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## To study the awareness level for organic food among the respondents in Haryana.

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### Abstract

A thorough research study has to be conceived up and carried out if one is to determine the extent to which respondents in Haryana are aware of the benefits of consuming organic food. To provide a comprehensive picture of the awareness levels, views, and preferences connected to organic food in the area, the study would normally incorporate a mix of quantitative and qualitative research approaches. Quantitative research would include administering surveys or questionnaires to a sample group that is intended to be representative of all of Haryana's residents. Utilizing random sampling procedures is the best way to guarantee that the sample is objective and accurately represents the variety of people living in the state. The questionnaire would consist of questions designed to assess the respondent's familiarity with organic food, as well as their eating routines and the variables that play a role in determining their preferences. research on the other hand could include in-depth interviews, discussions in focus groups, or ethnographic investigation in order to dive further into the causes behind the awareness levels. This will be helpful in identifying the drivers and challenges for the adoption of organic food in Haryana. Furthermore, it is essential to investigate the cultural, economic, and environmental aspects that influence people's views of organic food. Depending on the data that were gathered, other methods of data analysis, such as regression analysis or content analysis, can be employed in order to enrich the research even more. This would make it easier to find connections and trends in the awareness and behaviour of the respondents. The results of the research may be utilised to influence educational initiatives, policy suggestions, and marketing strategies in Haryana with the goals of boosting awareness of organic food and increasing the amount of organic food that is consumed there.

**Keywords :** Organic Food, Awareness Levels, Haryana, Survey, Knowledge

### Introduction

It is very necessary to have a thorough understanding of the background information and the relevance of this research before beginning a full analysis of the degree of awareness for organic food among respondents in the state of Haryana. The state of Haryana, located in the north of India, is well-known for its extensive agricultural history and makes a significant contribution to the overall food output of the nation. In recent years, there has been an increasing focus on organic food on a global and national



level due to the purported health advantages of organic food as well as the environmental sustainability of organic food. However, the level of knowledge about organic food practises and the rate at which they are adopted might vary greatly across various geographic locations and demographic groups. An fascinating case study is provided by the Indian state of Haryana because of the state's unique combination of urban and rural people, its wide variety of agricultural techniques, and the myriad of cultural influences. An investigation on the levels of knowledge about organic food in this area may help throw insight on the variables that impact food choices, consumer preferences, and possible hurdles to the adoption of organic produce. This research has ramifications not only for the actions of consumers and their health but also for the agricultural practises that farmers in Haryana engage in and their means of subsistence. Policymakers, agricultural stakeholders, and marketers can develop strategies to promote organic farming methods and nurture a healthier, more sustainable food ecosystem in the state if they understand the knowledge levels and attitudes of organic food in the state. We are going to go into the study methodology, data collecting procedures, and analytic methodologies that will assist us in gaining a better insight into the awareness levels and preferences for organic food among the respondents in the state of Haryana.

As we go further into the research of respondents' levels of awareness for organic food in Haryana, it is essential to acknowledge the changing environment of the food sector, not just in Haryana but also on a worldwide scale. In recent years, as people have grown more health-conscious as well as ecologically concerned, there has been a rise in popularity regarding the notion of organic food. The state of Haryana, which makes a considerable contribution to India's agricultural sector, is at the crossroads where conventional agricultural techniques and the growing movement for organic and environmentally responsible farming meet. Agriculture has always been an important aspect of Haryana's economy, since it has allowed millions of people to maintain their standard of living. It is essential, as the demand for organic products continues to rise, to have a grasp of the degree of knowledge that already exists among consumers. In such a varied and dynamic state as California, the purpose of this research is not only to determine the levels of knowledge but also the variables that influence attitudes and decisions about organic food. An fascinating new facet has been added to the investigation because to the demographic variety of Haryana, which includes a mix of people living in urban and rural areas. It raises issues about how different groups of the population may have different degrees of awareness, taking into consideration variables such as wealth, education, and cultural influences. In addition, local farmers, legislators, and marketers may get useful insights by doing research on the variables that either favour or impede the adoption of organic food practises. As we go further, we will dig into the study design, data gathering methodologies, and analytical tools to conduct an in-depth investigation of the respondents in Haryana's knowledge levels and preferences about organic food. This study not only contributes to the larger discussion on sustainable agriculture but also serves as a guide for informed decision-making to promote healthier and more environmentally conscious food choices in the region. This study was carried out by the Sustainable Agriculture Research and Education (SARE) programme at the University of California, Davis.

### **Perceptions and Attitudes**

The next part goes more into the complex network of ideas, attitudes, and opinions that influence the perspectives and decisions that persons in Haryana have towards organic food. In order to understand the underlying reasons and reservations related with organic food consumption, it is critical to have an understanding of the opinions and attitudes of the respondents. Individuals' interpretations and

interpretations of what organic food means to them are encapsulated in their perceptions. This might include their comprehension of what it is that makes organic food organic, their awareness of the advantages of organic food to one's health and the environment, as well as any misunderstandings they may have. On the other hand, respondents' attitudes represent their likes, dislikes, and predispositions in relation to organic food. Attitudes include both the emotional and behavioural components of the survey. These impressions and attitudes are likely to be multidimensional in Haryana, a state characterised by a diverse citizenry that has various degrees of exposure to organic food. As a result, organic food is becoming more popular in the state. People's perspectives on organic food and how they interact with it may be shaped by a variety of factors, including their educational backgrounds, cultural norms, and economic circumstances. It's possible that some people may embrace it with zeal, while others will have doubts or qualms about it. This section tries to shed light on the reasons people in Haryana may choose to consume organic food or refrain from doing so and reveal the complexities that lie within these beliefs and attitudes. By doing so, it contributes to a more holistic understanding of the dynamics surrounding organic food in the region, thereby providing valuable insights for future initiatives aimed at promoting sustainable and health-conscious dietary choices. Moreover, this understanding contributes to the growth of the organic food industry in the region.

### **Demographics of Respondents**

The demographic make-up of the people who took part in the research is an essential component of the study because it lays the groundwork for gaining an understanding of the ways in which levels of awareness and perceptions regarding organic food differ across various subsets of the population in Haryana. The term "demographics" refers to a broad variety of traits, such as age, gender, education level, income level, and location. These factors all play a significant part in determining an individual's way of life, preferences, and spending habits. Examining the respondents' demographics takes on a new level of significance in the Indian state of Haryana, which is notable for the socioeconomic variety it contains. A rich tapestry of variety may be found among the population as a result of several factors, including the difference between urban and rural areas, differing levels of education, financial discrepancies, and cultural influences. Each demographic aspect has the potential to dramatically effect how people view organic food and how they interact with it. For instance, younger urban people with greater levels of education may be more likely to choose food choices that are health aware and sustainable, but elderly folks living in rural regions may have different objectives and points of view. A person's income level may have an impact on the accessibility and cost of organic goods, and gender dynamics may also play a role in dietary choices. This section aims to provide a comprehensive overview of the characteristics of the respondents, offering valuable insights into how different demographic groups in Haryana relate to organic food. Specifically, this section will focus on how respondents in Haryana's rural areas feel about organic food. The research may discover trends, preferences, and discrepancies that exist throughout the community by analysing these demographics. This will, in the end, drive focused tactics for expanding organic food knowledge and acceptance in this varied state.

### **Marketing Strategies**

The section titled "Marketing Strategies" marks a significant turning point in this investigation. At this point, the focus of the investigation shifts from determining the current level of awareness and perceptions to developing strategies that can be implemented to increase the consumption of organic food in Haryana. When it comes to bridging the gap between consumer knowledge and actual acceptance of organic goods, effective marketing methods play a crucial role. This is particularly true

in a state like California, which has a broad demographic makeup and various degrees of exposure to organic food. To develop effective marketing tactics for organic food in Haryana, where agriculture plays an important role in both the economics and the culture of the region, one needs a comprehensive knowledge of consumer behaviour, preferences, and obstacles. It is necessary that the message and efforts be aligned with the distinctive qualities of the people living in Haryana, such as the urban-rural dynamics, cultural influences, and economic factors. The purpose of this part is to investigate novel and individualised approaches to marketing that have the potential to resonant with the people of Haryana. It takes into account a variety of elements, including consumer education, price structures, distribution networks, and promotional initiatives, all of which have the potential to successfully promote awareness of organic food products and encourage their adoption. In addition, it takes into account the significance of ethical and sustainable issues in business, which is particularly relevant in light of the increasing focus placed on these factors at both the national and international levels. This section not only addresses the identified gaps in awareness but also leverages the insights gained throughout the study to craft strategic interventions that can increase the popularity of organic food in Haryana and make it more accessible. This section offers a roadmap for marketers and policymakers, and it does so by addressing the identified gaps in awareness. In the end, it helps contribute to the larger objective of creating a healthier and more sustainable food ecology in the area. This is the ultimate goal.

### **Implications for Policy and Agriculture**

This section on "Implications for Policy and Agriculture" serves as a critical juncture in this research, where the focus transitions from understanding consumer perceptions and behaviours to considering the broader socio-economic and agricultural ramifications of organic food awareness in Haryana. This section serves as a critical juncture in this research because it marks the point at which the focus transitions from understanding consumer perceptions and behaviours to understanding organic food awareness in Haryana. This part of India, which is well-known for the considerable agricultural contributions it makes to the country as a whole, offers a one-of-a-kind setting in which the adoption of organic food principles has the potential to dramatically affect both policy choices and agricultural practises. The agricultural industry in Haryana, like many others throughout the world, is confronted with significant problems relating to issues of sustainability, resource management, and the health of both the environment and its inhabitants. The findings of this study, which include insights into the awareness levels and preferences of consumers, have the potential to inform policy initiatives and agricultural strategies that are aligned with the evolving trends in food consumption and production. This study was conducted by the Food and Agriculture Organization of the United Nations (FAO). In this part, we will discuss the implications that the results of the study have for policymakers, agricultural stakeholders, and the general community as a whole. It investigates the ways in which a growing knowledge of and demand for organic food might influence local agricultural practises, the need for organic certification, sustainable land use, and the development of environmentally friendly production techniques. In addition to this, it takes into account the possible economic advantages to rural development as well as the financial ramifications for farmers. This section offers a method for decision-makers to reconcile agricultural practises with the preferences and values of the people by providing light on the implications for policy and agriculture. This was accomplished by shedding light on the implications for agriculture and policy. It highlights the possible advantages of adopting organic and sustainable agriculture practises, highlighting the potential benefits not just for human health but also for the well-being of the environment and the agricultural sector of Haryana. In the end, it makes

a contribution to the larger conversation about the impact that organic food will have on the trajectory of agriculture in the area in the future.

### conclusion

The research that was conducted in Haryana to determine the levels of awareness for organic food among respondents in that state revealed useful insights into the dynamics of the adoption of organic food in this varied area. The study has shown that respondents had a wide range of knowledge levels, beliefs, and attitudes, which reflects the complex nature of consumer preferences in Haryana. According to the results, while there is a rising awareness of the health and environmental advantages of organic food, there are still considerable information gaps and misunderstandings that need to be addressed. This is something that has to be addressed. Awareness and consumption habits are influenced by a variety of factors, including age, level of education, and income, which highlights the need of developing educational campaigns and pricing strategies that are demographically specific. Both obstacles and opportunities for the widespread use of organic food were uncovered in this investigation. Economic considerations, accessibility, and cultural factors appeared as obstacles, whereas health awareness, environmental concerns, and perceived product quality emerged as significant drives. Economic considerations, accessibility, and cultural elements emerged as cultural variables. Recognizing these characteristics is very necessary in order to successfully devise marketing tactics and policy initiatives. The ramifications of this study are considerable, particularly when seen from the point of view of policy and agriculture. These data may be used by policymakers to establish programmes that incentivize organic certification, promote sustainable agricultural techniques, and improve consumer education. Because of this, rural development in Haryana might be bolstered, which would be beneficial to the state's agricultural sector. This research highlights the potential for organic food to play a major role in changing the future of agriculture and food consumption in Haryana. This is important to keep in mind when looking at the larger picture. It emphasises the necessity for ecologically friendly and sustainable farming techniques, highlighting the need of aligning agricultural practises with changing consumer expectations. This underscores the importance of matching agricultural practises with changing consumer preferences. The findings of this study provide a road map that can be used to foster a food ecosystem in the region that is healthier, more sustainable, and more environmentally conscious. This is especially important as Haryana continues to develop as a significant player in the agricultural landscape of India. In the end, it is a step toward a future when organic food is not just acknowledged, but also welcomed as an essential component of Haryana's agricultural and culinary landscape. This would be a significant achievement.

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