



## A Study on Consumer Awareness Towards Food Adulteration of Selected Food Products

### KEYWORDS

Adulteration, Consumer Awareness, Intentional, Ignorance, Inferior.

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**ABSTRACT** *Food is essential for our life. Food provides us with important nutrition and plays a vital role in maintaining proper health which also helps in prevention and cure of diseases. The world is facing a potential crisis in terms of food security, due to lack of production and supply of safe and nutritional food. Adulteration seems to be getting deadlier and serious problem present in over society that should be eradicated. The purpose of this study is to create awareness of food adulteration among the consumer and the factors influence by the consumers to consume adulterated food. To achieve this objective data has been collected from primary and secondary sources and with effective analysis. The study finds out the buying practices and effects in which the food is adulterated. This study enables the consumers to identify the secured nutritive production.*

### 1. INTRODUCTION

A Substance added to food-item to reduce its quality in order to increase its quantity is called as an adulterant. Adulteration, the act of debasing a pure or genuine commodity for pecuniary profit, by adding to it and inferior or spurious article, or by taking from it one or more of its constituents. The term is derived from the latin word adultero, which in its various inflections signifies to defile, to debase, and to corrupt.

#### Types of food Adulteration:

- **Intentional:**

These are those substances that are added as a deliberate act on the part of the adulterer with the intention to increase the margin of profit. Unscrupulous traders normally adulterate food.

- **Incidental Intentional Adulteration:**

These adulterants are found in food substances by negligence, ignorance or lack of Proper facilities.

The common use of toxic colouring agents as an adulterant for fruits, vegetables, sweets are very dangerous and leads to serious health issues. To stop these issues strong regulations are there in the code of conduct to be implemented. But the fact is that food adulteration increases the burden of health in the society.

### 2. STATEMENT OF THE PROBLEM:

To know about what are the problems that have been faced by the customer's or people who have consumed the food adulteration products is whether necessary to know what are the products are to become a food adulteration.. Food adulteration is prevalent largely due to lack of awareness among common people, proper food laws, business ethics among the money minded manufacturers and standardization of food substances. A limited number of people die without food but large population have been suffering from complicated diseases related to food adulteration and finally die. These factors make food adulteration, one of the most serious problems present in our society that should be eradicated.

### 3. OBJECTIVES

- 1) To study the awareness of food adulteration.
- 2) To study the buying practices of selected food products.

- 3) To study the effects of using adulterants in food.
- 4) To know the adulteration in selected food products through various testing procedures.
- 5) To recommend suggestions on food adulteration to manufacturers and consumers.

### 4. SCOPE OF THE STUDY

In future food adulteration may be reduce by laws and procedures. Food safety and security agencies may provide many rules and regulations that have to be followed by the manufacture of the products. The people can give their complaints about the products which has been adulterated. By doing this survey based on food adulteration many common people may know about the adulterated products that they are using in day to day life. They can get awareness about the food adulteration that causes many health issues in human life.

### 5. RESEARCH METHODOLOGY

The research is based on the consumer awareness towards food adulteration. It is used to obtain the current information the current status of the phenomena to describe what exists.

#### 5.1. Area of the study

This study is conducted in the Coimbatore city. It is heavily industrialized city and a regional hub for textiles, manufacturing, software services, education and health care.

#### 5.2. Data sources

Both primary data and secondary have been used for the study purpose. The primary data are collected from the home makers with the help of a structured questionnaire. The secondary data has been collected by referring to Journals, Articles, and Magazines and various relevant websites.

#### 5.3. SAMPLE SIZE AND SAMPLING METHOD

The sample of 200 respondents was chosen for the study. For purpose of the study, convenient random sampling technique has been adopted.

6. DATA ANALYSIS AND INTERPRETATIONS

Table-1: Socio- Economic Profile of the respondents

S.No	Variables	No. of Respondents (200)	Percentage	
1.	Gender	Male	106	53
		Female	94	47
2.	Age (in years)	Below 20 years	63	31.5
		21 to 30 years	81	40.5
		31 to 40 years	37	18.5
		Above 41 years	19	9.5
3.	Marital Status	Married	136	68
		Unmarried	64	32
4.	Nature of the family	Joint family	78	39
		Nuclear family	122	61
5.	Members in the family	Below 3 members	16	8
		3 to 5 members	115	57.5
		5 to 7 members	37	18.5
6.	Education Qualification	Above 7 members	32	16
		Higher secondary	24	12
		Graduate	117	58.5
		Post graduate	54	27
7.	Occupational status	Professional	5	2.5
		Others	0	0
		Business	51	25.5
		Employed	75	37.5
		Professional	30	15
8.	Family income	Home maker	10	5
		Others	34	17
		Below to 10000	20	10
		10000 to 20000	65	32.5
		20000 to 30000	60	30
		Above 30000	55	27.5

Table -2: Level of agreeability

S.No	Factors	Level of agreeability	No. of. respondents	Percentage
1.	Brand reputation	Statements	63	31.5
		Agreeability	74	37
		Neutral	30	15
		Disagree	19	9.5
		Strongly disagree	14	7
2.	Periodical offer	Statements	45	22.5
		Agreeability	119	59.5
		Neutral	29	14.5
		Disagree	2	1
		Strongly disagree	5	2.5
3.	Price	Statements	43	21.5
		Agreeability	79	39.5
		Neutral	65	32.5
		Disagree	11	5.5
		Strongly disagree	2	1
4.	Celebrity endorsement	Statements	30	15
		Agreeability	88	44
		Neutral	52	26
		Disagree	28	14
		Strongly disagree	2	1

5.	Lack of ethics	Statements	58	29
		Agreeability	53	26.5
		Neutral	55	27.5
		Disagree	21	10.5
		Strongly disagree	13	6.5

7. TOOLS USED FOR ANALYSIS

The following are the tools applied on the responses given by the respondents to analyse and derive the results.

- Simple percentage analysis.
- Weighted average method.

8. LIMITATIONS

- The study is confined to Coimbatore city only.

9. FINDINGS

The majority of the respondents 53% are male out of 40.5% belongs to the age group of 21 to 30 years in that 68% are married and 61% belong to nuclear family system have a family size of 3 to 5 members. The majority 58.5% of the respondents are graduates out of those respondents 37.5% are employed its can be conclude that 32.5% are under the monthly income of Rs 10000 to 20000.

In the level of agreeability point of view level shows that majority 37.5% of the respondents state Agree as their level of agreeability in terms of brand reputation. The majority 59.5% of the respondents states Agree in terms of periodical offer. The majority 39.5% of the respondents states Agree in terms of price. The majority 44% of the respondents states Agree in terms of celebrity endorsement. The majority 29% of the respondents states Agree as their level of agreeability in terms of lack of ethics.

10. RECOMMENDATIONS

10.1. To the government

Proper food laws should be formulated by the government and rigid testing procedures should be adopted for standardizing the food products. Low quality products should be completely eradicated.

10.2. To the manufacturers

Manufacturers these days are largely focused on increasing the profit and they care least about the wellbeing of the consumers. This attitude among the producers should be avoided and they work on the principles involving business ethics.

10.3. To the wholesalers

It is mandatory that the wholesalers choose quality products and stock them under clean and hygienic environments.

10.4. To the retailers

Retailers should choose wisely and purchase the best quality products. Since they are the closest channel to the consumers and they should take the initiative and suggests them the best products.

10.5. To the consumers

Consumers being the ultimate users of the food products should be fully aware of the adulteration practices that are prevalent among a large number of manufacturers. They should educate themselves with the standardizing techniques and select products with the AGMARK symbol.

11. CONCLUSION

Food adulteration is one of the major unnoticed crises which should be taken care of and eradicated without further delay for the betterment of one and all. It is the duty of every citizen to assist in curbing the menace of adulteration and take an active interest in exposing and condemning them. Thus through this study we are able to create awareness among the consumers to select a quality products and also we have recommended to the manufacturers, retailers and wholesalers to take keen interest in the production and supply of hygienic and nutritious food for the well being of society.