



Consumer's Awareness towards Healthy Foods: An Analytical Study of Rohtak District in Haryana

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Abstract

In the present research paper efforts have been made to study consumer awareness towards healthy foods. In the present study, the researcher has used a descriptive and analytical design and attempted to understand awareness of 102 consumers towards healthy foods in Rohak District of Haryana along with their demographical characteristics. The findings of the study reveals that the awareness of the consumers is not identical as having different demographical characteristics in Rohtak District of Haryana.

Keywords: Consumers, Food, Healthy, Demographical, Awareness

1. Introduction

India's tropical climate makes it ideally suited to produce a wide variety of healthful foods. Healthful food enhances everyone's health and is crucial to the advancement of agriculture. It protects human health in addition to benefiting the environment and the natural world. There is a noticeable shift in several regions of the nation due to the custom of eating healthful foods. The primary goals of eating healthy foods are to prevent soil pollution, manage chemical fertilizers, and preserve consumer health. The main goals of creating healthy food are to maintain productivity, support environmental conservation, and produce food that is grown without the use of reasonable chemicals.

Furthermore, it also improves a number of advantages like biological diversity, biological cycles, and soil biological activity. The domestic market for healthy food products in India is expanding. Consumer tastes and preferences have changed as a result of increased awareness, which has increased demand for healthy foods both domestically and internationally. Millions of hectares were initially set aside for the production of these nutritious food items, according to a survey. Today's consumers are well-informed about genetic engineering, food production methods, and the effects of food on human health. Although the market for healthy food has expanded steadily over the last ten years, its overall share of the food market remains small. These days, sales of healthy food products account for three percent of all food sales worldwide, with an approximate yearly growth of 50%. Thus, increased costs for nutritious food items relative to conventional goods, consumer demand, and government assistance for organic farmers have made organic farming profitable for the growers.

Customer satisfaction is now thought to be among the most crucial elements in attaining business success and profitability. As a result, assessing and tracking customer satisfaction is crucial since it has been shown to be one of the fundamental requirements for any kind of business to succeed. The many justifications for choosing healthy foods were explored in this article, and within the parameters of the research variables, the degree of consumer satisfaction with healthy foods was also suggested.

2. Statement of The Problem

In India, healthy food are in developing stage which were encouraged and supported by government and various other private initiatives. The consumers are also changing drastically towards healthy foods because most of the consumers wants to maintain their health and they try to avoid various diseases caused by unhealthy food. The consumer behaviour also changed towards healthy foods after consuming by themselves and their families. Hence, the research was conducted to know the awareness of consumers towards healthy food as consumers got awareness about those healthy food and most of them started to buy healthy food for their regular consumption and research concludes to explicit about the positive influence of healthy food towards the society.

3. Review Of Literature

Low temperature food processing technology has advanced as an alternative to traditional heat treatment, driven by consumer demand for high-quality fresh goods and features free of



preservatives (Huang, & Wang 2017). Natural, animal-friendly, and ecologically friendly ingredients are used in the production of organic food, with minimal artificial fertiliser and pesticide use. Organic foods include fruits and vegetables, dairy, drinks, processed foods, pulses, and grains. Sales of organic food have surged due to rising lifestyle diseases and needless contamination of conventional foods. By promoting the health advantages of organic foods and lowering prices for various private labels of organic products, retail chains also significantly contribute to the sale of organic foods. Food that is organic is becoming more and more popular throughout the world as consumers become more health-conscious. Segment-specific organic fruits and vegetables have led the global organic food market, with processed foods, dairy products, beverages, pulses, and grains following (Rana, J., & Paul, 2017), By 2024, the global organic food market is projected to grow at a compound annual growth rate of 11% and reach \$220 billion. The market is anticipated to be driven in the upcoming years by the growing rate of awareness regarding the advantages of consuming organic food, rising per capita spending on organic food products, and rising health issues as a result of an increase in chemical poisoning cases. In Western Europe and North America in particular, ageing populations have had a significant impact on lifestyle decisions and purchasing patterns. A greater focus on illness prevention has recently propelled the market for organic food products in these areas. Ongoing product developments and successful marketing campaigns carried out by big businesses and internet merchants would have a favourable with consistency and safety in mind, parents still want to provide the best for their children. The availability of organic food products online is a significant factor that is anticipated to fuel demand for organic food products in India during the forecast period. Although the organic market is growing steadily, one of the main issues with the sale of organic fruits and vegetables is supply chain mismanagement. Demand that satisfies requirements is challenging to meet. The growing cost of organic products in comparison to conventional products is one of the primary factors propelling the sales of organic goods.

According to research conducted by Shánek et al. (2017), a satisfied customer is one whose needs have been met. Therefore, a company needs to be aware of its customers' needs if it hopes to succeed (both in terms of performance and competitiveness). Prior studies demonstrate that many businesses lack customer satisfaction survey systems because they are mistakenly persuaded that they understand what their customers want. These businesses' subpar performance and earnings ought to serve as a caution to other businesses. However, it appears that consumers can be persuaded (at least in part) of a product's quality; when a product's quality rises, consumers frequently assume it has surpassed rival offerings (regardless of whether or not the rival has raised the calibre of its product(s) as well). Using marketing tools to persuade customers of the quality of the product may seem like a smart idea rather than getting to know their needs, expectations, and level of satisfaction. On the other hand, this procedure is highly costly, and its long-term viability is uncertain.

In their study, Onyango & Wasike (2018) discovered that the restaurants in their sample provided the following healthy food items: traditional food items, cooked foods that were medicinal and healthful, vegetarian food items, gluten-free food items, and seafood products. Traditional cooking methods and recipes ought to be taken into account by the restaurants as important elements of their healthy menu offerings. These results are consistent with past research that identified traditional and low-fat/healthy cooked foods as essential components of a diet low in fat. Consumers are adopting vegetarian diets at an increasing rate; they call these diets the "in thing." The study findings support this view, viewing vegetarianism as more of a mentalist approach to food consumption than a materialistic one. The study's conclusions also demonstrated that the convenience of the restaurant's location and the meeting of friends were the only two control variables that significantly impacted customer outcomes. The majority of consumers of healthy eating products went to the restaurants that were sampled in order to catch up with friends. Friends can stay in touch more easily thanks to the rise in information sharing made possible by technological advancements like the media and the



internet. People can create social groups and exchange ideas on social networks regarding dining options thanks to the development of the internet and reasonably priced smartphones. Convenience of location ranked second in importance.

Santhini, (2019) in the research found that improvement of natural shaping in the country depends on the availability of natural information and yield. The enhancement of an effective promotion framework is crucial for bolstering India's natural generation. This essay attempted in a small way to comprehend the buyer's recognition of natural product and marketing in the city of Rajapalayam. In addition to contributing significantly to obesity issues, processed foods with high levels of sugar, sodium, and saturated fats and low levels of unnecessary nutrients have also been linked to a number of other health issues, such as diabetes, high blood pressure, and heart disease. Worse, there are a lot of artificial preservatives, flavour enhancers, and other chemicals with questionable health benefits. The conclusions implied To exacerbate the situation, there are additional artificial preservatives, flavour enhancers, and several other chemicals with questionable health benefits. The results suggested that most consumers, especially those living in cities, preferred natural food products. The research region has very little natural product advertising, which has increased consumer demand despite very little supply of natural products. The main causes include a low level of natural makers, an inadequate market office, a small number of stores, a lack of mindfulness, etc. Consequently, if ranchers and the government show enthusiasm for natural farming, it will improve Tamilnadu's excellent promotion framework. According to Gowthamisel & Selvaraj's (2020) research, the majority of consumers have lower levels of satisfaction with organic food products. Therefore, it is suggested that providing the right products at the right price and quality can raise customer satisfaction levels. Marketers may also introduce special offers to draw in customers who purchase organic food as well as opulent stores and packages to cater to a wider range of customers. Customer satisfaction is important when it comes to organic food products. For a considerable amount of time, the significance of organic food products was overlooked. Organic food products are becoming more important than conventional food products because of environmental sustainability. The goal of the current study was to determine how satisfied Erode District consumers were with organic food products.

According to Raj (2020), there is a belief among consumers that wholesome foods are more nutrient-dense, environmentally friendly, and sustainable. Nowadays, the majority of consumers are willing to pay a higher price to switch from conventional to healthier food. Whereas only 20% of men expressed interest in buying these foods, nearly 80% of women were interested in doing so. The certification procedure and the genuineness of the healthful food are the only negative aspects of the purchase. Due to the size and unexplored nature of this market, there are numerous advantages for all parties involved.

The Food and Agriculture Organisation (FAO) emphasised that although dietary practices will vary within a limited range, the demand for food will likely remain generally constant and have little impact on overall consumption. It is likely that consumption of animal protein and other higher-value foods, like seafood, fruit, and vegetables, will decline at a disproportionately higher rate. Food demand is more directly correlated with wages in developing nations, and the absence of opportunities for earning income may have an impact on consumption. Fear of viral spread will cause fewer people to visit food markets, and there will likely be a change in the way people purchase and eat food—more e-commerce deliveries, fewer restaurant visits, and more eating at home (Rana, J., & Paul, J. 2020).

In their research, Khattab et al. (2020) found that the majority of participants ate organic foods, with little variation across regions, genders, educational attainment, or health status. Individuals who were over 50 years old reported much higher consumption. Furthermore, over three-quarters of the participants who did not buy organic foods expressed a desire to do so in the future and a willingness to pay a higher price for these items. Customers' perceptions of their own health, the importance of nutrients, the foods' sensory appeal, and their environmental friendliness were the main motivators for purchasing or consuming organic food. However, the



primary restraints were the increased costs and restricted supply. Organic foods are popular in Saudi Arabia, and customers are eager to include them in their shopping lists. For these foods to be adequately available in the local markets at reasonable prices, organic farming should be promoted.

4. Objectives of the study

- (a). To study consumers awareness towards Healthy food in Rohtak District of Haryana
- (b). To study motives behind using healthy food by consumers in Rohtak district of Haryana.

5. Research Hypothesis

The following hypothesis have been formulated for achieving the above mentioned objectives: Null Hypothesis, H01: There is no significant difference towards awareness among consumers in Rohtak district of Haryana.

6. Research methodology

The present study has been conducted using the methodology listed below, taking into account the aforementioned objectives. The Rohtak District's chosen healthy food consumers make up the sampling unit. Data was gathered using self-structured questionnaires. 110 respondents were handover the questionnaire and out of them 102 were those being returned the questionnaires duly filled. That means that the response rate was 92.72%. The study has employed a basic random sampling technique.

Data Source: This study is both descriptive and analytical in nature and hence both primary and secondary data have been used in the study.

Primary Data: Primary data has been collected from the respondents who consumes healthy food on regular basis at Rohtak district through questionnaire as mentioned above.

Secondary Data: Secondary data has collected from various Books, and Websites.

Data Analysis: The data has been analyzed with the help of percentage method, t-test, Garrett Ranking method with the help of mean score.

7. Consumer’s Demographical Characteristics

The demographical characteristics play an important role in deciding the purchase behavior of the consumer.

Table 1: Demographic Characteristics of the Consumers

Demographic Variables	Groups	No. of Respondents	Percentage
Age (in years)	Up25	032	31.37
	26-35	029	28.43
	36-45	019	18.62
	46-55	013	12.75
	Above 55	009	08.83
	Total	102	100.00
Gender	Male	88	86.27
	Female	14	13.73
	Total	102	100.00
Marital Status	Unmarried	19	18.62
	Married	83	81.38
	Total	102	100.00
Academic Qualification	Below Matric	12	11.76
	Matric	22	21.57
	Senior Secondary	33	32.35
	Graduate	18	17.64
	Post Graduate	13	12.74
	Ph.D	04	3.94
	Total	102	100.00



Use of Healthy and Diet Food Products	Yes	70	68.62
	No	32	31.38
		102	100.00

Source: Survey data

Table 1 describes about the demographical status of the respondents. It is revealed that in the age group of the age upto 25 years, there are 32(31.37 percent) respondents, in the age group of 26-35 years, the number of the respondents is 29(28.43 percent), with respect to age of 36-45 years of the age, there are 19(18.62 percent) of the respondents, as for as the age group of 46-55 years of the age, there are 13(12.75 percent) respondents and in the end, 09(8.83 percent) respondents belong to the age group of above fifty five years of the age. Hence, most of the respondents are belonging to the age group of upto 25 years and 26-35 years of the age group respectively. So, we can say that most of the respondents are mixture of young generation. However, the participation of young generation is more than that of respondents of the other age groups. Participation of the respondents above fifty five years is quite less than other age groups. It means, senior persons are less in the organization. When gender wise demographical status of the respondents was seen, it has been found that 88 (86.27 percent) of the respondents are male and 14(13.73 percent) of the respondents are female. So, it can be concluded that the larger part of respondents is consisting of the male respondents as compared to female respondents. When the marital status of the respondents was interpreted, it has been noticed that 19 (18.62 percent) respondents are unmarried and 83 (81.38 percent) respondents are married. So, we can conclude that the larger part of respondents is consisting of the marriage respondents as compared to unmarried respondents. In order to see the details related to academic qualification of the respondents, it is interpreted that 12 (11.76 percent) are below matric, 22 (21.57 percent) respondents are having matric as their qualification. 33 (32.35 percent) respondents are higher secondary as their qualification, 18 (17.64 percent) respondents are graduate, 13 (12.74 percent) respondents are having post-graduation as their qualification. Further, 04 (3.94 percent) are having Ph.D qualification. Therefore, we can conclude that most of the respondents are graduate succeeding with matric and below matric respondents. Very few respondents are highly educated. The present research is consisting of literate respondents. While checking the information regarding use of healthy food products by the respondents was analyzed, it is seen that 70 (68.62 percent) respondents are using healthy foods and 32 (31.38 percent) respondents are not using healthy food. It has been found that most of the respondents are using healthy food and remaining respondents are not using healthy food.

8. Consumer’s awareness towards healthy Food

The market for healthy foods has been grown significantly in India. It has created with the intention of producing chemical-free food without the use of pesticides. Also, consumers are gradually moving towards healthier eating practices.

Table 4.2: t-test Statistics for Consumer Awareness towards Healthy Food

Description of Consumer Awareness	N	Mean	Std. Deviation	t-value	Sig. (02 Tailed)	Stat. Sig.	Accepted/not accepted
Towards availability. (CA1)	102	3.87	0.324	5.387	0.021*	Yes	Not accepted
Familiarity (CA2)	102	1.78	0.302	0.952	0.330	No	Accepted
Towards Choice facilities (CA3)	102	2.82	0.537	0.752	0.360	No	Accepted
Ability to make Decision (CA4)	102	2.72	0.358	0.777	0.379	No	Accepted
Towards quality (CA5)	102	1.78	0.469	0.010	0.921	No	Accepted
Towards price (CA6)	102	3.71	0.516	5.381	0.021*	Yes	Not accepted

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Towards value (CA7)	102	3.37	0.464	8.773	0.003*	Yes	Not accepted
Towards standard. (CA8)	102	1.86	0.487	2.279	0.133	No	Accepted
Towards right to safety. (CA9)	102	1.88	0.469	0.564	0.454	No	Accepted
Towards Right to be heard for consequences. (CA10)	102	2.02	0.507	1.058	0.305	No	Accepted
Towards about redressal procedure (CA11)	102	2.04	0.642	1.642	0.202	No	Accepted
Towards procedure after purchase. (CA12)	102	1.95	0.475	0.301	0.584	No	Accepted
Towards Right to seek compensation. (CA13)	102	1.98	0.533	0.061	0.805	No	Accepted
Towards about nutrition information (CA14)	102	1.93	0.491	0.010	0.920	No	Accepted
Towards rules for claims in case of damage. (CA15)	102	1.97	0.628	1.717	0.192	No	Accepted
Towards taste of healthy foods(CA16)	102	3.94	0.390	9.411	0.001*	Yes	Not accepted
Towards life of healthy food. (CA17)	102	1.99	0.394	3.144	0.078	No	Accepted
Towards utility of these foods. (CA18)	102	1.99	0.541	0.034	0.853	No	Accepted
Towards malpractices in supplying these food products. (CA19)	102	3.82	0.620	7.340	0.039*	Yes	Not accepted

Source: Survey data ***Significant at 5 percent level**

The most important awareness factors towards healthy food among all the consumers (male and female), are availability (CA1), price (CA6), Value (CA7), taste of healthy foods (CA16) and malpractices in supplying these food products. (CA19) as the opinion of the respondents are significant at 05 percent level of significance with value of mean score as 3.87, 3.71, 3.37, 3.94 and 3.82 respectively as these components have the significant value less than 0.05 percent level of significance such as $t=5.387$ (0.021), $t=5.381$ (0.021), $t=8.773$ (0.003), $t=9.411$ (0.001) and $t=7.340$ (0.039) respectively. So, there is difference in the opinion of respondents towards these components of consumer awareness and their opinion towards other components is identical.

Therefore, the Null Hypothesis, H_0 : There is no significant difference towards awareness among consumers in Rohtak district of Haryana, has been accepted partially.

Accordingly first objective of the study was achieved.

9. Consumer's Motive To Buy Healthy Foods

Healthy food is not only healthy and safe but also it's also filled up with more advantages. Consumers choosing this healthy food not only for their health consciousness, it includes various other benefits. Garrett Ranking method has been used for knowing reasons for buying healthy foods as given under:



Table 3: Garrett Rank test for Consumer Motive towards Buying Healthy Foods

S. No.	Description of Motives	Garrett Mean Score	Rank given by respondents
1	Health Consciousness	72.54	I
2	Safety	62.12	IV
3	For survival of Animals	51.15	X
4	Saving Environment	56.39	VIII
5	Good Taste	65.76	III
6	Freshness	59.33	V
7	Quality	67.12	II
8	Sustainability	52.31	IX
9	Environmental friendly	57.96	VII
10	Satisfaction	58.38	VI

Source: Survey Data

From the above table, the study clears that Health Consciousness was the first important motive for buying healthy food with Garrett mean score of 72.54 followed by quality with a mean score of 67.12. The third motive was good taste with a mean score of 65.76. The fourth motive was safety with a mean score of 62.12, fifth motive was freshness with a mean score of 59.33. The sixth motive was found as satisfaction with mean score, 58.38. Environment friendly motive was noted as seventh one with mean score of 57.96. Saving environment was noted as eighth rank with mean score, 56.39. Sustainability has been noted as with ninth rank with mean score 52.31 and in the end the tenth rank has been given by the respondents to survival of animals. Therefore, it can be concluded that the most liked component of healthy food was towards healthy consciousness among the respondents and least preferred motive for buying healthy food was for survival of the animals. Accordingly, second objectives of the study was achieved.

10. Suggestions

It is suggested to increase consumer knowledge about healthy foods through educational institutions, public institutions and public places by conducting several campaigns, since consumers were less aware about these organic products. Consumers should also think about there sources for future generations. They should also contribute equally to save the environment by creating less pollutions and save the future generations. Sustained improvement in product features will lead to increase in consumption of healthy food. It is suggested that Governments, firms, organizations and institutions to stimulate a direct investment in healthy food cultivation. It was suggested to increase a number of healthy food stores in the main areas of the country in order to meet consumer needs. Most of the consumers feel that price of the healthy food is too high to buy, so the seller can reduce the price of the organic products.

11. Conclusion

After the above discussion, it has been found that most of the respondents are belonging to the age group of upto 25 years and 26-35 years of the age group respectively. Most of the respondents are mixture of young generation. However, the participation of young generation is more than that of respondents of the other age groups. Participation of the respondents above fifty five years is quite less than other age groups. Senior persons are less in the organization. The larger part of respondents is consisting of the male respondents as compared to female respondents. The larger part of respondents is consisting of the marriage respondents as compared to unmarried respondents. The most of the respondents are graduate succeeding



with matric and below matric respondents. Very few respondents are highly educated. The present research is consisting of literate respondents. There is difference in the opinion of respondents towards components of consumer awareness and their opinion towards other components is identical. The first behind buying healthy food was towards health consciousness among the respondents and least preferred motive for buying healthy food was for survival of the animals.

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