Factors influencing food consumption in rural and urban areas of Latur district

■ **R.D. MORE** AND **R.D. SHELKE**

ABSTRACT

Multistage sampling design was adopted for selection of district, tahsils, villages and households. In first stage Latur district was selected purposively from Marathwada region of Maharashtra state. In the second stage Latur, Ausa and Renapur tahsils from Latur district was selected purposively. In third stage, three tahsils headquarters were purposively selected and one village from each tahsil was selected randomly. In fourth stage, ten households from headquarters and ten households from villages were selected randomly. Thus, a total of 30 households from urban area and 30 households from rural area were selected. To study the influence of different factors on food consumption, a multiple linear regression analysis was carried out. The coefficient of multiple determination (R^2) was 0.82 in the case of rural and 0.84 in the case of urban area.

KEY WORDS : Factors influencing, Food consumption

The food production pattern in India is diversifying towards high value crops. The agriculture scientists, environmentalists, policy makers and academicians are more concerned about the declining trends in the growth rates of production and productivity of food grains, which may result in future food insecurity. The decline in per capita consumption of cereals in general and coarse cereal, in particular, has worsened the nutritional status of the rural poor. The underlying objectives of all development programmes are to improve the consumption levels of the population especially of those belonging to the poorer strata of the society. Since food is the most important item of the consumption basket, an analysis of the changes in food consumption pattern over time has a special significance which is the most important component for low and middle income groups. Food expenditure pattern is an excellent indicator of economic well being of people. If the society is wealthy proportionately high expenditure will be made a secondary necessities, comfort, luxury product and conspicuous consumption. On the other hand, if the society is at subsistence level, people will spend proportionately more on food. Engel's law also states that the poorer the family, the greater is the proportion of its total income devoted to provision of food.

MEMBERS OF THE RESEARCH FORUM

Correspondence to:
R.D. MORE, Department of Agricultural Economics, College of Agriculture, LATUR (M.S.) INDIA
Email: monali.more39@gmail.com

Authors' affiliations:
R.D. SHELKE, Department of Agricultural Economics, College of Agriculture, LATUR (M.S.) INDIA
Email: rds125@rediffmail.com

METHODOLOGY

Multistage sampling design was adopted for selection of district, tehsils, villages and households. In first stage Latur district was selected purposively from Marathwada region of Maharashtra state. In the second stage Latur, Ausa and Renapur tehsils from Latur district was selected purposively. In third stage, three tehsils headquarters were purposively selected and one village from each tehsil was selected

randomly. In fourth stage, ten households from headquarters and ten households from villages were selected randomly. Thus, a total of 30 households from urban area and 30 households from rural area were selected for collecting the required information for the present study. To study the factors influencing the family consumption pattern in Latur district, multiple linear regression analysis was carried out.

ANALYSIS AND DISCUSSION

The present study has attempted to explain some of the factors influencing food consumption by using primary data. The required data for this investigation were obtained by survey of 60 sample respondents spread in Latur district of Maharashtra. The sample was categorized into urban consumers (30) and rural consumers (30) to study the

variations in the factors affecting food consumption across locations. The general characteristics of the sample consumers are presented in Table 1. Majority of the respondents were in the young age group in urban areas while in rural area more than 43 per cent of the consumers were within the age group of 36 years to 50 years. Majority of respondents in urban areas had college education whereas around 56 per cent and rural areas had education up to High School. Most of the respondent families belonged to nuclear type of family. More than 30 per cent of the respondents belonged to medium income group in rural and urban areas and most of them found to be non-vegetarians.

Annual per family expenditure on food and non-food items of the respondents was summarized and are presented in Table 2. Annual per family food expenditure in the study

Sr. No.	Category	Rural		Urban	
		Frequency (n=30)	Per cent	Frequency (n=30)	Per cent
1.	Age				
a.	Young (18-35 years)	6.00	20.00	14.00	46.67
b.	Middle (36-50 years)	13.00	43.33	12.00	40.00
c.	High (51-60 years)	9.00	30.00	4.00	13.33
d.	61 & above	2.00	6.67	–	–
2.	Educational qualification				
a.	Illiterate	6.00	20.00	2.00	6.67
b.	Primary School	1.00	3.33	1.00	3.33
c.	Middle School	5.00	16.67	–	–
d.	High School	10.00	33.33	10.00	33.33
e.	College level	8.00	26.67	17.00	56.67
3.	Family type				
a.	Joint family	11.00	36.67	7.00	23.33
b.	Nuclear family	19.00	63.33	23.00	76.67
4.	Monthly income				
a.	Low	16.00	53.33	10.00	33.33
b.	Medium	9.00	30.00	13.00	43.33
c.	High	5.00	16.67	7.00	23.33
5.	Food habit				
a.	Veg.	16.00	53.33	13.00	43.33
b.	Non-veg.	14.00	46.67	17.00	56.67
6.	Family size				
a.	4-4	21.00	70.00	19.00	63.33
b.	6-7	6.00	20.00	8.00	26.67
c.	8-9	2.00	6.67	2.00	6.67
d.	10 & above	1.00	3.33	1.00	3.33
7.	Land holding				
a.	Nil	5.00	16.67	6.00	20.00
b.	1-2 ha	19.00	63.33	16.00	53.33
c.	3-4 ha	2.00	6.67	7.00	23.33
d.	4 ha & above	4.00	13.33	1.00	3.33

Table 1 : General characteristics of the sample respondents (n=60)

area was Rs. 46510.97 for urban respondents and Rs. 44105.07 for rural respondents. The total annual per family expenditure of the respondents was Rs. 93041.15 for urban consumers and Rs. 74017.15 for rural consumers. The proportion of food expenditure in the total expenditure was highest for rural respondents and lowest for urban respondents. The share of

Table 2 : Annual per family expenditure of sample respondents on food and non-food items				(Rs./family)
Food items	Rural	Per cent	Urban	Per cent
Cereals	15806.73	21.36	13127.8	14.11
Pulses	4117.73	6.05	4117.73	4.43
Milk & M.P.	4856.66	6.56	9670.66	10.39
Edible oil	3434.00	4.63	3246.66	3.49
Vegetables	3903.33	5.27	4573.33	4.92
Fruits & nuts	2068.57	2.79	2713.33	2.92
Egg & meat	5264.28	7.11	4235.00	4.55
Bakery items	1360.76	1.84	1174.48	1.26
Sugar	1286.26	1.74	1013.33	1.08
Salt	207.9	0.28	136.33	0.15
Spices	577.66	0.78	735.66	0.79
Others	858.46	1.16	1766.66	1.90
Food total	44105.07	59.59	46510.97	49.99
Non-food	29912.08	40.41	46530.18	50.01
Total expenditure	74017.15	100.00	93041.15	100.00

Table 3 : Frequency of purchase of food items by sample respondents					(n=60)
	Rural			Urban	
Items	Purchase of food items	Frequency (n=30)	Per cent	Purchase of food items	Frequency (n=30)	Per cent
Rice	Monthly	30	100.00	Monthly	30	100.00
Wheat	Annually	19	63.33	Annually	30	63.33
Jowar	Annually	21	70.00	Annually	21	70.00
Black gram	Monthly	25	83.33	Monthly	29	83.33
Red gram	Monthly	26	86.66	Monthly	30	86.66
Green gram	Monthly	25	83.33	Monthly	30	83.33
Milk	Daily	30	100.00	Daily	30	100.00
Milk product	Monthly	11	36.66	Weekly	20	36.66
Edible oil	Monthly	23	76.66	Monthly	30	76.66
Fruits & nuts	Weekly	19	63.33	Weekly	22	63.33
Vegetables	Weekly	28	93.33	Weekly	30	93.33
Processed products	Monthly	16	53.33	Monthly	18	53.33

Table 4 : Factors influencing food consumption expenditure			
		Regression coefficient	
Sr. No.	Variable	Urban	Rural
1.	Intercept	2.37	2.79
2.	Family size (X1)	1.4 (7.19)	1.7 (6.99)
3.	Annual income (X2)	0.039^{**} (0.0239)	0.040 (0.419)
4.	Family type dummy	1.8 (16.29)	1.9 (16.99)
5.	Food habit dummy	1.9 (25.15)	1.7 (41.35)
	R^2	0.84^*	0.82*
	F	1.88	1.90

* and ** indicates significance of values at P=0.01 and 0.05, respectively
Figures in parentheses indicates standard error

non-food expenditure was 40.41 per cent for rural consumers and 50.01 per cent for urban consumers. The share of annual per family expenditure on different food items like cereals and pulses for urban consumers was low when compared to that for rural respondents. Similarly, the share of annual per family expenditure on different food items for urban people was less than that for rural respondents. However, in terms of absolute magnitude, urban respondents were found to spend more on milk, edible oil, vegetable, fruits and nuts, and bakery items, when compared to the expenditure made by their counterparts in rural areas. The respondents in urban areas were found to spend less on cereals than in rural area.

The frequency of purchase of various food items by rural and urban consumers was analyzed and is presented in Table 3. Majority of the rural and urban people were found to buy rice on monthly basis whereas majority of the rural and urban people purchased wheat and jowar on an annually basis. Majority of the urban and rural respondents were found to buy black gram on monthly basis with respect to red gram, monthly purchase was more common in rural and urban areas. Similar pattern of purchasing behaviour was also noticed for green gram. Almost all the respondents irrespective of their locations preferred to buy milk on a daily basis and milk products on a monthly basis in rural area and weekly in urban areas. Rural and urban consumers preferred to buy fruits and vegetables on a weekly basis. The urban and rural respondents purchased processed products on a monthly basis.

To study the influence of different factors on food consumption, a multiple linear regression analysis was carried out. The food basket of the consumer consisted of cereals, pulses, milk, edible oil etc. which were heterogeneous in nature. The assessment of the impact of these heterogonous products in physical quantities on food consumption was difficult. Therefore, the money spent on all these items on an annual family basis was considered as dependent variable. The independent variables considered to influence the food consumption were family size, annual income, for dummy family type and a dummy for food habit. The estimated multiple linear regression function for urban and rural consumers of Latur district was presented in Table 4. The coefficient of multiple determinations (R^2) was 0.82 in the case of rural and 0.84 in the case of urban. This implied that more than 82 per cent of the variation in annual family food expenditure was explained by the variation in the dependent variables considered in the model.

The regression co-efficients of family size and annual income were not only positive but also significant in all the cases barring the annual income of rural consumers. The results thus, clearly showed that an increase in the family size would increase the annual family expenditure on food. The increase in the annual family expenditure on food with every increase in the family member was to the extent of Rs.1.4 in the case of urban consumers and Rs.1.7 in the case of rural consumers. Similarly every rupee rise in the annual income would increase the annual expenditure on food by Rs. 0.039 in the case of urban consumers and by Rs. 0.040 in the case of rural consumer. The regression co-efficients of family type dummy were found to be positive in rural consumer. The positive association between the type of family and annual food expenditure revealed that the annual expenditure would be more for joint families. However, this relationship was not statistically established for urban consumers. The food habit dummy exerted a positive influence on food expenditure for urban and rural consumers. The positive relation implied that the food expenditure would be more for non-vegetarian consumers. However, this relationship was not statistically established. Similar type of study was made in India by Pavithra (2008) and Wandel (1995) from Norway.

REFERENCES

Pavithra, B.S. (2008). An economic analysis of food consumption pattern in Karnataka with special reference to Mysore district. M.Sc.(Ag.) Thesis, University of Agricultural Sciences, Dharwad, KARNATAKA (INDIA).

Rees, A.M. (1992). Factors influencing consumer choice. *J. Soc. Dairy Tech.*, **45**(4): 112-116.

Richardson, N.J., Macfie, H.J.H. and Shephed, R. (1974). Consumer attitudes towards meat eating. *Meat Sci.*, **36**(1): 57-65.

Wandel, M. (1995). Dietary intake of fruits and vegetables in Norway: influence of life phase and socio-economic factors. *Internat. J. Food Sci. & Nutr.*, **8**(4): 341-352.

6ᵗʰ Year
★★★★★ of Excellence ★★★★★

Internat. J. Com. & Bus. Manage., **6**(2) Oct., 2013 : 317-320

320

HIND INSTITUTE OF COMMERCE AND BUSINESS MANAGEMENT