

Food Purchasing Pattern in Rural Family of Haryana State

ABSTRACT

India experienced a massive change in food consumption pattern. There has been a decline in cereal especially coarse cereal intake whereas consumption of other food items (fruits, vegetables, meat products and milk products) has slightly increased particularly in rural Haryana. These changes vary across socio-economic groups, which have implications for intergroup inequalities. This paper attempts to show food consumption pattern across selected social and economic groups and identifies food consumption regions in India. This paper shows that food purchasing pattern of farm families revealed that vegetables (other than leafy) were highly purchased food items, with the average quantity of 14.7 kg per month. Therefore, there is a need to make them aware about different consumer laws.

Keywords: Consumer behavior; consumption; food pattern.

1. INTRODUCTION

Consumer's food preferences increasingly meet concerns of authenticity, health, origin, and sustainability, altogether attributes embodied in rural provenance purchasing food products. The interest of both consumers and retailers in rural provenance food products has increased in recent years. The ultimate objective of all production is consumption for the satisfaction of varied needs of man [1]. A free market economy provides freedom to the consumers to buy and consumer goods of their choice. Buying preferences of the consumers send signals to the producers to produce various commodities in required quantities. Producers, therefore, produces only those commodities which are desired by the consumers [2,3]. Consumer behavior is related to likes and dislikes and expectations of the consumers. Consumer behavior has changed in recent years owing to enhanced awareness, information technology and more importantly governmental intervention through legislations. Rural marketing is a process of developing pricing, promotion and distribution between rural people. They are goods and services desired with exchange rural customers to satisfy their needs and wants. The hinterlands in India consist of about 650000 villages, these villages are inhabited by about 850 million consumers, these villages are inhabited making up for about 70 per cent of population, and it is contributing 1/4th of the country's gross domestic product [4-6]. Buying behavior is one of the consumer observation details about consumer attitudes, needs, taste, and behavior about

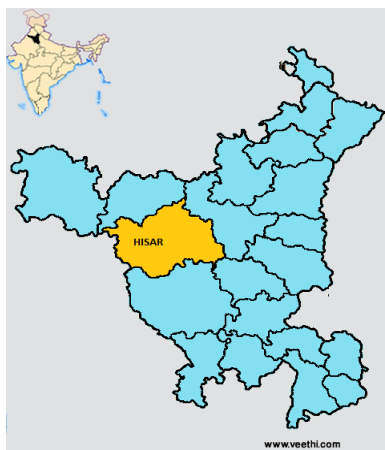
during the purchasing. Consumer buying behavior is the result of the attitudes, preferences, intentions and decisions made by the consumer s in a market place before buying a product. The study of consumer buying behavior is an interdisciplinary subject area drawing widely from sociology, psychology, anthropology, etc. Consumer preference is defined as the subjective tastes as measured by utility of various bundles of goods. They permit the consumer to rank, these bundles of goods according to the levels of utility they give the consumers. Haryana is a north Indian state with an undoubtedly rich history and culture. The economic growth of Haryana has been exemplary since its creation as a separate State. The State economy grew at a growth rate higher than the Indian economy during most of the period [7,8].

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 in rural area of Haryana state. Although it shapes the images of consumers associate with products and provenance areas, and the influence of rural ties, also identifying the products acquired more in urban specialty food shops. 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 people in Haryana state.

2. METHODOLOGY

A Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a subject



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matter. Research, materials and methodology is a systematic plan for conducting a study about valuable matter. It deals with a detailed description of methods and techniques employed to explore the possible explanation of the objectives laid down for the study. The study was carried out in different villages of Haryana state. The present study was conducted in two districts, Hisar and Hansi, 150 respondents were selected for assessing expenditure pattern using stratified random sampling technique.

Data was collected on food consumption pattern and dietary intake of 150 rural women from different villages of Hisar district (Kushal ki Dhani, Peerawali Dhani, Heeran ki Dhani, Raju ki Dhani and Kumhaaro ki Dhani). Data was carried on the basis of pre tested interview schedule.

The sample was selected randomly for the 1st objective, i.e. to assess the expenditure pattern of rural people in Haryana state.

3. RESULTS

3.1 Food Purchasing Pattern of Families during Last One Month

Table 1 presents the food purchasing pattern of families from the different sources in the rural areas during the last one month. It included different types of food items viz. rice, wheat, other millets, pulses, oil, sugar & jaggery, milk & milk products etc. Result shows that huge majority of families (90%) had their own production of curd & butter milk followed by milk products: ghee, butter & cheese (87%), milk (83%) and wheat (64%).

An equal number of families (87%) were purchasing the green leafy vegetables, other vegetables and roots & tubers from the street vendors, respectively. It was also found that 39 per cent families were purchasing the oil and 29 per cent families were purchasing pulses from

Table 1. Food purchasing pattern of families during last one month (N=150)

Food Products	Place/Source of purchase					
	Own production	PDC	Street vendor	Kiryana shops/near by shops	Local market	Wholesale market
Rice	30(20.00)	5(3.00)	-	32(21.00)	55(37.00)	12(8.00)
Wheat	96(64.00)	14(9.00)	-	-	16(11.00)	24(16.00)
Other millets	12(8.00)	-	-	-	16(11.00)	12(8.00)
Pulses	4(3.00)	30(20.00)	-	44(29.00)	48(32.00)	24(16.00)
Oil	-	-	-	59(39.00)	46(31.00)	25(17.00)
Sugar and Jaggery	-	-	-	50(33.00)	75(50.00)	25(17.00)
Green leafy vegetables	-	-	130(87.00)	5(3.00)	15(10.00)	-
Other						

vegetables	-	-	130(87.00)	5(3.00)	15(10.00)	-
Roots and tubers	-	-	130(87.00)	5(3.00)	15(10.00)	-
Milk	125(83.00)	-	25(17.00)	-	-	-
Curd & butter milk	135(90.00)	-	-	-	15(10.00)	-
Milk products: Ghee, butter, cheese	130(87.00)	-	-	-	20(13.00)	-
Meat	-	-	-	-	-	9(6.00)
Egg	-	-	-	25(17.00)	20(13.00)	-
Fruits	-	-	20(13.00)	10(7.00)	75(50.00)	15(10.00)
Nuts and oil seeds	-	-	-	-	4(3.00)	-
Dry fruits	-	-	-	-	12(8.00)	-

Table 2. Average quantity of purchased food for the family during last one month (N=150)

Sr. No.	Food Products	Average
1	Rice	2.1
2	Wheat	12.7
3	Other millets	2.6
4	Pulses	2.2
5	Oil	2.6
6	Sugar and Jaggery	10.4
7	Green leafy vegetables	10.6
8	Other vegetables	14.7
9	Roots and tubers	12.1
10	Milk	4.1
11.	Curd & butter milk	0.0
12.	Milk products: Ghee, butter, cheese	0.0
13.	Meat	0.1
14.	Egg	0.0
15.	Fruits	3.8
16.	Nuts and oil seeds	0.1
17.	Dry fruits	0.1

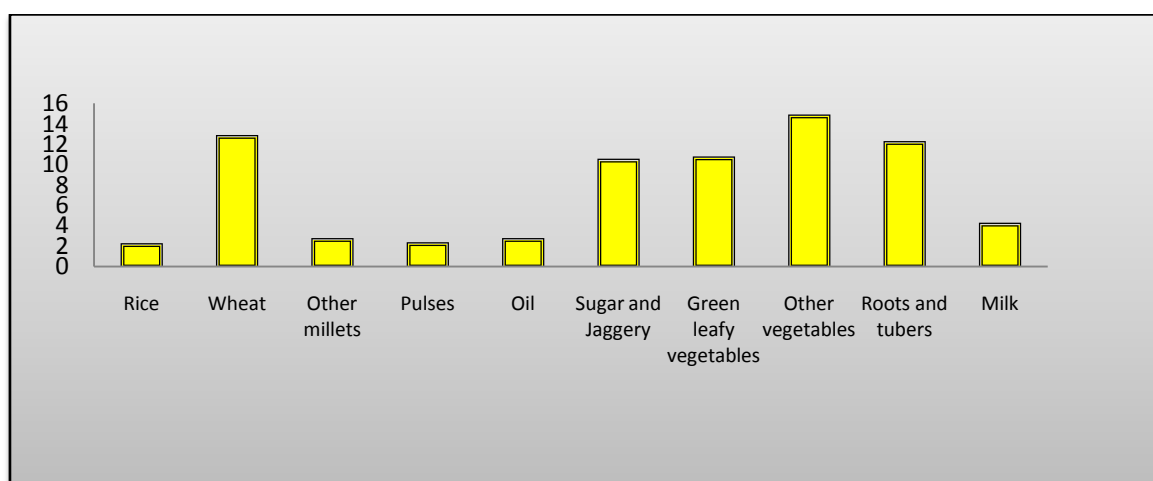


Fig. 1. Average quantity of purchased food for the family during last one month

Table 3. Awareness regarding consumer protection laws among respondents (N=150)

Sr. no.	Consumer laws	Fully aware	Somewhat aware	Not aware
1.	Consumer protection Act, 1986	35 (23.33)	25(16.67)	90(61.33)
2.	Agricultural Products (Grading and Marketing) Act, 1937	32(21.33)	22(14.67)	96(64.00)
3.	The Essential Commodities Act, 1955	25(16.67)	20(13.33)	105(70.00)
4.	Prevention of Black-marketing and Maintenance of Supplies of Essential Commodities Act, 1980	22(14.67)	10(6.67)	118(78.67)
5.	Bureau of Indian Standards (Recognition of Consumers Associations) Rules, 1991	33(22.00)	11(7.33)	106(70.67)
6.	Right to Information Act, 2005	35(23.33)	25(16.67)	90(61.33)
7.	The Legal Metrology Act, 2009	15(10.00)	5(3.33)	130(86.67)

kiryana shops/nearby shops. An equal number of the families (50%) were purchasing sugar & jaggery and fruits from the local market, respectively followed by rice (37%) and pulses (32%).

3.2 Average Quantity of Purchased Food for the Family during Last One Month

Table 2 depicted that average quantity of food items purchased by the families during the last one month. Result found that other vegetables was the highly purchased food item with the average quantity 14.7 kg as it is one of the most important food items followed by wheat (12.7kg) roots & tubers (12.1 kg), green leafy vegetables (10.6kg) and sugar & jaggery (10.4kg).

3.3 Awareness Regarding Consumer Protection Laws among Respondents

Table 3 presents the awareness level among families regarding different protection laws. Result show that an equal number of the families (23.33%) were fully aware about the consumer protection act and right to information, respectively followed by Bureau of Indian Standards (Recognition of Consumers Associations) Rules (22%) and agricultural products (grading & marketing) Act (21.33%). It was also found that most of the families (60%) were not aware about the different consumers' laws.

4. CONCLUSION

Data was collected on food consumption pattern and dietary intake of 150 rural women from different villages of Hisar (Kushal ki Dhani, Peerawali Dhani, Heeran ki Dhani, Raju ki Dhani and Kumhaaro ki Dhani). It was found that the mean intake of energy (62.80 %), calcium (77.59

%), iron (42.76 %), zinc (56.69 %), thiamine (68.24 %), riboflavin (36.49 %), niacin (47.74 %), vitamin B6 (55.70 %) and vitamin A (20.26 %) was less than Recommended Dietary Allowance (ICMR, 2020). 2 The intake of different food groups was less (31.08 to 80.33%) than Recommended. Dietary Intake except milk & milk products which was 77.4 per cent higher than the Recommended Dietary Intake. The clinical symptoms of nutrient deficiency were not visible in majority (85.33 to 100%) of subjects and morbidity status of families indicated that only 40.67, 38.00 and 36.67 per cent of the respondents had cold, cough and fever, respectively in past three months. Knowledge level of the rural women increased from 0.69 (ms) to 3.35 (ms) after imparting one year training on organic vegetable cultivation. Maximum gain was recorded in general knowledge (ms 4.35) regarding organic vegetable cultivation followed by use of vermi-compost (ms 3.40) [9,10].

Our results also suggest that there could be a mutual reinforcement, both with positive and negative directions, between how the rural is perceived and the demand for rural products produced according to their needs and demand as well. From a policy perspective, the support and development of good practices in sustainable food production could be increased through this link between demand and images of rural regions by helping producers and regional stakeholders to develop closer associations between the promotion of territories and sustainable production processes [11-13].

Further research would also benefit to explore familiarity variables in articulation with other aspects of interest, namely purchasing pattern and values in line with the new stream of

consumer nationalism and ethnocentrism that is gradually perceiving it in a less segregationist and more empowering light.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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