

rural and urban areas and among the BPL and APL households.. Among the non-food items housing, education, petrol/diesel, LPG, recreational and miscellaneous expenditures have shown a prominent increase in rural and urban region. Expenditure on housing, cooking gas, petrol/diesel/recreational expenses, personal habits etc have more than doubled among the BPL, whereas among the APL pronounced increase is noticed in housing, education, petrol/diesel, LPG, recreational expenses etc. Change in price, taste of the household members, income, size and age composition of the households etc are the main reasons behind the changing consumption pattern of households. The study reveals that a, shift has been taken place in category, place of purchase, mode and frequency of purchase,. Majority of the households have changed their category from non- packaged to packaged one and shifted their purchase preference from local stores, open market and door delivery to super market and margin free market. Yearly, half yearly, monthly and quarterly purchase has shown a declining tendency while fortnightly, weekly, and convenience purchase has increased .The use of credit/ debit card increased in the period covered. Changes in lifestyle and standard of living, pressure from colleagues and neighbours, craving for recognition and acceptance from others etc are the major psycho social factors which influence consumers in purchasing commodities.

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**ROSAMMA JOSEPH**

RESEARCH SCHOLAR  
RESEARCH CENTRE, DEPARTMENT OF ECONOMICS  
BISHOP KURIALACHRRRY COLLEGE FOR WOMEN,  
AMALAGIRI, KOTTAYAM, KERALA

**Dr. TESSY KURIAN**  
RESEARCH GUIDE  
RESEARCH CENTRE,  
DEPARTMENT OF ECONOMICS  
BISHOP KURIALACHRRRY COLLEGE FORWOMEN,  
AMALAGIRI, KOTTAYAM, KERALA