

## CONSUMER PREFERENCE TOWARDS FUNCTIONAL FOODS IN DELHI, INDIA- A CASE STUDY

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### ABSTRACT

Due to Globalisation and urbanization there is lot of impact on lifestyle this augmented diseases like cardiovascular disease, type -2 diabetes, obesity and contain type of cancer as never before in developing countries like India. The current study, performed on a sample of 180 respondents responsible of urban household food shopping explored in Delhi consumer evaluation concerning socio-demographic information, consumer awareness and acceptance, and factors affecting willingness to pay for FFs. The 96.67% of consumers show a positive approach towards the functional food where it helps to manage the appetite and body weight and 81.67% of consumers know and said that functional food helps in reducing the cholesterol and other related diseases. The Chi-square test was employed to analyse the consumers' willingness-to-pay for premium products and the results revealed that Among all the consumers most of them were willing to pay 5 per cent extra premium on the purchase of various kind of products like milk/dairy products, fruits and vegetables, meat, packed fruit juices, conventional food/traditional food.

**KEYWORDS:** Functional Foods, Cardiovascular Diseases, Consumer Preference