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Perception of Food Labelling among Supermarket Consumers of Tiruvannamalai

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***Abstract*:**

Food Naming is a printed, printed or realistic matter that is available on the mark going with the food, or is shown close to the food, including that the reason for advancing its protected or removal. Food Marking empowers about the educated choice while buying and eating the food items. Food mark data helps shoppers to more readily figure out the dietary benefit of food and empowers them to analyze the healthy benefits of comparative food items and to pursue solid informed food decisions. The target of this paper is to decide level of attention to the respondents of the data of food names and furthermore to make sense of the discernment on utilization of food marking among the shopper of stores in Tiruvannamalai. Accommodation examining strategy is utilized in this examination. For this reason, the information was gathered by the analysts actually founded on the survey directed among 160 respondents. Food climate ought to be changed to control the rising wellbeing and monetary weight from corpulence and diabetics. Legislatures need to investigate new organizations and various kinds of data so that individuals can see effectively the substance and to guarantee that nourishment data is open.

***Key word*:** food labelling, perception, supermarkets

Introduction:

Consumers are increasingly concerned about their health and general well-being with the improvement of living standards. Labels on food packages provide important information such as date label, nutritional information, health warnings and net weight. A label serves the following three primary functions, namely, basic product information, health, safety, and nutrition information and it also acts as a vehicle for food marketing, promotion, and advertising (through label vignettes). In India, the food labelling act “Food Safety and Standards Regulations, 2011” gives guidelines for packaging and labelling of food items.

Chemical substances are now being added to foods in order to make them into the vast array of processed foods available in the market. These help to make processed foods smaller in size and taste better, as well as improve their shelf life.It has been proved that these types of foods affect as physical, mental and social well-being of individuals. In today’s situation consumers of supermarket are facing many difficulties before buying a food items such as product selection, availability choices and its use, as a result consumers find a wide range of food items in the market. Food label on pre-packaged is the source of information and it guides the consumers in selection of food products. This study highlights about the consumer perception towards food labelling in supermarkets.

Food label information assists consumers to better understand the nutritional value of food and enables them to compare the nutritional values of similar food products and to make healthy informed food choices based on the relevant nutrition information.

According to Centre for Food Safety in Hong Kong, nutritional label is a systematic way of presenting nutrition information of food product. It is presented in a tabular format with headings such as “nutrition information”, “nutrition fact’, or “nutrition label”. The food corporation of India has the authority to require nutritional labelling for most food products and to access nutritional information and to promote healthy food choices.

Objectives:

To determine level of awareness of the respondents of the information of food labels and also to explain the perception on usage of food labelling among the consumer of supermarkets in Tiruvannamalai.

Research methodology

Research design is the framework of research methods and techniques chosen by a researcher. An impactful research design usually creates a minimum bias in data and increases trust in the accuracy of collected data.

Sampling Technique

Convenience sampling is used in exploratory research where the researcher is interested in getting an inexpensive approximation of the truth.

Sources of Data Collection

Primary data:

Primary data was collected by preparing questionnaire.160 respondents are distributed but 145 questionnaire was filled correctly.

Secondary data

Secondary data will consist of different literatures like books which are published, articles, internet and websites.

Study Area

Data has been collected from individuals at different super markets in different areas of Tiruvannamalai district.160 respondents were questioned at super markets in the following areas of Tiruvannamalai district headquarters.

a. ABK Hyper Market
b. A1 Super Market
c. MORE Super Market
d. IYAPPA Super Market
e. Saravana Super Market

Sample Size

For the study, a sample size of 160 has been taken into reflection including both male, female, educated and uneducated and also with different levels of income.

Statistical Tools Used

The main statistical tools used are:

a. Pie Charts

b. Bar Diagrams

Results Analysis and Interpretation Analysis:

Analysis:

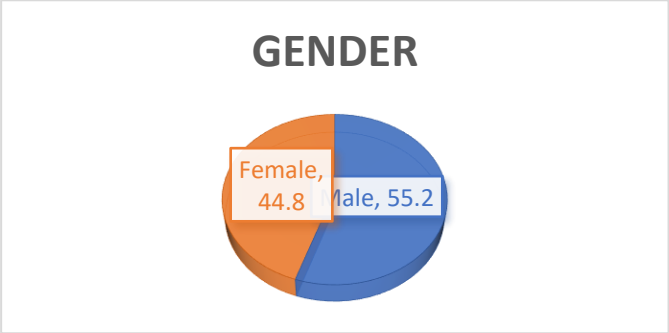
Analysis is the process of breaking a complex topic or substance into smaller parts in order to gain a better understanding of it.

Interpretation:

Interpretation is the act of explaining, reframing, or otherwise showing your own understanding of something.

Gender of the respondents

Gender	Frequency	Percentage
Male	80	55.2
Female	65	44.8
Total	145	100

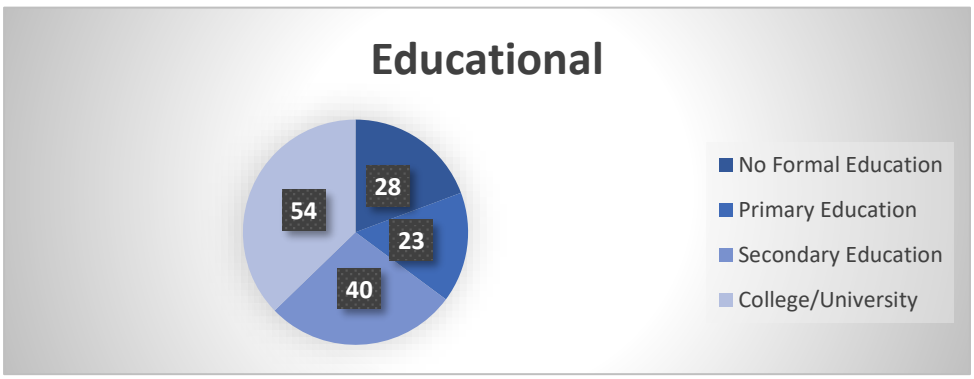


Analysis:

From the survey it was found that amongst 145 respondents 55% are male and 45% are female.

Education of the respondents

Educational	Frequency	Percentage
NoFormal Education	28	19.31
Primary Education	23	15.86
Secondary Education	40	27.59
College/University	54	37.24
Total	145	100

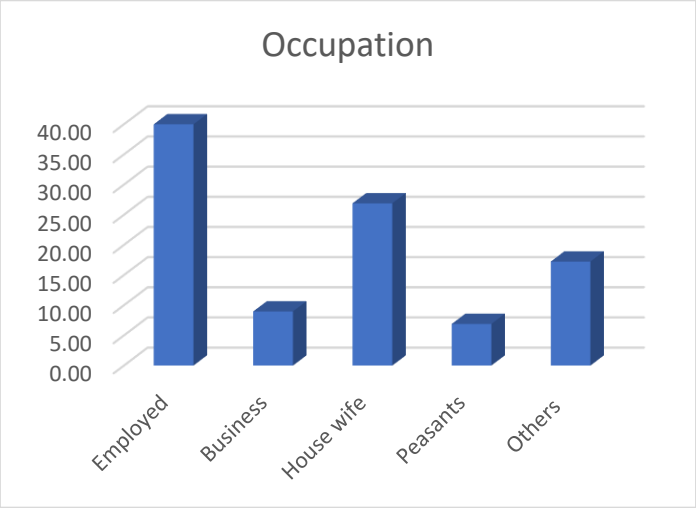


Analysis:

From the survey it was found that amongst 145 respondents 19.31% of the people are not having any formal education, 15.86% are in primary completed stage, 27.59% have completed secondary education and 37.24% are with an education college/university.

Occupation of the respondents

Occupation	Frequency	Percentage
Employed	58	40.00
Business	13	8.97
House wife	39	26.90
Peasants	10	6.90
Others	25	17.24
Total	145	100



Analysis:

From the survey it was found that amongst 145 respondents 40% are employed, 8.97% are doing business, 26.90% are housewife, 6.90% are peasants and 17.24% are doing other works.

Percentage of household food items of your family brought by you.

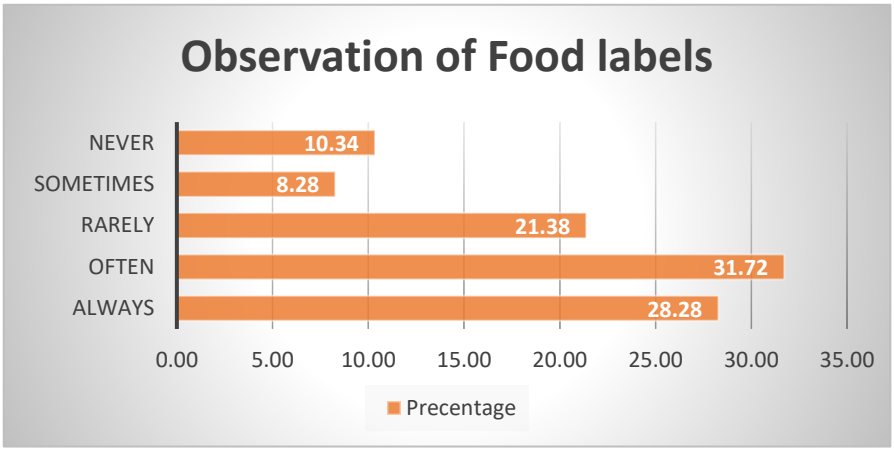
Food shopping for the Household	Frequency	Percentage
All	33	22.76
Most	81	55.86
Little	22	15.17
None	9	6.21
Total	145	100

Analysis

From the survey it was found that amongst 145 respondents 22.76% of the people do all their food shopping for their households, 55.86% are mostly do their shopping, 15.17%will do a little shopping and 6.21% are not doing any shopping.

Frequency of observing the food labels

Observation of Food labels	**Frequency**	**Percentage**
Always	41	28.28
Often	46	31.72
Rarely	31	21.38
Sometimes	12	8.28
Never	15	10.34
Total	**145**	**100**



Analysis:

From the survey it was found that amongst 145 respondents 28.28% of the people always buy the food products after reading the labels on packages, 31.72% will read often, 21.38% will read rarely, 8.28% will read sometimes and 10.34% of the people don't read the labels on packages.

Understanding ability of the food label

Understanding Ability	Frequency	Percentage
Very Easy	22	15.17
Somewhat Easy	62	42.76
Very Hard	24	16.55
Somewhat Hard	37	25.52
Total	145	100

Analysis:

From the survey it was found that amongst 145 respondents 15.17% of the people think it is very easy to understand the labels on packages, 42.76% think somewhat easy, 16.55%think it is very hard, 25.22% think somewhat hard.

The amount of information on Food labels

Analysis:

From the survey it was found that amongst 145 respondents 31.03% of the people feel amount of information on labels are too much, 45.52% feel that's the right amount, 9.66% think it is not enough and 13.79% people don't have any opinion.

The amount of information on Food labels	**Frequency**	**Percentage**
Too Much	45	31.03
Right amount	66	45.52
No Enough	14	9.66
No Opinion	20	13.79
Total	**145**	**100**

Influence of food label on your buying decision.

Influence of food label	**Frequency**	**Percentage**
A great deal of influence	38	26.21
A fair amount of influence	44	30.34
Some influence	9	6.21
Few influence	21	14.48
No influence	33	22.76
Total	**145**	**100**

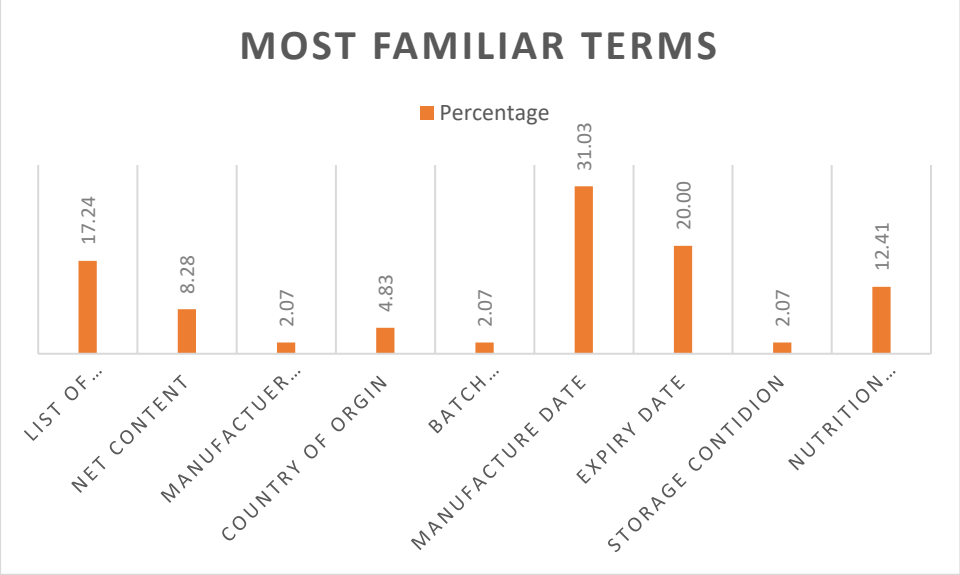
Analysis:

From the survey it was found that amongst 145 respondents 26.21% people have a great deal of influence when buying, 30.34% are having a fair amount of influence, 6.21% have some influence, 14.48% have a little influence and 22.76% have no influence in it.

Most familiar terms on pre-packaged food labels

Most familiar terms	**Frequency**	**Percentage**
list of ingredients	25	17.24
net content	12	8.28

manufacture details	3	2.07
country of Origin	7	4.83
batch Identification	3	2.07
manufacture date	45	31.03
expiry date	29	20.00
Storage Condition	3	2.07
Nutrition Information	18	12.41
Total	**145**	**100**

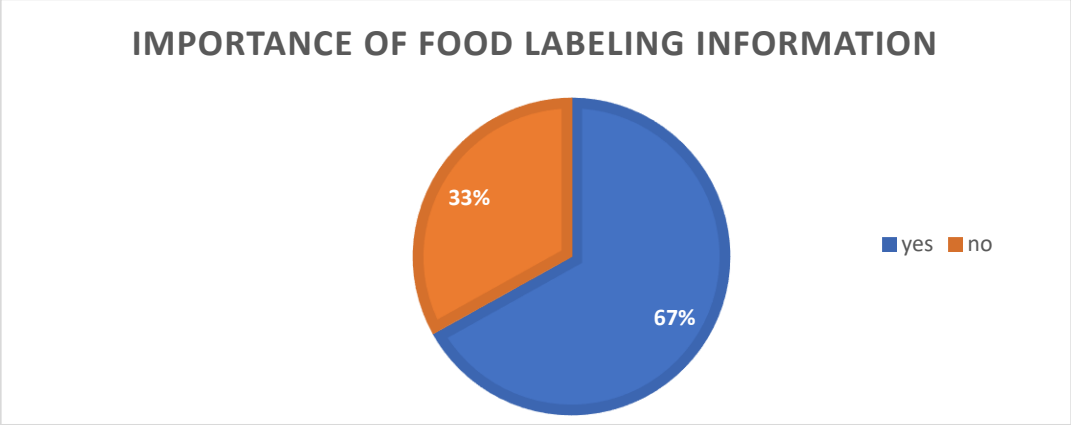


Analysis:

From the survey it was found that amongst 145 respondents' majority of the people look at the food label for knowing the manufacture date and expiry date followed by list of ingredients, nutrition, net content, country of origin, manufacture details, batch information and storage conditions.

Importance of food labelling information.

Importance of food label	**Frequency**	**Percentage**
yes	97	66.90
no	48	33.10
Total	**145**	**100**



Analysis:

From the survey it was found that amongst 145 respondents 67% say yes to the importance of food labelling and 33% say no.

Reasons for reading nutrition information on food packages.

Reason for Reading	Frequency	Percentage
Product Comparison	69	47.59
Curiosity	6	4.14
Nutrition Advice	28	19.31
Family members Habit	13	8.97
Special Dietary needs	29	20.00
total	**145**	**100**

Analysis:

From the survey it was found that amongst 145 respondents 47.59% read the nutrition information on packages for percent product comparisons, 4.14% due to curiosity, 19.31% for advice from nutrition counselling, 8.97% as a family member habits, 20% as special dietary needs.

Discussion

Overall, these studies reveal that use of food labels among the general public is generally high Male are using food labels significantly more often than women in the study. It also depicts that majority respondents are educated and among them most of them have completed college / university. It has been documented different levels of income and socio-economic status of the respondents. Most of them are employed and also states that they will read the details before buying food items for household purposes so that they can give the best product to their families. From the survey it was found that amongst 145 respondents 31.72% of the people will read the food labels often buy the food products after reading the labels on packages, 28.28% will read always, 21.38% will read rarely, 8.28% will read sometimes and 10.34% of the people don't read the labels on packages. It concludes that respondents are aware about food labels.

From the survey it was found that 42.76% think somewhat easy to understand the labels on packages, 15.17% of the people think it is very easy to understand the labels on packages, 42.76% think somewhat easy, 16.55%think it is very hard, 25.22% think somewhat hard. 45.52% feel that the right amount of information is given and 31.03% of the people feel amount of information on labels are too much, 9.66% think it is not enough and 13.79% people don't have any opinion. The results show more simple and precise food label will be easy for the

buyer to read. It was found that 26.21% people have a great deal of influence when buying, 30.34% are having a fair amount of influence, 6.21% have some influence, 14.48% have a little influence and 22.76% have no influence in it. Thus, we can conclude that food label plays a few roles in buying and it has to be increased.

Majority of the people look at the food label for knowing the manufacture date and expiry date followed by list of ingredients, nutrition, net content, country of origin, manufacture details, batch information and storage conditions. From the survey it was found that majority of people say food label is important. From the survey it was depicts 47.59% read the nutrition information on packages for percent product comparisons, 4.14% due to curiosity, 19.31% for advice from nutrition counselling, 8.97% as a family member habits, 20% as special dietary needs.

Conclusion:

Food labels on pre-packaged foods are a cost-effective population level intervention with unparalleled reach. However, governments have to explore new formats and different types of information so that people can understand easily the content and to ensure that nutrition information is accessible. Food environment should be changed to control the rising health and economic burden from obesity and diabetics. There is an immediate action should be done for displaying nutrition information on all food items specially on pre-packed food items and food outlets so that it would lead to increase the impact of food labelling regulations and harmonizing nutrient information across information channels.

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