A Study on General and Clothing Values of Respondents of Joint and Nuclear Family

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Abstract: *A study on general and clothing values of joint and nuclear family was carried out. Four hundred and sixty six respondents were selected from urban and rural area of Haryana for the study. An association was found between general values and type of family of subjects i.e. joint or nuclear. Similarly values related to clothing were dependent on type of family to which individual belonged.*
Keywords: *General values; clothing values; joint family; nuclear family*

I. Introduction

It is a well known fact that clothing is one of the most important fundamental necessities of human being as it is considered to be the second skin. Importance of clothing is recognized everywhere from the richest to the poor, from inhabitants of large cities to inhabitants of rural area and in all age groups. Clothing serves as protective covering to body. In addition, clothing performs a range of social and cultural functions.

Values are fundamental beliefs that direct or motivate our behavior and decision making. They can also be thought of as conditions preferable to their opposite. Values are culturally weighted preferences which direct and determine the individual's behaviour towards different situation in life. Psychologists maintain that human behaviour is largely product of values.

Some may have a single value of so much importance to them that it dominates and is the principal motivating force in their life. Most, however, have a number of values, some more important than others.

A person's set of values play an important role in consumption activities, since many products and services are purchased because people believe that they will help to attain a value-related goal (Soloman and Rabolt, 2006).

There is hardly any sphere of human activity in which values and life styles are reflected more vividly than in the clothes one chooses to wear (Horn, 1970). Those individuals who hope to rise above average find a satisfactory outlet for the desire of recognition through the medium of clothes. Therefore, values provide a central motivating force in human action through clothing, which is a basis of judgment, discrimination and analysis.

Clothes indicate the ideals people hold to be of value. Through clothing choices an individual reveals a set of beliefs about one self that he or she wants to believe about him/her. Clothes enable people to advertise themselves in a way that wins the attention and admiration from others. The values that are reflected in clothing are in turn related to specific clothing interests, choices and behavior in the selection and use of clothing.

Values associated with clothing originate in the culture, are adopted by the family, and finally transmitted to the child. However, in some cases the views - either of the family or of a subgroup with which the individual may identify- seriously conflict with those of the general culture. As children mature, the number of influences outside the family increases, each exerting varying degree of control over the child.

Research has shown that our general values affect our specific clothing decisions/choices. According to Kefgen and Phyllis (1981), if one holds aesthetic value highest, then clothing will be selected for its attractiveness of line, beauty of fabric, or personal satisfaction of being well dressed. If economic values are highest, clothing purchase may reveal the utility, quality, and price as most important; or the clothing selected may make a statement about financial status.

II. Rationale Of The Study

Indian society is undergoing drastic and rapid change. Various factors are responsible for the change. This is the era of globalization and technology advancement, mass media such as newspaper, especially internet and T.V. has exposed people to western culture. The values of life prevalent in the west are in direct conflict with the traditional Indian values. Because of a clear gap between the traditional Indian values and the new emerging values, it is presumed that the young Indians will speak in terms of the traditional values but will act

in terms of the new un-integrated values in accordance with the changing environment contrary to that of adults or elderly.

Primarily the family shapes the values. Presently joint family system in India is breaking down. More and more families are shifting toward nuclear system. So far no study has reported effect of type of family on value pattern of individuals.

Literature review revealed that very few researches have studied effect of general values of Indians on their clothing behavior and preferences. Previous studies (Kulshetra and Kashyap, 2007; Jain, Singh and Rankawat, 2011) have mostly focused on adolescents' general values and their clothing behavior. Present study deals with the analysis of general value pattern of people residing in Haryana belonging to type of family and their clothing behaviour.

The purpose of the present study is to investigate how it has influenced clothing values of consumers of Haryana where influence of family values is strongly visible on different spheres of life.

III.   Hypothesis of study

H_0: General values are independent of type of family.
H_0: Clothing values are independent of type of family.

IV.   Material and Methods

4.1 Locale of the study

Study has been conducted in Kurukshetra and Karnal cities and nearby four villages namely, Sunderpur, Umri, Madhuban and Chidao.

4.2 Sample

The sample comprises of four hundred and sixty six respondents belonging to nuclear family and one hundred thirty two belonging to joint family from urban and rural areas. Total six hundred respondents have been chosen for the purpose of data collection relevant for attaining the objectives of this research.

4.3 Independent variable

Type of family- Type of family refers to whether the family is nuclear or joint. Trivedi's (1963) scale has been used to measure family type. Nuclear family is composed of only one couple and includes minors and dependents. Joint family refers to one that is constituted of two or more brothers' families.
•   Joint
•   Nuclear

4.4 Dependent variables

•   General values
•   Clothing values

4.5 Tools used for the study

 Following tools have been used in the study to collect the data:

•   **Value Test**

Value test named "Study of Values Test (S V T)" devised by Dr. R.K. Ojha and Dr. Mahesh Bhargav has been used. It is based upon Lindzey-Allport-Vernon test on Spranger's Types of Man. The purpose of this test is to find out the types of values in order of their importance in the individual's life as individual's existence is governed and priorities differ due to difference in values. Six basic values depicted in the test are theoretical, economic, aesthetic, social, political and religious.

•   **Clothing value scale**

In the present study a clothing value scale has been developed to measure the clothing values of male and female respondents of different age group, belonging to different locale, different socioeconomic status and different type of family. It has been developed on the basis of Spranger's six general values and their association with clothing behaviour as given in literature (Kefgen and Phyllis,1981). The scale has been shown to clothing and textile experts and necessary modifications were done as per suggestions received. The scale consists of 30 questions, five questions in negative and twenty five questions in affirmative.

The respondents are asked to indicate the importance of each value item on a five point Likert type scale (Where 1 = never; 5 = always).

To check the reliability a pilot study has been done on a sample of 10% respondents with similar characteristics. Necessary modifications were done to make the tools more functional.

4.6 Statistical Analysis
Data has been analysed with the help of following statistical tools-
i)   Mean and standard deviation
Mean and standard deviation of all the variables have been computed with regard to general values, clothing values and clothing preferences
ii) Z-ratio
Significance of difference between means of the two groups of given variable has been assessed with the help of the z-test.
iii) Chi square
Chi square has been calculated to find out association between general values and clothing values.
iv) Coefficient of correlation
Product moment correlation has been computed for finding the degree and form of relationship between two variables.

V.   Results

Present study has been undertaken to find out general value pattern and clothing values of respondents residing in Haryana belonging to different type of family. Relationship between general values and clothing values has also been studied.

General values of the respondents belonging to joint and nuclear family
Table 1: Mean, standard deviation and t- value of respondents belonging to joint and nuclear families

Type of family		Theoretical	Economic	Aesthetic	Social	Political	Religious
Joint Family N=466	Mean	33.73	32.94	28.69	36.46	34.43	32.56
	SD	10.69	7.93	9.09	10.29	10.70	8.58
Nuclear Family N=134	Mean	40.76	39.51	36.96	40.82	38.61	38.02
	SD	6.77	6.96	7.44	5.93	6.99	9.27
	t-value	11.80**	10.82**	12.71**	8.34**	6.80**	6.76**

Mean, SD and t - values of respondents belonging to joint and nuclear families have been shown in Table. 1 It is clear that theoretical, economic, aesthetic, social, political and religious values of both the groups differ significantly at 1% level. Null hypothesis is rejected and it is concluded that general values of respondents of joint and nuclear family differ significantly.

Mean scores clearly indicates that theoretical, economic, aesthetic, social, political and religious values of respondents belonging to nuclear families are higher than those of joint families. This indicates that respondents belonging to nuclear family are more interested in discovery of facts; are more practical, interested in accumulation of wealth; creative, expressive, kind, and unselfish; are more dominating and mystical than those of joint family.

It is interesting to find that social value is dominating value in hierarchy of values of respondents belonging to nuclear as well as joint family. Hierarchy of values in joint family is social→ political→ economic→ theoretical→ religious→ aesthetic whereas nuclear family shows social →theoretical→ economic→ political→ religious→ aesthetic hierarchy.

Table 2: Chi square for general values

Sr. No.	Type of value	x^2 Value	
1.	Theoretical	25.980	Significant at .01 level
2.	Economic	13.907	Significant at .05 level
3.	Aesthetic	34.22	Significant at .01 level
4.	Social	9.998	Not significant
5.	Political	45.182	Significant at .01 level
6.	Religious	24.730	Significant at .01 level

Chi square calculated further confirms the fact that there is association between general values and type of family of subjects as out of six, five chi square values are significant. Chi square for social value is not significant.

Clothing values of the respondents belonging to joint and nuclear family
Table 3: Mean, SD and t- value of respondents of joint and nuclear family

Type of family		Theoretical	Economic	Aesthetic	Social	Political	Religious
Joint family N=466	Mean	13.63	13.64	11.56	12.30	10.81	10.61
	SD	2.60	2.12	2.16	2.75	1.90	1.73
Nuclear Family N=134	Mean	15.09	15.67	13.47	13.42	13.17	12.72
	SD	2.37	2.32	3.01	2.50	2.89	2.64
	t-ratio	7.11**	10.15**	7.35**	5.16**	9.45**	9.20**

*Significant at 0.05 level, ** Significant at 0.01 level

Data of mean, SD, and t- value given in table 3 shows that clothing values of joint and nuclear families differ significantly at 0.01 level. Mean scores of all the clothing values of nuclear family is higher than that of joint family.

Table shows that in hierarchy scale, predominant clothing value is economic value in nuclear families. Clothing behaviour related to economic value is given first priority by respondents of nuclear family. Factors of cost, maintenance and general management of clothing are considered that is purchase and maintenance of clothes in an efficient manner. Next is theoretical value which means they try to make honest use of material, do not want to wear fake shoes, clothes/ imitation jewellery. This is followed by aesthetic, social, political and religious values.

Order of importance of clothing values is economic, theoretical, social, aesthetic, political and religious respectively in case of respondents of joint family. Almost similar trend is found in case of respondents of nuclear families.

Table 4: Chi square for clothing values

Sr. No.	Type of value	x^2 Value	
1.	Theoretical	19.943	Significant at .01 level
2.	Economic	20.976	Significant at .01 level
3.	Aesthetic	1.775	Not significant
4.	Social	23.027	Significant at .01 level
5.	Political	16.073	Significant at .05 level
6.	Religious	12.017	Significant at .06 level

It is evident that computed chi square is greater than critical value of chi square for economic, theoretical, social, political and religious values. So it can be said that economic, theoretical, social, political and religious clothing values are dependent on type of family to which individual belongs.

Correlation between general values and clothing values

Our general values are reflected in clothing values and these in turn are related to specific clothing attitudes, interest, choices and behaviour in the selection and use of clothing. Earlier studies have reported that relationship exists between human values and clothing values. An attempt has been made in this study to find out whether clothing behaviour is significantly related to general values of respondents of Haryana. Result has been presented in Tables.

Table 5: Correlation between general values and clothing values of respondents belonging to different family types

Sr. No.	Values	Joint family Correlation coefficient (r)	Nuclear family Correlation coefficient (r)
		0.167	**0.488**
1.	Theoretical	-0.065	0
2.	Economic	-0.091*	-0.051
3.	Aesthetic	0.141**	0.104
4.	Social	0.097*	0.198*
5.	Political	0.249**	-0.087
6.	Religious	0.129**	-0.171*

*p< 0.05, ** p<0.01

It is clear from table that non-significant positive correlation exists between general value and clothing value (r=0.167) of respondents belonging to joint family. However, further analysis shows that out of six types of values, five are significantly correlated. Negative correlation is found between economic values which is significant at .01 level. Positive correlation significant at .01 level is found between aesthetic values, political values, religious values and clothing values and at .05 level between social value and clothing value. Negative correlation exists between theoretical values which is non- significant.

Positive correlation is found between general value and clothing value (r=0.488) of respondents belonging to nuclear family although it is not significant. It is clear that out of six values only two are significantly correlated. Social general value is positively correlated at 0.01 significance level. On the other hand religious value is negatively correlated at 0.01 significance level. No relation has been found between theoretical general value and clothing value.

VI. Conclusion

An association was found between general values and type of family of subjects i.e. joint or nuclear. Similarly general values related to clothing were dependent on type of family to which individual belonged.

Negative correlation was found between economic values and clothing value of respondents of joint family whereas positive correlation was found between aesthetic, political, religious, social general values and corresponding clothing values. In case of nuclear family, positive correlation between social value and negative correlation between religious value and clothing value was observed.

So far as predominating general value in the hierarchy of values is concerned, it was found that social value ranked highest among all the values of the respondents belonging to different type of family. The value of helping other people is supreme and is recognized by the majority of respondents.

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