



Original Research Paper

EFFECTS OF LABELLING IN CONSUMER BEHAVIOUR OF BUYING FOOD PRODUCTS IN Tiruvarur District

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Abstract

Packaging plays an important role in promotional campaigns. At the point of purchase, Packaging plays a heart of the role in the journey of purchasing, labelling is a part of the packaging. Research was focused on understanding the influence of label elements on consumer buying behaviour such as font sizes, nutritional claim & health message, label design, price of the product and expiry date, ingredients and how to cook. The intention of the study is to analyze how the labelling elements influence the consumer buying behaviour. Data were collected from 384 respondent of Tiruvarur district by using a structured questionnaire. The findings and conclusions of this study indicate that there is significant difference between age of the respondents and effects of labelling on consumer behaviour of buying food products. This study aimed to find out how labelling variables control the dependent variable (Consumer buying behaviour).

Key words: Consumer behaviour, labelling, nutritional claim, label design, food product.

INTRODUCTION

Labelling is a part of packaging and it helps to identify the product. It is a printed information that is attached to the product and gives detailed information about the product. It is a silent salesman at the point of purchase.

Labelling is the major accountability of the firms for the healthiness and protection of consumers (Ababio et al, 2012). Misleading information might be the causes for human diseases. These may also be sometimes leads to death (Asiamah, 2006; Leech, 2006). The health and security of consumer is directly related with the understanding of information labelled on the food item. Inappropriate knowledge of food level, the consumer goes in the wrong direction in the selection of healthy food items. Therefore, it has been shown in several researches that the language written on the food item as label is big problem to the customer in the interpretation of the label at he time of purchasing the food item. It has been recommended that both English and the local language should be used on the food label. It will help to the consumer for better information as well as in taking judgement for the buying the items (Schmidt and Loving 2011)

LABELLING

Packaging gives the details about product like where it was made, when it was made, what it contains, how much it cost and how to use etc. and these are present in the label. Printed

information is one of the important variables influence the consumer behaviour. The growing markets for packed food face both opportunities and challenges. In India, increase in disposable income, increase in high income groups, urbanization, increases in global interaction and communication technologies has changed drastically the food purchase behaviour of consumers. A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing and advertisement. "Consumer Behaviour is the study of individuals, groups or organisations 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).

According to The Food and Drug Administration (FDA), packaged and processed food items must have nutritional labelling. Food labelling: Definitions World Health Organisation (WHO)" any written, printed or graphic matter that is present on the label, accompanies the food, or is

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displayed near the food, including that for the purpose of promoting its sale or disposal".EC (Regulation EC n. 1169/2011)...(i) 'label' :means any tag, brand, mark, pictorial or other descriptive matter, written, printed, stencilled, marked, embossed or impressed on, or attached to the packaging or container of food;(j) 'labelling' Means any words, particulars, trademarks, brand name, pictorial matter or symbol relating to a food and placed on any packaging, document, notice, label, ring or collar accompanying or referring to such food;....

Label contains all the information and ingredients about the product particularly the brand name. (Kotler, 2001).¹ Label is a part of the product that carries verbal information about the product or the seller. It is a part of package. It is a tag attached directly to the product. Label is a small slip or a printed statement. Consumer can get the necessary information through the label. The act of attaching or tagging the labels is known as labelling. The labels on packages are important component of the product and can establish brand identity, enhance brand recognition, and optimized self-space all the time. Printed information on the packaging can change the decision of the consumer. Information in container or wrapper of the product gives the description of the contents. Before purchase, consumer searching and evaluate the information relating to product usage, expiration dates, ingredients, volume, weight, and disposal. (Kupiec, and Revell, 2001)²

Its main function is to give clear instructions about the uses of the product, avoid price variations, and helps the buyer to identify the product easily. Labels are of three types: First one is Brand Label and is popularizing the brand name of the product, second one is Grade Label which helps to identify the quality standards and the third one is Descriptive label which gives written or illustrative information about how to use, care, performance and other features of the product. To safeguard the interest and the sentiments of religious people, a food product label can have the identification mark for vegetarian and non-vegetarian food. Non-

vegetarian food includes flesh of animals, birds, and eggs. Vegetarian food means any article of food other than Non-vegetarian food. Message on the label is a constant reminder to the user of the product.

REVIEW OF LITERATURE

Saeed, Lodhi, Mukhtar, Hussain, Mahmood and Ahamed (2013)³, in their study titled "Impact of labelling on consumer buying behaviour in sahiwal, Pakistan": integrate the brand image, brand attachment and environmental effects and their impact on consumer purchase decision. Results elaborates that brand image don't have a positive relation with purchase decision, brand attachment has a moderate positive relation with purchase decision and environmental effects but don't have a positive relation with purchase decision.

Mahdia Farrukh Sial, Amir Gulzar, Noor-ul-Ain Riaz, Bilal Nawaz (Dec 2011)⁴, in their research titled "Impact of labelling and packaging on buying behaviour of young consumers": investigate the mediation of brand image for the relationship of packaging and labelling with consumer buying behaviour. The study was casual in nature; data was collected through 200 respondents and analyzed through correlation, regression and sobel test. Results revealed that packaging is positively associated with consumer buying behaviour. Further it is found that brand image mediates the relationship of packaging and consumer buying behaviour only.

Renaud Lunrado (2007)⁵, in his research titled, "The influence of label on wine consumption: its effects on young consumers' perception of authenticity and purchasing behaviour": identified the effect of authenticity on purchase behaviour. They used a repertory grid (RG) approach as a methodological framework in order to know which pattern of features is better at inducing purchase. All the relationships between authenticity provided by the label of bottles and consumer behaviour attributes (performance risk, perceived price and purchase intentions) have all been tested by using linear regressions. The result of this analysis was to

¹ Kotler, P. (2001). Marketing Management. 2nd Ed. Boston: Irwin, McGraw-Hill.

² Kupiec, B., and Revell, B., (2001). "Measuring consumer quality judgements", British Food Journal, 103, 1, 7-22.

³ Saeed, R., Lodhi, R.N., Rauf,A., Rana, M.I., Mahmood, Z., and Ahmed, N., (2013), Impact of Labelling on Customer Buying Behaviour in Sahiwal, Pakistan.

World Applied Sciences Journal 24 (9): 1250-1254

⁴ Mahdia Farrukh Sial, Amir Gulzar, Noor-ul-Ain Riaz (2011), Impact of Labelling and Packaging on Buying Behaviour of Young Consumers with Mediating Role of Brand Image, Interdisciplinary Journal of Contemporary Research in business, Volume 3, No 8 pp.1022-1028

⁵L Renaud (2007), The influence of label on wine consumption: its effects on young consumers' perception of authenticity and purchasing behaviour, Bologna, Italy.

provide labels played a major role on consumers' buying decisions.

P.H.K.Prathiraja and A.Ariyawardana (2003)⁶ in their study titled, "Impact of nutritional labelling on consumer buying behaviour": Show that consumers use nutritional labelling when making a purchasing decision and that it is especially because of health consciousness. A majority of the respondents revealed that they are willing to pay something additional for the nutritional information provided on food items. Of those who are willing to pay something additional, a greater proportion was in the age category 36 to 50 years, and the households had less than 4 members.

Objectives of the study

The primary objective of the study is to find out the effect of labelling in consumer behaviour of buying food products. Since the labelling covers a variety of dimension, the study covers only the elements of food product labelling.

Methodology

The study is descriptive in nature. An attempt has been made to identify how labelling influence the consumer while purchasing the packaged food product.

384 respondents were selected from Tiruvarur district by using convenience sampling. Primary data were collected by distributing a questionnaire to 384 respondents. Further, secondary data from journals, books were used.

Statistical tools

The statistical methods are:

1. Percentage Analysis

The number of respondents for each factor is converted into percentage basis.

2. Chi-square Analysis

Formula

$$\chi^2 = (O-E)^2 / E$$

O=Observed frequency

E=Expected frequency

3. Mean Rank

Research Hypothesis

There is no significant difference between age of the respondents and effects of labelling elements in consumer behaviour

There is no significant association between printed information/labelling and their overall effects on consumer behaviour.

RESULTS AND DISCUSSIONS

TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Characteristics		
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		o. of respon dents	P ercentage (%)	
ender	G	M	93	5
	ale	Fe	0.3	4
	male	To	91	1
	tal		84	00
ge	A	Be		
		low 20 yrs.	0	5.2
		21		2
		-40 yrs.	9	3.2
		41		5
		-60 yrs.	15	6.0
	Ab	ove 60 yrs.	0	1
		To		1
		tal	84	00
onthly Household Income	M	Be		
		low Rs.		1
		10000		
		Rs	4	6.7
		. 10001-		3
		20000	41	6.7
	Rs	. 20001-		2
		30000	13	9.4
		Ab	6	7.2
		ove Rs.		1
	To	30000	84	00
		tal		
ccupation	O	Ho		
		usewife	30	7.8
		St		2
		udent	02	6.6
		Bu		1
		sinessman	6	7.2
		Pr		1
		ofessional	4	1.5
		No		
		n-Professiona	0	2.6
	l	Go	4	4.5
		vernment		08
		employee	0	8
		Ag		7.
		riculturist	84	00
		Ot		1
	hers			

⁶ P.H.K.Prathiraja and A.Ariyawardana (2003). 'Impact of Nutritional Labelling on Consumer Buying

Behaviour.' Sri Lankan Journal of Agricultural Economics. Volume 7, No. 4, pp. 13-18.

	tal	To		
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Source: Primary Data

Majority of the respondent were male as purchasing was made by male in the study area. It is interesting to note that majority of the respondents are in the age group of 41-60 years. 26.6 % of the sample consisted of student, 24.5% comprised of government employee and 17.2% of respondents were business people and 24.5% were government employee. Majority (36.7%) of the respondents belong to the monthly household income of Rs. 10000-20000 respectively.

Table 2
Printed Information/Labelling

l. N o	rinte d Info mat ion/ Lab ellin g	D				A	ea n	ea n ran k
	abel past ed on pack age give s the natu re of the prod uct	4	0	11	33	6	.67	2 th
	onve ys the nam e of the man ufac turer		5	09	56	3	.59	3 th
	ispla y the date of the man ufac		2	2	44	58	.12	th

	turin g							
	nfor ms the date of expi ry		4	7	57	70	.23	nd
	xpla ins the ingr edie nts used			7	97	9	.98	th
	how s the MR P		2	8	44	74	.22	rd
	elps to avoi d pric e vari atio n	0	1	14	47	2	.76	1 th
	rade s the prod uct		6	09	55	7	.83	0 th
	elps to eval uate the prod uct whil e purc hase			4	12	06	.06	th
0	ives the toll- free num ber		6	0	63	07	.90	th
1	rese nts		6	08	46	07	.86	th

	the calorie chart							
2	helps to identify the quantity & quality information			9	60	63	.21	th
3	represents the vegetarian & non-vegetarian information		3	5	44	88	.30	st

Source: Primary data

Table 4.7 shows the mean score of consumer behaviour towards the printed information in packaging from question 1 to 13. The result shows that the “vegetarian and non-vegetarian information” in the package label has received the highest mean score (mean=4.30). It is followed closely by the “date of expiry” (mean=4.23) and “MRP” (mean=4.22). “Quantity and quality information” and “date of manufacturing” ranked number four and five among the thirteen factors. “Evaluate the product while purchase” and “explains the ingredients used” occupies the sixth and seventh place. “Toll free number” and “calorie chart” occupies the eighth and ninth place. “Grading”, “avoid price variation”, “nature of the product” and “name of the manufacturer” ranked the least important. This shows that all the respondents had given much importance to vegetarian and non-vegetarian information, date of expiry, MRP, quantity and quality information present in the label of packaging and least importance to grading, avoid price variation, nature of the product and name of the manufacturer.

CHI-SQUARE TEST

Hypothesis: H_0

There is no significant association between printed information/labelling and their overall effects on consumer behaviour.

TABLE – 4.8

Association between printed information/labelling and their overall effects on consumer behaviour

verall effect on consum er behavio ur	Printed information			hi Square Test
	ow	igh	otal	$\chi^2=115.63$ $7 \text{ Df}=1$ $0.000<0.05$ Significa nt
ow	28	50	78	
igh	6	70	06	
otal	64	20	84	

Degrees of Freedom = 1

Chi Square Value = 115.637

Table value = 3.841

The distribution is significant at 5% level

Result: Since the calculated value is higher than the table value the null hypothesis is rejected. It is proved that there is significant association between printed information and their overall effects of food product packaging on consumer behaviour.

TABLE 4: CHI-SQUARE TEST: SIGNIFICANT DIFFERENCE BETWEEN AGE OF THE RESPONDENTS AND INFLUENCE OF LABELLING IN CONSUMER BEHAVIOUR

ge	LABELLING ELEMENTS					otal
	ont	utritio nal eleme nts& ealth messa ge	abel desi gn	rice of the prod uct & xpirt	ngred ients &Ho w to cook	

				y date		
p to 20 yrs	3.62)	0.83)	0.25)	0.40)	0.000 4)	0
1-40 yrs	0 0.51)	2 13.69)	0.48)	0 0.03)	9 25.96)	9
1-60 yrs	0 3.46	12 12.21	0 1.73	8 0.05	5 7.24)	15

Cal
culated value
(CV)

$$= \frac{\sum (O_i - E_i)^2}{E_i}$$

$$C.V > T.V$$

$$= 86.95 > 21.026$$

Null Hypothesis

There is no significant difference between age of the respondents and effects of labelling elements in consumer behaviour.

Inference

As the calculated value is greater than the tabulated value, the null hypothesis is rejected. Hence it concludes that there is significant difference between age of the respondents and labelling elements in consumer behaviour.

Research gap

Food product labelling requires extensive evaluation of the products. In this study food product labelling plays an important role in the choice to identify the nutritional claims and health message.

Limitations

Since the FMCG sectors covers a variety of product categories, the study covers only the food product packaging. This study covers only the effect of labelling in consumer behaviour of buying food products. Due to time and money constraints the study is restricted to Tiruvarur district only. Convenient sampling method is used in this study. This study is restricted to 384 respondents only.

Findings

- Most of the respondents give priority to nutritional claims and healthy message in

	)	)	)	)		
bove 60 yrs	8 10.8 3)	5 2.5)	1.83)	2 0.07)	1.26)	0
otal	4	44	7	3	6	84

$$\text{Level of Significance } 5\% = 0.05$$

$$\text{Degrees of Freedom} = (r-1)(c-1)$$

$$= (4-1)(5-1) = 12$$

$$\text{Table value (TV)} = 21.026$$

the label while purchasing food product. Secondly, they give importance to price of the product and expiry date of the product. This shows the health and price conscious of consumers.

- Consumers are not in hurry to select the food product and they don't ignore to verify whether the package contains nutritional labelling or not.
- The information given in the label and its values have to be highlighted while promoting the product in the market.
- Consumers are aware of the importance of nutrition information on the food label.
- A good health outcome can result from correct labelling. Information present on the label should be easy to understand. Information given on the label should be attractive and look genuine. It can use simple and big font size symbols for identification.
- The results revealed that impact of labels and its influence on consumer behaviour vary significantly according to age of the consumer.

Conclusion

Labelling plays a crucial role in product choice and it is also very clear that poor labelling can restrain the consumer from purchasing the food product. This article was focused on understanding the influence of label elements such as nutritional

claims and health message, price of the product and expiry date, ingredients and how to cook, font size and label design influence the consumer behaviour while purchasing food products. Food labels were read by the consumers for nutritional claims and health message and also for the price of the product, but not for the label design. In this study it was concluded that labelling positively influence the consumer behaviour while purchasing the food products. The study suggested the need to educate consumers on different aspects of food labelling to make them to inform more about the product while purchasing.

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