

A Study on Consumer Perception towards Diet Food Practices with Reference to Chennai City

V Manikandan*
P. Sunantha**

Abstract

The study reveals that the consumer perception towards diet food products based on analysing the consumer perception, attitudes and purchasing intention regarding the diet food practices, considering the factors that shapes the preferences and consumption pattern of the consumers. The research aims to identify the key determinants such as lifestyle changes, consciousness, marketing influences, price sensitivity. These insights provide valuable note for the policy makers, marketers and health practioners aiming to promote healthier diet behaviors.

Keywords: Consumer Perception, Health, Diet habits.

1. Introduction

The purpose and needs of the study are to promote health conscious to the consumers towards health and wellness of food products. In the present scenario pandemic changes, the food pattern of the entire world. The food pattern of the consumers has to change necessary for the health benefits and to survive in the pandemic situation. The consumer needs to be aware of healthy food products such as fruits, vegetables, grains, and others related to food products towards health conscious. The consumer has to change the food habits and its daily routine regarding food. The study promotes important variable like products attributes, market attributes, health conscious etc. Healthy food habits are very important in present society, for that reason the promotion of health and wellness products is necessary to have a good healthy lifestyle.

2. Purpose of The Study

The main purpose of the study is to understand the perceptions of consumer towards healthy diet practices.

3. Sample of The Study

The samples were collected using convenient sampling technique. The sample size was 100. The target audience was consumers from various age groups who have following the diet practice.

4. Objective of The Study

- To understand the demographic profile of the consumer relating to the healthy diet practices.
- To classify the determinants of healthy diet practices.
- To identify the products related to the healthy diet practices.

*Research Scholar, Vels Institute of Science, Technology & Advanced Studies VISTAS, Chennai

**Research Supervisor, Department of Corporate secretaryship, Vels Institute of Science, Technology & Advanced Studies VISTAS, Chennai

5. Methodology of the Study

A structured questionnaire was circulated to the respondents for collecting the data. The source of collecting the data was consumer preferring healthy diet practices. For that reason, primary data were collected through the convenient sampling method around 100 respondents in the Chennai city.

6. Limitation of The Study

- The research work was carried out in a short span of time.
- This research was restricted to Chennai city.
- The Sample size were restricted to 100 respondents only.

7. Data Analysis and Interpretation

Table: 1 Demographic Profiles

Demographic variables	Categories	Frequency	Percentage
Gender	Male	48	48%
	Female	52	52%
Age	18-25	25	25%
	26-30	35	35%
	31-49	15	15%
	50 & Above	25	25%
Marital status	Married	53	53%
	Single	47	47%
Occupation	Salaried person	46	46%
	Business people	15	15%
	Students	19	19%
	Professionals	08	8%
	Home makers	12	12%
Income	0-100000	35	35%
	100001-200000	25	25%
	200001-300000	10	10%
	300001-400000	15	15%
	400001-500000	07	07%
	500001 & above	08	08%

Source: Primary Data

From the above table indicates that female consumer (52%) give more preference to healthy diet practices and the age category of 26-30 give concerns over the healthy diet practices. The married women prefer high consumption over healthy diet food products. In the same way Salaried person have

preference over healthy diet practices around 46%. The income class around 1 to 2 lakhs have concerns over healthy diet practices across 35%.

Table 2. Determinants of Healthy diet practices.

Determinants	Frequency	Percentage
Health consciousness	36	36%
Lifestyle changes	10	10%
Marketing influences	07	7%
Price sensitivity	12	12%
Nutritional Values	35	35%
Total	100	100

Source: Primary data through structured questionnaire.

Health is an important factor each and every human being in the world. From the above table Health consciousness is important determinants for the consumer to follow up the diet practices in a healthy manner. The above table indicates that majority of the consumers (36%) give important to the health consciousness to take a healthy lifestyle.

Table 3. The reasons for adopting Healthy diet practices.

Percentage	Reasons	Frequency
18%	Weight loss	18
37%	Prevent Health Dieses	37
12%	Gain Health ingredients	12
23%	Long term benefits	23
100	Total	100

Source: Primary data through structured questionnaire.

From the above table, the consumers have strongly belief that healthy diet practices are to ensure from the prevention of Health disease. The consumers around 37% have the reason to prefer Healthy diet practice for prevent the diseases caused due to weight gain, consumption of junk foods etc.,

Table 3. The product preference of consumers

Product preference	Frequency	Percentage
Vegetables	41	41%
fruits	36	36%
nuts	12	12%
Liquid food	11	11%
Total	100	100

Source: Primary data

The above table shows that The consumer product preference towards healthy diet practices will be majorly depends on Vegetables products. Nearly 41% of consumer give preference to vegetable products.

Table 4. The level of satisfaction from the consumers towards healthy food products

Satisfaction Level	Frequency	Percentage
Very High	72	72%
High	14	14%
Neutral	5	5%
Dissatisfy	4	4%
Very dissatisfy	5	5%
Total	100	100

Source: Primary data

The above table indicates the level of satisfaction from the consumers towards healthy food products. The consumer has reached the very high level of satisfaction by adopting the health diet practices. The result show that nearly 72 % of the consumer get high level of satisfaction by adoption health strategies.

8. Findings and suggestions of the study

- ❖ The Female consumer give preference towards the healthy diet practices as compared to male consumers.
- ❖ The age group among 26-30 give high concerns over health and diet preference.
- ❖ The married people have preference over healthy diet practices.
- ❖ The salaried employees have concerns over healthy diet practices.
- ❖ The income level around 1-2 lakh have preference over healthy diet practices.
- ❖ Majority of the consumers (36%) give important to the health consciousness to take a healthy lifestyle
- ❖ The consumer product preference towards healthy diet practices will be majorly depends on Vegetables products. Nearly 41% of consumer give preference to vegetable products
- ❖ The consumer has reached the very high level of satisfaction by adopting the health diet practices. The result show that nearly 72 % of the consumer get high level of satisfaction by adoption health strategies

9. Suggestions

- The consumer should give preference to Fruits.
- The diet food should not always depend on Foods products. But also give preference to Physical Exercise and yoga practices.

- The diet practice should consider about the age factors also.
- The consumer should give preference to organic food products
- The diet should consider about the both the physical and mental aspects.

10. Conclusion of The Study

The study reveals the importance of Consumer preference towards the healthy diet practices for attaining the long term benefits by emphasizing the factors such as Health consciousness, quality food products such as Vegetable etc. the study also suggest that the consumer should give preference to both the physical and mental health. The consumer should get the natural health benefits from the organic foods such vegetables and fruits etc. The study concludes that consumer's education related to the healthy products and diets aspects should be carried out by Government and health practioner for taking corrective diet practices.

References

- Justin Paul, Jyoti Rana (2012). Consumer behaviour and purchase intention for organic food. Journal of consumer marketing, Vol 29, 412-422.
- Muhammad Ahsan sadiq, Balasundaram Rajeshwari, Lubna Ansari (2019). Segmentation of Indian shoppers in the context of organic foods. South Asian Journal of Business studies, 2398-628
- Norazah Mohd Suki (2013). Young consumer ecological behaviour .Emerald group publishing, Management of Environmental Quality. Vol 24, 1477-7835
- Samantha Smith, Angela Paladino (2010). Eating clean and green. Investigating consumer motivations towards the purchase of organic foods. Australian marketing Journal, 93-104
- Tabassum Ali, jabir Ali (2020). Factors affecting the consumers willingness to pay for Health and Wellness food products. Journal of Agriculture and food Research, 2666-1543.



The Indian Economic Journal

JOURNAL OF THE INDIAN ECONOMIC ASSOCIATION

Volume - 2-B • Special Issue • December 2025

**AGRICULTURE
AND RURAL
TRANSFORMATION**



Editor's Message

Dear Readers,

I am truly honoured to edit the special issues of the Indian Economic Journal.

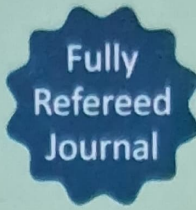
It is with great pleasure that I present this special edition of the Indian Economic Journal for the 108th Annual Conference of the Indian Economic Association, which is hosted by VELS University in Chennai from December 27 to 29, 2025. The theme for this year, "Indian Economy – Navigating Domestic Realities and Global Shifts," encapsulates the dynamic crossroads at which our nation currently stands. As India progresses towards becoming a resilient and globally competitive economy, the necessity for informed dialogue, evidence-based policy formulation, and collaborative scholarship becomes increasingly crucial.

The sub-themes of this conference provide significant opportunities for such discussions. Macroeconomic stability, growth prospects, and the changing financial landscape are central to comprehending India's medium-term trajectory. Agriculture and rural transformation continue to influence livelihoods and promote inclusive development, while the industrial and manufacturing sectors promise productivity enhancements and global competitiveness. In a rapidly evolving geopolitical and trade context, India's strategic positioning demands both caution and innovation. Equally significant are the issues of social inclusion, employment, and human development, which constitute the moral and economic foundation for sustainable progress. The emphasis on contemporary development challenges in Tamil Nadu adds a valuable regional perspective to this year's discussions.

The Indian Economic Journal (IEJ) is an important organ of the Indian Economic Association (IEA) that provides support and services to professionals and researchers both in India and overseas. For over a century the IEA has been one of the largest and the oldest body of teachers, researchers, academicians, and policy makers drawn from the background of Economics and affiliate discipline. Founded in 1917, the IEA is a, "not-for-profit, non-political, and scholarly" voluntary professional association with membership open to those who fulfil the eligibility criteria laid by the constitution of IEA. Through regular outreach programs like, "Conferences, Courses, Publications and Seminars"

98. Inter-State Water Distribution Mechanism and Kavery Water Disputes between Tamilnadu and Karnataka
S. RAMAKRISHNAN
K. MURUGAN 805
99. A Study on Consumer Perception towards Diet Food Practices with Reference to Chennai City
V MANIKANDAN
R.SUNANTHA 811
100. Impact of Irrigation Sytems on Crop Productivity and Sustainable Agriculture in India
RAMESH JALIGAM 816
101. Adoption of Drought Tolerant Varieties for Resilient Dry Land Livelihoods
ANITHA MANNE 828
102. Agriculture and Farmers Welfare: A Comprehensive Analysis of the 2024-25 Union Budget
C. JAYASHREE 838
103. Digital Agriculture and Fintech Solution
R.KAYITHA
AISWARYA.S 844
104. Rural Industrialization Helps Achieve Sustainable Development, Reduce Rural Unemployment, Empower Artisans, and Improve Rural Lives: An Overview
A. ASWINI
R. RAJESH KANNA 852
105. Employment and Livelihood Problems Among Workers in Cardamon Plantations of Idukki, Kerala
SAMEER .P.C
B. P. CHANDRAMOHAN 864
106. A Comparative Analysis of the Sectoral Pattern of Child Labour in India, with Special Focus on the Agricultural Sector
ASHA PASI
VED PRAKASH MISHRA 871
107. The Role of Digital Agriculture in Building Smart Villages in Rural Communities
PURUSHOTHAMA BHAT N
NETHRAVATHI 880
108. Rural Infrastructure Development: Challenges, Opportunities and Future Directions
ALOK KUMAR
RITESH JAISWAL 888
109. Role of Custom Hiring Centre (CHC) in Agricultural Mechanization and Cost Reduction
PRIYANKA KUMARI PRASAD 895
110. Market Access and Agricultural Infrastructure: A Pathway to Sustainable Rural Development in India
BABU VENKATESH PRASAD
GOWDA.K.K 900
111. Digitalisation in Rural India
RAGHVENDRA HAJGOLKAR
PRASANNA B JOSHI
VISHWANATH KHOT 906
112. Poverty Among FPO Member Farmers and Non FPO Member Farmers: A Household-Level Comparative Study in Mirzapur District of Uttar Pradesh
ALOK KUMAR PANDEY
ANNAPURNA DIXIT 913
113. The Role of Agriculture in Achieving Viksit Bharat 2047
SHALINI SINGH
YOGITA BERI 922
114. Agricultural Development and Rural Transformation under Climate Change: An Analytical Study of Tiruvallur District
J. PRIYANGA 928
115. A Simulation-Based Econometric-Engineering Framework for Evaluating Performance-Based Rural Road Maintenance Systems
PRADEEP AGRAWAL
ANURAG VIKRAM SINGH 937
116. A Comparative Study of Farm vs. Non-Farm Income Sources and Rural Poverty Dynamics in Thane and Palghar Districts
HARSHA H 950
117. Handicraft Production and Exports of India
ARCHANA SETHI 957
118. Womens Land Ownership Inequality in India: A State Level Study
RASHMI DWIVEDI 966
119. Challenges and Prospects of Sustainable Agriculture Among Women Farmers in India
P. SENTHILMATHI 982

The Indian Economic Journal
(Under UGC CARE List - Group I)



REGISTERED WITH THE REGISTRAR
OF NEWSPAPER FOR INDIA
RNI Regn.No. 46913/87

SUPPORTED BY :

Indian Economic
Association Trust
for Research &
Development



ISSN 0019-4662



9 770019 466005 >