CHAPTER VI

CONCLUSION

It can be concluded that majority of respondents belonged to 35-44 years, were graduate, non-working (n=240; 80%), housewives. Maximum number of consumers were belonged to upper middle income group, were vegetarian. Maximum number of consumers were Hindus dwelled in pakka and had their own house. Regarding consumption pattern, green vegetables, salad, coffee and fruit use were the most common food items consumed on daily basis. Majority of consumers used to watch television regularly whereas a total of 209 (67.7%) consumers used to read newspaper regularly. Further, consumer’s knowledge regarding consumer education, types of adulteration, frequency of adulteration, hazardous effects of adulteration were found very low.

During intervention for all the food items majority of consumers had low level of knowledge about adulteration detection through sensory evaluation technique and through detection kit but after intervention majority of consumers had scores high level of knowledge about adulteration detection through sensory evaluation technique and through detection kit for all the food items as per five food groups.

In post study it was found that majority of consumers had high scores for all the items. Majority of consumers had high level of awareness regarding adulteration and harmful effects of adulteration of food stuffs.

The whole study shows that learning kit and manual was effectively developed which effectively improved the level of consumer’s knowledge about consumer education, food adulteration, its detection at household level through sensory evaluation technique and learning kit and harmful effects of adulteration in food items.
RECOMMENDATION

CHAPTER-VII

RECOMMENDATION
Consumer is the largest economic group and central point of all marketing activities. With the rise in the income of people, the quality, the quantity and the sophistication of the consumer goods has also increased. The market is literally overflowing with the new products based in intricate technology. It is very difficult for the consumer to select one food item because of misleading advertisements, improper media emphasis and food adulteration. As a result of these malpractices, the ultimate victim is a consumer, who innocently takes adulterated foods and suffers. A good buying reflects philosophy about the nature of consumer and provides a logical means of organizing the vast quantity of information on variables that influence the buying practices.

While buying foods greater efforts on this line are necessary for targeted towards imparting knowledge and information on key health adulterant and its consequences would play a very important role in promoting awareness on food safety. Keeping the points in the mind following recommendations at various level must be implicated to control adulterant food consumption at household level and also create good practices having food quality among people.

1. **To the consumer**

Consumer being the ultimate user of the food product should be fully aware of consumer right, consumer law, consumer protection, food safety and standards and food marks and symbols practices that are prevent among a large number of population. Its helpful to educate themselves with the standardizing techniques and select products.

Majority of consumer have a strong consumer movement for proceeding exercise control over shopkeepers and manufacturers so that they can serve the consumer well.
2. **To the retailers**

Retailers should choose wisely and purchase the best quality product (standard marks and symbols). Since they are the closest channel to the consumer and should take the initiative and suggest them the best products.

3. **To the wholesaler**

It is mandatory that the wholesalers choose quality products and follow and learn quality management system for better stock cleaning and hygienic environments.

4. **To the manufacturers**

Manufactures now a days are largely focused on increasing the profit and they care least about the wellbeing of the consumers. The attitude among the producers should be surveyed and force for followed principles involving business ethics.

5. **To the government**

As centralized purchasing and retailing done by shopkeepers the government should be formulated proper channel of yielding production, food selling and its consumption among four once a year. Low quality product should be completely eradicated and launch programme like pulse polio.