

Food Labeling Ethics: An Area Of Concern

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Abstract

Marketing activities have high visibility as it is closely interwoven with business activities concentrating on building relationships through trust and commitment. This clearly lends an ethical dimension to marketing. Everyone in business is wise to develop moral fibers because ethical problems often lead to legal problems, which bite into profits. The enterprise is borne by stakeholders who give birth to an enterprise and keep its heart beating.

Marketing ethics encompasses morality y related to 4P issues such as unsafe products, deceptive pricing, deceptive bribery and discrimination in distribution.

Packaging and labeling practices are the critics distaste. The issues in this regard are irregularities of package size and shape, provision of intelligible labeling information, ecological issues are also in the forefront (Recycling centre established by aluminum companies) and pricing strategies (criticism concerning ethics during implementation periods).

The objective of better food labelling initiative was to find out what consumers think about food labels, and particularly what improvements they would like to see.

The increased exposure of consumers due to liberalization of trade, globalization and development in food science and technology has led to increase in trade and consumption of packaged foods. For making informed choices of food, reading food labeling information is important.

This study attempts to determine the consumer's awareness of packaged food labeling information, its implications for manufacturers/marketers and consumer expectations and marketing ethics in general.

1.1 Introduction

The turbulence of world economy, liberalization policies with respect to food trade, growing consumer demand, genetic developments in food science and technology, improvement in transportation facilities and plethora of innovative communication facilities available has led to an increase in national and international trade of packaged foods.

Owing to technological innovations, the consumers have access to new food products and comprehensive information about food. It can have a negative impact in terms of misleading consumers by food labels. This makes it essential to enlighten the consumers with the knowledge and ability to read, understand and interpret food labeling information, making informed decisions during purchase of packaged foods. In fact, it serves as the principal link of communication between the manufacturer and packer of food on one hand and distributor, seller on the other hand. The manufacturer introduces his/her product to the distributor, seller and to the target consumer or user through food labeling information.

Food label can be defined as any standard, tag, brand, mark, pictorial or any descriptive matter written, printed, stenciled, marked, embossed or impressed on, or attached to a container of food. The purpose of food labeling is promotion of sale and comprises of any written, printed or graphic matter that is presented on the label accompanying the food.¹ It is one of the essential visual elements on a package, usually assuming an important place at the point of sale where the consumer has to judge them in a limited time frame. (Silayoi, 2004, Prendergast and Pitt, 1996, Rettie and Brewer, 2000)

The basic purpose of food label is to provide information from manufacturer to consumer about a particular packaged food. A food label may provide information about name of food, ingredients used in its manufacture, nutritional composition, manufacture and expiry dates, recommended storage conditions, instructions for use etc. The consumers usually make purchase decisions for packaged foods using food labeling information. Thus, legally correct, required labelling indubitably promotes the sale of his/her product and even can make an impact on the purchase decision.

Food labels serve as tools for maintaining public health as they assist in promoting a balanced diet thus enhancing public health and wellbeing. Food label information enables comparison of nutritional value of similar food products for consumers in order to make healthy informed food choices based on relevant nutrition information.²

Marketing Ethics is expected from manufacturers/marketers although food labeling information is legally regulated and food regulatory authorities are using the information to protect consumers by ensuring provision of clear, honest and correct labeling information.

The food labeling regulations and standards available depend on the context of the country. The authority is entrusted with the responsibility to evaluate and register packaged foods before approval for distribution and marketing in the country.

Food labeling laws make sure that consumers get vital information about the food they consume. As per food laws accepted globally, every pre packed food has to be labeled, and should comply to the law applicable in the country of the user. In India, the Food Safety and Standards Authority of India (FSSAI) is the apex food regulator, and every packaged food should be in accordance with the Food Safety and Standards (Packaging and Labelling) Regulations, 2011, notified by the FSSAI.

The Food Law enumerates that every packaged food article needs to be labeled in accordance with the laws and regulatory standards of the country. Food Safety and Standards Authority of India (FSSAI) notifies that every packaged food article for domestic use needs to be labeled in accordance with the Indian Food Law i.e., Food Safety and Standards (Packaging

&Labeling) Regulations 2011. The subsequent amendments have been made in accordance with the market requirements and consumers health safety.

1.2 Problem Statement

The practice of reading and using food labeling information in making an informed choice of purchase is very important as packaged food labels contain important information on the characteristics of a particular food such as ingredients, origin, shelf life and storage conditions. Unfortunately in most of our communities especially in the Indian context; people are not used to reading food labels. This often leads to purchase of expired packaged foods, purchase of large quantities of foods on sale as Indians are highly attracted by it which are having very short shelf life or very near expiry dates. There is also another situation where a consumer purchases food to which they are allergic to or need to avoid due to health problems or religious beliefs.

Some of the aspects such as low awareness of food labeling, low level of education, low health consciousness, product attributes, food labeling format, influence of media and advertisement, perceived role of regulatory authorities and non availability of consumer guidelines on the use of food labeling have been elucidated by studies from different countries as factors related to consumers not reading and using food labeling information in purchasing of pre packaged foods. (Conveney, 2007, Philip *et al*,2010,Sunelle *et al*,2010)

In India, owing to income disparity, religious inhibitions, illiteracy, little interference by the government agencies; the magnitude of the problem is much higher which leads to buying expired food items, foods with undesired ingredients and or untoward health consequences. On the part of manufacturers/marketers marketing ethics assumes little value when labeling packaged foods.

1.3 Rationale of the Study

This study has been conducted with the aim of providing information on the awareness of packaged food labeling information among consumers in West Delhi region and the use of this information in making purchases. The ethical implications on marketers/manufacturers are also taken into account. The information is an attempt to bring about attention of

regulatory authorities, policy makers on the need to have programs to improve consumer's awareness of food labeling information and using such information for making informed decisions.

The findings will also try to seek the attention of manufacturers/marketers for application of ethics and regulators on the need to improve food labeling regulations and standardize food labeling formats, and also paves way for further research.

1.4 Research Questions

1. What percentage of consumers is aware of basic packaged food labeling information?
2. What information would consumers like to see on labels of packaged foods?
3. What difficulties do consumers experience in reading and understanding packaged food labels?
4. What ethics should be employed by marketers/manufacturers in relation to food labeling of packaged foods?

1.5 Objectives of the Study

1.5.1 General Objective

To determine awareness of packaged food labeling, use of the information in purchasing packaged foods among consumers in West Delhi Region and its ethical implications for marketers/manufacturers.

1.5.2 Specific Objectives

1. To determine level of awareness on the basic packaged food labeling information among consumers in West Delhi.
2. To determine perceptions on the importance of packaged food labeling information among consumers in West Delhi.
3. To determine factors associated with reading food labeling information among consumers in West Delhi.

4. To determine the ethical implications for marketers/manufacturers and consumers expectations in West Delhi.

1.6 Conceptual Framework

There are several aspects that inter-relate in making consumers not use food labeling information in making informed purchase of packaged foods. The factors in this regard are low level of education, food labeling format and non availability of consumer guidelines. The need for marketing ethics for food labels on the part of manufacturers/marketers is related to consumer expectations (information with respect to Allergens, Animal Derived Products, Production Methods Used, Information on Risks and Suitability for Certain Groups) Consumers Expectations (Information with respect to Allergens, Animal Derived Products, Production Methods Used, Information on Risks and Suitability for Certain Groups), Manufacturers/Marketers Using Use of Technical/Scientific Language, Small Fonts, More Stress on Advertising Information rather than consumption information and Measures to Control Unethical Practices (independently Verified Food Standards Agency, Awareness of the Consumer, Government Responsibility to protect public health and appropriate educational measures to become an informed consumer)

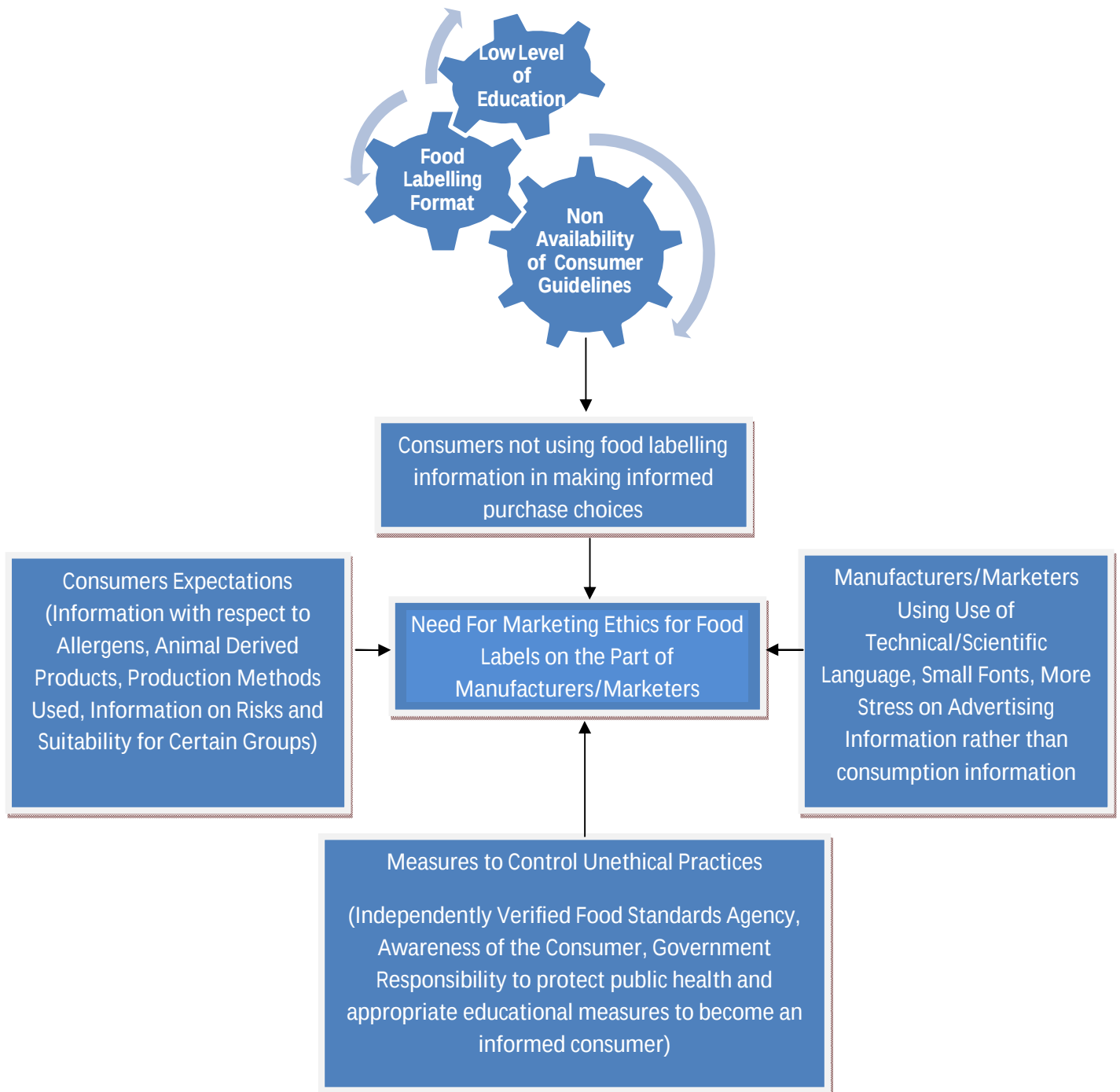


Figure1. Conceptual Framework of factors related to consumers not using food labelling information in decision making during purchase of food

2. Literature Review

This chapter reviews the various studies conducted in the field of packaged food labeling with respect to consumer awareness, usage of food labeling information in making purchase decisions.

2.1 Role of Food Labeling Information

Food labelling gives the end consumer information with respect to the characteristics of packaged foods. Food Labelling works as an intermediary between the manufacturer/marketer and the consumer (Katarzyna et al, 2010). The level of education plays a major role in making informed choices of food with respect to their preferences, health status and needs. Food Labelling information is most importantly useful to those who are diet conscious and have food/nutrition related health problems and diseases such as obesity, diabetes, cardiovascular diseases and various types of cancers (Washi, 2012).

Food labelling is a two edged sword as manufacturers/marketers use labelling information to market their products whereas consumers use the information in making informed food choices from the variety available. A study conducted in Poland revealed that consumers drew knowledge from food labels itself for packaged foods (Katarzyna *et al* (2010)).

Are people aware of food labelling information and usage of this information in making informed decisions.?

Much of the studies have been conducted abroad.

For instance, a study conducted in South Africa observed that consumers have different motivations in searching for and using food labels. Risk of health is one factor they associate with the use of a particular pre-packaged food. The study further stressed on the fact that large proportion of consumers read food labels but they do not have necessarily have an understanding of how to maximize the benefits of reading food labels. The data was collected from supermarkets with a small size of the sample, the findings are of immense importance to food labelling regulators and manufacturers with respect to South Africa.(Sunelle *et al.* (2010))

The Australia and New Zealand Food Authority conducted a qualitative study to explore consumer's awareness, knowledge, understanding and behavior towards food labelling. The outcome of the study was that consumers use the food labelling information to make choices greatly determined by life stage and health consciousness. (Donna *et al*, 2001)

Mahgoub *et al* (2007) observed that consumers in Lesotho used food labelling information majorly for nutrition information (40.5%) in making food choices.

Another research by Borra (2006) conducted in Bultimore and Chicago aimed at measuring consumer's attitudes and understanding of nutrition information on food packaged revealed that consumers who are health conscious read food labels. The study was qualitative in nature and consumers used it as a strategy to help improve their health. The study also stressed upon marketing ethics which should be employed by manufacturers/marketers.

Washi (2012) in UAE conducted a study on consumer awareness and expectations from manufacturers. The study indicated that besides nutritional information, consumers demanded that country of origin should be highlighted by the manufacturers from the ethical viewpoint for making informed food choices.

Philip *et al* (2010) emphasized on public attitude and use of labelling in UK. The food labelling information is used extensively and consumer expect marketing ethics from manufacturers in terms of safety and quality.

EdComs (2007) conducted a research in UK on consumers understanding of nutrition and health claims made on food. The consumers generally used food labelling information for ingredients which they need to avoid or consume. Consumers stressed that ethical view point of marketing should be adopted by manufacturers as lack of understanding of technical terms, lack of consistency in the format pose as barriers to food labelling information for the common masses. The consumers relate food labelling information mostly with nutrition, ingredient list and safety information (Malcom *et al*, 2008, Ali and Kapoor, 2009, Gorton *et al*., 2009, Mackey and Metz, 2009, van Herpen *et al*, 2012, Hall and Osses, 2013).

Conveney (2007) revealed that consumers view food labels as food gimmick rather than a means to communicate the quality of food or its nutrition information as more space is devoted to advertisement rather than essential information for consumption.

Packaged food cannot be avoided owing to increase in national and international trade. The increased access to packaged foods from different sources and different ingredients may have an undesired effect on health and marketers in order to make profits are devoting more space to advertorials with the aim of attracting consumers rather than going in for highlighting essential information for consumption.

The packaged food for export has to be labeled in accordance to the food laws and regulations applicable to the importing country.

Food Safety and Standards (Packaging & Labelling) Regulations 2011 provides that every packaged food article has to be labeled and should include information such as name of food, list of ingredients, nutritional information, declaration regarding veg or non veg, declaration regarding food additives, name and complete address of the manufacturer or packer, net quantity, code no./lot no./batch no., date of manufacture or packing, best before and use by date, country of origin for imported food and instructions for use. It provides the ethical base for manufacturers/marketers thereby protecting consumer rights. In addition the label should comply with the general requirements of labelling as prescribed under the regulations i.e. the label should not become separated from the container, contents on the label shall be correct, clear and readily legible and shall be in English or Hindi language, etc.

Marketing Ethics with respect to Food Labelling promotes that if the manufacturer/marketer/packer fails to adhere to the above aspects of the Food Law then it is considered as misbranded food and attracts the penalties given such as misbranded food upto 3 lakh rupees and misleading advertisement upto 10 lakh rupees.

It is very easy to notice the defect in labelling through visual inspection and there is no need to send the sample for analysis and no analysis report is required to identify the labelling defects. If the food product is not labeled in accordance to the regulations or it does not provide the required complete information or the food product is promoted for sale with false, misleading or deceptive claims then it is considered as misbranded food and attracts the penalties. The consumer can notice the labelling defect easily through visual inspection and that may create suspicion about the quality of the product also in the mind of the consumer.

Thus labelling must adhere to the marketing ethics and serves as a means to introduce a product for sale by providing comprehensive information to the target consumer market besides ensuring safety standards of the regulatory body. Food labelling as per the norm thus has the capability of leaving a good impression on the consumers seeking required details about the product and helps in building an effective brand image about the manufacturer/marketer for conforming to ethical marketing practices.

As per the regulations, the general requirements for labeling are there shall be no false, misleading or deceptive description. The label should be in such a way that it cannot be separated from the container, the contents to be clear, prominent, permanent and readily legible, and the information should be either in English or Hindi (in devnagri script). The use of other languages is not restricted in this regulation.

Every Food business operator has to be registered with the FSSAI, and the license provided for business should be displayed along with the FSSAI logo, on the principal panel in the following format



Food Safety and Standards Authority of India (FSSAI) Logo along with License No.

FOOD SAFETY AND STANDARDS (PACKAGING & LABELLING) REGULATIONS, 2011.

Labelling requirements of pre packed foods

Name of the Food Trade name or description of the food in the packet.	List of Ingredients - Not necessary for single ingredient foods. - Ingredients to be mentioned in the descending order of their composition by weight or volume. - Added water should be mentioned, except those such as brine, broth and compound ingredient. - Percentage of the ingredient used at the time of manufacture to be mentioned for all products sold as a mixture or combination.	Nutritional Information Facts should be given for 100g or 100ml or per serving of the product. It consists of the following - Energy value in Kcal - Amount of protein, carbohydrate (amount of sugar to be specified), and fat in gram (g) or ml. - Vitamins and minerals mentioned should be in metric units. - Food enriched with nutrients, such as, minerals, proteins, vitamins, metals or their compounds, amino acids or enzymes should give the quantities of such added nutrients on label. - If declaration is done per serving, the amount in grams or millilitre to be mentioned as reference.															
Name & complete address of the manufacturer - Name and complete address of the manufacturer or packer/bottler to be mentioned. - For imported food, the name and address of the importer should be mentioned.	Declaration of Veg or Non-Veg Every package should have a symbol and colour code to indicate if the food is vegetarian or non-vegetarian as shown below.  Veg  NonVeg	Quantity of any other nutrient for which a health claim is made: when claim is made for fatty acid or cholesterol, the quantity of saturated, monounsaturated, polyunsaturated should be mentioned in grams and the amount of cholesterol in milligrams and the amount of trans fatty acid in grams along with the above mentioned.															
Lot/Code/Batch Number Lot, code or batch number should be mentioned for identification and traceability of the product.	Size of the Logo <table> <tr> <th>Sl no.</th><th>Area of principal display panel</th><th>Minimum size of diameter in mm</th></tr> <tr> <td>1</td><td>Upto 100 cms square</td><td>3</td></tr> <tr> <td>2</td><td>100 - 500 cms square</td><td>4</td></tr> <tr> <td>3</td><td>500 - 2500 cms square</td><td>6</td></tr> <tr> <td>4</td><td>Above 2500 cms square</td><td>8</td></tr> </table>	Sl no.	Area of principal display panel	Minimum size of diameter in mm	1	Upto 100 cms square	3	2	100 - 500 cms square	4	3	500 - 2500 cms square	6	4	Above 2500 cms square	8	Nutritional information may not be necessary for raw agriculture commodities, non-nutritive products (like tea, coffee, packaged drinking water, alcoholic beverages etc.) and foods served for immediate consumption.
Sl no.	Area of principal display panel	Minimum size of diameter in mm															
1	Upto 100 cms square	3															
2	100 - 500 cms square	4															
3	500 - 2500 cms square	6															
4	Above 2500 cms square	8															
Date of manufacture or packing The date month and year of manufacturing has to be mentioned on the product for shelf life 3 months or more.	Declaration regarding food additives Addition of colours and/or flavours, both natural or synthetic should be declared in the label. Eg: CONTAINS PERMITTED NATURAL COLOURS CONTAINS ADDED FLAVOUR - The INS code of the colour and the type of flavouring agent used to be mentioned. - For every package containing synthetic colours, a label with printed declaration of the percent of total dye content.	Presence of Trans fat should be mentioned if the product has bakery shortening or hydrogenated vegetable oil. Edible vegetable oils, fats and foods with declared shelf life should have the following on the label: - Total trans fat content not more than Percent by weight. - Total saturated fat content not more than Percent by weight.															
Best before and use by date The month and year in capitals, by when the product is best for consumption has to be mentioned In case of products with short shelf life like, meat, bread, fruits, vegetables, paneer, khoa etc. the date shall also be mentioned.		A health claim of "Trans Fat Free" may be made in case where the trans fat is less than 0.2 gram per serving and claim of "Saturated Fat Free" can be made in case the saturated fat is less than 0.1 gram per serving.															
Net Quantity Net quantity by weight or number or volume to be mentioned on the product. A food packed in liquid medium shall carry a declaration of the drained weight of the food.		Country of Origin The name of the country from where the product is imported into India, has to be mentioned on the label.															
Instruction for use The instruction for use has to be mentioned on the label, as it helps in the proper utilization of the product.																	

References

Food Safety and Standards (Packaging and Labelling) Regulations, 2011.

food safety gateway

Fig 2: Food Safety and Standards (Packaging and Labelling) Regulations, 2011

It is very easy to identify any defect in labelling, visually and manufacturers/ marketers should be very cautious in declaring the details. If the food labelling is not in accordance with the regulatory requirements, or if it does not provide the complete information, the product might be considered as misbranded. This could attract penalty upto rupees 3 Lakhs. The penalty could also go up to rupees 10 Lakhs, for products that are promoted for sale with false or misleading advertisement. It is the responsibility of the food business operator to provide the correct information on the label to the consumers.

The information marked on the label is essential as it helps the consumers in making choices of food depending on preference, dietary recommendations/restrictions and other reasons. It also gives the opportunity for comparing food products for value for money to end consumers. Further, food labels also assist consumers in choosing products which are manufactured in a way that complies with their moral standards in terms of matters such as environmental sustainability and fair trade. From the ethical point of view, some companies may aim their marketing mix to specific segments of consumers especially concerned with organics, the environment or health.

There is a wide differentiation in the food/nutritional requirements, choices and preferences among people. For example, some people have health problems that require certain amount of nutrients whereas some others may have health issues which require them to stay away from certain food ingredients. Some foods have specific instructions for preparation and use; some require specific storage conditions etc. The most important aspect of pre packaged foods have specific shelf life which is normally indicated on the label through manufacture and expiry dates. Thus, the consumers need to be well informed about all the aforementioned characteristics of a particular packaged food before purchase and this information is expected to be found on the food label.

There are a number of factors which influence the choice of food such as demographic characteristics (age, sex and education level), health status as well as situational factors such as income and time constraints. The product's attributes such as price, taste and information obtained from the label also influence the purchase decision. Consumer's knowledge and ability to read, understand and interpret the information influence the ability to choose pre packaged food. (Sunelle *et al*, 2010). Nutrition Labels such as Guideline Daily Amount

(GDA) shows to have high awareness and knowledge in terms of developed countries (Malcom *et al*, 2008)

It is essential for consumers to read food label before purchase of pre packaged foods in order to obtain information of what they intend to purchase. In developed countries like Australia and New Zealand, research indicates that consumers regularly read food labels for reasons such as allergy or intolerance to a food or food additive, need to reduce fat intake or to avoid certain types of foods such as genetically modified foods. (Donna *et al*, 2001)

Owing to urbanization, modernization and work pressures has led to an increase in nutrition-related public health problems and diseases such as obesity, high blood pressure, various types of cancers, cardiovascular diseases, diabetes etc requires that the consumers be aware of how to use information on food labels in making informed choices. It is essential that consumers should have knowledge about ingredients and nutritional composition of a particular packaged food in order to make a healthy choice and avoid foods to which they are allergic.

3. Research Methodology

3.1 Design of Study

The design of study used is analytical cross sectional.

3.2 Study Area

The survey was conducted in supermarkets/departmental stores/shops in West Delhi. Large numbers of people access the supermarkets/departmental stores/shops in the evening or during working hours (for those who are employed or engaged in some sort of business) and are more likely to make purchase of packaged foods.

3.3 Study Population

The study respondents were people aged 18 years and above were found purchasing packaged foods in the selected /departmental stores/shops in West Delhi.

3.4 Sampling Procedure

Convenient sampling method was used in this case because of time constraints. Out of 100 questionnaires distributed to capture the primary data, only 72 agreed to fill in the information.

3.5 Data Collection

A questionnaire containing both open and close ended questions were used to collect information on the study variables (social demographic characteristics of respondents, awareness of food labelling information, food labelling format and language, consumer expectations and ethical considerations on the part of manufacturers/marketers.

4. Data Analysis

This chapter provides description of findings of the research on consumer's awareness on food labelling information and its use in decision making during purchase of packaged food consumer expectations and ethical considerations on the part of manufacturers/marketers.

4.1 Demographic Characteristics

Statistics

		Gender	Age	Level_of_Education	Occupation
N	Valid	72	72	72	72
	Missing	0	0	0	0

Table 4.1.1 (Gender)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	29	40.3	40.3	40.3
	Female	43	59.7	59.7	100.0
	Total	72	100.0	100.0	

Table 4.1.2 (Age)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-29	33	45.8	45.8	45.8
30-39	31	43.1	43.1	88.9
40-49	8	11.1	11.1	100.0
Total	72	100.0	100.0	

Table 4.1.3 (Level_of_Education)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid School Education	12	16.7	16.7	16.7
College/University	60	83.3	83.3	100.0
Total	72	100.0	100.0	

Table 4.1.4 (Occupation)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Housewife	23	31.9	31.9	31.9
Employed	49	68.1	68.1	100.0
Total	72	100.0	100.0	

From Tabular Data 4.1.1 to 4.1.4, it can be said that total of 72 respondents participated in this study. As shown in Table 1, 40.3% were males and 59.7% were females. This shows that majorly females are involved in purchasing of packaged food as compared to males as in

Indian Context as they are more entrusted with doing household jobs. The study was responded by diverse age groups as shown in Table 1.1, 45.8% of the respondents were in the age group of 18-29 years, 43.1% belonged to age group of 30-39 and 11.1% belonged to the age group of 40-49. Thus the majorly respondents belonged to younger and middle age groups. The respondents were literate enough (83.3%) had formal education upto college/university and the remaining has education upto school (11.1%) as shown in Table 1.2. In Table 1.3, we can see that 68.1% belonged to formally employed group and 31.9% were belonging to housewife category.

4.2 Awareness of the basic packaged food labelling information

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Level_of_Education * Informed_about_Food_Labelling	72	100.0%	0	.0%	72	100.0%

4.2.1 Level_of_Education * Informed_about_Food_Labelling Crosstabulation

			Informed_about_Food_Labelling				Total
			Not Informed	Minimally Informed	Moderately Informed	Very Much Informed	
Level_of_Education	School	Count	0	4	6	2	12
		% within	.0%	33.3%	50.0%	16.7%	100.0%
	Education	Level_of					
	tion	_Education					
		on					

	% within Informed _about_Food_Labelling	.0%	13.8%	20.7%	15.4%	16.7%
	% of Total	.0%	5.6%	8.3%	2.8%	16.7%
	Colleg e/Univ ersity Count	1	25	23	11	60
	% within Level_of _Educati on	1.7%	41.7%	38.3%	18.3%	100.0%
	% within Informed _about_Food_Labelling	100.0%	86.2%	79.3%	84.6%	83.3%
	% of Total	1.4%	34.7%	31.9%	15.3%	83.3%
Total	Count	1	29	29	13	72
	% within Level_of _Educati on	1.4%	40.3%	40.3%	18.1%	100.0%
	% within Informed _about_Food_Labelling	100.0%	100.0%	100.0%	100.0%	100.0%

	% of	1.4%	40.3%	40.3%	18.1%	100.0%
	Total					

4.2.2 Symmetric Measures

		Value	Approx. Sig.
Nominal by	Phi	.100	.867
Nominal	Cramer's V	.100	.867
N of Valid Cases		72	

As per 4.2.2, it can be said that Cramer's V Rule there is strong association between level of education and informed about food labelling.

4.3 Importance of the basic packaged food labelling information**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Level_of_Education * How_Important_Is_Food_Labelling	72	100.0%	0	.0%	72	100.0%

4.3.1 Level_of_Education * How_Important_Is_Food_Labelling Crosstabulation

			How_Important_Is_Food_Labelling		Total
			Minimally Important	Not Important	
Level_of_Education	School Education	Count	8	4	12
		% within Level_of_Education	66.7%	33.3%	100.0%
		% within How_Important_Is_Food_Labelling	27.6%	9.3%	16.7%
	College/University	% of Total	11.1%	5.6%	16.7%
		Count	21	39	60
		% within Level_of_Education	35.0%	65.0%	100.0%
Total		% within How_Important_Is_Food_Labelling	72.4%	90.7%	83.3%
		% of Total	29.2%	54.2%	83.3%
		Count	29	43	72
		% within Level_of_Education	40.3%	59.7%	100.0%
		% within How_Important_Is_Food_Labelling	100.0%	100.0%	100.0%
		% of Total	40.3%	59.7%	100.0%

4.3.2 Symmetric Measures

	Value	Approx. Sig.

Nominal by	Phi	.241	.041
Nominal	Cramer's V	.241	.041
N of Valid Cases		72	

As per 4.3.2, it can be said that Cramer's V Rule there is weak association between level of education and importance of food labelling.

4.4 Circumstances in which consumers purchase packaged foods without reading

labelling information

Statistics

	Purchasing_Without_Reading_Routine_Purchase_of_Familiar_Goods	Purchasing_Without_Reading_Time_Constraints	Purchasing_Without_Reading_Foods_Journey_or_Streets	Purchasing_Without_Reading_Low_Price	Purchasing_Without_Reading_Language_Unfamiliar	Purchasing_Trust_Seller
N Valid	68	27	16	13	12	15

4.4.1 Purchasing_Without_Reading_Routine_Purchase_of_Familiar_Goods

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	68	94.4	100.0	100.0
Total	72	100.0		

4.4.2 Purchasing_Without_Reading_Time_Constraints

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	27	37.5	100.0	100.0
Total	72	100.0		

4.4.3 Purchasing_Without_Reading_Foods_Journey_or_Streets

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	16	22.2	100.0	100.0
Total	72	100.0		

4.4.4 Purchasing_Without_Reading_Language_Unfamiliar

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	12	16.7	100.0	100.0
Total	72	100.0		

4.4.5 Purchasing_Trust_Seller

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	15	20.8	100.0	100.0
Total	72	100.0		

From the above tabular analysis 4.4.1 to 4.4.5, 94.4% of respondents reported that they purchased packaged food without reading food labelling information as it was a routine purchase of familiar goods, 37.5% had time constraints, 22.2% had bought packaged food on journey or streets, 16.7% had difficulties as the language was technical and the respondents were unfamiliar with it and 20.8% trusted.

4.5 Information on food labels which consumers seek for purchase of packaged foods**4.5.1 Information_Seek_List_of_Ingredients**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	29	40.3	100.0	100.0
Total	72	100.0		

4.5.2 Information_Seek_Name_of_Food

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	34	47.2	100.0	100.0
Total	72	100.0		

4.5.3 Information_Seek_Expiry_Date

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	72	100.0	100.0	100.0

4.5.4 Information_Seek_Manufacture_Date

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	33	45.8	100.0	100.0
Total	72	100.0		

4.5.5 Information_Seek_Net_Content

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	23	31.9	100.0	100.0
Total	72	100.0		

4.5.6 Information_Seek_Nutrition_Information

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	24	33.3	100.0	100.0
Total	72	100.0		

4.5.7 Information_Seek_Storage_Condition

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	20	27.8	100.0	100.0
Total	72	100.0		

4.5.8 Information_Seek_Instructions_for_use

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	31	43.1	100.0	100.0
Total	72	100.0		

4.5.9 Information_Seek_Price_of_the_Food

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	30	41.7	100.0	100.0
Total	72	100.0		

From the above tabular analysis 4.5.1 to 4.5.9, 40.3% of respondents reported that they sought information pertaining to list of ingredients, 47.2% name of food, 100% expiry of food, 45.8% manufacture date, 31.9% net content, 33.3% nutrition information, 27.8% storage condition, 43.1% instructions for use and 41.7% price of the food.

4.6 Information on food labels which motivates consumers to go in for purchase of packaged foods**4.6.1 Motivate_By_Price_of_Food**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	23	31.9	100.0	100.0
Total	72	100.0		

4.6.2 Motivate_By_Appearance_Design

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	27	37.5	100.0	100.0
Total	72	100.0		

4.6.3 Motivate_By_Characteristics_of_Food

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	23	31.9	100.0	100.0
Total	72	100.0		

4.6.4 Motivate_By_Preference_Some_Ingredients

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	22	30.6	100.0	100.0

4.6.4 Motivate_By_Preference_Some_Ingredients

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	22	30.6	100.0	100.0
Total	72	100.0		

4.6.5 Motivate_By_Religious_Belief

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	18	25.0	100.0	100.0
Total	72	100.0		

4.6.6 Motivate_By_Health_Consciousness

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	29	40.3	100.0	100.0
Total	72	100.0		

4.6.7 Motivate_By_Convenience_of_Environment

	Frequency	Percent
Missing System	72	100.0

4.6.8 Motivate_By_Advertisement_of_Food

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	17	23.6	100.0	100.0
Total	72	100.0		

From the above tabular analysis 4.6.1 to 4.6.8, 31.9% of respondents reported that they are motivated by price, 37.5% by appearance design, 31.9% characteristics of food, 30.6% for preference of some ingredients, 25% by religious belief, 40.3% who are health conscious, 100% for environmentally conscious and 23.6% by advertisement of food on food labels.

4.7 Unethical Practices Followed by Marketers/Manufacturers

Statistics				
		Unethical_Marketing_Practices_Use_of_Technical_Language	Unethical_Marketing_Practices_Small_Fonts	Unethical_Marketing_Practices_Stress_Advertising_Information
N	Valid	56	62	41

4.7.1 Unethical_Marketing_Practices_Use_of_Technical_Language

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	77.8	100.0	100.0
Total		72	100.0		

4.7.2 Unethical_Marketing_Practices_Small_Fonts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	86.1	100.0	100.0
Total		72	100.0		

4.7.3 Unethical_Marketing_Practices_Stress_Advertising_Information

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	41	56.9	100.0	100.0
Total		72	100.0		

From Tabular Data 4.7.1 to 4.7.3, it can be said that 77.8% of respondents believed that use of technical language, 86.1% believed that usage of small fonts and 56.9% believed that more stress is laid on advertising which is regarded unethical by respondents on the part of marketers/manufacturers.

4.8 Ethical Practices That Need to be followed by Marketers/Manufacturers

Statistics

	Presentation _of_Label_I nformation_ on_the_Front	Presentation_ of_Label_Le gal_Minimu m_Font_Size	Presentation_ of_Label_Sy mbol-Based _Labelling	Presentation_ of_Label_Sta ndardized_F ormat	Presentation _of_Label_S eparate_Alle rgy_Panels
N Valid	18	17	13	18	15

4.8.1 Presentation_of_Label_Information_on_the_Front

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Yes	18	25.0	100.0	100.0
Total	72	100.0		

4.8.2 Presentation_of_Label_Legal_Minimum_Font_Size

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Yes	17	23.6	100.0	100.0
Total	72	100.0		

4.8.3 Presentation_of_Label_Symbol_Based_Labelling

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	13	18.1	100.0	100.0
Total	72	100.0		

4.8.4 Presentation_of_Label_Standardized_Format

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	18	25.0	100.0	100.0
Total	72	100.0		

4.8.5 Presentation_of_Label_Separate_Allergy_Panels

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	15	20.8	100.0	100.0
Total	72	100.0		

Statistics

	Claim_Independently_Verified_Food_Standards_Agency	Claim_Awareness_of_the_Consumer	Claim_Government_Responsibility	Claim_Appropriate_Educational_Measures
N Valid	27	28	29	28

4.8.6 Claim_Independently_Verified_Food_Standards_Agency

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	27	37.5	100.0	100.0
Total	72	100.0		

4.8.7 Claim_Awareness_of_the_Consumer

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	28	38.9	100.0	100.0
Total	72	100.0		

4.8.8 Claim_Government_Responsibility

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	29	40.3	100.0	100.0
Total	72	100.0		

4.8.9 Claim_Appropriate_Educational_Measures

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	28	38.9	100.0	100.0
Total	72	100.0		

From Tabular Data 4.8.1 to 4.8.9, it can be said that 25.0% of respondents said that presentation of label should be on front, 23.6% should have a legal minimum size, 18.1%

should be symbol based labelling, 25% should have standardized format and 20.8% should have separate allergy panels.

37.5% of respondents believed that an independently verified foods standards agency, 38.9% believed that awareness should be brought about in this regard, 40.3% claimed that it is government responsibility and 38.9% believed that appropriate educational measures should be carried out by policy makers which needs to be implemented on the part of marketers/manufacturers.

5 Conclusion and Recommendations

5.1 Conclusions

The sample size was 72 which is small enough to make generalizations but the study was fruitful and opened avenues for further research in this regard.

From the study, it can be concluded that there is strong association between level of education and informed about food labelling and there is weak association between level of education and importance of food labelling. Respondents did not read food labelling information owing to their routine purchase. The information that they seek the most is expiry of food, manufacture date and price of food on the food label. Surprisingly respondents are absolutely positive about and are motivated by environmentally conscious and health conscious information on food labels as the demographic profile showed that majority of respondents were educated upto college/university level. On a majority basis, technical language, small fonts and more advertising space on food labels was regarded unethical by respondents on the part of marketers/manufacturers.

The respondents believed that presentation of label should be on front, should have a legal minimum size, should be symbol based labelling, have a standardized format, and have separate allergy panels.

The respondents believed that an independently verified foods standards agency, awareness should be brought about in this regard, government responsibility and appropriate educational measures should be carried out by policy makers which needs to be implemented on the part of marketers/manufacturers for ethical marketing with respect to food labelling.

5.2 Recommendations

The study makes the following recommendations:

1. The policymakers need to develop a consumer manual or guideline on reading and interpreting food labelling information.
2. From the marketing ethical view point, there needs to be a standardized format for a label, the language needs to conform the local dialect and needs to be non technical in character so that the consumers could easily understand and policymakers/manufacturers should ensure that packaged food labels are presented in a manner that can help consumer make an informed choice of the food.

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