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# ASSESSMENT OF CONSUMER AWARENESS ON FOOD LABELS AND THE EFFECT OF THE LEVEL OF AWARENESS OF PURCHASING BEHAVIOUR OF CONSUMERS IN BELGUAM DISTRICT

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*Abstract: This study aims to validate food labelling and its impact on customer purchasing decisions. An investigation on consumer preferences, usage, perception, and knowledge of the information on food labels as well as consumer awareness prior to purchase was conducted. The research contributes to our understanding of the direct and indirect effects of food labelling on customer intention to buy or not buy the targeted food goods. A questionnaire was distributed to customers in order to gather primary data, and consumers were chosen using a stratified random sample approach. The results show that consumers' opinions regarding health messages on food labels were higher than predicted, despite the fact that there was very little health-related information on food labels. Nutritional data, health claims, accessibility and quality, logo, ingredients, and label design were the main determinants of purchase decisions. This study helped to clarify customer purchasing intentions and the value of food product labels.*

*Keywords: consumer attitudes, food labelling, nutritional information.*

## **Introduction:**

A customer is someone who has the power to decide whether or not to buy anything from a business and who is susceptible to influence from marketing and commercials. In order to make a purchase, a consumer must first identify the product, carefully



consider its features, benefits, and drawbacks, and then make that decision. Food labels are required by law and are significant for a variety of reasons. They enable individuals to plan when they will eat the food they purchase, store it safely, and utilise it. They also assist customers in making educated decisions about the food they purchase. One of the most significant and straightforward ways to inform the customer is through a food label, which is the information shown on food products. Any tag, brand, mark, visual representation, or other descriptive information that is written, printed, stencilled, stamped, embossed, or impressed on, or connected to, a container of food or food product is considered to be a food label according to the generally recognised definition. To encourage the sale of the food, this information, which covers things like ingredients, quality, and nutritional value, might be included with the dish or displayed nearby. The current study has been motivated by the developing and expanding economy, the rising consumer class with greater purchasing power, and the rising number of Indians who are aware of safe and better food options. The goal of this study is to ascertain how Indian customers feel about food labelling. Food labels are essential. In addition to being a legal obligation for food producers, it also aids consumers in making wise food purchase decisions and enables them to securely store and use the food they have purchased.

The Food Safety and Standards (Packaging and labelling) Regulations, 2011, apply to all pre-packaged food goods sold in India. The Food Safety and Standards Authority of India, which is a division of the Ministry of Health and Family, published the Food Safety and Standards Regulation, 2011 as a notice.

All pre-packaged foods marketed in India must comply with the following labelling regulations:

- The label must be written in Devnagri, Hindi, or English. The label may also include information in any other language as needed, in addition to what has been mentioned.
- Any information on the food's label that may be construed as inaccurate, misleading, deceptive, or otherwise provide the wrong impression about the product is prohibited.
- The information on the label should be easy for the customer to understand and should be provided in a clear, noticeable, indelible manner.



Nutritional information, a Veg or Non-Veg symbol, information about food additives, colours, and flavours, the name and complete address of the manufacturer, net quantity, lot number of batch identification, date of manufacture or packing, the country of origin for imported food, instructions for use, and other related guides are the general labelling requirements.

### Company Profile:

An Indian cuisine company is called Haldiram. The headquarters of the business are in Nagpur, India. It is one of the most well-known brands of snacks and sweets in India. A variety of Indian snacks are available from Haldiram, including cookies, frozen cuisine, wraps, sweets, and namkeens.



Points	Information
Company Name	Haldiram
Date of Establishment	1946
Establishment Place	India
Founder	Shri Shivkisan Agrawal
Net Worth (as on 2019)	₹7,130 crore (US\$1.0 billion)
Telephone No	0120-2400286
Registered Address	Main Mathura Road New Delhi – 110044
Email	<a href="mailto:sales@haldiram.com">sales@haldiram.com</a>
Company Status	Active
Website	<a href="http://www.haldiram.com">www.haldiram.com</a>

### Background:

Haldiram, a food manufacturer, saw a drop-in revenue throughout the Navratri festival period. The #BoycottHaldiram hashtag was trending on Twitter due to the company's usage of "Urdu" labelling on its food goods.



What actually occurred was that a video of a heated conversation between a TV reporter and the manager of a Haldiram's shop over the rationale for using Urdu on the packaging of a food intended for individuals who are fasting during Navratri went popular on social media. The reporter is seen approaching the store manager of



Haldiram in the video footage about the Arabic packaging on the aforementioned item. 878.9k views, 3439 retweets, and 12,000 likes have been given to the trending video thus far.

The 'Falhari Mixture' is the name of the snack in question. It has been among the most well-liked fasting concoctions of the company. The product's packaging features language in Gujarati and English on the front, along with a green dot signifying that it is a vegetarian product. Because Urdu language was printed on the packaging of Haldiram's, the reporter stated that animal oil was utilised in its manufacture.

**Literature Review:**

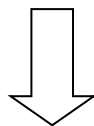
"Consumer Behaviour is the study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Hawkins et al., 1990). It is the behaviour displayed by the consumers during the acquisition, consumption and disposition of products, services, time and ideas by decision-making units (Blackwell et al., 2007). "Buying Behaviour is the decision processes and acts of people involved in buying and using products" (Hausman, 2000).



A consumers' attitude was considered as an important concept for the business practices since it is clearly shown in behavioural studies that it played an important role in consumers' buying behaviour (Peter, 1995, Hopes, 2001 and Dubois, 2000). Drichoutis and Lazaridis (2005) studied the relation between nutrition knowledge and consumer use of nutritional food labels. The research suggested that businesses need to provide a clear, accurate and easily legible label design to encourage satisfaction with the accuracy of content and the communication aspects of a label. National Institute of Nutrition (2006) studied on the perceptions and practices of the Indian households related to food safety revealed that 60 per cent of the households buy packed food and other 20 per cent of households checks the food labels. The study found that level of knowledge and use of nutrition knowledge when purchasing foods increased with age, education level and family income. Rao and Rao (2009) conducted a study on south Indian women which revealed that women see the labels on packed foods for date of manufacturing and 'best before date and many of them were not found to be not aware of quality symbols like ISI, AGMARK and FPO. Labelling influenced consumers' purchasing decisions, with at least two thirds saying they would be inclined to buy a food bearing a nutritional claim.

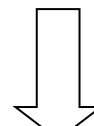
The study had shown that some aspects of food labelling were confusing for consumers.

### Dependent Variable



**Customers**

### Independent Variable



**Labels**

### Hypothesis:

- **Null Hypothesis:** There is no positive impact of food product labelling on consumer buying behaviour.
- **Alternative Hypothesis:** There is a positive impact of food product labelling on consumer buying behaviour.

### Objectives of study:

- To identify awareness regarding labelling of food products
- To collect feedback from consumer
- To specify labelling of food products

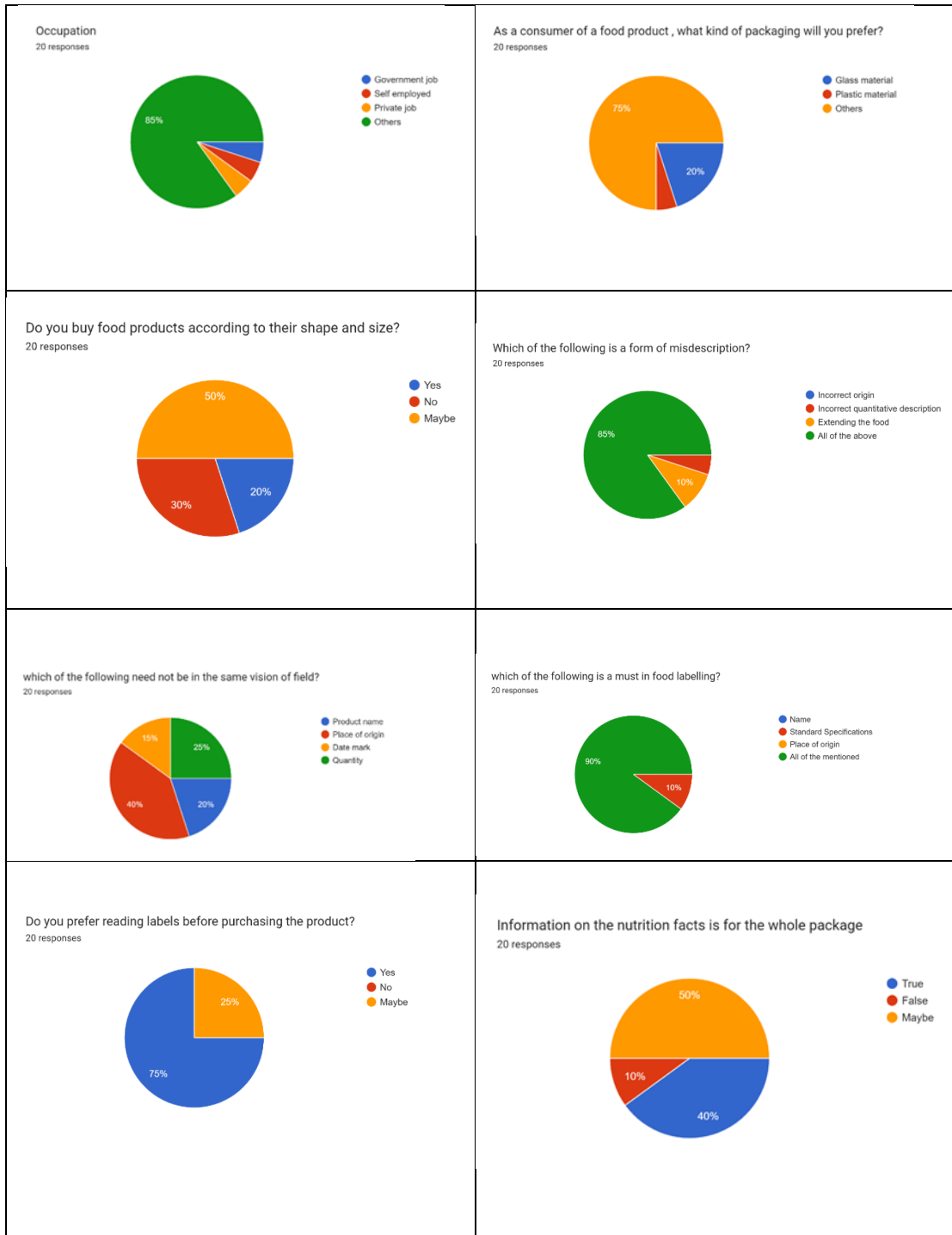


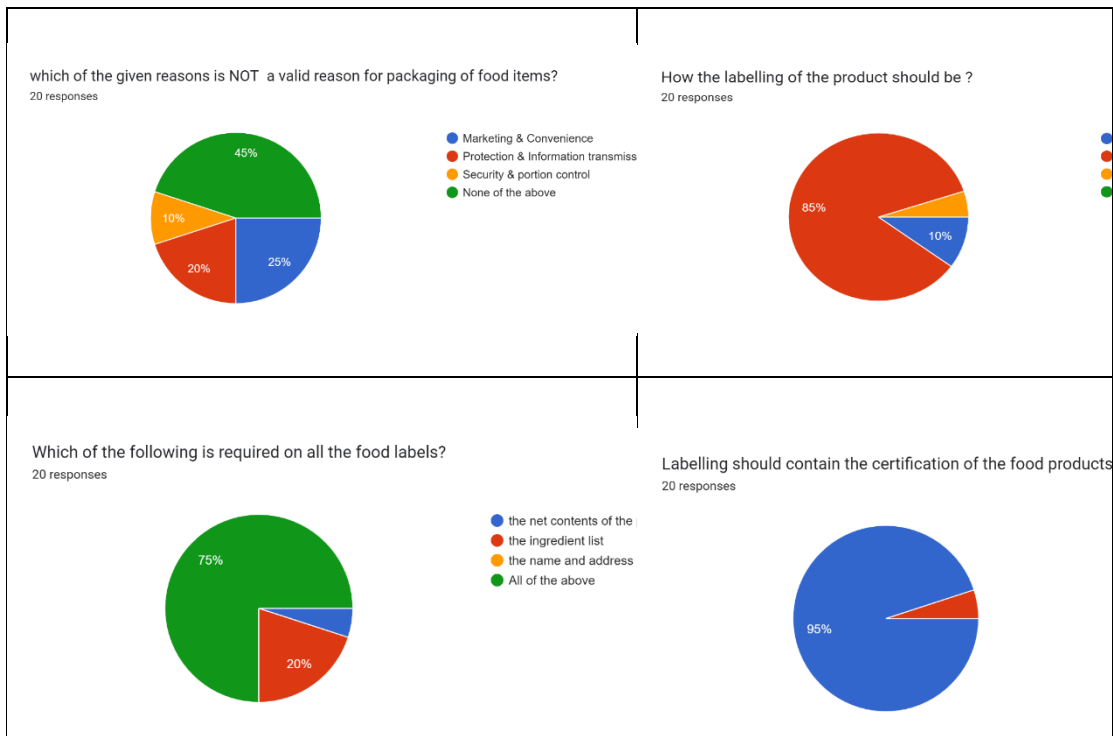
➤ To study dependency of food labelling on consumer buying behaviour.

**Methodology:**

**Primary Data-** A stratified random sampling technique was adopted in selecting 20 respondents or consumers in belegavi through Google form.

**Questionnaire:-** <http://forms.gle/kAqyMyDv1rCpmfFt9>





**Secondary Data-** A systematic survey using a questionnaire was carried out among 130 consumers selected at random. Ranking data were analysed using the U and H tests. The ranking of the significance of the information on food labels was done in increasing order. (Most important, second-most significant, third-less significant, and fourth-least significant)

Socio-demographic characteristics of the sample covered in the survey. Females constituted 70 of all respondents. Most of the respondents 50 are in the age group of 22-35 years, 45 earning monthly income 20,000 to 30,000, graduates 55 and government servants 40.

**Socio-demographic Characteristics of Sample Surveyed-**

**01.Gender:**

Male	60
Female	70

**02.Age Groups:**

15-25	27
26-35	50
36-45	17
46-55	14
55-65	14

**03.Monthly Income:**

Less than 10,000	13
10,000-20,000	37
20,000-30,000	46
30,000-40,000	19
More than 40,000	15

**04.Occupation:**

Student	42
Professional	16
Government Service	13
Private Sector	12
Self Employed	18
Unemployed	20





Contents of food labelling with its Level of Importance:

Labelling	Most Important	Somewhat Important	Less Important	Not Important
List of Ingredients or contents of the food	72	34	8	4
Nutritional information	70	32	13	3
Date of Manufacture / Expiry Date	107	10	2	0
Information about Consumption Pattern	23	45	42	20
Health warning	80	32	12	16
Country of Origin	19	30	72	49
Instruction for use	62	37	15	5
Health Claims	6	34	19	6
Net Weight/ Quantity	41	60	14	5

### Findings:

Through primary data of 20 respondents through questionnaire we found out that 75% of people prefer to read labels before buying food products whereas 25% of respondents don't read and therefore buy it without knowing. 90 percent of respondents said that label should contain all the specifications like name, Origin, ingredients, Date of Manufacture etc. 85% of respondents have said that food label should be short and simple people have labels being in descriptive or one sentence or name only. 95% of them wish their food products should have certified by food Standards Authorities. Only 25% of them like their food packed in glass or plastic whereas rest 75% of them not plastic nor glass material.

### Conclusion:

Although numerous label aspects including font size, positioning of the label, language clarity, visibility of crucial information, and font colour might have an impact on customer purchasing behaviour, they were not addressed in the research. More crucially, the current study discovered that customer buying behaviour depends not just on labelling but also on their level of trust in the label's individual components. Consumers read food labels to compare brands, but not to check the nutritional information. It has been observed that consumers are more inclined to buy products





when they are happy with the information supplied on the labels of any food items. According to the questionnaire replies, the customers actually read about the items, notably the food products labels, which was the goal of this study to determine where people read about a product before buying it. Prior to consuming the goods, people focus on the labels. They occasionally get drawn to its labelling and end up purchasing the goods. However, customers today are more concerned with their health and avoid purchasing food items without first reading the label. Consumers in the India area are aware of the information on food labels in 92% of cases. According to the questionnaire replies, the customers actually read about the items, notably the food products labels, which was the goal of this study to determine where people read about a product before buying it. Prior to consuming the goods, people focus on the labels. They occasionally get drawn to its labelling and end up purchasing the goods. However, customers today are more concerned with their health and avoid purchasing food items without first reading the label.

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