



ISSN (E): 2277- 7695  
 ISSN (P): 2349-8242  
 NAAS Rating: 5.23  
 TPI 2021; SP-10(8): 531-534  
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[www.thepharmajournal.com](http://www.thepharmajournal.com)  
 Received: 25-06-2021  
 Accepted: 27-07-2021

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## Food consumption pattern in rural areas

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### Abstract

Food is important daily necessity which is the most essential element for survival of mankind. With the difference in lifestyle and pattern of different places the food habit also fluctuates as per the atmosphere and culture. The present study aim to understand the food consumption pattern of two rural areas which are the most opposite nature district with Mewat rural being the lowest per capita income district of Haryana and Gurugram, the most developed area with highest per capita income to access and evaluate the expenditure pattern. 240 respondents were selected for assessing expenditure pattern using stratified random sampling technique. The results stated the maximum expenditure by the Mewat rural people was on Cereals and pulses whereas the maximum expenditure by the Gurugram rural was on the dairy products.

**Keywords:** consumption, expenditure pattern, per capita income

### Introduction

Food is the first basic need that is very important in human capital patterns, especially poor classes. The Indian expenditure pattern has been transformed with the abundance availability of resources in the market which formulated a completely new business cycle which turned expenditure pattern with modernized system. The purpose of the research is executed for the comparative study of expenditure pattern and to investigate the various factors that influence household spending patterns at different income levels. Data analysis of range of consumable goods and the comparative data results in fluctuations at the same rate

The main objectives of the study are:

1. To assess the expenditure pattern of rural Mewat and gurugram.
2. To evaluate trend of expenditure pattern according to statically methods.

### Methodology

The present study was conducted in two districts, Mewat and Gurugram, 240 respondents were selected for assessing expenditure pattern using stratified random sampling technique.



**Fig 1:** Map of Haryana districts in which 2 districts are selected Mewat and Gurugram

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**Food consumption pattern of the respondents**

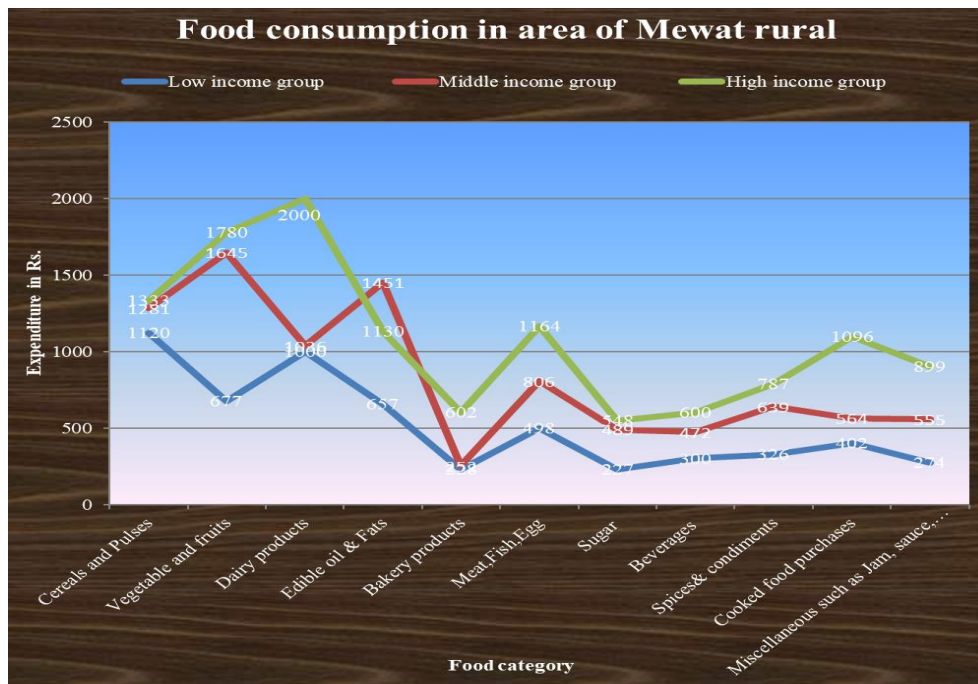
**Table 1:** Average monthly consumption of food in Mewat rural

Food category	Low income Group(Rs)n=58	Middle income Group(Rs)n=36	High income Group(Rs)n=26
Cereals and pulses	1120 (19.6)	1281 (14.0)	1333(11.1)
Vegetable and fruits	677(11.8)	1645 (18.0)	1780(15.0)
Dairy products	1000(17.5)	1036(11.2)	2000(16.8)
Edible oil & fats	657(11.5)	1451 (15.8)	1130 (9.5)
Bakery products	228(4.0)	252 (2.8)	602(5.0)
Meat, fish and egg	498(8.7)	806(8.7)	1164(9.7)
Sugar	227(4.0)	489(5.3)	548 (4.6)
Beverages	300(5.2)	472(5.1)	600(5.0)
Spices & condiments	326(5.7)	639(7.0)	787(6.6)
Cooked food purchases	402(7.0)	564 (6.1)	1096(9.2)
Miscellaneous such as pan tobacco etc.	274(4.8)	555(6.0)	899(7.5)
Total expenditure (in Rs)	5709	9190	11939

\* Figure in parentheses indicate percentage

Consumption of food in Mewat rural families under different categories of food, according to the Table 1. elucidates, that the highest consumption was done on cereals and pulses by low income group (19.6%), followed by dairy products 17.5 percent and less consumption was on bakery products 4.0 percent. Whereas the consumption pattern was altogether

different in middle income group, they were found to be spending more on vegetables and fruits (18.0%), on edible oil and fats (15.8%) in high income group consumption were found to be more on dairy products (16.8%) followed by on vegetables and fruits (15.0%) and least consumption was on sugar 4.6 percent.



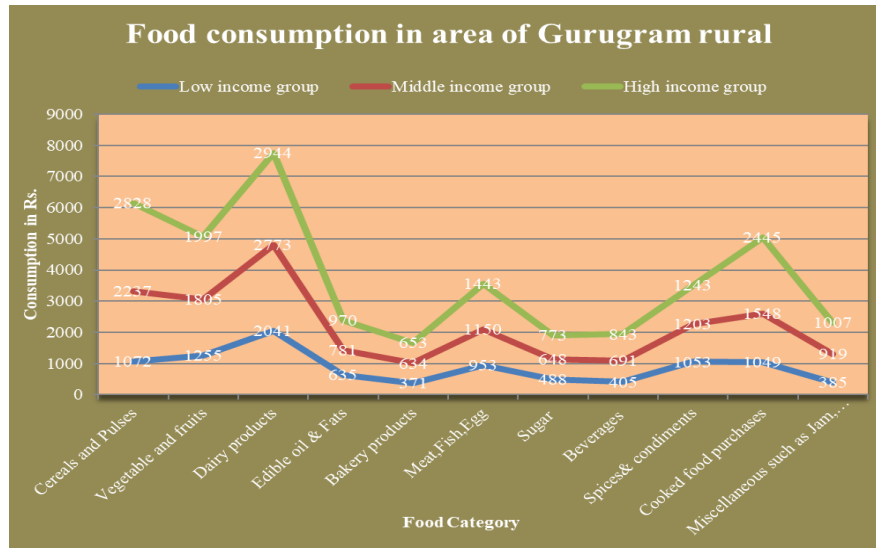
**Fig 2:** Average monthly consumption of food in rural areas Mewat

**Table 2:** Average monthly consumption of food in areas of Gurugram rural

Food category	Low income Group(Rs)n=38	Middle income Group(Rs)n=42	High income Group(Rs)n=40
Cereals and pulses	1072 (11.0)	2237 (15.5)	2828 (11.5)
Vegetable and fruits	1255(12.9)	1805(12.5)	1997(11.6)
Dairy products	2041(21.0)	2773(19.2)	2944(17.1)
Edible oil & fats	635 (6.5)	781 (5.4)	970(5.6)
Bakery products	371(3.8)	634(4.4)	653(3.8)
Meat, fish and egg	953(9.8)	1150 (8.0)	1443(8.4)
Sugar	488(5.0)	648(4.5)	773 (4.5)
Beverages	405(4.2)	691(4.8)	843(5.0)
Spices & condiments	1053(10.8)	1203(8.3)	1243(7.2)
Cooked food purchases	1049 (10.8)	1548(10.8)	2445(14.2)
Miscellaneous such as Pan tobacco,etc	385 (4.0)	919 (6.4)	1007(5.8)
Total exp.(in Rs)	9707	14389	17146

N=120

\* Figure in parentheses indicate percentage



**Fig 3:** Average monthly consumption of food in rural areas of Gurugram

Consumption of food in Gurugram rural families under categories, according to the Table 2, presents, that the highest consumption by low income group was on dairy products (21.0%), followed by vegetables and fruits (12.9%), cereals and pulses (11.0%) and minimum consumption was on bakery products (3.8%), similarly people from middle income were

consuming more of dairy products (19.2%), cereals and pulses (15.5%) and very less on bakery products (4.4%). Same pattern follows in high income group, more on dairy products (17.1%), followed by cereals and pulses (11.5%), cooked food purchased (14.2%) and very less consumption was on bakery products 3.8 percent.

**Table 3:** Area wise comparison of food expenditure in rural N=240

Food items	Mewat Mean score	Gurugram Mean score	t-value
Cereals and pulses	1002.1	1781.3	5.4**
Vegetable and fruits	1060.4	1493.3	2.7**
Dairy products	1352.3	2299.9	5.5**
Edible oil	983.2	1703.6	4.8**
Bakery products	189.0	489.4	5.7**
Meat, fish and egg	628.6	1045.8	2.7**
Sugar	270.6	563.2	4.0**
Beverages	284.0	566.8	3.5**
Spices and condiments	452.3	1044.1	9.2**
Cooked food purchases	490.2	1458.9	5.3**
Miscellaneous such as Jam, sauce, etc	351.4	674.0	3.4**

\*\*Significant at 1% level of significance

Normally, regional differences were evident in eating habits and it was found noticeable in different selected sample as depicted in Table 3, depicts the same. All the food categories show highly significant difference and wider difference was seen in value of spices and condiments ( $t=9.2$ ) followed by bakery products ( $t=5.7$ ) and least highly significant difference in vegetables and fruits consumption ( $t=2.7$ ).

Data in Table 4 reflect the income wise comparison of food category in Mewat and Gurugram rural area. In Gurugram rural, highly significant difference was noticeable in cereals and pulses and least highly significant difference in spices and condiments. In Mewat rural, highly significant difference was seen in spices & condiments and least highly significant difference in edible oil.

**Table 4:** Comparison of food expenditure among rural income group N=240

Food items	Gurugram (Mean score)			F value	Mewat (Mean score)			F value
	Low income	Middle income	High income		Low income	Middle income	High income	
Cereals and pulses	(965.5) <sup>c</sup>	(2015.1) <sup>b</sup>	(2547.7) <sup>a</sup>	6.78**	(1056.3) <sup>a</sup>	(584.3) <sup>b</sup>	(1763.0) <sup>a</sup>	2.43*
Vegetable and fruits	(1130.1) <sup>b</sup>	(1626.4) <sup>a</sup>	(1799.0) <sup>a</sup>	3.37*	(638.7) <sup>b</sup>	(1552.1) <sup>a</sup>	(1680.0) <sup>a</sup>	13.3**
Dairy products	(1038.5) <sup>c</sup>	(2498.5) <sup>b</sup>	(2651.8) <sup>a</sup>	4.31**	(977.7) <sup>c</sup>	(1627.0) <sup>b</sup>	(2616.4) <sup>a</sup>	13.7**
Edible oil	(272.3) <sup>c</sup>	(703.5) <sup>b</sup>	(1073.5) <sup>a</sup>	2.8**	(713.9) <sup>b</sup>	(868.4) <sup>b</sup>	(1066.0) <sup>a</sup>	2.30*
Bakery products	(334.6) <sup>b</sup>	(571.5) <sup>a</sup>	(588.2) <sup>a</sup>	3.31*	(121.2) <sup>b</sup>	(238.2) <sup>b</sup>	(420.0) <sup>a</sup>	10.0**
Meat, fish, egg	(558.5) <sup>b</sup>	(1036.2) <sup>a</sup>	(1300.0) <sup>a</sup>	2.28*	(369.7) <sup>b</sup>	(760.2) <sup>a</sup>	(1098.4) <sup>a</sup>	2.51*
Sugar	(240.1) <sup>b</sup>	(584.1) <sup>a</sup>	(696.7) <sup>a</sup>	2.44*	(214.3) <sup>b</sup>	(349.0) <sup>a</sup>	(517.0) <sup>a</sup>	3.32*
Beverages	(364.7) <sup>c</sup>	(622.7) <sup>b</sup>	(1059.0) <sup>a</sup>	3.68**	(169.6) <sup>b</sup>	(399.3) <sup>a</sup>	(549.2) <sup>a</sup>	11.4**
Spices & condiments	(448.4) <sup>b</sup>	(1083.4) <sup>a</sup>	(1119.5) <sup>a</sup>	2.13*	(307.7) <sup>b</sup>	(603.2) <sup>a</sup>	(743.0) <sup>a</sup>	22.8**
Cooked food purchases	(945.2) <sup>b</sup>	(1395.1) <sup>a</sup>	(2202.4) <sup>a</sup>	4.65*	(379.7) <sup>b</sup>	(532.5) <sup>b</sup>	(1033.6) <sup>a</sup>	11.7**
Miscellaneous such as Jam, sauce, etc	(347.0) <sup>b</sup>	(828.1) <sup>a</sup>	(906.8) <sup>a</sup>	4.62*	(224.4) <sup>c</sup>	(429.1) <sup>b</sup>	(848.0) <sup>a</sup>	20.5**

\* Significant at 5% level of significance

\*\*Significant at 1% level of significance

## Conclusion

The research was conducted which covered areas with cross cultural and economic variations. The findings highlighted that the expenditure pattern of families from both the areas. The conditions of the rural people is improved but still there is a need of improvement in some areas, especially highly dissimilarities in consumption as most of the income goes on cereals and pulses spices and condiments, dairy products and cooked food.

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