

ESTIMATION OF CONSUMER UNIT SCALES IN CONSUMPTION EXPENDITURE OF AGRO CLIMATIC ZONE-II OF SOUTH GUJARAT

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ABSTRACT

The household family expenditure depends upon household size and composition in addition to income. Households of different composition have varied needs, which raise the problem of determining their economic preferences, so development of adult equivalent scale are pre-requisite of economic analysis in consumption expenditure of household. The result on adult equivalent scale suggested that, the largest proportionate share of consumption expenditure on different commodity groups was accounted by female of 20 to 40 years age in rural area. On other hand, in urban sector, in general, their share was relatively low, when compared to the age group of 13 to 20 years age in total milk and milk products (TM) and total non-food (TNF) commodities groups.

KEYWORDS: Consumer Unit Scale, Food and Non Food, South Gujarat