Chapter – 2
Review of Literature

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REVIEW OF LITERETURE

2.1 Introduction

The review of literature is a critical discussion that is of general and specialized relevance to the particular area and topic of the research problem in statistics. Review of literature is first supervisor which help to frame the research and generate ideas about the methodology to work on different variables. It provides a right direction to the research to carry out his research. It also introduces the research to alternative methods of analysis which increases the scope and limitations of new areas for the research. So for proper understanding of the problem, sincere efforts have been made to review the literature regarding the current research problem. In this chapter an attempt has been made to summarize the results of the studies undertaken by the researchers on Analysis of income and expenditure pattern of cultivators. Some prominent theoretical and analytical studies are:

2.2 Review of literature of theoretical context

Keynes, J. M (1936) mainly looked at consumption in form of a macroeconomics perspective. He saw aggregate consumption expenditures as important components of national income. Keynes argued that with rises in income, consumption would also increase but not as fast like income. When income raises the marginal's propensity to consume (MPC) would go down as consumer needs are satisfied Keynes regarded effective demand by the consumer as the principal vehicle of economic growth.

Sen, A (1985) focused not on the ownership of commodities but on he uses to which they can be put in extending peoples capabilities. Commodities were important for enriching

human lives, but their effectiveness depends on personal characteristics' and social circumstances, variations in which contribute to inequalities in a society.

2.3 Review of literature of international context

Burney et al. (1991) discussed on the household consumption patterns separately for the urban and the rural sectors in Pakistan by estimating the marginal expenditure shares and expenditure elasticities for twelve broad commodity groups, using household level data for the year 1984-85. They estimated marginal expenditure shares that indicated in examining the household expenditure patterns one could safely assume that all the households in the sample face the same price structure. While the findings of the paper sports the validity of Engel's law, the estimates presented indicate that expenditure elasticities for different commodity groups very with income and in general, exhibit a cyclical pattern, which was explained in terms of quantitative as well as qualitative change in the household consumption basket.

The results indicated that as the level of income increases, the share of food and drinks in total household expenditure declines for households in both the urban and the rural sectors. The expenditure share of transport and communication was found to rise with the level of income, while that of clothing and footwear and fuel and lighting declines in the case of rural households. The results further indicated that the expenditure elasticity of food and drinks was less than unity in urban and the rural sectors as well as for household in different income groups within each sector.

Selim, R. (1995) analysed the changes in the expenditure patterns of Turkish household during this period, using data on household expenditure. Data had been taken from the Survey of Household Income and Consumption Expenditures conducted by the State Institute of Statistics (SIS) of Turkey for the years 1987 and 1994. . To find out the

factors cause these changes, consumption expenditure patterns of urban and rural households and the households at different income levels were also analysed. Total expenditure elasticities for eleven expenditure groups were estimated by using Engel curves. The method used for estimating regression equations was the weighted least squares. Total expenditure elasticities were estimated by using double-log function type. The Changes in total expenditure elasticities of four consumption expenditure groups were statistically significant. The total expenditure elasticities of transportation-communication, Restaurant and various commodities-services had increased significantly.

The clothing was the only expenditure category that showed significant decrease in the total expenditure elasticity. While the clothing was a luxury commodity in 1987, it moved up near to the necessity Commodity category in 1994. The total expenditure elasticity of housing was lower at rural areas than urban areas of the total expenditure elasticities of food, clothing and education were higher at rural areas than urban areas.

Ahmad and Karunakaran (1996) estimated that expenditure elasticities for the poor, middle income and rich Australian households using spline function on the working-leser Engel equations system. These elasticities are very substantially with the level of total expenditure. The main objective of the study was to examine the difference in budget allocation decision across rich and poor household in Australia. The study was based on primary data. These had been collected from the household Expenditure Survey 1988-89. In survey, 7225 household were taken. For analyzing the data, the working-leser Spline Functions and the simple Working-leser System were estimated by the OLS method. The results showed that the traditional argument which proposes that a tax imposed on a good that has income elasticity greater than one, affects only the rich income household.

Karunakaran et al. (1996) analyzed the total expenditure elasticities for the poor, middle and rich Australian households using Spline functions on the Working-Leser Engel

equations system. The results showed that the elasticities were very quiet substantially with an increase in total expenditure with a general declining trend. The consumption categories food & beverages, fuel and services had expenditure elasticities less than one at each of the four specified levels of total expenditure. In the case of personal care and health the elasticities among the poor household were almost equal to one. This means that relative to other consumption goods, personal care and health were considered to be equally important. From the lower middle income households towards the rich the expenditure elasticity for both personal care and health decline. The increased expenditure on alcohol was most likely to result from improved quality of alcoholic drinks that rich household could afford.

Fousekis and Lazaridies (2001) explained the food expenditure patterns of the urban and the rural households in Greece. Non parametric regression analysis and micro data from the family budget survey (FBS) were used in this paper to estimate and to compare the Engel Curve for food demand of the urban and the rural households. The empirical results suggested that the Characteristic Substitution Effects (CSEs) was not constant but very considerably with total consumption outlay. They also suggested that the working Leser hypothesis, according to which shares are linear in logarithmic expenditure, is consistent with the food demand patterns in Greece.

Pendakur, K. (2001) estimated the rate and depth of absolute adjusted consumption poverty in Canada over the period 1969 to 1998. Consumption was defined as annual expenditure flows on the following eight commodities: food purchased from stores, shelter, clothing, personal care, public transportation, private transportation operation, household operation, and household furnishing and equipment. Consumption was adjusted for differences in prices (over time and across area of residence in Canada) and for differences in household size and composition to get adjusted consumption. If

adjusted consumption was below the poverty line, then the household was called poor. The poverty rate for the population declined by more than four-fifths over the 1970s and 1980s, from 11.4 percent in 1969 to 2 percent in 1992. Unfortunately, this trend reversed in the 1990s, with poverty rising by more than one-half, to reach 3.4 percent in 1998.

Unlike relative poverty lines, such as Statistics Canada's Low-Income Measure, these absolute poverty lines were set at the same level of purchasing power throughout the three-decade period under study. Several findings emerged from this research. First, income poverty and consumption poverty measures told different stories. Second, the time pattern in consumption poverty in Canada was not encouraging. Poverty declined greatly from 1969 to 1992, and then rose from 1992to 1998. Third, the incidence of poverty among different age groups had changed over time.

C**hern et al. (2002)** analyzed the Japanese food consumption. This had been undergoing dramatic changes over the last 30 years. There had been increasing consumption of meats, particularly beef and dairy products, and decreasing consumption of rice, fish, fresh fruits, as well as fresh and processed vegetables in Japan. On the other hand, low income countries showed high values indicating that cereal consumption occupies an important place in the overall consumption of poor people. It was evident from the HES report of 1988-89, and from the study of Gupta (1973) that expenditure elasticity of all Cereals for Rural Bangladesh, Urban Bangladesh, Rural India, Urban India, Pakistan, Egypt, Ceylon, Rural Japan, Urban Japan, UK, Italy, Denmark, and Bangladesh (in 1965) were 0.58, 0.47, 0.63, 0.32, 0.29, 0.59, 0.48, 0.19,0.16, 0.23, 0.21, 0.11, and 0.44 respectably. Another important point that emerged from the above data that in Bangladesh and in India the demand for cereals in rural areas showed twice the response to income changes than in the urban ones where per capita incomes were higher. This indicated that the demand for cereals declines rapidly as incomes increase. The above data also showed that, except for developing countries, the elasticity coefficients were either negative or nearly zero.

This suggested that a rise in income in high-income countries would not cause the demand for cereals to change significantly. There might be some increase; of course as a result of rise in population. However, in Asia and African countries, the demand for cereals was influenced by two factors, both working in the same direction. These were increasing incomes and rising population. Therefore, unless both rich and surplus producing countries were in a position to meet the cereal requirements for developing countries, it might not be possible for the low-income countries to achieve rapid industrial development.

Browne et. al (2007) conducted a study on expenditure elasticities for rural household. The main objective of the study was to estimate expenditure elasticities for consumption goods and services of rural household in the Emboward of Umbumbulu Kwazulu- Natal. And to compare expenditure elasticities estimated for two main crop production seasons. This study was based on primary data. Data had been collected through interview session with the principle decision-matter of the household. For survey 171 household were selected as sample size. Budget share and expenditure elasticities were estimated for household consumption categories for the two study periods. The results showed that expenditure elasticities for consumer expendables, durables and transport were elastic, while expenditure elasticities for the aggregate food category were negative and highly inelastic. The analysis of the expenditure categories of tradable and non-tradable good and services showed expenditure on tradable non-farm goods and services to have the greatest potential for demand-led growth with expenditure elasticities of 2.88 and 2.91, respectively. A seasonal difference in expenditure patterns was apparent, suggesting that responses to income changes very at different times of the year.

Ganimagusa, Girne and Giizelyurt In this study total expenditure and income were used alternatively, as explanatory variables. The information obtained from this survey was used to estimate Engel curves and from them income elasticities. Grouped cross section

data based on household income and consumption expenditures surveys conducted by the State Institute of Statistics were used. The empirical findings indicated that expenditure on food, rent, electricity, water, gas, household services, transportation and communication were inelastic (less than 1), and expenditure on restaurants, clothing, furniture, health, personal care, culture, education, entertainment, and other commodities were elastic (more than 1). These results showed many similarities to various empirical results obtained for Turkey.

Castaldo et al. (2007) investigated the living standards measurement in Albania during 2002. The receipt of migrant remittances had an effect on the consumption patterns of recipient households. Domestic and international remittances were considered and differences in their impacts on household consumption patterns assessed. On the other hand, households who received remittances from abroad spend, on average and ceteris paribus, a lower share of their expenditure on food and a higher share on consumer durables compared to households who did not receive any type of migrant remittances. They ware estimated budget share equations for four broadly defined categories controlling for a number of variables including those capturing whether or not the household receives remittances from within Albania or abroad. The four categories of commodity considered were food, non-food, durables and utilities. The non-food category includes a range of goods, such as clothing, housing repairs, services, entertainment, alcohol and tobacco, which, if considered in isolation, could shed light on which members of a household benefit most from remittances (e.g., children, adults, the elderly, etc.).The lack of an effect of internal remittances on spending patterns might due to the small number of households which were in receipt of this type of remittance in the data used here.

Fabiosa et al. (2008) highlighted in their study the changes in consumption and expenditure behaviour of households in Egypt. With the limited data, it was estimated by the system of Working-Leser Engel functions for four expenditure categories namely (1)

bread and cereals (2) meat, fish, seafood, milk, cheese, and eggs (3) other food and (4) non-food. The data was formed from published by CAPMAS in the 1999/2000 and 2004/2005 Household Income, Expenditure, and Consumption Survey. The data showed that rural households spent a higher proportion of their income on bread and cereals and other food compared to urban households. They spent almost the same proportion on meat, fish, seafood, milk, cheese, and eggs, and a significantly lower proportion for the non-food category. The estimated income elasticity, project likely changes in the consumption pattern in the future with the expected economic growth in Egypt. This consumption expenditure pattern had an alleviating effect on the impact of a food crisis since a lower real income associated with a food crisis was accompanied by greater responsiveness of households to reduce their demand for food as their real incomes shrink. This adjustment behaviour was most obvious in the case of bread and cereals in rural areas, in which the expenditure elasticity increased from 0.50 to 0.91 as per capita income declined. The decline in expenditures of urban households would be larger, while the decline in expenditures of rural households would be marginal given that their elasticities were close to unitary for all categories except from the other food category.

Kuma (2010) analysed the consumption patterns changes in food in urban Ethiopia. The primary objective of the study was to help understand whether there is change in urban food consumption patterns and behaviour of household expenditure between 1994 and 2004 and to examine weather demographic and non-demographic factors explain changes in consumption patterns. This study was based on primary data. Total sample size of 1500 households was allotted in proportion to the size of the population residing in the selected urban centres. Systematic sampling was used to select households. Primary data had been gathered through questionnaire. Households were asked about expenditure and consumption. For analyzing the data, working-leser expenditure share model was employed. Regression analysis was used to examine the factors which influence the

demand for different food items. The result showed that the decomposition of per capita consumption in to different demographic and economic factors confirm that urban household consumption patterns have started to shift from staple food grains to high value food products. The simulations and estimated income elasticity of demand for cereals, pulses and spices were found to be much lower than those of non-staple high value products. The transition in food consumption patterns in turn needs government policy intervention to stimulate production of food items with high demand.

Caglayan and Astar (2010) investigated the determinants of household consumption expenditure in Turkey for both in urban and rural areas. This also examined the regional gaps for the entire distribution of consumption expenditure. The household consumption expenditure data gathered from Turkism Statistical Institute in 2009. Quantile regression is used to examine the correlates of consumption at different point on the distribution for both rural and urban areas. The findings showed that the age increased the consumption expenditures and urban estimations, while it decreased the consumption expenditure in rural estimations. The lower values of consumption expenditures of men then the consumption expenditure of women are rather close to the values obtained for the same variables in the urban estimates of all observation regard less of rural-urban distribution.

Sharma, A. R. (2010) investigated the impact of community forestry on income distribution in regard to the existing income inequality in Nepal. To quantify the contribution of community forestry on farm-household income and measure the effect of increased farm-household income from community forest particularly on the existing 'poor-rich' gap and to explore the level of utilization of forest products by wealth and caste in Nepal. The motive behind the research was to get insights on the issue of equity and accessibility in community forestry in Nepal. There had been 54 percent increase in agricultural land from 1961 to 2004. The average annual income of community forest is

Nepal regions (NRs) 17,887 while the average expenditure was Nepal regions (NRs) 12,038. The Forest User Groups (FUGs) were authorised to take decisions regarding the use of their fund. The estimated total annual income from the sale of forest products from community forest is Nepal regions (NRs) 246 million while the expenditure was in Nepal regions (NRs) 166 million in 2004. Almost one-fourth of such expenditures could be related with poverty alleviation efforts. The mentioned effort for poverty alleviation through community forestry was far below the required amount of Nepal regions (NRs) 37.72 billion1 (US $ 503 million) for the purpose. Lower income households relied mainly on off-farm (wage income and self-employment) sources.

Unny, C. J. (2011) examined the household sector contributes the lion's share of the total savings. In the household sector, rural households had tremendous saving potential which had not been considered seriously by the policy makers and hence, measures had not been chartered to mobilize these huge savings. In Kerala, in spite of low per capita income, the rate of savings was very high. There were various factors influencing the saving behaviour of the rural household sector in Kerala. This paper had tried to identify the factors influencing saving behaviour together with the nature of their influence on saving behaviour. The study was based on primary data and collected from one hundred households in selected from three villages in the three regions of the state. The study found that the propensity to save in the rural household sector was very high. Level of income, income inequalities, value of assets and level of education of the head of the household positively influence savings whereas number of male children, number of earners and dependency ratio has negative influence. Among the occupational groups, households engaged in non-farm sector had higher propensity to save.

It was found that, the youngest age group had recorded very high saving income ratio of 0.31. The study revealed that the old age dependency ratio and young age dependency ratio have negative effect on savings. Saving income ratio was found to be optimum for

the households in which the number of dependents is 2. The lowest saving income ratio of 0.11 was recorded by the households where the number of dependents was 6 more. The study had also found that 23 per cent of households in the top three income brackets account for 91.09 per cent of the total savings. These households shared 48.94 per cent of the income also. 42 percent of households in the bottom three income brackets get only 18.81 per cent of the total income and their cumulative contribution towards total income was -17.31 per cent.

The propensity to save in the rural household sector in Kerala in spite of low per capita income was very high. There were factors having negative and positive influence on saving behaviour of rural households. Whereas level of income, extent of income inequalities, value of assets and level of education exert a positive influence on savings, dependency ratio and numbers of male children had negative influence.

Salim (2011) studied the changes in the expenditure patterns of Turkish household during 1987-1994 periods. Data had been taken from the survey of household income and consumption expenditure conducted by the state Institute of Statistic (SIS) of Turkey. Total expenditure elasticities for eleven expenditure groups were estimated by using Engel curves. The method used for estimating regression equations in the weighted least squares. Total expenditure elasticities were estimated by using double-log function type. The changes in total expenditure elasticities of four consumption expenditure groups are statistically significant. The total expenditure elasticities of transportation-communication, restaurant and various commodities-services have increased significant. The clothing is only expenditure category that showed significant decrease in total expenditure elasticity.

Dawoud, D. Z (2011) analysed the changes the food expenditure patterns over time in Egypt with special emphasis on the differences between urban and rural areas. Engel

Curves for food groups were estimated by using double-log function. The method used for estimating regression equations was the Weighted Least Squares (WLS). Data had been obtained from the household, income, expenditure and consumption survey conducted by the Central Agency for Public Mobilisation and Statistics (CAPMAS) of Egypt for five survey periods from 1990and 1991 to 2009 and 2010. Food consumption expenditure patterns have changed over the conseculative survey period as a result of economic changes. There were statistically significant variations between the urban and rural expenditure elasticity of most food commodities except for cereals, milk-eggs, fruits and beverages. Elasticities tend to be higher in rural areas then urban. The expenditure elasticities of food groups are lower at high income groups than low-income ones.

Kumar et al. (2011) studied the changes in food consumption pattern of Indian households and estimation of the demand parameters of major food commodities. A better understanding of demand elasticity's helped to predict future demand of food products under different scenarios of prices and income and could prove worthy for the policy planners on important policy decisions. The household data was collected under major rounds of National Sample Survey (NSS) covering the years 1983, 1987-88, 1993-94, 1999-00 and 2004-05 pertaining to 38th, 43rd, 50th, 55th and 61 rounds, respectively were used. Consumers were found to shift their budgetary allocation from cereals based food towards high-value commodities like fruits and vegetables, milk, fish, meat and meat products, etc. The study were attributed this structural shift to 'consumption diversification effect' arising out of changes in tastes and preferences, easier access to supply, variation in relative prices, etc. on the one hand and to 'pure income effect', resulting from the increase in income levels of the consumers. On the other hand, transition had significant implications on resource allocations and research priority setting and the state policy needs to be reoriented towards meeting the challenges arising from this structural change in food consumption. The income were a positive and significant

effect on demand for sugarcane (0.062), pulses (0.219), vegetables (0.259), edible oils (0.297), fruits (0.362), non-vegetarian food, viz. meat, fish and eggs (0.669), and other high-value foods (0.748). The net price effect on food demand was found negative with high in magnitude and the estimates were -0.344 for pulses, -0.760 for milk, - 0.496 for edible oils, -0.464 for vegetables, -0.682 for fruits, -1.22 for non-vegetarian food and -2.379 for high value food.

Oldiges, C. (2011) studied the relationship between per capita cereal consumption and per capita income in India human development survey 2004-05. The main findings were that per capita cereal consumption (PCCC) remains much the same at different levels of per capita income (PCI). It was influenced by factors such as education, occupation, region, demography and food habits. The findings were derived from a single data set and require corroboration from independent sources. It's stranded to reason that at very low levels of income there must have been a positive relationship between cereal consumption and per capita income. Unlike cereal consumption cereal expenditure does increased with per capita income. Richer people did not increase per capita cereal consumption but higher quality more expensive cereals. The non -food expenditure also increased with per capita income, quite sharply in the case of items such as fruits and meat. Richer people do eat better in both quality and quantity.

2.4 Review of literature of national context

Singh, B. (1972) studied on consumer behaviour. It was assumed that any two households with equal per capita/per unit income within a homogeneous group would display similar consumption pattern. In this study, it was proposed an iterative procedure which did not entail any such problems. Since the proposed procedure was also based on the same formulation of the Engel function as used by Prais and Houthakker. In this iterative procedure, he used the Engel function in which household members of different age-sex

characteristics had been assigned different weights in respect of specific items of consumption as well as overall consumption of the household. The weights which related to specific items constitute specific 'adult-equivalent,' or 'unit consumer' scales, and those which relate to the overall consumption of the household constitute income 'adult-equivalent' or 'unit consumer' scales. He estimated the income elasticities had been obtained according to three models of the Engel function. first, when both the composition and the economies scale effects were ignored, second, when only the economies of scale effects were ignored, and third when both the composition and economies of scale effects were taken into account.

Singh, B. (1973) estimated in their study the effects of household consumption of its consumption pattern of the rural households in West U. P. (India). Household members were weighted according to the specific and income scale estimated by the Singh Nager interactive technique. Engel curve were estimated using different function forms both in per capita and per unit terms. The Engel elasticities obtained and then analysed, together with the estimated adult-equivalent scale. The data used in the present study had been extracted from the duplicate schedules on consumer expenditure of the fifteenth round (July 1959-June 1960) of the National Sample Survey (NSS). These data related to the rural sector of the Western Uttar Pradesh (India).In analysing first the specific scales, it was found that Group 1 generally accounts for the largest proportionate expenditure on various consumption items with greater tendency in case of food items as compared to non-food ones. This seems justified because those included in Group I are involved in heavy manual work, have higher body weights and get priority over other household members for allegedly conventional and economic reasons.

The study found that these generalities did not hold well in many cases, since the initial and final critical levels were rather arbitrary and influenced by several economic and non-economic factors. B-type occupants have over elastic demand for "Amusement and

recreation' even though they allocated 31% of their budget to it. In remaining occupation-types, 'Rice' was regarded as a luxury item when it constituted 10-17% of their budget. Conversely, D-type occupants had negatively elastic demand for 'Gur and others' while their value shares of these items were almost negligible. Therefore, it might be argued that items with high value shares and at the same time having over elastic demand reveal strong consumers preferences for those items. The converse was true with items having low value shares and negatively elastic demand. Finally, no inferior item constitutes a very large fraction of household budget. This implied on the demand for inferior items satiates at a very low level.

Jakobson and Dahlberg (1976) explained the effect of different patterns of public consumption expenditures. The effects of an increase in public consumption on employment, imports and private consumption were found to differ considerably depending on which branch of the public sector was expanded. A special analysis of the implications for a medium term planning problem is the trade off between private and public consumption growth. This analysis threw new light on private or public consumption in an economy with highly differentiated production in the public sector the trade off was shown not to be unique. The sacrifice of private consumption growth corresponding to a given growth of public consumption expenditures would vary considerably according to the distribution of the public consumption growth within the different branches of the public sector. The analysis was carried out by the help of a simplified version of the IUI-model.

Kumar, S. (1979) focused on the consumption expenditure. The data had been drawn from NSSO reports for the period from 1960-61 to 1973-74 for rural areas in India. It was observed that the per capita expenditure at constant prices (total and also food) declined over the period with small fluctuation in intervening periods. Comparison of data by most of the groups indicated rise in per capita expenditure in 1973-74 (28th round) as

compared to that in 1964-65 (19th round). The decline in per capita expenditure was attributed to decline in the purchasing power of the consumers because of sharp rise in prices.

Capps, J. (1982) analysed the consumer expenditure patterns for fish and shellfish and this study also investigated the nature and magnitude of the influence of price, household income and socioeconomic and demographic varieties on aggregate sea-food expenditure in the United States. This study was based on primary and secondary data. Secondary data had been collected from BLS consumer expenditure diary survey and primary data was collected through diary questionnaire. This study hypothesized the quadratic function as from the aggregate fish and shellfish expenditure function. The findings showed that the logical generalization it to extend the analysis to focus on individual fish and shellfish species such as hard blue crabs, oysters, clams and food fin finch.

Singh et al. (1982) analyzed the variation in consumer expenditure between rural and urban areas of Muzaffar Nagar district in Uttar Pradesh using household survey data for the year 1976-77 collected with the help of structured questionnaires. It was observed that the total per capita expenditure (PCE) on food items especially on cereals, pulses, sugar and jaggery both in absolute and percentage terms was higher in rural areas than in urban areas.

The percentage of PCE on milk and milk products in Muzaffar Nagar was found to be much higher than the all India figure and Western U.P. Inequalities of PCE was found to be comparatively higher in urban areas for all the items together while that on cereals was higher in rural areas. The inequality in PCE in both rural and urban sectors was lower in terms of per capita income. The expenditure elasticity provided an idea of the consumer behaviour for food and non-food commodity groups but did not entail definite conclusions because of low explanatory powers of estimated Engel curves.

Malik, S. (1982) explained the regional differences in the share of expenditures devoted to food and various non-food items and found that urban households, on the average, were better off than their counterparts in rural areas. While the share of expenditure on food items tends to decline with increasing level of household expenditure, this share showed an increasing trend for non-food items. The main conclusions of the study, whether based on any analysis of expenditure elasticities or concentration ratios, were the same. We found rural-urban differentials in patterns of consumption. It also found that rural sector is much more homogeneous in its consumption than urban sector. Among different consumption items food and drinks, clothing and footwear and fuel and lighting appeared to be necessities. Housing showed an elasticity which was substantially higher than unity and thus a luxury. This was something one should expect since rising incomes would finance substitution in favour of better quality housing.

The higher concentration in 1972 indicated that the levels of living of the masses deteriorated during the period 1964-1972. This was despite the fact that improvement of such conditions was a major goal of our third five-year plan (1965-70). This indicated that the masses could not get their share out of the rising incomes of 1969's.

Nayak et al. (1984) conducted a study on the levels of living of the SC/ST vis-à-vis the non-SC/ST and inequality in the levels of living of the SC/ST and non-SC/ST in Karnataka during the 1973-74 and 1977-78. They were examining the disparities in the levels of education and the occupational structure of households in the different groups under study. In this paper, it was looked at the consumption expenditure distribution of the SC/ ST and the non SC/ST groups in Karnataka. It was found that the SC/ST have a lower standard of living than the non SC/ST. However, there had been a fall in the standard of living in real terms for both the SC/ST and non-SC/ST over the period 1973-

74 to, 1977-78. The decrease had been greater for the SC/ST, leading to a widening of the disparity. With respect to inequality, they found that there was generally less inequality within the SC/ST group as compared to the non SC/ST. This was not surprising either, since the SC/ST was more homogenous than the non SC/ST. Over the period of study, the inequality within the groups had increased. The increase in the inequality for the SC/ST had been of a higher magnitude than that for the non SC/ST. They found that a small percentage of the SC/ST in the urban sector had fared extremely well in comparison to their non-SC/ST counterparts, while the majority of the SC/ST suffered relatively more. The study also showed that only a minor proportion of the poor were SC/ST.

Subramanian et al. (1991) estimated a fairly flexible model of Engel curves including detailed demographic variables, and to test for the effects of gender on the pattern of demand. As we seen there were substantial gender related effects in the consumption of at last some goods. The role of gender in explained household consumption patterns for a number of food and non-food goods. The methodology was straightforward for estimated by Ordinary least Squares a set of Engel curves containing a range of household demographic variables.

The study found that gender plays an important role in consumption patterns. Basic foodstuffs, rice, wheat, other cereals, pulses, milk, meat, fruit and vegetables, and sugar were either gender neutral, or consumed in larger quantities. When there were more women in the household two foodstuffs, beverages and processed food in the gender effect indicating higher male consumption. For two key goods, milk and medical expenses, where they might expect to find pro-male effects consistent with the literature on excess mortality among young girls, they found either nothing, or pro-female bias, at least in the rural areas.

Ghose et al.(1995) conducted a study on the Indian NSS household budget data with a view to examining the effect of the reference period used for data collection on the estimated of Engel elasticities. NSS generally used the 'last month' reference period and so seasonal and other short-run factors might bias the estimates obtained from such data. The methodology adopted for choosing the best fitting Engel curve forms and for computing Engel elasticities from the chosen form. Per capita total consumer expenditure on all items per 30 days, used as a substitute for income, was calculated in two ways from the 38th round ungrouped data. Analysed the data from different NSS rounds showed that the elasticities for clothing and several other items declined dramatically when available last data for these items were used in place of corresponding 'last month' data. Grouped data from earlier rounds were also analysed in this study but only for rural and urban India. The items coverage clothing food grains, footwear and durables were added. In this study highlighted the need of special methods of estimated Engel elasticities from budget data relating to short reference periods like 'last month' or 'last week'.

Ghose et al. (1995) studied on Indian NSS household budget data with a view to examining the effect of the reference period used for data collection on the estimates of Engel elasticities. NSS generally used the last month reference period and so seasonal and other short run factors may bias the estimates obtained from such data. Analysis of data from different NSS rounds showed that the elasticities for clothing and several other items decline dramatically when available "last year" data for these items were used in place of corresponding 'last month' data. These results highlighted the need of special method of estimating Engel elasticities from budget data relating to short reference period like 'last month' or 'last week'. In this study estimates of Engel elasticities of consumption of certain items of the household budget, focusing on the effect of switching over from 'last month' to last year reference period for item groups like clothing. The

footwear elasticity changes from 1.9-2.1 to about 1.4 for rural India and from 1.7-1.9 to 1.2-1.3 for urban India. The durable goods elasticity was around 2.75 for rural India and 2.6-3.2 for urban India. The Medical care and education elasticity were smaller or declined. A small shift in elasticities was seen for food grains also but this shift was in the opposite direction, from about 0.4 to 0.5 for the rural sector. However, for urban India, no much shift was discernible.

Jain et al. (1996) explained the consumption pattern of food and non-food items in Haryana state. The average per capita total expenditure of urban households was higher compared to rural households. About one-fourth of the total consumer expenditure was allocated to milk and milk products in both the sections. Among the dairy products, the major allocation was towards liquid milk followed by ghee, butter and other milk products.

Nath et al. (2001) determined the economic of onion cultivation price spread marketing channels and marketing efficiency of onion in satara district. Satara district was leading in onion production; it covered 12.38 percent of total in the state. This study was on primary data. The primary data were collected by survey with the help of pretested schedule of questionnaire through personal interview. A sample of 180 onion growers was selected randomly from 20 villages in ten tehsil of Satara district of Maharashtra state. The selected cultivators were in to three categories- small, medium and large, based on land holding size of the farmers.

Ahmed, S. (2002) in their study investigated the impact of increased farm income and income distribution on expenditure pattern of cultivators in Haryana. It also estimated the effect of price and family size on the expenditure pattern of the cultivators, for the period 1968 to 1992.The expenditure elasticity depicted the nature of food, fuel & light as

necessities while that of clothing and other non-food as luxuries. The trends for food (0.4 percent) and clothing (0.1 percent) were negative and significant which means that these expenditure elasticities had declined significantly over the sample period. The trend rates for fuel & light and other non-food were also negative but insignificant. Qualitatively, the effect of the parameter estimates of entropy variable was negative on necessary commodities (food, fuel & light) and on luxury commodities (clothing and other non-food). The estimate of price elasticities showed that the own price elasticities of all the commodities were negative as expected in economic theory in the set of four commodities. In this study were found to confirm a positive effect of household size on household consumption of necessities and negative effect on luxuries.

Kumar et al. (2003) determined the extent of poverty in Delhi slums through consumption patterns, employment and educational status of the slum population. The study brought out significant social and economic aspects of the people living in Delhi's slums, including low level of education of the migrants, gender disparity in economic status and significant number of households below the poverty line. The results emphasized on the need for a positive employment generation policy among urban slum dwellers. There was also a need to generate employment and provide facilities at the origin of migration in order to check the influx into Delhi. Most of the slum population was mainly occupied in the informal sector or were self-employed, and every household with average size of five members had average 1.71 employed persons. The highest mean income was for self-owned tea-shop owner, i e, Rs 155.51 per day. Those who were engaged in auto rickshaw driving were getting the second highest mean income of Rs 87.48 per day. Petty traders (egg seller, fish seller, football seller, maize seller, etc) were earning the lowest mean income of all these professions, at Rs 61.49 per day. We found that, based on the poverty line of Rs 15.04 per capita per day food expenditure, 94 (48 per

cent) households with 57 per cent of the survey population were below the poverty line. It was analysed the below poverty line population revealed that these households also had large household size, low income and average expenditure on food.

Mathew, C. (2003) explained the consumption expenditure pattern of scheduled castes in Kerala for investigating the following aspects. (1) The consumption pattern among the Sc population (2) The average consumption expenditure of different docile groups of sample Sc population (3) The consumption expenditure elasticity of items in the consumption basket of Scheduled castes (4) The differences in the expenditure of Sc's between food, non-food and total expenditure (5) The association between consumption expenditure and variables such as income, education, occupation and area of residence. In case of rural Kerala for SC's average household size was higher than (5.24Rs.) the urban SC's (4.75Rs.). All India level also rural SC's had larger household size (4.85) than urban SC's (4.75).88.In rural India for percentage expenditure on food declined from 1983 to 63.23 in 1993-94. For urban Kerala general households the percentage expenditure on food increased from 1983 to 1987-88.For urban India general households the percentage expenditure on food changed only very little between 1983 to 1987-88. Average monthly per capita income of rural sample SC's (450Rs.) was lower than the same for urban sample (634.4Rs.). Average monthly per capita expenditure of rural sample SC's households (372.57Rs.) was found lower than the same for urban sample (526Rs.). Rural SC's MPCE on food constituted 56.88% and in urban45.46%. MPCE on non-food of sample SC's in rural constituted 43.12% where as in urban areas it was 54.54%. Those SC's livings in urban areas had adapted the life styles of the other communities and had more or less merged in to the mainstream of the community. Over the period from 1983 to 1993-1994 for all India and Kerala expenditures on all items had increased for SC's in both sectors.

Joshi, A. (2004) highlighted the changes in the levels of real farm income, investment and household consumption in rural Punjab from 1970-71 to 2000-01. the impact of the green revolution was clearly visible in this period in the state. The period of green revolution caused a significant increase in farm family in-comes. However, during the 1990s, farm family incomes appeared to be stagnating. The non-farm income could not keep up its earlier momentum. These issues need to be addressed properly. There was a need to diversify the rural economy, not only in farm diversification but also diversification to non-farm avenues. The increased production and income caused by the green revolution had resulted in higher farm investment and farm household consumption also increased. The consumption basket had undergone a significant change over time.

The proportion of expenditure on food items increased from 55.40 per cent in 1970-71 to 59.57 per cent in 1980-81 and came down thereafter to 40.94 per cent in 2000-01. Per farm real investments increased from Rs 68,948 in 1971-72 to Rs 1, 31,592 in 2000-01, a compound growth of 2.17 per cent per annum. Per capita real farm family consumption expenditure increased from Rs 740 to Rs 6,215 between 1971-72 and 2000-01. Encouraging both public and private investment in education would surely help the rural economy in diversifying.

Pujari, A.K. (2004) explained the household consumption pattern in rural and urban Orissa during 1999-00, for a basket of twelve commodities by using NSS household data. It was estimated by the Engel function for various commodity groups for rural and urban Orissa separately after controlling the effects of religious, social groups and occupational status. He found that the expenditure share on food items in rural areas was higher than that of urban area and similarly the share in case of non-food items was less in case of rural areas. The commodity groups like cereals, edible oil, vegetables, sugar, spices, fuel

and light showed clear evidence and they were treated as necessities in rural areas. The factors demonstrated the variation of budget shares of the commodities in most of the case. The difference came from the inherent structural difference among these areas which resulted from various demographic and social factors. In household size, it was found to have different effects on household consumption pattern in rural and urban regions.

Gangopadhyay et al. (2004) analyzed the empirical distribution of per capita total consumption expenditure. This calculated the empirical distribution of per capita total consumption expenditure (PCTE) for each of the four years 1983, 1987-88, 1993-94 and 1999-2000. Since we were comparing across different years, we had to express the PCTE in real terms. The objective of this study was to identify some important estimates of how households behave. It was a purely statistical exercise, suggesting what could be done, rather than what should have be done. In particular, it was not an econometric exercise. It was more of an exploratory trip, trying to identify issues that were worth examining in a more rigorous fashion. These two observations were based on the NSS data. Once we tried to match the NSS data with that of the NAS, there was a growing divergence in the two data sets. Either the NSS under estimates the total consumption or the NAS overestimates it. However, this divergence was not uniform across all commodity groups. More importantly, the direction of divergence was not the same. Thus, while the NAS estimates were lower than the NSS figures for the commodity group Fuel, it was higher for all the other groups. Also, the divergence between the NSS and NAS data on fuel consumption was very small.

Joshi, A. (2004) had attempted to highlight the changes in the levels of real farm income, investment and household consumption in rural Punjab from 1970-71 to 2000-01, the

period over which the impact of the green revolution was clearly visible in the state. During this period increased farm incomes and household incomes and also due to the technical necessities of modern production based on HYV seeds, irrigation and fertilizers. Real investment per hectare also increased from Rs 4,400 in 1971-72 to Rs 7,956 in 2000-01. Per capita real farm family consumption expenditure increased from Rs 740 to Rs 6,215 between 1971-72 and 2000-01. The com-pound growth rates of household income were 9.52, 8.38 and 1.21 per cent per annum during the 1970s, 1980s and 1990s respectively. The annual growth in consumption during the 1970s and 1980s was very high, at 9.41 and 8.35 per cent, but came down sharply to 1.30 per cent during the 1990s. This follows a similar slowdown in growth of farm household incomes during the 1990s.The share of education in total expenses always remained below 2 percent. Perhaps the very small expenditure on education had been the major reason for the failure of the rural economy to diversify (both in farm and non-farm areas).

Agrahar and Murugkar (2005) explained the food consumption pattern of the Khasitribals in 13 tribal villages of Ri-bhoi, Meghalaya in India. The dietary pattern was still traditional. Rice, meat, roots, tubers, fermented foods, green leafy vegetables and fruits were consumed every day. Dairy products and pulses did not play a significant part in the everyday diet. Alcohol, fermented food, betel nut and tobacco were widely consumed by both men and women. Farming played a significant role in consumption of cereals and fruits. Urbanization, higher education and income significantly influenced the consumption of non-traditional foods such as dairy products. Social factors had poor influence on food consumption pattern. The result indicated that an increase in income and educational level did not mean a proportionate improvement in the quality of food consumed.

Fan et al. (2007) had given details on household food expenditure patterns. The data had been taken from the Diary Survey component of the Consumer Expenditure Survey, an ongoing survey conducted by the U.S. Bureau of Labour Statistics (BLS) that provides a continuous flow of information related to the buying habits of American consumers. Data was analyzed with the help of the multivariate technique used to group households based on similarities in their budget allocation patterns through maximizing within-group similarities and between-group differences. The identification of clusters was empirically based instead of guided by theory. In this paper, the similarity measurement used in the Euclidian distance, and the centroid method of measuring similarity was employed because this method was more robust to outliers than most other hierarchical methods. 40 percent of the households in this survey typically spent between 40 to 50 percent of their food budgets on meals eaten away from home (including those eaten at work). Younger households are much more likely to be in the fast food dominated cluster, and less likely to be in the balanced cluster.

Bharti et al. (2008) conducted a study on the awareness and consumption pattern of rural consumer towards home and personal care products. This research was mainly depends upon primary sources of information, which were collected with the help of a structured questionnaire. The results were obtained with the help of frequency and percentage techniques. The chi-square test had also applied for demographic factors and other variables under study.

Consumers were found well exposed to the different media primarily to the television and newspapers. The younger rural consumers were found more variety seeking in comparison to their old aged counterparts. They were satisfied with the royal to the brand. The primarily consumers bought these products for their prime utilization value than

peripheral aspects. In the rural Haryana, consumers had been using the leading national brands in case of detergent and Nirma from amongst these leading brands. But in case of washing shops, the trend had been different as the locally produced soaps named Nirol had been the front runner. The bathing soaps Lux and Lifebuoy dominate the rural market of Haryana.

Pavithra, B. S. (2008) in their study to analysed the food consumption pattern in Karnataka with special reference to Mysore district. The household consumer expenditure data of the 50th round and 61st round of the National Sample Survey Organization (NSSO) was used for the study. The data was subjected to statistical tools and the main findings are summarized in the form of tables. The primary data was collected from sample respondents located in urban area, semi-urban area and rural area of Mysore district. A total sample of 135 respondents (45 urban, 45 semi-urban and 45 rural households) formed the sample for the study. Percentage was calculated to analyze the changes in the pattern of food consumption. The monthly per capita cereal consumption had declined from 13.15 kgs to 10.73 kgs in rural areas, while the corresponding decrease in the urban sector was from 10.87 kgs to 9.70 kgs. Thus, the consumption of cereals had declined in Karnataka over the periods. The monthly per capital consumption of pulses was almost stable over the two periods in rural and urban areas of Karnataka. The monthly per capita expenditure (MPCE) on food was Rs.167 during 1993-94 in rural areas and it increased Rs.283 during 2004-05. In urban area, the MPCE increased from Rs.236 to Rs.447. The expenditure elasticities for all food groups were less than unity in urban areas with the highest value being 0.96 for vegetables. The lowest expenditure elasticity was observed for cereals (0.70 in rural and 0.72 in urban areas). The monthly per capita food expenditure was Rs.730 for urban respondents Rs.601 for semi-urban respondents and Rs.483 for rural respondents of Mysore district. The total MPCE of the

respondents was Rs.2000 for urban, Rs.1231 for semi-urban and Rs.1032 for rural respondents. The functional analysis carried out to study the factors influencing food expenditure revealed that there would be an increase in the annual family expenditure on food with every increase in the family size to the extent of Rs.11143 in the case of urban consumers and Rs.7292 in the case of rural consumers.

Vatta et al. (2008) conducted a study on employment pattern and income sources in the rural areas of Punjab. The study was based on the primary data. The data had been collected from 315 rural households. The results had revealed a negative relationship between employment diversification and size of landholding. Distress nature of the rural labour markets had induced actualization of work in the absence of land for cultivation. A majority of the households had been found dependent on multiple sources of income, further confirming the distress nature of these income sources. The dependence on non-farm sector as a major source of income revealed a negative relationship with the land-size. More than two-thirds (66.9%) of the non-cultivating households had non-farm sector as the major source of their income. The study revealed the inability of an average non-cultivating and marginal or small cultivating household to achieve the overall average income of a rural household. The rural household income had been found to follow a highly skewed distribution. The incomes from crops and dairying had been observed highly unequally distributed, perhaps due to their strong association with the size of landholdings. On the other hand, rural non-farm income distribution seems to be least skewed.

The average annual income on per household as well as per capita basis was found to increase with increase in landholding size. The average non-cultivating, and marginal as well as small cultivating households were not able to achieve the overall average income

(Rs. 22242/capita/annum), the deficit being 48.3 per cent, 27.2 per cent and 21.5 per cent, respectively. For non-cultivating households, the major source of income was found to be the non-farm sector (59.0%), followed by rental income (17.8%) and livestock (8.3%). A similar pattern was observed for the marginal cultivating households. The small, medium and large cultivating households constituted one group in depicting the pattern of income source. For these categories of households, the major source of income was crop farming, followed by livestock and non-farm sector. Within these categories of households, the proportion of income from crop farming increased with increase in landholding size and decreased correspondingly in livestock and non-farming sector.

Akbay et al. (2009) investigated the relationship between consumers' fast food consumption frequency and their socio-economic/demographic characteristics and attitudes. The sign and significance of coefficients and marginal effects were used to ascertain consumer characteristics which were important to the frequency of fast food consumption. The results indicated that age, income, education, household size, presence of children and other factors, such as consumer attitude towards the price of fast food, health concerns and child preference, significantly influence the frequency of fast food consumption. The findings would help fast food managers to understand the critical factors that influence consumers' fast food consumption behaviour and help them to make improvements accordingly. This study showed that about 33% of consumers in our sample consumed fast food at least weekly basis. In general, various socio-economic and demographic factors significantly influenced the likelihood of consuming fast food. The smaller households were more frequently consume fast food products than larger households. Child preference had also statistically significant coefficient estimate at 1% significant level. Results indicated that respondents who perceived price as an important factor when eating out are less likely to consume fast food.

Ahcihoca et al. (2009) concerned how household expenditure on different groups of commodities changes when there were changes in the income of urban households in North Cyprus. For this purpose a survey was conducted on 300 households from Lefkosa,

Sethia (2010) studied the India's changing consumption pattern. The main objective of the study was to study the impact of economic reforms on changing consumption pattern and to compare the expenditure pattern of Indian households between pre and post reforms. This study was based on secondary data. Secondary data had been gathered from Central Statistical Organization, Reports on National Sample Survey of various years, National Accounts statistical of various year etc. the finding showed that the share of expenditure on food items in total aggregate consumptions expenditure had declined from 53.7 percent in 1970-71 to 48.4 percent at the end of pre-reform period. In the post reform period also, the food expenditure had declined from 49.9 percent in 1991-92 to 35.4 percent in 2004-05. The pre and post economic reform period indicated that there was significant difference in them.

Sukumar, M. (2010) discussed on the women's contribution to the total household income and their relative freedom to spend money for their personal choices and the influences, which affected their spending choices. This also looked into the mechanics of running the households by women even without a regular income. A support net of community transactions and mutual support established and maintained, mainly by women had revealed to us in our interaction with these women. It was neither mentioned in the mainstream discourse nor could be examined through the conventional tools of data collection. The study mainly depended on the secondary data and collected from the census, panchayats Development Report and primary data was collected from the households through surveys. In the total number of persons belonging to the sample

households, literacy and school education were almost universal. No such gender difference was visible in the number of people having a particular level of education. But in the sample, people having an education up to 10th standard were the largest group both among men and women. For acquiring better jobs, further training and better wages, their chances were not bright.62% of the total sample was consisted of households with 3-5 members at the time of study. This showed a typical nuclear family with husband, wife and 2-3 children. 19.5% households have only 3 members, which was a clear indication of nuclear family. The 18.5% of the family had more than 5 members. The reduced number household member's help to decrease the maintenance cost of the family but it also reduce the able hands to work and earn for the family and to share the burdens of responsibility. The expenditure of the households was and their preferences were worth studying. The income – expenditure comparison of the households showed that 85% of the households had more expenditure than income. Only 14% of the households were spending within the limits of their income. And 1% of households had a spending same as their income. 32% of the households had regular savings and in 30% households women had separate savings. 10% of the households had short term loans and 37% of the households had long-term loans. Households had different sources to avail loans. 86 households had co-operative banks loans, 3 had loans from housing societies, 23 household's loans from private finance establishments (popularly called blade banks) and 7 resorted to personal borrowing.

Mishra et al. (2011) conducted a study on 44 families of two selected villages of Bagh Block of Kukshi Tehsil of Dhar district to observe the food consumption pattern of Bhils, their various ways of obtaining food including the associated habits, beliefs and notions. Besides, information on special and selective foods had taken by them during pregnancy, lactation, illness including festivals and ceremonies were sought. Also the information

regarding change in food intake during different seasons and lean days were obtained. The local key peoples such as teachers, leaders, sarpanch and doctors were also interviewed to seek supportive information.

More than 90% of the Bhil populations of the two villages were primarily involved in agriculture. Only about 5 % of the population were engaged in occupation other than those of agriculture, cultivator or as agriculture labour. The size of land possessed by them was ascertained. It was found that average land per household of village Agar was around 6.6 bighas while in Goghdhadi, it was 8.1 bighas. Nearly 50% Bhils of the two villages possessed land below 5 bighas. Landless bhils in village Agar were 2.6% and it was 7% in Goghdhadi. It might be mentioned that the land size owned per household and in turn the crop yield was not significantly different which could reflect any variation among population of two villages. The wages were also earned by them through various other means. The cows, bullocks, popular birds and goats were reared to enhance their income. Female literacy rate was almost zero while the 15% male bhils of village Agar received education up to middle class with an exception of two medical graduates. The average size of the family was 6.3 in village Agar while in Goghdhadi it was 6.5. The difference in family size of two villages was not found to be significant. Twenty percent of the families had 7-8 members and nearly 10% of the families between 11-12 members in both the villages. This information indicated the number of mouths to feed. Houses of both the villages were kaccha hut type consisted of generally one room, kitchen and verandah. After obtaining the above preliminary information, the detailed information from both male and female members of the families were sought pertaining to the food consumption pattern, associated habits, beliefs and taboos vis-a vis to their socio-cultural pattern.

Geetha, K. T (2011) in this study analyzed the consumption pattern of the households in rural and urban areas to understand the changes that are taking place in the consumption habits among the population and they were also estimated the expenditure elasticity for selected food items for rural and urban households. The required data was collected by administering a pre-tested questionnaire to 50 households residing in Boluvampatti village and 50 households in Ganapathy town in Coimbatore city. He is analyzed by critical ratio test, chi-square test and regression analysis. The findings reveal a significant differentials in consumption expenditure not only between the groups (rural vs. urban) but also within the group. Education, income, occupation and location were significant determinants of consumption expenditure of the households. Low expenditure elasticity for cereals and high expenditure elasticity for other food items signifies a shifting food consumption pattern in both rural and urban areas as income increases.

Sharma (2011) analyzed the food consumption pattern. It was very important for related to poverty and standard of living of our society. It was necessary to study the changing situations of liberalization, privatization and globalization. He had analyzed the changing food consumption pattern over time would help in designing appropriate policies related to food production and distribution. Food expenditure pattern was an excellent indicator of economic well being of people. If the society was wealthy proportionately high expenditure well is made on secondary necessities, comfort, luxury product and conspicuous consumption. On the other hand, if the society was at subsistence level, people would spend proportionately more on food. This study analyzed the change in food consumption pattern and estimates the expenditure elasticites of demand for food in rural and urban India. In this study percentage method has used. It was suggested to increase income education and easy availability of ready to eat foods might bring about enormous changes in the food consumption pattern in the near future. Therefore

production, procession and distribution of processed foods should have priority in the policies of the government. All expenditure elasticities were less than unity; all the food items were treated as necessities. The lowest expenditure elasticity was observed for cereals (0.51in rural and 0.53 in urban India). This was because food was basic necessity for sustenance of life.

Roy (2011) explained the changing patterns of consumption expenditure of three broad classes the "upper" middle and bottom classes in the rural and urban India. The differences in consumption of necessaries across classes decline more the economy grown. In the cases of most of the food and non-food items especially, education and medical services the consumption expenditure in real terms was showing trends of a widening gap between the upper and the bottom classes.

Swamy et al. (2012) analyzed the existing buying behaviour of Instant Food Products by individual households and to predict the demand for Instant Food Products of Hyderabad city in Andra Pardesh. All the respondents were aware of pickles and Sambar masala but only 56.67 per cent of respondents were aware of Dosa/Idli mix. About 96.11 per cent consumers of Dosa / Idli mix and more than half of consumers of pickles and Sambar masala prepared their own. Low cost of home preparation and differences in tastes were the major reasons for non consumption, whereas ready availability and save time of preparation were the reasons for consuming Instant Food Products. Retail shops were the major source of information and source of purchase of Instant Food Products. The average monthly expenditure on Instant Food Products was found to be highest in higher income groups. The average per capita purchase and per capita expenditure on Instant food Products had a positive relationship with income of households. High price and poor taste were the reasons for not purchasing particular brand whereas best quality, retailers

influence and ready availability were considered for preferring particular brand of products by the consumers.

Pardhan, H. K. (2012) in their paper analyzed the pattern of consumption expenditure of rural households to show the frequent changes in both food and non-food consumption expenditure due to the changes in income and occupation of the people. Consumption expenditure is increasing due to increase in urbanization, breaking up of the traditional joint family system, desire for quality food, lack of time which translates in to an increased need for convenience. Increasing number of working women, rise in the per-capita income in forcible situations of other dominants, changing lifestyles and increasing level of affluence of the surroundings with lack of saving attitude and appropriate awareness brought a significant changes in the expenditure patterns among the rural communities. The study found the income elasticity of expenditure as proxy for income elasticity of quantity demanded for selected food and non-food commodities among different income and occupation class in Western Odisha through an Engel ratio analysis. To examine the impact, the actual distribution of monthly per capita incomes and other selected characteristics of different income classes had been taken. It was found that (considering all expenditure classes) the average MPCE of ST/SC's was lower than that of general households, also lower than the Muslim class. MPCE on both food and non-food is higher for general households. Tribal class belonging to top expenditure class spend more on food items like cereals, fish and egg, chicken and non-food items like pan, tobacco and intoxicants.

Rao et al. (2012) examined the different facets of the variation in the level and pattern of household consumer expenditure and related aspects of the standard of living of the rural households. It covered the socio-economic and demographic characteristics of sample

households such as Annual average per capita consumption expenditure, Literacy status of heads of sample households, Percent of drop outs in school going children of sample households, Average age of the heads of sample households, Share of food expenditure in the total household expenditure, Share of non-food expenditure in the total consumption expenditure and average household size over different rural occupational groups. The share of food expenditure in the total expenditure was 63 per cent for cultivators, 86 per cent for agricultural labourers, 61 per cent for other rural households and 65 per cent for all sample rural households. The expenditure elasticity was 0.82 for agricultural labours, 0.69 for cultivators, 0.62 for other rural households and 0.79 for combined group. Clothing had greater than unitary elasticity for almost all the groups. The expenditure elasticity was 1.45 for clothing for combined group.

Gupta, S. (2012) identified some trends and changes in India's food consumption basket in the last two decades by examine the per capita expenditure on the consumption of selected food articles. This study included the total food expenditure, five major food items (cereals, pulses, edible oil, milk (liquid) and sugar) for a detailed analysis. It was evident that some significant changes away from food consumption basket in India. Besides a shift away from food to non-food items (in all expenditure categories across both rural and urban areas), the data also confirmed the presence of a sustained shift with in food to non-cereals and within cereals away from traditional staples (Jower, bajra, maize) in pulses, all varieties (expect gram and peas) had witnessed a drop in consumption. The consumption of edible oil showed a significant increase over the years particularly in the other edible oil category that constitute edible oils excluding ground nut, mustard and vanaspati and its mainly palm oil . The consumption of milk was increased in both rural and urban areas. The intake sugar had fallen, at double the rate in urban areas as compared with rural areas.

2.5 Research gap

The importance of agriculture for poverty reduction is well established, less research has focused on how agriculture's contribution to the incomes of poor people influences nutrition outcomes. There are many papers that attempt to investigate the link between income or expenditure and expenditure patterns. Agricultural developments on either the supply or demand side clearly have substantial scope to influence the price of food relative to non-food prices (including wages), as well as the relative price of specific foods of particular nutritional importance. Thirty papers attempt to examine supply and demand factors on household food security, and to a lesser extent on nutrition. Most of these studies investigate the role of agricultural growth, policies, tastes, and price changes on consumption patterns.