

Food Purchasing Pattern in Rural Family of Haryana State, India

ABSTRACT

India experienced a massive change in food consumption patterns. 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 patterns across selected social and economic groups and identifies food consumption regions in India. This paper shows that the food purchasing pattern of farm families revealed that vegetables (other than leafy) were highly purchased food items, with an average quantity of 14.7 kg per month. Therefore, there is a need to make them aware of different consumer laws.

Keywords: Consumer behaviour; consumption; food pattern.

1. INTRODUCTION

The global agricultural and food systems have evolved from food inadequacy and are working towards the achievement of nutrition adequacy in terms of acceptable standards. The ultimate objective of all production is consumption for the satisfaction of the varied needs of man. A free market economy provides freedom to the consumers to buy consumer goods of their choice [1,2]. The buying preferences of the consumers send signals to the producers to produce various commodities in required quantities. Producers, therefore, produce only those commodities which are desired by the consumers. Consumer behavior is related to the likes dislikes and expectations of the consumers. Consumer behaviour has changed in recent years owing to enhanced awareness, information technology and more importantly governmental intervention through legislation [3,4]. 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 about 70 per cent of the population, and contributing 1/4th of the country's gross domestic product. Buying behaviour is one of the consumer observation details about consumer attitudes,

needs, tastes, and behaviours during purchasing. Consumer buying behaviour is the result of the attitudes, preferences, intentions and decisions made by the consumers in a marketplace before buying a product [5-8] The study of consumer buying behaviour is an interdisciplinary subject area drawing widely from sociology, psychology, anthropology, etc. Consumer preference is defined as the subjective tastes as measured by the 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 [9-11]. The State economy grew at a growth rate higher than the Indian economy during most of the period.

The purpose of the research is executed for the comparative study of expenditure patterns and to investigate the various factors that influence household spending patterns at different income levels in rural areas of Haryana state. Data analysis of a range of consumable goods and the comparative data results in fluctuations at the same rate. The main objective of the study is 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 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 to assess expenditure patterns using a stratified random sampling technique.

Data was collected on the 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 collected based on a 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 the Last One Month

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

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

Sr. No.	Food Products	Average quantity of purchased food (kg)
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 & buttermilk	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

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)

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

Table 2 depicts the average quantity of food items purchased by the families during the last month. The result found that other vegetables were the most purchased food items with an average quantity of 14.7kg 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. The results show that an equal number of the families (23.33%) were fully aware of the Consumer Protection Act and the 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 of the different consumers' laws.

4. DISCUSSION AND CONCLUSION

Data was collected on the 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). 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. Similarly, a comparison of the Indian diets with the LANCET-recommended diet finds the environmental impact of the latter to be 1.3 times that of the actual intakes by Indians. The cost of the LANCET diet is 1.6 and 1.2 times the cost of the actual intake and recommended diets in India respectively. While the Indian diet is environmentally more sustainable, a nutritious diet of the global standard is beyond the reach of the poor [12,13]. The clinical symptoms of nutrient deficiency were not visible in the majority (85.33 to 100%) of subjects and the morbidity status of families indicated that only 40.67, 38.00 and 36.67 per cent of the respondents had a cold, cough and fever, respectively in the past three months. The knowledge level of the rural women increased from 0.69 (ms) to 3.35 (ms) after imparting one-year training on organic vegetable cultivation. The maximum gain was recorded in general knowledge (ms 4.35) regarding organic vegetable cultivation followed by the use of vermicompost (ms 3.40).

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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