



Comparative Study On Awareness About Food Packaging And Labeling Among Adolescent Girls And Boys In Phaphamau, Prayagraj, District

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ABSTRACT: The purpose of the study was to investigate the awareness of food labeling and packaging between the adolescent girls and boys of Phaphamau, Prayagraj district. About 19% of the participants were totally agreed about the information that was provided on the food label, was important. The study showed that 46% of the total participants frequently read the food labels. 90% of the participant stated that they don't buy food products without food label and it was found that 19% of the total participants calculate their food intake according to mention on the information provided on the food label. Respondents of this study had low level of knowledge regarding information that was provided on the food label.

Keywords: investigate labeling and packaging food products.

INTRODUCTION: Nutrition labeling and food packaging refers to the standardized presentation of the food. The food label is one of the most important and direct means of communicating product information between buyers and sailors. Labels are to provide products to consumers with all related information about the environmental, technical and social economic condition under which the products were produced as well as the health and safety aspect of food products. The information about nutrition labeling and health benefits of food is one of the most important factors that influence disease and making the modern package label has taken the responsibility for educating the consumer about the product by multitasking such as attracting promoting and motivating at the point of purchase through the information on the label. The labels closely observed for new contents declaration on calories, fat, protein, dietary fibers, vitamins and minerals and per serving size in India. Two of the major challenges facing the world in the food realm relate to the long-term effects of food consumption on people's health and their living environment (e.g., FAO and WHO,2019,Schifferstein,2020). An increasing number of nutrition and public health professionals suggest that future dietary guidelines should not only focus on people's health, but should also include insights from environmental sciences to reduce the impact of food production on the environment (Friel et al.,2014,james et al.,2018,Lorenz and Lagen,2018,Mertens et al.,2017), (even though the two targets may be hard to achieve simultaneously (van de Kamp et al.,2018). The idea of bringing out specific laws of nutrition labeling is under active consideration. As of now it is not mandatory for process food in general (37 D) of the

prevention of Food Adulteration Act rule (37 A). food claim to be interest with nutrient shall give the quantities on the labels rule (37 D) refers to health claim benefits of the oil. Jessica Fox 2016 studied that packaging manufacturing uses variety of materials and labeling methods to protect and promote a product. The purpose of this research study was to characterized the current state of consumer food packaging and labeling application methods in a typical Supermarket that may assist in product development decisions. This involved categorizing the type of display packaging material, labeling materials and labeling application methods in addition to the relationship of the display packaging material to the label material and label application method was investigated. Learning more about the current divisions of packaging materials create predictions for packaging. Virender Pal Kaur et al 2016 conducted a study on assessment of consumer awareness about uses of food labels the study SSS the level of awareness about different categories of information display on the food levels almost all respondents have knowledge about food labels gender was significantly associated with the frequency of buying package food and reading for labels. Although consumers may state that they find aspects like “healthiness” and “environmental friendliness” important for their purchase of food products, their acclaimed interest does not necessarily translate into their purchasing and consumption behavior (Hoek et al., 2017, Mueller et al., 2010, Van Dam and van Trijp 2013). Yusuf Zekiri (2015), determined then the packaging elements represent a good means of Marketing Communication towards consumers because consumers value the elements that are embodied on the package the packaging color helps consumers differentiate their favorite brands and for companies it helps to catch consumers attention and interest so color as well as their packaging elements meets and marketing offer more I catching and effective consumer value label in the products because they can get information about the product its printed information contains all the information related to the product quality price and description which can help consumers identify the product and facilitate the design during purchasing the language used on packaging influences consumer behavior during buying process. Harris et al., (2011) conducted a study and find out that parents do agree the importance of the nutritional level and the often used it during buying cereal of for their children apart from those finding willingness to buy the cereal was significantly related to benefits of beliefs of about health related outcomes and overall nutritional quality meanings for all claims. guarding principles of nutrition labeling to make nutrition labeling useful available and accessible to consumers at the same time they should be clear simple accurate practical readable informative consistent and legible. International guidelines on labeling are voluntary protein, fat and carbohydrate content in addition a food may require the declaration of nutrients in the interest of the health of its population on the new content of a food.

OBJECTIVES: To study the knowledge and awareness about packaging and labeling of food among girls and boys.

MATERIAL AND METHODS: Scientific methodology is the authenticity of the research and an attempt has been made to provide the detail of methods and techniques of the data collection and analysis. A self prepare questionnaire was used for collecting the relevant information regarding the study and random sampling method was used. Researcher has taken 100 respondents, among those 50 respondents were boys and rest 50 respondents were girls. The location of the study was Phaphamau, Prayagraj. district.

Table 1: Distribution of respondents on the basis of their experience about purchasing adulterated or duplicate items.

Adulteration Or Duplicate Items	Boys		Girls	
	Frequency	Percentage	Frequency	Percentage
Yes	48	96	45	90
No	2	4	5	10
Total	50	50	50	50

Above table shows that everyone has come across adulterated food items. Among all sample population 48% male and 45% female came across with malpractices in food items while 2% of male and 5% of female were not face such of any adulteration or delicacy.

Table 2: Distribution of respondents on the basis of awareness about consumer rights.

Consumer Rights	Boys		Girls	
	Frequency	Percentage	Frequency	Percentage
Yes	47	97	45	90
NNnnN No	3	6	5	10

The above table shows that out of 100, major population 97% of male and 7% of female were aware about rights of a consumer and only 6% male and 10% female were not aware about consumer rights.

Table 3: Distribution of respondents on the basis of knowledge about terms related to labeling on packaging of food.

Labeling on Packaged Foods	Boys	Girls
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	Frequency	Percentage	Frequency	Percentage
List Of Ingredients	14	28	10	20
Net Contents	42	84	47	94
Name Of the Manufacturer	6	12	2	4
Manufacturing Date	17	34	14	28
Expiry Date	50	100	50	100

The above table shows that all of the respondents were familiar with expiry date of food items, 94% girls and 84% boys were aware about net content of food item, 34% boys and 28% girls were having knowledge about manufacturing date of food items, 28% boys and 20% girls were aware about the list of ingredients and 12% boys and 4% girls were having knowledge about the name of manufacturer company.

CONCLUSION: In nut shell, it could be said that there is a need to educate consumers in regard to information of nutrient content and health claims written on the food label. Consumer must be aware of relation between healthy diet and its effect on health and diseases. The nutritional label should be made more consumer friendly. So that it will be helpful for the consumer in making rational food choices.

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