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## 108. Analysis of food consumption

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**Introduction:** One of the conditions of existence of the market is the presence of the consumer or purchaser of the goods. Therefore, the role of the consumer market and the development of market relations are extremely important because consumer needs are determined by the volume of sales and production, as well as an assortment of goods.

Consumption plays a decisive role in the economy of any country, as it is the easiest component of gross domestic product.

Consumption is an individual sharing of consumer goods, aimed at meeting the physical and spiritual needs of people. The value form - this is the amount of money that is spent for purchase of material goods and services.

**Resources and methods:** Consumption is the value of goods and services bought by people. Individual buying acts are aggregated over time and space. Consumption is normally the largest GDP component. Many persons judge the economic performance of their country mainly in terms of consumption level and dynamics.

Firstly, consumption may be divided according to the durability of the purchased objects. In this vein, a broad classification separates durable goods (as cars and television sets) from non-durable goods (as food) and from services (as restaurant expenditure). These three categories often show different paths of growth the standard of living.

Secondly, consumption is divided according to the needs it satisfies. A commonly used classification identifies ten chapters of expenditure: food; clothing and foot wear; housing; heating and energy; health; transport; house furniture and appliances; communication; culture and schooling; entertainment [1].

Every consumer needs are the things that are necessary for life. Of course, given that everyone has a level of personal needs and desires. You satisfy first your needs, then you satisfy your wants to the extent that your income will allow.

An important factor that determines the price of consumption goods. According to it, consumers will buy less of goods if its price increases relative to other goods.

**Results:** Rapid or unexpected changes in retail food prices will impact some consumers more than others depending on income levels and the importance of the affected food items in consumers' budgets. In general, if a commodity represents a very small portion of the consumer's budget (for example salt), then a consumer is less likely to respond to a price change. Basic food staples such as bread, potatoes, pasta, and rice tend to take smaller shares of the consumer's food budget (relative to meat, dairy products) and, as a result, consumers are less responsive to a change in their price. In contrast, high-valued food items such as expensive cuts of meat or seafood probably represent more costly (and infrequently purchased) delicacies for most households.

As a result, most households will tend to be far more responsive to changes in the prices of such high-valued products than for basic staples. Often a price change for an item within a specific food group may result in consumers switching to lower-quality items within that food category—the classic example being a switch from steak to hamburger when meat prices rise

In the aggregate, household consumption behavior in response to perceived income changes may affect a country's agricultural production or trade patterns, or it may impact the health and nutritional status of certain segments of the population. As a result, for policymakers to monitor household wealth and income that may have important economic or health consequences.

Tastes and preferences represent the next factor that determines the structure of consumption. Non-economic factors such as cultural or ethnic preferences may determine both the share of a particular food product in the household's budget (e.g., rice represents a larger share of per-capita expenditure in most Asian households than in most European households at similar income levels).

Dietary needs also change with age. For example, young children and adolescents generally need both more calories and a higher portion of protein-based calories to meet nutritional demands of rapid physical growth and high activity levels. As a result,

population demographics such as household composition, size, and age structure often play an important role in consumer price sensitivity and income responsiveness [2].

**Conclusions** : Thus, the consumer as a subject of market relations is a person who strives to meet the needs by consuming healthy qualities of economic goods and services. At the core of addressing these and other issues are incentives - motivations caused a set of external and internal factors. Target consumer has a maximum utility from the consumption of goods and services. To reach this purpose, the consumer faces a lot of restrictions: income, prices, assortment of goods and services. As consumers feel the impact of disability to meet their immediate needs as soon as possible, then other desires are satisfied within disposable income.

### **References**

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