

## HOUSEHOLDS' FOOD CONSUMPTION PRIORITIES RESEARCH IN THE COVID-19 CONDITIONS

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### Abstract

Population's safety and health is the food trade's key issue. Consumer behavior model and the consumer's food products value perception that determine his choice is transformed. COVID-19 pandemic has affected the change in households' food consumption priorities. The restrictions imposed and the reduction in real incomes of the population led to a change in the diet in households, the impulsive purchases rejection and the strengthening of the trend for savings, which manifested itself in the transition to cheaper food. Irrational eating behavior model of the population leads to a micronutrients shortage. This worsens the health and quality of the population's life. The economic, social and medical consequences of malnutrition are significant and have a negative impact on food security and sustainable State development. According to stated, the study purpose is to research the dynamics and assess the compliance of actual food consumption in Russian households with the recommended standards by the Ministry of Health of Russia and WHO.

The study used materials from the Russian Federal State Statistics Service for the 2005 - 2020 period (data on the basic foodstuffs consumption volume and structure, food's cost, share of food purchase costs in consumer spending, and the nutritional and energy food value consumed), as well as materials from the Ministry of Health of Russia and the World Health Organization (recommended food consumption norms in households). In the course of the study, the following methods were used: regression analysis method - to assess the relationship between food costs and basic foodstuffs in households consumption; stratification method - to study consumption trends in households (by place of residence, by composition, by socio-demographic type and income level); normative method - to assess the actual food consumption compliance in Russians households with the Ministry of Health of Russia and WHO recommended standards; graphical method - for visual representation by the population basic foodstuffs consumption dynamics in accordance with rational norms; binary choice models - for determining the determinants of irrational nutrition structure; abstract-logical method - for the implementation of trends' study results theoretical generalizations in the basic foodstuffs consumption.

The study of various socio-economic groups' household consumption volume and structure dynamics revealed food expenses amount increase in the total amount of Russians consumption expenses and a change the diet structure in households during the COVID-19 pandemic. When studying the Russian population's consumption over the past 15 years, significant differences in the consumption of urban and rural populations have been revealed. It was found that in rural areas the volume of certain type's products consumption is lower by 1.5 - 11%. It is also determined that the proteins and fats content in the population's diet increases and the carbohydrates consumption decreases. This trend poses weight gains and obesity threat in humans. The dependence of the diet structure on the family economic situation has been established, which is expressed in the insufficient important food products consumption, primarily with a high vitamins and minerals content in households with low incomes. It is determined that the population's nutrition structure does not comply with the recommended rational nutrition norms established by the Ministry of Health of Russia and the World Health Organization. The population's irrational eating behavior model worsens the quality of households' life in the country, increases the cardiovascular and oncological diseases risk. During the COVID-19 pandemic, was improved the consumer behavior model, which was reflected in a change in the diet structure in favor of a healthy diet: foods with a high nutrients content. In this regard, in the future, we can expect an improvement in the household consumption structure in Russia and the priorities consolidation for healthy consumption.

The study results have a practical importance for the innovative guidelines development on population's healthy diets, the balanced nutrition standards formation, and the food resource balances compilation. The formulated conclusions are the basis for determining the problems that hinder the achievement of sustainable development goals in the Russian Federation.

**Key words:** *Food products, Consumption, Households, Food expenses, Healthy eating indicators, Rational nutrition, diet, Consumption norms.*