“A STUDY ON IMPACT OF LABEL ON PACKAGED FOOD PRODUCTS AND CUSTOMER CHOICE PROCESS IN NAVI MUMBAI REGION”

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Abstract

The objective of this study is to determine impact of label on packaged food products on consumer’s buying behaviour. This research identified the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and analysed. In this study samples of 200 respondents have been collected from Navi Mumbai Region. According to the finding of the research study, it has been observed that the packaging is the most important factor. It is further concluded that the packaging and labelling elements like its Colour and Design of label, Quality of Packaging material, Information given such as messages including ingredients, instructions on the label such as product price, and instruction about health risks, manufacturing date along with the best before or expiry date, amount of nutrition, information about each artificial ingredient used, and storage instructions had been important factors when consumers making any buying decision. Study concluded that the label on packaging is one of the most important and powerful factors, which influences consumer’s purchase decision.

Key Words: Packaging, Buying behaviour, Purchase decision, Consumer.

Introduction

Labelling is used for packaging the product. Labelling on the products provides identity to the product. Labelling helps a purchaser to differentiate the product from the rest in the shelves and it imparts knowledge of the ingredients of the food items. Labelling helps to spread awareness among the customers about the food items they are consuming. Label on packaged products is an important feature in marketing. It helps in marketing product and allowing customers to know about the food item and give necessary messages including ingredients, instructions, price, and uses. For Analysis attributes of food label indicates that information on product price, and instruction about health risks, manufacturing date along with the best before or expiry date, amount of nutrition, information about each artificial ingredient used, and storage instructions had been reported to be “extremely essential “by majority of the consumers. These results
indicate that besides the price, many consumers are more concerned with the nutritional quality of food and health risks associated with consumption of different food items.

**Review of literature**

(JA Caswell, 1995) in their study assessed the impact of information on label to influence the market quality in food products. Study concluded that, information labelling have significant impact on demand pattern.

(A. Ariyawardana*, 2003) in their study the label on nutritional labelling on food products and impact on consumer choice is been studied. Study concludes that, nutritional label on food products plays very important role in choice of products, nutritional labelling helps to enhance the demand for the food products.

(Westenhoefer, 2009) study concludes that the label on food packets and health benefits influence the buying behaviour of the consumer in German adults.

(AHMED3, 2014) in their study on titled Impact of Products on consumer buying behaviour, studied the essential factors which helps to enhance the brand value and consumer demand.

(B.E.S. Bandara, (2016)) studied the consumer attitude towards the nutritional aspects of the food products and impact of labelling on consumer demand.

(Joanna Kaczorowska*, 2019) in their study assessed the consumer value of food sustainability labels with the help of the impact of logos on their purchasing decisions and readiness to pay a higher price for sustainability-labelled products.

(Sebastián Araya, 2021) study found that warning labels decrease the demand and purchase probabilities in the majority of consumers for some categories of food products.

**Objectives of the study**

1. To study the impact of label on packaged food products and customer choice process.
2. To Analyse the attributes of food label in customer choice process.
3. To suggest elements, which should be highlighted by marketers while designing the food packaging.

**Rationale of the study**

The main rationale of the study is to assess the impact of label on packaged food products on consumer’s buying behaviour. Consumers are the ultimate stakeholders and contributors to a future growth and acceptability of the products in the market, therefore understanding their level of contentment is very essential. Therefore, it becomes extremely important to assess the expectation and impact of packaging on their buying behaviour in order to improve the quality of packaging of food products.

**SCOPE OF THE STUDY**

The study is conducted in the city of Navi Mumbai, the period of data collection was September–November 2021, where randomly selected 200 consumers were chosen to conduct the study. The questionnaire was circulated among consumers and 200 volunteer to answer the questionnaire have responded.
RESEARCH METHODOLOGY
For Analysis attributes of food label indicates that information on product price, and instruction about health risks, manufacturing date along with the best before or expiry date, amount of nutrition, information about each artificial ingredient used, and storage instructions had been analysed.

SOURCES OF DATA COLLECTION

PRIMARY SOURCE: Primary data collected through structured questionnaire. to collect data for the study Google forms was shared with the sample which were selected on the basis of random sampling.

SECONDARY SOURCE Secondary data collected from books, news articles, research articles and Internet sources were used to collect data

UNIVERSE AND SAMPLE SIZE: The survey was conducted for randomly selected 200 consumers.

SAMPLING TECHNIQUE USED: Random Sampling technique used

STATISTICAL TECHNIQUE: Data was collected on google form and then analysed through graphical representation using MS-Excel with the help of pie charts and Bar diagram.

DATA ANALYSIS AND INTERPRETATION
Table 1.1 Age wise distribution of the respondents

<table>
<thead>
<tr>
<th>AGE OF THE RESPONDENTS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>18-25</td>
<td>50</td>
</tr>
<tr>
<td>25-30</td>
<td>110</td>
</tr>
<tr>
<td>30-40</td>
<td>20</td>
</tr>
<tr>
<td>40 ABOVE</td>
<td>20</td>
</tr>
</tbody>
</table>
Table no. 1.2 Gender wise distribution of the respondents

<table>
<thead>
<tr>
<th>GENDER</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>90</td>
</tr>
<tr>
<td>FEMALE</td>
<td>110</td>
</tr>
<tr>
<td>OTHER</td>
<td></td>
</tr>
</tbody>
</table>

FREQUENCY OF BUYING

CHART NO. 1.1 FREQUENCY OF PURCHASE PACKAGED FOOD PRODUCTS

From the chart no.1.1 it can be observed that more than 50% purchase food products on daily basis and 25% are on weekly and monthly basis.

CHART NO. 1.2 READING LABEL ON FOOD PACKETS WHILE PURCHASING

From the chart no.1.2 it can be seen that 60% respondents always read the information on label and 30% sometimes read the information while purchasing food packets, it means the information provided on the food packets is extremely important and it can helpful for buyers to make appropriate purchase decision.
CHART NO 1.3 UNDERSTANDING THE INFORMATION ON FOOD PACKETS

Chart no 1.3 indicated that, the information given on the packaged food 65% respondents find easy and somewhat easy. It means buyers can choose the products as per their need and requirements.

CHART NO. 1.4 LENGTH OF INFORMATION GIVEN ON FOOD PACKETS

From chart no.1.4 it can be observed that more than 90% respondents feel that the information given on the food packets is too much but at the same time it is very important.

Table no 1.3 Contents you notice and you fill are most important while purchasing food packages.

<table>
<thead>
<tr>
<th></th>
<th>MOST IMPORTANT</th>
<th>IMPORTANT BUT SOMETIME IGNORED</th>
<th>NEVER SEEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition information</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>List of ingredients</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Name of manufacturer</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Country origin</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Batch/lot information</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturing date</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expiry date</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Storage instructions</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Instructions to use</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
From table no.1.3 The respondents feel that Nutritional information, Ingredients, Price, Manufacturing date and expiry date is the most important information given on the label and many purchasers give more attention to these points given on food packets.

**CHART NO. 1.5 REASON FOR READING LABEL ON FOOD PACKETS**

The chart no. 1.5 indicates the reason for reading the information on food packets, it can be observed that, 55% respondents read the information to compare the available products in the same category, it will help purchaser to make appropriate choice as per the needs of the consumers and more than 40 % respondents read the information for special dietary reason.

**CHART NO.1.6 INFLUENCE OF LABEL ON FOOD PACKETS IN PURCHASE DESION**

From the above diagram it can be observed that more than 75% respondents purchase decisions are influenced by labelling on food packets, we can say that their purchase choice mainly depend on labelling and information given on food packets.

**LIMITATIONS OF THE STUDY**

1. The study is restricted to selected schools of Navi Mumbai which may have a different expectation.
2. The sample size is small which may not be a true representation of the Universe
3. Personal bias of the respondents is a limitation of the study
Major observations, suggestions

1) Respondents always read the information on label while purchasing food packets, it means the information provided on the food packets is extremely important and it can helpful for buyers to make appropriate purchase decision. Thus, manufacturer need to be extremely careful while providing information.

2) The respondents feel that Nutritional information, Ingredients, Price, Manufacturing date and expiry date is the most important information given on the label and many purchasers give more attention to these points given on food packets.

3) Majority of respondents are young and they give more important to their diet and nutritional value they are getting from the food they are purchasing, so it can be taken in to consideration by the manufacturer to increase the value and quality of the food products and to meet the consumers expectations.

4) Purchase decisions are influenced by labelling on food packets, we can say that their purchase choice mainly depend on labelling and information given on food packets.

Conclusion

Packaged food marketers use labelling to the food products, as per the legal requirements and it also gives identification to the product and the brand associated with that. The labelling helps the buyers to make the choice of appropriate product as per their need and demand, this also helps to spread the awareness among the customer about the food item they are consuming and also helps to know the ingredients. This study aims to understand different elements of labelling and packaging, which plays important role in consumer choice of packaged food products. Study concludes that, all the elements of labelling like Nutritional information, Ingredients, Price, Manufacturing date and expiry date is the most important information given on the label and many purchasers give more attention to these points given on food packets.

Bibliography


