

## A Review on the Effects of Nutritional Labelling on Consumer Buying Behaviour

---

Dr. Aditi R Khandelwal  
Senior Assistant Professor, Dept. of Commerce

IIS (deemed to be UNIVERSITY), JAIPUR

Ms. Ratisha Yadav, Student

(IIS Deemed to be University, Jaipur)

### Abstract

Nutrition label defines the nutrient content of a food and is envisioned to guide the consumer in food selection. In today's era of Health and Wellness people are a lot aware about the ingredients that are harmful for them, so they actively try to consume those products which suit their requirements and which are not harmful.

A label consists of a lot of information like date of manufacturing, date of expiry, the contents of the container and also the nutritional facts. Earlier people only used to look up the label for the date of manufacturing and expiry but now they are moving towards reading and understanding nutritional part as well.

This paper is a review of select papers on the effect of nutritional labelling on consumer buying behaviour. The researcher has read a number of papers published during last 15 years all over the world and has made a conclusion on the effect labels have on buying behaviour of consumers.

**Keywords:** - Consumer Buying Behaviour, Nutritional Labelling, Purchase Intension, Health, Health Hazards.

### Introduction

The purpose of this review paper is to provide the information about nutritional labelling and its effect on the consumer buying behaviour. The review of literature paper analyses, describes, evaluate and summaries previous studies carried out in the field in the concerned field which in this study is nutritional labelling and consumer buying behaviour. It provides the basic knowledge about the use and understanding of the nutritional labelling by the consumer.

| <b>Nutrition Facts</b>        |                      |
|-------------------------------|----------------------|
| 8 servings per container      |                      |
| <b>Serving size</b>           | <b>2/3 cup (55g)</b> |
| <b>Amount per serving</b>     |                      |
| <b>Calories</b>               | <b>230</b>           |
| <b>% Daily Value*</b>         |                      |
| <b>Total Fat</b> 8g           | <b>10%</b>           |
| Saturated Fat 1g              | <b>5%</b>            |
| Trans Fat 0g                  |                      |
| <b>Cholesterol</b> 0mg        | <b>0%</b>            |
| <b>Sodium</b> 160mg           | <b>7%</b>            |
| <b>Total Carbohydrate</b> 37g | <b>13%</b>           |
| Dietary Fiber 4g              | <b>14%</b>           |
| Total Sugars 12g              |                      |
| Includes 10g Added Sugars     | <b>20%</b>           |
| <b>Protein</b> 3g             |                      |
| Vitamin D 2mcg                | 10%                  |
| Calcium 260mg                 | 20%                  |
| Iron 8mg                      | 45%                  |
| Potassium 235mg               | 6%                   |

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Image Source: - Wikipedia

Due to increased Diet-related health problems in past few decades, it made the consumers more alert and conscious about their health. The nutritional labelling or food labels on the products help consumers in selecting the good food products. Nutritional label provides various information about the fats, calories, salts and carbohydrates contained in the food.

The various terminologies related to nutritional label are:  
-

**1.Food label:** - It tells us about the product brand names, tag, mark, serving size, prize, expiry date etc....

**2.Nutritional information panel:** - It is found in the tabular form which contains the information about the nutrients like fats, carbohydrates, calories, protein, vitamins and salts in the product. It is basically in the form of g/ml or in %.

Consumer buying behaviour mention attitudes, preferences and consumption pattern that affects while buying goods and services to satisfy human needs and characteristics and factors which affects their buying decision, shopping habits, brand preferences.

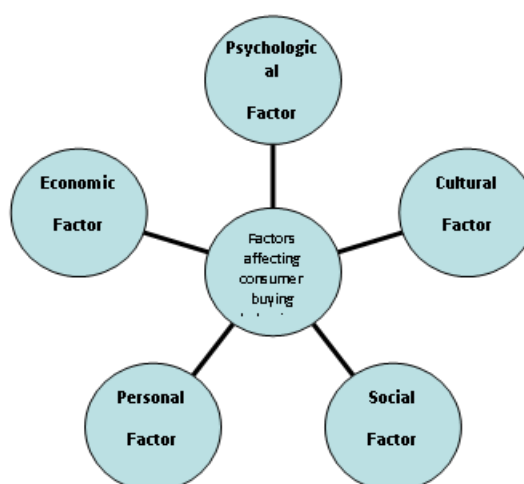
**Factors affecting consumer buying behaviour are: -**

1.Psychological Factors: -The various psychological factors that affects the consumer buying behaviour are:

a. Motivation b. Perception c. Learning d. Beliefs and attitudes

2. Social Factors: - “Man is a social animal “. Hence his preference is affected by his surroundings. The social factors that influences the consumer buying behaviour are: a. Family b. Reference groups c. Roles and Status.

3.Cultural Factors: - Human behaviour is affected by the set of beliefs, moral values, tradition, life style,



Source: - Source Self Made

language, values, perception preferences and family behaviour and background.

Cultural factors include: - a. Culture b. Sub-culture (religious group, geographical area etc.)

c. Social class (income, occupation, power, property etc.)

4. Economic Factor: - Economic factor affect consumer behaviour at large extent. Some of the economic factors that affect consumer buying behaviour are: -

a. Personal income b. Family income c. Income expectation d. Savings e. Liquid assets of the consumers f. Consumer credit g. Other economic factors (business credit, inflation etc.)

5. Personal Factors: - Personal factors plays an important part for affecting consumer buying behaviour. The important personal factors which influences the behaviour are: -

a. Age b. Occupation c. Income d. Life Style.<sup>1</sup>

## **Objectives of the Study**

1. To understand the basic concept of nutritional labelling & consumer buying behaviour.
2. To find out the factor that affects consumer buying behaviour.
3. To identify the effect of nutritional labelling on consumer buying behaviour.

## **Research Methodology**

The current study is a descriptive & conclusive in nature. Study is based on the secondary sources collected from various research papers, review papers, articles and e-sources.

---

<sup>1</sup>Ali, S. A. M. (2016). Factors affecting consumer buying behavior. *International Journal of Applied Research*, 2(10), 76–80.

## Review of literature

Under this section reviewed conclusion of several research papers and article was done by the researcherto draw more clarity about meaning of nutritional labelling and its effect on consumer buying behaviour.

### 1.1 Nutritional Labelling

According to this research “the use of nutritional labels” has been a multidimensional issue. Under this study researchers gave various definitions related to nutritional labelling and alternatively also find out the role of nutritional labels for influencing consumers for choosing healthy food products. (Azman, N., & Sahak, S. Z. 2014).

Attitude of consumer towards nutritional evidencementioned on food labels is positive, but most of the consumers refer food labels only for brand comparison. Some of the factors that’s affects consumer buying decisions were food label designs, nutritional information, health claims and quality of product etc. (Kodali, S., & Telaprolu, N. 2018).

By making some improvements in food labels could make a little bit contribution for making a healthier food purchase decision. (Cowburn, G., & Stockley, L. 2005).

The main reasons which effects the usage of nutritional labels were mainly that consumers want to avoid the undesirable nutrients present in food products which hampers their diet and health. And some studies also found that consumers who usage nutritional labels while purchasing food products have higher intake of Fiber, iron, proteins & minerals etc than who doesn’t prefer it. (Drichoutis, A. C., Lazaridis, P., & Nayga, R. M. 2006).

Even though reading of nutritional information is high but it does not mean that consumer can actually convert this evidence into healthier eating’s, there was a need to make consumers more aware about the benefits of usages of nutritional labels for making a healthy purchase decision. (Wade, S., & Kennedy, O. B. 2010).

Some studies also state that gender plays an important role in usages of nutritional labels.

### 2.2 Consumer Buying Behaviour

Factors that affects the consumer buying behaviour were mostly related to the health status of an individual (Loureiro, M. L. 2006) and some of the common factors that influences consumer buying behaviour were psychological, personal, social and economical factors etc. were identified by (Ali, S. A. M. 2016).

Some demographic factors which were connected withconsumer label usage and knowledge: education orsocio-economic status, gender, family or householdsize, age, etc. And in India education level is positively related to usage of nutritional labels while purchasing food products. Two common factors which were noticed by various researchers in regard of not using the nutritional labels were lack of interest, understanding problems. (Mandle, J., Tugendhaft, A., Michalow, J., & Hofman, K. 2015).

## Conclusion

This paper consolidates the evidences related to nutritional label use and its effect on consumer buying behaviour. On the whole review of papers, it is cleared that the usage of nutritional labelling for buying the products is rapidly increasing and it's also influencing consumers to adopt the healthier food choices. "The use of nutritional label" has been a multivariate issue.

Our review indicates that several factors that affect the usage of nutritional evidence while purchasing a product are age, gender, income level, education and qualification, socio-economic status, children's, marital status, household size, special dietary status such as diabetics or heart disease etc....

Moreover, it was found that nutritional label features, font size etc. matters a lot in understanding the label. In some studies, it is seen that female's uses more nutritional labels. Findings regarding the use of nutritional label showed that the eighty percent of consumers uses the food labels while making the food buying decision while purchasing a product in comparison to males, because still after redefining the role of women's, they are still main meal preparers & families food gatekeepers. They have a responsibility for providing safe & wholesome food for their families. On the other hand, males are more likely to purchase food only for themselves. Findings regarding the use of nutritional label showed that the eighty percent of consumers uses the food labels while making the food buying decision, which includes the consumers who are above 40 age and have special dietary status, females use labels while purchasing the product.

In general, it can be said that the impact of nutritional labelling use while purchase of product is positive in foreign countries such as USA, Europe, Britain etc. and in comparison, to these countries India had negative response on the nutritional labelling use while buying a product.

Finally, we urgently need more insight into whether labels actually are used in guiding buying decision with what effect.<sup>2</sup>

---

<sup>2</sup>Grunert, K. G., & Wills, J. M. (2007). A review of European research on consumer response to nutrition information on food labels. *Journal of Public Health, 15*(5), 385–399. doi: 10.1007/s10389-007-0101-9.

**References: -**

- Annunziata, A., & Vecchio, R. (2012). Factors affecting use and understanding of nutrition information on food labels: evidences from consumers. *Agricultural Economics Review*, 13(2), 103–116.
- Azman, N., & Sahak, S. Z. (2014). Nutritional Label and Consumer Buying Decision: A Preliminary Review. *Procedia - Social and Behavioral Sciences*, 130, 490–498. doi: 10.1016/j.sbspro.2014.04.057.
- Begum, V. (2015). Effects of Kellogg's Nutritional Label on Consumer Buying Behaviour in Dubai, UAE. *Procedia - Social and Behavioral Sciences*, 211, 1195–1202. doi: 10.1016/j.sbspro.2015.11.159.
- Cowburn, G., & Stockley, L. (2005). Consumer understanding and use of nutrition labelling: a systematic review. *Public Health Nutrition*, 8(1), 21–28. doi: 10.1079/phn2005666.
- Drichoutis, A. C., Lazaridis, P., & Nayga, R. M. (2006). Consumers' use of nutritional labels: a review of research studies and issues. *Academy of Marketing Science Review*, 9, 1–26.
- Ali, S. A. M. (2016). Factors affecting consumer buying behavior. *International Journal of Applied Research*, 2(10), 76–80.
- Grunert, K. G., & Wills, J. M. (2007). A review of European research on consumer response to nutrition information on food labels. *Journal of Public Health*, 15(5), 385–399. doi: 10.1007/s10389-007-0101-9.
- Hieke, S., & Taylor, C. R. (2011). A Critical Review of the Literature on Nutritional Labeling. *Journal of Consumer Affairs*, 46(1), 120–156. doi: 10.1111/j.1745-6606.2011.01219.x.

- Khandelwal, A. (2016). A Study on the Effects of Atmospherics on Consumer Buying Behaviour at Shoppers Stop. Available at SSRN 2837799
- Khandelwal, A. (2011). Retail-A Sector Full of Opportunities and Challenges. Available at SSRN 2837783.
- Kodali, S., & Telaprolu, N. (2018). Food Label and its influence on Consumer Buying Behavior: A Review of Research Studies. *International Journal of Science and Research*, 7(6), 386–390. doi: 10.21275/ART20182842.
- Kurnia, P., Kusuma, D. T., & Hariyani, R. (2016). Consumer attitudes, nutrition knowledge, and use of nutrition information on the labels of packaged drinks among adolescents in Surakarta, Indonesia., 253–264.
- Loureiro, M. L. (2006). Do consumers value nutritional labels? *European Review of Agricultural Economics*, 33(2), 249–268. doi: 10.1093/erae/jbl005.
- Mandle, J., Tugendhaft, A., Michalow, J., & Hofman, K. (2015). Nutrition labelling: a review of research on consumer and industry response in the global South. *Global Health Action*, 8(1), 25912. doi: 10.3402/gha. v8.25912.
- Norazmir, M., Nurliyana, G., & An, M. K. (2011). Knowledge, Attitude and Practices of University Students Regarding the Use of Nutritional Information and Food Labels. *Asian Journal of Clinical Nutrition*, 3(3), 79–91. doi: 10.3923/ajcn.2011.79.91.
- Prathiraja, P., & Ariyawardana, A. (2003). Impact of Nutritional Labeling on Consumer Buying Behavior. *Sri Lankan Journal of Agricultural Economics*, 5(0), 35. doi: 10.4038/sjae. v5i0.3475.
- Shekhar, S. K., & Raveendran, P. T. (2014). An exploration into Indian's perception on food products nutritional labeling. *Management Research and Practice*, 6(1), 65–78.

- Shine, A., O'Reilly, S., & O'Sullivan, K. (1997). Consumer attitudes to nutrition labelling. *British Food Journal*, 99(8), 283–289. doi: 10.1108/00070709710188381
- Singla, M. (2010). Usage and understanding of food and nutritional labels among Indian consumers. *British Food Journal*, 112(1), 83–92. doi: 10.1108/00070701011011227
- Wade, S., & Kennedy, O. B. (2010). Does gym use impact upon nutritional knowledge? *British Food Journal*, 112(1), 44–54. doi: 10.1108/00070701011011191
- Zaidi, S. H. A., & Muhammad, B. (2012). Awareness of Pakistani Consumers towards Nutritional Labeling on Product Packaging in Terms of Buying Behavior. *International Journal of Business and Social Science*, 3(16), 97–103.