



## Housewives Awareness on Quality and Safety of Packaged Foods in Akola City

Miss. Rohini S.  
Gandhe

M.Sc. Home Sci.(Food & Nutrition), Smt. R.D.G.College for Women, Akola-444  
001 (M.S.)

### KEYWORDS :

#### INTRODUCTION:

The Indian social and cultural practices are passing through a rapid transition. This is weaning away from traditional practices and brought about a rapid modernization and significant changes in food preferences. Consumers are more interested in convenience foods. Convenient foods are products which are completely manufactured ready to serve and eat. The market of packaged ready to eat foods, tinned, canned, frozen and preserved foods are becoming popular in day to day life. Changing lifetimes also affects the food behavior.

Consumers prescriptions and beliefs are shaped by knowledge which in turn is a product of exposure to information sources and personal efforts on obtaining information, effective communication and consumer education can be best ways of managing the risk of food safety issues at the consumer end of food chain.

The packaged food products were originated in developed western countries. Instant and ready to eat products had its beginning in India in 80's, are found today in the kitchen shelves of every Indian household. The advancement of science and technology offered the people new food processing vessels, equipments and tools but still people are in search of new techniques to speed up the cooking process in order to cope up with mechanical life, as they do not have sufficient time to cook food in the conventional methods. In the ever changing socio-domestic scenario, both man and women have to necessarily go for employment to augment the household income and cooking food in traditional methods is really an ordeal for women.

In modern days, where the life is act fast and keep pace with the time very valuable to every person, "Instant foods" play an important role in everyone's day to day life. The term instant food means simple, fast and convenient food, which is easy and fast to prepare besides being hygienic, free from microbial contamination, and also convenient to eat.

#### OBJECTIVES OF THE STUDY:

1. To study the housewives awareness about quality and safety of packaged foods.
2. To study the consumption patterns of packaged foods among housewives.

**Table-2: Correlation between selected traits:**

	Sources of information (1)	Awareness (2)	Monthly Expend. On packaged Food (3)	Opinion About Packaged Food (4)	Consumer Preference (5)	Changing Trade (6)	Reasons (7)	Consumption (8)
Column 1	1							
Column 2	0.832277**	1						
Column 3	0.098057	0.073326	1					
Column 4	0.900559**	0.833389**	0.103531	1				
Column 5	0.901666**	0.833501**	0.100577	0.885888**	1			
Column 6	0.963603**	0.847475**	0.090425	0.904191**	0.908977**	1		
Column 7	0.922107**	0.813035**	0.097548	0.854957**	0.870632**	0.89697**	1	
Column 8	-0.44821**	-0.45525**	-0.26009*	-0.46235**	-0.41353*	-0.47019**	-0.41316**	1

\* Significant at 5% level of significance.

\*\* Significant at 1% level of significance.

#### REVIEW OF LITERATURE:

Sabeson (1992) in his study stated that, high quality, price and taste of the product were the major criterion based on which the consumer selected a brand of processed fruits and vegetable products.

Kamalaveni and Nirmala (2000) reported that, there is complete agreement between ranking given by the housewives and working women regarding the reason promoting them to buy instant food products. Age, occupation, education, family size and annual income had much influence on the per capita expenditure of the instant food products.

#### METHODOLOGY:

The present study was conducted in Akola city as quite large number of packaged foods are available and are being consumed. A sample of 120 housewives was randomly selected. The data was collected with the help of specially designed interview schedule.

#### RESULT AND DISCUSSION:

**Table 1: General information of selected housewives.**

Sr. No.	Particulars	A. M.	S.E.(m)±
1	Age	42.07	0.7258
2	Education	14.89	0.1731
3.	Occupation	01.20	0.0366
4.	Type of family	01.04	0.0183
5.	No. of member per family	04.00	0.1559
6	Monthly income	51650	1799.14

Table-1 presents the general information on the age of housewives under study, educational qualification, nature of occupation, family type, No. of member per family and family income. It is revealed from the table that the selected housewives are mostly educated up to the graduation level coming from the nuclear family with their 2 children and are in the age group of 42-43 years and their monthly family income ranging between Rs. 50,000 to 53,000 indicating that the selected families are from the middle socio-economic status and having their means of livelihood drawn from the salary or self occupation who can afford the purchases of packaged food for the family consumption.

Table-2 presents the correlation of coefficient amongst the sources of information, awareness, monthly expenditure of packaged foods, opinion about the packaged foods, consumer preference, changing trends, reasons for using packaged food and the consumption. The relation amongst the sources of the above attribute, the relation among the selected parameters presented in the above table. It is observed from the table that the significant positive relation was observed between the sources of information and awareness, opinion about packaged foods, consumer preference, changing trends and reasons for using packaged foods. However, inverse relationship was recorded between the sources of information and consumption.

The awareness about the packaged foods exhibited significant positive relationship with opinion about packaged foods. Consumer preference changing trends and reasons for use of packaged foods. However, the awareness was inversely related with consumption, opinion about packaged food have significant positive relation with consumer preference, changing trends and reasons for use of packaged foods. However, consumption exhibited inverse relationship, consumer preference, changing trends and reasons for use of packaged foods are positively related with each other having significant negative relation with the consumption of the packaged foods.

It is concluded from the other discussion that sources of information, awareness, monthly expenditure on packaged foods, opinion preferences and changing trends and reasons are the interrelated variables. However, the consumer information sources, awareness preferences and reasons could not change the consumption pattern. The Akola city housewives though they preferred packaged foods their pocket

permits to purchases have complete information on it and preferences, their consumption expenditure is not much influenced by these attributes indicating their consumption, expenditure on packaged foods is still low in comparison with income.

#### **CONCLUSION:**

The selected households have the mean monthly income ranging between Rs. 51,000 to 53,000 and housewives belongs to nuclear family having their 2 children with their age between 42-43 years and educated up to graduate level.

The awareness of selected housewives is significantly related with quality and safety of packaged foods indicating selected housewives are completely aware on quality and safety.

The average consumption pattern of packaged foods in the selected households is relatively low as indicated by these significant inverse relation between consumption and awareness, expenditure, consumer preference and reasons for the use of packaged foods.

#### **IMPLICATION:**

The study conclude that consumption expenditure on packaged food is low in comparison with household income. There is need to know the reasons thereon to increase the consumption expenditure.

## **REFERENCES**

- Sabeson, R. (1992): Consumer preference towards processed fruits and vegetable products-a case study in Coimbatore city. M.Sc. (Agri)Thesis (unpublished) Tamilnadu Agril. Univ., Coimbatore. | Kamalaveni,D. and Nirmala,(2000): Consumer behaviour in instant food products. Ind.J.Marketng. 30(5-7):12-18. |