

Assessment of Awareness Regarding Adulteration in Food Items among Housewives of Uttar Pradesh

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ABSTRACT

Adulteration refers to mixing other matter of an inferior and sometimes harmful quality with food or drink intended to be sold. As a result of adulteration the food product become impure and unfit for human consumption. We are facing adulteration in our daily consumable items and go through various food borne illnesses that is reflecting lack of awareness and low focus on this problem. To find the prevalence of food adulteration and method to identify the selected food items and level of awareness towards food adulteration the study was designed. 100 women were selected from both urban and rural background from Kumarganj through random sampling. A questionnaire cum interview schedule was administered to fulfil our objectives. Chi square test was used for statistical analysis of the data. Findings revealed that there was positive association between educational status and Awareness level ($X^2 = 48.10$), Family income group and awareness level ($X^2 = 16.5783$) of the respondents that indicate that educated housewives and high-income group families were more aware about the food adulteration. It was also found that one third of respondents were aware regarding the adulteration of food but they didn't adapt any strategy to get rid of it. Therefore, there is a great need to educate housewives of the consumer rights and consumer forums for lodging their complaints.

KEYWORDS: Adulteration, Housewives, Awareness, Consumer protection