Our Heritage

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A Study on Consumer Perception Towards Nutrition Facts Label on Food Products

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ABSTRACT

Nutritionfacts label information on food label is a very important source of nutrition facts information but is typically underutilized by consumers. This article shows the consumers perception about nutritional label on food products. The data collected from 200 respondents. To analyse the data the Simple percentage analysis and ANOVA has been used. The finding of the study reveals that most of the respondents have positive perception on nutrition facts label.

KEYWORDS: Nutrition facts label, Perception.

INTRODUCTION

India is the world's second largest producer of food next to China and has a potential of being largest food producer in the word. The food processing industry is the fifth largest industry in India in terms of production, consumption, export and expected growth .Food is an essential part of life. Our eating habits are affected by many different aspects of our daily life beyond meeting simple nutritional needs. The way people eat is influenced by many factors , some are out of their control such as agriculture, trade and food prices and others directly related to their personal behaviour, cultural habit and or social life. Traditional ways of eating gradually disappeared as people preparing their own foods have become less frequent and eating packed food product became more often.

Nutrition facts label is any written, electronic or graphic communications on the packaging or on a separate but associated label. Basic objectives of labelling are brand identification, providing the information of product and promotion. Food label comprises of printed, symbolic or graphical information which is accompanied by food. Food product

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labelling, as policy tool for ensuring provision of nutrition and health information to consumers.

The nutrition facts label information is necessary on food label along with name, expiry date, manufacturing date and ingredients. The objective of this modification in food regulation is to protect consumer health and maintain consumer dietary quality in India. In order to make healthier choices, consumers must be capable to differentiate healthier products from less healthy ones. Food label is an instrument which is used to inform consumer about food safety and nutrients best for their health. Also food label direct consumer in pre-purchase and post-purchase decision making. It is a community-based approach providing information to consumers about the nutrient content of a food in order to make food selection environment more favourable to healthy choices.

Therefore nutrition facts label is an important component of food labelling.The principle reason for nutrition labelling is that the consumers have a right to know what is in the purchased food, so that consumers can take better decisions for their own well-being and for their family also.

STATEMENT OF THE PROBLEM

Nutrition facts labelling on packed foods have been considered as one of the major instrument by the consumers to purchase the packed foods. Since it is utilized by the consumers there is a need to study theperception of nutrition facts label on the buying behaviour of consumers. Since the consumers are the king of the market, they face several health issues on consuming packed foods without examining the nutritional label with lack of nutrition knowledge so it is instructed to do research on this topic.

SCOPE OF THE STUDY

Thenutrition Facts label provides detailed information about a food's nutrient content, such as the amount of fat, sugar, sodium etc., thus the study istoo focused on consumersperception on nutrition facts labelling.

OBJECTIVE OF THE STUDY

- To know the consumers perception about nutrition facts label on food products.

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RESEARCH METHODOLOGY

Area of study

The study has been conducted in and around the Coimbatore city.

Period of the study

The period of the study is November 2018 to March 2019. .

Sample size

Data were collected from 200 respondents

Sampling techniques

The sampling technique used for the study is Random Sampling

Statistical tool

- Simple percentage analysis
- ANOVA- Analysis of Variance (One way)

Source of the study

Primary data

Primary data was collected using questionnaire method.

Secondary data

Secondary data was collected from magazines, journals, and research articles.

LIMITATION OF THE STUDY

- The study was conducted in Coimbatore city only.
- The data collected for the study was from 200 respondents by circulating questionnaire.

REVIEW OF LITERATURE

Jane et,al (2016) in their survey " Consumer attitude towards nutrition and health statement on label" has examined the main object of the study is to identify the attitude towards

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nutrition label. The data is collected from 150 respondents and analysed by using Percentage analysis and ANOVA.The study reveals that the health benefits of food on food packaging are viewed withmuch greater suspicion than the nutrient information panel. Attitudes towards food packagingvaried moreby age group than by gender of the respondent.

Lesoliet,al (2017) in his study "Awareness and use of nutrition information on food package among consumer in maseri" to focus on the awareness level of the consumer. The data is collected from 350 respondents and analysed by using qualitative and quantitative method. Consumers need to know about nutritional contents of foods for better nutritional quality. Nutrition awareness programme helps the consumers in knowing the nutrition knowledge and choosing the food product.

Monica Mironescu (2018) in their research, "Consumer perceptions of nutrition and health claims from labels in Romania" to know the perception and understanding of nutrition facts label among consumers. The data is collected from 507 respondents and analysed through descriptive method. The study concludes that only few respondents do not realize the importance of nutrition value, by choosing products either by lowest price or by brand. It is necessary to be carried out on this content in terms of health recommendations that the labels should contain.

Miles et,al (2018) in his study"An objective reveals that consumer perception of nutrition information based on healthiness life and eye movements". The main objective of the study is to identify the consumer healthiness and movements. The data is collected from 150 respondents and analysed by using Percentage analysis and chi -square method. The study reveals that consumers have a lack of knowledge in interpreting nutrition information for standard labels.

ANALYSIS AND INTERPRETATION

Table 1: Simple percentage for consumer's perception about nutrition facts label on food products

Variables	Agree		Neutral		Disagree		Total
	No	%	No	%	No	%	No
Is the language familiar in the label	131	65.5	63	31.5	6	3	200
Is the font size visible	99	49.5	87	43.5	14	7	200
Incomplete labelling	60	30	114	57	26	13	200

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Containing duplicate information	53	26.5	121	60.5	26	13	200
Bad background and text	91	45.5	83	41.5	26	13	200
Lack of nutrition knowledge	91	45.5	86	43	23	11.5	200
Consuming more time on reading the label	121	60.5	58	29	21	10.5	200
Whether the government is governing the nutrient factors	54	27	115	57.5	31	15.5	200
Is the nutritional factors in the right proportion with the product	74	37	105	52.5	21	10.5	200

Source:Primary data

The table indicates that 65.5% of the respondents agree that the language in nutritional label is familiar to them, followed by 60.5% of them have neutral perception that the nutritional label contains duplicate information and 3% of them disagree that the language in nutrition facts label is unfamiliar to them.

Table2:Comparison for consumer's perception about nutrition facts label on food products among the variable of personal profile

Variable	Group	No	Mean	SD
Gender	Male	78	2.28	.37
	Female	122	2.34	.27
	Total	**200**	**2.32**	**.31**
Age	Below 20 years	22	2.28	.32
	20-30 years	106	2.31	.31
	31-40 years	49	2.34	.32
	Above 40 years	23	2.36	.34
	Total	**200**	**2.32**	**.31**
Education	No formal education	19	2.16	.28
	School level	24	2.37	.26
	Graduate	116	2.33	.31
	Professional	41	2.31	.34
	Total	**200**	**2.32**	**.31**
Occupation	Student	75	2.32	.30
	Professional	22	2.34	.37
	Employee	35	2.31	.34
	Business people	41	2.31	.32
	Housewife	27	2.31	.27
	Total	**200**	**2.32**	**.31**
Family monthly income	Below Rs.20000	8	2.12	.48
	Rs.20000-Rs.30000	44	2.20	.30
	Rs.30001-Rs.40000	87	2.37	.26
	Above Rs.40000	61	2.35	.34
	Total	**200**	**2.32**	**.31**
Residential area	Rural	29	2.18	.35

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	Semi-urban	91	2.34	.32
	Urban	80	2.34	.28
	Total	**200**	**2.32**	**.31**
Marital status	Married	99	2.31	.34
	Unmarried	101	2.32	.29
	Total	**200**	**2.32**	**.31**
Family type	Nuclear family	140	2.31	.30
	Joint family	60	2.32	.34
	Total	**200**	**2.32**	**.31**
Number of family members	1-2	12	2.14	.40
	3-4	119	2.35	.28
	Above 4	69	2.29	.35
	Total	**200**	**2.32**	**.31**

Source: Primary data

Gender

The above table indicates that the female respondents have good perception about the nutritional label on food products with a mean score of 2.34, followed by the male respondents with a mean score of 2.28.

Age

It is found from the table that the respondents in the age group of above 40 years have good perception about the nutrition facts label on food products with a mean score of 2.36, followed by the respondents in the age group of 31-40 years with a mean score of 2.34. The respondents in the age group of below 20 years have neutral perception about the nutrition facts label on food products with a mean score of 2.28.

Education

The table indicates that the respondents of school level have good perception about the nutrition facts label on food products with a mean score of 2.37, followed by the graduate holders with a mean score of 2.33. The respondents having no formal education have neutral perception about nutrition facts label on food products with a mean score of 2.16.

Occupation

The above table indicates that the professionals have good perception about nutritional label on food products with a mean score of 2.34, followed by the students with a

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mean score of 2.32. The employee, business people and house wife have neutral perception about nutrition facts label on food products with a mean score of 2.31.

Family monthly income

It is inferred from the above table that the family monthly income of Rs.30001-Rs.40000 have good perception about nutrition facts label on food products with a mean score of 2.37,followed by the respondents having monthly income of above Rs.40000 with a mean score of 2.35. The respondents having family monthly income of below Rs.20000 have neutral perception about nutritional label on food products with a mean score of 2.15.

Residential area

The table shows that the respondents belonging to semi-urban and urban area have good perception about nutritional label on food products with a mean score of 2.34, followed by the respondents belonging to rural area with a mean score of 2.18.

Marital status

It is indicated that the unmarried respondents have good perception about nutritional label on food products with a mean score of 2.32,followed by themarried respondents with a mean score of2.31.

Family type

The above table depicts that the respondents belonging to joint family have good perception about nutritional label on food products with a mean score of 2.32, followed by the respondents of nuclear family with a mean score of 2.31.

Number of family members

It is inferred from the above table that the respondentshavingfamily members of 3-4 have good perception about nutritional label on food products with a mean score of 2.35, followed by the respondents of having family members of above 4 with a mean score of 2.29. The respondents having family members of 2-3 have neutral perception about nutrition facts label on food products with a mean score of 2.14.

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Table 3:ANOVA for the consumer's perception about nutrition facts label on food products among the variable of personal profile

Variables	Sources	Sum of squares	Degree of freedom	Mean square	F ratio	Sig	Inf
Age	Between groups	.101	3	.034	.329	.805	NS
	Within groups	20.023	196	.102			
Education	Between groups	.554	3	.185	1.848	.140	NS
	Within groups	19.570	196	.100			
Occupation	Between groups	.013	4	.003	.032	.998	NS
	Within groups	20.110	195	.103			
Family monthly income	Between groups	1.208	3	.403	4.171	.007	S
	Within groups	18.916	196	.097			
Residential area	Between groups	.649	2	.325	3.284	.040	S
	Within groups	19.474	197	.099			
Number of family members	Between groups	.524	2	.262	2.632	.074	NS
	Within groups	19.600	197	.099			

Source: Computed data

Age

Hypothesis: Theconsumer's perception about nutrition facts label on food products donot differsignificantly among the age group of the respondents.

One way ANOVA is applied to find whether the mean score for the consumer's perception about nutritional label on food products differ significantly among the age group. It is inferred from the ANOVA table that the significant value is 0.805 and the p value is greater than the level of significance $p>0.05$. It is considered that the consumers perception about nutrition facts label on food products do not differ significantly among the age group. **Hence the hypothesis is accepted.**

Education

Hypothesis: Theconsumer's perception about nutrition facts label on food products donot differsignificantly among the educational qualification of the respondents.

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One way ANOVA is applied to find whether the mean score for the consumer's perception about nutrition facts label on food products differ significantly among the level of educational qualification. It is inferred from the ANOVA table that the significant value is 0.140 and the p value is greater than the level of significance p>0.05. It is considered that the consumers perception about nutrition facts label on food products do not differ significantly among the educational qualification. **Hence the hypothesis is accepted.**

Occupation

Hypothesis: Theconsumer's perception about nutrition facts label on food products do not differ significantly among the occupation of the respondents.

One way ANOVA is applied to find whether the mean score for the consumer's perception about nutritional label on food products differ significantly among the occupation. It is inferred from the ANOVA table that the significant value is 0.998 and the p value is greater than the level of significance p>0.05. It is considered that the consumers perception about nutrition facts label on food products do not differ significantly among the occupation of the respondents. **Hence the hypothesis is accepted.**

Family monthly income

Hypothesis: Theconsumer's perception about nutritional label on food products do not differsignificantly among the family monthly income of the respondents.

One way ANOVA is applied to find whether the mean score for the consumer's perception about nutritional label on food products differ significantly among the family monthly income. It is inferred from the ANOVA table that the significant value is 0.007 and the p value is less than the level of significance p<0.05. It is considered that the consumers perception about nutrition facts label on food products differ significantly among the family monthly income of the respondents. **Hence the hypothesis is not accepted.**

Residential area

Hypothesis: Theconsumer's perception about nutrition facts label on food products do not differ significantly among the residential area of the respondents.

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One way ANOVA is applied to find whether the mean score for the consumer's perception about nutritional label on food products differ significantly among the residential area. It is inferred from the ANOVA table that the significant value is 0.040 and the p value is less than the level of significance $p<0.05$. It is considered that the consumers perception about nutritional label on food products differ significantly among the residential area of the respondents. **Hence the hypothesis is not accepted.**

Number of family members

Hypothesis: Theconsumer's perception about nutrition facts label on food products do not differ significantly among the number of family members.

One way ANOVA is applied to find whether the mean score for the consumer's perception about nutrition facts label on food products differ significantly among the number of family members. It is inferred from the ANOVA table that the significant value is 0.074 and the p value is greater than the level of significance $p>0.05$. It is considered that the consumers perception about nutrition facts label on food products do not differ significantly among the number of family members. **Hence the hypothesis isaccepted.**

FINDINGS AND CONCLUSION

Simple percentage for the frequent consideration of nutrition facts label at the time of purchasing food products

- 65.5 percent of the respondents agree that the language is familiar in the nutrition facts label.

ANOVA for frequent consideration of nutrition facts label at the time of purchasing food products vs personal profile

- ANOVA result shows that consumers perception about nutrition facts label on food products differ significantly among the family monthly income area of resident.

CONCLUSION

Nutrition facts label is an important concept that food manufacturers can use to communicate essential information about the nutrition facts label value and composition of the product. Most of the respondents are aware about the nutrition facts label factors by the

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nutritionist & doctors and mostly consider the sugar level content in the label. Even though consumers are familiar with the simple language in the nutritional label, the marketer can make it still easy to understand the nutritional information on food products.This factor will highly influence the consumers in buying behaviour of the food products.Overall the consumers have a good perception after considering the nutrition facts label.