CHAPTER-VIII

CHANGE IN CONSUMPTION PATTERN

There are many changes in consumption pattern. In surveyed area the main changes are looked in more & more durable consumable goods. There are very slightly changes in food grains. Earlier people of surveyed area mainly consumed rice as major food grains. But recent time they also consume wheat side by side and the quantity of purchased vegetables also increase. The lower income group cannot consume the pulses & fruits in sufficient quantity. There is no remarkable changes in the use food grain. Consumption pattern also varies according to season. In winter people consume different vegetables & fruits.

On the other hand, the consumption pattern is mainly changed in case of industrial & transportable goods. Since 10 years the development of Science & Technology as well as increasing & modernization of industrial goods & availability of transportable goods cause a remarkable change in consumption pattern. In market there are various company production of various types of modern goods which attract the customers now a days more & more. So they influence the con-
sumption pattern of people & the advertisments also help in increasing the consumption of many industrial goods.

During 10 years T.V.becomes more useful Major percent of people waste their time enjoying T.V.programmes.

The higher income group's consume also includes V.C.R./V.C.P. Refrigerator, Pressure cooker & L.P.G. are also used in many domestic purposes. Pressure cooker now becomes a very common in appliance different houses. From last 10 years a large number of People also take facilities of L.P.G. which mainly depend on their incomes.

But there are some changes also in energy resources. The uses of Kerosene, oil in surveyed area are very negligible. Coal is not used in the surveyed area.

Housing pattern is good, due to planed colony. Room pattern is also good. The land value & rent of houses also highly increase since last 10 years.
PROBLEMS AND SUGGESTIONS

In the study area a person's amount of consumption of cereals, pulses, vegetables, oils, fruits is much lower than the standard requirement a person must try to consume more of fruits pulses and vegetables which are of low price and of high nutritive values.

Secondly, the consumption of energy producing items like electricity and pertol increases with the increase of income and it is the highest in the high income group. Most of the consumption is in the form of misuse. Energbeing nonrenewalbe resource and important item for light and heat will be conerved because once the energy exhaustted it is gone of ever and will lead the world to a dead end. the present conservation methods must be adopted strictly.

After a detailed study it is clearly noted that, with the increase of standard of living, the demand for industrial goods is increasing. More of luxurious and comfortable goods are used and this makes a person lazy and weak and may lead to suffer diseases like heart attach and fat body structure. Physical labour makes every one strong, so every person of all income groups will toil to keep his body strong and to live as
a phycically fit citizen of the developing nation.

Everything is precious as long as its value is known. So, for a person, it is necessary to understand the value of required quantity and its excess uses and if this is known by all, the consumption pattern will move forward in a positive direction leading a way to a better standard of living.
"In this subject, the "consumption pattern of Raipur city" (A case study two wards 54 and 52 No.) is analysed. In the survey area on a random sample 400 house hold being interviewed personally on a well structural and pretested schedule to investigate the among of consumption of different items, to influence and level of consumption among different income group.

The study area being located almost on the south part of the Raipur city. The city Raipur extends on 21°-14° N latitude and 81°-38°E longitude. It has a gentle slope with four type of soils. The climate is of Aw type of koppen with three type of seasons. Temperature is the highest 41.9°C during the month of April and the lowest 17.6°C. 1760 persons of different occupations live in the study area. 13% people of the total population belong to lower income group, 59% of middle income class 14% of upper middle income group and 7% of extra upper class income group. The commercial-cum-industrial development makes one to examine the level of consumption of different items among different income group.

In the surveyed area the rich consumption is highest than other food grain. Pulses & vegetable are more use food. Eggs consumption
are less in this area, because most of people are vegetarian.

In case of consumption of industrial goods, all percentage of families use Television, L.P.G. The families of middle income group to extra upper income group uses more of Refrigerator, V.C.R. or V.C.P., Motor bikes etc. Thus it become clear that with an increase in income the uses of luxurious and comfortable goods increases.

On analysing the energy consumption pattern it become clear that the people does not use fuel wood and coal at all. Most families uses L.P.G. for cooking purpose.

It is also noticed that with an increase in income, the consumption of clothes and soap also increases. A person of low income group consumes the least and of low quality while a person of high income group consumes the highest and of best variety.