

A STUDY ON FOOD CONSUMPTION PATTERN BY THE CONSUMERS IN INDIA

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Abstract:

Food consumption pattern in India is changing from consumers to consumers, place to place. Health is the very important factor that influences the consumption pattern of consumers over food. Food consumption patterns will be very important to regulate human nutrition. Since the economic transformation in early 1990s, India experienced a massive change in food consumption pattern. There has been a decline in cereals consumption especially coarse cereal intake where as consumption of other food items like food, vegetables, meat products has slightly increase particularly in rural India. This paper attempt to show the food consumption pattern in India

KEY WORDS: Food, consumption, pattern, drivers, India

1. INTRODUCTION

Consumption is the most important part of human life and many changes for minor and or major reasons. Food consumption pattern defined as recognizable way of eating food. Various research identified that normally there are three food consumption patterns by the consumers in general such as the “cosmopolitan” pattern (greater intake of fried vegetables salad, rice, chicken, fish and wine), the “traditional” pattern (greater intake of red meat and potatoes and lesser intakes of low-fat dairy and fruits) and the “refined” food pattern (greater intakes of whole grain bread and boiled vegetables). Food consumption is a periodic behavior. It is sparked at various moments of the factors such as time of day, need state, social context etc. An eating progresses inhibitory influences of many origins (sensory, gastric, hormonal) develop and finally bringing the meal to an end.. Food consumption pattern in India has changed in the present decade. Change of consumption pattern is due to many reasons such as price of the commodity, income of the individual or household, cultural change and health consciousness, digitalization, rise in per capita income, changing life style, increased impact of television and its advertisement etc. At this junction, this article aims to reveal the following details

- ✚ What are the factors influencing the consumers for the consumption of food products
- ✚ Various products how consumers consuming In India

Table 1.Descriptive statistics of food consumption (per capita calorie intake per day) in India

Food consumption	Urban sector				Rural sector			
	1987-1988	1993-1994	2004-2005	2011-2012	1987-1988	1993-1994	2004-2005	2011-2012
Other food	354	365	316	342	268	287	272	294
Vegetables & fruits	133	134	126	121	101	112	114	108
Egg/fish/meat	43	45	42	44	32	32	35	35
cereals	1323	1220	1225	1182	1684	1501	1426	1336
Edible oil	190	191	202	237	114	127	160	199
pulses	124	110	99	109	107	96	88	9

2. OBJECTIVES

1. To study the consumers food consumption in India
2. To analysis the reasons for consumers changes on food consumption in India
3. To find out the factors deriving food consumption by the consumer

3. DATABASE AND METHODOLOGY

The present study is mainly based on secondary sources and the supplementary data related to the present study has been gathered using the various methods .Secondary data collected from journals article

4. FOOD CONSUMPTION IN INDIA

The consumption pattern in India in gender is experiencing significant change due to increase in per capita income, changes in life style and urbanization (Kumar,1998;Bhalla et al,1999,Chand,2004).Several empirical studies suggest that food consumption in India is taking a structural shift towards the animal based products which will continue and intensively rise in urbanization and precipitate income (Huang and bouis 1996;kumar,1996). The consumption patterns have diversified towards high-value agricultural commodities like fruits, vegetables, dairy, fish, processed food (Ravi and Roy 2006). More over President Ram Nath Kovid our honorable president speaking at the valedictory function of the world food India on January 2018 India’s food consumption likely to touch \$ 1 trillion by 2025. Food consumption pattern in India is also changing due to impact of globalization, increasing urbanization and changing lifestyle of people

5. CHANGES IN FOOD CONSUMPTION PATTERN

Indians are changing their food consumption pattern powered by growing income levels, urbanization and increasing awareness about healthy living, travel abroad and hunger of the people. Though the share of health reasons deriving consumption could be small, it is still significant at 50-75 million people as a result the size and composition of food items consumed keep changing over time. Literatures suggest that consumption patterns changes over time, the major lead for such changes is the development in technology. More over culture and socio economic status of the population influences food choice and a pattern of consumption of some food items is likely to vary according to season and often based on availability and price. More over the food consumption pattern has been dramatically changing between rural and urban consumers in India. The following table shows the changes of food consumption (Dynamics of monthly per capita consumption of food items in rural vs urban India (in Kg)

Table 1. (Dynamics of monthly per capita consumption of food items in India (in Kg))
Rural

years	Rice	Wheat	Vegetables (kg)	Total Cereals	Total pulses	Milk Liquid (Liter)	Egg
2004-05	6.38	4.32	2.92	12.12	0.71	3.87	0.20
2009-2010	6	4.19	4.04	11.35	0.65	4.87	0.27
2011-2012	5.96	4.24	6.76	11.22	0.78	4.33	0.27

Urban

Years	Rice	Wheat	Vegetables (kg)	Total Careals	Total pulses	Milk Liquid (Liter)	Egg
2004-05	4.71	4.36	3.17	9.94	0.82	5.11	0.87
2009-2010	4.52	4.08	4.12	9.37	0.79	5.36	0.82
2011-2012	4.49	4.01	6.84	9.28	0.90	5.42	0.82

Sources: compiled by authors from NSSO report(61st,66th,68th round) on house hold consumption of various good and service

6. LITERATURE REVIEW

Though literature of direct relevance was limited, an attempt is made to review the available related literature and it is described below

- a. **(Lang 1999;wihelmina, et al.,2010)** Globalization has influenced many aspects of human activity including food production and food consumption.
- b. **(Oosterveer 2006,Wihelmina, et al; 2010)** the ongoing process of globalization has brought about complete change in food production and consumption
- c. **Popula(1992)** ahead conducted a study on variations in food consumption pattern of population the study highlighted that there were gross inadequate in the world related to the pattern of food consumption.
- d. **(Pattala 2006,Giskes et al 2002,Johanson et al 1999)** in their study suggest that increase in consumption of fruits and vegetables are important to protect cardiovascular and other chronic diseases
- e. The changes in food consumption pattern have been identified in both rural and urban areas **(Gaiha et al.,2012** and people from different social-economic strata **(Hupkens et al 1998;Radhakrishnan & Ravi 2004;Guptha 2008;Gaiha et al;2020)**;Looking at the change in food consumption pattern ,it is observed that high decline in cereal consumption was identified in Haryana(435 kcal) followed by west ebngal(338 kcal),Karnataka(387kcal) and Rajasthan(371 kcal) between 1993 and 2012.
- f. **Thow &Hawkens (2009)** in their study observed that reduction in the price of unhealthy foods typically those that are calorie-rich, nutrition-poor and high in saturated fats and salt, increased desirability and availability of unhealthy foods ,growing urbanization and changes in life style are all possible by means of trade liberalization can affect food consumption especially among poor populations
- g. **Chand (2009)** conclude his study increase in per capita income, changing in life style ,occupation and increase in levels of urbanization are the most prominent factors contributing to change in food consumption pattern
- h. **Otham,Karim,Karim,Adzhan&Halim(2013)** pointed that price has significant relationship with consumption pattern of healthy food.
- i. Many studies dressed the important of price and consumption pattern in food choices which always shaped by what consumer can afforded for his healthy food particularly in low incomes as some people afford to pay a high price for better food, meanwhile, poor low income consumers cannot sustain for healthy food quality, hence the price is consider an important factor for the consumption patter of healthy food(**Australian institute of Health and Welfare 2012)**
- j. **Vinodh kumar Sharma(2011)** suggests that analysis of Ch. 'Xanging food consumption pattern is an essential requisite for designing
- k. **tory,M.,&French.S., (2004)** studies shows that advertising influences food choices in children and parents in the count to see them eating they will buy them foods like refined grains, fast food restaurants
- l. According to **Deloitte (2012)**, consumers today demand convenience and are willing to pay more for it as they would rather buy time than prepare food. Thus, the amount of processed food in the average household consumption is increasing

7. NEED OF THE STUDY

Food consumption is the main aspect in our life. So it is very necessary to keep the retailers to give quality products at affordable cost. The study is mainly understood the consumption of food products and the drivers for the consumption of food products by the consumers in India. This will provide the idea of how the food consuming by the consumers in India

8. OBJECTIVES OF THE STUDY

1. To study the food consumption India
2. To analyze the changes of food consumption pattern
3. o analysis the drivers food consumption pattern in India

9. SCOPE OF THE STUDY:

It is believed that the data given through this article will provide significant contribution to the food manufacturing and marketing companies can target consumers

10. SOURCES OF DATA

The present study is completely based on the secondary data

11. DRIVERS OF FOOD CONSUMPTION

Food consumption is variably affected by whole range of factors including food availability, food accessibility and food choice, which in turn may be influenced by geography, demography, disposable income, urbanization, globalization, culture, consumer attitude. Some of the main drivers of food consumption are as follows

1. Urbanization

Urbanization can affect food consumption by changes in dietary behaviour. Rapid urbanization has had and will continue to have a profound effect on food consumption (Popkin 1999)

2. Trade liberalization

It is the another important factor that has lead to changes in food intake. Trade liberalization can affect the availability of certain food by removal of barriers to foreign investment in food distribution

3. Food industry marketing

Recent and radical changes in the food marketing and distribution system(through their globalization) have had effects on food consumption patterns

4. Millennial shaping Indian food consumption

The emergence of the millennial generation-those born between 1980 and the early 2000s is set to drive how food consumption takes place in India

5. Diet

Diet is one of the major drivers of consumption of food by the peoples in India. More consumption of food causes obesity, diabetics diseases etc so control diet food consumption make healthy.

12. CONCLUSION:

In this paper, we have analyzed the consumption pattern of food in India. Economic growth is typically accompanied by improvements in a country's food consumption. Food consumption pattern in India is changing due various reasons such as per capita income, changing in life style, urbanization .Changes in food prices will have a greater effect on food consumption, the price of food is a primary determinant of consumption patterns. Differences in food consumption patterns were influenced by gender, age ,income, life style impact of globalization, urbanization and also other socio demographic variables may also influences the food consumption pattern.

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