



Standard of Living and Social Conventions: A Study of Haryana

Dr. Umed Singh

Associate Professor of Commerce
Banwari Lal Jindal Suiwala College, Tosham
E-mail: drumedsinghpahal@gmail.com

Abstract

In this article standard of living in four districts of Haryana has been measured by considering some objective and subjective indicators. The standard of living of households was measured in term of income, income sources and holding of goods by them. Further, recognition of social conventions also examined by the authors and it was found that most of the people give their recognition to the social conventions.

Key words: Standard of Living, Social Convention, Income

Introduction

Standard of living of the population in a specific area plays an important role to develop the economy of the country. It is an important component of human development in an economy. The standard of living includes various factors such as income, quality, availability of employment, quality and affordable of housing, access to quality healthcare facilities, education and etc. In other words, the standard of living refers to the quality of life. On the other hand, convention works in the society and these also influence the development of the society. Conventions refer to the behaviour that accepted by the most of the members of the society in a particular area. Convention related to simplicity, community consciousness, fraternity, joint family, faith in religion play their role in uplifting the society and vice-versa.

Conceptualization of the Study

Necessity Goods: Necessity goods are the items, without it a person cannot survive (like Water, gas and other). In India, the definition of necessity goods is going to change, because the people who belong to lower income group and who live in Jhuggi-Jhopari near the railway stations in Haryana and as well as outside the Haryana have T.V., Refrigerator and LPG and these person also having voting rights and such items like, T.V. fulfill their information needs.

Comfort Goods: the items that good to have but not must to have are called comfort goods¹ like, Motorcycle, Car (not luxury cars).

Household: Household refers to a family or a group of persons who live together and differ from industrial sector. In 1971 Census a household was defined as 'a group of persons who commonly live together and would take their meals from a common kitchen unless the exigencies of work prevented any of them from doing so².

¹ Necessity, Comfort and Luxury, retrieved from <http://blogs.youknowwho.in/2010/08/27/necessity-comfort-and-luxury/>

² Census Terms, retrieved from http://censusindia.gov.in/Data_Products/Library/Indian_perceptive_link/Census_Terms_link/censusterm.html



Review of Literature

Veenhoven (1996) tried to develop a comprehensive measure of quality of life. The quality of life was measured by the degree to which citizens live long happily. This was operationalized by combining registration based estimates of length of life. He measured it in term of happy life expectancy. In an article “Macro and Micro aspects of Standard of Living and Quality of Life in a Small Transition Economy: The Case of Croatia” written by Cvrlje and Coric of Croatia have defined standard of living and quality of life using objective and subjective indicators. They emphasized on the evaluation of quality of life and living standard in Croatia. Data were collected about GDP per capita, shopping basket, poverty rate, income inequality and Human Development Index (HDI). The study found an increase in the standard of living and quality of life in Croatia, but this study also showed the constant increase in the living cost and the rate of poverty. Asadullah, Kuvalekar, Katarki, et.al. (2012) assessed the quality of life of elderly population residing in old age homes. Authors studied how elderly population experiences social isolation due to breakage of various bonds like work relationships, loss of relatives and friends, moements of children away from them for jobs. They collected data about socio demographic profile, morbidity pattern and quality of life of inmates in old age homes through the structured questionnaire from August to November, 2011. The study found that the highest quality life score in environmental domain and least score in social relationship domain which reflected the good environment condition at old age homes.

Objectives of the Study

- To find out the main sources of household income,
- To study the level of use of necessity and comfort goods by the people,
- To what extent people recognize the social conventions.

Research Methodology

Research Design

The present study has been conducted to know the status of living standard of the people and social conventions in the society, thus, a descriptive-cum-analytical research design has been used.

Sample: four districts (Rohtak, Hisar, Bhiwani and Jind) were selected by using accidental sampling techniques.

Data: the information regarding the present study has been collected through a structured questionnaire.

Statistical Method: the collected data were organized in statistical tables and analyzed with the help of percentage method.

Analysis and Explanation

Table-1: Sources of Income

Sources of Income	No. of Family (%)
(A) Govt. Job and Private Job	25.16
(B) Self-employment and Agriculture Sector	58.70



Both (A) and (B)	16.14
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Table-2: Impact of Income on Consumption of Product and Services

Statements	Yes (%)	No. (%)	Total (%)
Increase in income leads you to buy quality product and services	87.5	12.5	100
Your family use quality healthcare facilities usually	83.22	16.78	100

Population of the state Haryana earn their income through Govt. job, private job, self-employment, agriculture sector and from a combination of above said. 25% people earn their income from Govt. and private sector, 59% people depend on self-employment and agriculture sector to earn their income and 16% people earn their income from both (A) and (B) sectors (as indicated by Table-1)

Impact of income on consumption of product and services is observed from the Table-1. It shows that income works as stimulate to buy quality products and to use quality services. Quality healthcare facilities are also used by the people due to increase in the income. More than 80% people assumes that increase in income motivate them to purchase quality goods and services (as indicated by Table-2).

Table-3: Holding of Necessity and Comfort goods by the Household Sector

	User Family (%)
T.V., Motor Cycle, Car, Refrigerator, LPG	25.60
T.V., Motor Cycle, Refrigerator, LPG	32.92
T.V., Refrigerator, LPG	7.31
T.V., Motor Cycle, Car, Refrigerator	1.82
T.V., Car, Refrigerator	1.21
T.V., Motor Cycle, Refrigerator	5.48
T.V.	5.48
T.V., Motor Cycle, LPG	3.04
T.V., Car	0.60
T.V., Car, Refrigerator, LPG	1.21
Motor Cycle	1.21
T.V., Refrigerator	3.65
T.V., Car, LPG	0.60
T.V., LPG	3.65
T.V., Motor Cycle	0.60
T.V., Motor Cycle, Car	0.60
Car	0.60
LPG	1.21
Refrigerator, LPG	0.60
Refrigerator	0.60



Table-3 presents the holding of necessity and comfort goods by the household sector. It is observed that 25.60% households hold on all goods taken under the study and 32.92% households use all goods except car, 7.31% households have only T.V., Refrigerator and LPG, 5.48% households are observed as they have only T.V. 1.21% households have only LPG connection and 0.60% have only Refrigerator and only Car (as indicated by Table-3).

Table-4: Recognition of Social Conventions

Statements	Yes (%)	No. (%)	Total (%)
Do you celebrate festivals with family members?	99.38	0.62	100
Your family participate in social activities	68.32	31.68	100
Do you share your neighbours' joy and their difficulties?	91.97	8.03	100
You solve your family problems with the help of neighbours	8.03	91.97	100

Table-4 presents that how much people give their recognition to the social conventions. It shows that 99.38% people celebrate festivals with their family members and near about 70% family participate in social activities. 92% people share neighbours' joy and difficulties. It is also observed that only 8% people solve their family problem with the help of neighbours.

Findings of the Study

- Most of the people in Haryana depend on self-employment and agriculture sector to earn their income.
- Increase in income leads the people to purchase quality goods and services.
- Social Conventions taken under the study are recognized by the most of the people in the society.

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