

Study of the factors that change the food consumption pattern of suburban areas in Sri Lanka: with reference to Gampaha District

Iromi Pilapitiya¹

Consumption can be defined as the selection, adoption, use, disposal and recycling of goods and services as opposed to their design, production and marketing. A logical consumer adopts himself to a food consumption pattern that maximizes his utility. Therefore, the food consumption patterns between rural and urban consumer vary. In comparison to the rural sector, the food consumption patterns in the urban sector shows a clear difference which is considered as the problem of this study. The objective of the study primarily deals with studying the factors which change the food consumption pattern in the urban areas in Sri Lanka. The sample is composed with 100 families from Gampaha District. Direct observations and questionnaire were utilized in collecting data. The paper concludes with identifying that the open economy, nature of the employment, work status of female, availability of foods and imitation have effected in altering food consumption patterns in Sri Lanka.

Key words: Food consumption patterns, Utility, Urban, Rural

¹ Department of Economics, University of Kelaniya, Sri Lanka