



TREND OF SHOW OFF HIGH LIVING STANDARD IN MIDDLE CLASS INDIAN SOCIETY

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ABSTRACT

Trend of increasing role of standard of living is taking place in developing countries. Present age is the age of competition. Everyone tries to look at himself at a higher level. For this purpose he maintains a high living standard and adapts whatever seen. The process of getting higher standard continues and never ends. This tendency has so many drawbacks as feeling of dissatisfaction, loss of mental peace, inclination towards immaterialism. Present study is focused on finding of this trend among male and female of middle class of society.

INTRODUCTION

Standard of living has been omnipresent issue in developing countries for many years. A standard of living is the level of wealth, comfort, material goods and necessities available to a certain socio economic class or a certain geographic area. The standard of living includes factors such as quality and availability of employment, income, economic growth, economic stability, freedom, quality and affordability of housing, environmental quality, access to quality healthcare, quality and availability of education, life expectancy and safety. The standard of living is closely related to quality of life. It concerns the physical circumstances in which people live, the goods and services they are able to consume and the resources they have access. It depends on the quality and quantity of available goods and services and their distribution within the population.

The standard of living is generally measured by standards such as real income per person and poverty rate. The most common measure is national output per capita, measured as GDP or GNP per capita. One measure of standard of living is the United Nations' Human Development Index (HDI), which scores 188 different countries based on factors including life expectancy at birth, education and income per capita. As of December 2015, the countries with the five highest HDI scores are Norway (0.944), Australia (0.935), Switzerland (0.930), Denmark (0.923) and the Netherlands (0.922). Conversely, the countries with the five lowest 2015 HDI scores are Niger (0.348), Central African Republic (0.350), Eritrea (0.391), Chad (0.392) and Burundi (0.400), although Syria and Libya experienced the most dramatic decreases in living standard.

Standard of living in India varies from state to state. With one of the fastest growing economies in the world, clocked at a growth rate of 7.6% in 2015, India is on its way to becoming a large and globally important consumer economy. According to a study there are between 30 million and 300 million middle-class people in India. If current trends continue, India's share of world GDP will significantly increase from 7.3 to 8.5 percent of the world share by 2020. In 2011, less than 22 percent of Indians lived under the global poverty line. According to NCAER, by 2025-26 the number of middle class households in India is likely to more than 113.8 million households or 547 million individuals.

The standard of living in India shows large disparity as there is widespread poverty in rural areas, where medical care tends to be very basic or unavailable, while cities boast of world class medical establishments. However, a rural middle class is now emerging with some rural areas seeing increasing prosperity. In general, the southern Indian state of Kerala ranks top for most of the indices.

OBJECTIVE

- Finding of status of desire to adapt high living standard in males
- Finding of status of desire to adapt high living standard in females

HYPOTHESIS

1. There is no significant desire to adapt high living standard in males.
2. There is no significant desire to adapt high living standard in females.

METHODOLOGY

Descriptive survey method was applied for present study. 300 persons belonging age 25-55 years with annual income 180000 -300000 Rs. were randomly selected for study. 50% male and 50% female were taken in sample. They were interviewed using self-prepared questionnaire. High living standard desire was measured with respect to high salary, use of expensive electronic devices, luxury car, online shopping, holidays outing and western culture adoption and foreign tour. Obtained data was tabulated and comparatively analyzed using percentile as statistical tool.

FINDING AND ANALYSIS

Table: Status of Desire of High Living Components

| High Living Components | No. of Persons % Desire for High Living Standard | |
|-------------------------------------|--|--------|
| | Male | Female |
| High Salary | 83 | 76 |
| Use of Expensive Electronic Devices | 67 | 61 |
| Luxury Car | 59 | 54 |
| Online Shopping | 48 | 41 |
| Holidays Outing | 56 | 59 |
| Western Culture Adoption | 73 | 77 |
| Foreign Tour | 23 | 27 |

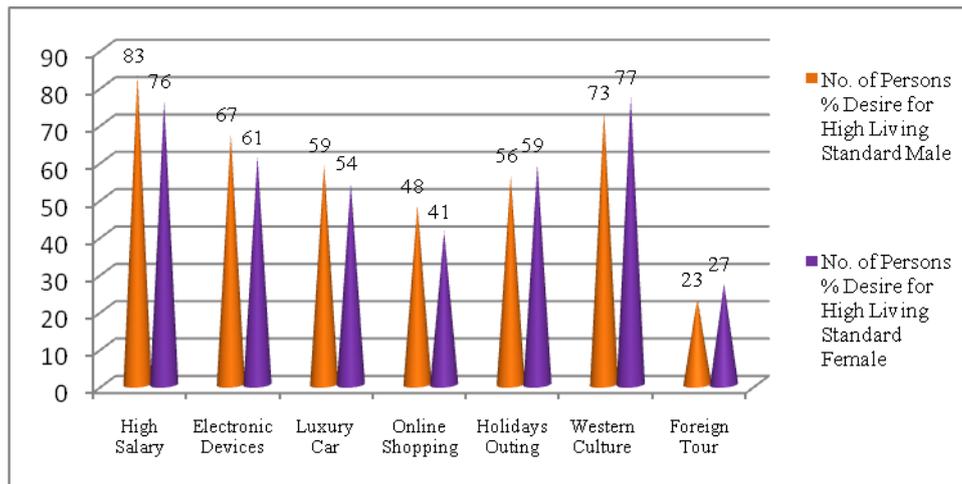


Chart: Status of Desire of High Living Components

Data shows that among male persons, desire for high salary is expressed by 83%, expensive electronic devices by 67%, luxury car by 59%, online shopping by 48%, holidays outing by 56%, western culture adoption by 73% and foreign tour by 23%. Hence hypothesis 1, there is no significant desire to adapt high living standard in males is rejected.

Among female persons, high salary desired by 76%, use of expensive electronic devices by 61%, use of luxury car by 54%, online shopping by 41%, holidays outing by 59%, western culture adoption by 77% and foreign tour by 27%. Thus hypothesis 2, there is no significant desire to adapt high living standard in females is rejected.

CONCLUSION

Standard of living is mode of living and refers to the ease by which people are able to satisfy their needs. Standard of living' refers to the necessities, comforts and luxuries which a person is accustomed to enjoy or standard of living of the people means the quantity and quality of their consumption. It is scale of expenditure, the goods consumed and the services enjoyed attitudes and values. He must have those commodities and services; over and over again otherwise he would not feel happy. Such things become his daily requirements and constitute what has been called his standard of living. They include food, dress, house, entertainments. The main factors on which the standard of living of an individual or a family depends as income, size of the family, family tradition, education. The standard of living of a person is not determined only by himself or according to his own whims and desires. He has also to consider what society expects of him. This trend is increasing rapidly in middle class of society.

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