INTRODUCTION

Man performs a role that is unmeasurable in the overall scheme of resource development. He is both the Producer as well as the consumer of resources. Consumer engage in the process of consumption. As a resource reating factors man is connected with natural resources of the earth since historical time. He has greater contribution in natural resources utilization.

So, man always factor in the process of consumption. Ultimately, "Consumption in its broadest sense, mean the use of economical good & personal services in the satisfaction of human wants."

- ELY

"Consumption is a function of disposable income & that consumption varies with changes income."

- J.M. Keynes

In 1950 India started the work on consumption pattern by the help of 'National sample survey organization.'

Income, employment, investment and saving ultimately determined by consumption, so the consumption pattern focuses how much enjoyment people want and what types. Studies of consumption is a
branch of Resource Geography and a developing branch of Radial Geography. Ultimately consumption are meant for the satisfaction of human want which influences production & futures Economic development of a country.

Thus the total volume of consumption and its qualitative composition are expected to vary as the distribution of income changes and so induces changes in expenditure and saving.

**SELECTION OF THE TOPIC**

Raipur being the premier city of chhattisgarh region and the principal city of Bhilai region is growing rapidly with hazard development. In the present days the production of agricultural products as well as industrial & transportable goods. But the market condition is not able to attract the attention of total majority of population, particularly high, middle and lower sections of society.

So this study can be selected to estimate the minimum requirement of human being, Like foods, Cloths, Settlements, energy etc.

This study can be selected to assess how for these sections of society could be able to reach at that level of market condition.

In this topic it is also studied to change of consumption pattern in different income groups of different family. It also give some knowledge about occupational structure and standard of living of this ward,
educational structure of the surveyed area.

Since 10 years consumption is change rapidly. People is attracted by new and latest consumable good. Which is developed by this urbanization of the town.

REVIEW OF LITERATURE :- Man as a consumer is the guiding factor in development. Consumption in any country depends on the consumption decision of individual members of the community. Consumption are meant for satisfaction of human wants which influences production and future development which is based on the income of the community.

Consumption of different commodities varies because of population growth, rising in come, changes in the taste and preference of consumers, social customs, prices of commodities and the availability of commodities in a particular region.

Most of the work in this field of consumption pattern has been done by economistis keynes phychological law of consumption is an important tool of economic analysis in keyhasian economic. This is a 'general theory' bases on in come theory, Other conribution may be gathered from thesis comprising of "Raipur : A study in Urban Geography,"

In 1950 India started the work on consumption pattern with the setting up of the National sample survey Organisation (NSS).
Bose D.K (1960) analysed the consumption level of some selected commodities among consumers.

Davendra B. Gupta (1969) concluded that household size affects consumer behavior and the extent of this effect varies between commodities and between regions. This conclusion arisen from his explanation that firstly it is dangerous to use per capita formulation without first accessing the effect of household size on consumption. Secondly household size is an important regional factor in India, and it is desirable to consider its influence on consumer behavior.

Singh Balvir (1968) presented an attempt to examine the possibility of inter-regional variations in consumer behavior in India, taking into account the influence of household size. For this purpose, two major states U.P. and Madras have been studied which indicated that one being the wheat consuming state while the other being a rice consuming state showed differences in their level of consumption.

Kailasam C.C. Syambulingam and C.Sekhar (1993) studied in Tamil Nadu, the public Distribution system of food and non-food and the free meal scheme are the two major programmes covering the entire population, comprising children and old under its fold. The objective of the study was to estimate the effect of food subsidy in household food consumption. The study was related to selected urban and rural centres. The study included that the noon meal scheme plays a pivotal role to help enhance the enrollment of rural and urban low income
group children in primary schools besides improving their health and status. Further, low income groups to a extent benefit by the P.D.S.

K. Kalirajan, G. V. S. N. Murthy, B. P. Panpathe (1972) gives the results of a preliminary investigation into the consumption pattern in the state of Tamil Nadu. By using the Engel curves in the reference periods results revealed that rural urban differentiation exists in the case of Cereal and Cereal substitutes, milk and milk products and hight while for the remaining items, no such differentiation exists.

K. Vijay Kumar and S. Chattopadhyya (1988) indicated that energy consumption in rural areas of Kerala is somewhat different from the other states. About 49% of total households obtain firewood from their own land. Those who purchase, also collect some quantity from their land. People get their firewood from the tree crops. Due to the cultivation of these crops the economic condition of the people is not so low to afford square meals.

H. S. Gupta (1986) explained that the level of energy consumption of a country is closely related with its level of economic development. A high degree of positive correlation was observed between per capita energy consumption and per capita gross domestic product in the countries of the world. On the basis of the levels of energy production and consumption, and surplus or deficit of energy, the world has been divided into six energy balance regions.
A Hernadí (1988) discussed the facts about the idea that Japan is a great producer of consumer goods but consumer on a lower scale itself, and consider such matters as the internationalisation of consumption, perception of affluence, importance of leisure, consumer group.

Davendra B. Gupta (1973) from their comparison between two major states of U.P. and Madras observed that the influence of the age of the head on consumer behavior was different for various items of consumption and in the four regions and it was found that except for a few items of consumption, age did not affect consumer behavior significantly. Further, Madras households were observed to be less affected by this factor.

Philip Musgrove (1978) gave evidence that a larger share of the income is consumed as the household accumulates more wealth. At heart this seems to be true for certain financial assets and for a dwelling. The results draw attention to three factors in particular. The functioning of labour markets and employment opportunities, the rate of growth of population and thus the depending burdens, and the operation of capital market all of these appear likely to be especially important for the poorer household who have the least margins between income and consumption.
N.J.M. Rao, Rajvir Singh and R.K. Patel (1982) conducted a study in Vijayawada town of Andhra Pradesh to examine the consumption pattern in different income groups and to estimate the expenditure and income elasticities of demand for food and non-food items.

**RESEARCH HYPOTHESIS:**

The following hypothesistical views indicate that income influences the economic condition of the family & standard of living. But both two factors influence the consumption in respect of quality & quantity.

So in the study of following, the given features should take particular note.

1. The consumption of the area very much influenced by Raipur city and surrounding industrial belt.
2. The demand of industrial goods rapidly increasing.
3. The consumption pattern is analysed in respect of income.
4. In low income group population growth is more than economic growth.

**STUDY AREA**

The city of Raipur is served by different modes of transportation, provides administrative, medical and higher education services.
The process of urbanization engulfs its surrounding villages and lands to hazardous development. Raipur being the commercial-cum-industrial center of Madhya Pradesh is growing rapidly. A proper and coordinated development is necessary to have a balanced growth of the city as this area has a settlement of different types of income groups.

I have selected Rohinipuram, ward no. 54 and Sundar Nagar, ward no. 52 because this is the nearest residential colony, which helps to collect the correct information of the topic.

**Methodology**

The primary data have used for the study of ward no 54 and another ward no 52. The different income groups are chosen and interviewed the different persons of different categories with the help of interview schedule.

The method of forming schedule is specifically on consuming goods, like, energy sources, agriculture, and industrial goods as well as family composition, such as - no of family member, age, sex, education, occupation & income etc.

In spite of this, special attention has been given in the public opinion regarding desirable change in energy consuming items within a period of 10 years. Both the statistical and cartographic techniques were used for the collection of facts.
All the maps, diagrams and graphs were devised and prepared by the presenter herself. All the data were properly analysed, tabulated, calculated. All the data is collected by individual survey & planning office and also collected from municipality office.

Finally the prepared maps were photographically reduced to the copy size. Several old maps were compiled to get the details of the city.

**COLLECTION OF DATA**

For making the study adequate and accurate, data were collected personally and surveyed through schedule method, which is essential for the validation of study. The information were gathered through primary data. The direct source of collecting data is the family and individual

Detailed information on household consumer expenditure is collected for almost all items, including their quantity, values and model

**SELECTION OF SAMPLE DESIGN**

For the present study of 54 wards of the Raipur city as being divided by the municipal corporation of Raipur city, one ward, the Rohinipuram ward no-54 and another ward Sunder Nagar ward no 52 was selected for research work by purposive sampling method.
The area being selected by purposive sampling method a detailed survey was carried on by multistage Random sampling method.

The data thus collected by the ladies of the house holds as they were the best source of better information regarding consumption of monthly food items and energy consumption and consumption of industrial goods.

As the head of the families is the male members were out to mark questions regarding income, education level, religion, caste etc. were collected.

**SCHEME OF PRESENTATION**

For the systematic representation, the whole study is divided into 8 chapters, dealing with different aspects of consumption.

**CHAPTER - I**

Historical & Geographical background of Raipur city, site and situation. Its geology, relief, its climatic characteristics, temperature, rainfall and humidity, soil and vegetation, drainage and the population distribution, Industry, Transport of the study area.
CHAPTER - II

“Introduction of survey area”. Location of survey area, population distribution, Age and sex composition, literacy, educational structure, Occupational structure, economical condition, caste structure, religion

CHAPTER - III

Deals with the “consumption pattern of common foods” explaining the consumption of rice, wheat, pulses, vegetables, Fruits, oil and animal products. In this chapter per person per day consumption of different food items under different income group have been analysed.

CHAPTER - IV

“Consumption pattern of industrial good” deals with the percentage of families under different income group using items like V.C.R/ V.C.P. Television, Refrigerator, car, pressure cooker, Motor bikes, car, Gas cylinder, Sofa set, Dining.

CHAPTER - V

“Consumption of energy resource” under it per family per month per person per day consumption under different income group of L.P.G.
Petrol, electricity, kerosene have been analysed and discuss Basic important change in energy consumption Since 10 years.

**CHAPTER - VI**

Chapter entitled consumption of cloths, soap shampoo and Detergent deals with the per family/day/month.

**CHAPTER - VII**

"**Housing Facilities**" :- Condition of settlement such as construction of houses, no of rooms, water supply etc.

**CHAPTER - VIII**

The last chapter has discussed changes in consumption pattern, problems and suggestions for future improvement in the standard of hiving have been recommended.

Finally summary have been presented and conclusion have been drawn. In the end references have been shown in the form of Bibliography.