

## CONSUMER AWARENESS REGARDING FOOD ADULTERATION AND ITS INCIDENCE IN THE MARKET

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### **ABSTRACT**

*Food is the basic and most essential need for growth and survival of living beings. One of the biggest challenges a human being is facing in the present days as a consumer is "Food Adulteration", as this stands as a severe health risk to them. In the present competitive world, marketers are trying to flood the market with a wide range of different and innovative food products which will attract and motivate the consumers to buy them. In this competition to gain an advantage over the competitors and also to gain more money, they are trying to adulterate foods or make low-quality foods. By eating these, the consumers are facing with a lot of health problems. But the consumer does not know about all such issues happening in the market and is facing lots of losses in terms of health and money. The present study was planned with the main objectives of studying the food adulteration practices happening in the market and the awareness levels of consumers regarding the food adulteration and its effects.*

**KEYWORDS:** Market, Food, Adulteration, Consumer, Awareness, Effects