

# Shaping Festival Financing and Expenditure: A Fair Assessment of Bangladeshi Earnings Capable Residents

Zulfiqar Hasan<sup>1\*</sup>

<sup>1</sup> Department of Business Administration  
Bangladesh Islami University

\* email: [hasanzulfiqar@yahoo.co.uk](mailto:hasanzulfiqar@yahoo.co.uk)

## Abstract

*Bangladeshi earnings capable residents plan to finance from their bonuses, salaries, and savings etc. as the sources of festival financing to meet the expenditure related to celebrate the festivals. Peoples spent more on purchasing dresses, festivals items for the festival day entertainment and transportations. Study finds that males are spending more than the females to celebrate the festivals. Study finds positive correlation between festivals financing and expenditure. However, there is a negative correlation exists between the scope of savings and festival expenditures. Bangladeshi people have a little chance to save from festival financing. Ranking shows that, peoples give more emphasize on religious festivals than other types of festivals like family festivals, social festivals, national festivals etc. To celebrate festivals, people spend more on purchasing new dresses. People can save a portion of money during festivals if they reduce the purchasing more than one new dress and reduce the festivals items to entertain.*

**Keywords:** Festivals, Financing, Expenditures, Reducing Expenses, Earnings Capable Residents

## 1.0 INTRODUCTION

Bangladesh is a land of festivals. Every year, consumer spending during festivals is on the rise in Bangladesh. Mentioning this, Akhter [1] argued that Bangladesh have commonly 13 festivals in 12 months. It is interesting to note that many of the festivals are linked to religions, seasons and specials occasions. In recent times, international festivals have also been added to the list. With changes in social and economic structures, the nature of festivals also changes, but some festivals are so deeply rooted in the social organism that the residents of Bangladesh continue to entertain people from generation to generation. Some of the festivals bear the mark of the community and nation, some have the stamp of religion, and again some bear the impress of politics and corporate images. A festival is a day or time of the year when people have a holiday from work and celebrate some special event, often a religious event (Collins) [2] Bangladesh is a predominantly Muslim country, and Islam's adherents in Bangladesh celebrate the joyous festival of the two Eids- Eid-ul-Fitr and Eid-ul-Adha, the month of Ramadan, Shab-e-Qadr and Shab-e-Barat etc. Hindus in Bangladesh celebrate Durga Puja, Kali Puja and Janmastami (NBCC) [3] etc. Other people of different religions celebrate many festivals. Some festivals exist only few hours, while some festivals take one day to more than one day. Observing these festivals incurred huge costs. The services holders in Bangladesh have collected this fund from different sources. Their heads of expenditures are different. Maximum of them wish to save some money in every festivals, but the expenses are increasing day by day. The performance of festivals celebration, in essence, generate money supply, expansionary in nature, promote trade and business, create job, and at large bring boom for the economy (Independent) [4]. However, fact remains, competent macro management of such supply side economy could be crucial for the sustainable development. This article attempts to solve some social issues involve in festival financing and expenditures.

## 2.0 LITERATURE REVIEW

Festivals especially religious festivals make huge people as seasonal investors to earn more than the un-festive seasons. Regarding this, Mahmud [5] has written an article titled cashing in on cattle in more ways than one during Eid-ul-Adha. He argued that, some people become temporary tanners, short period full-fledged leather businessman, and seller of garbage, busy in laundry business, increase the sales of fridge and electronics items etc. World Bulletin [6] claimed that Eid-ul-Adha is a blessing for Bangladesh's cattle traders as Thousands of permanent and temporary cattle markets are set up in villages, towns and cities countrywide. The Bangladesh Finished Leather, Leather Goods and Footwear Exporters Association (BFLLEA) put the figure at more than 5 million [7]. It said around 5

million raw hides were collected after Eid. Alam [8] mentioned in an article that Bangladeshi people celebrate the following festivals: Pahela Baishakh (Bengali New Year); Independence day, 21<sup>st</sup> February (International Mother Language day); Eid-e- Miladunnabi (Birthday of Prophet of Islam); Eid-ul-Fitre; Eid-ul-Azha; Muahrram; Durga Puja; Christmas, Rabindra & Nazrul Jayanti. In this article, he mentioned the way of celebrating the festivals. But he did not mention the sources of financing and heads of expenditures related to celebrating the festivals. Hossain [9] examined some problems related to the festivals in Bangladesh. In his research article, he highlighted consumption and other related issues of marriage and dowry, household decision making, division of labor, as well as different festivals such as Eid (for Muslims), the Bengali New Year and Durga puja (for Hindus).” Rahaman [10] wrote an article titled Cultural Tourism and Bangladesh: An Overview. In this article, he attempted to review the available facilities of cultural tourism, the history, role of tourism on the economy and society in general in Bangladesh. In addition, the paper identifies the opportunities and challenges the country may face to flourish this industry.

Study found that some research works have been done on festivals of Bangladesh. But no comprehensive study attempted to set the rank of the festivals. Even those earlier studies did not attempt to find out the sources of festivals or the heads of expenditures related to celebrate the festivals. In this article, the researchers attempted to minimize the above research gap.

### 3.0 OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

- To identify the sources of financing to celebrate the festivals in Bangladesh;
- To find out the heads of expenditures to celebrate the festivals in Bangladesh;
- To find out the rank of sources of festivals financing and heads of festivals expenditures;
- To analyze the effects of the festival expenditures in household savings; and
- To find out the ways to control the festival expenditures.

### 4.0 METHODOLOGY

To meet the objectives of this empirical study, primary data are collected from 150 samples service holders of different organizations in Dhaka Metropolitan area. An interview schedule of 16 prescribed questions is used to collect the data.

**Table 1:** Respondents' Sex \* Income Range Crosstabulation

|                  |        | Income Range (BDT) |             |             |             |             | Total |
|------------------|--------|--------------------|-------------|-------------|-------------|-------------|-------|
|                  |        | Below 20000        | 20001-40000 | 40001-60000 | 60001-80000 | Above 80000 |       |
| Respondents' Sex | Male   | 5                  | 47          | 32          | 21          | 6           | 111   |
|                  | Female | 3                  | 18          | 14          | 4           | 0           | 39    |
| Total            |        | 8                  | 65          | 46          | 25          | 6           | 150   |
|                  |        | 5.3%               | 43.3%       | 30.7%       | 16.7%       | 4.0%        | 100%  |

*Source: Developed by author by using IBM SPSS 20.0 version based on Interview Schedule, year*

To evaluate the data, Likert 5.0 scale is used. Data are processed by using IBM SPSS and Microsoft Excel software. In some cases, secondary data are used. Four different categories of service holders are selected randomly. These categories are self-employed, Government services, private services and from other categories. Ranking and Correlations are used in this study. Period of the study is December 2016 to November 2017. During this period, Bangladeshi people observed and celebrate different festivals i.e. EIDs, Pujas, Christmas day, Independent day, Victory Day etc.

#### 4.1. Ranking Process

Study considers ranking as a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second (Merriam) [11]. Author used weighted average of the respondents in ranking. The following formula is used to determine the ranking positions:

$$\text{Ranking} = 1 \times 5 + 2 \times 4 + 3 \times 3 + 4 \times 2 + 5 \times 1.$$

$$\begin{aligned} \text{i.e. Religious Festival} &= 105 \times 5 + 23 \times 4 + 16 \times 3 + 6 \times 2 + 0 \times 1 \\ &= 677 \text{ points} \end{aligned}$$

## 5.0 ANALYSIS OF THE STUDY

Based on observations, the analyses of the study are given below:

### 5.1 Festivals in Bangladesh

Bangladeshi residents are habituated to celebrate different festivals in whole year. These festivals are Religious festivals, National Festivals, Cultural Festivals, Social Festivals, Family festivals, political festivals, corporate festivals etc. Besides these festivals, different ethnic groups celebrate their own festivals in different ways.

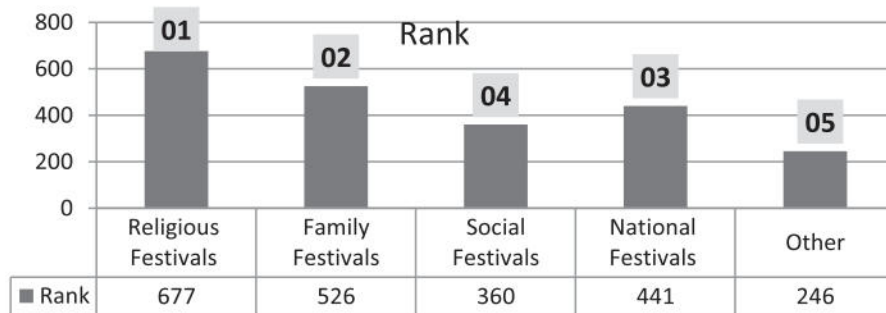
**Table 2:** Festivals Observed in Bangladesh by Different Ethnic

| Religious Festivals                                                                                                                                                                                                                                                                                 | Family Festivals                                                                                                                   | Social & Political Festivals                                                                                                                                                                        | National Festivals                                                                            | Others                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| <b>Islamic Festivals</b><br>a. Eid-ul-Fitre<br>b. Eid-ul-Adzha<br>c. Ramadan<br>d. Tazia Rally<br><b>Hindu Festivals</b><br>a. Durga Puja<br>b. Rathjatra<br>c. Other Pujas<br><b>Christian Festivals</b><br>a. X-Mas Day<br><b>Buddhists Festivals</b><br>a. Prabarana Purnima<br>b. Budho Purnima | a. Birthday<br>b. Marriage Day<br>c. Marriage Ceremony<br>d. Engagement Party<br>e. Family Gathering<br>f. Visiting relative homes | a. Celebrating New Year (Bangla, English, Hijree etc.)<br>b. Picnic<br>c. Tour and Travelling<br>d. Outing<br>e. Party Founding Anniversary<br>f. Observing birthday & Death anniversary of leaders | a. Independence day<br>b. Victory Day<br>c. Mother Language day<br>d. National Children's Day | a. Corporate Festivals<br>b. Annual General meeting<br>c. Conference<br>d. Employee Gathering |

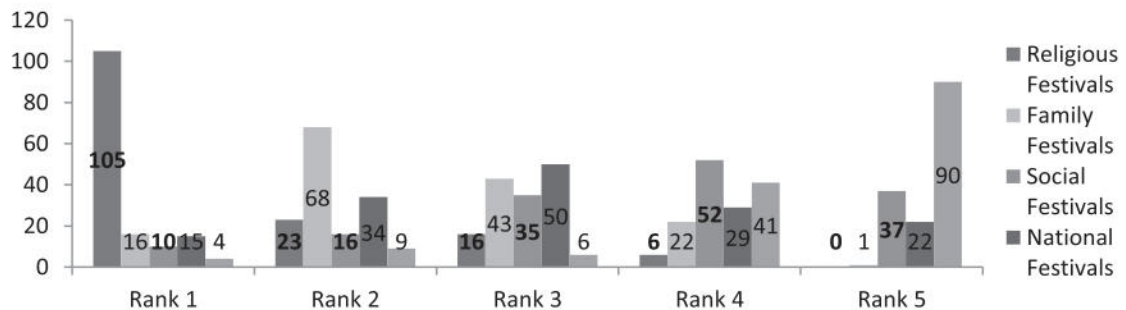
*Source: Developed by author*

### 5.2 Ranking of Festivals based on Expenditures

It is evident from the analysis that people spend more in religious festivals than in other festivals. Out of 150 respondents, 105 respondents argued that they have spent more in religious festivals.



**Fig. 1(a):** Ranking of Festivals based on Expenditures



**Fig. 1(b):** Ranking of Festivals based on Expenditures

Family festivals stood second position in ranking of festivals based on expenditures. Observing national festivals incurred third highest expenses. Peoples also spend in social festivals, which secured the fourth position in ranking. Some irregular festivals expenses are in 5<sup>th</sup> place.

**Table 3:** Determining the Ranking of Festival based on Expenditures

| Ranking of Festival based on Expenditures | 1         | 2   | 3   | 4   | 5   | Ranking points | Rank |
|-------------------------------------------|-----------|-----|-----|-----|-----|----------------|------|
|                                           | Frequency |     |     |     |     |                |      |
| Religious Festivals                       | 105       | 23  | 16  | 6   | 0   | 677            | 01   |
| Family Festivals                          | 16        | 68  | 43  | 22  | 1   | 526            | 02   |
| Social Festivals                          | 10        | 16  | 35  | 52  | 37  | 360            | 04   |
| National Festivals                        | 15        | 34  | 50  | 29  | 22  | 441            | 03   |
| Other                                     | 4         | 9   | 6   | 41  | 90  | 246            | 05   |
| Total                                     | 150       | 150 | 150 | 150 | 150 | 2250           |      |

*Source: Developed by author through survey results (Year 2018)*

The weighted average ranking point of religious festivals based on expenditures is 677 points. Family festivals earned the 2<sup>nd</sup> highest 526 ranking points. It indicates that earnings person of a family in Bangladesh spend more in religious festivals than any other festivals. Their 2<sup>nd</sup> priority of festivals is family festivals. These are birthday, marriage day, marriage ceremony, engagement party, family gathering and visiting relative homes etc. Ranking shows that Bangladeshi people give more emphasize on observing national festivals than on observing the social festivals. National festivals earned 441 ranking points, whereas social festivals earned only 360 ranking points. Only a few people are engaged in observing other categories of festivals like Corporate Festivals: Annual General meeting, Conference, Employee Gathering etc.

### 5.3 Sources of Festival Financing

Usually the head of the family or the main earning person of a family is responsible to collect fund to celebrate

**Table 4:** Bonus: The Main Sources of Festival Financing

|                  |            | Bonus is your main sources of Festival Financing |          |                            |       |                | Total |
|------------------|------------|--------------------------------------------------|----------|----------------------------|-------|----------------|-------|
|                  |            | Strongly Disagree                                | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |       |
| Respondents' Sex | Male       | 2                                                | 3        | 9                          | 27    | 70             | 111   |
|                  | Female     | 1                                                | 0        | 3                          | 13    | 22             | 39    |
| Total            | Count      | 3                                                | 3        | 12                         | 40    | 92             | 150   |
|                  | % of Total | 2.0%                                             | 2.0%     | 8.0%                       | 26.7% | 61.3%          | 100%  |

*Source: Developed by author through survey results (Year 2018)*

festivals in Bangladesh. Study identified some important sources of financing for the service holders or wage earners in Bangladesh. These are bonus from the employers, Salary, savings, foreign remittance, borrowings, contributions of other family members, gifts from relatives, friends etc.

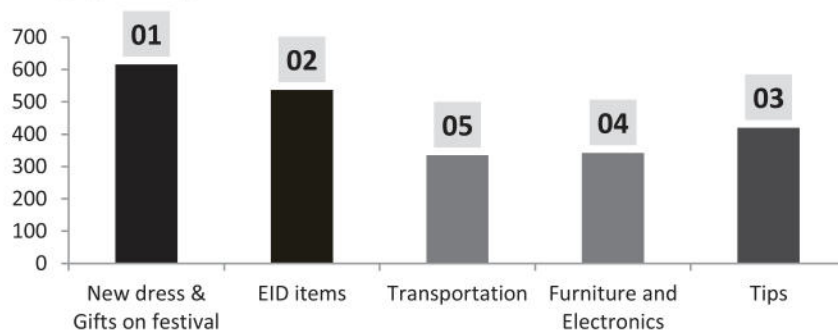
Study found that 89% of service holders claimed that bonus given by their employers is the main sources of festival financing. Usually in Bangladesh, Muslims are given two EID (Festival) bonuses. Only 4% people have different main sources of festival financing rather than bonus.

### 5.4 Sources of Festival Expenditures

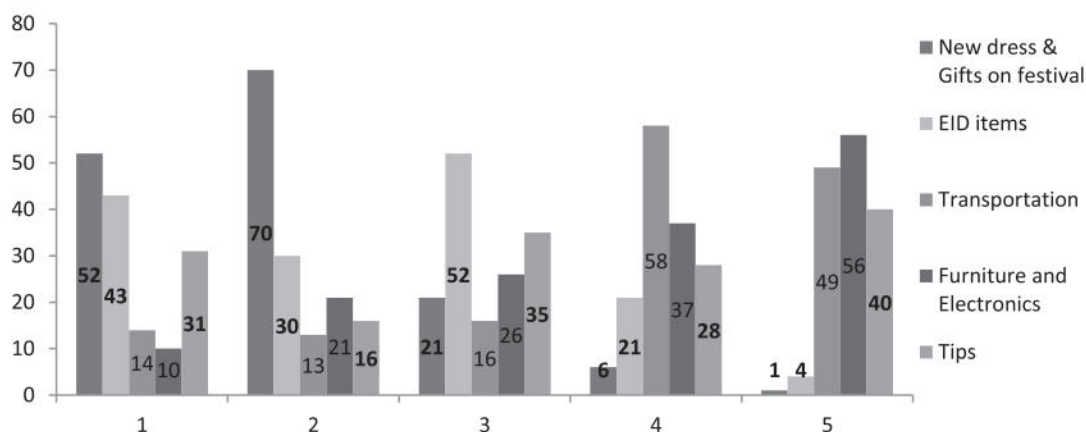
Festival expenditure means spending money to purchase materials, necessities, transportation tickets, dress etc. The cost involved to celebrate the festivals is treated as festival expenditures. The sources of festival expenditures are purchasing food items for festival days, purchasing dress and cloths for festivals, cost involved in transport and other communication services, purchasing gifts for family members, relatives or friends etc. Eid tip for children is one of the important heads of festival expenditures. Sultana [12] mentioned in her article that during the festive seasons, prices of daily commodities, from onion to beef, cosmetics and accessories, clothing items etc rise exceptionally taking these out of the reach of lower-middle income groups of people. We observe this trend the most in the month of Ramadan. Even the government struggles to control the sky-rocketing prices.

### 5.5 Ranking of Heads of Festival Expenditures

Five different main heads of festival expenditures are used to ranking purpose. These are (a) Purchasing of new dress & gifts for festivals; (b) EID or festival items; (c) Transportation costs; (d) Purchasing of Furniture and Fixtures and (e) Giving tips to the juniors to celebrate the festivals.



**Fig. 2 (a):** Ranking of Heads of Festivals Expenditures



**Fig. 2(b):** Ranking of Heads of Festivals Expenditures

From figures 2 (a & b) and from Table 05, it can be deemed that, people spend mostly in purchasing new dress and gifts for festivals. This heads earned 616 ranking points. Purchasing EID and festivals items for festival day earned 537 points. These are mainly food and entertainment items for the festival days. Muslims are purchasing more products on Eid days. Giving money token gift as Tips, which is popularly known as “Bakshish” in Bengalis, has secured the 3<sup>rd</sup> position of festival expenditures (420 point). This is a ritual of Bangladeshi people where seniors are given money as Tips to the juniors especially to the children during Eid day, Durga Pujas, X-Mas day, Pohela Boishak (Bengali New Year) including others family festivals and national festivals.

**Table 5:** Determining the Ranking of Heads of Expenditures

| Ranking of heads of expenditures | 1         | 2   | 3   | 4   | 5   | Ranking points | Rank |
|----------------------------------|-----------|-----|-----|-----|-----|----------------|------|
|                                  | Frequency |     |     |     |     |                |      |
| New dress & Gifts on festival    | 52        | 70  | 21  | 6   | 1   | 616            | 01   |
| EID items                        | 43        | 30  | 52  | 21  | 4   | 537            | 02   |
| Transportation (Conveyance)      | 14        | 13  | 16  | 58  | 49  | 335            | 05   |
| Furniture and Electronics        | 10        | 21  | 26  | 37  | 56  | 342            | 04   |
| Tips                             | 31        | 16  | 35  | 28  | 40  | 420            | 03   |
|                                  | 150       | 150 | 150 | 150 | 150 | 2250           |      |

*Source: Developed by author through survey results (Year 2018)*

Some people also spend in purchasing furniture and electronics targeting the festivals. This heads of expenditure earned 4<sup>th</sup> highest ranking point (342 points). However, transportation (Conveyance) is a big issue during festivals in Bangladesh, but surprisingly it stood the 5<sup>th</sup> position of festival expenditures which earned only 335 ranking points.

### 5.6 Determining the Range of Festival Expenses for Male and Female Residents

The study attempted to analyze and discuss the range of festival expenditure between male and female earning persons who are employed in different organizations or self-employed. Following table shows a comparison of their yearly amount of festival expenses. Male respondents spend more money to celebrate the festivals. Female respondents spend less money than the male respondents do. Forty-Four (44%) percent of male spend more than BDT 40000 yearly to celebrate the festivals. It is evident from the study that only 16.1% female respondents spend more than BDT 40000 yearly to celebrate the festivals. Maximum people spend in a range of BDT 40001-BDT 60000 yearly to celebrate the festivals.

**Table 6:** Respondents' Sex \* Yearly Amount of Festival Expenses Crosstabulation

|                  |        |            | Yearly amount of Festival Expenses (BDT) |             |             |             |             | Total |
|------------------|--------|------------|------------------------------------------|-------------|-------------|-------------|-------------|-------|
|                  |        |            | Below 20000                              | 20001-40000 | 40001-60000 | 60001-80000 | Above 80000 |       |
| Respondents' Sex | Male   | Count      | 6                                        | 39          | 54          | 7           | 5           | 111   |
|                  |        | % of Total | 4.0%                                     | 26.0%       | 36.0%       | 4.7%        | 3.3%        | 74.0% |
|                  | Female | Count      | 4                                        | 11          | 19          | 4           | 1           | 39    |
|                  |        | % of Total | 2.7%                                     | 7.3%        | 12.7%       | 2.7%        | 0.7%        | 26.0% |
| Total            |        | Count      | 10                                       | 50          | 73          | 11          | 6           | 150   |
|                  |        | % of Total | 6.7%                                     | 33.3%       | 48.7%       | 7.3%        | 4.0%        | 100%  |

*Source: Developed by author through survey results (Year 2018)*

### 5.7 Festival Income and Expenditures Relationships

An economic theory introduced by Ernst Engel [13], a German statistician, stating that the percentage of income allocated for food purchases decreases as income rises. As a household's income increases, the percentage of income spent on food decreases while the proportion spent on other goods (such as luxury goods) increases. Table 07 shows the monthly income range of the respondents and their yearly festival expenditures. Maximum people spend somehow equal monthly gross salary amount as their yearly festival expenditures. In Bangladesh, the earnings person are usually spend in a range of BDT 40001-BDT 60000 yearly amounts as festival expenditures. Only 4% spend more than Taka eighty thousand and above amount. On the other hand, only 6.7 % people spend less than BDT 20000 in a year to celebrate the festivals. So, it's a social pressure to the lower income people to celebrate the festivals. They need to spend more than their monthly gross salaries to meet expenditures associated to the festivals.

**Table 7:** Income Range \* Yearly Amount of Festival Expenses Cross tabulation

|              |                 |            | Yearly amount of Festival Expenses |             |             |             |             | Total |
|--------------|-----------------|------------|------------------------------------|-------------|-------------|-------------|-------------|-------|
|              |                 |            | Below 20000                        | 20001-40000 | 40001-60000 | 60001-80000 | Above 80000 |       |
| Income Range | Below BDT 20000 | Count      | 3                                  | 3           | 0           | 1           | 0           | 7     |
|              |                 | % of Total | 2.0%                               | 2.0%        | 0.0%        | 0.7%        | 0.0%        | 4.7%  |
|              | 20001-40000     | Count      | 6                                  | 25          | 25          | 3           | 0           | 59    |
|              |                 | % of Total | 4.0%                               | 16.7%       | 16.7%       | 2.0%        | 0.0%        | 39.3% |
|              | 40001-60000     | Count      | 1                                  | 17          | 30          | 4           | 3           | 55    |
|              |                 | % of Total | 0.7%                               | 11.3%       | 20.0%       | 2.7%        | 2.0%        | 36.7% |
|              | 60001-80000     | Count      | 0                                  | 5           | 13          | 2           | 3           | 23    |
|              |                 | % of Total | 0.0%                               | 3.3%        | 8.7%        | 1.3%        | 2.0%        | 15.3% |
|              | Above BDT 80000 | Count      | 0                                  | 0           | 5           | 1           | 0           | 6     |
|              |                 | % of Total | 0.0%                               | 0.0%        | 3.3%        | 0.7%        | 0.0%        | 4.0%  |
| Total        |                 | Count      | 10                                 | 50          | 73          | 11          | 6           | 150   |
|              |                 | % of Total | 6.7%                               | 33.3%       | 48.7%       | 7.3%        | 4.0%        | 100%  |

*Source: Developed by author through survey results (Year 2018)*

There is a positive correlation found between festival income and expenditures of Bangladeshi earnings capable people. When the income is increased, the expenditures to celebrate the festivals also increased. Table 08 shows the correlation result between festival income and expenditures. Correlation is significant at the 0.01 level (2-tailed).

**Table 8:** Correlation between Festival Income and Expenditures

|                                       |                     | Yearly amount of<br>Festival Expenses | Income Range |
|---------------------------------------|---------------------|---------------------------------------|--------------|
| Yearly amount of Festival<br>Expenses | Pearson Correlation | 1                                     | .368**       |
|                                       | Sig. (2-tailed)     |                                       | .000         |
|                                       | N                   | 150                                   | 150          |
| Income Range                          | Pearson Correlation | .368**                                | 1            |
|                                       | Sig. (2-tailed)     | .000                                  |              |
|                                       | N                   | 150                                   | 150          |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## 5.8 Savings and Control

The main earning person of a Bangladeshi family wishes in every festival to save some money from his festival sources after spending to celebrate the festivals. However, it is difficult to save money from the festival sources. Inflation and family demand causes the higher festival expenditure than the previous year festivals. However, the bonus paid by the organization is increasing at an average of 10% of basic salary, but the price of festival items increased more than 10% in every year. Saving is that part of income, which is not spent on current consumption (Foster) [14]. The study uses the following equation for festival savings:

Festival Savings = Festival Financing – Festival Expenses

**Table 9:** Savings from Festival Financing after Expenditure

| Total      | You can save a portion of your festival financing after expenditure |          |                               |       |                   | Total |
|------------|---------------------------------------------------------------------|----------|-------------------------------|-------|-------------------|-------|
|            | Strongly<br>Disagree                                                | Disagree | Neither Agree nor<br>Disagree | Agree | Strongly<br>Agree |       |
| Count      | 43                                                                  | 57       | 42                            | 3     | 5                 | 150   |
| % of Total | 28.7%                                                               | 38.0%    | 28.0%                         | 2.0%  | 3.3%              | 100%  |

*Source: Developed by author through survey results (Year 2018)*

It is evident from the above table that in Bangladesh, service holders have the little scope to save money from their festival financing after meeting all sorts of festival expenditures. Maximum numbers of respondents claimed that they have little chance to save a portion of festival financing after expenditures. Sixty-seven percent (67%) respondents argued that they are not capable to save during festival periods from their earnings. Only 8% respondents are capable to save a portion of their festival financing. Some households purchase gold and ornaments to save from their festival financing. Eiteman [15] mentioned that since the days of the pharaohs (about 3000 B.C.), gold has served as a medium of exchange and a store of value.

**Table 10:** Reducing (Control) the Festival Expenditures

|       |            | You have opportunity to reduce the festival expenditure |          |                               |       |                   | Total |
|-------|------------|---------------------------------------------------------|----------|-------------------------------|-------|-------------------|-------|
|       |            | Strongly<br>Disagree                                    | Disagree | Neither Agree nor<br>Disagree | Agree | Strongly<br>Agree |       |
| Total | Count      | 72                                                      | 41       | 21                            | 10    | 6                 | 150   |
|       | % of Total | 48.0%                                                   | 27.3%    | 14.0%                         | 6.7%  | 4.0%              | 100%  |

*Source: Developed by author through survey results (Year 2018)*

### 5.9. Correlation between Savings and Control of Festival Financing

The positive correlation means there is a positive relationship between the variables; as one variable increases or decreases, the other tends to increase or decrease with it. The negative correlation means that as one of the variables increases, the other tends to decrease, and vice versa.

**Table 11:** Correlation between Savings of Festival Financing and Reducing (Control) of Festival Expenditures

|                                  |                     | Savings of festival financing | Reducing the festival expenditure |
|----------------------------------|---------------------|-------------------------------|-----------------------------------|
| Savings of festival financing    | Pearson Correlation | 1                             | -.082                             |
|                                  | Sig. (2-tailed)     |                               | .316                              |
|                                  | N                   | 150                           | 150                               |
| Reducing of festival expenditure | Pearson Correlation | -.082                         | 1                                 |
|                                  | Sig. (2-tailed)     | .316                          |                                   |
|                                  | N                   | 150                           | 150                               |

*Source: Developed by author through survey results (Year 2018)*

There is negative correlation found between Savings of Festival Financing and Reducing (Control) of Festival Expenditures. It indicates that if the service holders are able to reduce the festival expenditures, they can save a portion from their festival financing.

### 6.0 FINDINGS OF THE STUDY

Based on experiment and analysis the study has the following findings:

- Bangladeshi citizens spend more in religious festivals than other types of festivals. The weighted average ranking point of religious festivals based on expenditures is 677 points. Based on amount of expenditures, family festival is in second position. National festivals and social festivals are in third and fourth position.
- Correlation between Savings of Festival Financing and Reducing (Control) of Festival Expenditures is negative (-0.082).
- Study observed that celebrating the festivals involves the emotions of earnings capable residents, parents and the children.
- Study identified some important sources of financing for the service holders or wage earners in Bangladesh. These are bonus from the employers, Salary, savings, foreign remittance, borrowings, contributions of other family members, gifts from relatives, friends etc. Study found that 89% of service holders claimed that bonus given by their employers is the main sources of festival financing.
- Study identified some heads of festival expenditures. These are (a) Purchasing of new dress & gifts for festivals; (b) EID or festival items; (c) Transportation costs; (d) Purchasing of Furniture and Fixtures and (e) Giving tips to the juniors to celebrate the festivals. But people of Bangladesh spend more on purchasing new dress to celebrate festivals.
- Male respondents spend more money to celebrate the festivals than of female respondents. Study found that forty-four (44%) percent of male spend more than BDT 40000 yearly to celebrate the festivals. On the other hand, only 16.1% female respondents spend more than BDT 40000 yearly to celebrate the festivals.
- It is evident from the analysis that maximum people spend somehow equal monthly gross salary amount as their yearly festival expenditures.
- Maximum respondents (48%) are strongly disagreed to reduce the festival expenditures. They argued that they have minimum opportunity to minimize the sources of expenditures to observe the festivals.
- As only 6% earning capable residents are strongly agreed that they can reduce the festival expenditures, so the chance of savings is so low from the festival financing in household level.

### 7.0 POLICY RECOMMENDATIONS

Study observed that celebrating the festivals involves the emotions of earning persons, parents and the children. It is strongly related to the religious inclusions and national patriotism. It is the common tendency of the people of Bangladesh to spend more in current year festivals than in previous year festivals. People should control emotions to spend more and more in the festivals. They should reduce purchasing of the quantity of dress of their family members. A group of people buys more than one dress in every festival. If they confined themselves to purchase

only one dress for one family member, they can save a portion of their festival financing. Maximum people do not have a financial plan or budget for festivals. Gitman [16] stated that a good personal financial plan can help them to reduce the costs and assess the financing they need for celebrating the festivals. If they are able to identify the unnecessary items, they can avoid purchasing extra and unnecessary items. In case of corporate events, government can fix the ceiling of expenses a corporation or any business organization can spend in a fiscal year. Government can reduce the entry fees for different tourist spots, which are mostly visited and travelled by the citizens of Bangladesh. This will reduce the costs of family festivals. For lower income group of people, the employer can offer gross salary as the festival bonus for Eid. Supporting this, Honman [17] claimed that a higher propensity to save out of income would result in a more capital-rich economy, but 3 one which, with diminishing marginal returns to capital, would eventually settle down at the same growth rate as before – driven by productivity. And productivity was not something that most economists felt comfortable talking about.

## 8.0 CONCLUSIONS

Bangladesh is a country of festivals by nature. Festivals are the part of life of Bangladeshi earnings capable people. Festivals are regarded as one of the types of even tourism, making people socialize one another and enriching their cultural lives rich (Serkan) [18]. All of them plan to finance from different sources to meet the expenditure related to celebrate the festivals. They use their bonuses, salaries, savings etc. as the sources of festival financing. People spend more on purchasing dress, festivals items for the festival day entertainment and transportations. During festivals, the remittances are used to purchase festivals items that are not used directly to the investment sectors of the country. Maximum people failed to save from festivals earnings as they usually spend more than their festival earnings. People should stop buying so much unnecessary clothing during festivals. The performance of festivals celebration, in essence, generate money supply, expansionary in nature, promote trade and business, create job, and at large bring boom for the economy. But, fact remains, competent macro management of such supply side economy could be crucial for the sustainable development. A good number of people claimed that they had the expectation to save from their festival financing.

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### APPENDIX

#### Biography of the Respondents

|    |                                              |                                                         |                                                                                            |                                                           |                                                                                 |               |  |
|----|----------------------------------------------|---------------------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------|---------------------------------------------------------------------------------|---------------|--|
| 01 | Name (optional) :                            |                                                         |                                                                                            |                                                           |                                                                                 |               |  |
|    | Mobile no. or Email                          |                                                         |                                                                                            |                                                           |                                                                                 |               |  |
| 02 | Occupation (√)                               | Self employed                                           | Govt. Services                                                                             | Private Services                                          | Others                                                                          |               |  |
| 03 | Organization                                 |                                                         |                                                                                            |                                                           |                                                                                 |               |  |
| 04 | Job duration (year)                          | Designation :                                           |                                                                                            |                                                           |                                                                                 |               |  |
| 05 | Sex (√)                                      |                                                         |                                                                                            |                                                           | Male                                                                            | Female        |  |
| 06 | Respondent's Religion (√)                    |                                                         |                                                                                            |                                                           | Muslim                                                                          | Non-Muslim    |  |
| 07 | Education(√)                                 | SSC                                                     | HSC                                                                                        | Honors                                                    | Masters                                                                         | Others ...    |  |
| 08 | Age Group (√)                                | 20-30                                                   | 31-40                                                                                      | 41-50                                                     | 51-60                                                                           | > 60          |  |
| 09 | Marital Status (√)                           |                                                         |                                                                                            |                                                           | Married                                                                         | Unmarried     |  |
| 10 | Monthly Income Range (√)                     | <20000                                                  | 20001-40000                                                                                | 40001-60000                                               | 60001-80000                                                                     | Above 80000   |  |
| 11 | Yearly amount of Festival expenses (√)       | <20000                                                  | 20001-40000                                                                                | 40001-60000                                               | 60001-80000                                                                     | >80000        |  |
| 12 | Rank the festival expenditures<br>1/2/3/4/5  | <b>Religious Festivals</b><br>(Eid / Puja / X-Mas etc.) | <b>Family Festivals</b><br>(Participating Marriage ceremony/ Birthday / marriage day etc.) | <b>Social Festivals</b> (New year, picnic, Tourisms etc.) | <b>National Festivals</b><br>(Independence day, Victory day, Language day etc.) | <b>Others</b> |  |
|    |                                              |                                                         |                                                                                            |                                                           |                                                                                 |               |  |
| 13 | Rank your heads of expenditures<br>1/2/3/4/5 | <b>New dress &amp; Gifts on festival</b>                | <b>EID items</b><br>(Foods, necessities & Korbani)                                         | <b>Transportation</b>                                     | <b>Furniture and Electronics</b>                                                | <b>Tips</b>   |  |
|    |                                              |                                                         |                                                                                            |                                                           |                                                                                 |               |  |

### INTERVIEW SCHEDULE Query from the Respondents

#### Instructions:

For each of the following statements represent your point of view provided into the box. Please be honest and straight forward to express your opinion and answer, which is confidential also. Use the following scale where it is applicable.

| Scale | Strongly Disagree | Disagree | Neither Agree nor Disagree | Agree | Strongly Agree |
|-------|-------------------|----------|----------------------------|-------|----------------|
| Point | 1                 | 2        | 3                          | 4     | 5              |

Low ← ----- → High

| Sl                    | Queries<br>Please Tick (✓) one only                                                                 | Strongly Disagree | Disagree | Agree nor Disagree | Agree | Strongly Agree |
|-----------------------|-----------------------------------------------------------------------------------------------------|-------------------|----------|--------------------|-------|----------------|
|                       |                                                                                                     | 1                 | 2        | 3                  | 4     | 5              |
| Festival Financing    |                                                                                                     |                   |          |                    |       |                |
| 01                    | Bonus is your main sources of Festival financing                                                    | 1                 | 2        | 3                  | 4     | 5              |
| 02                    | You also use a portion of your salary as Festival financing                                         | 1                 | 2        | 3                  | 4     | 5              |
| 03                    | Sometimes you use your savings for observing the festival                                           | 1                 | 2        | 3                  | 4     | 5              |
| 04                    | In case of emergency, you borrow money to observe the festival                                      | 1                 | 2        | 3                  | 4     | 5              |
| 05                    | Foreign Remittance is your another source of festival financing                                     | 1                 | 2        | 3                  | 4     | 5              |
| 06                    | Contribution of other family members is another source of festival financing                        | 1                 | 2        | 3                  | 4     | 5              |
| 07                    | Receiving gifts from relatives and friends helps you                                                | 1                 | 2        | 3                  | 4     | 5              |
| Festival Expenditures |                                                                                                     |                   |          |                    |       |                |
| 08                    | Purchasing new clothes for Family members and relatives is the main sector of festival expenditures | 1                 | 2        | 3                  | 4     | 5              |
| 09                    | Festival food items and groceries take a huge portion of festival expenditures                      | 1                 | 2        | 3                  | 4     | 5              |
| 10                    | Sometimes, you purchase of new furniture and electronic items during festival                       | 1                 | 2        | 3                  | 4     | 5              |
| 11                    | Zakat, fitra, donations, social welfare etc. are the part of your festival expenditures             | 1                 | 2        | 3                  | 4     | 5              |
| 12                    | Muslim spend more in Eid-ul Adjha than in Eid ul Fitre                                              | 1                 | 2        | 3                  | 4     | 5              |
| 13                    | Festival expenditure is in increasing trend                                                         | 1                 | 2        | 3                  | 4     | 5              |
| 14                    | Celebrating and participating marriage day, birthday etc. influences your festival expenditure      | 1                 | 2        | 3                  | 4     | 5              |
| Savings and Control   |                                                                                                     |                   |          |                    |       |                |
| 15                    | You can save a portion of your festival financing after expenditure                                 | 1                 | 2        | 3                  | 4     | 5              |
| 16                    | You have opportunity to reduce the festival expenditure                                             | 1                 | 2        | 3                  | 4     | 5              |