



HOUSEHOLD CONSUMPTION EXPENDITURE ON FOOD ITEMS IN PUNJAB

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Abstract: Punjab has been an important State of India that has witnessed tremendous changes after the Green Revolution in 1966. Per Capita Income and food consumption both are the indications of Human Development but food consumption is a better indicator of human welfare. Structure and Pattern of consumers have been changing in Punjab because of increasing education level and consumers awareness for inclusion of new brands and consumption pattern of the people. The study about the consumption expenditure was conducted on the basis of the data collected from two districts i.e. Faridkot and Ludhiana. A suitable sample of 200 consumers from urban area as well as from rural area was selected randomly so as to make a comparative analysis of structure and pattern of consumption expenditure on food items. To achieve the basic objectives of the study, various suitable statistical techniques like average, frequencies and percentage as well as advanced statistical techniques like chi-square test, t-test, regression analysis etc. were applied. The structure of food consumption has been taken as the consumption item included in the consumption of consumers of Punjab. These items were considered under different items like food items, intoxicants, Household routine, clothing & foot wears, transportation, services, ceremonies and health care. Pattern of consumption has been taken as the proportionate share of consumption expenditure incurred on different consumption items. The finding was supported by the Gini – coefficient for urban as well as for rural consumers and analysis showed that consumption disparity was more in urban area than that in rural areas in Punjab.

Index terms: Food items, Non-food items, Consumption Expenditure, Per Capita Consumer Expenditure, Household Consumption.

INTRODUCTION

The performance of any economy is measured in terms of the trends and pattern of macroeconomic variable which include national income, consumption, saving, investment and employment. Per capita income and food consumption both are the indicators of human development but food consumption is a better indicator of human welfare. The fast economic growth of India over 1990s has raised per capita income (expenditure) and has significantly impacted the food consumption patterns by causing a change in the structure of food consumption patterns as observed earlier during pre-reforms period. This raises the relevance of looking at the composition of India's food consumption basket. Since consumption constitutes an important activity performed by every household sector, so whatever personal income is obtained, from one source or the other, it is spent either on consumption or is saved. Today's consumption is exacerbating inequalities. The consumption pattern in India is defined with the reference to the consumer expenditure survey by the NSSO. These surveys divide rural and urban population into different expenditure group. The distribution of household/person and the per capita monthly expenditure on food and non food items is given for each group.

Punjab has been an important state of India, which has undergone tremendous changes after Green Revolution in 1966. The

manifold increase in income of the people of Punjab after Green Revolution led to a significant change in consumption pattern. The Average monthly per capita consumer expenditure (MPCE) of Punjab was Rs. 1,649 for rural area and Rs. 2,109 for urban area. (NSSO, 2015-16).

Changing consumption patterns is a natural process of choice. Consumer patterns change for both micro and macro reasons. This affects our behaviour, lifestyle, values and needs which implicate the change of our consumption patterns, which can vary among different countries and cultures based on specific sets of value-systems.

Structure and consumption expenditure pattern of consumers have been changing in Punjab because of increasing education level and consumers awareness for induction of new brands and consumption pattern of the people. Family structure has been changing because today majority of population has adopted nuclear family system replacing the joint family system. Income level of the people has also been increasing since independence due to industrialisation and agriculture revolution because nearly two third of the population is living in villages and engaged in agriculture activities. Rise in education level of the people and induction of large number of branded food products have been changing the taste and preference of consumer, change in prices of goods is also another factor, Which affects the consumption expenditure patterns of food and non food products. The increases in consumer income in fast growing developing countries tend to induce greater change in the composition of food consumption.

OBJECTIVE

To study the structure and pattern of household consumption expenditure in rural and urban Punjab

REVIEW OF LITERATURE

Priyabrata Sahoo (2014) studied the trends in consumption pattern and concluded that over the years the share of expenditure on food has decreased and the share of expenditure on non-food items has increased. It was found that the decline in the share of food expenditure is higher in other parts of India than in Odisha, similarly the increase in non-food expenditure is higher in other parts of India than in Odisha. In rural areas the share of other food like fruits, vegetables and beverages has shown an increasing trend, whereas it has shown an decreasing trend in urban areas. The share of intoxicants has declined and the share of non-food like health and education has increased. Though the share of food expenditure has been declining over the year, the share of decline is slower in Odisha than in other part of rural India. In rural India, the share of cereal has been increasing for the bottom 30% but for rest income group, the share of expenditure on cereal has been declining. In urban areas the share of expenditure on cereal for the bottom 30% and top 30% has been declining whereas middle 40% showed an increasing trend. The cereal quantity for the rural areas declined faster and for urban areas it declined slowly.

Radha Jerry Louis and Nitin Zaware (2014) found that the changing consumption pattern of Indians has a dominant effect on the increase in the growth of Food and Beverage sector. Marketing Management Convenience, sophistication and health are few factors which are directly linked with the increased sales and thereby profits for the food and beverage industry in India. A latest research noted that consumer expenses in India are set to increase by 13% each year for the next 3 years. The dynamic demography and the population (which is 17% of the global population) attract huge investments from the leading companies in the food and beverage market. India is largest by Purchasing power parity. Increase in the disposable income is one of the prominent factors. Convenience of ordering online is changing the scenario of price competition and organizations will have to design and initiate ways to offer to the markets differently.

Amit Basole and Deepankar Basu (2015) found that most of the increase in consumption expenditure inequality is due to the increase in expenditure on non-food items. The non-food items include health, education, transportation and housing. The large increase in inequality of expenditure is due to the private provisioning of these services. They also suggested that state should take appropriate steps to lower this inequality. The most important steps towards this is public provisioning of health, education, transportation and housing. Increasing the share of public provisioning would have positive effect. Moreover the public

provisioning of these services will improve the nutritional status of vast majority of the population of country.

N. Surendaran and B.Madhavan (2015), found that in both rural and urban sector, there is a tremendous decline in the expenditure on food, but the share of non-food expenditure has increased. The share of expenditure on cereals and grains is much higher in rural areas than in urban areas. It was also observed that expenditure on other food items like milk products, fish and meat, fruits, vegetable, nuts and beverages has tremendously increased in both urban and rural sectors of India. Now days, consumers are also becoming conscious about health, education and other development related issues in both urban and rural sectors. The policy makers should plan to invest in productive and service sectors.

P. Vanktesh, V. Sangeetha and Premlata Singh (2016) observed that food consumption has diversified with higher consumption of vegetables and meat and fish, but there is a slight decline in the consumption of cereals and pulses. The consumption diversity has been found low in north-eastern states as compared to the other states of India, whereas production diversity is low and medium in north-eastern states than the other states. The research stated that the dietary diversity and the production diversity positively and significantly associated. It was also found that local production diversity is one of the major determinants of dietary diversity. The study also revealed that north-eastern states consume less diversified food as compared to other states. Policies should be targeted towards promotion of production diversification across the state to increase the availability of food commodities and increase the nutritional outcome.

RESEARCH Methodology

The study about the consumption expenditure was conducted on the basis of the data collected from two districts i.e. Faridkot and Ludhiana. Purposive random sampling method was employed to select the sample for the present study. A suitable sample of 200 consumers from urban and an equal number from rural areas of two districts were selected. From the two selected districts, one block each was selected randomly. From each of the selected block one city and four villages were taken for the study. Then 200 consumers from urban area and 200 consumers from rural area were selected randomly so as to make a comparative analysis of structure and pattern of consumption expenditure on food items. To achieve the basic objectives of the study various suitable statistical techniques were employed. Simple tools like averages, frequencies and percentages as well as advanced statistical techniques like chi-square test, t-test, regression analysis, etc. were applied.

RESULTS AND DISCUSSION

The results obtained by analyzing the collected data have been discussed hereunder:

Structure and Pattern of Household Consumption in Punjab

The structure of food consumption has been taken as the consumption expenditure items included in the consumption of the consumers of Punjab have been categorized under different heads like, food items, intoxicants, household routines, clothing and foot wears, transportation, services, ceremonies and housing & health care. In the study the pattern of consumption has been taken on the basis of the proportionate share of consumption expenditure incurred on various consumption items.

1. Per Household per Annum Consumption Expenditure on Food Items

The structure and pattern of consumption expenditure on food items per household per annum has been shown in Table 1.

Table 1: Consumption Expenditure on Food items among Consumers (Rs./household/annum)

Food Items	Urban		Rural	
	Amount	%age	Amount	%age
Cereals	31694.89	31.34	31638.91	31.03

Pulses	3665.18	3.62	4836.82	4.74
Condiments and Spices	2672.18	2.64	2106.64	2.07
Fruits	5724.64	5.66	4345.94	4.26
Vegetables	6450.14	6.38	4525.92	4.44
Milk and Milk Products	34998.78	34.60	38872.90	38.13
Edible Oils	3778.82	3.74	4378.41	4.29
Sugarcane Product	2936.37	2.90	3203.38	3.14
Meat, Fish and Eggs	3349.60	3.31	2638.57	2.59
Tea Leaves	3688.80	3.65	3279.20	3.22
Refreshments	1127.84	1.12	923.40	0.91
Pickles/Jam/Sauces	1060.00	1.05	1202.92	1.18
Total: Foods	101147.24	100.00	101953.01	100.00

Total per household per annum expenditure on various food items worked out Rs. 101147.24 in urban areas and Rs. 101953.01 in rural areas of Punjab. In urban areas the highest amount of expenditure of the order of Rs. 34998.78 (34.60%) was incurred on milk and milk products, followed by Rs. 31694.89 (31.34%) on cereals, like wheat, rice, maize, bajra, barley, etc. Each of other food items could secure an expenditure of less than 10.00 percent. The lowest expenditure to the tune of Rs. 1060.00 (1.05%) was incurred on pickles, jams, sauces, etc., followed by Rs. 1127.84 (1.12%) on refreshments like cold drinks, juices, lemon water, etc. Rs. 2672.18 (2.64%) on condiments and spices and Rs. 2936.37 (2.90%) on sugarcane products like sugar, *gur*, *shakkar*, *boora khand*. As much as Rs. 6450.14 (6.38%) was incurred on vegetables, Rs. 5724.64 (5.66%) on fruits, Rs. 3778.82 (3.74%) on edible oils, Rs. 3688.80 (3.65%) on tea leaves & coffee and Rs. 3665.18 (3.62%) on pulses.

In rural areas the highest amount of expenditure of the order of Rs. 38872.90 (38.13%) was incurred on milk and milk products, followed by Rs. 31638.98 (31.03%) on cereals. The lowest expenditure to the tune of Rs. 923.40 (0.91%) was incurred on refreshments like cold drinks, juices, lemon water, etc., followed by Rs. 1202.92 (1.18%) on pickles, jams, sauces, etc., Rs. 2106.64 (2.07%) condiments and spices and Rs. 2638.57 (2.59%) on meat, fish & eggs and Rs. 3203.38 (3.14%) on sugarcane products. An amount of Rs. 4525.92 (4.44%) was incurred on vegetables, Rs. 4345.94 (4.26%) on fruits, Rs. 3279.20 (3.22%) on tea leaves & coffee and Rs. 4836.82 (4.74%) on pulses.

Though the per household per annum consumption expenditure was somewhat higher in rural areas than that in urban areas, but this cannot be compared because the family size in rural areas was also larger than that in urban areas. Therefore, the comparison of consumption expenditure has been made through per capita expenditure.

2. Per Capita per Annum Consumption Expenditure on Food Items

The structure of consumption expenditure on food items per capita per annum has been shown in Table 2.

Table 2: Consumption Expenditure on Foods items among Consumers (Rs./Capita/annum)

Food Items	Urban	Rural	% Gap Urban over Rural	t-value
Cereals	5924.28	5483.35	8.04	1.34
Pulses	685.08	838.27	-18.27	2.52*
Condiments and Spices	499.47	365.10	36.80	2.68**
Fruits	1070.03	753.20	42.06	3.14**
Vegetables	1205.63	784.39	53.70	5.21**
Milk and Milk Products	6541.83	6737.07	-2.90	0.98
Edible Oils	706.32	758.82	-6.92	1.78
Sugarcane Products	548.85	555.18	-1.14	0.61
Meat, Fish and Eggs	626.09	457.29	36.91	3.54**
Tea Leaves and Coffee	689.50	568.32	21.32	2.11*
Refreshments	210.81	160.04	31.73	2.87**
Pickles/Jam/ Sauces	198.13	208.48	-4.96	1.43
Total Food Items	18906.03	17669.50	7.00	1.79

It can be seen Table 2 that total per capita per annum consumption expenditure came out to be Rs. 18906.03 in urban areas and Rs. 17669.50 in rural areas. The per capita per annum consumption expenditure on food items in urban areas was 7.00 percent higher than that in rural areas. However, difference was found to be statistically non-significant as indicated by the t-value of 1.79.

The highest per capita per annum expenditure of the order of Rs. 6541.83 was incurred on milk and milk products in urban areas and Rs. 6737.07 in rural areas. The per capita expenditure on milk and milk products was less by 2.90 percent in urban areas than that in rural areas, but the difference was non-significant as conveyed by the t-value of 0.98. However, the per capita expenditure on pulses was significantly higher in rural areas (Rs. 838.27) as compared to that in urban areas (Rs. 685.08). This may be due to the dependence of rural people on pulses more than that of urban people due to the less availability of vegetables there. The per capita expenditure on edible oils was Rs. 706.32 in urban areas and Rs. 758.82 in rural areas.

On the other hand, as much as Rs. 499.47 were incurred on condiments and spices in urban areas, which was significantly higher by 36.80 percent than Rs. 365.10 in rural areas as conveyed by the t-value of 2.68. Similarly, per capita expenditure on fruits, vegetables, non-veg items, tea leaves & coffee and refreshments was significantly higher in urban areas as compared to that in rural areas as indicated by the respective t-values.

Thus, per capita expenditure on pulses was significantly higher among rural consumers while per capita expenditure on condiments and spices, fruits, vegetables, meat, fish and eggs, tea leaves and coffee and refreshments was significantly higher among urban consumers as compared to their counterparts in the other areas. However, per capita expenditure on cereals, sugarcane products, milk & milk products and pickles, jams and sauces was at par among urban as well as rural consumers.

3. Per Household per Annum Consumption Expenditure on Intoxicants

Per household per annum expenditure on intoxicant items among urban and rural consumers has been given in Table 3.

Table 3: Consumption Expenditure on intoxicants among Consumers (Rs./household/annum)

Intoxicants	Urban		Rural	
	Amount	%age	Amount	%age
Alcoholic Items	4762.28	57.31	2945.83	62.07
Tobacco items	2189.58	26.35	1265.63	26.67
Drugs, opium, etc.	1358.54	16.35	534.22	11.26
Total Intoxicants	8310.40	100.00	4745.68	100.00

The above table clearly depicts that total annual expenditure on various intoxicants was Rs. 8310.40 per household in urban areas and Rs. 4745.68 in rural areas. Of this, the highest amount of the order of Rs. 4762.28 (57.31%) was incurred on alcoholic items in urban areas, followed by Rs. 2189.58 (26.35%) on tobacco items and Rs. 1358.54 (16.35%) on drugs, opium, etc. In rural areas, the pattern of expenditure on intoxicants was found to be similar as was found in case of urban areas. The highest amount of expenditure of the order of Rs. 2945.83 (62.07%) on alcoholic items, followed by Rs. 1265.63 (26.67%) on tobacco items and Rs. 534.22 (11.26%) was incurred on drugs, opium, etc.

3.1. Analysis of Per Capita per Annum Consumption Expenditure on Intoxicants

Per capita annual expenditure on various intoxicants among urban and rural consumers has been compared in Table 3.1.

Table 3.1: Consumption Expenditure on intoxicants among Consumers (Rs./capita/annum)

Intoxicants	Urban	Rural	% Gap Urban over Rural	t-value
Alcoholic Items	890.15	510.54	74.35	6.67**
Tobacco items	409.27	219.35	86.58	7.21**
Drugs, opium, etc.	253.93	92.59	174.27	12.14**
Total Intoxicants	1553.35	822.47	88.86	8.97**

The per capita expenditure on various intoxicants worked at Rs. 1553.35 per annum among urban consumers, which was significantly higher by 88.86 percent than Rs. 822.47 per capita per annum among rural consumers. This was confirmed by the t-value of 8.97. Per capita expenditure on all the three components of intoxicants i.e. alcoholic items, tobacco items and drugs, opium, etc. was significantly higher among urban consumers as compared to that among rural consumers as indicated by the

respective t-values of 6.67, 7.21 and 12.14. The per capita expenditure among urban consumers on alcoholic items was significantly higher by 74.35 percent, on tobacco items by 86.58 percent and on drugs, opium, etc. by 174.27 percent higher as compared to that among rural consumers.

The above analysis of intoxication among the Punjabis explained that consumers of Urban areas are more prone to intoxicants as compared to the rural consumers of Punjab.

4. Per Household per Annum Expenditure on Household Non-Food Routine Items

Per household per annum expenditure on household non-food routine items among urban and rural consumers has been given in Table 4. A perusal of Table 4 showed that per household total expenditure on non-food routine items were Rs. 75125.38 in urban areas and Rs. 53524.93 in rural areas in Punjab.

In urban areas, out of total money spent, the expenditure on household non-food routine items was highest of the order Rs. 14633.34 (19.48%) incurred on furniture, followed by Rs. 10939.75 (14.56%) on fuel & light, Rs. 8689.20 (11.57%) on fan, cooler, AC, etc., Rs. 5980.14 (7.96%) on utensils and Rs. 5894.62 (7.85%) on entertainment.

Table 4: Expenditure on Household Non-Food routine items among Consumers (Rs./household/annum)

Household Routine	Urban		Rural	
	Amount	%age	Amount	%age
Fuel and Light	10939.75	14.56	7431.92	13.88
Bathroom Articles	4582.76	6.10	3104.99	5.80
Washing Articles	3986.49	5.31	3175.42	5.93
Entertainment	5894.62	7.85	4042.55	7.55
Watches/Clocks	1568.16	2.09	1043.41	1.95
Fan, cooler, AC, etc.	8689.20	11.57	5545.22	10.36
Computer, Internet	4186.02	5.57	2033.54	3.80
Sewing Machine	5205.79	6.93	3851.06	7.19
Furniture	14633.34	19.48	11082.90	20.71
Utensils	5980.14	7.96	5409.77	10.11
Refrigerator	3864.08	5.14	2450.14	4.58
Washing Machine	1918.30	2.55	1432.12	2.68
Kitchen Appliances	2330.60	3.10	1916.58	3.58
Misc.	1346.12	1.79	1005.34	1.88
Total Non-Food Routine Items	75125.38	100.00	53524.93	100.00

The expenditure was lowest of the order of Rs. 1568.16 (2.09%) incurred on watches/clocks, followed by 1918.30 (2.55%) on washing machine, Rs. 2330.60 (3.10%) on kitchen appliances, Rs. 3864.08 (5.14%) on refrigerator, Rs. 3986.49 (5.31%) on washing articles, Rs. 4186.02 (5.57%) on computer & internet and Rs. 4582.76 (6.10%) on bathroom articles. An amount of Rs.

5205.79 (6.93%) was incurred on sewing machine and Rs. 5894.62 (7.8%) on entertainment.

Likewise in rural areas the highest amount of expenditure of the order of Rs. 11082.90 (20.71%) was incurred on furniture, followed by Rs. 7431.92 (13.88%) on fuel & light, Rs. 5545.22 (10.36%) on fan, cooler, AC, etc., Rs. 5409.77 (10.11%) on utensils, Rs. 4042.55 (7.55%) on entertainment and Rs. 3851.06 (7.19%) was spent on sewing machine. The lowest amount of expenditure of the order of Rs. 1043.41 (1.95%) was incurred on watches/clocks, followed by Rs. 1432.12 (2.68%) on washing machine, Rs. 1916.58 (3.58%) on kitchen appliances, Rs. 2033.54 (3.80%) on computer & internet, Rs. 2450.14 (4.58%) on refrigerator and Rs. 3104.99 (5.80%) was incurred on bathroom articles. As much as Rs. 3175.42 (5.93%) were incurred on washing articles.

4.1. Comparative Analysis of Per Capita per Annum Consumption Expenditure on Non-food Routine Items

Per capita annual expenditure on various non-food routine items among urban and rural consumers has been compared in Table 4.1.

Table 4.1: Expenditure on household non-food routine items among consumers (Rs./capita/annum)

Household Routines	Urban	Rural	% Gap Urban over Rural	t-value
Fuel and Light	2044.81	1288.03	58.76	5.11**
Bathroom Articles	856.59	538.13	59.18	5.87**
Washing Articles	745.14	550.33	35.40	3.21**
Entertainment	1101.80	700.61	57.26	5.21**
Watches/Clocks	293.11	180.83	62.09	6.22**
Fan, cooler, AC, etc.	1624.15	961.04	69.00	6.41**
Computer, Internet	782.43	352.43	122.01	9.23**
Sewing Machine	973.04	667.43	45.79	4.78**
Furniture	2735.20	1920.78	42.40	4.23**
Utensils	1117.78	937.57	19.22	2.11*
Refrigerator	722.26	424.63	70.09	6.58**
Washing Machine	358.56	248.20	44.46	5.24**
Kitchen Appliances	435.63	332.16	31.15	3.54**
Misc.	251.61	174.24	44.41	4.21**
Total Household Routine Items	14042.13	9276.42	51.37	4.98**

It was evident from the Table 4.1 that total per capita per annum consumption expenditure came to be Rs. 14042.13 in urban areas and Rs. 9276.42 in rural areas. The per capita per annum consumption expenditure on non-food routine items in urban areas was 51.37 percent higher than that in rural areas. This difference was found to be statistically significant as indicated by the t-value of

4.98.

The highest per capita per annum expenditure of the order of Rs. 2735.20 was incurred on furniture in urban areas and Rs. 1920.78 in rural areas. The per capita expenditure on furniture was significantly higher by 42.40 percent in urban areas than that in rural areas as conveyed by the t-value of 4.23. Similarly, the per capita expenditure on all other routine consumption items like fuel & light, bathroom articles, washing articles, entertainment, watches/clocks, fan, cooler & AC, computer & internet, sewing machine, utensils, refrigerator, washing machine and kitchen appliances was significantly higher in urban areas as compared to that in rural areas as indicated by the respective t-values.

5. Per Household per Annum Expenditure on Clothing and Footwear

Per household per annum expenditure on clothing and footwear among urban and rural consumers has been given in Table 5. It is evident from the table that per household total expenditure on clothing and footwear was Rs. 8074.27 in urban areas and Rs. 6657.58 in rural areas in Punjab.

Table 5: Per Household per Annum Expenditure on Clothing and Footwear

Clothing and Footwear	Urban		Rural	
	Amount	%age	Amount	%age
Clothing and Bedding	6826.40	84.55	5565.11	83.59
Footwear	1247.87	15.45	1092.47	16.41
Total: Clothing and Footwear	8074.27	100.00	6657.58	100.00

The major proportion i.e. Rs. 6826.40 (84.55%) was incurred on clothing and bedding in urban areas and the remaining amount i.e. Rs. 1247.87 (15.45%) on footwear. In rural areas, the pattern of expenditure on clothing and footwear was found to be similar in rural areas as was found in case of urban areas as the major amount i.e. Rs. 5565.11 (83.59%) was incurred on clothing and bedding and the remaining Rs. 1092.47 (16.41%) was spent on footwear.

5.1. Comparative Analysis of Per Capita Per Annum Consumption Expenditure on Clothing and Footwear

Per capita annual expenditure on clothing and footwear among urban and rural consumers has been compared in Table 5.1.

Table 5.1: Comparative Analysis Consumption Expenditure on Clothing and Footwear among Consumers (Rs./capita/annum)

Clothing and Footwear	Urban	Rural	% Gap Urban over Rural	t-value
Clothing and Bedding	1275.96	964.49	32.29	4.14**
Footwear	233.25	189.34	23.19	3.54**
Total: Clothings and Footwears	1509.21	1153.83	30.80	4.21**

The per capita expenditure on clothing and footwear came to be Rs. 1509.21 per annum among urban consumers, which was significantly higher by 30.80 percent than the rural consumers (Rs. 1153.83). This was confirmed by the t-value of 4.21. Per capita expenditure on both clothing & bedding and footwear was significantly higher among urban consumers as compared to that among rural consumers as indicated by the t-value of 4.14 and 3.54 respectively. The per capita expenditure among urban

consumers on clothing & bedding and footwear was significantly higher by 32.29 and 23.19 percent higher as compared to that among rural consumers.

The analysis indicated that the urban consumers spent more money on clothing and footwear in comparison to the rural consumers of Punjab.

6. Per Household per Annum Expenditure on Transportation among Consumers

Table 6 shows the per household per annum expenditure on transportation among urban and rural consumers of Punjab. Table showed that per household total expenditure on transportation were Rs. 8196.26 in urban areas where as it worked out Rs. 3925.10 in rural areas .

The highest expenditure i.e. 2633.63 (32.13%) was incurred on car/jeep in urban areas, followed by Rs. 2273.11 (27.73%) on scooter/motor cycle and Rs. 2111.99 (25.77%) on conveyance like bus, train, taxi, etc. The lowest amount i.e. Rs. 1173.53 (14.37%) was incurred on bicycle. In rural areas, the pattern of expenditure on transportation was found to be similar as was found in case of urban areas.

Table 6: Consumption expenditure on Transportation among Consumers (Rs./household/annum)

Transportation	Urban		Rural	
	Amount	%age	Amount	%age
Car/Jeep	2633.63	32.13	1291.25	32.90
Bicycle	1177.53	14.37	718.50	18.31
Scooter/ M. Cycle	2273.11	27.73	948.98	24.18
Conveyance	2111.99	25.77	966.37	24.62
Sub-Total (F)	8196.26	100.00	3925.10	100.00

The highest expenditure i.e. Rs. 1291.25 (32.90%) was incurred on car/jeep, followed by Rs. 966.37 (24.62%) was spent on conveyance. The lowest amount i.e. Rs. 718.50 (18.31%) was incurred on scooter, followed by Rs. 948.98 (24.18%) on motor cycle/bicycle.

6.1. Comparative Analysis of Per Capita per Annum Consumption Expenditure on Transportation

Comparative Analysis of per capita annual expenditure on transportation both of urban and rural consumers has been shown in Table 6.1.

Table 6.1: Consumption Expenditure on Transportation among Consumers (Rs./capita/annum)

Transportation	Urban	Rural	% Gap Urban over Rural	t-value
Car/Jeep	492.27	223.79	119.97	9.23**
Bicycle	220.10	124.52	76.75	5.54**
Scooter/ M. Cycle	424.88	164.47	158.34	10.45**
Conveyance	394.76	167.48	135.71	10.14**
Total: Transportation	1532.01	680.26	125.21	9.87**

The per capita expenditure on transportation came out to be Rs. 1532.01 per annum among urban consumers and Rs. 680.26 among rural consumers. Per capita expenditure on transportation was significantly higher by 125.21 percent among urban consumers than the rural consumers. This was confirmed by the t-value of 9.87. Per capita expenditure on all the modes of transportation was significantly higher among urban consumers as compared to that among rural consumers as indicated by the respective t-values of 9.23, 5.54, 10.45 and 10.14. The per capita expenditure among urban consumers on car/jeep was significantly higher by 119.97 percent, on bicycle by 76.75 percent, on scooter/ Motor cycle 158.4 percent and on conveyance by 135.71 percent higher as compared to that among rural consumers.

The analysis indicated that urban people spend more on transportation as compared to their counterparts rural Punjab.

7. Per Household per Annum Expenditure on Services among Consumers

Table 7 showed per household per annum expenditure on services among urban and rural consumers. It was clear from the table that per household total expenditure on services was Rs. 37403.92 in urban areas and Rs. 26360.26 in rural areas in Punjab.

Table 7: Consumption Expenditure on Services among Consumers (Rs./household/annum)

Services	Urban		Rural	
	Amount	%age	Amount	%age
Education	16597.35	44.37	12263.90	46.52
Telephone	2362.57	6.32	1043.45	3.96
Tailoring	1399.20	3.74	1170.00	4.44
Health Care	17044.80	45.57	11882.92	45.08
Sub-Total (H)	37403.92	100.00	26360.26	100.00

The highest expenditure i.e. Rs. 17044.80 (45.57%) was incurred on health care in urban areas, followed by 16597.35 (44.37%) on education. The lowest amount to the tune of Rs. 1399.20 (3.74%) was incurred on tailoring, followed by Rs. 2362.57 (6.32%) on telephone.

In rural areas, the highest amount of the order of Rs. 12263.90 (46.52%) was incurred on education, followed by Rs. 11882.92 (45.08%) on health care. The lowest amount i.e. Rs. 1043.45 (3.96%) was incurred on telephone, followed by Rs. 1170.00 (4.44%) on tailoring.

It was evident from the information given in the above table that in both urban and rural areas the major proportion of expenditure on services was incurred on health care and education.

7.1. Comparative Analysis of Per Capita per Annum Consumption Expenditure on Services

Per capita annual expenditure on services among urban and rural consumers has been compared in table 7.1.

Table 7.1: Consumption Expenditure on Services among Consumers (Rs./capita/annum)

Services	Urban	Rural	% Gap Urban over Rural	t-value

Education	3102.31	2125.46	45.96	5.11**
Telephone	441.60	180.84	144.20	11.43**
Tailoring	261.53	202.77	28.98	3.89**
Health Care	3185.94	2059.43	54.70	13.51**
Total: Services	6991.39	4568.50	53.03	8.14**

The per capita expenditure on services came to be Rs. 6991.39 per annum among urban consumers and Rs. 4568.50 among rural consumers. Per capita expenditure on services was significantly higher by 53.03 percent among urban consumers than the rural consumers. This was confirmed by the t-value of 8.14. Per capita expenditure on education, telephone, tailoring and health care was significantly higher among urban consumers as compared to that among rural consumers as indicated by the respective t-values of 5.11, 11.43, 3.89 and 13.51. The per capita expenditure among urban consumers on education was significantly higher by 45.96 percent, on telephone by 144.20 percent, on tailoring by 28.98 percent and on health care by 54.70 percent higher as compared to that among rural consumers.

The analysis indicated that urban consumers spend more to avail various services as compared to the rural consumers of Punjab.

8. Per Household per Annum Expenditure on Ceremonies among Consumers

Table 8 showed per household per annum expenditure on ceremonies among urban and rural consumers. It was clear from the table that per household total expenditure on different ceremonies was Rs. 43847.92 in urban areas and Rs. 30147.90 in rural areas in Punjab.

Table 8: Consumption Expenditure on Ceremonies among Consumers (Rs./household/annum)

Ceremonies	Urban		Rural	
	Amount	%age	Amount	%age
Marriages and others social ceremonies	25920.56	59.11	19069.60	63.25
Religious	17927.36	40.89	11078.30	36.75
Total: Ceremonies	43847.92	100.00	30147.90	100.00

The highest expenditure of the order of Rs. 25920.56 (59.11%) in urban areas and Rs. 19069.60 (63.25%) in rural areas was incurred on marriages and other ceremonies, whereas the remaining Rs. 17927.36 (40.89%) and Rs. 11078.30 (36.75%) was incurred on religious ceremonies in both urban and rural areas respectively.

The table clearly showed that major portion of the expenditure on ceremonies was incurred on marriages and other social ceremonies in both urban and rural areas.

8.1. Comparative Analysis of Per Capita per Annum Consumption Expenditure on Ceremonies

Per capita annual expenditure on ceremonies among urban and rural consumers has been compared in Table 8.1.

Table 8.1: Consumption Expenditure on Ceremonies among Consumers (Rs./capita/annum)

Ceremonies	Urban	Rural	% Gap Urban over Rural	t-value
Marriages and others social ceremonies	4844.96	3304.96	46.60	5.18**
Religious	3350.91	1919.98	74.53	7.47**
Total: Ceremonies	8195.87	5224.94	56.86	6.21**

The per capita expenditure on ceremonies was worked out to be Rs. 8195.87 per annum among urban consumers and Rs. 5224.94 among rural consumers. Per capita expenditure on various ceremonies was significantly higher by 56.86 percent among urban consumers than the rural consumers. This was confirmed by the t-value of 6.21. Per capita expenditure on both marriage & other social ceremonies and on religious ceremonies was significantly higher among urban consumers as compared to that among rural consumers as indicated by the respective t-values of 5.18 and 7.47. The per capita expenditure among urban consumers on marriages & other social ceremonies was significantly higher by 46.60 percent and on religious ceremonies by 74.53 percent higher as compared to that among rural consumers.

The analysis indicated that urban consumers spend more on various social and religious ceremonies as compared to the rural consumers of Punjab.

9. Per Household per Annum Expenditure on Housing & Sanitation among Consumers

In table 9, the per annum expenditure on housing and sanitation among urban and rural households have been discussed. It was clear from the table that per household total expenditure on housing and sanitation was Rs. 15173.48 in urban areas and Rs. 7151.59 in rural areas in Punjab.

Table 9: Consumption Expenditure on Housing and Sanitation among Consumers (Rs./household/annum)

Housing and Sanitation	Urban		Rural	
	Amount	%age	Amount	%age
Housing	7632.00	50.30	4743.81	66.33
Sanitation	7541.48	49.70	2407.78	33.67
Total: Housing and Sanitation	15173.48	100.00	7151.59	100.00

The major amount of the order of Rs. 7632.00 (50.30%) was incurred on sanitation in urban areas and the remaining Rs. 7541.48 (49.70%) on housing. In rural areas, the pattern of expenditure on housing and sanitation was found to be similar as was found in case of urban areas. The higher amount i.e. Rs. 4743.81 (66.33%) was incurred on housing and the remaining Rs. 2407.78 (33.67%) was spent on sanitation.

9.1. Comparative Analysis of Per Capita Per Annum Consumption Expenditure on Housing and Sanitation

Per capita annual expenditure on housing & sanitation among urban and rural consumers has been compared in Table 9.1.

Table 9.1: Consumption Expenditure on Housing and Sanitation among Consumers (Rs./capita/annum)

Housing and Sanitation	Urban	Rural	% Gap Urban over Rural	t-value
Housing	1426.54	822.15	73.51	6.51**
Sanitation	1409.62	417.29	237.80	12.23**
Total: Housing and Sanitation	2836.16	1239.44	128.83	9.28**

The per capita expenditure on housing & sanitation came to be Rs. 2836.16 per annum among urban consumers, which was significantly higher by 128.83 percent than the rural consumers (Rs. 1239.44). This was confirmed by the t-value of 9.28. Per capita expenditure on both housing and sanitation was significantly higher among urban consumers as compared to that among rural consumers as indicated by the respective t-values of 6.51 and 12.23. The per capita expenditure among urban consumers on housing and sanitation was significantly higher by 73.51 and 237.80 percent respectively. The analysis indicated that the urban consumers spent more money on housing and sanitation as compared to the rural consumers in Punjab.

10. Per Household per Annum Expenditure on Different Consumption Groups among Consumers

Per household per annum expenditure on different consumption groups among urban and rural consumers have been given in the table 10. It was clear from the table that per household total expenditure on different consumption groups was Rs. 297278.87 in urban areas and Rs. 234466.05 in rural areas in Punjab.

Among urban consumers, the highest expenditure of the order of Rs. 101147.24 (34.02%) was incurred on food items, followed by Rs. 75125.38 (25.27%) on household routine items, Rs. 43847.92 (14.75%) on ceremonies and Rs. 37403.92 (12.58%) on availing various services like education, health care, tailoring and communication. The lowest proportion to the tune of Rs. 8074.27 (2.72%) was incurred on clothing & footwear, followed by Rs. 8196.26 (2.76%) on transportation, Rs. 8310.40 (2.80%) on intoxicants and Rs. 15173.48 (5.10%) on housing and sanitation.

Table 10: Per Household Per Annum Expenditure on Different Consumption Groups

Consumption Group	Urban		Rural	
	Amount	%age	Amount	%age
Food Items	101147.24	34.02	101953.01	43.48
Intoxicants	8310.40	2.80	4745.68	2.02
Household Routine	75125.38	25.27	53524.93	22.83
Clothing and Footwear	8074.27	2.72	6657.58	2.84
Transportation	8196.26	2.76	3925.10	1.67
Services	37403.92	12.58	26360.26	11.24
Ceremonies	43847.92	14.75	30147.90	12.86

Housing and Sanitation	15173.48	5.10	7151.59	3.05
Total Expenditure	297278.87	100.00	234466.05	100.00

Among rural consumers, the highest amount of the order of Rs. 101953.01 (43.48%) on food items followed by Rs. 53524.93 (22.83%) on household routines, Rs. 30147.90 (12.86%) on ceremonies and Rs. 26360.26 (11.24%) on services. The lowest amount to the tune of Rs. 3925.10 (1.67%) was incurred on transportation, followed by Rs. 4745.68 (2.02%) on intoxicants, Rs. 6654.58 (2.84%) on clothing & footwear and Rs. 7151.59 (3.05%) on housing & sanitation.

The table showed that consumption expenditure on food items was higher in rural areas than that in urban areas, while on all other expenditure groups, consumption expenditure was higher in urban areas. The comparison has made through per capita income.

10.1. Comparative Analysis of Per Capita Per Annum Consumption Expenditure on Different Consumption Groups

Per capita annual expenditure on different consumption groups among urban and rural consumers has been compared in Table 10.1.

The per capita expenditure on different consumption groups came to be Rs. 55566.14 per annum among urban consumers and Rs. 40635.37 among rural consumers. Per capita expenditure on intoxicants and household routine items was significantly higher by 88.86 percent and 51.37 percent respectively in urban areas than in rural areas. This was also shown by the t-value of 8.97 and 4.98 respectively.

Table10.1: Comparative Analysis of Per Capita Per Annum Expenditure on different consumption groups among consumers (Rs./capita/annum)

Consumption Group	Urban	Rural	% Gap Urban over Rural	t-value
Foods and Beverages	18906.03	17669.50	7.00	1.79
Intoxicants	1553.35	822.47	88.86	8.97**
Household Routine	14042.13	9276.42	51.37	4.98**
Clothing and Footwear	1509.21	1153.83	30.80	4.21**
Transportation	1532.01	680.26	125.21	9.87**
Services	5215.07	2926.37	78.21	8.14**
Ceremonies	8195.87	5224.94	56.86	6.21**
Housing and Sanitation	1426.54	822.15	73.51	8.51
Total Expenditure	55566.14	40635.37	36.74	3.61**

Similarly per capita expenditure on transportation and various services was significantly higher by 125.21 percent and 78.21 percent respectively. This was also confirmed by the t-value of 9.87 and 8.14 respectively. Per capita expenditure on clothing & footwear, ceremonies and housing & sanitation was significantly higher in urban areas as compared to that in urban areas. However, per capita expenditure on food & beverages was statistically at par among both urban and rural consumers.

11. Concentration of Per Capita Consumption Expenditure among Consumers

The concentration of per capita consumption expenditure among urban and rural consumers was estimated through Gini-coefficients based on the decile groups. The results have been shown in Table 11.

Table 11: Concentration of Per Capita Consumption Expenditure among Consumers

Decile Group	Urban	Rural
10 Percent	0.85	1.63
20 Percent	4.66	5.05
30 Percent	9.45	10.23
40 Percent	15.35	16.99
50 Percent	22.45	24.81
60 Percent	29.63	32.43
70 Percent	39.56	45.15
80 Percent	50.42	58.63
90 Percent	64.50	73.54
100 Percent	100.00	100.00
Gini Ratio	0.4263	0.3631

It is clear from Table 11 that the bottom 10 percent of the urban consumers incurred only 0.85 percent of the total per capita consumption expenditure in urban areas, while the top 10 percent of them incurred as high as 35.50 percent of total per capita consumption expenditure. To make it more clear, bottom 50 percent of urban consumers incurred only 22.45 percent of total per capita consumption expenditure while on the other hand, top 50 percent of them incurred 77.55 percent of total per capita consumption expenditure in urban areas.

In rural areas, bottom 10 percent of the consumers incurred 1.63 percent of total per capita consumption expenditure, while top 10 percent of them incurred 26.46 percent of total per capita consumption expenditure. We can see that bottom 50 per cent of the rural consumers incurred 24.81 percent, while top 10 percent of them could secure 75.19 percent of the same.

CONCLUSION

The analysis showed that though there were obvious disparities among urban and rural consumers regarding consumption expenditure but the distribution of per capita consumption expenditure was somewhat fair in rural areas as compared to that in urban areas. This finding was also supported by the gini-coefficients for urban as well as for rural consumers, which came to be 0.4263 and 0.3631 respectively. The gini-coefficient was more near to unity in case of urban consumers as compared to that among rural consumers. This revealed that consumption expenditure was somewhat fairly distributed among rural consumers as compared to that among urban consumers. This highlighted that consumption disparity was more in urban areas than that in rural areas in Punjab.

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