

# Consumption Pattern Of The School Teachers In Thoothukudi Down

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## Abstract

*Consumption is commonly the biggest GDP component. Especially in US while the evidence confirmed that marginal propensity to devour or MPC (ratio of exchange in intake and exchange in income) changed into regular on a long time basis and unstable in quick time period, main motives popped up. The study is naturally expected to project the prevailing socio economic conditions and the consumption pattern of women teacher in the study area. The problems of women teachers are varied in nature and they are expected to possess peculiar consumer behaviour. They are socially, economically, culturally and politically different from each other. The overall objective of the study is to analyze the consumption pattern of teacher's in Thoothukudi Down.*

*The study has a few limitations of time and resources. This study is limited to Thoothukudi Down. The study concentrates only on consumption pattern in the women teacher in Higher Secondary School. The other sectors like Agriculture, industry and transport are not included in the present study. The study has showed the important factors namely, annual income per household and family size of the respective households that influence the consumption in a rural economic system.*

**Keywords:** Consumption, Consumer behavior, Consumption pattern, Socio-economic Conditions

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## INTRODUCTION

Consumption is the value of merchandise and offerings sold with the aid of people. Individual shopping for acts are aggregated through the years and space. Consumption is commonly the biggest GDP component. Before Economic Reforms, intake created from approx fifty two according to cent of the GDP, but after reforms, it has grown its percentage to extra than 62 consistent with cent, (Sachdeva, 2008). Many humans select the monetary performance in their U . S . Specifically in terms of consumption stage, which is shipped in the consumption of 3 classes of products, specifically long lasting, non-durables and offerings", (Samuelson Nordhaus, 2005).

### Theoretical Developments in Consumption Theory

After Keynesian revolution commenced emphasizing the intake behaviour because the top determinant of saving behaviour and expenditure multiplier analyses, there have been severa tries to estimate consumption behaviour on a short and long term basis. Especially in US while the evidence confirmed that marginal propensity to devour or MPC (ratio of exchange in intake and exchange in income) changed into regular on a long time basis and unstable in quick time period, main motives popped up. Friedman (1957) proposed the theory of everlasting profits hypothesis which suggested that the present day intake is a feature of permanent profits in choice to present day earnings, in which present day earnings is the sum of everlasting profits and transitory income. Hence even as there are quick-term (transitory) modifications in income, clients do not discover a motive sufficient to exchange their intake behavior. This implied that the key determinant of the slope of the intake feature (courting among consumption and earnings) have become the everlasting income (which does now not trade due to transitory changes) rather than the modern-day earnings.

### Scope of the Study

The study is naturally expected to project the prevailing socio economic conditions and the consumption pattern of women teacher in the study area. It also tries to provide an intimate knowledge of personal and working life of women teacher in the study area. It could be seen that the study, besides presenting the consumption pattern of women teacher at present.

### Statement of the Problem

The problems of women teachers are varied in nature and they are expected to possess peculiar consumer behaviour. They are socially, economically, culturally and politically different from each other. In this context, this study is an attempt to analyse the consumption pattern of women teachers in Thoothukudi Down.

### Objectives of the Study

The overall objective of the study is to analyze the consumption pattern of teacher's in Thoothukudi Down. The specific objectives of the present study are

1. To study the socio economic conditions of the families of women teachers in the study area.
2. To find out the existing pattern of consumption in the household sector in the study area.
3. To find out the commercial consumption pattern in household sector in the study area.
4. To estimate income to family size, elasticity of consumption of each source.

### Selection of the study area

The present study, which is explorative in nature, is confined for its data collection of Thoothukudi Down. This block is economically and educationally backward and there has been a significant growth of consumption in the block over the past five years.

### 1. Age-Wise Classification of the Respondents

Age of the respondent is an important factor in any field and especially in research. Age composition of the respondent is given in the following.

Sl. No.	Age	No. of Respondents	Percentage
1.	20 – 30	6	10.00
2.	30 – 40	26	43.00
3.	40 – 50	18	30.00
4.	50 -58	10	17
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Primary Data

shows that out of 60 sample respondents maximum 26 of the respondents belong to the age group of 30-40 years, followed by 18, 10 and 6 of the respondents who belong to the age group of 40-50 years, 50-58 years and 20-30 years respectively.

### 2. Nature of House of the Teachers in Thoothukudi city

Shelter is considered as one of the most important and basic need for all human being. The living conditions and the consumption pattern of the respondents entirely depend upon their economic background.

Sl. No.	Nature of House	No. of Respondents	Percentage
1.	Rented	19	32.00
2.	Owned	41	68.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Primary Data

shows that about 19 of the respondents are living in rented houses and remaining 41 of the respondents are living in their owned houses.

### 3. Occupation of the Teacher's Family Members

The type of occupation in various sectors is also an important indicator to find their economic and social status. Occupational distribution of family members.

Sl. No.	Occupation	No. of Respondents	Percentage
1.	Government	20	33.00
2.	Business & Sales man	18	30.00
3.	Self Employed	22	37.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Primary Data

reveals the type of occupation of the family members. Out of 60 family members, 20 family members are Government, 18 are business and sales man and remaining 22 members are self employed. It is clear that more of the members are self employed.

#### 4. Marital Status of the Respondents

Sl. No.	Marital Status	No. of Respondent	Percentage
1.	Married	56	93.00
2.	Unmarried	4	7.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Primary Data

reveals that out of 60 sample respondents, 56 of the respondents were married and remaining 4 of the respondents were unmarried. It implies that most of the sample respondents were married. Here widows, divorces and separated have not been taken into account.

#### 5. Income of the Teachers

Sl. No.	Monthly Income in Rs.	No. of Respondent	Percentage
1.	Rs.5000 – 10,000	12	20.00
2.	Rs.10,000 – 15,000	18	30.00
3.	Rs.15000 – 20000	15	25.00
4.	Rs.20,000 – 25,000	9	15.00
5.	Above 25,000	6	10.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Primary Data

The table point out the respondent's income per month. It was found that 18 of the respondents earn income between Rs.10, 000 -15,000. It is understood that only 6 are coming under above Rs.25, 000 category. 12 respondents are earn income between Rs.5000 – 10,000.

#### 6. Expenditure on Food

Sl. No.	Expenditure (in Rs.)	No. of Respondents	Percentage
1.	Rs.1000-1500	14	23.00
2.	Rs.1500-2000	12	20.00
3.	Rs.2000-2500	18	30.00
4.	Rs.2500-3000	10	17.00
5.	Rs.3000 and above	6	10.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Compiled by Primary Data

explains the expenditure on food shows that at of 60 sample respondents, 18 respondents are spending Rs.2000-2500, 14 sample respondents are spending on food Rs.1000-1500, 12 sample respondents are spending Rs.1500-2000 and remaining 10 sample respondents are spending Rs.2500-3000. While 6 respondent's monthly expenditure on food consumption range is above Rs.3000.

#### 7. Expenditure on the Electricity

shows the percentage of Expenditure on Electricity to total expenditure of sample respondent's household.

Sl. No.	Expenditure (in Rs.)	No. of Respondents	Percentage
1.	Below Rs.300	25	42.00
2.	Rs.300-600	19	32.00
3.	Rs.600-900	6	10.00
4.	Rs.900-1200	5	8.00
5.	Rs.1200-1500	5	8.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Compiled by Primary Data

explains the consumption pattern on electricity shows that out of 60 sample respondents, 25 respondents are spending Rs.300 per month on electricity consumption, 20 respondents are spending Rs.300-600 and 6 respondents are spending Rs.600-900. While 5 respondents are spending monthly expenditure on electricity consumption range from Rs.900-1200 and Rs.1200-1500 respectively.

### 8. Expenditure on Education

Education is the seed and flower of economic development. Education can be considered as an investment good. It enables an educated person to earn and produce something. Education indirectly decides the standard of living. It develops ones personality and knowledge

Sl. No.	Expenditure (in Rs.)	No. of Respondents	Percentage
1.	Rs.1000-2000	18	30.00
2.	Rs.2000-3000	22	37.00
3.	Rs.3000-4000	12	20.00
4.	Rs.4000 and above	8	13.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Primary Data

explains the expenditure on education shows that out of 60 sample respondents, 22 respondents are spending Rs.2000-3000. 18respondents are spending Rs.1000-2000, 12 respondents are spending Rs.3000-4000 and 8 respondents are spending Rs.4000 and above. Majority of the sample respondents are spending Rs.2000-3000 on education for her children.

### 9. Expenditure on Transport (by Bus)

Sl. No.	Expenditure (in Rs.)	No. of Respondents	Percentage
1.	Rs.100-200	5	8.00
2.	Rs.200-300	10	17.00
3.	Rs.300-400	15	25.00
4.	Rs.400 - 500	30	50.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Compiled by Primary Data

explains the expenditure of the transport, out of 60 sample respondents, 30 sample respondents are spending Rs.400-500 for her transport, 15respondents are spending Rs.300-400 for her transport, 10 respondents are spending Rs.200-300 and remaining 5 sample respondents are spending Rs.100-200 for her transport in the total income. Majority of the respondents are spending Rs.500 for her transport charges per month in total income.

### 10. Expenditure on Health

Sl. No.	Expenditure in Rs.)	No. of Respondents	Percentage
1.	Rs.100 - 200	22	37.00

2.	Rs.200-300	18	30.00
3.	Rs.300-400	12	20.00
4.	Rs.400 - 500	8	13.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Compiled by Primary Data

explains the consumption pattern on health in sample respondents, out of 60 sample respondents, 8 sample respondents spend Rs.400 to Rs.500 of their total income per month, 22 respondents spend Rs.100 to Rs.200 of their total income, 12 sample respondents spend on health Rs.300-400 of their income and remaining 18 sample respondents are spending Rs.200-300 of their total income to purchase medicine.

#### 11. Commercial Consumption Pattern in Sample Household Sector

The type of energy consumed by the sample household sector

Sl. No.	Type of Energy Consumed	No. of Respondents	Percentage
1.	LPG	40	67.00
2.	LPG / Petrol and Diesel	15	25.00
3.	Kerosene and LPG	5	8.00
<b>Total</b>		<b>60</b>	<b>100.00</b>

Source: Primary Data

the commercial consumption pattern in household sector. Most of the respondents 40 are using LPG in household sector, 15 respondents are using the LPG, Petrol and Diesel while 5 respondents are using Kerosene and LPG as energy.

#### Major Findings

- The study shows that out of 60 sample respondents maximum 26 of the respondents belong to the age group of 30-40 years.
- Educational qualification represents that 28 respondents are undergraduate level and 32 respondents are postgraduate level.
- Regarding occupational distribution of family members more of the respondents are self employed.
- An individual gains income from various sources. It was found that 47 of the respondents have income between Rs.10,000 – 15,000. It is understood that only 6 are coming under above Rs.25,000 category. 12 respondents are earn income between Rs.5000 – 10,000.
- Explains the consumption pattern on electricity shows that out of 60 sample respondents, 25 respondents are spending Rs.300 per month on electricity consumption, 20 respondents are spending Rs.300-600 and 6 respondents are spending Rs.600-900.
- While 5 respondents are spending monthly expenditure on electricity consumption ranges from Rs.900-1200 and Rs.1200-1500 respectively.
- Maximum consumption is made by respondents living in owned houses.

#### Limitation of the Study

The study has a few limitations of time and resources. This study is limited to Thoothukudi City. The study concentrates only on consumption pattern in the women teacher in Higher Secondary School. The other sectors like Agriculture, industry and transport are not included in the present study.

#### CONCLUSION

The study has showed the important factors namely, annual income per household and family size of the respective households that influence the consumption in a rural economic system. With the increase in population in rural areas the consumption which is perceived cheaper than alternative sources of goods is being used in the study area.

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