001 to 12000

Rs.12001 to 15000

Above Rs.15000

Measurement of dependent variables***i) Clothing expenditure***

Clothing expenditure means the total money spent for clothing whether it is for occupational purpose or other

purposes. Clothing expenditure broadly categorized as annual clothing expenditure on clothes and annual expenditure on maintenance and stitching of clothes. For measuring clothing expenditure different categories were made as follows:

Categories

Upto Rs. 500

Rs.501 to 1000

Rs.1001 to 1500

Rs.1501 to 2000

Rs.2001 to 2500

Above Rs.2500

No account

ii) Opinion about occupational clothing practices

Opinion is judgement or thinking without proof, belief or a probable view, estimation and sentiment possessed by an individual about a specific thing, object or process. In the present study, the opinion of respondents towards clothing worn at work place was found out through statement regarding significance of clothing. Initially 30 statements were prepared from available literature and other sources and subjected to 10 home science experts selected purposively from various departments. Eighteen statements were finalized after making modifications and incorporated in the final questionnaire. Opinion of respondent was sorted out in the following 3-point scale:

Strongly agree	2
Agree	1
Disagree	0

3.4 TOOLS AND PROCEDURE OF DATA COLLECTION

Construction of interview schedule

An interview schedule, constructed to collect the basic data was pre-tested on non-sample respondents. After making suitable alterations, a well-structured functional and specific interview schedule was developed. This schedule comprised of two types of information - general and specific.

i) General information: The profile of respondents including age, education, income of respondent, family income, per capita income, type and size of family, wife's occupation, caste, years in service had been collected under this section.

ii) Specific information: The specific information including existing dress pattern, factors kept in mind while selecting garment/fabric, place and time of buying the clothes, clothing expenditure, opinion regarding occupational clothing and origin of the dresses/uniform.

Data collection:

The data were collected by administering structured interview schedule personally by the investigator to the respondents.

3.5 ANALYSIS OF DATA AND STATISTICAL TOOLS APPLIED

The ~~qual~~ qualitative data were quantified to draw meaningful inferences. For the analysis of data different statistical tools were used according to the area covered and inferences were drawn:

i) Percentage distribution: To get information about personal and socio-economic variables, number of dresses^{es} possessed by respondents, clothing expenditure, occupational clothing practices percentage distribution was used.

ii) Weighted mean score: Weighted mean score was weighed by relative frequency. It was used to get the information regarding existing clothing practices, textile materials used, colour and prints used and opinion about occupational clothing practices.

iii) Rank order: Rank order was given to know the factors considered while selecting textile materials/garment.

iv) Minimum discrimination information statistics (MDIS): The collected data were used to prepare $m \times n$ contingency tables for examining the association between independent and dependent variables.

The chi-square is most appropriate statistical tool for measuring the association of different variables, provided its underlying assumption regarding the expected cell frequencies, total frequencies, etc. are satisfied by the data under study. In this particular study, the data did not satisfy the assumption of χ^2 . To overcome this problems, the cross

classified data were analyzed by using information measure, i.e. Minimum discrimination information statistics (MDIS). For the categorical type of data the MDIS in the simplest form is -

$$2I = 2\sum_i f_i \ln \frac{f_i}{np_i}$$

Where p_i is the probability of an observation from the i^{th} category under the null hypothesis, $\sum_i p_i = 1$, f_i is the observed frequency of occurrence of the i^{th} category, $\sum_i f_i = n$ and in the natural logarithm.

The MDIS could be used in place of χ^2 statistics when the sample size is less than fifty and cell frequency is less than five or even zero. The utility of the MDIS, however, lie in its additivity, convexity and computational properties, the MDIS can be analyzed into several additive components, similar to the analysis of variance, for hypothesis that is equivalent to the combination of several hypothesis of interest. Each component of the MDIS is itself MDIS and asymptotically distributed as χ^2 with appropriate degree of freedom. The expressions for MDIS are different for different hypothesis of independence, homogeneity, etc., to be tested.

For testing the various hypothesis of interest the value of MDIS are compared with χ^2 tabulated value at the same degree of freedom as that of MDIS and at a desired level of significance is 005 per cent level of significance. It is because the MDIS for all information table are distributed as χ^2 (Saini, 1991).

4. RESULTS AND DISCUSSION

In this chapter, the results of the study undertaken have been interpreted, discussed and presented in the following sub-sections:

- 4.1 Personal traits of the respondents
- 4.2 Socio-economic traits of the respondents
- 4.3 Existing clothing practices of the respondents
- 4.4 Clothing purchasing practices and clothing expenditure
- 4.5 Occupational clothing practices of the respondents
- 4.6 Association between independent and dependent variables
- 4.7 Origin of the dresses worn by respondents

4.1 *PERSONAL TRAITS OF THE RESPONDENTS*

This section comprised of percentage distribution of the respondents according to personal traits which have been incorporated in Table 1 and discussed under the following heads:

1. Age

The data showed that 33.33 per cent lecturers, 40.00 per cent businessmen, 43.33 per cent doctors, 50.00 per cent lawyers and 40.00 per cent policemen were in the age group of 31-40 years followed by 46.66 per cent lecturers, 20.00 per cent businessmen, 26.66 per cent doctors, 43.33 per cent lawyers and 26.66 per cent policemen belonged to age group of 41-50 years, whereas, only 13.33 per cent businessmen and 10.00 per cent doctors were above 50 years of age group.

Table 1 Personal traits of the respondents

Traits	Lecturers	Business men	Doctors	Lawyers	Police men	Total N=150
1. Age						
20-30 years	6 (20.00)	8 (26.66)	6 (20.00)	2 (6.66)	10 (33.33)	32 (21.33)
31-40 years	10 (33.33)	12 (40.00)	13 (43.33)	15 (50.00)	12 (40.00)	62 (41.33)
41-50 years	14 (46.66)	6 (20.00)	8 (26.66)	13 (43.33)	8 (26.66)	50 (33.33)
Above 50 years	-	4 (13.33)	3 (10.00)	-	-	7 (4.66)
2. Education of respondents						
High school	-	9 (30.00)	-	-	20 (66.66)	29 (19.33)
Technical/vocational education	-	5 (16.66)	-	-	-	5 (3.33)
Graduate	-	14 (46.66)	6 (20.00)	11 (36.66)	10 (33.33)	41 (27.33)
Post-graduate	30 (100.00)	2 (6.66)	24 (80.00)	19 (63.33)	-	76 (56.66)
3. Marital status						
Married	30 (100.00)	20 (66.66)	28 (93.33)	26 (83.33)	30 (100.00)	134 (89.33)
Unmarried	-	10 (33.33)	2 (6.66)	4 (13.33)	-	16 (10.66)

Table 1 (contd...)

Traits	Lecturers	Business Men	Doctors	Lawyers	Police men	Total N=150
4. Wife's occupation	n=30	n=20	n=28	n=26	n=30	N=134
Housewife	12 (40.00)	18 (90.00)	10 (35.71)	16 (61.53)	21 (70.00)	77 (57.46)
Govt. service	14 (46.66)	2 (10.00)	13 (46.42)	10 (38.46)	6 (20.00)	45 (32.58)
Self employment	-	-	2 (7.14)	-	3 (10.00)	5 (3.53)
In private sector	4 (13.33)	-	3 (10.71)	-	-	7 (5.27)
5. Service/professional experience						
Upto 5 years	2 (6.66)	5 (16.66)	4 (13.33)	2 (6.66)	4 (13.33)	17 (11.33)
5 to 10 years	4 (13.33)	9 (30.00)	7 (23.33)	5 (16.66)	9 (30.00)	34 (22.66)
10 to 15 years	11 (36.66)	6 (20.00)	8 (26.66)	15 (50.00)	17 (56.66)	57 (38.00)
Above 15 years	13 (43.33)	10 (33.33)	11 (36.66)	8 (26.66)	-	42 (28.00)

Figures in parentheses indicate percentages

2. Education

It was evident from Table 1 that all (100.00%) lecturers, 6.66 per cent businessmen, 80.00 per cent doctors and 63.33 per cent lawyers were post graduate, whereas 46.66 per cent businessmen, 20.00 per cent doctors, 36.66 per cent lawyers and 33.33 per cent policemen were graduate. Only 16.66 per cent businessmen had technical education.

3. Marital status

Most of the respondents, i.e. 66.66 per cent businessmen, 93.33 per cent doctors, 83.33 per cent lawyers and all the lecturers and policemen (100.00%) were married. Whereas 33.33 per cent businessmen, 6.66 per cent doctors and 13.33 per cent lawyers were unmarried.

4. Wife's occupation

It was found that 40.00 per cent of lecturer's wives, 90.00 per cent of businessmen's wives, 35.71 per cent of doctor's wives, 61.53 per cent of lawyer's wives and 70.00 per cent of policemen's wives were house wives followed by 46.66 per cent of lecturer's wives, 10.00 per cent of businessmen's wives, 46.42 per cent of doctor's wives, 38.46 per cent of lawyer's wives and 20.00 per cent of policemen's wives were engaged in government service. Only 7.14 per cent of doctor's wives, 10.00 per cent of policemen's wives were engaged in self employment activities like stitching and embroidery, etc.

5. Service/professional experience

Table 1 indicated that 36.66 per cent lecturers, 20.00 per cent businessmen, 26.66 per cent doctors, 50.00 per cent lawyers and 56.66 per cent policemen had service experience from 10 to

15 years followed by 43.33 per cent lecturers, 33.33 per cent businessmen, 36.66 per cent doctors and 26.66 per cent lawyers who had above 15 years of service. Only 6.66 per cent lecturers, 16.66 per cent businessmen, 13.33 per cent doctors and equal number of policemen had upto 5 years service experience.

4.2 SOCIO-ECONOMIC TRAITS OF THE RESPONDENTS

Under this section percentage distribution of the respondents according to socio economic traits were given in Table 2 and discussed under following sub-heads:

1. Family type

It was found that 93.33 per cent lecturers, 70.00 per cent businessmen, all doctors and lawyers, and 83.33 per cent policemen belonged to nuclear family while 6.66 per cent lecturers, 30.00 per cent businessmen and 16.66 per cent policemen belonged to joint family.

It was indicated that majority of the respondents of all profession were from nuclear families.

2. Family size

It was revealed from the data that majority of the respondents, i.e. 66.66 per cent lecturers, 43.33 per cent businessmen, 86.66 per cent doctors, 73.33 per cent lawyers and 80.00 per cent policemen were having 4-6 family members followed by 16.66 per cent lecturers, 26.66 per cent businessmen, 13.33 per cent doctors, 20.00 per cent lawyers and 6.66 per cent policemen had family upto 3 members. Whereas 26.66 per cent lecturers, 30.00 per cent businessmen, 6.66 per cent lawyers and 13.33 per cent policemen had above 6 members in their families.

Table 2 Socio-economic traits of the respondents

Traits	Lecturers	Business men	Doctors	Lawyers	Police men	Total N=150
1. Family type						
Nuclear	28 (93.33)	21 (70.00)	30 (100.00)	30 (100.00)	25 (83.33)	134 (89.33)
Joint	2 (6.66)	9 (30.00)	-	-	5 (16.66)	16 (10.66)
2. Family size						
Upto 3 members	5 (16.66)	8 (26.66)	4 (13.33)	6 (20.00)	2 (6.66)	25 (16.66)
4 to 6 members	17 (66.66)	13 (43.33)	26 (86.66)	22 (73.33)	24 (80.00)	102 (68.00)
Above 6 members	8 (26.66)	9 (30.00)	-	2 (6.66)	4 (13.33)	23 (15.33)
3. Caste						
Low	-	1 (3.33)	3 (10.00)	-	10 (33.33)	14 (9.33)
Medium	9 (30.00)	3 (10.00)	8 (26.66)	12 (40.00)	7 (23.33)	39 (26.00)
High	21 (70.00)	26 (86.66)	19 (63.33)	18 (60.00)	13 (43.33)	97 (64.66)

Table 2 (contd....)

Traits	Lecturers	Business men	Doctors	Lawyers	Police men	Total N=150
4. Monthly income of the respondents						
Upto Rs.3000	-	-	-	-	7	7 (4.66)
Rs.3001 to 6000	8 (26.66)	-	-	-	23	31 (20.66)
Rs.6001 to 9000	22 (73.33)	5 (16.66)	4 (13.33)	3 (10.00)	-	34 (22.66)
Rs.9001 to 12000	-	6 (20.00)	8 (26.66)	17 (56.66)	-	31 (20.66)
Above Rs.12000	-	19 (63.33)	18 (60.00)	10 (33.33)	-	47 (31.33)
5. Monthly family income						
Rs.3001 to 6000	-	-	-	-	14	14 (9.33)
Rs.6001 to 9000	10 (33.33)	-	-	-	9	19 (22.66)
Rs.9001 to 12000	9 (30.00)	8 (26.66)	6 (20.00)	12 (40.00)	7	42 (28.00)
Rs.12001 to 15000	7 (28.88)	12 (40.00)	10 (33.33)	15 (50.00)	-	44 (29.33)
Above Rs.15000	4 (13.33)	10 (33.33)	14 (46.66)	3 (10.00)	-	31 (26.66)

Table 2 (contd....)

Traits	Lecturers	Business men	Doctors	Lawyers	Police men	Total N=150
6. Per capita income (monthly)						
Below Rs.1000	-	-	-	-	8	(5.33)
Rs.1001 to 2000	12 (40.00)	-	-	4 (13.33)	22 (73.33)	38 (25.33)
Rs.2001 to 3000	11 (36.66)	15 (50.00)	10 (33.33)	14 (46.66)	-	50 (33.33)
Rs.3001 to 4000	5 (16.66)	6 (20.00)	13 (43.33)	5 (16.66)	-	28 (18.66)
Above Rs.4000	2 (6.66)	9 (30.00)	7 (23.33)	7 (23.33)	-	26 (17.33)

Figures in parentheses indicate percentages

3. Caste

It was focussed in Table 2 that 70.00 per cent lecturers, 86.66 per cent businessmen, 63.33 per cent doctors, 60.00 per cent lawyers and 43.33 per cent policemen belonged to high caste followed by 30.00 per cent lecturers, 10.00 per cent businessmen, 26.66 per cent doctors, 40.00 per cent lawyers and 23.33 per cent policemen who belonged to middle caste. Only 3.33 per cent businessmen, 10.00 per cent doctors and 33.33 per cent policemen belonged to low caste.

4. Monthly income of the respondents

The data regarding monthly income of the respondents showed that 63.33 per cent businessmen, 60.00 per cent doctors and 33.33 per cent lawyers had monthly income above Rs.12000 followed by 73.33 per cent lecturers, 16.66 per cent businessmen, 13.33 per cent doctors and 10.00 per cent lawyers who had income between Rs. 6001 to 9000. Whereas, majority of policemen (76.66%) had monthly income in the range of Rs.3001 to 6000 followed by 23.33 per cent who had income upto Rs.3000 only.

5. Monthly family income

The data pertaining to monthly family income of the respondents indicated that 28.88 per cent lecturers, 40.00 per cent businessmen, 33.33 per cent doctors and 50.00 per cent lawyers had family income in the range of Rs.12001 to 15000 followed by 30.00 per cent lecturers, 26.66 per cent businessmen, 20.00 per cent doctors and 40.00 per cent lawyers and 23.33 per cent policemen had family income in the range of Rs.9001 to

12000. Nearly, half of the policemen (46.66%) had family income in the range of Rs.3001 to 6000 only.

6. Per capita income

Data pertaining to per capita income demonstrated that 36.66 per cent lecturers, 50.00 per cent businessmen 33.33 per cent doctors and 46.66 per cent lawyers had their per capita income from Rs.2001 to 3000 followed by 40.00 per cent lawyers and majority of the policemen (73.33%) had per capita income in the range of Rs.1001 to 2000. Only 26.66 per cent policemen had per capita income below Rs.1000.

4.3 EXISTING CLOTHING PRACTICES OF THE RESPONDENTS

In this section the existing dresses worn by the respondents, textile materials, colours and prints used for their dresses and factors which were kept in mind while selecting dress/fabric have been described.

4.3.1 Existing dress pattern of the respondents for summer

The data in Table 3 indicated that amongst upper garments worn at home by lecturers, businessmen, doctors, lawyers and policemen, *kurta* scored maximum 2.0, 1.76, 1.93, 1.83 and 1.86, respectively followed by T-shirt scoring 0.30, 0.40 and 0.50 by lecturers, businessmen and doctors, and shirt by lawyers and policemen scoring 0.33, 0.20, respectively. Whereas, jacket was the least used garment by businessmen at home scoring 0.20 only. Amongst lower garments commonly used dress by the respondents of all profession was *pyjama* scoring 2.0 each followed by pants scoring 0.46 and 0.36 for doctors and lawyers, respectively and *lungi* for lecturers and policemen scoring 0.26 and 0.40, respectively.

Table 3 Existing dress pattern of the respondents for summer

Dresses*	Lecturers	Business	Doctors	Lawyer	Police
	WMS	men WMS	WMS	WMS	men WMS
A) Upper garment					
1. Kurta					
At home	2.00	1.76	1.93	1.83	1.86
Outer wear	0.43	0.06	0.13	0.21	0.40
Special occasion	0.06	0.20	-	-	-
Work place	-	0.20	-	-	-
2. Shirt					
At home	0.16	-	0.40	0.33	0.20
Outer wear	1.90	1.66	2.00	2.00	2.00
Special occasion	1.83	1.56	2.00	2.00	2.00
Work place	1.90	1.60	2.00	2.00	2.00
3. T-shirt					
At home	0.30	0.40	0.50	0.16	0.06
Outer wear	0.46	0.30	0.33	0.23	-
Special occasion	0.16	0.10	0.20	0.23	-
Work place	0.46	0.03	0.20	-	-
4. Jacket					
At home	-	0.20	-	-	-
Outer wear	-	0.16	0.06	-	-
Special occasion	-	0.16	0.36	-	0.02
Work place	-	0.16	-	-	-

Table 3 (contd..)

Dresses*	Lecturers	Business	Doctors	Lawyer	Police
	WMS	men WMS	WMS	WMS	men WMS
B) Lower garment					
1. Pyjama					
At home	2.00	2.00	2.00	2.00	2.00
Outer wear	0.43	-	0.13	0.21	0.40
Special occasion	0.06	0.20	-	-	-
Work place	-	0.20	-	-	-
2. Pant					
At home	-	-	0.40	0.36	-
Outer wear	2.00	1.66	2.00	2.00	2.00
Special occasion	1.90	1.66	2.00	2.00	2.00
Work place	1.90	1.66	2.00	2.00	2.00
3. Jeans					
At home	-	-	-	-	-
Outer wear	0.10	0.32	0.26	0.23	0.12
Special occasion	0.13	0.23	0.26	-	-
Work place	0.13	0.32	0.26	-	-
4. Lungi					
At home	0.22	-	0.26	0.13	0.40
5. Bermuda					
At home	-	0.26	0.10	-	-
C. Safari suit					
Outer wear	0.30	0.36	0.06	-	-
Special occasion	0.56	0.80	0.36	0.13	0.06
Work place	0.43	0.66	-	-	-
D. Night suit					
At home	0.16	0.33	0.26	0.06	-
*Multiple response WMS = Weighted Mean Score					

It was found that amongst upper garments worn for outer wear by lecturers, businessmen, doctors, lawyers and policemen the most commonly used garment was shirt scoring 1.90, 1.66, 2.0, 2.0 and 2.0, respectively followed by T-shirt scoring 0.46, 0.30, 0.33 and 0.23, respectively. Whereas, *kurta* was used by lecturers, businessmen, doctors, lawyers and policemen scoring 0.43, 0.06, 0.13, 0.21 and 0.40 only. Safari suit was used only by lecturers, businessmen and doctors scoring 0.30, 0.36 and 0.06, respectively. Amongst lower garments the most commonly used dress was pants by lecturers, businessmen, doctors, lawyers and policemen scoring 2.0, 1.66, 2.0, 2.0 and 2.0, respectively followed by jeans scoring 0.32, 0.26 and 0.23 for businessmen, doctors and lawyers, respectively and *pyjama* for lecturers and policemen scoring 0.43 and 0.40, respectively,

Data in Table 3 depicted that amongst upper garments shirt was most commonly used dress for special occasions for lecturers, businessmen, doctors, lawyers and policemen scoring 1.83, 1.56, 2.0, 2.0 and 2.0, respectively and T-shirt for lecturers and lawyers scoring 0.16 and 0.23 only and *kurta* scored 0.20 for businessmen. *kurta* and jacket were not used at all by lawyers. Pants scored highest 1.90, 1.66, 2.0, 2.0 and 2.0 as it was most commonly used lower garment by lecturers, businessmen, doctors, lawyers and policemen followed by jeans scoring 0.13, 0.23, 0.26, used by lecturers, businessmen and doctors, respectively. Safari suit scored 0.56, 0.80, 0.36, 0.13 and 0.06 for lecturers, businessmen, doctors, lawyers and policemen. Jeans were not used by lawyers and policemen for special occasions.

Data illustrated that amongst upper garments worn at work place, shirt was the most commonly used garment by lecturers, businessmen, doctors, lawyers and policemen scoring maximum 1.90, 1.60, 2.0, 2.0 and 2.0, respectively followed by T-shirt for lecturers and doctors scoring 0.46 and 0.20, respectively and *kurta* for businessmen scoring 0.20 only. Whereas, safari suit was used only by lecturers and businessmen scoring 0.43 and 0.66. Jacket was used by very few businessmen and scored very low (0.16). Amongst lower garments of lecturers, businessmen, doctors, lawyers and policemen, pants scored highest 1.90, 1.66, 2.0, 2.0, 2.0, respectively followed by jeans for lecturers, businessmen and doctors scoring 0.13, 0.32 and 0.26 only. Whereas, *pyjama* was the least used garment by businessmen at work place scoring 0.20 only.

4.3.2 Existing dress pattern of the respondents for winter

Data presented in Table 4 showed that amongst upper garments *kurta* was most commonly used dress at home by lecturers, businessmen, doctors, lawyers and policemen scoring 2.00, 2.00, 2.00, 1.93 and 2.00, respectively followed by slipover scoring 1.60, 1.26, 1.30, 1.50 and 1.73 for lecturers, businessmen, doctors, lawyers and policemen, respectively and pullover scoring 1.50, 1.03, 0.93, 1.00 and 1.66, respectively. Gown scored 0.36 for businessmen and night suit scored 0.46 for lawyers. Suit/coat-pants were not used at home by the respondents of any professions. Amongst lower garments *pyjama* was most commonly used by the respondents of all professions scoring 2.0 for each followed by pants scoring 0.40, 0.36 and 0.09 for doctors, lawyers and policemen, respectively.

Table 4 Existing dress pattern of the respondents for winter

Dresses*	Lecturers	Business	Doctors	Lawyer	Police
	WMS	men WMS	WMS	WMS	men WMS
A. Upper garments					
1. Kurta					
At home	2.00	2.00	2.00	1.93	2.00
Outer wear	0.10	0.16	0.06	0.01	-
Special occasion	-	0.16	-	-	-
Work place	-	0.16	-	-	-
2. Shirt					
At home	0.26	0.23	0.46	0.33	-
Outer wear	2.00	2.00	2.00	2.00	2.00
Special occasion	2.00	2.00	2.00	2.00	2.00
Work place	2.00	2.00	2.00	2.00	2.00
3. Jacket					
At home	-	-	-	-	-
Outer wear	0.26	0.23	0.42	-	-
Special occasion	0.26	0.10	0.42	-	-
Work place	0.26	0.23	-	-	-
4. Slip over					
At home	1.60	1.26	1.30	1.50	1.73
Outer wear	1.26	1.33	1.40	1.46	1.30
Special occasion	1.10	0.90	0.66	0.60	0.86
Work place	1.30	1.06	1.20	1.03	-
5. Pullover					
At home	1.50	1.03	0.93	1.00	1.66
Outer wear	1.46	1.26	1.33	1.13	1.50
Special occasion	0.80	0.26	0.56	0.30	1.16
Work place	1.46	1.56	0.33	-	2.00

Table 4 (contd...)

Dresses*	Lecturers	Business men	Doctors	Lawyer	Police men
	WMS	WMS	WMS	WMS	WMS
6. Gown					
At home	-	0.36	0.23	0.06	-
7. Shawl					
At home	0.46	-	0.26	0.33	0.16
B) Lower garment					
1. Pyjama					
At home	2.00	2.00	2.00	2.00	2.00
Outer wear	0.16	0.20	0.06	-	-
Special occasion	-	0.13	-	-	-
Work place	-	0.13	-	-	-
2. Pants					
At home	-	-	0.40	0.36	0.09
Outer wear	1.90	0.96	1.76	1.66	2.00
Special occasion	0.93	0.43	0.60	0.63	1.76
Work place	1.66	1.06	1.83	2.00	2.00
3. Jeans					
At home	-	-	-	-	-
Outer wear	0.26	0.20	0.30	0.20	-
Special occasion	0.26	0.20	0.26	0.16	-
Work place	0.46	0.20	0.26	-	-
C) Suit/coat pant					
At home	-	-	-	-	-
Outer wear	0.43	1.80	0.80	1.66	0.33
Special occasion	1.53	1.93	1.73	1.66	0.33
Work place	0.90	1.73	1.66	-	-
D) Night suit					
At home	0.16	0.30	0.26	0.46	-

*Multiple response

WMS = Weighted Mean Score

Data illustrated that amongst upper garments shirt was the most commonly used dress for outer wear by the respondents of all professions scoring 2.0 each followed by slipover scoring 1.33, 1.40 and 1.46 for businessmen, doctors and lawyers, respectively and pullover for lecturers and policemen scoring 1.46 and 1.50. Suit/coat-pants scored 0.43, 1.80, 0.80, 1.66 and 0.33 for lecturers, businessmen, doctors, lawyers and policemen, respectively. Amongst lower garments the most commonly used dress was pants for lecturers, businessmen, doctors, lawyers and policemen scoring 1.90, 0.96, 1.76, 1.66 and 2.0, respectively. While *pyjama* was used only by lecturers, businessmen and doctors scoring 0.16, 0.20 and 0.06 only.

Data presented in Table 4 indicated that shirt was the most commonly used dress amongst upper garments used for special occasion by the respondents of all professions scoring 2.0 for each followed by slip over scoring 1.10, 0.90, 0.66 and 0.60 for lecturers, businessmen, doctors and lawyers and pullover for policemen scoring 1.16. Jacket was used only by lecturers, businessmen and doctors scoring 0.26, 0.10 and 0.42, respectively. Amongst lower garments the most commonly used was pants scoring 0.93, 0.43, 0.60, 0.63 and 1.76 for lecturers, businessmen, doctors, lawyers and policemen, respectively followed by jeans scoring 0.26, 0.20, 0.26 and 0.16 for lecturers, businessmen, doctors and policemen. Whereas *pyjama* scored 0.13 only for businessmen. Suit/coat-pants were used commonly for special occasions by lecturers, businessmen, doctors, lawyers and policemen scoring 1.53, 1.93, 1.73, 1.66 and 0.33, respectively.

It was evident from the data amongst upper garments worn at work place the most commonly used dress was shirt by the respondents of all professions scoring 2.0 for each followed by slipover scoring 1.06, 1.20, 1.03 for businessmen, doctors and lawyers, respectively and pullover for lecturers and policemen scoring 1.46 and 2.0. Whereas suit/coat-pants was used by lecturers, businessmen, and doctors scoring 0.90, 1.73, 1.66, respectively. Amongst lower garments pants was commonly used by lecturers, businessmen, doctors, lawyers and policemen scoring 1.66, 1.06, 1.83, 2.0 and 2.0, respectively followed by jeans scoring 0.46, 0.20 and 0.26 for lecturers, businessmen and doctors, respectively. Whereas *pyjama* was used only by few businessmen at work place and scored 0.13 only.

It has been observed from Table 3 and 4 that at home majority of the respondents used *kurta-pyjama* may be due to the reason that they felt comfort. For outer wear, special occasions and occupational wear pant-shirt was used by majority of the respondents as it may develop the feeling of well dressed, activeness, inspire confidence and help to enhance personality. Slipover and pullover were used due to the seasonal requirement whereas, safari suit in summer and suit/coat-pants were mostly used by the respondents who belonged to higher income group as it may helps to show social status.

4.3.3 Specific occupational dresses

The data in Table 5 revealed that the most common specific occupational dress used by the doctors was overcoat that scored highest (0.83) followed by gloves and gown, scoring (0.80), whereas head cap was least used by the doctors as it scored 0.46

only. Amongst specific occupational dresses worn by the lawyers coat scored maximum (2.0) followed by tie band (0.40).

Table 5 Specific occupational dresses

Dresses*	Lecturers	Business men	Doctors	Lawyers	Police men
	WMS	WMS	WMS	WMS	WMS
Coat	-	-	-	2.00	-
Tie band	-	-	-	0.40	-
Over coat	-	-	0.83	-	-
Operational dresses					
Gown	-	-	0.80	-	-
Headcap	-	-	0.46	-	-
Mask	-	-	0.63	-	-
Gloves	-	-	0.80	-	-

*Multiple response

WMS = Weighted mean score

It has been concluded that coat and overcoat were most commonly used by the lawyers and doctors due to occupational need.

4.3.4 Number of dresses possessed by the lecturers

The data presented in Table 6 indicated the distribution of lecturers according to the number of dresses possessed by them. It was observed that upto 3 *kurta-pyjama* were possessed by 93.33 per cent lecturers for home wear and by 43.33 per cent for outer wear. For outer wear and occupational wear 36.67 per cent lecturers possessed pant-shirt more than 12 in number and 33.33 per cent lecturers had 7-9 pant-shirt for special occasions.

Table 6 Number of dresses possessed by the lecturers

Type of dress	Home wear			Outer wear			Special wear			Occupational wear							
	Upto 3	4-6	7-9	Upto 3	4-6	7-9	Upto 3	4-6	7-9	Upto 3	4-6	7-9	Upto 3	4-6	7-9	10-12	Ab.12
Kurta-pyjama	28	2	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(93.33)	(6.66)	(43.33)														
Pant-shirt	5	-	-	2	6	9	11	4	8	10	5	3	-	2	6	9	11
	(16.66)			(6.66)	(20.00)	(30.00)	(36.67)	(13.33)	(26.66)	(33.33)	(16.66)	(10.00)		(6.66)	(20.00)	(30.00)	(36.66)
T-shirt	7	2	3	4	-	-	-	3	4	-	-	-	4	6	-	-	-
	(23.33)	(6.66)	(10.00)	(13.33)				(10.00)	(13.33)				(13.33)	(20.00)			
Jacket	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-	-	-
								(6.66)									
Jeans	-	-	2	3	-	-	-	3	-	-	-	-	2	3	-	-	-
			(6.66)	(10.00)				(10.00)					(6.66)	(10.00)			
Safari suit	-	-	5	2	-	-	-	6	3	-	-	-	6	3	-	-	-
			(16.66)	(6.66)				(20.00)	(10.00)				(20.00)	(10.00)			
Lungi	6	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(20.00)	(3.33)															
Night suit	4	-	-	-	-	-	-	-	-	-	-	-	-	-	4	4	4
	(13.33)																
Slipover	18	12	5	9	16	-	-	6	12	3	4	-	5	9	16	-	-
	(60.00)	(40.00)	(16.66)	(30.00)	(53.33)			(20.00)	(40.00)	(10.00)	(13.33)		(16.66)	(30.00)	(53.33)		
Pullover	22	8	3	12	10	5	-	-	10	8	-	-	3	12	8	5	-
	(73.33)	(26.66)	(10.00)	(40.00)	(33.33)	(16.66)			(33.33)	(26.66)			(10.00)	(40.00)	(26.66)	(16.66)	
Shawl	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(33.33)																
Gown	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(20.00)																
Suit/coat-pants	-	-	11	5	-	-	-	21	9	-	-	-	11	5	-	-	-
			(36.66)	(16.66)				(70.00)	(30.00)				(36.66)	(16.66)			

Figures in parentheses indicate percentages

T-shirt were possessed by 23.33 per cent lecturers for home wear upto 3 in number and 13.33 per cent lecturers for outer wear and special occasion and 20.00 per cent for occupational purpose possessed 4 to 6 number of T-shirts. Only 6.66 per cent lecturers for special occasions possessed jacket upto 3 in number. Jeans were possessed by 10.00 per cent lecturers upto 3 in number for special occasions and 4 to 6 number by similar percentage for outer wear and occupational purpose. *Lungis* and night suits were possessed by 20.00 per cent and 13.33 per cent lecturers, upto 3 in number, respectively.

Majority of the lecturers possessed upto 3 in number slipover for home wear (60.00), 7 to 9 for outer wear and occupational purpose (53.33%) and 40.00 per cent lecturers possessed 4 to 6 slip over for special occasion. Upto 3 pullovers, shawls and gowns were possessed by 73.33 per cent, 33.33 per cent and 20.00 per cent lecturers, respectively for home wear. For outer wear and occupational wear 40.00 per cent lecturers possessed 4 to 6 pullover followed by 33.33 per cent who possessed upto 3 number of pullover for special occasions. Suit/coat-pants were possessed by 36.66 per cent lecturers for outer wear and occupational wear and by 70.00 per cent lecturers for special occasions upto 3 in number.

4.3.5 Number of dresses possessed by the businessmen

Table 7 demonstrated the distribution of businessmen according to the number of dresses possessed by them. It was found that upto 3 *kurta-pyjama* were possessed by 66.66 per cent businessmen for home wear and by 6.66 per cent for outer wear, special occasions and for occupational wear. For outer wear and

Table 7 Number of dresses possessed by the businessmen

Type of dress	Home wear			Outer wear			Special wear			Occupational wear							
	Upto 3	4-6	Upto 3	4-6	7-9	10-12	Ab.12	Upto 3	4-6	7-9	10-12	Ab.12	Upto 3	4-6	7-9	10-12	Ab.12
Kurta-pyjama	20	10	-	2	-	-	-	-	2	-	-	-	-	2	-	-	-
	(66.66)	(33.33)		(6.66)					(6.66)					(6.66)			
Pant-shirt	5	3	-	-	3	8	17	-	-	8	10	10	-	-	3	8	17
	(16.66)	(10.00)			(10.00)	(26.66)	(56.66)			(26.66)	(33.33)	(33.33)			(10.00)	(26.66)	(56.66)
T-shirt	8	2	6	-	-	-	-	2	-	-	-	-	2	-	-	-	-
	(26.66)	(6.66)	(20.00)					(6.66)					(6.66)				
Jacket	6	-	5	-	-	-	-	3	-	-	-	-	5	-	-	-	-
	(20.00)		(16.66)					(10.00)					(16.66)				
Jeans	-	-	3	1	-	-	-	4	-	-	-	-	6	2	-	-	-
			(10.00)	(3.33)				(13.33)					(20.00)	(6.66)			
Safari suit	-	-	8	4	-	-	-	14	-	-	-	-	8	4	-	-	-
			(26.66)	(13.33)				(46.66)					(26.66)	(13.33)			
Lungi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Night suit	8	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(26.66)	(6.66)															
Slipover	23	2	-	9	17	4	-	-	11	9	-	-	-	9	17	4	-
	(76.66)	(16.66)		(30.00)	(56.66)	(13.33)			(36.66)	(30.00)				(30.00)	(56.66)	(13.33)	
Pullover	19	3	-	5	14	7	3	-	12	4	-	-	-	5	14	7	3
	(63.33)	(10.00)		(16.66)	(46.66)	(23.33)	(10.00)		(40.00)	(13.33)				(16.66)	(46.66)	(26.66)	(10.00)
Shawl	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gown	6	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(20.00)	(6.66)															
Suit/coat-pants	-	-	13	5	-	-	-	17	8	-	-	-	13	5	-	-	-
			(43.33)	(16.66)				(56.66)	(16.66)				(43.33)	(16.66)			

Figures in parentheses indicate percentages

occupational wear 56.66 per cent businessmen possessed pant-shirt more than 12 in number and 33.33 per cent business men had 10 to 12 pant-shirt and equal percentage possessed more than 12 number of pant-shirt for special occasions. T-shirt were possessed by 26.66 per cent businessmen for home wear, 20.00 per cent businessmen for special occasions and occupational wear upto 3 in number. Jackets were possessed by 20.00 per cent businessmen for home wear, 16.66 per cent businessmen for outer wear and occupational wear and 10.00 per cent businessmen for special wear upto 3 in numbers. Jeans were possessed by 10.00 per cent businessmen for home wear, 13.33 per cent businessmen for special wear and 20.00 per cent businessmen for occupational wear upto 3 in numbers. Safari suit were possessed by 46.66 per cent businessmen for special wear and 26.66 per cent businessmen for outer wear and occupational wear upto 3 in number. Night suit, slipover, pullover and gown were possessed by 26.66 per cent, 76.66 per cent, 63.33 per cent and 20.00 per cent businessmen upto 3 in number, respectively for home wear. Slipover were possessed 7 to 9 in number by 56.66 per cent businessmen for outer wear and occupational wear and 30.00 per cent businessmen for special wear. For outer wear and occupational wear 4 to 6 pullovers were possessed by 46.66 per cent businessmen and similar number by 40.00 per cent businessmen for special wear. Upto 3 in number suit/coat-pant were possessed by 36.66 per cent businessmen for outer wear and occupational wear and 56.66 per cent businessmen for special wear.

4.3.6 Number of dresses possessed by the doctors

Table 8 showed the distribution of doctors according to number of dresses possessed by them. Data illustrated that 93.33 per cent and 13.33 per cent doctors possessed upto 3 in number *kurta-pyjama* for home wear and outer wear, respectively. Pant-shirt were possessed by 26.66 per cent doctors for home wear upto 3 in number and 40.00 per cent doctors possessed 10 to 12 number of part-shirt for outer wear, special wear and occupational wear. T-shirt were possessed by 36.66 per cent doctors for home wear upto 3 in number and 23.33 per cent and 13.33 per cent doctors possessed 4 to 6 number of T-shirt for outer wear and special occasion, respectively. Only 6.66 per cent doctors possessed upto 3 in number jackets for special wear. Jeans were possessed by 16.66 per cent doctors for outer wear and special wear upto 3 in number and 4 to 6 numbers by 13.33 per cent doctors for occupational wear. Safari suit were possessed by 6.66 per cent and 30.00 per cent doctors for special occasions upto 3 in number. Night suits were possessed by 26.66 per cent doctors upto 3 in number. Majority of the respondents (66.66%) possessed upto 3 in number slipover for home wear, and 4 to 6 number of slipover were possessed by 46.66 per cent doctors for outer wear and occupational wear and 33.33 per cent doctors for special wear, respectively. For outer wear 63.33 per cent doctors possessed 7 to 9 number of pullover, ~~43.33~~ per cent and ~~23.33~~ per cent doctors possessed 4 to 6 number pullover for special wear and occupational wear, respectively. Upto 3 in number suit/coat-pant were possessed by 43.33 per cent doctors for outer wear, 63.33 per cent doctors

Table 8 Number of dresses possessed by the doctors

Type of dress	Home wear			Outer wear			Special wear			Occupational wear				
	Upto 3	4-6	7-9	Upto 3	4-6	7-9	Upto 3	4-6	7-9	Upto 3	4-6	7-9	10-12	Ab.12
Kurta- pyjama	28 (93.33)	2 (6.66)	4 (13.33)	-	-	-	-	-	-	-	-	-	-	-
Pant- shirt	8 (26.66)	2 (6.66)	8 (26.66)	10 (33.33)	12 (40.00)	8 (26.66)	5 (16.66)	12 (40.00)	7 (23.33)	-	-	8 (26.66)	12 (40.00)	10 (33.33)
T-shirt	11 (36.66)	-	3 (10.00)	7 (23.33)	-	-	4 (13.33)	-	-	-	-	-	-	-
Jacket	-	-	-	-	-	-	2 (6.66)	-	-	-	-	-	-	-
Jeans	-	-	5 (16.66)	2 (6.66)	-	-	5 (16.66)	-	-	-	2 (6.66)	4 (13.33)	-	-
Safari suit	-	-	2 (6.66)	-	-	-	9 (30.00)	-	-	-	-	-	-	-
Lungi	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Night suit	8 (26.66)	-	-	-	-	-	-	-	-	-	-	-	-	-
Slipover	20 (66.66)	6 (20.00)	14 (46.66)	-	-	-	8 (26.66)	10 (33.33)	2 (6.66)	-	12 (40.00)	14 (46.66)	4 (13.33)	-
Pullover	24 (80.00)	-	9 (30.00)	2 (6.66)	2 (6.66)	-	6 (20.00)	14 (46.66)	-	-	-	7 (23.33)	3 (10.00)	-
Shawl	6 (20.00)	-	-	-	-	-	-	-	-	-	-	-	-	-
Gown	8 (26.66)	-	-	-	-	-	-	-	-	-	-	-	-	-
Suit/ coat-pants	-	-	13 (43.33)	6 (20.00)	-	-	19 (63.33)	7 (23.33)	-	-	10 (33.33)	-	-	-

Figures in parentheses indicate percentages

for special occasions and 33.33 per cent doctor for occupational wear.

4.3.7 Number of dresses possessed by the lawyers

Table 9 showed the distribution of lawyers according to number of dresses possessed by them. It was revealed that upto 3 in number *kurta-pyjama* were possessed by 83.33 per cent lawyers for home wear and by 23.33 per cent for outer wear. Upto 3 in number pants-shirt were possessed by 16.66 per cent lawyers for home wear, 10 to 12 in number were possessed by 56.66 per cent and 40.00 per cent lawyers for outer wear and special wear, respectively and 66.66 per cent lawyers possessed 4 to 6 pant shirt for occupational wear. T-shirt were possessed by 16.66 per cent lawyers for home wear and 13.33 per cent lawyers for outer wear and special wear upto 3 in number, respectively. Upto 3 in number night suits, shawl and gown were possessed by 6.66 per cent, 20.00 per cent and 23.33 per cent lawyers for home wear. For outer wear and special wear 46.66 per cent lawyers possessed 7 to 6 slipover and 50.00 per cent lawyers possessed upto 3 in number slipover for occupational wear. For home wear 60.00 per cent lawyers possessed upto 3 in number pullover, 7 to 9 pullover for outer wear by 33.33 per cent lawyers and 7 to 6 pullover were possessed by 30.00 per cent lawyers for special occasions. Upto 3 in number suit/coat-pants were possessed by 53.33 per cent lawyers for outer wear and 73.33 per cent lawyers for special wear.

4.3.8 Number of dresses possessed by policemen

Data in Table 10 illustrated the distribution of policemen according to the number of dresses possessed. Data showed that

Table 9 Number of dresses possessed by the lawyers

Type of dress	Home wear			Outer wear			Special wear						Occupational wear			
	Upto 3	4-6	7	Upto 3	4-6	7-9	Upto 3	4-6	7-9	10-12	Ab.12	Upto 3	4-6	7-9	10-12	Ab.12
Kurta-pyjama	25 (83.33)	5 (16.66)	7 (23.33)	-	-	-	-	-	-	-	-	-	-	-	-	-
Pant-shirt	4 (16.66)	1 (10.00)	-	6 (20.00)	15 (50.00)	9 (30.00)	8 (26.66)	4 (13.33)	4 (13.33)	12 (40.00)	6 (20.00)	10 (33.33)	20 (66.66)	-	-	-
T-shirt	5 (16.66)	-	4 (13.33)	2 (6.66)	-	-	4 (13.33)	2 (6.66)	-	-	-	-	-	-	-	-
Jacket	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safari suit	-	-	-	-	-	-	3 (10.00)	1 (3.33)	-	-	-	-	-	-	-	-
Lungi	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Night suit	2 (6.66)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slipover	25 (83.33)	-	9 (30.00)	14 (46.66)	7 (23.33)	-	9 (30.00)	14 (46.66)	7 (23.33)	-	-	15 (50.00)	8 (26.66)	2 (6.66)	-	-
Pullover	18 (60.00)	2 (6.66)	-	3 (10.00)	10 (33.33)	7 (23.33)	-	9 (30.00)	5 (16.66)	-	-	-	-	-	-	-
Shawl	6 (20.00)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Gown	7 (23.33)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suit/coat-pants	-	-	16 (53.33)	3 (10.00)	-	-	22 (73.33)	8 (26.66)	-	-	-	-	-	-	-	-

Figures in parentheses indicate percentages

Table 10 Number of dresses possessed by the policemen

Type of dress	Home wear			Outer wear			Special wear			Occupational wear						
	Upto 3	4-6	10-12	Upto 3	4-6	10-12	Upto 3	4-6	7-9	10-12	Ab.12	Upto 3	4-6	7-9	10-12	Ab.12
Kurta-pyjama	30	-	-	9	-	-	-	-	-	-	-	-	-	-	-	-
	(100.00)			(30.00)												
Pant-shirt	-	-	-	-	2	14	10	4	-	2	14	10	4	26	4	-
					(6.66)	(46.66)	(33.33)	(13.33)		(6.66)	(46.66)	(33.33)	(13.33)	(86.66)	(13.33)	
T-shirt	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(20.00)															
Jacket	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Jeans	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Safari suit	-	-	-	-	-	-	-	-	2	-	-	-	-	-	-	-
									(6.66)							
Lungi	9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(30.00)															
Night suit	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Slipover	27	3	16	8	6	-	-	16	8	6	-	-	-	-	-	-
	(90.00)	(10.00)	(53.33)	(26.66)	(20.00)			(53.33)	(26.66)	(20.00)						
Pullover	23	-	9	15	3	-	-	9	15	3	-	-	30	-	-	-
	(76.66)		(30.00)	(50.00)	(10.00)			(30.00)	(50.00)	(10.00)			(100.00)			
Shawl	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	(16.66)															
Gown	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Suit/coat-pants	-	-	8	-	-	-	-	13	4	-	-	-	-	-	-	-
			(26.66)					(43.33)	(13.33)							

Figures in parentheses indicate percentages

upto 3 in number *kurta-pyjama* were possessed by all (100.00%) policemen for home wear and by 30.00 per cent for outer wear. For outer wear and special wear 46.66 per cent policemen possessed 7 to 9 pant-shirt and 86.66 per cent policemen possessed upto 3 in number pant-shirt for occupational wear. T-shirt were possessed by 20.00 per cent policemen for home wear upto 3 in number. *Lungis* and shawl were possessed by 30.00 per cent and 16.66 per cent policemen for home wear upto 3 in number, respectively. Slipover were possessed by 90.00 per cent policemen for home wear and 53.33 per cent policemen for outer wear and occupational wear upto 3 in number. Upto 3 in number pullovers were possessed by 76.66 per cent policemen for home wear, all (100.00%) policemen for occupational wear, respectively and 4 to 6 pullover were possessed by 50.00 per cent policemen for outer wear and occupational wear. Suit/coat-pant were possessed by 26.66 per cent policemen for outer wear and 43.33 per cent policemen for special wear upto 3 in number.

4.3.9 Textile materials used for garments in summer

The data incorporated in Table 11 showed that amongst textile materials used at home by doctors cotton scored highest (1.56) followed by terrycot (1.13). Terrycot was most commonly used fabric at home by lecturers, businessmen, lawyers and policemen scoring 1.86, 1.76, 1.56 and 2.0, respectively followed by cotton scoring 0.53, 1.33, 0.76, 0.26, respectively. Corduroy was the least used fabric by doctors and lawyers at home scoring 0.16 and 0.13 only.

Blends were the most commonly used fabric for outerwear garments by the respondents of all professions scoring 2.0 each

Table 11 Textile materials used for garments in summer

Textile materials*	Lecturers	Business	Doctors	Lawyer	Police
	WMS	men WMS	WMS	WMS	men WMS
1. Cotton					
At home	0.53	1.33	1.56	0.76	0.26
Outer wear	0.93	1.06	1.13	0.66	0.73
Special occasion	0.86	1.20	1.00	0.90	0.73
Work place	0.93	1.06	1.13	0.66	-
2. Khadi					
At home	0.33	0.53	0.46	0.16	0.36
Outer wear	0.23	0.33	0.16	0.06	0.16
Special occasion	0.23	0.26	0.16	0.10	-
Work place	0.23	0.16	-	-	-
3. Denim					
At home	-	-	-	-	-
Outer wear	0.10	0.26	0.13	0.10	-
Special occasion	-	0.26	0.13	0.10	-
Work place	-	0.26	0.13	-	-
4. Corduroy					
At home	-	-	0.16	0.13	-
Outer wear	0.36	0.80	0.43	0.50	-
Special occasion	0.36	0.80	0.43	0.45	0.13
Work place	0.36	0.80	0.43	0.50	-

Table 11 (contd...)

Textile materials*	Lecturers WMS	Business men WMS	Doctors WMS	Lawyer WMS	Police men WMS
5. Terrycot					
At home	1.86	1.76	1.13	1.56	2.00
Outer wear	2.00	1.60	1.90	1.83	2.00
Special occasion	2.00	1.43	1.93	1.83	2.00
Work place	2.00	1.60	1.93	1.66	2.00
6. Blends					
At home	0.56	0.43	0.30	0.53	0.13
Outer wear	2.00	2.00	2.00	2.00	2.00
Special occasion	2.00	2.00	2.00	2.00	2.00
Work place	2.00	2.00	2.00	2.00	-

*Multiple response

WMS = Weighted mean score

followed by terrycot by lecturers and policemen scoring 2.0 each and by businessmen, doctors and lawyers scoring 1.60, 1.90 and 1.83, respectively. Denim was the least used fabric scoring 0.10, 0.26, 0.13 and 0.10 by lecturers, businessmen, doctors and lawyers, respectively. Policemen did not use this fabric at all.

Data demonstrated that most commonly used fabric for dresses worn at special occasions by the respondents of all professions was blend scoring 2.0 each followed by terrycot scoring 2.0, 1.43, 1.93, 1.83 and 2.0 for lecturers, businessmen, doctors, lawyers and policemen, respectively. Corduroy was used by very few respondents of all professions viz., lecturers, businessmen, doctors, lawyers and policemen scoring 0.36, 0.80, 0.43, 0.45 and 0.13 respectively.

Data showed that blends were the most commonly used fabric by the respondents of all professions for the dresses worn at work place and scored 2.0 each. Terrycot were also commonly used by lecturers, businessmen, doctors, lawyers and policemen scoring 2.0, 1.60, 1.93, 1.66 and 2.0, respectively followed by cotton scoring 0.93, 1.06, 1.13 and 1.66 for lecturers, businessmen, doctors and lawyers, respectively. Khadi was used only by lecturers and businessmen scoring 0.23 and 0.16 and denim by businessmen and doctors scoring 0.26 and 0.13 only. Lawyers and policemen were not using khadi and denim at work place.

4.3.10 Textile materials used for garments in winter

The data in Table 12 demonstrated that amongst textile materials used at home acrylic scored highest 1.88, 1.60 and 2.0 by lecturers, doctors and policemen followed by terrycot scoring

Table 12 Textile materials used for garments in winter

N=30

Textile materials*	Lecturers WMS	Business men WMS	Doctors WMS	Lawyer WMS	Police men WMS
1. Cotton					
At home	0.53	1.33	1.06	0.50	0.26
Outer wear	0.93	1.00	0.86	0.46	0.40
Special occasion	0.50	0.90	0.73	0.46	0.40
Work place	0.93	0.90	0.86	0.23	-
2. Terrycot					
At home	1.73	1.96	1.80	1.56	1.80
Outer wear	1.73	1.40	1.80	2.00	2.00
Special occasion	2.00	1.43	2.00	2.00	2.00
Work place	2.00	1.40	1.93	2.00	2.00
3. Denim					
At home	-	-	-	-	-
Outer wear	0.20	0.26	0.13	0.10	-
Special occasion	0.20	0.26	0.13	0.10	-
Work place	-	0.26	0.13	0.10	-
4. Corduroy					
At home	-	-	0.16	0.13	-
Outer wear	0.43	0.36	0.33	0.80	-
Special occasion	0.43	0.36	0.33	0.80	0.18
Work place	0.43	0.36	0.33	-	-
5. Wool					
At home	0.26	0.33	0.20	0.23	0.06
Outer wear	0.30	0.19	0.16	0.23	0.66
Special occasion	0.30	0.19	0.16	0.23	0.66
Work place	0.30	0.19	0.16	-	-

Table 12 (contd...)

Textile materials*	Lecturers	Business	Doctors	Lawyer	Police
	WMS	men WMS	WMS	WMS	men WMS
6. Terrywool					
At home	-	-	-	-	-
Outer wear	0.26	0.72	0.80	0.92	0.10
Special occasion	1.33	1.56	1.36	1.30	0.16
Work place	1.33	1.52	1.36	1.30	-
7. Cotswool					
At home	-	-	-	-	-
Outer wear	-	0.33	0.06	0.20	0.03
Special occasion	0.16	0.33	0.06	0.42	0.03
Work place	0.16	0.33	0.26	0.42	-
8. Acrylic					
At home	1.82	1.66	1.60	1.46	2.00
Outer wear	1.59	1.30	1.60	1.33	1.97
Special occasion	0.30	1.06	0.53	1.10	1.97
Work place	1.59	1.26	1.20	1.10	2.00
9. Other blends					
At home	-	0.16	0.20	0.30	0.12
Outer wear	2.00	2.00	2.00	2.00	2.00
Special occasion	2.00	2.00	2.00	2.00	2.00
Work place	2.00	2.00	2.00	2.00	2.00

* Multiple response

WMS = Weighted Mean Score

1.73, 1.60 and 1.80, respectively. Terrykot was most commonly used by businessmen and lawyers scoring 1.96 and 1.56 followed by acrylic scoring 1.66 and 1.46, respectively. Denim, cotswool and terrywool were not used at all by the respondents of any profession at home. Blends were the most commonly used for outwear by the respondents of all professions scoring 2.00 each followed by ^{terrykot for} lecturers, businessmen, doctors, lawyers and policemen scoring 1.73, 1.40, 1.80, 2.0 and 2.0 and acrylic 1.59, 1.30, 1.60, 1.33 and 1.97, respectively. Denim was the least used fabric scoring 0.20, 0.26, 0.13 and 0.10 by lecturers, businessmen, doctors and lawyers. Denim, corduroy and cotswool were not used at all by policemen.

Data indicated that most commonly used fabric for dresses worn at special occasions by the respondents of all professions was blend scoring 2.0 each followed by terrykot by lecturers, doctors, lawyers and policemen scored 2.0 for each and terrywool by businessmen scored 1.56. Cotswool was the least used fabric by doctors and policemen scoring 0.06 and 0.03 only.

Data showed that blends were mostly used for the dresses worn at work place by lecturers, businessmen, doctors, lawyers scoring 2.0 for each followed by ~~terrykot~~ scoring 2.00, 1.40, 1.93, 2.0 and 2.0, respectively. Denim was the least used fabric by businessmen, doctors and lawyers scoring 0.26, 0.13 and 0.10 only.

It was observed from the Table 11 and 12 that blends and terrykot were most commonly used fabrics by the respondents of all professions. Although terrykot is also a blend but was asked separately because it was used specifically for shirts and daily

wear by the respondents of all professions. Whereas, the names of other synthetics used by the respondents for shirt and pants were not known to the respondents. For pants they generally bought the materials by brand names. Most of the respondents bought blends because of suitability to all types of weather, graceful appearance, easy to maintain, fast colours, durable, comfortable to wear and economical also. For warm clothing acrylic was most commonly used due to seasonal requirement, reasonable price and easy to maintain.

4.3.11 Colours commonly used for garments

It was evident from Table 13 that the most commonly used colours for garments were the light colours at home as it scored maximum 2.0 for all the professions followed by dull colours for lecturers, businessmen and doctors scoring 0.16, 0.23 and 0.26, respectively and dark colours by lawyers and policemen scoring 0.20 and 0.33. Bright colour scored very low, i.e. 0.06 only as was used by businessmen only.

For outer wear light colours scored highest 2.0, 1.83 and 1.46 for ~~lawyers~~, businessmen and doctors followed by dark colours scoring 1.30, 1.33 and 0.80, respectively. Dark colours were used by lecturers and policemen scoring 1.30 and 2.00 followed by light colours scoring 1.00 and 1.16, respectively. Whereas, lawyers used light and dark colours equally scoring 2.0 each followed by dull colours scoring 0.42 only.

Data in Table 13 depicted that dark colours were most commonly used for special occasions by lecturers, businessmen, doctors, lawyers and policemen scoring 2.0, 1.76, 1.63, 2.0 and 2.0 followed by light colours scoring 1.76, 1.50, 1.40, 1.92 and

Table 13 Colours commonly used for garments

Colours*	Lecturers	Business men	Doctors	Lawyer	Police men
	WMS	WMS	WMS	WMS	WMS
1. Light					
At home	2.00	2.00	2.00	2.00	2.00
Outer wear	1.00	1.83	1.46	2.00	1.16
Special occasion	1.76	1.50	1.40	1.92	1.86
Work place	2.00	1.70	2.00	2.00	-
2. Dark					
At home	-	0.13	0.06	0.20	0.33
Outer wear	1.30	1.33	0.80	2.00	2.00
Special occasion	2.00	1.76	1.63	2.00	2.00
Work place	2.00	2.00	0.23	2.00	-
3. Dull					
At home	0.16	0.23	0.26	-	-
Outer wear	0.30	0.32	0.10	0.42	0.23
Special occasion	-	-	-	-	-
Work place	0.36	0.13	0.30	-	2.0
4. Bright					
At home	-	0.06	-	-	-
Outer wear	0.30	0.36	0.16	-	0.13
Special occasion	0.23	0.33	0.33	0.26	1.00
Work place	0.30	0.36	-	-	-

*Multiple response

WMS = Weighted Mean Score

1.86, respectively. Dull colours were not used at all by the respondents of all professions.

Data showed that light and dark colours were commonly used by lecturers and lawyers scoring 2.0 each at work place. Businessmen commonly used dark colours scoring 2.0 followed by light colours scoring 1.70. Light colours scored highest 2.0 for doctors followed by dull colours scoring 0.30 only. Whereas, dull colours scored highest (2.0) for policemen.

It was concluded that light colours ^{were} used by the respondents at home. For outer wear, special occasions and at work place both light and dark colours were used indicating that light colours generally used for shirts and dark for pants. Whereas, lawyer used light and dark colours and policemen used only dull colours at work place because of occupational requirement.

4.3.12 Prints commonly used for garments

It was observed from Table 14 that for home wear plain material scored highest 2.0 for all professions followed by lines scoring 0.16, 0.26, 0.30 and 0.06 for lecturers, businessmen, doctors and lawyers, respectively and check material used by policemen scoring 0.53. Geometrical prints were not used at all for home wear.

Data showed that lines were most commonly used by lecturers for outerwear and occupational wear scoring 1.70 each and by businessmen scoring 1.83 for occupational wear and 1.66 for outer wear, followed by plain material used for outer wear and occupational purpose scoring 1.23 and 1.40, respectively. Plain material scored highest (1.80) by doctors for outer wear and occupational purpose followed by lines scoring 1.13 for outer

Table 14 Prints commonly used for fabrics

Prints*	Lecturers	Business	Doctors	Lawyers	Police
	WMS	men WMS	WMS	WMS	men WMS
1. Plain					
At home	2.00	2.00	2.00	2.00	2.00
Outer wear	1.23	1.23	1.80	1.93	1.20
Special occasion	1.42	1.56	1.33	1.43	1.20
Work place	1.23	1.40	1.80	2.00	2.00
2. Self print					
At home	-	0.16	-	-	-
Outer wear	0.46	0.53	0.33	0.26	0.30
Special occasion	0.20	0.53	0.33	0.26	0.30
Work place	0.46	0.36	0.33	-	-
3. Small print					
At home	0.10	0.20	0.13	-	0.16
Outer wear	0.33	0.26	0.10	-	0.30
Special occasion	0.20	0.16	0.10	-	0.30
Work place	0.33	0.26	-	-	-
4. Geometrical					
At home	-	-	-	-	-
Outer wear	0.23	0.16	0.26	0.53	0.13
Special occasion	0.16	0.16	0.26	0.36	0.13
Work place	0.23	-	-	-	-

Table 14 (contd...)

Prints*	Lecturers	Business	Doctors	Lawyers	Police
	WMS	men WMS	WMS	WMS	men WMS
5. Lines					
At home	0.16	0.26	0.30	0.06	0.23
Outer wear	1.70	1.66	1.13	1.36	1.63
Special occasion	1.60	1.76	1.52	1.36	1.63
Work place	1.70	1.83	1.33	-	-
6. Check					
At home	0.03	-	0.07	-	0.53
Outer wear	0.56	0.33	0.46	0.70	0.66
Special occasion	1.30	0.33	0.73	0.30	0.66
Work place	1.36	0.33	0.16	-	-

*Multiple response

WMS = Weighted Mean Score

wear and 1.33 for work place. Lawyers mostly used plain material for outer wear scoring 1.93 followed by lines scoring 1.36. Policemen mostly used lines for outerwear as it scored highest 1.63 followed by plain scoring 1.20.

At special occasions lines scored highest for lecturers, businessmen, doctors and policemen scoring 1.60, 1.76, 1.52 and 1.63 followed by plain scoring 1.42, 1.56, 1.33 and 1.20, respectively. Whereas, lawyers commonly used plain material scoring 1.43 followed by lines scoring 1.36. Check prints were also at special occasions scoring 1.30, 0.33, 0.73, 0.30 and 0.66 by lecturers, businessmen, doctors, lawyers and policemen, respectively.

At work place lawyers and policemen always used plain material and scored maximum 2.0.

It was observed from above discussion that majority of the respondents used plain materials at home because they wore *kurta-pyjama* at home. Whereas, for outer wear, special occasions and occupational wear lines were most commonly used because lines were in fashion. Lawyers and policemen mostly used plain material for occupational wear due to occupational demand.

4.3.13 Consideration while selecting textile materials/garments

Table 15 depicted information about the considerations for selection of textile materials/garments. Data showed that for home wear comfort was ranked first by businessmen, doctors, lawyers and policemen scoring 6.32, 7.12, 6.12 and 5.39, respectively followed by season ranked second scoring 4.99, 6.38, 5.03 by businessmen, doctors and lawyers, respectively and

Table 15 Considerations while selecting textile materials/garments

Factors	Lecturers		Business men		Doctors		Lawyers		Police men		
	WMS	R	WMS	R	WMS	R	WMS	R	WMS	R	
1. For Home wear											
Fashion	1.13	7	3.03	4	0.97	7	2.11	5	2.15	7	
Comfort	6.27	1.5	6.32	1	7.12	1	6.12	1	5.39	1	
Suitable to personality	2.94	4	4.45	3	3.01	4	3.31	4	2.23	6	
Durable	1.69	6	1.34	6	2.53	5	2.01	6	3.86	4	
Economical	2.33	5	0.93	8	1.23	6	1.00	7	5.28	2	
According to season	6.27	1.5	4.99	2	6.38	2	5.03	2	4.24	3	
Easy to maintain	3.44	3	2.43	5	4.02	3	4.22	3	3.63	5	
Uniqueness	-	-	1.00	7	-	-	-	-	-	-	
2. For outer wear											
Fashion	2.11	6	2.32	4	2.87	5	1.52	6	1.13	7	
Comfort	6.52	1	6.61	1	7.00	1	6.07	1	5.39	1	
Suitable to personality	5.82	2	5.32	2	6.25	2	5.56	2	2.93	6	

Table 15 (contd....)

Factors	Lecturers		Business men		Doctors		Lawyers		Police men	
	WMS	R	WMS	R	WMS	R	WMS	R	WMS	R
Durable	0.86	7	2.67	5	1.23	6	1.99	5	3.96	4
Economical	2.94	4	0.54	8	0.59	7	0.72	7	4.19	3
According to season	5.44	3	5.21	3	5.14	3	4.97	3	4.27	2
Easy to maintain	2.38	5	1.29	6	3.12	4	3.01	4	3.52	5
Uniqueness	0.75	8	1.00	7	-	-	0.28	8	0.28	8
3. For special wear										
Fashion	1.86	5	3.11	4	2.87	5	1.02	6	1.13	7
Comfort	3.77	3	5.12	2.5	7.00	1	6.56	2	5.39	1
Suitable to the personality	5.27	1	8.00	1	6.25	2	8.00	1	2.93	6
Durable	0.66	7	0.23	7	1.23	6	1.18	5	3.90	4
Economical	2.66	4	-	-	0.59	7	0.23	8	4.19	3
According to season	4.55	2	5.12	2.5	5.14	3	5.23	3	4.27	2
Easy to maintain	1.80	6	1.21	5	3.12	4	2.88	4	3.52	5
Uniqueness	0.33	8	1.00	6	-	-	0.51	7	-	-



Factors	Lecturers		Business men		Doctors		Lawyers		Police men	
	WMS	R	WMS	R	WMS	R	WMS	R	WMS	R
4. For occupational wear										
Fashion	2.11	6	3.32	4	2.87	5	-	-	-	-
Comfort	6.52	1	6.61	1	7.00	1	7.00	1	-	-
Suitable to the personality	5.82	2	5.32	2	6.25	2	1.54	6	-	-
Durable	0.86	7	2.67	5	1.23	6	3.27	4	-	-
Economical	2.94	4	0.54	8	0.59	7	2.13	5	-	-
According to season	5.44	3	5.21	3	5.14	3	6.19	2	8.0	1
Easy to maintain	2.38	5	1.29	6	3.12	4	4.32	3	-	-
Uniqueness	0.75	8	1.00	7	-	-	-	-	-	-

WMS = Weighted Mean Score; R = Rank

economical scoring 5.28 for policemen. Lecturers gave equal rank (1.5) to comfort and according to season scoring 6.27 for each.

For special wear suitability to one's personality was ranked first by lecturers, scoring 5.27, whereas businessmen and lawyers scored equal 8.00 followed by season scoring 4.55 (rank 2) by lecturers and comfort by lawyers scoring 6.56 (rank 2). Businessmen considered comfort and season equal scoring 5.12 (rank 2.5). Whereas, doctors and policemen gave first rank to comfort scoring 7.00 and 5.39, respectively followed by suitability to one's personality scoring 6.25 (rank 2) for doctors and season ranked second by policemen scoring 4.27.

For outer wear and occupational wear comfort ranked first by lecturers, businessmen, doctors, lawyers and policemen scoring 6.52, 6.61, 7.00, 6.67 and 5.39, respectively followed by suitability to one's personality (rank 2) scoring 5.82, 5.32, 6.25 and 5.56 for lecturers, businessmen, doctors and lawyers, respectively and season (rank 2) scoring 4.27 for policemen. Whereas for occupational wear lawyers gave 1st rank to comfort scoring 7.00 and season scored 6.19 (rank 2), and season scored highest 8.00 (rank 1) for policemen.

It was evident that comfort was ranked first for home wear outer wear and occupational wear by the majority of the respondents from all professions and suitability to one's personality ranked first for special wear. These results were in accordance to the findings of Gargi (1981) who reported that appearance and comfort were primarily preferred by respondents of middle class income group for the selection of garments/fabrics.

4.4 CLOTHING PURCHASING PRACTICES AND CLOTHING EXPENDITURE

This section comprised of aspects considered while planning the budget, time/occasion of buying, place of buying, mode of purchasing and annual clothing expenditure.

4.4.1 Aspects considered while planning the budget

Data in Table 16 indicated that out of 30 respondents of each professions 20 lecturers, 12 businessmen, 18 doctors, 21 lawyers and 24 policemen were planning the budget in advance, while others did not plan the budget in advance.

It was observed that out of the respondents who planned in advance, 90.00 per cent lecturers, 41.66 per cent businessmen, 50.00 per cent doctors, 33.33 per cent lawyers and 87.50 per cent policemen considered the amount to be spent for clothing followed by 15.00 per cent lecturers, 66.66 per cent businessmen, 38.88 per cent doctors, 52.33 per cent lawyers and 20.83 per cent policemen who planned the clothes for special occasions. While 15.00 per cent lecturers, 27.77 per cent doctors and 66.66 per cent lawyers planned clothes for their occupation.

It was revealed that majority of the respondents of all professions considered the amount to be spent and clothes for special occasions. Singh *et al.* (1995) also reported that majority of the respondents planned their purchases in terms of total money to be spent on clothing and clothing for special occasions.

Table 16 Aspects considered while planning the budget

Aspects*	Lecturers n=20	Business men n=12	Doctors n=18	Lawyers men n=21	Police n=24
Amount to be spent	18 (90.00)	5 (41.66)	9 (50.00)	7 (33.33)	21 (87.50)
Total number of dresses to be purchased	7 (35.00)	-	3 (16.66)	2 (9.52)	11 (45.83)
Clothes for special occasions	3 (15.00)	9 (66.66)	7 (38.88)	11 (52.33)	5 (20.83)
Clothes for occupation	3 (15.00)	-	5 (27.77)	14 (66.66)	-

*Multiple response

Figures in parentheses indicate percentages

4.4.2 *Time/occasion of the purchase of the textile materials/ garments*

It was evident from Table 17 that most of the lecturers, doctors, lawyers and policemen bought clothes for occupational purpose, whenever occupational need arouse and it scored highest 6.55, 6.23, 7.0 and 7.0, respectively followed by whenever they felt like scoring 5.44 and 6.13 by lecturers and doctors, respectively and lawyers and policemen bought their clothes according to season scoring 6.33 and 6.20. Whereas, businessmen bought clothes whenever they felt like scoring highest (6.60) followed by occupational need. A very few number of lecturers and doctors bought clothes from reduction and gift sale scoring only 0.69 and 0.12, respectively.

For other purposes except businessmen respondents from all other professions bought clothes whenever needed scoring 6.47, 6.23, 6.25 and 6.13, respectively followed by whenever one's felt like scoring 5.50 (lecturers), 6.13 (doctors), 6.06 (lawyers) and policemen bought their clothes whenever surplus money was available scoring 5.33. Most of the businessmen bought clothes whenever they felt like scoring 6.60 followed by whenever needed (5.66).

It was concluded from the above discussion that most of the respondents except businessmen bought clothes for occupational and other purposes whenever the need arouse. Malik and Sidhu (1983) and Anshu (1993) also supported the finding as they reported that majority of urban respondents purchased their clothing to their need/whenever they required.

Table 17 Time/occasion of the purchase of textile materials/garments

Purchasing trend	Lecturers	Businessmen	Doctors	Lawyers	Police-men
	WMS	WMS	WMS	WMS	WMS
A. For occupational purpose					
Every season	3.91	5.40	4.81	6.33	6.20
Whenever fashion changes	2.13	4.10	3.93	-	-
Whenever surplus money is available	2.61	0.33	2.50	5.10	-
Whenever feel like	5.44	6.60	6.13	5.70	-
Occupational need arise	6.55	5.66	6.23	7.00	7.00
Reduction and gift sales	0.69	-	0.12	-	-
B. For other purposes					
Every season	3.69	5.40	4.81	4.90	4.36
Whenever fashion changes	1.80	4.10	3.93	3.33	2.66
Whenever surplus money is available	3.18	0.33	2.50	1.70	5.33
Whenever feel like	5.50	6.60	6.13	6.06	5.23
Whenever needed	6.47	5.66	6.23	6.25	6.13
Reduction and gift sale	0.33	-	0.12	-	-
Festival occur	3.19	4.40	4.73	3.13	3.66

WMS = Weighted Mean Score

4.4.3 *Purchasing place of the textile materials/garments*

Table 18 illustrated that most of the lecturers, businessmen, doctors and lawyers purchased clothes for outer wear within city from retail shop as it scored highest 5.22, 4.25, 4.31 and 5.11, respectively followed by showroom scoring 3.31, 3.27 and 3.53 for businessmen, doctors, lawyers and any shop where find items of their choice scored 3.13 by lecturers. Whereas, policemen purchased clothes from wholesaler scoring highest 4.37 followed by any shop where find items of choice scoring 3.21 and retail shop scoring 3.09.

For special occasions most of the lecturers, doctors and lawyers purchased clothes from retail shop within city scoring 5.27, 4.47 and 5.11, respectively followed by from other cities scoring 3.90 and 3.32 for lecturers and doctors, respectively and from show room by lawyers scoring 3.53. Whereas, most of the businessmen purchased clothes for special occasion from show room scoring 5.20 followed by from other cities scoring 3.90. Policemen purchased clothes for special occasion from wholesalers scoring 4.37 followed by any shop where find items of choice scoring 3.21.

For occupational purpose also lecturers, doctors and lawyers purchased their clothes from retail shop scoring 5.22, 4.31, 5.81, respectively followed by any shop where find items of their choice scoring 3.13 and 3.99 for lecturers and lawyers and from show room by doctors scoring 3.27. Whereas, most of the businessmen purchased their clothes for occupational purposes from showroom within city as it scored 5.20 followed by from other city scoring 3.90.

Table 18 Purchasing place of textile materials/garments

Place	Lecturers Businessmen Doctors Lawyers Policemen				
	WMS	WMS	WMS	WMS	
I. For Outer wear					
A) Within city					
Retail shop	5.22	4.25	4.31	5.11	3.09
Show room	1.33	3.31	3.27	3.53	1.13
Fixed price shop	2.36	1.99	1.16	1.36	2.01
Wholesaler	2.86	1.21	1.02	0.90	4.37
Any shop where find items of choice	3.13	2.32	2.86	2.05	3.21
Sales and exhibition	-	0.36	-	-	0.56
B) From other city					
	1.52	2.23	1.69	2.21	0.97
II. For special occasions					
A) Within city					
Retail shop	5.27	3.35	4.47	5.11	3.09
Show room	2.36	5.20	2.92	3.53	1.13
Fixed price shop	2.19	2.16	0.35	1.36	2.01
Wholesaler	1.47	1.52	-	0.90	4.37
Any shop where find items of choice	3.16	2.95	1.02	2.05	3.21
Sales and exhibition	-	0.29	-	-	0.56

Table 18 (contd...)

Place	Lecturers WMS	Businessmen WMS	Doctors WMS	Lawyers WMS	Pollicemen WMS
B) From other city	3.06	3.90	3.32	2.21	0.97
III. For occupational wear					
A) Within city					
Retail shop	5.22	3.35	4.31	5.81	-
Show room	1.33	5.20	3.27	2.03	-
Fixed price shop	2.36	2.16	1.16	1.00	-
Wholesaler	2.86	1.52	1.02	2.01	-
Any shop where find items of choice	3.13	2.95	2.86	3.99	-
Sales and exhibition	-	0.29	-	-	-
B) From other city	1.52	3.90	1.69	1.27	-

WMS = Weighted Mean Score

It has been concluded that most of the respondents from all profession purchased clothes from retail shop may be due to the reason that one can get items on reasonable price, availability of variety and return is possible, whereas in show room expensive clothes were found. Malik and Sidhu (1985) reported that majority of urban and rural respondents purchased clothes from fixed price shop.

4.4.4 Mode of purchasing the textile materials/garments

Data presented in Table 19 demonstrated that all businessmen, doctors and lawyers (100.00%) always purchased clothes on cash payment. Majority of lecturers (80%) always purchased clothes on cash and 20.00 per cent purchased on credit. In case of policemen 66.67 per cent purchased clothes on cash payment and 33.33 per cent respondents purchased on credit basis.

Table 19 Mode of purchasing the textile materials/garments

Mode	Lecturers	Business men	Doctors	Lawyers	Police men
Cash (66.67)	24 (80.00)	30 (100.00)	30 (100.00)	30 (100.00)	20
Credit	6 (20.00)	-	-	-	10 (33.33)

Figures in parentheses indicate percentages

It has been observed that all businessmen, doctors, lawyers, and majority of the lecturers and policemen always

purchased on cash payment as they have sufficient amount to spend, whereas policemen were having low income, so they purchased clothes on credit basis also.

4.4.5 Annual clothing expenditure

To find out the annual clothing expenditure, the respondents were asked about the total money spent on clothes last year. Table 20 indicated that for occupational purpose 33.33 per cent lecturers, 40.00 per cent doctors and 43.33 per cent ~~businessmen~~ spent above Rs.2500 and 10.00 per cent businessmen and 26.66 per cent doctors spent Rs.2001-2500 for their clothes. Upto Rs.500 were spent by 16.66 per cent lecturers and 33.33 per cent ~~businessmen~~. Only 6.66 per cent businessmen spent Rs.1501-2000. However, all the policemen did not spend money for clothes indicating that they did not have to buy at own, rather they get uniforms form office itself.

For other purposes, i.e. home wear, outer wear and special occasion, etc. Table 20 indicated that 10.00 per cent lecturers, 36.66 per cent businessmen, 6.66 per cent doctors and 40.00 per cent policemen spent Rs.1001 to 2000 and 10.00 per cent businessmen, 40.00 per cent doctors, 20.00 per cent lawyers and 16.66 per cent policemen spent Rs.1501 to 2000. Only 23.33 per cent lawyers spent above Rs.2500 and 46.66 per cent lecturers only spent upto Rs.500 only.

It was also important to mention here that 23.33 per cent lecturers, 33.33 per cent doctors, and ^{23.33 per cent} lawyers, 40.00 per cent businessmen and 16.66 per cent policemen kept no account of the money they spent on clothes for occupational and other purposes.

Table 20 Annual clothing expenditure pattern

Expenditure	Lecturers	Business men	Doctors	Lawyers	Police men
A) For occupational purpose					
Upto Rs.500	5 (16.66)	-	-	10 (33.33)	-
Rs.501 to 1000	2 (6.66)	-	-	9 (30.00)	-
Rs.1001 to 1500	6 (20.00)	-	-	4 (13.33)	-
Rs.1501 to 2000	-	2 (6.66)	-	-	-
Rs.2001 to 2500	-	3 (10.00)	8 (26.66)	-	-
Above Rs.2500	10 (33.33)	13 (43.33)	12 (40.00)	-	-
No account	7 (23.33)	12 (40.00)	10 (33.33)	7 (13.33)	-
B) For other purposes					
Upto Rs.500	14 (46.66)	-	-	-	-
Rs.501 to 1000	6 (20.00)	4 (13.33)	-	-	6 (20.00)
Rs.1001 to 1500	3 (10.00)	11 (36.66)	2 (6.66)	-	12 (40.00)
Rs.1501 to 2000	-	3 (10.00)	12 (40.00)	6 (20.00)	5 (16.66)
Rs. 2001 to 2500	-	-	6 (20.00)	10 (33.33)	2 (6.66)
Above Rs.2500	-	-	-	7 (23.33)	-
No account	7 (23.33)	12 (40.00)	10 (33.33)	7 (23.33)	5 (16.66)

Figures in parentheses indicate percentages

4.4.6 *Annual expenditure for maintenance and stitching of clothes*

Table 21 depicted that for maintenance of clothes for occupational purpose 36.66 per cent lecturers and 26.66 per cent businessmen and 50.00 per cent doctors spent above Rs.2500 and 26.66 per cent lawyers spent Rs.1501 to 2000. Whereas, majority of the policemen (73.33%) spent upto Rs.500 for maintenance and stitching of clothes. Only 16.66 per cent lecturers, 6.66 per cent businessmen 10.00 per cent doctors and 20.00 per cent lawyers spent Rs.2001 to 2500.

For other purpose, i.e. for home wear, outer wear and special wear, etc. 26.66 per cent lecturers, 16.66 per cent businessmen and 30.00 per cent doctors, spent Rs.501 to 1000 and 33.33 per cent policemen spent Rs.1001 to 1500. Whereas 50.00 per cent lecturers, 66.66 per cent businessmen, 40.00 per cent doctors, 36.66 per cent lawyers and 16.66 per cent policemen kept no account of the money they spent for maintenance and stitching of clothes for occupational purpose and other purposes.

It was clear from above discussion that majority of the respondent kept no account of money spent on maintenance and stitching of clothes for occupational purpose and other purposes as it was difficult to calculate the money spent on laundering, dry cleaning, ironing and stitching of clothes for only one member of the family. Most of these respondents washed and ironed their clothes at home. It was indicated that for other purposes lawyers and policemen spent more may be due to the

Table 21 Annual expenditure on maintenance and stitching of clothes

Categories	Lecturers	Business men	Doctors	Lawyers	Police men
A. For occupational purpose					
Upto Rs. 500	-	-	-	-	22 (73.33)
Rs.501 to 1000	-	-	-	3 (10.00)	-
Rs.1001 to 1500	-	-	-	2 (6.66)	-
Rs.1501 to 2000	-	-	-	8 (26.66)	-
Rs.2001 to 2500	4 (13.33)	2 (6.66)	3 (10.00)	6 (20.00)	-
Above Rs.2500	11 (36.66)	8 (26.66)	15 (50.00)	-	-
No account	15 (50.00)	20 (66.66)	12 (40.00)	11 (36.66)	8 (26.66)
B. For other purposes					
Upto Rs. 500	7 (23.33)	1 (3.33)	4 (13.33)	-	-
Rs.501 to 1000	8 (26.66)	5 (16.66)	9 (30.00)	-	5 (16.66)
Rs.1001 to 1500	-	4 (13.33)	-	-	10 (33.33)
Rs.1501 to 2000	-	-	-	6 (26.66)	7 (23.33)
Rs.2001 to 2500	-	-	2 (6.66)	5 (16.66)	-
Above Rs.2500	-	-	-	8 (26.66)	-
No account	15 (50.00)	20 (66.66)	12 (40.00)	11 (36.66)	8 (16.66)

Figures in parenthesis indicate percentages

reason that they have their specific uniform for occupation and cannot use it at any other place, whereas others can use.

4.5 Occupational clothing practices of the respondents

Under this section, opinion of the respondents about occupational clothing practices, accessories used at work place like jewellery, cosmetics used, hair style and type of footwear used at work place has been included.

4.5.1 Opinion of lecturers regarding occupational clothing

The data in Table 22 demonstrated that 56.66 per cent respondent strongly agreed that occupational dress gave personal satisfaction and it scored highest (1.56) followed by 50.00 per cent respondents who were of the opinion that occupational dress enhanced personality scoring 1.53 and 36.66 per cent respondents strongly agreed that their occupational dress increased work efficiency and it scored 1.36. However, only 6.66 per cent respondents strongly agreed that occupational dress gave strength and bravery scoring 0.50. All the respondents (100.00%) disagreed that they used their occupational dress because the other members of their profession wore the same dress and occupational dress was economical.

4.5.2 Opinion of businessmen regarding occupational clothing

It was observed from the data in Table 23 that majority of the businessmen (76.66%) strongly agreed that occupational dress gave personal satisfaction scoring highest 1.76 followed by 70.00 per cent who were of the opinion that occupational dress enhanced personality scoring 1.70 and 43.33 per cent businessmen strongly agreed that occupational dress helped to develop confidence scoring 1.43. Only 13.33 per cent businessmen

Table 22 Opinion of lecturers regarding occupational clothing

Opinion	Strongly Agree	Agree	Disagree	WMS	Rank
Occupational dress gives strength and bravery	2 (6.66)	11 (36.66)	17 (56.66)	0.50	14
Feels behavioural change when dress up according to occupation requirement	5 (16.66)	9 (30.00)	16 (53.33)	0.63	10
Appropriate occupational dress avoid criticism	7 (23.33)	23 (76.66)	-	1.23	4.
Feels proud when wear occupational dress	-	10 (33.33)	20 (66.66)	0.33	15.5
Occupational dress gives recognition to profession	4 (13.33)	9 (30.00)	17 (56.66)	0.56	12.5
Other men of this profession wear same dress	-	-	30 (100.00)	-	-
Occupational dress increases work efficiency	11 (36.66)	19 (63.33)	-	1.36	3
Occupational dress helps to develop confidence	11 (36.66)	13 (43.33)	6 (20.00)	1.16	5
Occupational dress makes cool and calm	5 (16.66)	8 (26.66)	17 (56.66)	0.60	11

Table 22 (contd....)

Opinion	Strongly Agree	Agree	Disagree	WMS	Rank
Occupational dress makes vocal	-	10 (33.33)	20 (66.66)	0.33	15.5
Occupational dress helps to attract others	5 (16.66)	20 (66.66)	5 (16.66)	1.00	7
Occupational dress enhances personality	18 (60.00)	10 (33.33)	2 (6.66)	1.53	2
Occupational dress gives personal satisfaction	17 (56.66)	13 (43.33)	-	1.56	1
Occupational dress helps to get social approval	-	24 (80.00)	6 (20.00)	0.80	8
Occupational dress helps to show social status	5 (16.66)	25 (83.33)	-	0.56	12.5
Occupational dress gives chance to show creativity	5 (16.66)	12 (40.00)	13 (43.33)	0.73	9
Occupational dress is in fashion	7 (23.33)	18 (60.00)	5 (16.66)	1.06	6
Occupational dress is economical	-	-	30 (100.00)	-	-

Figures in parentheses indicate percentages; WMS = Weighted Mean Score

Table 23 Opinion of businessmen regarding occupational clothing

Opinion	Strongly Agree	Agree	Disagree	WMS	Rank
Occupational dress gives strength and bravery	-	4 (13.33)	26 (86.66)	0.13	16
Feels behavioural change when dress up according to occupation requirement	4 (13.33)	7 (23.33)	19 (63.33)	0.50	13
Appropriate occupational dress avoid criticism	11 (36.66)	19 (63.33)	-	1.36	5.5
Feels proud when wear occupational dress	9 (30.00)	16 (53.33)	5 (16.66)	1.13	9
Occupational dress gives recognition to profession	-	14 (46.66)	16 (53.33)	0.46	14
Other men of this profession wear same dress	-	-	30 (100.00)	-	-
Occupational dress increases work efficiency	-	30 (100.00)	-	1.00	10
Occupational dress helps to develop confidence	13 (43.33)	17 (56.66)	-	1.43	4
Occupational dress makes cool and calm	-	10 (33.33)	20 (66.66)	0.33	15

Table 23 (contd...)

Opinion	Strongly Agree	Agree	Disagree	WMS	Rank
Occupational dress makes vocal	11 (36.67)	13 (43.33)	6 (20.00)	1.16	8
Occupational dress helps to attract others	12 (40.00)	18 (60.00)	-	1.70	2.5
Occupational dress enhance personality	21 (70.00)	9 (30.00)	-	1.70	2.5
Occupational dress gives personal satisfaction	23 (76.66)	7 (23.33)	-	1.76	1
Occupational dress helps to get social approval	-	16 (53.33)	14 (46.66)	0.53	12
Occupational dress helps to show social status	11 (36.66)	19 (63.33)	-	1.36	5.5
Occupational dress gives chance to show creativity	7 (23.33)	15 (50.00)	8 (26.66)	0.96	11
Occupational dress is in fashion	8 (26.66)	19 (63.33)	3 (10.00)	1.26	7
Occupational dress is economical	-	-	30 (100.00)	-	-

Figures in parentheses indicate percentages; WMS = Weighted Mean Score

strongly agreed that they felt behavioural change when wore occupational dress, scoring only 0.50. While all the businessmen (100.00%) disagreed that they wore occupational dress because other members of their profession wore the same dress and occupational dress was economical.

4.5.3 Opinion of the doctors regarding occupational clothing

Data in Table 24 illustrated that 63.33 per cent doctors strongly agreed that occupational dress gave personal satisfaction and it scored highest (1.73) followed by 66.66 per cent doctor, who were of the opinion that occupational dress helped to develop confidence scoring 1.66 and 30.00 per cent strongly agreed that occupational dress increased work efficiency and it scored 1.30. Only 6.66 per cent doctors strongly agreed that other men of this profession wore same dress. Whereas all doctors (100.00%) disagreed that occupational dress is economical.

4.5.4 Opinion of the lawyers regarding occupational clothing

It was observed from Table 25 that all the lawyers (100.00%) strongly agreed that they use occupational dress because other men of their profession wore same dress and their dress gave recognition to their profession scoring 2.0 for each followed by 76.66 per cent who strongly agreed that their dress helped to develop confidence and it scored (1.53) and 36.66 per cent respondents were of the opinion that their behaviour changed with work clothes scoring 1.26. Only 10.00 per cent lawyers strongly agreed that they felt proud when wore occupational dress and scored 0.66 only. All the lawyers (100.00%) disagreed that occupational dress made them cool and

Table 24 Opinion of doctors regarding occupational clothing

Opinion	Strongly Agree	Agree	Disagree	WMS	Rank
Occupational dress gives strength and bravery	-	6 (20.00)	24 (80.00)	0.20	17
Feels behavioural change when dress up according to occupation requirement	4 (13.33)	18 (60.00)	8 (26.66)	0.86	9.5
Appropriate occupational dress avoid criticism	13 (43.33)	14 (46.66)	3 (10.00)	1.33	3
Feels proud when wear occupational dress	5 (16.66)	19 (63.33)	7 (23.33)	0.96	6
Occupational dress gives recognition to profession	3 (10.00)	11 (36.66)	16 (53.33)	0.90	8.5
Other men of this profession wear same dress	2 (6.66)	6 (20.00)	22 (73.33)	0.33	16
Occupational dress increases work efficiency	9 (30.00)	21 (70.00)	-	1.30	4
Occupational dress helps to develop confidence	20 (66.66)	10 (33.33)	-	1.66	2
Occupational dress makes cool and calm	1 (3.33)	11 (36.66)	18 (60.00)	0.36	15

Table 24 (contd..)

Opinion	Strongly Agree	Agree	Disagree	WMS	Rank
Occupational dress makes vocal	6 (20.00)	15 (50.00)	9 (30.00)	0.90	8.5
Occupational dress helps to attract others	6 (20.00)	14 (46.66)	10 (33.33)	0.86	9.5
Occupational dress enhances personality	9 (30.00)	18 (60.00)	3 (10.00)	1.20	5
Occupational dress gives personal satisfaction	22 (73.33)	8 (26.66)	-	1.73	1
Occupational dress helps to get social approval	-	12 (40.00)	18 (60.00)	0.40	14
Occupational dress helps to show social status	8 (26.66)	12 (40.00)	10 (33.33)	0.93	7
Occupational dress gives chance to show creativity	4 (13.33)	15 (50.00)	11 (36.66)	0.76	12
Occupational dress is in fashion	3 (10.00)	16 (33.33)	17 (56.66)	0.53	13
Occupational dress is economical	-	-	30 (100.00)	-	-

Figures in parentheses indicate percentages; WMS = Weighted Mean Score

Table 25 Opinion of the lawyers regarding occupational clothing

Opinion	Strongly Agree	Agree	Disagree	WMS	Rank
Occupational dress gives strength and bravery	8 (26.66)	12 (40.00)	10 (33.33)	0.93	8
Feels behavioural change when dress up according to occupation requirement	11 (36.66)	16 (53.33)	3 (10.00)	1.26	5
Appropriate occupational dress avoid criticism	9 (30.00)	21 (70.00)	-	1.30	4
Feels proud when wear occupational dress	3 (10.00)	14 (46.66)	13 (43.33)	0.66	10
Occupational dress gives recognition to profession	30 (100.00)	-	-	2.00	1.5
Other men of this profession wear same dress	30 (100.00)	-	-	2.00	1.5
Occupational dress increases develop efficiency	4 (13.33)	26 (86.66)	-	1.13	7
Occupational dress helps to develop confidence	23 (76.66)	7 (23.33)	-	1.53	3
Occupational dress makes cool and calm	-	-	30 (100.00)	-	-

Table 25 (contd...)

Opinion	Strongly Agree	Agree	Disagree	WMS	Rank
Occupational dress makes vocal	5 (16.67)	12 (40.00)	13 (43.33)	0.73	9
Occupational dress helps to attract others	-	19 (63.33)	11 (36.66)	0.63	11
Occupational dress enhances personality	-	13 (43.33)	17 (56.66)	0.43	13
Occupational dress gives personal satisfaction	-	8 (26.66)	22 (93.33)	0.26	14
Occupational dress helps to get social approval	10 (33.33)	17 (56.66)	3 (10.00)	1.23	6
Occupational dress helps to show social status	-	-	30 (100.00)	-	-
Occupational dress gives chance to show creativity	-	-	30 (100.00)	-	-
Occupational dress is in fashion	-	-	30 (100.00)	-	-
Occupational dress is economical	4 (13.33)	6 (20.00)	20 (66.66)	0.46	12

Figures in parentheses indicate percentages; WMS = Weighted Mean Score

calm, dress helped to show status, gave chance to show creativity and their dress was in fashion.

4.5.5 Opinion of the policemen regarding occupational clothing

It was revealed from Table 26 that all the policemen (100.00%) strongly agreed that other men of their profession wore same dress and occupational dress gave recognition to profession scoring maximum 2.0 for each followed by 83.33 per cent who were of the opinion that occupational dress increased work efficiency scoring 1.86 and 66.66 per cent policemen were of the opinion that occupational dress made vocal scored 1.56. Only 6.66 per cent policemen strongly agreed that appropriate occupational dress avoid criticism scoring 1.06. However, all the policemen (100.00%) disagreed that occupational dress made cool and calm, helped to show status, gave chance to show creativity, and their dress was in fashion.

4.5.6 Comparative analysis of the respondents opinion regarding occupational clothing

Table 27 illustrated comparative analysis of the respondents opinion about occupational clothing practices (Fig. 2). On the basis of responses rank order were given. It was found that lecturers, businessmen and doctors gave first rank to the fact that occupational dress gave personal satisfaction followed by occupational dress enhanced personality (rank 2) according to lecturers and businessmen while doctors gave 2nd rank to the fact that occupational dress develop confidence, whereas lawyers and policemen gave equal rank 1.5 to occupational dress gave recognition to their profession and other men of this profession wore same dress. Data showed that

Table 26 Opinion of policemen regarding occupational clothing

Opinion	Strongly Agree	Agree	Disagree	WMS	Rank
Occupational dress gives strength and bravery	12 (40.00)	18 (60.00)	-	1.40	6
Feels behavioural change when dress up according to occupation requirement	9 (30.00)	11 (36.66)	10 (33.33)	0.96	10
Appropriate occupational dress avoid criticism	2 (6.66)	28 (93.33)	-	1.06	8.5
Feels proud when wear occupational dress	-	14 (46.66)	16 (53.33)	0.46	13
Occupational dress gives recognition to profession	30 (100.00)	-	-	2.00	1.5
Other men of this profession wear same dress	30 (100.00)	-	-	2.00	1.5
Occupational dress increases develop efficiency	25 (83.33)	5 (16.66)	-	1.86	3
Occupational dress helps to develop confidence	9 (30.00)	21 (70.33)	-	1.30	7
Occupational dress makes cool and calm	-	-	30 (100.00)	-	-

Table 26 (contd..)

Opinion	Strongly Agree	Agree	Disagree	WMS	Rank
Occupational dress makes vocal	20 (66.66)	7 (23.33)	3 (10.00)	1.56	4
Occupational dress helps to attract others	5 (16.66)	17 (56.66)	8 (26.66)	0.90	11
Occupational dress enhances personality	3 (10.00)	9 (30.00)	18 (60.00)	0.50	12
Occupational dress gives personal satisfaction	-	-	30 (100.00)	-	-
Occupational dress helps to get social approval	14 (46.66)	16 (53.33)	-	1.46	5
Occupational dress helps to show social status	-	-	30 (100.00)	-	-
Occupational dress gives chance to show creativity	-	-	30 (100.00)	-	-
Occupational dress is in fashion	-	-	30 (100.00)	-	-
Occupational dress is economical	6 (20.00)	20 (66.66)	4 (13.33)	1.06	8.5






Figures in parentheses indicate percentages; WMS = Weighted Mean Score

Table 27 Comparative analysis of the respondents opinion regarding occupational clothing

Opinion	Lecturers		Business men		Doctors		Lawyers		Police-men	
	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank	Rank
Occupational dress gives strength and bravery	14	16	17	8	6					
Feels behavioural change when dress up according to occupation requirement	10	13	9.5	5	10					
Appropriate dress according to occupation avoid criticism	4	5.5	3	4	3.5					
Feels proud when wear occupational dress	15.5	9	6	10	13					
Occupational dress gives recognition to profession	12.5	14	8	1.5	1.5					
Other men of this profession wear this dress only	-	-	16	1.5	1.5					
Occupational dress increases work efficiency	3	10	4	7	3					
Occupational dress helps to develop confidence	5	4	2	3	7					
Occupational dress makes cool and calm	11	15	15	-	-					
Occupational dress makes vocal	15.5	8	8.5	9	4					

Table 27 (contd....)

Opinion	Lecturers	Business men	Doctors	Lawyers	Police-men
	Rank	Rank	Rank	Rank	Rank
Occupational dress helps to attract others	7	2.5	9.5	11	11
Occupational dress enhances personality	2	2.5	5	13	12
Occupational dress gives personal satisfaction	1	1	1	14	-
Occupational dress helps to get social approval	8	12	14	6	5
Occupational dress helps to show social status	12.5	5.5	7	-	-
Occupational dress gives chance to show creativity	9	11	12	-	-
Occupational dress is in fashion	6	7	13	-	-
Occupational dress is economical	-	-	-	12	8.5

-  Lecturers
-  Businessmen
-  Doctors
-  Lawyers
-  Police men

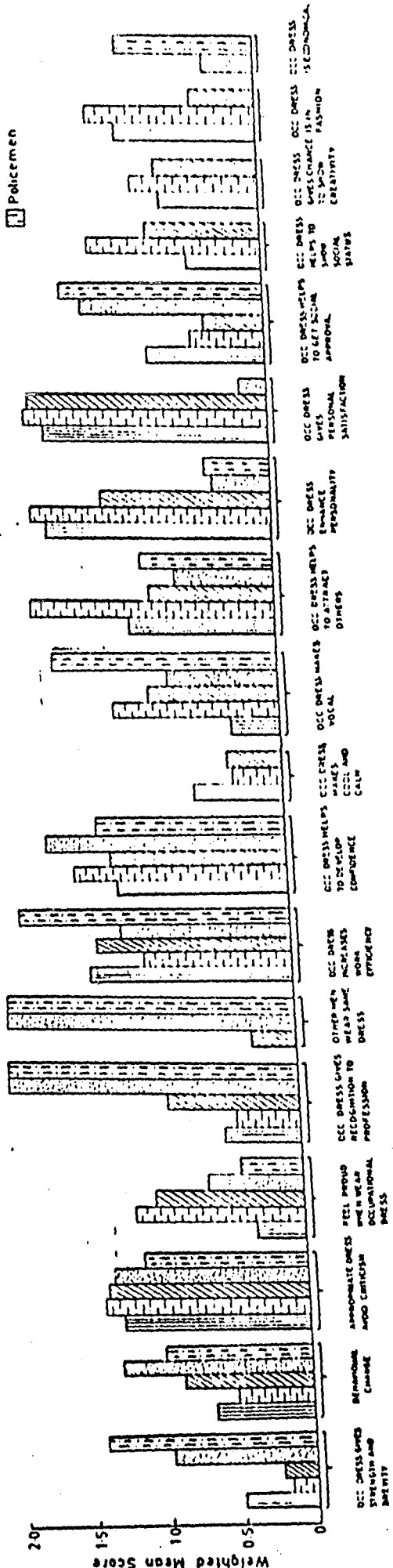


FIG. 2. COMPARATIVE ANALYSIS OF RESPONDENTS OPINION ABOUT OCCUPATIONAL CLOTHING

lecturers and policemen gave last rank to felt proud, businessmen and doctors to occupational dress gave strength and bravery and lawyers gave last rank to occupational dress gave personal satisfaction.

It was observed from above discussion that most of the respondents were of the opinion that occupational dress gave personal satisfaction, enhanced personality, increased work efficiency, developed confidence and gave recognition to their profession. Gilbert (1954) reported that men used clothing to impress fellow worker and get better jobs; to maintain and improve social position in the community; to win or hold a women.

4.5.7 Accessories used at work place

It was evident from Table 28 that most of the respondents, i.e. 83.33 per cent lecturers, 90.00 per cent businessmen, 93.33 per cent doctors and all (100.00%) lawyers and policemen were using belt followed by 90.00 per cent lecturers, all (100.00%) businessmen and doctors, 83.33 per cent lawyers and 66.66 per cent policemen used wrist watch at work place.

Data presented in Table 28 also illustrated the reasons for using the accessories. It was found that all lawyers and policemen (100.00%) used accessories at work place due to occupational demand, whereas, 83.33 per cent lecturers, 90.00 per cent businessmen, 93.33 per cent doctors, 100.00 per cent lawyers and policemen used belt for proper fitting followed by 90.00 per cent lecturers, all businessmen (100.00%), 83.33 per cent doctors and lawyers and 66.66 per cent used accessories because of personal liking.

Table 28 Accessories used at work place

Accessories*	Lecturers	Business men	Doctors	Lawyers	Police-men
Belt	25 (83.33)	27 (90.00)	28 (93.33)	30 (100.00)	30 (100.00)
Tie	7 (26.66)	17 (56.66)	12 (40.00)	30 (100.00)	-
Brooch	5 (16.66)	14 (56.66)	9 (30.00)	-	-
Watch	27 (90.00)	30 (100.00)	30 (100.00)	25 (83.33)	20 (66.66)
Cap/Hat	-	-	-	-	30 (100.00)
Reasons					
For proper fitting	25 (83.33)	27 (90.00)	28 (93.33)	30 (100.00)	-
Enhance personality	17 (56.66)	25 (83.33)	20 (66.66)	-	-
Personal liking	27 (90.00)	30 (100.00)	25 (83.33)	25 (83.33)	20 (66.66)
To attract other	5 (16.66)	12 (40.00)	9 (30.00)	3 (10.00)	-
To show status	7 (23.33)	16 (53.33)	6 (20.00)	7 (23.33)	-
Occupational need	-	-	-	30 (100.00)	30 (100.00)

*Multiple response

Figures in parentheses indicate percentages

4.5.8 Jewellery worn at work place

Data in Table 29 denoted that out of 30 respondents of each profession 10 lecturers, 19 businessmen, 6 doctors, 8 lawyers and 3 policemen wore jewellery at work place. Out of these 16 businessmen, 2 doctors and all the lecturers, lawyers and policemen wore ring followed by 5 lecturers, 12 businessmen, 3 doctors and only one lawyer wore chain. However, only 2 doctors and 9 businessmen wore bracelet at work place.

Table 29 Jewellery worn at work place

Jewellery*	Lecturers N=10	Business men N=19	Doctors N=6	Lawyers N=8	Police men N=3
Ring	10	16	2	8	3
Chain	5	12	3	1	-
Kara/bracelet	-	9	2	-	-
Reasons:					
Personality development	-	4	-	-	-
To show social status	3	10	-	2	-
Personal liking	10	17	5	8	2
Customary	2	6	1	-	-
Medicated value	-	5	2	-	-

*Multiple response

Table 29 also highlighted the reasons for wearing jewellery. Data showed that all lecturers, policemen and seven

businessmen wore jewellery because of personal liking followed by all lecturers and 10 businessmen wore jewellery to show status. Whereas, five businessmen and ~~two~~ doctors wore jewellery because of medicated value.

4.5.9 Cosmetics used at work place

Table 30 illustrated that 53.33 per cent lecturers, 73.33 per cent businessmen, 83.33 per cent doctors, 60.00 per cent lawyers and 33.33 per cent policemen used talcum powder followed by 16.66 per cent lecturers, 33.33 businessmen, 26.66 per cent doctors, 13.33 per cent lawyers and 23.33 per cent policemen used after shave lotion. Only 6.66 per cent lecturers, 20.00 per cent businessmen and 10.00 per cent lawyers used perfume at work place.

Table 30 also illustrated the reasons for using cosmetics. It was revealed that most of the respondent, i.e. 80.00 per cent lecturers, 93.33 per cent businessmen, 86.66 per cent doctors, 66.66 per cent lawyers and 56.66 policemen used cosmetic because of personal liking followed by 13.33 per cent lecturers, 30.00 per cent businessmen, 10.00 per cent doctors and 16.66 per cent lawyers who used cosmetics to impress others.

4.5.10 Hair styles used by the respondents

Table 31 showed the distribution of respondent according to hair style used. Data indicated that majority of the respondents, i.e. 76.66 per cent lecturers, 86.66 per cent businessmen, 73.33 per cent doctors and 83.33 per cent lawyers had simple cut hair. Whereas, all policemen had fauji cut hair. Only 10.00 per cent lecturers and 13.33 per cent businessmen had their hair style resemble to any hero.

Table 30 Cosmetics used at work place by the respondents

Cosmetics*	Lecturers	Business men	Doctors	Lawyers	Police men
Face cream	9 (30.00)	4 (13.33)	-	-	5 (16.66)
Talcum powder	16 (53.33)	22 (73.33)	25 (83.33)	18 (60.00)	10 (33.33)
After shave lotion	5 (16.66)	10 (33.33)	8 (26.66)	4 (13.33)	7 (23.33)
Perfume	2 (6.66)	6 (20.00)	-	3 (10.00)	-
Reasons					
Personal liking	24 (80.00)	28 (93.33)	26 (86.66)	20 (66.66)	17 (56.66)
To impress others	4 (13.33)	9 (30.00)	3 (10.00)	5 (16.66)	-
In fashion	-	2 (6.66)	-	-	-
Occupational demand	-	-	-	-	-

*Multiple response

Figures in parentheses indicate percentage

Table 31 Hair styles used by the respondents

Hair style	Lecturers	Business men	Doctors	Lawyers	Police men
Simple cut	23 (76.66)	26 (86.66)	22 (73.33)	25 (83.33)	-
Fauji cut	4 (13.33)	-	4 (13.33)	5 (16.66)	30 (100.00)
Mushroom cut	-	-	3 (10.00)	-	-
Hero cut	3 (10.00)	4 (13.33)	1 (3.33)	-	-
Reasons					
Occupational demand	-	-	-	-	30 (100.00)
Personal liking	30 (100.00)	30 (100.00)	25 (83.33)	30 (100.00)	-
Due to fashion	4 (13.33)	2 (6.66)	6 (20.00)	3 (10.00)	-
Enhance personality	14 (46.66)	21 (70.00)	12 (40.00)	10 (33.33)	-

Figures in parentheses indicate percentage

Reasons were also demonstrated in the Table 31 showed that all lecturers, ~~businessmen~~ lawyers and 83.33 ~~doctors~~ had simple cut hair because of personal liking followed by 46.66 per cent lecturers, 70.00 per cent businessmen, 40.00 per cent doctors and 33.33 per cent lawyers who said that their hair style enhanced their personality.

4.5.11 Footwear used at work place

Table 32 showed distribution of respondents according to footwear used at work place. It was observed that 83.33 per cent lecturers, 93.33 per cent businessmen, all doctors, ~~lawyers~~ and policemen (100.00%) used leather shoes followed by 43.33 per cent lecturers, 30.00 per cent businessmen, 36.66 per cent doctors and 16.66 per cent lawyers were used sandals at work place. While only 16.66 per cent lecturers and 10.00 per cent businessmen used juti at work place.

Table 32 also indicated the reasons for wearing footwear. All the lecturers, businessmen, doctors and 66.66 per cent lawyers used footwear as they felt comfortable followed by 73.33 per cent lecturers, 43.33 per cent businessmen, 15.00 per cent doctors and 6.66 per cent lawyers used footwear because of seasonal requirement. All the policemen (100.00%) and 83.33 per cent lawyers used footwear because of occupational need.

4.6 ASSOCIATION BETWEEN INDEPENDENT AND DEPENDENT VARIABLES

Two-way and three way contingency tables were prepared to study the relationship between independent variables, i.e. age, service/professional experience, monthly income of the respondent and per capita income of the respondent with dependent variables, i.e. opinion regarding occupational

Table 32 Footwear used at work place

Footwear	Lecturers	Business men	Doctors	Lawyers	Police men
Leather shoes	25 (83.33)	28 (93.33)	30 (100.00)	30 (100.00)	30 (100.00)
Sport shoes	9 (30.00)	8 (26.66)	3 (10.00)	-	-
Sandals	13 (43.33)	9 (30.00)	11 (36.66)	5 (16.66)	-
Juti	5 (16.66)	3 (10.00)	-	-	-
Chappal	6 (20.00)	4 (13.33)	8 (26.66)	-	-
Reasons					
Feel comfort	30 (100.00)	30 (100.00)	30 (100.00)	20 (66.66)	-
Look attractive	6 (20.00)	9 (30.00)	4 (13.33)	-	-
Matches to the dress	8 (26.66)	12 (40.00)	-	-	-
Enhance personality	18 (60.00)	20 (66.66)	12 (40.00)	-	-
Increases work efficiency	12 (40.00)	16 (53.33)	10 (33.33)	-	-
Develop confidence	3 (10.00)	9 (30.00)	5 (16.66)	-	-
In fashion	7 (23.33)	11 (36.66)	2 (6.66)	-	-
Seasonal requirement	22 (73.33)	12 (43.33)	15 (50.00)	5 (16.66)	-
Occupation does not allow	-	-	-	25 (83.33)	30 (100.00)

Figures in parentheses indicate percentage

clothing and clothing expenditure. The association has been found out by MDIS (Minimum Discrimination Information Statistics).

4.6.1 Association of age with opinion regarding occupational clothing

Table 33 illustrated that lecturers age was significantly associated with opinion regarding occupational clothing for behavioural change, makes cool and calm, helped to show social status and their dress was in fashion.

Businessmen's age was significantly associated with opinion regarding occupational clothing for behavioural change, helped to show social status, gave change to show creativity and their dress was in fashion.

Age of doctors was found to be significantly associated with opinion regarding occupational clothing in terms of felt proud, gave recognition to profession, developed confidence and occupational dress helped to show social status.

Age of lawyers was found to be significantly associated with opinion regarding occupational clothing in terms of dress gave strength and bravery, behavioural change, felt proud, increased work efficiency, occupational dress helped to develop confidence and make vocal.

Age of policemen was found to be significantly associated with opinion regarding occupational clothing in terms of dress gave strength and bravery, behavioural change, developed confidence and occupational dress makes vocal.

It was clear from above discussion that age was significantly associated with opinion regarding occupational

Table 33 Association between age and opinion regarding occupational clothing

Opinion	Lecturers	Business men	Doctors	Lawyers	Police-men
Occupational dress gives strength and bravery	5.77	2.51	9.04	9.86*	10.31*
Feels behavioural change when dress up according to occupation requirement	11.92*	10.60*	8.55	12.58*	15.62*
Appropriate dress according to occupation avoid criticism	1.70	3.47	6.25	2.16	3.88
Feels proud when wear occupational dress	7.16	2.66	15.12*	13.97*	5.72
Occupational dress gives recognition to profession	0.90	1.02	11.68*	-	-
Other men of this profession wear this dress only	-	-	9.20	-	-
Occupational dress increases work efficiency	1.44	3.94	4.08	10.65*	9.63*
Occupational dress helps to develop confidence	7.51	1.73	11.29*	9.62*	10.45*
Occupational dress makes cool and calm	12.94*	0.11	1.70	-	-

Table 33 (contd....)

Opinion	Lecturers	Business men	Doctors	Lawyers	Police-men
Occupational dress makes vocal	2.90	8.07	3.38	14.54*	9.54*
Occupational dress helps to attract others	6.15	2.73	5.02	2.01	0.91
Occupational dress enhances personality	0.08	0.78	2.94	2.38	2.29
Occupational dress gives personal satisfaction	4.14	3.25	6.98	3.44	1.79
Occupational dress helps to get social approval	7.15	3.37	0.44	3.58	7.97
Occupational dress helps to show social status	19.56*	10.20	10.53*	-	-
Occupational dress gives chance to show creativity	3.70	19.72*	6.03	-	-
Occupational dress is in fashion	10.03*	17.48*	2.54	-	-
Occupational dress is economical	-	-	0.94	5.18	4.20

*Significant at 5% level of significance

clothing in terms of behavioural change, strength and bravery, felt proud, developed confidence and helped to show social status.

4.6.2 Association between service/professional experience and opinion regarding occupational clothing

Data in Table 34 illustrated that lecturers service/professional experience was significantly associated with opinion regarding clothing in terms of felt proud, enhanced personality and occupational dress was in fashion.

Service/professional experience of businessmen was significantly associated with opinion regarding occupational clothing in terms of felt proud, helped to attract others and helped to show social approval.

Service/professional experience of doctors was significantly associated with opinion regarding occupational clothing in terms of enhanced personality, gave personal satisfaction and occupational dress was in fashion.

Service/professional experience of lawyers and policemen were significantly associated with opinion regarding occupational clothing in terms of occupational dress gave strength and bravery, felt behavioural change, helped to develop confidence, helped to get social approval and occupational dress was economical.

It has been concluded that service/professional experience significantly associated with opinion regarding occupational clothing in terms of occupational dress gave strength and bravery, felt behavioural change, felt proud, helped to develop

Table 34 Association between service/professional experience and opinion regarding occupational clothing

Opinion	Lecturers	Business men	Doctors	Lawyers	Police-men
Occupational dress gives strength and bravery	0.27	1.03	3.93	11.16*	14.34*
Feels behavioural change when dress up according to occupation requirement	2.61	5.33	1.24	17.28*	30.47*
Appropriate dress according to occupation avoid criticism	10.00	7.22	2.57	14.42*	2.38
Feels proud when wear occupational dress	15.20*	16.88*	4.31	5.72	9.20
Occupational dress gives recognition to profession	0.10	1.57	0.65	10.00	
Other men of this profession wear this dress only	-	-	3.25	-	-
Occupational dress increases work efficiency	4.73	7.57	2.14	6.72	0.35
Occupational dress helps to develop confidence	5.92	6.72	10.69*	12.91*	13.14*
Occupational dress makes cool and calm	6.37	7.88	9.36	-	-

Table 34 (contd....)

Opinion	Lecturers	Business men	Doctors	Lawyers	Police-men
Occupational dress makes vocal	4.06	5.96	6.99	5.99	0.75
Occupational dress helps to attract others	9.32	15.07*	5.89	3.31	0.93
Occupational dress enhances personality	18.24*	2.62	12.01*	2.58	0.33
Occupational dress gives personal satisfaction	7.14	7.58	16.66*	6.16	0.12
Occupational dress helps to get social approval	3.92	10.72*	1.90	1.73*	43.81*
Occupational dress helps to show social status	17.26*	-	8.26	-	-
Occupational dress gives chance to show creativity	3.88	7.51	4.00	-	-
Occupational dress is in fashion	17.53*	7.14	13.21*	-	-
Occupational dress is economical	-	-	-	15.27*	28.02*

*Significant at 5% level of significance

confidence, helped to get social approval and occupational dress was in fashion and economical.

4.6.3 Association between income of the respondents and opinion regarding occupational clothing

Table 35 depicted that income of the lecturers was significantly associated with opinion regarding occupational clothing for behavioural change, avoid criticism, make cool and calm, enhanced personality, helped to show social status and occupational dress was in fashion.

Income of the businessmen was significantly associated with opinion regarding occupational clothing in terms of appropriate dress avoid criticism, enhanced personality, gave personal satisfaction, helped to show social status and occupational dress was in fashion.

Income of the doctors was significantly associated with opinion regarding occupational clothing in terms of felt proud, enhanced personality, gave personal satisfaction, helped to show social status and occupational dress was in fashion.

Income of the lawyers and policemen was significantly associated with opinion regarding occupational clothing in terms of occupational dress make vocal and occupational dress was economical.

It was clear from the above discussion that income was significantly associated with opinion regarding occupational clothing in terms of behavioural change, avoid criticism, make cool and calm, makes vocal, enhanced personality, helped to show social status, gave personal satisfaction, occupational dress was was in fashion and economical.

Table 35 Association between income of the respondents and opinion regarding occupational clothing

Opinion	Lecturers	Business men	Doctors	Lawyers	Police-men
Occupational dress gives strength and bravery	5.54	5.14	2.39	5.82	2.27
Feels behavioural change when dress up according to occupation requirement	18.17*	0.12	4.95	0.96	5.70
Appropriate dress according to occupation avoid criticism	15.54*	12.40*	9.51	8.66	9.69
Feels proud when wear occupational dress	4.78	9.25	16.98*	3.21	7.03
Occupational dress gives recognition to profession	2.44	2.18	10.11	-	-
Other men of this profession wear this dress only	-	-	0.22	-	-
Occupational dress increases work efficiency	5.48	4.08	1.03	5.51	0.14
Occupational dress helps to develop confidence	7.74	4.46	8.12	3.37	8.33
Occupational dress makes cool and calm	11.49*	1.28	2.61	-	-

Table 35 (contd..)

Opinion	Lecturers	Business men	Doctors	Lawyers	Police-men
Occupational dress makes vocal	3.60	8.81	7.51	14.26*	10.78*
Occupational dress helps to attract others	5.21	2.16	7.06	0.12	1.20
Occupational dress enhances personality	13.36*	11.37*	11.73*	1.65	0.37
Occupational dress gives personal satisfaction	9.70	17.37*	10.85*	7.44	-
Occupational dress helps to get social approval	4.31	5.23	2.68	5.21	7.30
Occupational dress helps to show social status	18.16*	21.10	13.90*	-	-
Occupational dress gives chance to show creativity	3.94	4.87	5.60	-	-
Occupational dress is in fashion	13.74*	15.93*	10.18*	-	-
Occupational dress is economical	-	-	-	11.62*	15.54*

*Significant at 5% level of significance

4.6.4 *Association between per capita income and opinion regarding occupational clothing*

Table 36 demonstrated that lecturers per capita income was significantly associated with opinion regarding occupational clothing in terms of dress helped to develop confidence.

Per capita income of businessmen was significantly associated with opinion regarding occupational clothing in terms of occupational dress helped to develop confidence and gave chance to show creativity.

Per capita income of doctors was significantly associated with opinion regarding occupational clothing in terms of occupational dress helped to develop confidence, to show social status and occupational dress was in fashion.

Per capita income of lawyers was significantly associated with opinion regarding occupational clothing in terms of felt proud when wore occupational dress and dress helped to get social approval.

Per capita income of policemen was significantly associated with opinion regarding occupational clothing in terms of occupational dress gave strength and bravery, behavioural change, helped to develop confidence, make vocal and occupational dress was economical.

It was observed that per capita income was significantly associated with opinion regarding occupational clothing in terms of occupational dress gave strength and bravery, behavioural change, felt proud, helped to develop confidence, make vocal, gave chance to show creativity, helped to show social status, dress was in fashion and occupational dress was economical.

Table 36 Association between per capita income and opinion regarding occupational clothing

Opinion	Lecturers	Business men	Doctors	Lawyers	Police-men
Occupational dress gives strength and bravery	7.49	3.19	5.56	8.04	10.04*
Feels behavioural change when dress up according to occupation requirement	1.16	1.56	1.95	7.19	10.88*
Appropriate dress according to occupation avoid criticism	0.81	1.23	2.32	5.13	1.10
Feels proud when wear occupational dress	1.09	5.19	7.72	19.06*	0.40
Occupational dress gives recognition to profession	2.08	2.51	5.02	-	-
Other men of this profession wear this dress only	-	-	1.36	-	-
Occupational dress increases work efficiency	1.90	1.20	3.02	4.37	5.03
Occupational dress helps to develop confidence	12.42*	15.03*	12.19*	11.78*	10.60*
Occupational dress makes cool and calm	5.19	0.40	6.38	-	-

Table 36 (contd...)

Opinion	Lecturers	Business men	Doctors	Lawyers	Police-men
Occupational dress makes vocal	4.99	6.91	5.44	2.12	11.19*
Occupational dress helps to attract others	1.31	6.32	4.23	7.19	2.45
Occupational dress enhances personality	1.53	2.64	2.93	2.01	1.11
Occupational dress gives personal satisfaction	2.74	5.12	7.72	-	-
Occupational dress helps to get social approval	5.96	9.63	6.81	2.25	7.02
Occupational dress helps to show social status	5.96	7.47	19.31*	-	-
Occupational dress gives chance to show creativity	5.09	11.25*	3.40	-	-
Occupational dress is in fashion	6.14	9.11	15.19*	-	-
Occupational dress is economical	-	-	-	3.09	20.37*

*Significant at 5% level of significance

4.6.5 Association between independent variables and annual clothing expenditure for occupational purposes

Data in Table 37 indicated that service/professional experience and income of the lecturers were significantly associated with annual clothing expenditure for occupational purposes.

Age, income of the doctors and lecturers were significantly associated with annual clothing expenditure for occupational purposes.

Table 37 Association between independent variables and annual clothing expenditure for occupational purposes

Independent variables	Annual clothing expenditure				
	Lecturers	Business men	Doctors	Lawyers	Police men
Age	10.23	16.72*	15.21*	5.43	-
Service/professional experience	18.86*	11.49	11.62	8.90	-
Income of the respondent	12.40	21.76*	17.86*	13.25	-
Per capita income	10.86	12.45	7.40	7.50	-

*Significance at 5% level of significance

4.7 Origin of the dresses worn by the respondents of different occupations/professions

To find out the origin of the dresses/uniforms the respondents were asked about history of their service/profession, significance of their dresses, colours used by them and code of ethics, etc.

4.7.1 Lecturers

Teaching is one of the noblest and oldest profession throughout the world. But, in India teaching is comparatively a 'new' vocation especially on the pattern of its western counterpart. There is no specific dress/uniform used by the lecturers except in few institutions.

Lecturers wore any type of dress and colour whatever in fashion and in which they felt comfortable. Regarding significance of their dresses lecturers said that their dress helped to enhance personality, increased work efficiency, inspired confidence. Most of the lecturers used light colours as it helped to create a sober, gentle and conservative image, but these colours were also affected by fashion. Lecturers avoided to wore bright colours as it diverted the attention of students. Lecturers reported that their work efficiency increased when they dress up according to the fashion.

In a study conducted by Ernestine *et al.* (1984) students classified teachers who were dressed formally as the most organized, best prepared and knowledgeable and teachers who wore dressed informally were rated highest in fairness, friendliness, flexibility and sympathy.

4.7.2 Businessmen

Basically, business is an art, a science and social situation. It is an art as it requires the development of certain tastes and the achievement of social skills. It is science because based on well-established principles and practices. The social and behavioural scientists considered business which reflects various individual and group behaviour.



Plate 1. Lecturer



Plate 2. Businessman

Business was started with the development of civilization but in earlier times of civilization business is only exchange of produced goods within the community. Now-a-days business is the import and export of goods within the community and also to other countries.

While discussing with businessmen about the origin of dresses worn by them, it was found that their dresses changed time to time according to fashion. Businessmen used any type of dresses and colours which gave them personal satisfaction, enhanced personality, increased work efficiency, developed confidence and helped to impress others.

In general, business world depends on the opinion of customers for success or failure, so businessmen wants to appear sensible, sober, worthy of trust and confidence. Because of these reasons, businessmen avoid the extreme of fashion but their dresses affected upto some extent of fashion.

4.7.3 Doctors

The medical profession is one of the most respected profession of modern time. The supreme Court of India also made important observation regarding medical profession as "Doctor is looked upon by the common man as the only hope when a person is hanging between life and death". The first allopathic doctor came from the West in Sixteenth Century and regular employment of European doctors in India followed by establishment of East India Company early in the Seventeenth Century.

The company engaged the service of European doctors designated as "Surgeons" mainly for the benefit of British residents in India. Indians worked with European doctors as



Plate 3. Doctor



Plate 4. Doctor

assistants, both officially as employees of the Company and as recruits with private practitioners. They were called as "native dressers" and "black doctors". They usually worked as compounders and dispensers of drugs but after sometimes they worked as doctors in Battalion of Indian *Sepoys*. In course of time, provision was made for their formal training in Native Medical Schools started in 1822 at Calcutta and in 1835 at Madras. After independence various schools and colleges were established for training of doctors.

While discussing with the doctors it was found that most of the doctors used any type of dresses and colours which were in fashion and in which they felt comfort. But few of the specific occupational dresses were also used by the doctors, such as over coat, gown head cap, mask and gloves. These were mainly used in their contacts with victims of communicable disease. White and green colour commonly used for these may be due to reason of protection from disease and these are cool colours. White colour is symbol of purity and even single dust or dirt particle is visible on white colour. Green colour also indicating purity and it prevent from micro organism. Most of the doctors were dress up in a conservative manner.

4.7.4 Lawyers

Law as a legal profession first developed in Rome. Initially, Rome had only orators, those with the skill of arguing cases on behalf of others and got trained. A law enacted in 204 B.C. forbade orators to take fees. In India the present legal system owes its origin to British rule. The legacy of the present legal system can be traced to a charter of the King in



Plate 5. Lawyer

which the Governor and Council in India were empowered to administer justice also to non-European according the law of kingdom. The legal profession in India had two features of English law - the English language; and the concepts 'justice and right' as understood in English common law and rules of equity. Since 1774, the legal profession in India was open to the members of British legal profession. The Bengal Regulation VII of 1793 created for the first time a regular legal profession. The regulation called itself one "for appointment of *vakil* or native pleader in the court of civil judicature in the provinces of Bengal, Bihar and Orissa". Under the act only Muslims and Hindus could be enrolled as pleaders. The legal practitioners Act of 1846 made the innovations, that nationality or religion was not a bar to any qualified person to become a pleader. In 1923, the Indian Bar Committee, also known as the Sir Edward Chamier Committee made elaborate recommendations for uniform status of legal practitioners. This Act was amended in 1926, 1927, 1936, 1939, 1946, 1949 and 1950 to improve the conditions of legal practitioners.

While discussing with the lawyers they also told that law as a legal profession started due to British rule. Lawyers in district court mostly used white shirt, white pants black coat and black tie. Lawyers in higher court also used same dress along with tie band and black gown/robes. Black pants and white tie bands were also used sometimes by the lawyers of district court. White colour indicates the peace and truth whereas black colour according to British people indicate wisdom. Black colour also originated due to cold climatic conditions. Most of the



Plate 6. Policeman

lawyers used their dress as compulsory uniform. Their dress also gave recognition to the profession and developed confidence. Legal profession is the first impression job, so lawyers dress up according to their job requirement.

4.7.5 *Policemen*

Police force in India was emerged when India was under the British rule. At that time policemen were known as 'kotwal' and they have to maintain law and order in such a manner as to create awe and fear in the hearts of the subject people for the ruling power. With the advent of independence, India becoming a Parliamentary Democracy, entirely changed the picture and police force in India became a servant of people. The need for a uniform code in the context of peace-keeping was little realised in the early stage of country's independence. Uniform code were used at the lower levels and for higher ranks to represent the symbolic unity.

Policemen generally wore 'khakhi' colour pant shirt and cap with brown belt and black shoes. 'Khakhi' colour was originated in British time with the aim that it can be used for longer duration without washing and does not show dirt and dust etc. Different badges were also used by the policemen which represents rank or position of the person. Colour of belt and shoes also help to identify the rank of the policemen. While discussing with policemen it was found that policemen agreed that their dress gave recognition to their profession, other men of their profession wore same dress, appropriate dress and criticism and their dress helped to develop confidence.

5. SUMMARY AND CONCLUSIONS

Clothes are helpful in defining a situation. In every day life there is a tendency to divide occupations on the basis of style of dress of the members of the occupation. The workers who employed in banks, law firms etc. dress up in conservative manner and workers who ^{are} employed in advertising agencies and boutiques dress up in such a manner that attract attention of others. Uniforms are used by police, military, doctors and lawyers, etc. so that the personnel can be identified easily, present a unified appearance and feel a sense of belonging to the group. Clothing choices vary with the age, sex, social status, climate and occupation of the wearer. Clothing expenditure of men also differ with type of occupation as they have to dress up according to their occupational requirement. It is true that well-dressed man is impressive and have more confidence. so in view of the social significance of men's clothing the present study was undertaken with the following objectives:

1. To find out existing clothing practices and clothing expenditure of men.
2. To find out the occupational significance of clothing and associated factors.

The present investigation was conducted in Hisar city. Five occupation/profession, viz. lecturers, businessmen, doctors, lawyers and policemen were identified and 30 respondents were selected from each profession. Hence, a total of 150 respondents were selected for present study.

Age, education, marital status, wife's occupation, service/professional experience, family type, family size, caste, monthly income of the respondents, monthly family income and per capita income of the respondents were used as independent variable of the study, while dependent variables were opinion about occupational clothing and clothing expenditure. To find out opinion regarding occupational clothing, initially thirty statements were prepared and subjected to ten experts selected on random basis. Finally, 18 statements were incorporated in the interview schedule. The data were collected by administering structured interview schedule personally by the investigator. The data was analysed by using suitable statistical tools and meaningful inferences were drawn.

Results revealed that majority of the respondents were in the age group of 31-40 years, were post graduate, married, their wives were housewives and service/professional experience from 10 to 15 years.

It was evident from the results that most of the respondents belonged to nuclear family, had 4 to 6 members in family, from high caste, had monthly income above Rs.12000,

monthly family income in the range of Rs.12001 to 15000 and per capita income in the range of Rs.2001 to 3000 per month.

Regarding existing clothing practices it was found that respondents of all the professions in summer used *kurta*, *pyjama* were most commonly used at home and pants, shirt for outer wear, special occasions and occupational wear. In winter *kurta*, *pyjama*, slipover and pullover were commonly used for home wear and pants, shirt, slipover and pullover for outer wear and occupational wear. Whereas, suit/coat-pants used most commonly for special occasions It was found that majority of the respondents from all professions used terrycot for home wear and terrycot blends and acrylic for outer wear, special occasions and occupational wear.

Majority of the respondents from all professions used light colours at home, light and dark colours for outer wear, special occasions and occupational wear. Policemen used dull colours for occupational wear as their compulsory uniform.

Most of the respondents used plain material for home wear, lines for outer wear, special occasions and occupational wear. Lawyers and policemen used plain material for occupational, whereas it was compulsory by law for them.

It was revealed that while selecting any textile materials/ garments for home wear, outer wear and occupational wear comfort and season were considered by the respondents of all the

professions and suitability to one's personality mostly considered for special occasions.

Majority of the respondents considered the total amount to be spent for clothes and clothes for special occasions while planning the budget. Most of the respondents purchased textile materials/ garments whenever needed from retail shop and shop where they found items of their choice. Most of the respondents purchased textile materials/garments on cash payment.

Opinion regarding occupational clothing demonstrated that majority of the lecturers, businessmen and doctors strongly agreed to the fact that occupational dress gave personal satisfaction, enhanced personality and increased work efficiency. Whereas, most of the lawyers and policemen strongly agreed that occupational dress gave recognition to their profession, other members of their profession wore the same dress and occupational dress developed confidence.

Age and service/professional experience was found to be significantly associated with occupational clothing in terms of behavioural change, gave strength and bravery, felt proud, developed confidence and helped to show social status.

Income of the respondents and per capita income was significantly associated with occupational clothing in terms of behavioural change, avoid criticism, make cool and clam, enhanced personality, helped to show social status, dress was in fashion and occupational dress was economical.

Age, service/professional and income of the respondents were significantly associated with annual clothing expenditure for occupational purpose.

SUGGESTIONS

The salient suggestions which emerged after discussing with respondent are given underneath:

1. Uniforms should be introduced for lecturers to avoid personalization of clothes.
2. All doctors, lawyers and policemen should dress up according to their job requirements.
3. Black coat should be deleted in summers for lawyers if not possible may be substituted with gown.
4. For ease and comfort light weight shoes and finer quality material should be provided to policemen for their uniform.
5. Magazines and other information sources should provide information about latest fashion for men's wear as these are changing at present.

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APPENDIX-I

Dr.(Mrs.) Saroj S. Jeet Singh,
Associate Professor,
Department of Clothing and Textiles,
College of Home Science
CCS Haryana Agricultural University
Hisar 125004

Dear Madam,

I am enclosing herewith some opinion statement related to a study on "Social significance of clothing in occupational life of men" which have been undertaken by Sarita Chahal, M.Sc. student of this department, as a part of her research project.

You are requested to kindly examine and judge by putting tick mark (✓) in one of the columns, i.e. strongly agree, agree, disagree, in respect of each statement on right hand side. Your valued suggestions on statements, i.e. additions, deletions, modification are also invited.

Please remember that you are acting as a judge and not indicating your own attitude.

With kind regards.

Yours sincerely,

(Saroj S. Jeet Singh)

APPENDIX II

INTERVIEW SCHEDULE FOR RESPONDENTS

A. General Information

1. Name and address of the respondent

2. Age	Code No.
20-30 years	1
30-40 years	2
40-50 years	3
Above 50 years	4

3. Education

High school	1
Technical/vocational training	2
Graduate	3
Postgraduate	4

4. Marital status

Married	1
Unmarried	2

5. Wife's occupation

Housewife	1
Govt. Service	2
Self employed	3
In private sector	4

6. Service/Professional experience

Upto 5 years	1
5 to 10 years	2
10 to 15 years	3
Above 15 years	4

7. Family type

Nuclear	1
Joint	2

8. Family size

Upto 3 members	1
4 to 6 members	2
Above 6 members	3

9. Caste

Low:	Chamar, Bhangi, Jhimar, Khati Dhobi, Badi	1
Medium:	Lohar, Kumhar, Tailor, Nai, Sunar Ahir, Julaha, Saini	2
High:	Jat, Bishnoi, Punjabi, Brahmin, Rajput, Sikh, Bania	3

B. Specific information

i) Existing clothing practices

1. Which are your existing dresses for summer and how often do you use ?

Dresses	For Home wear			Outer wear			At special occasion			At work place		
	A1	S	N	A1	S	N	A1	S	N	A1	S	N

A. Upper garments

Kurta

Shirt

T-shirt

Jacket

Any other

B. Lower garments

Pyjama

Pants

Jeans

Lungi

Burmuda

Any other

C. Safari suit

D. Night suit

A1-Always

S-Seldom

N-Never

2. Which are your existing dresses for winter and how often do you use ?

Dresses	<u>For Home wear</u>			<u>Outer wear</u>			<u>At special occasion</u>			<u>At work place</u>		
	A1	S	N	A1	S	N	A1	S	N	A1	S	N

A. Upper garments

Kurta

Shirt

Jacket

Slipover

Pullover

Gown

Any other

B. Lower garments

Pyjama

Pants

Jeans

Lungi

Burmuda

Any other

C. Suit/coat-pants

D. Night suit

A1-Always

S-Seldom

N-Never

3. Which type of textile material you commonly use for your garments?

Textile material	<u>For Home wear</u>			<u>Outer wear</u>			<u>At special occasion</u>			<u>At work place</u>		
	A1	S	N	A1	S	N	A1	S	N	A1	S	N

In Summer

Cotton

Khadi

Denim

Corduroy

Terrycot

Blends

Any other

In winter

Cotton
 Denim
 Corduroy
 Terrycot
 Purewool
 Terrywool
 Acrylic
 Blends
 Any other

A1-Always S-Seldom N-Never

4. Which type of colours do you use commonly for your garments?

Colours	<u>For Home wear</u>			<u>Outer wear</u>			<u>At special occasion</u>			<u>At work place</u>		
	A1	S	N	A1	S	N	A1	S	N	A1	S	N

Dark

Light

Bright

Dull

Any other

A1-Always S-Seldom N-Never

5. Which type of prints do you use for your garments?

Prints	For Home wear			Outer wear			At special occasion			At work place		
	A1	S	N	A1	S	N	A1	S	N	A1	S	N

Plain

Self print

Small print

Floral print

Geometrical

Lines

Dots

Any other

A1-Always S-Seldom N-Never

6. What factors do you consider while selecting textile materials/garments? Please give rank order.

Factors	For Home wear			Outer wear			Special wear			Occupational wear		
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Fashion

Comfort

Suitability to
personality

Durable

Economical

According to
seasonEasy to
maintain

Uniqueness

II) Clothing purchasing practices

1. Do you plan the budget in advance? Yes/No

If yes, what aspects do you consider?

- i) Amount to be spent for clothes
- ii) Total number of dresses to be purchased
- iii) Clothes for special occasions
- iv) Clothes for occupation
- v) Any other

2. When do you purchase textile materials/garments? Give rank order, please

	For occupational purpose	For other purpose
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- i) Every season
- ii) Whenever fashion changes
- iii) Whenever surplus money available
- iv) Whenever feel like
- v) Occupational need arise
- vi) Whenever needed
- vii) Reduction and gift sale
- viii) Festival occur

3. From where do you purchase textile materials/garments? Give rank order

	For Home wear	Outer wear	Special wear	Occupational wear
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A. Within city

- 1. Retail shop
- 2. Show room
- 3. Fixed price shop

4. Any shop where
find items of
choice

5. Sales and
exhibition

6. Any other

B. From other city

4. What is the mode of purchase of textile materials/garments?

a) Cash

b) Credit

c) Instalment

d) Any other

5. How much money did you spend last year for purchase of clothes?

Purchase of
clothes

Occupational
wear

Other purposes

Upto Rs.500

Rs. 501 to 1000

Rs. 1001 to 1500

Rs. 1501 to 2000

Rs. 2001 to 2500

Above Rs.2500

No account

6. How much money did you spend last year for maintenance and
stitching of clothes?

Occupational purposes

Other purposes

Upto Rs.500

Rs. 501 to 1000

Rs. 1001 to 1500

Rs. 1501 to 2000

Rs. 2001 to 2500

Above Rs.2500

No account

III) Opinion regarding occupational clothing:

1. Please give your opinion regarding following statements.

Statements	Strongly agree(2)	Agree (1)	Disagree (0)
1) Occupational dress gives strength and bravery			
2) Feels behavioural change when dress up according to occupational requirement			
3) Appropriate Occupational dress avoid criticism			
4) Feels proud when wear occupational dress			
5) Occupational dress gives recognition to profession			
6) Other men of this profession wear same dress			
7) Occupational dress increases work efficiency			
8) Occupational dress helps to develop confidence			
9) Occupational dress makes cool and calm			
10) Occupational dress makes vocal			
11) Occupational dress helps to attract others			
12) Occupational dress enhances personality			

- 13) Occupational dress gives personal satisfaction
 - 14) Occupational dress helps to get social approval
 - 15) Occupational dress helps to show social status
 - 16) Occupational dress gives chance to show creativity
 - 17) Occupational dress is in fashion
 - 18) Occupational dress is economical
- IV) Accessories used at work place:
- 1) What types of accessories do you use at you work place?

Yes/No

Belt

Tie

Brooch

Wrist watch

Cap

Any other

Reasons for using accessories

Enhance personality

It is customary

Personal liking

To attract others

To show social status

Occupational demand

Any other

2) What type of cosmetics you use at your work place?

Yes/No

Face cream

After shave lotion

Talcum powder

Perfume

Any other

Reasons for using cosmetics

Enhance personality

Personal liking

To impress others

Seasonal requirement

Occupational demand

Any other

3) What type of hair style you have?

Yes/No

Simple cut

Fauji cut

Mushroom cut

Hero cut

Any other

Reasons for using this hair style

Personal liking

It is in fashion

Occupational demand

Any other

4) What type of footwear you use at your work place?

Yes/No

Leather shoes

Spot shoes

Rubber shoes

Sandals

Juti

Chappals

Any other

Reasons for using footwear

Feel comfort

Look attractive

Matches to the dress

Enhance personality

Increase work efficiency

Gives confidence

In fashion

Any other

