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A STUDY ON IMPACT OF DIGITAL MARKETING ON THE USAGE OF NUTRITION LABEL ON FOOD PRODUCTS WITH REFERENCE TO BANGALORE NORTH

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ABSTRACT

Indian consumers are in the process of changing their consumer behavior especially with respect to food items. The thrust from incumbent government on J.A.M (JanDhan – Aadhaar- Mobile) has turned out to be a significant milestone in pushing the common man into the digital era. Not surprisingly more and more transactions are taking place online & through mobile devices. Organizations are spending millions of dollars in marketing research in order to keep a constant connect with the customer to serve his personalized wants as well as to find new customer quickly. Digital marketing, for a food manufacturer, can offer an ideal medium for effective messaging of nutrition information and thus differentiate the product more effectively to win a higher market share. The purpose of this study is to survey respondents living in Bangalore North on random basis to understand overall perception of nutrition level and whether digitization has made any difference to the way they perceive / expect nutritional information messaging and their purchase decision making process

KEYWORDS

digital marketing, nutrition, consumers, food label.

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INTRODUCTION

Food industries are developing day to day within the increasing period of the population to complete the public needs consumed by the world population. Consumer demand for healthy and nutritional food is the major motive for this growth. As we are living in the digital age, it has opened platform for food products too.

Online food products shopping is a relatively new environment that is rapidly growing in popularity. Compared to traditional supermarkets, online environments present consumers with different challenges and opportunities. For example, in a supermarket a consumer has to walk to the correct aisle in order to find a product, whereas an online environment allows consumers to find products in a number of different ways, such as entering a search term, navigating through categories of products, or browsing special offer pages. Having found a product, consumers using an online system can access a large and varied amount of information, some of which is available in an offline environment (e.g., lists of ingredients, price), but some of which is not (e.g., which two products are often purchased together). Even when the nature of the information provided in offline and online environments are similar; it is often presented in a different format. For example, to examine the ingredients that a product contains, consumers using an online system may need to click on an "extra information" tab, instead of looking at, for example, the back of the package. Given the increase in online shopping, it is important to understand what information consumers consider when shopping for groceries online, and how they go about finding it in this new environment.

Once consumers using an online grocery website have identified relevant products, they then need to decide which products to buy. Online environments provide various types of information about products. Typically, consumers first see a list of products that contains a small image of the product, its title, along with its price and whether it is currently on offer (i.e., discounted or part of a special promotion). Further information about the product, such as its ingredients or allergy information, is often available on a separate page that can be accessed by clicking on the image of the product or its title. Much of this information is part of compulsory labeling systems that have been introduced in an attempt to promote public health as well as awareness of environmental and social issues (e.g., animal welfare, fair-trade, country of origin). Studies of information seeking in traditional supermarket environments typically report relatively high levels of (self-reported) label usage. Few consumers use detailed information about products to guide their choices (at least some of the time), most consumers purchase products after simply looking at the front of the package.

Food Labeling serves as a primary link of communication between the manufacturer or packer of food on the one hand and distributor, seller, and user or consumer on the other hand. By way of labeling the manufacturer introduces his product to his distributor or seller and to the target consumer or user of his product by providing all the information regarding his product on the label. The manufacturer can impress the consumer or its target user that it is the product of his choice, which suits him/her according to his/her needs. Thereby, the correct and required labeling undoubtedly promotes the sale of his product.

Nutrition label use may lead to better food choices, in turn, may yield a more nutritious diet and reduce risk of chronic diseases so as to health care costs. Additionally, in order to maintain healthy body weight was the only belief associated with use of nutrition information labels. What's more, display formats of nutrition information labels have an important impact on customer decisions.

REVIEW OF LITERATURE

According to Katarzyna et al. (2010), the nutritional label is one of the important source of information on the food package. Anderson et al. (2010) mentioned that the nutritional label comprises of the information regarding the nutritional goodness of the respective food product. Hieke and Taylor (2012) argued that the nutritional labels could be placed on either front of the food package or at the rear of the packaged food product. The food labels have a utility from various points of views (Susannah, 2011)

Nutritional labels serve as a quality guarantees tool for promotion of healthy eating habits among consumers. From the standpoint of consumers, the nutritional label reduces the risk perceptions regarding the product and act as a vital promotional cue. From the view of retailer, this label is a source of providing necessary information regarding the nutritional goodness of the food. Finally, from the marketers' angle, the nutritional label is major food packaging cue which results in creating perceptions regarding the quality of the product. Nutritional labels are widely acknowledged to communicate sophisticated product information and are perceived to influence the consumer choice (Susannah, 2011)

The knowledge of the consumer regarding the nutritional labels on the food packages makes it convenient for the consumer to choose the product among variety of different products (Krishna, 2015)

The research conducted by Miller (2014) reported that the respondents could identify the nutritional fact panel accurately however they could not calculate the daily intake value and could not understand the numerical calculations

OBJECTIVES OF THE STUDY

1. To know the type of information that the consumers seek from food label.
2. To identify the specific nutrients that consumer seek from food label.
3. To assess the impact of online marketing on the usage of nutritional label.

RESEARCH METHODOLOGY

For the purpose of research, information was collected through a well-structured questionnaire. Survey was conducted in four location of Bangalore north. A total of 100 respondent were responded.

LIMITATIONS

1. The study was restricted to Bangalore north with 120 respondents.
2. Only e-shoppers are included in the present study.

DATA ANALYSIS AND INTERPRETATION

TABLE 1

BASIS	CATEGORY OF RESPONDENT	NUMBER OF RESPONDENTS	PERCENTAGE
Gender	Male	52	43.33
	Female	68	56.67
	Total	120	100
Age	15-25	38	31.66
	25-35	40	33.33
	35-45	31	25.83
	45 and above	11	9.17
	Total	120	100
Marital status	Married	78	65
	Unmarried	42	35
	Total	120	
Educational qualification	Below SSLC	9	7.5
	PUC	32	26.67
	Degree	44	36.67
	Post graduate	35	29.16
	Any other specified	0	0
	Total	120	
Occupation	Own business	24	20
	Govt/private employee	31	25.83
	Pensioner	9	7.5
	Unemployed	56	46.67
	Total	120	
Family Income	Below 200000	6	5
	200000-400000	29	24.17
	400000-600000	54	45
	600000 and above	31	25.83
	Total	120	

FOOD LABEL READING FREQUENCY

An analysis of food label reading frequency revealed that 100% of the respondents read food label every time they purchase food products. This shows that respondents perceived food labeling as a very important information.

TABLE 2: TYPE OF INFORMATION SEEKING FROM FOOD LABEL WHEN CONSUMER BUY ONLINE

Attributes	Always	Sometimes	Rarely	Never
Nutritional information	10%	22%	11%	57%
Brand	63%	24%	13%	0%
Price	77%	16%	7%	0%
Weight	18%	23%	53%	6%
Date	6%	10%	41%	43%
Additives/ artificial color	0%	0%	3%	97%
List of ingredients	0%	16%	27%	58%
Environmental information	0%	0%	0%	100%

The result of the study indicates that majority of the respondent give importance to Price and Brand while buying the products online. 57% of the respondent rarely see the nutritional information in the food label. This data proves that consumers requires continues educational campaign to understand the importance of nutritional information.

NUTRITION LABEL READING FREQUENCY

Result showed that 73% of the respondent don't read nutrition label when they buy online

TABLE 3: SPECIFIC INFORMATION SEEKING FROM THE NUTRITION LABEL

Particulars	Always	Sometimes	Rarely	Never
Fat	41%	34%	19%	6%
Calories	38%	38%	16%	8%
Cholesterol	28%	44%	13%	16%
Protein	28%	25%	22%	25%
Iron	22%	28%	28%	22%
Fiber	6%	13%	16%	66%
Carbohydrates	13%	9%	9%	70%
Sodium	12%	3%	0%	85%

It is evident from the above table that majority of the respondent seek fat and cholesterol from the food label. The parameter like protein, iron, fiber, carbohydrates and sodium are ignored to the great extent.

TABLE 4: REASON FOR NOT READING NUTRITIONAL LABEL

Attributes	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Lack of knowledge	56%	24%	10%	8%	2%
Usage of Small font size	24%	27%	28%	12%	9%
Lack of trust on nutritional label	21%	26%	14%	16%	23%
Brand loyalty	67%	13%	16%	3%	1%
Ignorance	70%	17%	10%	3%	0%

From the above table it is clear that people have ignorance attitude towards reading nutritional label. People are loyal to a particular brand when they buy food products online. Deliberate usage of small font size is a reason for the consumer's not reading nutritional label.

TABLE 5: READING FREQUENCY BETWEEN AGE GROUP & NUTRITIONAL LABEL

	15-25	25-35	35-45	45 & above
Fat	9	12	1	10
Calories	19	2	8	4
Cholesterol	9	11	8	4
Protein	14	6	8	4
Iron	8	17	5	2
Fiber	0	2	8	22
Carbohydrates	0	7	14	8
Sodium	0	0	18	14

Fat and calorie consciousness are equally distributed between the age group of 15-35. But the overall study shows that people with the age group of above 35 read nutrition label in their purchasing decision.

FINDINGS

1. In our study 56.67% of the respondents are female
2. Majority of the respondents fall under the age group of 35-45
3. According to the study Usage of online shopping for food products are more among house wives & students and working class of people.
4. The frequency of online food products shopping is more among those who have their family income between 400,000 to 600,000
5. From the study it is clear that 100% of the respondent read food label when they buy food product online but they are more focused on price & brand.
6. The study shows that only 27% of the respondents read nutritional label when they buy food products online. Out of 27% majority of the respondent focus only on fat & calories.
7. Lack of knowledge, brand loyalty & ignorance are the major reasons for not reading nutritional label
8. The study shows that people with the age group of above 35 read nutritional label.
9. The study indicates that people are able to interpret the information on food label but not on nutritional table.

SUGGESTIONS

- Online customization of nutritional label.
- Nutrition information should be displayed more intuitive, such as presented in graph.
- Provide explanations & instructions of nutrition information for each ingredients as well as suitable and unsuitable types of ingredients within the mixture.
- Provide online customer support, especially online nutritionist guidance & support.
- To increase customer satisfaction & attract them, provide nutrition knowledge education & guidance for consumer prior to shopping, but in the shopping process allow consumers to choose whether to use nutrition information freely, so as to reduce the negative impact of nutrition information labels in the maximum extent.

CONCLUSION

Consumers seek further simplification of food label. The knowledge that they use food label during buying can be used effectively as a branding strategy to induce purchase. However the food processing industry must be aware that the consumers are no longer naïve & tactics like writing 'No Fat' on food label will not succeed for long. The concept of nutrition label can be effective if it is combined with information campaign to educate consumers.

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