

## Consumption Pattern in Vijayawada

N. J. M. Rao, Raj Vir Singh and R. K. Patel

### 1. INTRODUCTION

An examination of the present and future levels of consumption of different commodities in India is becoming increasingly important because of population growth, rising incomes and changes in taste and preferences of the consumers. In India the systematic work on consumption pattern started with the setting up of the national sample survey organisation (NSS) in 1950 which collected household consumption data on a national scale. Since then a number of studies have been made, Bose (1960), Bal (1970), Ganguly (1960), Gupta (1973), Mahajan (1971) and Sinha (1966), but most of these suffered from one or the other inherent drawbacks. Consumer behavior varies with respect to food habits, social customs, size of family, per capita income from state to state and even within the state and the prices of commodities. The present study is an attempt to examine the consumption pattern in different income groups alongwith the expenditure and income elasticities of demand in Vijayawada town of Andhra Pradesh.

### 2. SAMPLE AND DATA

Vijayawada town of Andhra Pradesh was purposively selected for the present study. For the administrative convenience, the municipal area of the town was divided into 43 localities. All the 43 localities of the town were then categorised into three groups depending upon the number of houses in each category, i.e. category I (localities having houses up to 1000), category II (localities having houses 1001 to 2000), and category III (localities having houses more than 2000). Out of these three categories, six localities were selected randomly according to probability proportion to number of localities in each category keeping a minimum of at least one locality to represent all the categories.

A complete enumeration of the households belonging to these six localities was done with the help of the town planning section of Vijayawada Municipality. A sample of 230 households was randomly drawn from these six localities according to probability proportion to number of houses in