

CONSUMER PERCEPTION AND SATISFACTION ABOUT HEALTHY AND DIET FOOD PRODUCTS: AN ANALYTICAL STUDY OF JHAJJAR DISTRICT, HARYANA

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ABSTRACT

This present study aims to understand how consumers think about healthy and diet food products and how much they are satisfied towards these products. Consumers have the impression that healthy and diet foods are more nutrient-dense, healthy etc. Nowadays, the majority of consumers are willing to pay more money for these food products and are leaving the conventional food items. In the present research paper efforts have been made to study consumer perception towards healthy and diet food products as well as knowing their satisfaction level towards these products. In the present study, the researcher has used a descriptive and analytical design and attempted to understand perception of 110 consumers as well as their satisfaction level towards healthy and diet food products in Jhajjar District of Haryana alongwith their demographical characteristics. The findings of the study reveals that the perception of the consumers and their satisfaction level is almost identical even after having different demographical characteristics in Jhajjar District of Haryana.

Keywords: *Perception, Satisfaction, Consumers, Food, Diet, Healthy.*

1: Introduction

We need food, which is a nutrient-rich substance, to grow and carry out our everyday tasks. Food is a necessity for all living things to survive. It feeds our body's trillions of cells, enables their efficient operation, quickens biological processes, and aids in healthy growth. Eating is vital, but so is maintaining a healthy, well-balanced diet. When a diet has all the elements necessary for our bodies in the proper quantity without added fats, we refer to it as being balanced. The main sources of food are plants and animals. Our food pyramid's main producers are plants. All living things eat plants, either directly or indirectly.

2: Understanding Consumers

Consumers are those who buy products for their own needs and use or utilise them. Although a consumer cannot resell the commodity, product, or service, he or she may use it to support himself or herself and engage in self-employment. The person who uses any products or services on a daily

basis is the consumer. Consumers are anyone who purchases goods or services and uses them with the buyer's consent. This includes anyone else. Consumers include any individual or collection of individuals who purchase goods or services from the buyer but do so without the buyer's knowledge or consent. The consumer can also be referred to as the final user of the products or services. Commercial consumers are those who make big purchases of goods without necessarily needing them. Additionally, they occasionally link special requirements to their purchase orders. Consumers with Discretionary Spending: These people have particular purchasing patterns. Typically, they spend a lot of money on clothing and technology. (a) Extroverted Consumer – These consumers favour distinctive brands and develops brand loyalty as a result of their confidence in the company. (b) Consumers of inferior goods typically have low incomes and purchase items at bargain rates.

3: Healthy Food at a Glance

The type of the food we choose to eat have an impact on our ability to enjoy our life at its fullest. The most obvious positive effect of food is that feeling which person get from eating a good tasty meal. Our diet has long term effect on our health also. Thus, innovative nutrition research and education provide the basis for solutions to larger health-related issues, allowing individuals to live healthier, more productive lives. The importance of nutrition, as an integral part of the solution to many societal, environmental, and economic challenges facing the world, has just started to be fully appreciated. Consuming a healthy diet throughout the life-course helps to prevent malnutrition i

3.1: Requirement of Healthy Foods

The decline in human health was a major factor in influencing consumers to think about organic food while making good food choices. In addition, most individuals today tend to eat healthily due to their dread of the majority of frequent ailments. Early teenagers showed a clear concept of what defines a healthy diet, according to qualitative assessments. Younger households and women give organic food a higher priority and buy it. Women with children aged 30 to 45 who have a lot of disposable cash buy organic food. Additionally, Govindnasamy's research demonstrates that consumers are willing to pay a premium for organic goods. Even while consumers are highly aware that the food they eat affects their health, they do not always state that they are willing to give up their favourite foods in order to enhance their health. They do not want to give up the enjoyment of what they eat until they are aware of the strong relationship between their diet and health. This condition is referred to as "optimistic bias." The success of nutritious food is dependent on a number of interrelated aspects, including the degree of care for general health and specific medical issues, according to this research.

4: Perception of the Consumers

Customer perception in general marketing terms refers to consumers' awareness, perceptions, and views of a company, its brand, along with its goods and services. Customer perception can be influenced by both direct and indirect encounters with a brand's products and services; it is not

solely reliant on advertising or the intrinsic value of the good or service in question. From negative brand associations to positive or even sentimental brand attachments, customer behaviour and view of brands are not always led by logic. Customer perceptions of a company's goods or services can seriously affect the long-term viability of the company's offerings, which puts the abstract idea of customer perception at odds with the tangible effect on business outcomes. Just ask any Disney insights specialist. Disney takes the company's motto, "make people happy," very seriously and uses customer feedback to continuously improve its products.

4.1: Need for Studying Consumer Perception

Perception influences not only each individual transaction but also the long-term relationships that consumers have with brands. This is frequently demonstrated by customer retention rates and brands' capacity to continue getting insightful feedback from devoted consumers. Due to the significance of customer perception, every interaction a business has with its clients should aim to positively influence that view.

The following are some concrete elements that affect consumers' perceptions:

(a) Worth: An extensive business plan should always include pricing a brand's products. However, it is important to recognize that customer perceived value is influenced by context. As any dealer in contemporary art can attest, cheaper prices aren't always better.

(b) Quality: A product's quality can be applied to a variety of features, the significance of which can vary from customer to customer. Marketers need to be aware of the features that set their goods or services apart from competitors and are in high demand in target marketplaces

(b) Branding: A company's logo, artwork, and even packaging all convey information about it and its identity. To help brands stand out from the competition, marketers should make sure these components satisfy and surpass customer expectations.

(d) Service: Customer perception will be shaped by service quality, and if customer support operations are lacking, even businesses with superior goods risk going out of business. After extremely positive or extremely negative service experiences, consumers are more likely to post online reviews, which can increase or decrease brand recognition.

5: Consumer's Satisfaction

The proposed definitions of consumer satisfaction can differ in their nature based on different insights. This framework does not define satisfaction in an all-encompassing way. As was already mentioned, a plethora of contextual factors influence one's perception of satisfaction. As such, chameleon effects will apply to any general definition of satisfaction. Instead of providing a general definition of satisfaction, the conceptual domain of satisfaction has been identified, along with the specific components required for any meaningful definition to be defined. Additionally, a process for creating context-specific definitions that are comparable across studies has been outlined. Customer satisfaction in marketing management can be associated with important objectives like profitability and social responsibility. Even though its significance is undeniable,

its conceptualization and measurement have mainly remained in the past, which significantly reduces its usefulness in deciding marketing strategy.

Why is it Crucial to Satisfy Consumers?

Customer satisfaction is significant because it demonstrates that the people who value you most are those who find value in the work you do. Studies reveal that over time, customer satisfaction enhances a brand's value, reputation, and customer retention.

(a). It Promotes Client Loyalty.

Remarkable experiences are usually shared by content customers with friends and relatives. Conversely, it is also true that unhappy customers are more likely to tell others about their negative experiences than are happy ones.

2. Tracking Customer Satisfaction Indicate Effectiveness of Support Staff.

Metrics and benchmarks for customer satisfaction not only help you gauge audience satisfaction but also show you how well your support staff is doing. Consider a variety of team metrics to ascertain the level of customer satisfaction.

3. It Encourages Continued Purchases

A satisfied customer is a loyal one who will come back to your establishment year after year. So, how do you draw in those devoted customers? by making a great effort to serve your customers.

4. It Raises Lifetime Value of Customers

According to our Trends Report, the majority of consumers are willing to pay more to purchase products from businesses that provide them with a positive customer experience. In addition to being less likely to defect and more likely to stick with you, happy customers are also more likely to spend more money with you.

5. It Creates New Customers.

Businesses that saw the most satisfied customers at the beginning of the pandemic also stood a better chance of witnessing an increase in their clientele at that time. In addition to helping existing clients, customer service is essential for drawing in new business and helping those who do contact you. If a prospect has a negative interaction with your support staff, they are less likely to make a purchase.

How to Achieve Consumer Satisfaction?

Prioritizing customer satisfaction has evident advantages. But it may take some trial and error to truly satisfy customers. Persistence is essential. Always strive to go above and beyond for customers, and enlist the aid of other departments to improve customer satisfaction.

1. Develop Bonding with Consumers

Learn from the feedback you receive from customers. Don't merely gather data; examine, evaluate, and apply it to what your customers are saying. Determine the problems that customers are facing and devise a strategy to address them in a way that will differentiate your business from rivals.

2. Provide a Feeling of Comfort

The convenience of the customer is the key to the most prosperous physical stores. Customers like businesses that offer flexible hours to accommodate their schedules. Consider the success that 24-

hour pharmacies, Walmart, and gas stations have had using that model. Additionally, we are more likely to shop in our local communities.

3. Provide Prompt Response.

Customers are asked in Trends what is most important to them when it comes to resolving a dispute with a business. In this always connected world, customers don't want to wait more than a few hours, let alone a day, to receive a response.

4. Set Customer Satisfaction as Organizational First Priority

A customer-focused business strategy requires time and effort to implement and maintain overall customer satisfaction. The balanced scorecard is a great tool to use as a starting point. The balanced scorecard helps businesses consider their operations from four distinct angles, including financial,

5. Move with Consumer Understandings

If the pandemic taught us anything, it's that empathy is a crucial talent for support workers—it's even more valuable than prior customer service experience. In actuality, almost half of customers prefer to speak with sympathetic customer support agents. In addition to hiring support representatives who are able to empathize with customers and convey that understanding to them, support leaders can offer empathy training. Companies may also think about enabling agents to deviate from specific policies under specific circumstances.

6: Statement of the Problem

These days, the competition for generating income and fostering the expansion of the organisation has increased due to changes in customer taste. The image of consumers favouring a healthy diet leads to competition among organizations, which poses numerous difficulties for fulfilling both their missions and their operational needs.

According to some researchers, understanding customer perception entails examining their interest and preference. Purity plays a crucial role in satisfying the requirements of consumers from the perspective of a healthy diet because it establishes genuine convictions. Organizations have the chance to develop for the purpose of meeting societal requirements at the time when consumer interests and preferences start to emerge. Therefore, organizational commitment is necessary to advance in the direction of satisfying customer demand for healthy foods as well as organizational development and progress.

6: Review of Literature

Giese & Cote (2005) in their study have mentioned that to create a definition that is specific to a given context and serves as a guide for satisfaction assessments, businesses must appropriately alter the fundamental elements of customer satisfaction. Making better managerial decisions requires a deeper understanding of customers, which can only be attained through this measurement process. If not, it is nearly hard to decipher what customers mean when they mark a number on a scale.

Suchánek *et al.* (2017), according to the respondents' and consumers' perspectives in their study, the food products' quality is above average. However, it's also clear that consumers find certain flaws in food that manufacturers should rectify. The majority of these flaws have to do with quality, either moral or technical. It is clear that the average Czech customer seeks high technical quality products at competitive prices—a difficult endeavour influenced by a number of technical and financial considerations. It is clear that there is a relationship between the inability of businesses to regularly (every few days or weeks) and methodically survey their customers about their level of satisfaction and the issues with the quality of their products. It is clear that this information was not gathered in a sufficient manner. It is questionable if the relevant manufacturer has access to this information, even if it is gathered. One of the possible explanations for the lack of a higher rating for both product quality and overall customer satisfaction is that a manufacturer lacking the right customer satisfaction data cannot guarantee or increase product quality over time. It appears that although food producers ask their consumers how satisfied they are, they neglect to ask final consumers. After comparing the results of the two separate studies, we found that, for a variety of reasons (such as varying degrees of familiarity and knowledge, product origins, the objectives of the various groups, etc.), the customers of food manufacturers who are not end consumers do not hold the same opinions as the actual end consumers.

In their research, Onyango and Wasike (2018) conjectured that there is a noteworthy correlation between healthy eating products and four distinct aspects of customer outcomes. The study also shows that the ease of dining at a restaurant and getting together with friends had a big impact on customer outcomes. Seafood, vegetarian, gluten-free, traditional, medicinal, and products prepared with healthy cooking techniques should all be available as healthy menu items in restaurants. By pointing out products that patrons perceive as healthy, the current study advances the theory of consumer behaviour in the restaurant industry. The study also reveals elements like meeting friends and restaurant location convenience that draw patrons to establishments that sell healthy eating products. From this angle, the proliferation of information that technology has made possible facilitates social group formation and the exchange of ideas about dining options.

According to Van der Velde *et al.* (2019) research, participants generally exhibited sufficient nutrition knowledge. However, social factors (such as cultural eating customs and child food preferences) and physical environmental factors (such as temptations in the local food environment) both had a significant impact on eating behaviour. High food costs, financial stress, and poor mental health were all perceived as obstacles to healthy eating. The ways that participants dealt with a tight budget demonstrated an overall awareness of their financial circumstances. The majority of the time, food insecurity was discussed in relation to other people or the past rather than the participants' own personal experiences. The participants exhibited a favourable attitude towards the various resources that are available to alleviate financial strain related to food, such as debt assistance, and were aware of them. The Food Bank was one exception, where people did not think highly of the food that was included in the parcels. Providing free meals, encouraging social interactions, expanding the availability of healthful food in the neighbourhood, and cutting the cost of healthful foods were among the suggested interventions to lessen the financial burden associated

with food. Therefore, the findings of this study contribute to our understanding of the variables influencing the eating habits of those who may be vulnerable to food insecurity. Thus, the results of this study may be used to guide the creation of future interventions that would assist those who are at risk of food insecurity in enhancing their healthy eating habits and lowering their chance of developing diet-related illnesses.

Raj (2020) in his study described that majority of customers stated that when buying organic food, quality is crucial. More than sixty two percent of respondents said they are searching to see if any chemicals have been added or not. There is a lot of room for these kinds of food products worldwide because the organic market is so large. Known as Kerala's second capital, Ernakulam is a bustling metropolis where residents are starting to prioritize their health. This is why there is a growing demand for organic food in these areas. Because these products have health benefits, over seventy percent of consumers are interested in purchasing them. If businesses were to enter this market tomorrow with a range of 100 percent authentic organic food products, there would be far fewer obstacles.

In 2021, Jolly and Joshi The survey also showed that the majority of consumers anticipated and discussed product innovation in the food categories on social and editorial media, specifically in the areas of snacks, fast food (pizza, pasta, and noodles), and desserts. The results of this study will help organic food producers create products that cater to consumer tastes and choices by incorporating suggestions and evaluations from editorial and social media sources. The study is distinctive in that it uses online platforms to draw important consumer preferences by combining big data with the niche market of organic foods. Big data analysis is also very important in social media, where users create "big data" by sharing vast amounts of information and providing precise behavioural descriptions that include location and time via GPS. These data-rich sources could make a significant contribution to the answers to questions about health foods and their sustainability in society if they are connected and examined. Using Talkwalker or Google Trends data allows you to search for anything on Google, including consumer behaviour related to organic food. You can conduct a global search or a country-specific search. One could conduct a search for a duration of up to ten years or as little as one hour.

In their study, Duarte *et al.* (2021) showed that people's perceptions of food are generally positive, indicating that it has a significant impact on their lives. Despite the growing number of healthier alternatives on the market, the majority of respondents—regardless of gender—continue to choose the more conventional versions. Women were found to be more inclined than men to purchase healthier alternatives. It should be mentioned that people who choose the healthier options typically visit a typical supermarket rather than a specialty shop like The Barn, where the customer may already be aware that the costs may be higher.

It's crucial to remember that while health and nutrition claims do influence respondents' purchase intentions, their influence is not as great as that of other considerations like taste and price. That is to say, they are not decisive, even though they might positively influence purchase intentions. Additionally, when respondents select versions with these kinds of claims, they typically verify

the veracity of the claims on the label; therefore, brands need to make sure that the claims they make on labels are accurate and trustworthy. Contrary to expectations, the majority of respondents also say they have not noticed any significant differences in taste. Lastly, they state that the nutritional makeup of the healthier options is superior, which ought to influence respondents to select the healthier options along with a stronger regard for food.

Coumans *et al.* (2021) in their research stated that the dietary patterns, food processing, food products, content/nutrients, and non-food were the four main categories and residual category for both the perception of a healthy diet and how to eat healthily. There were multiple categories that made up these main categories. The findings demonstrated that people's perceptions of what constitutes a healthy diet were primarily associated with food products (fruit and vegetables) and their content/nutrient level (carbohydrates); in contrast, people's desires for a healthy diet were primarily associated with food processing (preparation), food products (vegetables), and dietary patterns (amount). The study's conclusions largely correspond with the "product level" of communication used in the Dutch dietary guidelines. Still, users tend to name specific features rather than the guidelines as a whole. This knowledge can be useful to health policymakers when they are communicating the guidelines to the public in the future. Developing and customising dietary information that best aligns with the target population's perceptions will be a challenge for upcoming (eHealth) diet interventions.

Vanitha and Jesintha (2022) in their study mentioned that the Customers are therefore concerned about lowering environmental risks. Concerns about the environment influence consumers' purchasing decisions and attitudes towards eco-friendly products, particularly when it comes to organic foods. According to the study, consumers who are satisfied with organic foods are more likely to purchase organic goods because they think doing so will give them a substantial nutritional advantage and will also help to preserve the environment.

Swarnakar and Mogra (2022) in their study have led to the conclusion that nearly all of the respondents read food labels; of them, and out of them thirty percent always do so; the remaining respondents read labels frequently, infrequently, and never; no respondent does not read food labels. The information and health consciousness that attracted the respondents' attention was the best before/expiration date, brand name and price, nutrition and health claims, nutrition fact panel, and ingredient panel, which was the least important factor. The respondents who were educated, middle-aged, and young showed greater interest in reading the nutrition facts on product labels. The "Front of pack" provided consumers with easy access to nutrition-related information. The majority of respondents believe in food products with nutrition and health claims, as health consciousness was found to be a major motivation for reading food labels. They were more likely to gravitate towards these products because they felt they were healthier than other products given the changing dietary trends.

According to Singh and Kumar (2023), the goal of the current investigation was to map consumer perception and pinpoint the variables influencing consumers' purchasing decisions with regard to food products from FPOs in Tamil Nadu. The majority of respondents bought jaggery and sugar, cold-pressed oil, snacks, and millets from FPO retail stores, according to the study's findings. The

primary product attributes that influenced consumers' decision to buy FPO food products were quality and nutrient content. When compared to other retail establishments, the majority of customers believed that the food products in FPOs' retail stores were of higher quality and cost. Thus, FPOs ought to focus on affluent individuals who value quality and have a large spending capacity. Locals were always buying food products from the FPO. FPOs are capable of creating powerful marketing plans to draw in both local and foreign clients. The majority of people are unaware of FPO retail locations. In order to draw customers and boost sales, FPOs should focus on marketing their goods and expanding their retail.

Lalan and Ganesan (2023) in their study found that Customers in the selected market gave top priority to product quality, environmental concerns, and health benefits when purchasing organic food products. Data analysis, however, shows that consumers accept the cost guidelines for organic products. The cost of organic goods is not as important to consumers as other factors considered in this survey. The benefits of organic products are more directly correlated with attitude than with product cost.

7: Research Gap

For a thorough literature assessment, previous research books and a number of databases have been consulted by the researcher. There is a tendency of research on the various consumers aspects. However, there hasn't been much research on the issue that what the consumers think of about their satisfaction about healthy diet food products. Therefore, there is gap in research. Accordingly the very topic has been selected for knowing the perception of the consumers as well as their satisfaction about healthy and diet food products.

8: Research Methodology

8.1: Objectives of the Study

The following objectives of the study have been set up:

- (i). To study consumer perception towards healthy and diet food products in Jhajjar district of Haryana.
- (ii) To study consumer satisfaction towards healthy and diet food products in Jhajjar District of Haryana.

8.2: Research Design

Research design is blue print for a study which basically comprises of various techniques regarding which and how required information is collected by using an appropriate method of investigation efficiently.

8.3: Hypothesis Testing

The following hypothesis have been formulated for achieving the above mentioned objectives:

- (a). H01 : There is no significant difference between consumer perception towards healthy and diet food products in Jhajjar district of Haryana..

(b). H02 : There is no significant difference between satisfaction level of consumers towards healthy and diet food products in Jhajjar district of Haryana. in Jhajjar District of Haryana.

8.3: Research Techniques

Since, the present study is analytical and descriptive in nature, so the methodology used in the study is based on specific procedures that are used to identify, select, process and analyze information about a topic. In this study, analytical and descriptive methods have been used. Primary data is mainly used for meeting out the objectives of the study. Normality and Reliability were also conducted to know about the primary data collected. The study basically looking into perception of consumers and their satisfaction level about healthy and diet food products. SPSS version 22 has been used to analysis the data, this is done after a series of procedures and data validation. Self structured questionnaire was designed for obtaining the responses from the respondents. Simple random sampling method has been used for obtaining the responses from the respondents. Percentage analysis has been used in some cases. Further, ANOVA statistics have been used for analyzing the data. Various research studies, articles, dissertations (Published/unpublished), text books by various authors in different geographical areas have been reviewed. Data has been collected from 110 respondents of Jhajjar district in Haryana. Accordingly, interpretations have been drawn and conclusion has been made on the basis of results obtained after data analysis.

9: Results and Findings

After analyzing the data, interpretations have been drawn and conclusion has been made on the basis of results obtained after data analysis. This impression is more clear from the lines discussed below:

9.1: Demographical Characteristics of the Consumers

The demographical characteristics of the consumers have been discussed as under:

Table 1: Age Wise Distribution of Consumers

Age (Years)	Frequency	Percentage (%)	Cumulative Percentage
Upto 20	23	20.90	20.90
21-30	43	39.10	60.00
31-40	31	28.20	88.20
41-50	13	11.80	100.00
Above 50	00	00	
Total	110	100.00	

Source: Survey data

Table 1 shows age wise distribution of consumers. It is seen from the table that 23(20.90%) of the consumers are from the age of twenty years. 43(39.10%) of the consumers are from the age between twenty one to thirty years. 31(28.20%) of the consumers are from the age between thirty one to forty years of the age. 13(11.80%) of the consumers are from the age between forty one to fifty years. None of the consumers is from age of fifty years.

Therefore, it can be concluded that most of the consumers are from the age of 21 to 30 years and from the age of 31 to 40 years. None of the consumers attaining the age of 50 years have participated in the research. It means the consumers are belonging to young generation.

Table 2: Gender Wise Distribution of Consumers

Gender	Frequency	Percentage (%)	Cumulative Percentage
Male	48	43.60	43.60
Female	62	56.40	100.00
Total	110	100.00	

Source: Survey data

Table 2 shows gender wise distribution of consumers. It is seen from the table that 48(43.60%) of the consumers are from male category. 62(56.40%) of the consumers are from female category. Therefore, it can be concluded that more than half of the consumers are female and less than fifty percent are male. It means the participation of female consumers is more than that of the male consumers.

Table 3: Distribution of Consumers on Marital Status Basis

Gender	Frequency	Percentage (%)	Cumulative Percentage
Married	53	48.20	48.20
Unmarried	57	51.80	100.00
Total	110	100.00	

Source: Survey data

Table 3 shows marital status wise distribution of consumers. It is seen from the table that 53(48.20%) of the consumers are from married. 57(51.80%) of the consumers are unmarried. Therefore, it can be concluded that more than half of the consumers are married and also more than fifty percent are unmarried. It means the participation of married and unmarried consumers is almost same in this research.

Table 4: Distribution of Consumers on Academic Qualification Basis

Academic Qualification	Frequency	Percentage (%)	Cumulative Percentage
Below Matric	02	01.80	01.80
Matric	12	10.90	12.70
Senior Secondary	37	33.60	46.40
Graduate	51	46.40	92.70
Post Graduate	08	07.30	100.00
Total	110	100.00	

Source: Survey data

Table 4 shows distribution of consumers on the basis of their academic qualification. It is seen from the table that 02(1.80%) of the consumers having academic qualification as below matric. 12(10.90%) of the consumers are matriculate. 37(33.60%) of the consumers are having academic qualification as senior secondary. 51(46.40%) of the consumers are graduate. 08(7.30%) of the consumers are post graduate.

Therefore, it can be concluded that most of the consumers are having their academic qualification as graduation and Senior Secondary. Very few consumers are below matric and the post graduate consumers are also very few. It means, most of the consumers are literate one and belonging to young generation. They can understand the importance of healthy and diet food products.

Table 5: Distribution of Consumers on Occupation Basis

Occupation	Frequency	Percentage (%)	Cumulative Percentage
Students	04	03.60	03.60
House Wives	19	17.30	20.90
Business Man	54	49.10	70.00
Service (Pub./Pvt.)	24	21.80	91.80
Others	09	8.20	100.00
Total	110	100.00	

Source: Survey data

Table 5 shows distribution of consumers on the basis of their occupation. It is seen from the table that 04(03.60%) of the consumers are students. 19(17.30%) of the consumers are house wives. 54(49.10%) of the consumers are business men. 24 (21.80%) of the consumers are service personnel either private or public servant and 09(8.20%) of the consumers are falling in others category.

Therefore, it can be concluded that most of consumers are businessmen and service personnel. Very few consumers are students and the some are belonging to others category means they are doing some other occupation. It means, most of the consumers are business men and service personnel who have participated in this research. They are earning consumers and capable of buying healthy and diet food products.

9.2: Consumers' Perception Towards Healthy and Diet Food Products:

ANOVA statistics have been applied for finding the significant difference among perception of the consumers towards healthy and diet food products.

TABLE 6: ANOVA STATISTICS FOR CONSUMER'S PERCEPTION TOWARDS HEALTHY AND DIET FOOD PRODUCTS

Source of Variation	Sum of Squares	D.F	Mean Square	F Value	Sig.	F Critical value
Between the Groups	51.092	02	2.128	3.539	1.390	3.590
Within Groups	1623.724	107	1.601			
Total	1674.81	109				

Source: Primary Data

Table 6 describes about the ANOVA Statistics for Consumer's Satisfaction Level Towards Healthy and Diet Food Products and the results are [F (02, 107)=3.539, p=1.390]. The p- value is not less than 0.05 percent level of significance. The calculated value of F is also less than the critical table value at degree of freedom 02, so the there is no significant difference among consumers' perception towards healthy and diet food products in Jhajjar district.

So, the null Hypothesis H01: There is no significant difference between perception of consumers towards healthy and diet food products in Jhajjar district of Haryana is accepted.

It means, the perception of the consumers is same towards healthy and diet food products in Jhajjar district of Haryana.

9.3: Consumers' Satisfaction Towards Healthy and Diet Food Products:

ANOVA statistics have been applied for finding the significant difference among satisfaction of the consumers towards healthy and diet food products on the basis of various parameters as mentioned in the questionnaires.

TABLE 7: ANOVA STATISTICS FOR CONSUMER'S SATISFACTION LEVEL TOWARDS HEALTHY AND DIET FOOD PRODUCTS

Source of Variation	Sum of Squares	D.F	Mean Square	F Value	Sig.	F Critical value
Between the Groups	28.040	02	1.649	1.279	0.196	3.590
Within Groups	2506.697	107	1.289			
Total	2534.738	109				

Source: Primary Data

Table 7 describes about the ANOVA Statistics for Consumer's Satisfaction Level Towards Healthy and Diet Food Products and the results are [F(02, 107)=1.279, p=0.196]. The p- value is

not less than 0.05 percent level of significance. The calculated value of F is also less than the critical table value at degree of freedom 02, so there is no significant difference among consumers level of satisfaction towards healthy and diet food products in Jhajjar district.

So, the null Hypothesis H02: There is no significant difference between satisfaction level of consumers towards healthy and diet food products in Jhajjar district of Haryana is accepted.

It means the satisfaction level among the consumers is same.

10: CONCLUSION

A total of 110 consumers were selected for the study. Out of which, most of the consumers are from the age of 21 to 30 years and from the age of 31 to 40 years. None of the consumers attaining the age of 50 years have participated in the research. It means the consumers are belonging to young generation. More than half of the consumers are female and less than fifty percent are male. It means the participation of female consumers is more than that of the male consumers in this research. More than half of the consumers are married and also more than fifty percent are unmarried. It means the participation of married and unmarried consumers is almost same in this research. Most of the consumers are having their academic qualification as graduation and Senior Secondary. Very few consumers are below matric and the post graduate consumers are also very few. It means, most of the consumers are literate one and belonging to young generation. They can understand the importance of healthy and diet food products.

Most of the consumers are businessmen and service personnel. Very few consumers are students and the some are belonging to others category means they are doing some other occupation. It means, most of the consumers are business men and service personnel who have participated in this research. They are earning consumers and capable of buying healthy and diet food products. Further, studying the perception of the consumers, it has been found that the perception of the consumers towards healthy and diet food products in Jhajjar district of Haryana is same. It has also been noticed that the consumers have identical satisfaction towards healthy and diet food products in Jhajjar district of Haryana on the basis of various parameters.

11: Recommendations

Considering the findings of the study, the following is recommended:

Healthy and diet food products may be adapted to meet consumer demands and to serve the consumers in better way. Easy accessibility in retail stores and price reductions are all accessible to consumers. The expansion of the study to a larger social groups will be fruitful for consumers expecting healthy and diet food products.

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