



Consumer Perception towards Food Adulteration and Authenticity

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Abstract:

Statement of the Problem: In this dynamic and competitive world everyone wants to achieve maximum profit at the charge of quality. Due to this, food products adulteration has turned into a common issue in various countries. Adulteration usually refers to non-compliance to health or safety standards according to the Food and Drug Administration (FDA) and the U.S. Department of Agriculture (USDA). Adulterants may be intentionally added to more expensive substances to increase visible quantities, reduce manufacturing costs and other deceptive or malicious purposes. Food and Drug Administration has developed multiple Food Defence tools in order to prevent food from adulteration. This study will emphasize on the issues of adulteration and food product authenticity in confectionery products. There are a number of ingredients used in the production of confectionary items especially fats. Manufacturers often choose lard as a substitute ingredient for oil because it is relatively cheap and easily available. The need of this study is to explore the awareness and perception of a consumer towards food adulteration. In the analytical field, there were many principal techniques that have been successfully applied to detect and identify ingredients adulteration in confectionary products. **Methodology & Theoretical Orientation:** An epidemiological study using questionnaires was utilized. The study was conducted among 345 consumers. A methodological framework was utilized to focus on the interaction between the food authenticity and consumer perception. **Findings:** The consumers in this study were interested in gaining awareness related to the food authenticity. To protect the interest of the consumer it is advisable to the companies to follow processes of production of foods according to the quality and authenticity requirements. Through the channels of communication, it can be spread or create the awareness towards the quality of food products.



Biography:

Nimra Naveed Shaikh has her expertise in research especially in drug discovery and development. Her visionary approach aligns her work to serve for the wellbeing of the society. Her contextual evaluation of potential drug candidates based on their mechanistic studies creates new pathways for improving healthcare. She has contributed in science after years of experience in research, evaluation, teaching and administration both in research and educational institutions. Experience as a motivating researcher is unparalleled consisting of a broad range of successfully presented projects. Her work provides a useful link between Physical, Natural and Management Sciences, encouraging research and teaching collaborations. She has also played an inspirational role as Marketing Lecturer displaying a thorough understanding of marketing techniques. Performed role in method development and training. Detail-oriented and methodical professional successful in developing research projects. Passionate, focused and motivated team player with excellent communication and problem-solving skills. She has cultivated novel competencies by utilizing concepts obtained from her education and knowledge.

Publication of speakers:

1. Banti, M. (2020). Food Adulteration and Some Methods of Detection, Review, 9(3), 86-94.
2. Fiorino, G. M., Garino, C., Arlorio, M., Logrieco, A. F., Losito, I., & Monaci, L. (2018). Overview on Untargeted Methods to Combat Food Frauds: A Focus on Fishery Products. Journal of Food Quality (3):1-13.

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