



RESEARCH PAPER

Food consumption pattern in urban areas

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Abstract : Food is the most basic necessity of any living person or creature. The urban areas of the world have shown tremendous changes in food consumption habits due to access of globalisation. The consumption behaviour of Indian urban society has changed drastically. On the basis of multiple changes in consumption pattern, the present study aims to understand the food consumption pattern of two urban areas which are the most opposite district financially, with Mewat urban being the lowest per capita income district of Haryana and Gurugram urban, the most financially rich area with highest per capita income. The journey of the study was to access and evaluate the expenditure pattern in these two areas on the basis of different income levels. 240 respondents, 120 each from Mewat and Gurugram urban, were selected for assessing expenditure pattern using stratified random sampling technique. The results stated the maximum expenditure by the Mewat urban people was on dairy products whereas the maximum expenditure by the Gurugram urban was on the cooked food.

Key Words : Consumption, Expenditure pattern, Per capita income

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INTRODUCTION

Our world consists of different types of cultures and foods. The society needs to accumulate different varieties and variations of foods for healthy life style. With the constant change in the lifestyle of people and the planet being a global village, different cultures have come together and food is no exception. The research executed was to identify the food consumption pattern in urban areas of the two most economically opposite districts of Haryana, Gurugram and Mewat, where one is Gurugram urban, the place of country's wealthiest and advanced societies and other is Mewat urban, which is among the most backward district in financial

perspective. The comparison compromises of food expenditure pattern in urban areas of these two districts at different income levels.

The main objectives of this study are:

- To evaluate the food expenditure pattern in urban Mewat and Gurugram.
- To assess spending habits according to statistical data interpretation.

MATERIAL AND METHODS

The present study was conducted in two districts, Mewat and Gurugram, 240 respondents were selected

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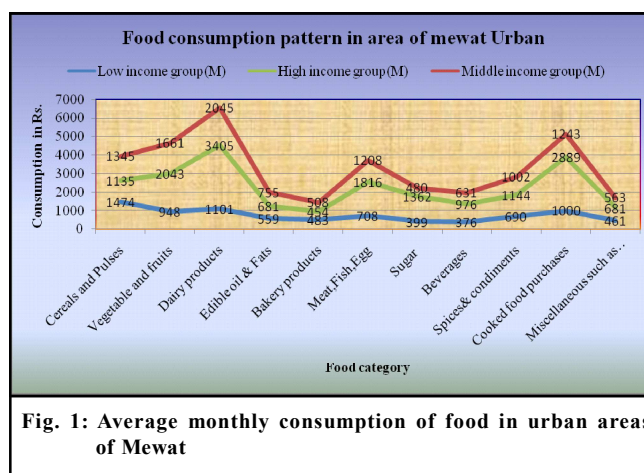
for assessing expenditure pattern using stratified random sampling technique.



RESULTS AND DISCUSSION

Consumption of food in Mewat urban families under categories, according to the Table 1 and Fig. 1 observed, that the highest consumption by low income group was

done on cereals and pulses (18.0%) followed by dairy products (13.4%) Whereas in middle income group, spending more on dairy products (17.8%) then on vegetables and fruits (14.5%) less on sugar 4.2 per cent. And in high income group there highest food category of consumption was dairy products (20.5%), then on cooked food purchased (17.4%) and very low on bakery products (2.7%).



Consumption of food in Gurugram urban families under categories, according to the Table 2 and Fig. 2 observed, that the highest consumption was done on low income group was on cereals and pulses (17.3 %), followed by dairy products (16.0%), cooked food(12.4%) and meagre consumption was on miscellaneous products such as pan, tobacco etc was 5.0 per cent. High income group more consumption was on cooked food purchase

Food category	Low income group (Rs.) n=42	Middle income group (Rs.) n=46	High income group (Rs.) n=32
Cereals and pulses	1474(18.0)	1345(11.7)	1135 (6.8)
Vegetable and fruits	948(11.5)	1661(14.5)	2043(12.3)
Dairy products	1101(13.4)	2045(17.8)	3405(20.5)
Edible oil and fats	559 (6.8)	755 (6.6)	681 (4.1)
Bakery products	483(6.0)	508 (4.4)	454(2.7)
Meat, fish and egg	708(8.6)	1208(10.5)	1816(11.0)
Sugar	399(4.8)	480 (4.2)	1362(8.2)
Beverages	376(4.5)	631(5.5)	976(5.8)
Spices and condiments	690(8.4)	1002(8.7)	1144(6.9)
Cooked food purchases	1000 (12.2)	1243 (10.8)	2889 (17.4)
Miscellaneous such as Pan tobacco, etc	461(5.6)	563 (4.9)	681(4.1)
Total exp.(in Rs)	8199	11441	16586

*Figure in parentheses indicate percentage

(14.5%) and expenditure was more in case dairy products (17.0%) for middle income group.

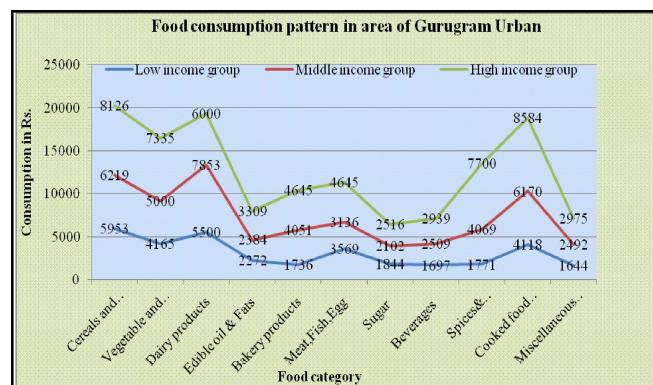


Fig. 2 : Average monthly expenditure on food in urban area of Gurugram

Perusal of Table 3 depicts the selected urban areas comparison of food items expenditure all the food categories show highly significant difference and most wide difference was seen in expenditure of cereals and pulses($t'=15.1$) followed by dairy products ($t'=13.1$) and least highly significant difference in spices and condiments ($t'=4.9$).

Conclusion:

The research was conducted on urban areas of Gurugram and Mewat, which covered consumption habits having cross cultures and economic variations. The findings highlighted that the expenditure pattern of families from both the areas. The conditions of the urban people is improved in Mewat, but still there is a need of improvement in some areas, especially highly

Table 2: Average monthly expenditure on food in area of Gurugram urban

Food category	Low income group (Rs.) n=44	Middle income group (Rs.) n=36	High income group (Rs.) n=40
Cereals and pulses	5953(17.3)	6219(13.5)	8126 (13.7)
Vegetable and fruits	4165(12.1)	5000(10.8)	7335(12.3)
Dairy products	5500(16.0)	7853 (17.0)	6000 (10.1)
Edible oil and fats	2272(6.6)	2384 (5.1)	3309(5.6)
Bakery products	1736(5.0)	4051(8.8)	4645(7.8)
Meat, fish and egg	3569(10.4)	3136(6.8)	5143(8.6)
Sugar	1844(5.4)	2102 (4.5)	2516(4.2)
Beverages	1697(5.0)	2509(5.4)	2939 (5.0)
Spices and condiments	1771 (5.0)	4069(8.8)	7700(13.0)
Cooked food purchases	4118(12.0)	6170(13.4)	8584(14.5)
Miscellaneous such as Pan tobacco, etc	1644 (4.8)	2492 (5.4)	2975(5.0)
Total exp.(in Rs.)	34269	45985	59272

* Figure in parentheses indicate percentage

Table 3 : Area wise comparison of food expenditure in urban

Food	Mewat mean score	Gurugram mean score	t- value
Cereals and pulses	1259.8	5799.2	15.1**
Vegetable and fruits	1077.9	5163.2	9.0**
Dairy products	1618.8	7824.1	13.1**
Edible oil	500.0	2401.4	8.8**
Bakery products	326.9	1562.2	6.6**
Meat, fish, egg	773.9	3617.1	5.9**
Sugar	409.8	1943.6	6.3**
Beverages	425.9	1922.2	5.9**
Spices and condiments	723.1	3727.2	4.9**
Cooked food purchases	1083.9	5227.8	9.5**
Miscellaneous such as Jam, sauce, etc	435.3	2067.6	5.5**

**Significant at 1% level of significance

Table 4 : Comparison of food expenditure among urban income group (n=240)

Food	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	(3963.3) ^b	(7271.4) ^a	(7524.1) ^a	4.86**	(2279.9) ^a	(834.5) ^b	(1041.5) ^b	2.76*
Vegetable and fruits	(3856.1) ^b	95757.8) ^a	(6791.7) ^a	4.87*	(870.0) ^c	(1524.1) ^b	(1874.5) ^a	4.61**
Dairy products	(6642.1) ^b	(8891.1) ^a	(8829.7) ^a	3.19*	(1448.8) ^b	(1876.7) ^b	(3124.0) ^a	3.64*
Edible oil	(903.3) ^b	(2207.1) ^a	(3064.8) ^a	3.24*	(420.6) ^b	(692.9) ^b	(1025.0) ^a	2.82*
Bakery products	(1144.2) ^c	(1899.2) ^b	(2953.2) ^a	5.43**	(269.6) ^b	(466.1) ^b	(617.0) ^a	3.10*
Meat, fish and egg	(2304.1) ^b	(2903.4) ^b	(4762.3) ^a	2.34*	(604.0) ^b	(808.5) ^b	(1666.0) ^a	3.12*
Sugar	(907.6) ^b	(1946.4) ^a	(2329.9) ^a	1.73*	(358.0) ^b	(440.9) ^b	(1249.0) ^a	4.7*
Beverages	(1571.1) ^c	(1672.1) ^b	(2721.4) ^a	2.16**	(345.1) ^b	(579.3) ^b	(895.5) ^a	3.2*
Spices and condiments	(1639.8) ^c	(3767.8) ^b	(7129.5) ^a	9.38**	(632.7) ^c	(919.5) ^b	(1050.0) ^a	5.4**
Cooked food purchases	(3812.4) ^c	(4787.0) ^b	(7947.8) ^a	12.8**	(687.8) ^c	(1140.3) ^b	(3650.0) ^a	4.23**
Miscellaneous such as jam, sauce, etc	(822.1) ^b	(2307.4) ^a	(2754.4) ^a	2.63*	(395.4) ^b	(516.4) ^a	(1125.0) ^a	2.24*

* and ** indicate significance of values at P=0.05 and 0.01, respectively

dissimilarities in consumption, as most of the income goes on cereals and pulses and on dairy products while in Gurugram, modernization tends to move consumption habits of urban people on cooked food.

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