

Study on Food Consumption Practices in Rural Areas of South Gujarat

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Abstract

Real India live in villages as we have around 6,58,000 villages in the country. There are 70 percent of the total Indian population resides in rural areas. The food is basic necessity of human being. As the time passes, the food choices become more complex. There are numbers of factors affecting on food choice. To understand the food consumption practices in rural areas, the present study was conducted. The descriptive research design was adopted for the study and 100 respondents from the rural areas of south Gujarat region were surveyed. The data were analyzed with descriptive statistics and multivariate analysis. The present study focuses on food consumption time, frequency and factors affecting food choice. The study would be useful to marketer in understanding consumer behavior towards food and that would help to design marketing strategy.

Keywords: Food, Food Consumption practices, Food Consumption Strategy

Introduction

India is the developing nation where 70 percent population resides in rural areas. The rural area is evolving as important areas for marketers. The consumption pattern in rural areas has also impacted with rapid urbanization, penetration of television, mobile and technology. In common parlance, the term “consumption” refers to the act of using up the resources, whereas in economics it means the use of goods and services by households which are not intended to be an investment of some sort i.e. the goods or services are not used with an intention of being sold in future. (Sonika Gupta, 2016).

According to NSSO, food accounted for about 53 percent of the value of the average rural Indian’s household consumption during 2011-12. In case of Gujarat, it was 54.33 percent. Thus, food is an important part of consumers’ wallet and the present study tries to understand the food consumption practices in rural areas.

Review of Literature

(Sutapa Agrawal, 2019) Association between socio economic status and consumption of individual food items and food groups were not consistent. Maternal education was more strongly associated with consumption of essential food items and all food groups, but household wealth was found to have significant influence on intake of dairy groups only.

(Jean Adams, 2015) There were no gender differences in the proportion of participants who ate take-away meals at home once per week or more in adults. There was no difference in the proportion of adults eating take-away meals at home once per week or more by household occupation social class or

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individual education in adults after mutual adjustment.

(Bruna Galobardes, 2001) found that the differences in food intake due to education and occupation for most food groups. Education and occupation were consistently associated with similar dietary patterns.

Research Methodology

The present study aims to understand the food consumption practices in rural areas of south Gujarat. To achieve the objectives, descriptive research design was employed. The cross sectional data from 100 respondents were collected. The primary data were collected from the regions of south Gujarat. The primary data were collected using structured questionnaire containing questions related to demographic profile of respondents and research questions. The collected data were coded and transferred to computer software and analyzed with descriptive statistics, chi square test and one way ANOVA. The food consumption practices were recorded as Breakfast consumption, size of breakfast, lunch size, dinner size, average meal size, eating between meals and water consumption. The American Heart Association (AHA) defines breakfast as the first meal of the day taken within 2 hours of the waking up, typically somewhere between 5 am to 10 am.

Data Analysis

Table- 1 Morning Breakfast and Eating between Meals frequency

Particulars	Always	Often	Sometimes	Rarely	Never
Morning Breakfast	46	4	30	18	2
Between Meals	3	6	21	56	14

Demographic profile of Respondents

The above table shows the demographic profile of respondents out of surveyed 100 respondents 59 percent were male where as 41 percent were female. In case of age of respondents, 34 percent respondents were belonged to below 25 years, 59 percent respondents belonged to 25 years to 50 years whereas 7 respondents were above 50 years. In case of education of respondents, 48 percent respondents were graduates and above followed by 22 percent HSC and SSC level each and 8 percent were educated below SSC level. In case of monthly income of respondents, 58 percent respondents had below Rs.25000 monthly income followed by 36 respondents having monthly income between Rs.25000 to 50000 and 6 percent respondents had monthly income above Rs.50000. For occupation, it was found that 32 percent respondents were engaged in private job; 29 percent respondents were students, 21 percent were engaged in agriculture and allied sector, 12 percent was doing business and 6 percent respondents were doing govt. job. Out of 100 respondents, 54 were married and 46 were unmarried.

Food Consumption Practices

The respondents were asked about their morning breakfast and eating between meals frequency on daily basis (daily basis), Often, Sometimes, Rarely and Never rating scale. The results presented in below table.

Table 2: Size of Food

Particulars	Very Heavy	Heavy	Medium	Light	Very Light
Size of Breakfast	7	10	57	20	6
Lunch	3	30	56	5	6
Dinner	13	25	52	10	0
Meal	7	16	69	5	3

In case of breakfast, 46 respondents always consume morning breakfast followed by 30 respondents who consume sometimes, 18 responded rarely, 4 responded often and 2 respondents never consume morning breakfast. In case of eating between meal, 56 respondents rarely eat between meals, 21 respondents sometimes eat between meals, 14 respondents never eat between meals, 6 respondents often eat between meals and 3 respondents always eat between meals.

The respondents were investigated for size of breakfast, size of lunch/dinner and size of average meals on very Heavy, Heavy, Medium, Light and Very Light rating scale. For size of breakfast 57 respondents consume medium size of breakfast followed by 20 respondents who prefer light size of breakfast, 10 respondents prefer to have

heavy breakfast, 7 respondents consume very heavy breakfast and 6 percent prefer very light breakfast. In case of Lunch, 56 respondents mark that they consume medium size of lunch, 30 respondents consume heavy lunch, 6 respondents consume very light lunch and 3 respondents consume very heavy lunch. In case of dinner 52 respondents consume medium size of dinner followed by 25 respondents consume heavy dinner, 13 respondents consume very heavy dinner and 10 respondents consume light dinner. The respondents were also asked average meal size, it was found that 69 respondents consume medium size meal followed by 16 respondents consume heavy meal, 7 respondents consume very heavy meal, 5 respondents consume light meal and 3 respondents consume very light meal.

Table-3 Water Consumption

	Less than 1 Lit	1-3 Liter	3-5 Lit	5-7 lit	More than 7 lit
Water	5	25	38	24	8

The respondents were asked for amount of water consume in a day and found that 38 respondents consume 3-5 liter of water of day followed by 25 respondents consume 1-3 liter of water per day, 24 respondents consume 5-7 liter of water a day, 8 respondents consume more than 7 liters of water a day and 5 respondents consume less than 1 liter in a day.

Gender and Food Consumption Practices

The attempt was made to check out the association between gender and consumption practices chi square test was used and hypothesis designed as follow:

H₀ – There is no significant association between gender for morning breakfast / eating between meals

H_A – There is significant association between gender for morning breakfast / eating between meals

Table- 4 Chi square test for gender and morning breakfast / Eating between meals

Particulars	Pearson Value	Df	P-Value	Comment on H ₀
Morning Breakfast	1.939	4	0.747	Accepted
Between Meals	1.278	4	0.865	Accepted

**Significance level 5 percent

*Significance level 10 percent

Above table shows results of chi square test between gender and morning breakfast/eating between meals, the null hypothesis is fail to reject at 5 percent and 10 percent significance level and there is no significant association found between genders for morning breakfast/eating between meals.

H₀ - There is no significant association between gender for size of Breakfast / Lunch / Dinner / Average Meal Size

H_A - There is association between gender for size of Breakfast / Lunch / Dinner / Average Meal Size

Table-5 Chi square test for gender and size of food

Particulars	Pearson Value	Df	P-Value	Comment on H ₀
Size of Breakfast	1.956	4	0.744	Accepted
Lunch	5.387	4	0.25	Accepted
Dinner	1.793	3	0.616	Accepted
Meal	3.407	4	0.492	Accepted

**Significance level 5 percent

*Significance level 10 percent

Above table shows results of chi square test between gender and size of Breakfast / Lunch / Dinner / Average Meal Size, the null hypotheses were rejected at percent and 10 percent significance level and there is no significant association found between gender and for size of Breakfast / Lunch / Dinner / Average Meal Size.

H₀ – There is no significant association between genders for Water consumption

H_A – There is significant association between genders for Water consumption

Table-6 Chi square test for gender and water consumption

Particulars	Pearson Value	Df	P-Value	Comment on H ₀
Water	10.464	4	0.033**	Rejected

**Significance level 5 percent

*Significance level 10 percent

The above table shows result of chi square test between gender and water consumption and the significant association found between genders at 5 percent significance level.

One way ANOVA

An attempt was made to check our weather the food consumption practices differ across Age groups, education groups, occupation groups and monthly income groups. The following hypothesizes were formed.

H0- There is no significant difference for Morning Breakfast frequency / Eating Between Meals across Age groups/ Education Groups/Occupation Groups/Monthly income Groups

HA- There is significant difference for Morning Breakfast frequency / Eating Between Meals across Age groups/ Education Groups/Occupation Groups/Monthly income Groups

Table-7 One way ANOVA for morning breakfast/ eating between meals and age/education/occupation/ monthly income

Particulars	Age	Education	Occupation	Monthly Income
Morning Breakfast	0.275	0.655	0.792	0.088*
Between Meals	0.678	0.544	0.646	0.502

**Significance level 5 percent

*Significance level 10 percent

The above table shows results of one way ANOVA test and found that there was significant differences found for monthly income across morning breakfast frequency at 10 percent significance level. There was no significant difference found for morning break frequency across age groups, education groups, and occupation groups. There was no significant difference found for eating between meals across age groups, education groups, occupation groups and monthly income groups.

H0- There is no significant difference for Size of Breakfast/Size of Lunch/Size of Dinner/Size of Average Meal across Age groups/ Education Groups/Occupation Groups/Monthly income Groups

HA- There is significant difference for Size of Breakfast/Size of Lunch/Size of Dinner/Size of Average Meal across Age groups/ Education Groups/Occupation Groups/Monthly income Groups

Table-8 One way ANOVA for size of food and age/education/occupation/ monthly income

Particulars	Age	Education	Occupation	Monthly Income
Size of Breakfast	0.013**	0.062*	0.135	0.781
Lunch	0.377	0.42	0.306	0.576
Dinner	0.45	0.141	0.137	0.067*
Meal	0.194	0.281	0.111	0.734

**Significance level 5 percent

*Significance level 10 percent

The above table shows results for one way ANOVA test for food consumption practices (size of Breakfast, Size of Lunch, Size of

Dinner and Average size of Meal). There were significant differences found for size of breakfast across age groups at 5 percent

significance level and across education groups at 10 percent significance level. There was no significant difference found for occupation groups and monthly income groups for size of breakfast. In case of lunch size there was no significant differences found across age groups, education groups, occupation groups and monthly income groups. In case of dinner size there was significant difference found across monthly income groups at 10 percent significance level. There were no significant difference found across age groups, education groups and occupation groups. In case of meal size

there was no significant difference found across age groups, education groups, occupation groups and monthly income groups.

H0- There is no significant difference for water consumption across Age groups/ Education Groups/Occupation Groups/Monthly income Groups

HA- There is significant difference for water consumption across Age groups/ Education Groups/Occupation Groups/Monthly income Groups

Table-9 One way ANOVA for water consumption and age/education/occupation/ monthly income

Particulars	Age	Education	Occupation	Monthly Income
Water	0.002**	0.217	0.003**	0.384

**Significance level 5 percent

*Significance level 10 percent

There was significant difference found for water consumption across age groups ($p=0.002$), occupation ($p=0.003$) at 5 percent significance level whereas there was no significant difference found across education groups for water consumption.

Conclusion

The food is basic need of human kind. The rural people spend more than half of their pocket on food. The present study was undertaken to understand food consumption practices and impact of social and demographic factors on food consumption practices. It was found that maximum respondents prefer to have breakfast. The majority of respondents consume medium size of lunch, medium size of dinner. There is significant difference between male and

female for water consumption. There was no significant difference found between male and female for breakfast frequency, size of breakfast, size of lunch, size of dinner, average meal size and eating between meals. The size of breakfast was found differ across age groups and education groups. The dinner size found differs across monthly income groups and water consumption found differ across age and occupation groups.

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