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### Consumption pattern of different categories of rural households in Southern Karnataka

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#### Abstract

Consumption pattern of different categories of rural households is a good indicator of the economic status and their standard of living and which also helps in assessing the relative importance of each food/ nonfood items in the consumption basket. This research delves into the consumption patterns of rural households, particularly focusing on their expenditures on both food and non-food items across various categories of households. Key findings indicate that food items constitute a substantial portion of total household expenditure, with cereals emerging as the primary expense category, followed by meat and animal products. Non-food items, particularly education, entertainment, and medical expenses, also command a significant share of expenditure, reflecting the diverse needs and aspirations of rural households beyond basic sustenance. Furthermore, Consumption pattern of different categories of rural households is a good indicator of the economic status and their standard of living and which also helps in assessing the relative importance of each food/ nonfood items in the consumption basket. The study underscores the pivotal role of education in rural expenditure, emerging as a major spending category across all household categories. Additionally, it highlights the significance of social and cultural expenditures, such as entertainment and celebration of festivals, indicating the importance of social cohesion and community engagement in rural settings. Overall, the research contributes valuable insights into rural consumption dynamics, providing policymakers, researchers, and development practitioners with a nuanced understanding of household expenditure patterns in rural areas. Such insights are essential for formulating targeted policies and interventions aimed at enhancing the well-being and economic resilience of rural communities.

**Keywords:** Rural households, consumption patterns, food items, non-food items

#### Introduction

India is a country of villages as the majority of the population (68.84% of the total population) and 73 percent of the total households live in rural India. Development of rural India depends on the development of people living in rural areas and it has been the main focus of the Government even today as there are 17.97 crore rural households in the country of which majority (51.18%) of the households derive their income from manual casual labour followed by 30.10 percent of the total rural households in the country depends on cultivation of land for their livelihood (Socio economic and caste census, 2011).

Household income and consumption expenditure are two direct monetary measures used in assessing the economic well-being of the population. However, consumption expenditure is preferred to income as it reflects the long-term economic status of the household, particularly in low-income countries (Friedman, 1957) [5].

Consumption pattern of different categories of rural households is a good indicator of the economic status and their standard of living and which also helps in assessing the relative importance of each food/ nonfood items in the consumption basket. Different categories of rural households have different structures of consumption. In

general, high-income groups spend more on each class of items in absolute terms, but they spend a low percentage of income for food and basic needs and poor people spend a higher percentage of income on food and other basic needs. In short, the propensity to consume will be higher for poor and the propensity to save will be higher for rich (Glenn and Kenneth, 1987) [6].

Consumption pattern and share of expenditure on various food and nonfood items in total expenditure are very important as it serves as an indicator of poverty and standard of living in a region. There are several studies on consumption pattern in urban areas but, in rural areas only a few studies were done and hence this study focuses on the consumption pattern in rural areas.

The present study examines consumption pattern of different categories of rural households in Southern Karnataka.

#### Methodology

##### Sampling procedure

Simple random sampling method was employed for the selection of rural households and data was collected from both farm and non-farm families through personal interview method by using pre-tested well-structured schedule. Kolar

and Chikkaballapur district were selected for the study. From among the six taluks of Chikkaballapur, Sidlaghatta and Chikkaballapur taluks were selected purposively based on taluks having lowest and highest per capita Income. From among the five taluks of Kolar, Kolar and Malur taluks were selected.

Consumption expenditure on different food and nonfood items was analyzed using tabular analysis. Mean and percentages were used to compare the expenditure on different items by different categories of rural households.

**Results and Discussion**

**Consumption pattern of rural households**

The table 1 depicts that the average per household monthly expenditure on different food and non-food items and share of the different items in expenditure on food/non-food items. The table also represent the percentage share of different food and non-food items in total expenditure.

It was observed from the table that the share of food items

(51.29%) was more than the non-food items (48.71%) in total expenditure (figure 4.7). The average monthly household expenditure on food items was ₹ 5757.62 and non-food items was ₹ 5467.13. Among different food items, cereals occupies major share i.e. 30.40 percent followed by meat and animals products (20.37%), vegetables (12.55%), beverages and intoxicants (7.86%), pulses (6.50%), edible oil (5.34%), milk and milk products (5.29%), Fruits (4.70%), Sugar and jaggery (3.04%) in total average monthly household expenditure on food items and dry fruits and nuts occupies lowest share (0.57%).

Education constitute a major share (36.16%) in per household average monthly expenditure on non-food items followed by entertainment and celebration of Social ceremonies and festivals (19.92%). Medical expenses constitutes 15.49 percent, Gas/fuel/ petrol (11.65%), clothing (11.25%) and Electricity and other miscellaneous expenses constitutes 5.53 percent of total monthly expenditure on non-food items (Table 1).

**Table 1:** Average monthly household consumption expenditure and share of different food and non-food items in total expenditure.

Sl. No.	Product Category	Average monthly expenditure (₹)	% to expenditure on food/ non food	% of Total expenditure
1	Cereals	1729.73	30.04	15.41
2	Pulses	374.20	6.50	3.33
3	Vegetables	722.59	12.55	6.44
4	Fruits	270.41	4.70	2.41
5	Sugar and Jaggery	175.05	3.04	1.56
6	Dry fruits and nuts	32.63	0.57	0.29
7	Meat and Egg	1172.69	20.37	10.45
8	Milk and Milk Products	304.81	5.29	2.72
9	Edible Oil	307.54	5.34	2.74
10	Beverages and Intoxicants	452.38	7.86	4.03
11	Snacks/ Confectionary and other food items	215.60	3.74	1.92
	Food items	5757.62	100.00	51.29
12	Clothing	614.95	11.25	5.48
13	Education	1976.77	36.16	17.61
14	Medical	847.10	15.49	7.55
15	Gas/ Fuel/ Petrol	636.88	11.65	5.67
16	Electricity	179.31	3.28	1.60
17	Entertainment/ Social obligations	1089.13	19.92	9.70
18	Miscellaneous/ other non-food Expenditure	123.00	2.25	1.10
	Non-food items	5467.13	100.00	48.71

**Note:** 1. Entertainment/ social obligations includes expenditure for movies, outing, celebration of festivals/ social ceremonies, mobile bill, television bill etc.

2. Other non-food expenditure includes water charges, house tax etc.

**Per Capita and per household average monthly expenditure**

It was depicted in the table that the monthly expenses per household and per capita on food items was ₹ 5758 and ₹ 1193 respectively which was more than that of the monthly

expenses per household and per capita on non-food items viz. ₹ 5467 and ₹ 1103 respectively. It was also showed in the table that the Average monthly expenses per household on both food and non-food items was ₹ 11225 and per capita Average monthly expenses was ₹ 2296.

**Table 2:** Per capita and per household average monthly expenditure on food and non-food items

Sl. No.	Particulars	Expenditure (₹)		
		Food items	Non Food	Total
1	Monthly Expenses per household	5758	5467	11225
2	Monthly Expenses per capita	1193	1103	2296

**Food consumption pattern across different categories of rural households**

Category wise analysis of consumption pattern revealed that the non-cultivators spent 34.14 percent of their total

expenditure on cereals followed by 18.92 percent on meat and egg. Small and marginal farmers spend 32.94 percent of their expenditure on cereals followed by 19.01 percent on meat and egg and 10.05 percent on vegetables. Medium

farmers spend 28.05 percent on cereals followed by 17.74 percent on meat and egg and 12.06 percent on vegetables. Cereals constitute 26.35 percent of the total expenditure on food items by large farmers. Per household monthly expenditure of non-cultivators, small and marginal, medium and large farmers was ₹ 5204.09, ₹ 5239.63, ₹ 5849.72 and ₹ 6737.02 respectively. Average per household monthly expenditure on food items was ₹ 5757.62.

Among all the categories cereals constitute the major share in expenditure on food items followed by meat and egg. Cereals constitute the major share because the rural households in the study area were highly dependent on cereal based diet. Meat and egg constitute the second largest share in expenditure on food items which is because of high consumption of meat and chicken and also high prices of the same. Share of cereals in monthly expenditure on food items decreases as land holding size increases as depicted in the table. Share of cereals is highest for non-cultivators, pulses is highest in case of small and marginal farmers, vegetables for large farmers, meat and egg is highest for large farmers. Share of beverages and intoxicant is highest for small and marginal farmers followed by non-cultivators.

**Share of food and non-food item in per household monthly expenditure across different categories of rural households**

Share of food and non-food items in monthly per household expenditure of non-cultivators was 54.54 and 45.46 respectively and it was 52.98 and 47.02 for small and marginal farmers. Share of food items in monthly expenditure of medium farmers was 49.73 which is less than the non-food items 51.27 percent and in case of large farmers also share of food items (49.16%) is less than the non-food items (50.84%).

It is revealed from the study that the share of food items is more in case of non-cultivators and small and marginal farmers. The share of non-food items is more in case of medium and large farmers. It was also evident from the study that as the size of land holding increases share of food items decreases and visa-versa as high income groups spend more non-food items.

**Share of expenditure on different non-food items across different categories of rural households**

Share of expenditure on different non-food items across different categories of rural households is furnished in Table 5.

Categories wise analysis of expenditure on non-food items revealed that non-cultivators education constitute the major share in total expenditure on non-food items(25.56%) followed by entertainment (21.97%) which includes celebration of festivals and other social obligations, medical expenses constitute 19.30 percent, clothing (12.92%), Gas/ fuel (12.92%). Share of education was 28.85 percent for small and marginal farmers followed by entertainment (20.05%) and medical expenses (18.79%). Medium farmers spend 46.08 percent of their total expenditure on non-food items for education followed by celebration of festivals and other entertainment activities (16.73%), medical (12.83%) and clothing (10.13%). Large farmers spent 21.27 percent on education followed by entertainment or celebration of festivals (21.27%) and medical (13.19%). Overall share of expenditure on clothing was highest among non-cultivators, education was highest for medium farmers, medical for small and marginal farmers, share of expenditure on entertainment was highest for non-cultivators (21.97%) followed by large farmers (21.27%).

**Table 3:** Food consumption pattern across different categories of rural households

Sl. No.	Product Category	Non-Cultivators		Small Farmers		Medium farmers		Large farmers		Total	
		Expenditure (₹)	% share								
1	Cereals	1776.78	34.14	1726.05	32.94	1640.88	28.05	1775.21	26.35	1729.73	30.04
2	Pulses	309.86	5.95	370.53	7.07	392.25	6.71	424.17	6.30	374.20	6.50
3	Vegetables	592.35	11.38	526.33	10.05	705.65	12.06	1066.03	15.82	722.59	12.55
4	Fruits	251.09	4.82	271.72	5.19	291.82	4.99	267.01	3.96	270.41	4.70
5	Sugar and Jaggery	155.47	2.99	157.64	3.01	203.64	3.48	183.45	2.72	175.05	3.04
6	Dryfruits and nuts	9.11	0.18	16.34	0.31	42.53	0.73	62.53	0.93	32.63	0.57
7	Meat and Egg	984.74	18.92	995.97	19.01	1037.53	17.74	1672.52	24.83	1172.69	20.37
8	Milk and Milk Products	293.81	5.65	300.68	5.74	300.19	5.13	324.57	4.82	304.81	5.29
9	Edible Oil	274.84	5.28	281.95	5.38	355.06	6.07	318.31	4.72	307.54	5.34
10	Beverages and Intoxicants	408.91	7.86	447.77	8.55	495.53	8.47	457.31	6.79	452.38	7.86
11	Snacks/ Confectionary and other food items	147.14	2.83	144.65	2.76	384.65	6.58	185.91	2.76	215.59	3.74
	Total	5204.09	100	5239.63	100	5849.72	100	6737.02	100	5757.62	100

**Table 4:** Share of food and non-food item in monthly household expenditure across different categories of rural households

Sl. No.	Product category	Non-Cultivators		Small and marginal farmers		Medium farmers		Large farmers		Total Rural households	
		Expenditure (₹)	% Share	Expenditure (₹)	% Share	Expenditure (₹)	% Share	Expenditure (₹)	% Share	Expenditure (₹)	% Share
1	Food Items	5204.09	54.54	5239.63	52.98	5849.72	49.73	6737.03	49.16	5757.62	51.29
2	Non-Food Items	4338.57	45.46	4649.95	47.02	5913.78	50.27	6966.18	50.84	5467.12	48.71
3	Total	9542.66	100.00	9889.58	100.00	11763.50	100.00	13703.21	100.00	11224.74	100.00

**Table 5:** Share of different non-food items in total expenditure on non-food items across different categories of rural households

Sl. No.	Product category	Non-cultivators		Small and marginal		Medium		Large		Total	
		Expenditure (₹)	% Share	Expenditure (₹)	% Share	Expenditure (₹)	% Share	Expenditure (₹)	% Share	Expenditure (₹)	% Share
1	Clothing	564.25	13.01	586.56	12.61	598.88	10.13	710.11	10.19	614.95	11.25
2	Education	1109.01	25.56	1341.62	28.85	2725.00	46.08	2731.66	39.21	1976.82	36.16
3	Medical	837.46	19.30	873.61	18.79	758.49	12.83	918.84	13.19	847.10	15.49
4	Gas/ Fuel/ Petrol	560.53	12.92	618.57	13.30	580.00	9.81	788.42	11.32	636.88	11.65
5	Electricity	184.87	4.26	170.00	3.66	151.54	2.56	210.83	3.03	179.31	3.28
6	Entertainment	953.38	21.97	932.08	20.05	989.58	16.73	1481.48	21.27	1089.13	19.92
7	Miscellaneous/ other non-food Expenditure	129.08	2.98	127.51	2.74	110.29	1.86	124.84	1.79	122.93	2.25
	Average Expenditure on Non-food items	4338.57	100.00	4649.95	100.00	5913.78	100.00	6966.18	100.00	5467.12	100.00

Expenditure on non-food items of non-cultivators, small and marginal farmers, medium farmers and large farmers was ₹ 4338.57, ₹ 4649.95, ₹ 5913.78 and ₹ 6966.18 which indicates that expenditure on non-food items increases with increase in size of land holding. Among all households education constitute major share followed by entertainment or celebration of festivals, social ceremonies and other social obligations. Overall average expenditure on non-food items was ₹ 5467.12 of which education and celebration of festivals constitute more than half of the expenditure on non-food items.

### Conclusion

It was clear from the study that the Average per household monthly expenditure on food items and nonfood items was ₹ 5757.62 and ₹ 5467.13 respectively. Per capita monthly expenses on food and non-food items was ₹1193 and ₹ 1103 respectively. Both per capita and per household monthly expenditure on food items was more compared to non-food items. Share of food items in total monthly expenditure decreases with increase in income and share of non-food items increases with increase in income. Share of food items in average monthly expenditure was more in case of non-cultivators and small and marginal farmers compared to medium and large farmers. Among nonfood items, education constitute the major share (36.16%) in total expenditure on non-food items followed by Social obligations/celebration of festivals and entertainment (19.92%).

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