

Factors influencing the structure of food consumption by the population of Ukraine

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The article considered the dynamics and structure of food consumption. It is found out that the structure of consumption must meet modern concepts of nutrition, science requirements of which should be considered when developing strategies of the food industry development. Management of decision making regarding the level of provision and availability of food to the public involves identifying the peculiarities of regional food consumption, due to various socio-economic factors and nutritional habits of the population, and the factors affecting the amount and structure of food consumption.

Many works of scientific, practical and methodological research are devoted to the population food consumption, while the question of determination the factors of not only economic group, but also social, demographic and others, and grouping these factors according to the classification features remain unresolved.

The analysis of structure and dynamics of food consumption by the population of Ukraine revealed significant deviations in actual consumption to rational consumption rates caused by the decrease in food availability over the reduced purchasing power. The revealed tendencies of changes in the structure of food consumption coincide with the dynamics of price index for these products. Significant impact on changes in food consumption resulted in the advance

growth rate of total household expenditures above the total income and growing share of expenses for compulsory payments.

According to the research, the factors influencing food consumption structure are classified into four main groups: economic, socio-demographic, medical and biological, social and psychological.

The greatest influence on the structure of food consumption of Ukraine population is done by the economic factors: advancing growth rate of total household expenditures, the level and the ratio of food prices and compulsory payments force households to the savings and consequently to the purchasing cheaper food. Changes in socio-demographic factors limit the possibility of obtaining additional income by a family because of the necessity to keep unable to work family members.

Medical and biological factors require increase in expenses on useful food products for health reasons, as in most families there are consequences of modern eating structure, primarily such as impaired food status. Socio-demographic factors also cause certain features of the structure of food consumption: the dishes specific to Ukrainian nation, the lifestyle of a modern man – "fast food", despite the psychological impact of mass media on healthy lifestyle, the problem of overweight and obesity remains relevant for Ukraine's population.