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RESEARCH PAPER

Consumer awareness towards food colour, flavour and their safety regulations : A study in Bengaluru city

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ABSTRACT

Today the food industry has an extensive colour and flavour palette available, allowing the selection of the most suitable for their application requirements. As the negative press about side effects with synthetic colours and flavours continues worldwide and also due to public prejudice against synthetic additives, natural colours and flavours are taking the centre stage. The present study was undertaken for the year 2013-14 in Bengaluru city of Karnataka. Descriptive statistics, percentage analysis and scaling technique were used to analyze the data. The findings of the study indicated that more than two third sample consumers and all respondents from food manufacturing firms (100%) were aware of food safety and standards. Food manufacturing firms were highly aware in terms of food additive rules and whereas the consumer's level of awareness was medium regarding the knowledge on food additive rules. However, the situation calls for adoption of appropriate measures to provide basic knowledge and credible information on food safety by the government, with the active participation of the food industry, food retailers, consumer organizations and mass media.

KEY WORDS : Colour, Flavour, Food safety, Scaling technique

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