

Influence of front-of-pack labels (FOPL) on consumer buying



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What is FoPL ?

Labeling which informs about brief nutritional contents and are placed on the front side of the pack are popularly called as Front of pack Labels. (FOPL).

Thus, the purpose of Front of Pack Labelling (**FoPL**) is to empower consumers to make healthier choices by providing information about the overall nutritional quality/warning about the nutrients of concern present in the food product, in a straightforward, easy, simple and clear manner.



FOPL implementation by FSSAI in India

As per FSSAI, Food Safety and Standards (Labelling & Display) Regulations, 2020 and Amendment Regulations, 2022 it adopted the Front-of-pack nutrition labelling (FOPNL) Indian Nutrition Rating (INR) system.

The Indian Nutrition Rating or INR is to be calculated on the basis of contribution of energy, saturated fat, total sugar, sodium and the positive nutrients per 100 gm of solid food or 100 ml of liquid food.

Source: https://www.fssai.gov.in/upload/uploadfiles/files/Draft_Notification_HFSS_20_09_2022.pdf



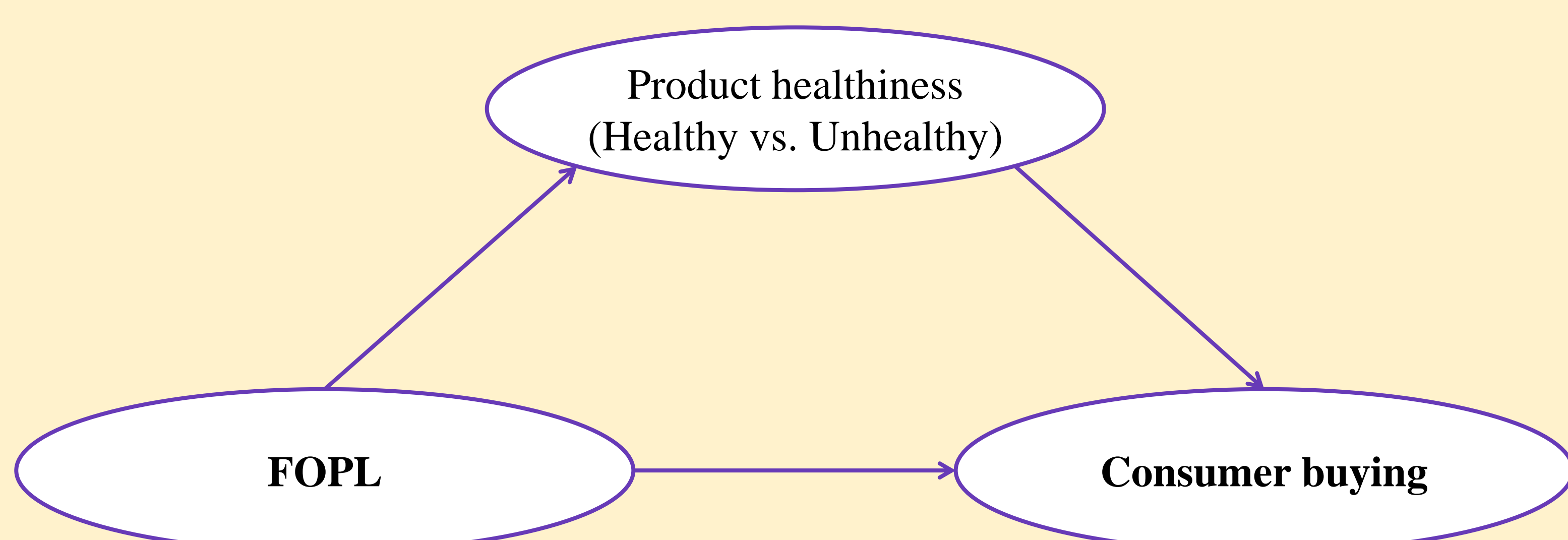
Objective

Influence of **front-of-pack labels** on consumer buying?

FOPL and Consumer purchase decision

- **Nutrition labels** shows **positive effects** in consumers preferences for making purchase decision this is due to the shift for a healthy life style (Kumar & Kapoor, 2017). One of the **nutritional labelling format is Front-of-pack labels**, which helps consumer in making healthy purchase decisions of food products (Ikonen, 2019).
- FOPL makes it **easier** for consumers to view the nutrition facts, thus helping consumers to make health-conscious purchase decisions. FOPL is an **approach to guide** consumers selections for healthier food options and it also **provides** manufacturers to present the nutritional composition (Pettigrew & Julia, 2019). FOPL acts as an **information source** for consumers in deciding on healthiness of the product purchased for consumption (Pacheco-miranda et al., 2019).
- FOPL displayed on the front panel of the product packaging provides consumers with **eye catching view** for the nutrition information in **easy to understand** presentation mode (Kim & Kim, 2009). FOPL **informs** in totality about food product nutrition contents and displayed on **both** healthy and unhealthy foods (Muller & Ruffieux, 2020).
- While **shopping**, consumers makes purchases based on value, **packaging visibility** and food habits (Oswald et al., 2022). Consumers tend to decide on **purchase decision** for packaged food based on **information given in its nutritional labels** (Mauludyani et al., 2021).
- FOPL part of packaging affects the consumer product attitude, which leads to purchase decisions.

The Model



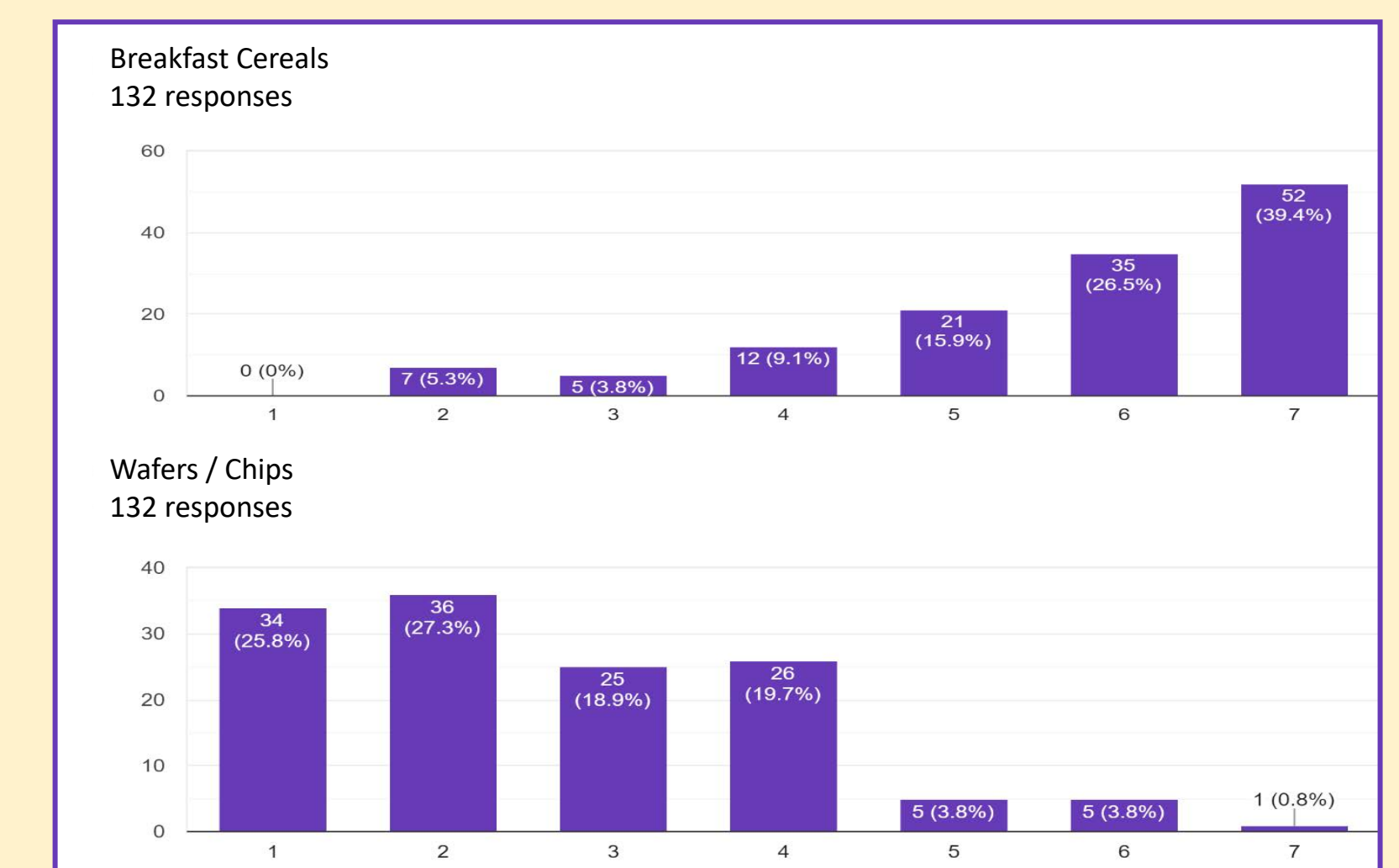
Study I: Product Healthiness for food products

To understand the perceived healthiness among consumers, we selected 7 food products based on LR so far reviewed and tested them on 7-point Likert scale of healthiness.

Products taken in study Healthiness Perception:

- Pizza
- Juices
- Cakes
- Biscuits
- Yogurts
- Breakfast Cereals
- Wafers / Chips

132 responses were collected through online survey



Study I: Results

Less healthy product



Wafers/Chips

Healthy product



Breakfast Cereals

Study II: influence of Front-of-pack labels

Unhealthy product: wafers

Dummy Pack: with Health star rating of 3 on front of pack

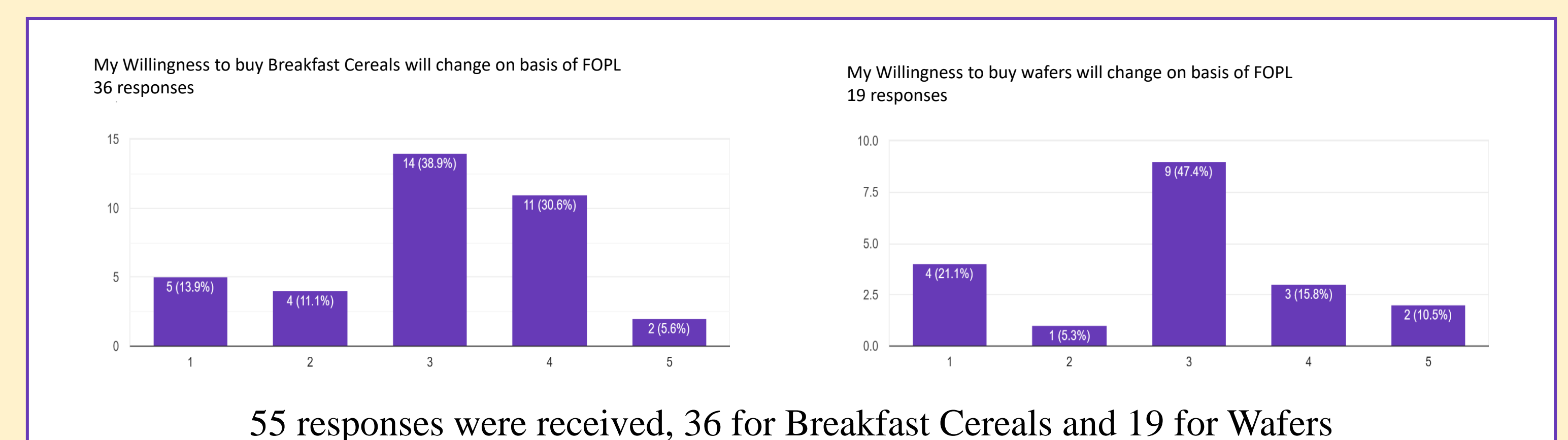


Healthy product: Cereals

Dummy pack: with Health star rating of 5 on front of pack



To understand the influence of FOPL among consumers, we showed in questionnaire dummy packs of Breakfast Cereal and Wafers and asked them on 5-point Likert scale regarding influence of FOPL on buying decision.



55 responses were received, 36 for Breakfast Cereals and 19 for Wafers

Study II: Results

- In case of Wafers 9 out of 19 respondents say that their will be no change in their willingness to buy the product with presence of FOPL
- In case of Breakfast Cereals 14 buy (38%) out of 36 respondents say that their will be no change in their willingness to the product, were as 11 (30%) respondents say that they slightly agree to that FOPL presence will influence their willingness to buy the product.
- On the basis of the Study II no clear influence of FOPL is seen on buying intentions of a consumer.

Conclusion

- Based on the study II results, it can be concluded that for purchasing healthy food products, consumers do consider presence of FOPL in decision making, but that is not the case with purchasing of less healthy food products.
- FOPL presence is noticed by the consumer, so if more focus is given to the system it will bring change in consumer attitude, which will lead to purchase decisions.
- Awareness for FOPL system is to be created amongst the consumers.