

CHAPTER-V

CONCLUSION & RECOMMENDATIONS

In the earlier chapter the importance of the study with its objective and tools & technique adopted in the study and interpretation result is summarized as follows.

Socioeconomic and demographic profile-

The study was undertaking to know the awareness and purchasing behaviour of adolescent girls towards Ready-to-eat-food product along with it influencing factor. Total 384 adolescent hostel girls were selected from hostels of Banaras Hindu University. It was found that majority 42.7% girls were to age group 18 yrs. followed by 37.2% and 20.4% of 19 Years and 17 Year respectively. Majority 98.4% were unmarried. 55.7% belong to originally city/metro city area remaining 44.3% belong to rural area. More than half 55.7% adolescent girls belongs to be nuclear family while the average family size of girls was found to be 6.25 within the range of minimum three members to maximum 15 member. There is highly significant association between family background and family type as well as family size respectively.

1. It was found that majority 57.3% and 35.7% of adolescent girls father & mother were educated at graduate level more than this where as 7.8% and 24.5% were illiterate in the present study. It clearly indicates that the literacy rate was 92.2% among adolescent fathers and 75.5% among mothers of girls respectively might because of rural family background.

2. It was observed that about 34.0% of adolescent girl's father were businessman/shopkeeper where as about 29.0% and 38.1% are in Govt/private service and agriculturist or skilled/unskilled labour respectively majority 77.1% of girls mother's are house wife and only 11.5% were in service respectively.

3. It was found that more than half of the family of adolescent girls had monthly per capita income group between Rs. (1670-5570) followed by 30.2% of Rs. (>5571). The average monthly per capita income is calculated to Rs. 2764.00 within the

range of minimum Rs. 222.00 to maximum 20,000.00 respectively. It indicates majority of adolescent girls were from low and medium economic status of family.

4. It was estimated that majority 78.9% of adolescent girls were spending their money up to Rs. 900 per month on food products. The average per month expenditure on Ready-to-eat-food product was found to be Rs. 502.73 in the range of minimum Rs. 50 to maximum Rs. 250. Majority 93.0% families were bearing the expenditure on Ready to eat food products of their adolescent girls. More than half of adolescent girls (58.1%) were vegetarian, 24.2% and 17.7% were non-vegetarian and eggetarian respectively.
5. It was noted that the monthly expenditure on Ready to eat food product of adolescent girls is significantly correlated with monthly per capita income and type of family respectively. It was also noted that the monthly expenditure on Ready-to-eat-food product is significantly and negatively correlated with family size may because of negative correlation between family type and family size. The negative correlation between family size may be due to constitute of large number of children in rural families treated as single and less number in urban area treated as joint family in the present study.

Awareness of adolescent girls towards Ready to eat food Product-

1. It was observed that more than half of adolescent girls (57.3%) had complete knowledge about Ready to eat food product, while only 42.7 % had no knowledge about various type of Ready to eat food product. A significant increasing pattern in complete knowledge about Ready to eat food product with increase of their age and monthly per capita income of the family. The adolescent girls belong to rural family background have low knowledge than those girls belong to city/metro city family background.
2. It was found that majority 90.6% of total adolescent girls got knowledge through advertisement while only 22.4% and 4.9% through localize channel such as family/friends/relative and shopkeeper respectively.

3. There is no significant difference in proportion of adolescent girls among various age group, family background and economic status to get information about different Ready to eat food product through different source of communication with the exception of source of localize channel with monthly per capita income in which significantly increasing trend in observed with increase of economic status.
4. The adolescent girls opined to got knowledge through advertisement about various type of Ready-to-eat-food product among than maximum 66.7% through electronic media 44.4% through print media and rest 8.9% through both print and electronic media respectively. Significant association exists among various age group and no significant association exists between different family background and monthly per capita income group of adolescent girl regarding getting information through different type of advertisement.
5. It was found that majority 62.6% of adolescent girls influenced by different kind of advertisement followed by 24.5% by friends/relative and only 13.3% influenced by their family members at the time of purchasing Ready to eat food product. Statistical test shows that there was no significant difference proportion of adolescent girls, awareness among different age, economic status and family background respectively.
6. It was illustrates that maximum in 38.0% and 33.9% of total adolescent girls health related reason and economic status are the most effective personal factor for purchasing Ready-to-eat-food product. While life style and personality placed on third and fourth place respectively.
7. There was decreasing pattern in proportion observed in the effect of life style and personality on awareness and perception of adolescent girls for purchasing of various ready to eat food product with increase of their age but increasing pattern was seen with economic status. Significant variation in proportion is found only in case of economic status of the family of adolescent girls regarding knowledge to purchase ready to eat food product

8. It was observed that the adolescent girls reported different kind of personal factor responsible for the awareness and perception for purchasing ready to eat food product was found to be more among rural family background than urban family background accept personal factors life style but statistically this different is not significant.
9. It was observed that the adolescent girls belong to family of higher economic status stated in more proportion to life style, personality and health related reason as most responsible factor for getting knowledge about purchasing ready to eat food product but economic status is represent by maximum adolescent girls who belong to below poverty line as responsible factors for purchasing ready to eat food product.
10. It was noted that about half 50.5% of adolescent girls were of opinion that beliefs and behaviour affects the purchasing behaviour of various type of ready to eat food product followed by 26.3% and 23.2% to motivation and learning respectively. An increasing trend in proportion of adolescent girls was observed with increase of their age regarding effect of motivation as well as belief and behaviour but reverse trend is seen in case of psychological factor learning. Although there is a variation in proportion in reporting the effect of different psychological factor on perception of purchasing ready to eat food product, but this variation is not statistically significant according to age, family, background and economic status respectively.
11. The analysis depicts that maximum 69.3% of adolescent girls were aware about reading of label on product at the time of purchasing where as remaining 23.2% and 7.6% reported that they read whenever need and did not read the label respectively.
12. It was seen that adolescent girls who were aware regarding label reading on the packet of ready to eat food product s found to be in increasing order with increase of their age and economics status and this increase in proportion is statistically significant. Although the proportion of adolescent girls (72.0%) was higher among

urban family background than rural regarding awareness of label reading, but statistically this difference is not significantly.

13. It is noticed that maximum 61.7% of adolescent girls had partial knowledge about all the printed information on the label while 22.4% did not have any knowledge printed matters on the label of ready to eat food product. No significant association exists between age and level of knowledge but significant association was seen with family background and monthly per capita income in relation to the level of knowledge about details given on the label of ready to eat food product.
14. It was found that out of total respondent majority 87.2% to 96.9% of adolescent girls had knowledge about brand name, product name as well as price of the product. Whereas 68.2% and 72.4% of subjects were aware about product weight and manufactures and expiry date respectively. It was also noted that the knowledge about ingredients used in the product, about process of utilization about presence of nutrients as well as symbol of vegetarian/non-vegetarian was found to be among 41.1%, 43.0%, 48.4% and 29.9 respectively. Only 12.8% 14.8% and 33.1% of adolescent girls had knowledge about preservative materials used, color of product and address for complaint/suggestion respectively in the present study.
15. It was seen that there was no significant difference in proportion of adolescent girls knowledge regarding difference type of printed information on the label of ready to eat food product among various age group except the knowledge about the preservative use in which the knowledge level is significantly more among 17 year of adolescent girls than other age groups.
16. It was observed that the adolescent girls belong to city/metro city background have significantly more knowledge than rural family background regarding awareness for brand name, manufacturing expire date, product weight, nutrients and address for complaint/ suggestions respectively.
17. It was depicted from the analysis that although the proportion of adolescent girls belongs to high family economic status group have more knowledge as compare

to other economic group about different type of specified printed information on label of ready to eat food product but significant difference in proportion was observed only about the knowledge of brand name, weight of product, color of product, preservative material, used of ingredients as well as knowledge about address for complaint/suggestion respectively.

18. It was found that maximum 50.3% of adolescent girls reported to face problems sometimes, 16.4% always were as remaining 33.3% opined not to face any type of problem in reading understanding the label of Ready-to-eat-food Product. There is no significant difference in proportion of females in various age group and between family background regarding facing problem in reading label of ready to eat food products, but adolescent girls related to high economic status are not facing any type of problems in significantly more proportion while adolescent girls belong to below poverty line are facing problems regular or sometimes significantly in more proportion respectively.
19. Majority of adolescent girls were facing problems about use of scientific/commercial language (38.3%) followed by 20.7% and 12.9% for very small printed letters/ unclear print and English language respectively.
20. It was observed that majority 37.5% and 45.8% of adolescent girls have complete and partial knowledge about general consumer right were as rest 16.7% did not have knowledge about it. There is significant difference in proportion of respondents among different age group of adolescent girls about different knowledge level for general consumer right but no significant difference in proportion to their economic status. The adolescent girls belong to city/metro city, family background have significantly more knowledge than adolescent girls of rural family background regarding this matter.
21. It was noted that the adolescent girls had complete/partial knowledge about general consumer Right out of them maximum 68.8% got knowledge through the source of electronic media, 46.2% through print media were as only 17.5% of adolescent girls reported to get knowledge through localities channel (family members/friends/relatives.)

22. It was observed that there is no significant difference in proportion of adolescent girls among various age group about getting knowledge through different sources for consumer Rights. Likewise no significant association exists according to monthly per capita income and family background of adolescent girls for getting knowledge for general consumer Right through different source except electronic media in which proportion of adolescent girls belong to below poverty line.
23. It was noted that majority 48.6% of adolescent girls had knowledge about general consumer Right through news paper followed by 31.8% through books and 8.1% through magazine respectively. The result clearly shows that most important source of print media are news paper, books and magazine were as television was the more powerful source of communication in electronic media.
24. It was found that majority 49.3% of adolescent girls had no knowledge about consumer protection Act. 1986, while rest 22.7% and 33.1% have complete and partial knowledge about it respectively. The adolescent girls belong to higher age group, related to city/metro city family background and among higher economic status have significantly complete/partial knowledge in higher proportion than other respective specified groups about Consumer Protection Act 1986 in the present study Area.

Purchasing behaviour and its association with social, personal & Psychological factor

In this section the using pattern of ready to eat food products is stated with its association of social, personal and psychological factor which is summarized as followed.

1. It was found that majority 52.6% of adolescent girls were using always various type of specified ready to eat food products where as remaining 47.4% are using according to their need.
2. It was seen that maximum 46.4% of adolescent girls used ready to eat food products for the taste, while other reasons like as easy availability and its use for

friends and to save the time has been reported by 34.4%, 14.6 and 11.2% of adolescent girls, If clearly indicates that the most important reasons which comes according to preference are taste, easily availability and easy to use, for peer group and time saving respectively.

3. It was found that significant association exists among different age group with reasons to use Ready-to-eat-food products for taste only. It was also observed that there is significant variation between urban & rural family background in case of easy availability and easy to use for taste and for reasons time saving. Likewise significant difference in proportion among various economics status of adolescent girls was seen regarding use of ready to eat food products for time saving respectively.
4. It was seen that majority of adolescent girls (50.0% to 87.0%) were purchased different type of ready to eat food products whenever required followed by (11.0%-30.7%) in the frequency of 2-3 times in a week respectively. Adolescent girls who purchased daily, of these product includes biscuit, bread, chips as well as fruit juice respectively.
5. The result clearly indicate that majority of adolescent girls liked to purchase all type of ready to eat food product from general store followed by college canteen with the exception of fruit juice and milk products in which their purchasing from ice-cream parlor respectively.
6. It was noted that about more than two-third of adolescent girls were in habit to purchase branded products of ready to eat food product whereas rest 35.2% were not in habit of purchasing of branded products. Although 72.5% of adolescent girls purchase the branded products in influence of family and minimum 63.6% due to advertisement but statistically this difference is not significant.
7. It was found that there is no significant difference in proportion of adolescent girls regarding purchasing of branded products between influencing and non-influencing personal factors economic status and health related problems while significant difference is observe in case of life style and personality.

8. It was also noted that majority 68.0% of adolescent girls are purchasing branded products among those who purchase branded product of ready to eat food product by influencing belief and behaviour while it is 65.3% and 57.3% in which motivation and learning are influencing the purchasing behaviour but statistically the difference is not significant.
9. It was also observed that majority 62.0% of adolescent girls are purchasing local brand of ready to eat food product due to non availability of branded product while remaining 23.2% and 14.8% reported to purchase local brand sometimes and not at all respectively.
10. The adolescent girls who were purchasing local brand of ready to eat food product majority 67.0% by influencing friends/relative while in case of purchasing sometimes family is influencing in proportion (31.6%) and the difference in proportion was found to be statistically significant.
11. Majority of adolescent girls were purchased local brand of ready to eat food product due to influence of personal factor life style, economic status and health related issues, but significant difference was observed only among personal factor life style and economic status.
12. It was also observed that majority 68.5% were purchased local brand of ready to eat food product due to influence of learning followed 61.3% due to belief & behaviour 57.4% due to influence of motivation but statistically this difference in proportion is not significant at any level of significance.
13. It was noted that maximum 36.2% and 29.9% of adolescent girls liked to purchase cream and sweet type of biscuit, while remaining 23.7% and 10.2% salty and multi grain type of biscuit respectively.
14. It was observed that significant difference in proportion of adolescent girls in connection to purchasing behaviour of difference type or flavour of biscuit among

various social factors, economic status of personal factor and various dimension of psychological factors respectively.

15. It was seen that more than half of adolescent girls were in habit to purchase white bread followed by brown bread (28.1%) and fruiten bread (16.7%) respectively.
16. There was no significant difference in proportion of adolescent girl about purchasing behaviour of different type of bread due to influence of various type of personal and psychological factors, but significant difference in proportion was observed among different dimension of social factors.
17. It was also seen that more than half of adolescent girls are interested to purchase spicy type of chips followed by 28.1% of salted chips while rest 16.6% of adolescent girls are liked to buy plain chips respectively.
18. Statiscialx² test verifies the fact that a significant association exists between purchasing behaviour of various kind of chips and influence of various dimension of social personal and psychological factors with the exception of health issues of personal factors.
19. Majority 50.5% of adolescent girls wanted to purchase to tomato flavour of chips followed by 27.3% and 13.3% of chilli and onion flavour of chips respectively. Only 8.9% of adolescent girls liked to buy more plain flavour of chips in the present study area.
20. It was seen that there is no significant influences of social and psychological factors, but significant or highly significant effect of life style, personality, economics status and health related issues on purchasing behaviour of adolescent girls regarding different flavour of chips.
21. It was found that majority 64.1% of adolescent girls residing in hostel are in habit to purchase more of cone type ice-cream followed by 19.5% cup type and remaining 10.4% and 6.0% of candy and scoop type of ice-cream respectively.

22. It was seen that there is no significant association of the influence of various social factors on purchasing behaviour of subjects about various types of ice-cream. It was also observed that there is significant association of the effect of life style and personality and in significant association of the effect of economic status and health related reasons on the purchasing behaviour of adolescent girls about various type of ice-cream.
23. It was illustrate that maximum 45.1% and 27.9% of adolescent girls liked more chocolate and vanilla/butter scotch flavour of ice-cream where as remaining 14.6% and 12.5% to Pista Badam and fruit flavour of ice-cream respectively. There is highly significant difference proportion of adolescent girls about liking various type of flavours of ice-cream between rural and city/ metro city family background as well as among various economic groups in the present study.
24. It was found that more than half 58.6% of adolescent girls liked to purchase more to mixed fruit flavoured of jam followed by mango (20.6%), orange (7.6%) and apple (13.3%) flavour of jam respectively.
25. There was no significant association between purchasing behaviour of adolescent girls regarding various flavour of jam and various dimension of social, personal and psychological factors except life style, health related issues as well as psychological factor respectively.
26. It was depicted from the analysis that majority 56.0% liked to purchase more mango flavoured fruit juice followed by 29.9% of mango flavoured while rest only 8.1% and 6.0% of adolescent girls are liked to buy pineapple and strawberry flavour of fruit juice respectively.
27. There was significant difference in proportion of adolescent girls regarding purchasing behaviour of different flavour of fruit juice with reference to various dimension of social and psychological factor. It was also observed that no significant association exists of influence of different dimension of personal factors on adolescent girl purchasing behaviour about different flavours of fruit juice with the exception of economic status in the present study area.

28. It was also observed that majority 43.2% of adolescent girls were fully aware about new flavour of ready to eat food product where as rest 26.6% and 30.2% have partial knowledge and no knowledge at all about new flavour of specified ready to eat food product.
29. There is highly significant difference in proportion of adolescent girls among various group of monthly per capita income and between rural and city/metro city family background while no significant difference exists among various age groups regarding awareness of new flavour of ready to eat food product.
30. Majority 66.7% of adolescent girls visited to another shops for purchasing ready to eat food product due to non availability of favourite brand/flavour, while remaining 13.0%, 12.2% and 8.1% adolescent girls purchased alternate products, order to shopkeeper for required product and do not purchased an other brand/flavour of ready to eat food product respectively.
31. It was seen that majority 70.6% of adolescent girls required to shopkeeper always or sometimes for rebate in print price at the time of purchasing ready to eat food product, while remaining 29.4% do no request at all about this matter.
32. There is highly significant difference in proportion of adolescent girls regarding request for reducing in print price at the time of purchasing ready to eat food product among various monthly per capita income group as well as between rural and urban family background, but no significant association exists according to their age status respectively.
33. Majority 50.2% of adolescent girls are of the opinion that the packing of all ready to eat food product are satisfied, while 42.2% opined that packing of these products are not satisfied at all. Only 6.2% of adolescent girls reported that the packing of some products of the ready to eat food product are satisfied.
34. It was observed that there is significant or highly significant difference in proportion of adolescent girls among various monthly per capita income group and between rural and urban family background, while no significant difference in

proportion among different age group regarding attitude for packing arrangement of ready to eat food product in the present study area.

35. Out of total adolescent girls, 166 girls are not satisfied with packing of ready to eat food product. Out of them about half or more than half of the adolescent girls dislike colour of packing of biscuit. (57.2%), bread (47.6%), chips (50.0%) and packet of namkeen (48.8%) respectively. It was also found that majority 55.4%, 48.8% and 43.4% of adolescent girls does not like the way to open the packet of lassi, ice-cream and fruit juice while 44.0% did not like seal of packet of jam respectively.
36. It was noted that more than one third of adolescent girls (34.1%) complained regarding interior quality of ready to eat food product. Whereas rest 65.9% does not complain regarding any type of defect in use of ready to eat food product. It clearly shows that majority of adolescent girls do not complain in spite of occurring any defect in ready to eat food product may be due to unawareness , carelessness and negative thinking about the proper action.
37. It was observed that out of total adolescent girls 131 complained about defect of ready to eat food product out of them majority 64.1% complained to shopkeeper followed 33.6% to family members/friends and only 2.3% to customers care respectively. There is significant difference in proportion of adolescent girls regarding different kind of problem in use of Ready-to-eat-food product to different source of complaint among various monthly per capita income group and between rural and urban family background but no significant different is observed among various age group respectively.
38. It was found that maximum 54.2% of adolescent girls reported to some proper action against the complaint while remaining 45.8% opined not to take any type of action for written or verbal complain. There is significant difference in proportion of adolescent girl's opinion to take proper action by dealing authority in different source of complain in the present study.

Impact of counselling toward knowledge and awareness of ready to eat food product-

Knowledge about ready to eat food product of adolescent girls was assessed after providing counselling which is summarized as follows-

1. It was found that 58.1% and 36.1% of adolescent girls had complete and partial knowledge where as rest 5.8% have no knowledge about ready to eat food product but after counselling, majority 89.0% and only 11.0% had complete and partial knowledge which is found to be statistically highly significant. It clearly indicates that knowledge of adolescent girls significantly increased after counselling about ready to eat food product as well as regarding label reading of these products.
2. It was found that only 21.3% of adolescent girls had complete knowledge and 13.5% have no knowledge about all type of information labelled on ready to eat food product at the time of survey, but after counselling and providing awareness brochure majority 83.2% have complete knowledge and only 1.9% have no knowledge about all printed information. Highly significant difference in proportion of adolescent girls was observed between pre & post counselling about knowledge of this subject.
3. It was also seen that significant or highly significantly change in knowledge of adolescent girls is observed regarding brand name, product name, price of ready to eat food product as well as knowledge about manufacture and expiry date mention on ready to eat food products respectively after providing educational materials along with motivation.
4. It was found that highly significant change in knowledge level of adolescent girls is assessed regarding product weight, about use of colour in ready to eat food product about use of preservative material in product as well as knowledge about nutritional information of ready to eat food product after providing necessary educational material in the present study area.

5. It was observed that highly significant change in knowledge level regarding symbol of vegetarian/non-vegetarian, about way to use of the product, use of ingredients in food product as well as about address for complain/suggestions after providing educational brochure and motivation respectively.
6. There is highly significant reduction about facing the problem at the time of label reading after providing counselling. It was also seen that highly significant reduction in type of problem faced like as English language, very small letters/unclear printing, scientific and commercial language as well as of the above problems specified in the study, after counselling and given required brochure.
7. It was noticed that highly significant increased in knowledge level was observed about general Consumer Right and Consumer Protection Acts 1986 after application of educational material & brochure in the present study.
8. It was seen that there is significant or highly significant change in proportion of adolescent girls about regular purchasing behaviour of branded ready to eat food product after application of counselling. It was also observed that there is significant increase in purchasing behaviour of local brand in purchasing behaviour of local brand of product but significant decrease in purchasing behaviour of local brand among those who are purchasing occasionally/sometimes but no significant decrease in proportion of adolescent girls who are not purchasing local brand of ready to eat food product due to non availability of favourite brand in the present study area.
9. There is highly significant increase in awareness of adolescent girls about new flavours of ready to eat food product and highly significant decrease in knowledge level among those adolescent girls who gain knowledge sometimes whenever need and have no knowledge about new flavour of ready to eat food product after providing counselling.
10. It was also seen that there is no significant decrease in proportion of adolescent girls behaviour regarding purchasing of other products and not purchasing of favourite flavour/brand due to non availability of favourite brand, but highly

significant increase in proportion of adolescent girls regarding visited to another shop and highly significant decrease regarding order to shopkeeper for favourite brand/flavour of the ready to eat food product after application of counselling.

11. It was also noted that there is highly significant increase in proportion of adolescent girls regarding request for rebate, while highly significant decrease among those adolescent girls who request sometimes and never for reducing in the print of ready to eat food product after providing necessary educational brochure in the present study.

RECCOMENDATION

1. Policy makers should design and implement special public education programs for consumers on the importance of food labeling information and how best they can use it to make informed healthy choices of food. Policy makers should develop a consumer guide on reading and interpreting food labeling information.
2. Knowledge regarding food safety and food laws should be provided in the schools and colleges as a part of curriculum of nutrition education.
3. Adolescent consumers in the India lack awareness about various measures taken by the government. The government should launch vigorous campaign regarding food safety, food laws to educate the consumers with the involvement of local NGOs, schools and colleges.
4. Adolescent consumers were not aware about various standardization marks/symbol and unable to read and understand the labels on the products, therefore both print and electronic media must communicate the message to the consumer.
5. Manufacturers should use simple and easy language on their products, instead of coded terminology.

