



CHAPTER 3

SCOPE OF INVESTIGATION

Based on the literature reviewed, the present study entitled '*Action Research on Advocating Use of Fortified Foods amongst the parents of the students studying in the Faculty of Family and Community using Diffusion of Innovation Model*' was undertaken. The hypothesis that has been formulated were: -

Research Hypothesis

Null Hypothesis–

One-month *e*- Intervention sessions **will not have a positive impact** on

1. subject's Purchasing Practices for Fortified Foods



2. and on their ability to identify  logo found on Fortified staples

Alternative Hypothesis

One-month *e*- Intervention sessions **will have a positive impact** on

1. subject's Purchasing Practices for Fortified Foods



2. and on their ability to identify  logo found on Fortified staples

To substantiate the above-mentioned hypothesis present study was designed with the following objectives

1. To enroll parents of the students from the Faculty of Family and Community Sciences until the desired sample size is reached
2. To develop tools for the socio-economic profile of the enrolled subjects and to

assess their awareness of the health benefits, sources, and deficiency signs for the various Fortificants (Micronutrients)

3. To develop Graphics, Videos for the intervention phase
4. To collect baseline information on awareness, perception, and purchasing practices of Fortified Foods
5. To sensitize the enrolled subjects on Fortified Foods and its components
6. To evaluate the impact of *e*-intervention sessions given to the enrolled subjects
7. To identify the available brands for Fortified products (focusing on 5 staples, namely. DFS, Milk, Wheat Flour, Rice, and Oil) from the hypermarkets, online retail platforms, and traditional Kirana stores (Grocery Stores) from the four zones of Vadodara