



AN ANALYSIS OF MILK AND MILK PRODUCTS CONSUMPTION IN PRAYAGRAJ CITY

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Abstract: This study titled as “An analysis of milk and milk products consumption in Prayagraj city” was conducted to analyze the consumption expenditure of milk and milk products for various groups i.e. income, occupation and family size. Because it is observed that these groups have a significant impact on consumption expenditure of milk and milk products. The primary data has been collected from consumer respondent by personal interview method. A simple descriptive statistics was applied to find out respondents expenditure on milk and milk according to their income, family size and occupation. It is found that 35% of respondent from all groups are spending between Rs.801-1500 and 35.83% of respondent belongs to lower income group (up to Rs.20000). Occupation wise analysis shows that 41.37% respondent from government employee group are spending between Rs.801-1500 and 34.48 % of respondent from Business & retailer group are spending above Rs.2200 while 68.18% respondent belongs to unskilled worker group are spending up to Rs.800.

Keywords: Consumption pattern, milk and milk products, income group, expenditure group, occupation group

Introduction

The study of consumption pattern of milk and milk products plays an important role in the formulation of plans for growing economy (Roy and Malhotra, 2018). In recent years, there has been an awareness among the people about their food habits and health. This also brought change in the food basket and milk and milk products have also witnessed change, due to rapid growth and urbanization, rise in per capita income, increasing number of working women etc. The analysis of consumption expenditure and pattern of milk and milk products is important to address the issues related to poverty and standard of living (Roy and Malhotra, 2017). Consumption can also get affected due to people's taste and preference, family size, their occupation and income. This study has been undertaken to make an attempt to find out the consumption level and expenditure according to family size, food habits, occupation and income of the respondents.

Materials and Methods

The primary data has been collected through pre-tested interview schedule of Consumption expenditure on Milk and milk products from two wards of Prayagraj city of Uttar Pradesh during December 2022. Where ,Milk includes liquid milk and milk powder and milk products includes butter, butter milk, curd, lassi, desi ghee, cheese, paneer and khoa.120 sample respondents' consumers were drawn randomly by three stage random sampling. At first stage two wards i.e. Salori and Mutthiganj were selected, second stage colonies i.e. Katju bagh and Chandpur salori from Salori and Katghar and Hatia from Mutthiganj were selected, at third stage respondents were selected. All the respondents' consumers were categorized into groups such as income group and family size group (Anole *et al.* 2021), occupation group and food habit group. Because these groups has an effective impact on consumption pattern of milk and milk products (Prusty *et.al*, 2017).Income group categories into four sub groups i.e. Lower (up to Rs.20000), Lower middle (20001-40000), Upper middle (40001-60000) and High (above Rs.60000) , (Palanisamy, 2017) family size categories into four groups i.e. 1 to 3 family members, 4 to 6 family members, 7 to 9 family members and above 9 family members (Kamble, 2010) occupation group such as Government employee, Private professional, Business& Retailor, Street vendor, Unskilled worker and others. Total monthly expenditure on milk and milk products categories into four groups according to spending of respondents i.e. Up to Rs.800, Rs.801-1500, Rs.1501-2200, above rs.2200. The data were analyzed and tabulated by descriptive statistics.

Results and Discussion

Table 1 shows the number of respondents according to income and consumption expenditure groups. It is evident from the Table 1, out of 120 respondents, the lower income group consists 43 (35.83%) followed by high income group 30 (25%), lower middle group 29 (24.16%) and upper middle group 18 (15%). In the lower income group the number of respondents were highest under the Rs. 801-1500 group, 19 (44.18%) followed by up to Rs.800 group 17(39.53%), Rs. 1501-2200 group 5(11.62%), Above Rs.2200 group 2(4.65%). In the lower middle income group the number of respondents were highest under the Rs. 801-1500 group, 12 (43.17%) followed by Rs. 1501-2200 group 7(24.13%), up to Rs.800 group 6(20.68%), Above Rs.2200 group 4(13.79%). In the Upper middle income group the number of respondents were highest under the Above Rs.2200 group 6(33.33%), followed by Rs. 801-1500 group, 5 (27.77%), up to Rs.800 group 4(22.22%), Rs. 1501-2200 group 3(16.66%). In the high income group the number of respondents were highest under the Rs.2200 group 10(33.33%), followed by Rs. 1501-2200 group 3(30%), Rs. 801-1500 group7 (23.33%), by up to Rs.800 group 4(13.33%). Expenditure group wise analysis shows that highest share of Rs.801-1500 group 42 (35%) followed by Up to Rs.800 group 32(26.66%), Rs.1501-2200 group 24 (20%) and Above Rs.2200 group 22(18.33%).

Table:1 Number of respondents according to income and consumption expenditure groups

Sr.No.	Income group	Monthly consumption expenditure on milk and milk products				Total no. of respondents
		Up to Rs. 800	Rs. 801-1500	Rs. 1501-2200	Rs. Above 2200	
1.	Up to Rs. 20000	17 (39.53)	19 (44.18)	5 (11.62)	2 (4.65)	43 (35.83)
2.	Rs. 20001-40000	6 (20.68)	12 (41.37)	7 (24.13)	4 (13.79)	29 (24.16)
3.	Rs.40001-60000	5 (27.77)	4 (22.22)	3 (16.66)	6 (33.33)	18 (15)
4.	Above Rs. 60000	4 (13.33)	7 (23.33)	9 (30)	10 (33.33)	30 (25)
Total		32 (26.66)	42 (35)	24 (20)	22 (18.33)	120 (100)

(Figures in parentheses indicates percentages)

Figure 1 show the graphical presentation of Table 1, where a column shows the number of respondent according to various income and expenditure groups.

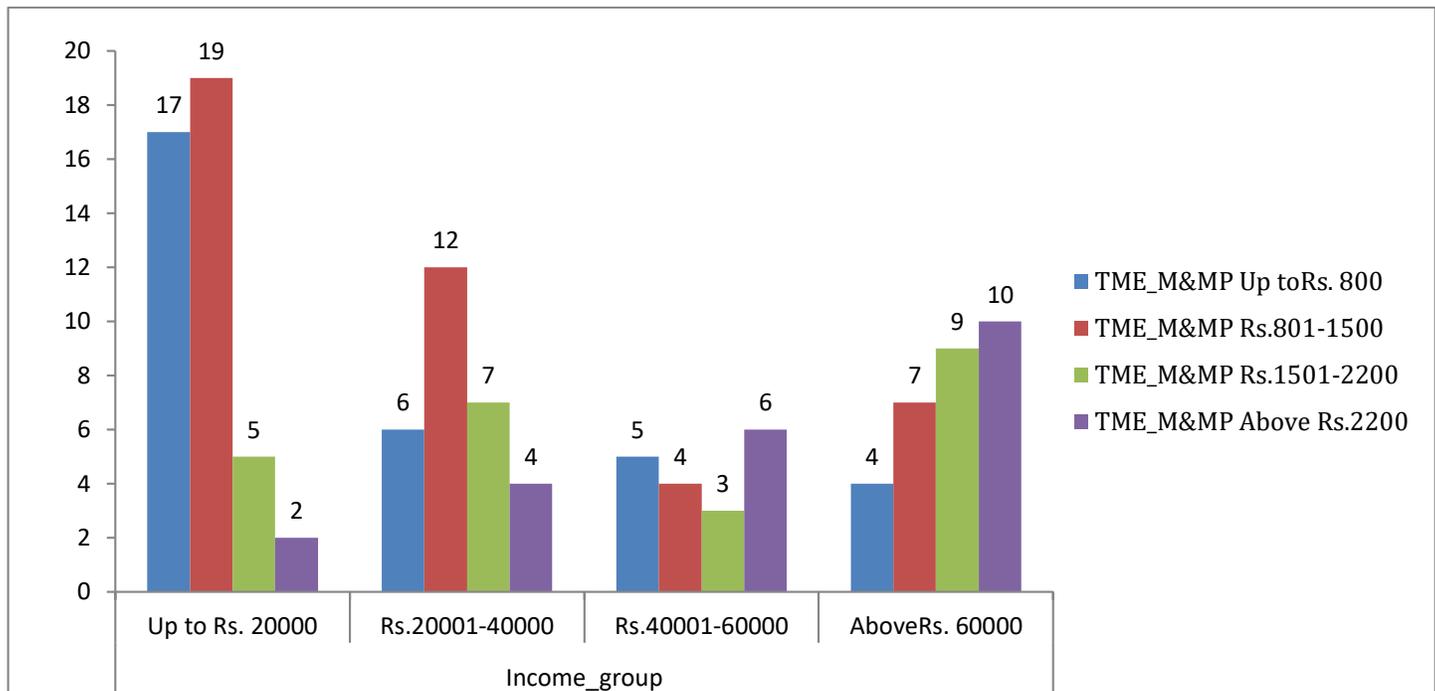


Figure: 1 Number of respondents according to income and consumption expenditure groups

(Where TME_M&MP denotes the monthly consumption expenditure on milk and milk products)

Table 2 shows the number of respondents according to family size and consumption expenditure groups. It is observed from the Table 2, out of 120 respondents, the 4 to 6 members group consists 39 (32.5%) respondents followed by 1 to 3 members group 34 (28.33%), above 9 members group 24 (20%) and 7 to 9 members group 23 (19.16%). In the 1 to 3 members group the number of respondents were highest under the up to Rs.800 group, 15 (44.11%) followed by Rs.801-1500 group 12(35.29%), Rs. 1501-2200 group 5(14.70%), Above Rs.2200 group 2(5.88%). In the 4 to 6 members the number of respondents were highest under the Rs. 801-1500 group, 19 (48.71%) followed by up to Rs.800 group 8 (20.51%), Rs. 1501-2200 group 7(17.94%), Above Rs.2200 group 5(12.82%). In the 7 to 9 members group the number of respondents were equally highest under the Above Rs.2200 group 7(30.43 %) Rs. 1501-2200 group7 (30.43%) followed by up to Rs.800 group 5(21.73%), and Rs. 801-1500 group, 4 (17.39%).In the above 9 members the number of respondents were highest under the Rs.2200 group 8(33.33%), followed by Rs. 801-1500 group 7 (29.16%), Rs. 1501-2200 group 5(20.83%), up to Rs.800 group 4(16.66%). Expenditure group wise analysis shows that highest share of Rs.801-1500 group 42 (35%) followed by Up to Rs.800 group 32(26.66%), Rs.1501-2200 group 24 (20%) and Above Rs.2200 group 22(18.33%).

Table: 2 Number of respondents according to family size and consumption expenditure groups

Sr.No.	Family size	Monthly consumption expenditure on milk and milk products				Total no. of respondents
		Up to Rs. 800	Rs. 801-1500	Rs. 1501-2200	Rs. Above 2200	
1.	1 to 3 Members	15 (44.11)	12 (35.29)	5 (14.70)	2 (5.88)	34 (28.33)
2.	4 to 6 Members	8 (20.51)	19 (48.71)	7 (17.94)	5 (12.82)	39 (32.5)
3.	7 to 9 Members	5 (21.73)	4 (17.39)	7 (30.43)	7 (30.43)	23 (19.16)
4.	Above 9 Members	4 (16.66)	7 (29.16)	5 (20.83)	8 (33.33)	24 (20)
Total		32 (26.66)	42 (35)	24 (20)	22 (18.33)	120 (100)

(Figures in parentheses indicates percentages)

Figure 2 shows the graphical presentation of Table 2, where a column shows the number of respondent according to family size groups.

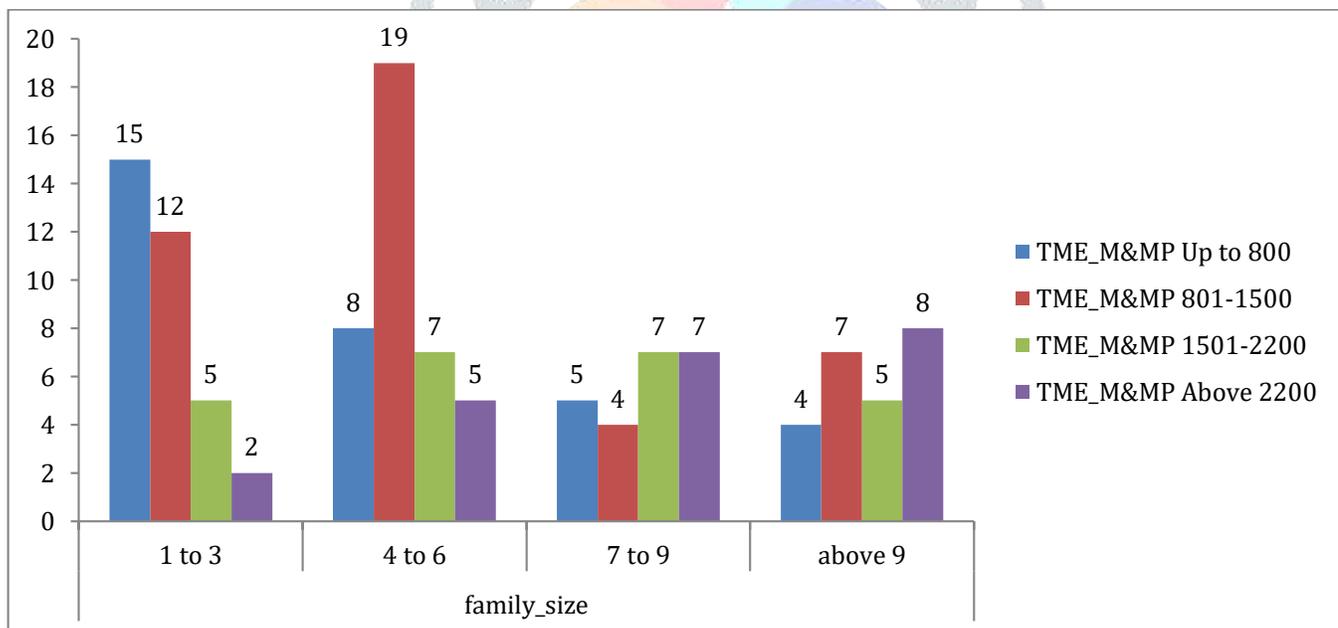


Figure: 2 Number of respondents according to family size and consumption expenditure groups

(Where TME_M&MP denotes the monthly consumption expenditure on milk and milk products)

Table 3 shows the number of respondents according to various occupation and consumption expenditure groups. It is evident from the Table 3, out of 120 respondents, the government employee and Business & retailer group consists equally and highest number of respondent i.e. 29 (24.16%) followed by Private professional group 23(19.16%), Unskilled worker group 22 (18.33%), Street vendor group 9 (7.5%) and others 8(6.66%). In the government employee group the number of respondents were highest under the Rs.801-1500 group 12(41.37%), followed by Rs.2200 group 7 (24.13%), Rs. 1501-2200 group 6(20.68%), up to Rs.800 group, 4 (13.79%). In the Private professional group the number of respondents were highest under the Rs. 801-1500 group, 11 (47.82%) followed by Rs. 1501-2200 group 5(21.73%), Above Rs.2200 group 5(21.73%), up to Rs.800 group 2 (8.69%). In the Business & retailer group the number of respondents were highest under the Above Rs.2200 group 10(33.33%), followed by Rs. 1501-2200 group 9 (31.03%), and up to Rs.800 group and Rs. 801-1500 group consists same share i.e. 5 (17.24%). In the Street vendor group the number of respondents were equally highest under the1501-2200 group i.e. 3(33.33%), followed by Rs. up to Rs.800 group 2(22.22%), Rs. 801-1500 group 1(11.11%). In the Unskilled worker group the number of respondents were highest under the up to Rs.800 group 15 (68.18%) followed by Rs.801-1500 group 5(22.72%), Rs. 1501-2200 group and Above Rs.2200 group consists same share i.e. 1(4.54%). Apart from these occupation group others have 2 (25%) respondent under each expenditure group. Expenditure group wise analysis shows that highest share of Rs.801-1500 group 36 (30%) followed by Up to Rs.800 group 30(25%), Rs.1501-2200 group 26 (21.66%) and Above Rs.2200 group 28(23.33%).

Table:3 Number of respondents according to occupation and consumption expenditure groups

Sr.No.	Occupation	Monthly consumption expenditure on milk and milk products				Total no. of Observations
		Up to Rs. 800	Rs. 801-1500	Rs. 1501-2200	Rs. Above 2200	
1.	Government employee	4 (13.79)	12 (41.37)	6 (20.68)	7 (24.13)	29 (24.16)
2.	Private professional	2 (8.69)	11 (47.82)	5 (21.73)	5 (21.73)	23 (19.16)
3.	Business & retailer	5 (17.24)	5 (17.24)	9 (31.03)	10 (34.48)	29 (24.16)
4.	Street vendor	2 (22.22)	1 (11.11)	3 (33.33)	3 (33.33)	9 (7.5)
5.	Unskilled worker	15 (68.18)	5 (22.72)	1 (4.54)	1 (4.54)	22 (18.33)
6.	Others	2 (25)	2 (25)	2 (25)	2 (25)	8 (6.66)
Total		30 (25)	36 (30)	26 (21.66)	28 (23.33)	120 (100)

(Figures in parentheses indicates percentages)



Figure: 3 Number of respondents according to occupation and consumption expenditure groups

(Where TME_M&MP denotes the monthly consumption expenditure on milk and milk products)

Conclusion

Though Milk and milk products are important part of human diet and included as a source of nutrition. But still this is a conspicuous consumption for lower income group. From the data analysis, it is found that the maximum number of respondent from lower income group is spending in between Rs.801-1500. While more respondent from high income group spends above Rs.2200. Occupation wise analysis shows that the highest number of respondent from both the government employee and private professional group spends in between Rs.801-1500, while more respondents from both the Business & retailer and street vendor group spends in between above Rs.2200. It is observed that maximum respondents from Unskilled worker group are spending the least i.e. Up to Rs.800.

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