

A Case Study On Labeling Regulations Of Pre Packaged Food Product (Biscuits)

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Abstract

After a case study on labeling regulations in India it was observed that most of the companies are aware of FSSAI regulation and are maintaining the Acid Insoluble Ash and Acidity of Extracted Fat Level in their Products like Britannia has 0.026% and 0.73%, Sunfeast has 0.029% and 1.062%, Parle has 0.027% and 0.77% of acid insoluble ash and acidity of extracted fat. From the survey it was shown that most of the customers are not aware of the mandatory and voluntary labeling. For the awareness of consumers the companies also provide some voluntary details on their products like USFDA norms, HACCP certified, FSSAI license number etc. This project is an investigation of the nutritional value of biscuits in the Indian market as claimed on the packaging material and it is also a study on the effect of packaging on consumer's buying behavior. A questionnaire was set containing appropriate questions and survey was made on 100 consumers belonging to different categories.

Keywords: Food labeling, Consumer's awareness, Nutritional claim, Pre-packaged food

1. Introduction

In their broadest and most conventional application, food labelling policies have a dual purpose: to protect consumers and to ensure fair marketing. To facilitate the development and use of food labelling, more understanding of good labelling practices is needed among governments, industry, civil society organizations and consumers. A color used on packaging greatly impacts the perception of the consumer. Shoppers judge the product

attributes by the color on its packaging. (Delabyet al., 1999). Prepackaged food shall not be described or presented on any label or in any labelling in a manner that is false, misleading or deceptive or is likely to create an erroneous impression regarding its character in any respect; Prepackaged food shall not be described or presented on any label or in any labelling by words, pictorial or other devices which refer to or are suggestive either directly or indirectly, of any other product with which such food might be confused, or in such a manner as to lead the purchaser or consumer to suppose that the food is connected with such other product. Even at the point of purchase it is packaging that influences the buying decision and dominates a product over its competitors. Packaging creates a positive perception on the consumers and can even result in brand switching in case of children. (Louw et al., 2007). "Nutrition claim means any representation which states, suggests or implies that a food has particular nutritional properties which are not limited to the energy value but include protein, fat carbohydrates, vitamins and minerals". Some of the authorized nutrition claims are "free of fat/ saturated fat/cholesterol/sodium/salt/sugars and calories", "very Low in sodium", "high or good source of calcium", etc. (Food Safety and Standards regulations, 2011).

The present study was undertaken with the objectives to investigate the claims regarding nutritional composition of packed food products (Biscuits), to perform a survey on mandatory and voluntary labeling on food product and to study the effect of packaging requirements on consumer's behavior.

2. Methodology

Glucose biscuits of leading manufacturing companies in India i.e Britannia, Sunfeast and Parle as samples. These products were analyzed for protein content, fat content, acid insoluble ash and acidity of extracted fat. The products were also analyzed for their adherence to mandatory and voluntary requirement for labelling set by FSSAI regulation. The study was also undertaken to analyze the effect of packaging on buying behavior of the consumers. For this a survey was done in a group of 100 consumers belonging to different categories.

Initially review of literature was collected regarding earlier study based on labeling regulation of packaging materials. In the next step a case study was performed on biscuits available in the market of various brand regarding packaging and labeling regulation, further a study was also conducted on consumer behavior to know about the degree of the awareness. Cross verification of collected data with FSSAI regulation was done. Finally, a guideline was suggested for companies, people, organization, NGOs and society from urban and rural areas.

3. Results and Discussion

3.1 Fat content of various brands

According to claims made by biscuit of various brands like Britannia, Sunfeast, Parle are 13g per 100g, 12.1g per 100g, and 12.5g per 100g respectively and as per analysis fat content of nutritional information of various brands like Britannia, Sunfeast, Parle are 11.2g per 100g, 11.4g per 100g, 10.2g per 100g respectively. So it can be concluded that there were differences in FSSAI standard and analyzed value of nutritional value of the samples.

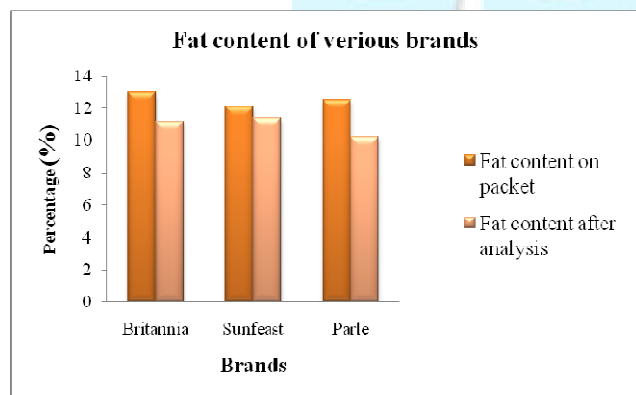


Fig 3.1 Fat content of various brands

3.2 Protein content of various brands

According to claims made by biscuit of various brands like Britannia, Sunfeast, Parle are 7g per 100g , 8.7g per 100g, and 6.5g per 100 g respectively and as per analysis protein content of various brands like Britannia, Sunfeast, Parle were 6.8g per 100g, 8.1g per 100g, 5.9g per 100g respectively. So it can be concluded that there was the differences in FSSAI standard nutritional information and analysis.

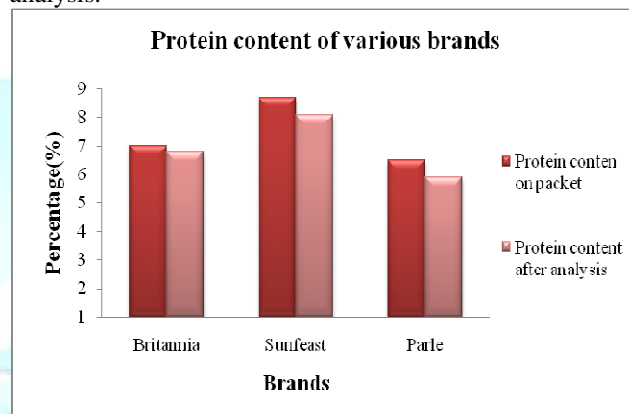


Fig 3.2 Protein content of various brands

3.3 Acid insoluble ash

From the Graph it is seen that most of the Company are aware of FSSAI Regulation And are maintaining the Acid Insoluble Ash Level in their Respective Products. According to FSSAI it is a standard test and it is important for companies because without test the product cannot be dispatch into the market.

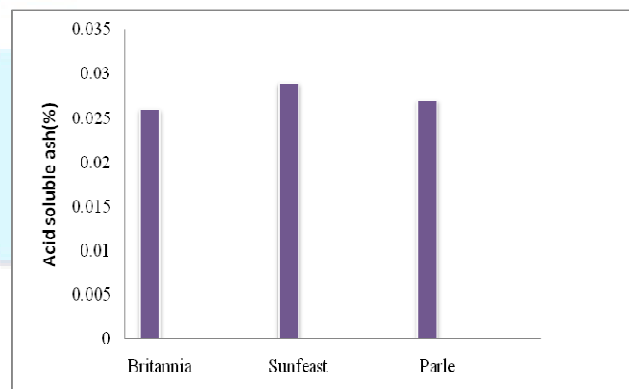


Fig 3.3 Acid insoluble ash

3.4 Acidity of extracted fat

From the Graph it is seen that most of the Company are aware of FSSAI Regulation And are maintaining the Acidity of Extracted Fat in their Respective Products. According to FSSAI it is a standard test and it is important

for companies because without test the product cannot be dispatched into the market.

Table 3.5 Comparing between voluntary labeling of different brands

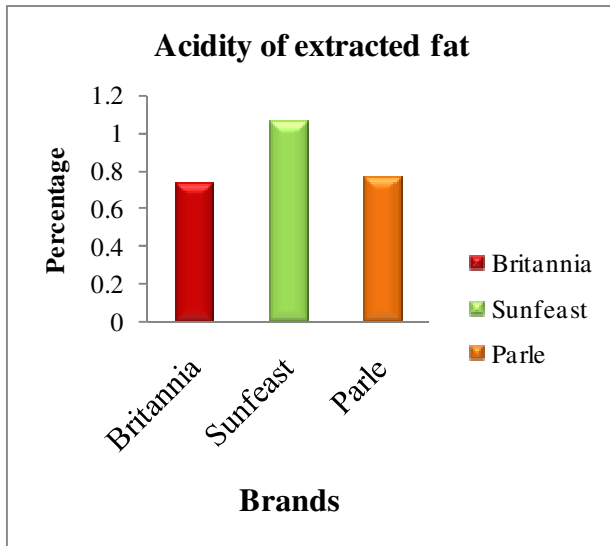


Fig 3.4 Acidity of extracted fat

3.5 According to Food Safety and Standards

(Packaging and Labeling) Regulation:-

Mandatory Information

- Name of the food
- List of ingredients
- Nutritional information
- Vegetarian or non vegetarian symbol
- Name & complete address of the manufacturer
- Net quantity
- Batch number
- Date of manufacture or packing
- Best before & use by date
- Instruction for use

The Companies are strictly following the mandatory rules of FSSAI on their products.

Brands	Voluntary Information
Britannia	For the awareness of consumers they are also providing some voluntary details on their products like zero trans fat, USFDA norms and contact us.
Parle	For the awareness of consumers they are also providing some voluntary details on their products like FSSAI act, free gift item.
Sunfeast	For the awareness of consumers they are also providing some voluntary details on their products like extra weight, promotion of ITC.
McVities	For the awareness of consumers they are also providing some voluntary details on their products like HACCP certified, FSSAI license no.

3.6 Awareness of various brands of biscuits

Fig 3.6 reported that 100% consumers are aware about the Britannia and Parle. 92% are aware about Sunfeast and few of them like 49%, 56%, 63% are aware about Mcvities, Anmol, Priyagold. Most of the consumers are aware of Britannia, Parle and Sunfeast while few of them know about Mcvities, Anmol, Priyagold.

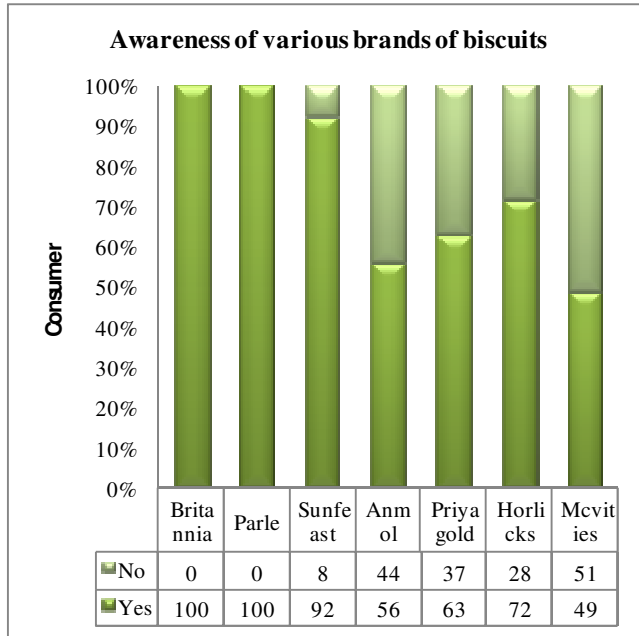


Fig 3.6 Awareness of various brands of biscuits

3.7 Brand of biscuits consumed by the people currently

Fig 3.7 reported that consumption of Britannia Burborn was 85%, Dark fantasy 78%, Parle-G 75% while Horlicks consumed 25% and 38% of Dream lite were consumed. So it can be concluded that maximum consumed biscuit was Britannia Burborn and minimum biscuit consumed was Horlicks. Most of the consumers prefer Britannia Burborn, Dark fantasy, Parle – G as their first preference than Horlicks, Dream lite because of their quality, price and taste.

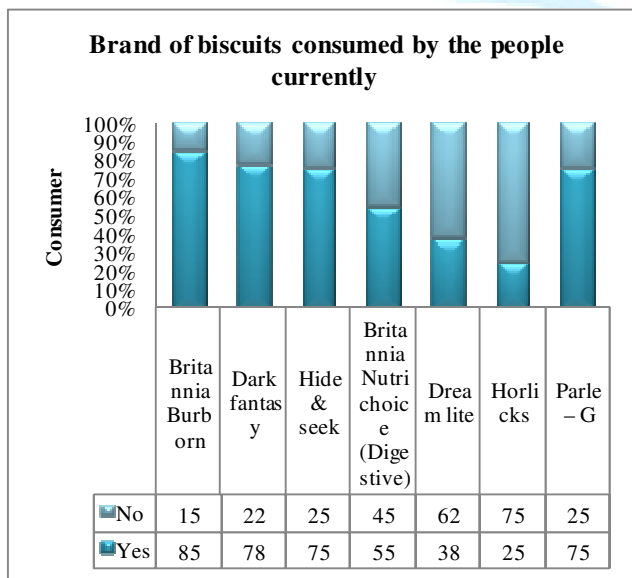


Fig 3.7 Brand of biscuits consumed by the people currently

3.8 The brands based on price

Most of the consumers feel that the price is reasonable and affordable.

Table 3.8 The brands based on price

S.NO	BRAND	HIGH PRICE	MEDIUM PRICE	LOW PRICE	AVERAGE PRICE
1.	Britannia		☐		
2.	Parle		☐		
3.	Sunfeast		☐		
4.	Anmol			☐	
5.	Priya gold				☐
6.	Horlicks				☐
7.	Mcvities		☐		

3.9 Effect of parameters on consumer's behavior

Results clearly indicates that there is a strong association of packaging as more than 70% consumers stated that they believe on packaging to facilitate their decision-making process at the POP (point of Purchase). (Wells et al., 2007). Brand of the food product plays the most important role with 65% consumers admitting that this is the most important attribute. Taste and price of the food product are other attributes in order of importance assigned by the consumers. Net quantity and Labelling regulation of such products are the least important reasons for buying them. The reason for buying Biscuits is mostly for its Taste, Quality, Brand, Attractive packaging and Offer while few of them prefer because of their cheap prices. Packaging also plays an important role in influencing the buying behavior of the consumers as shown in fig 3.9. These findings are in accordance with the findings of Bone, 2001.

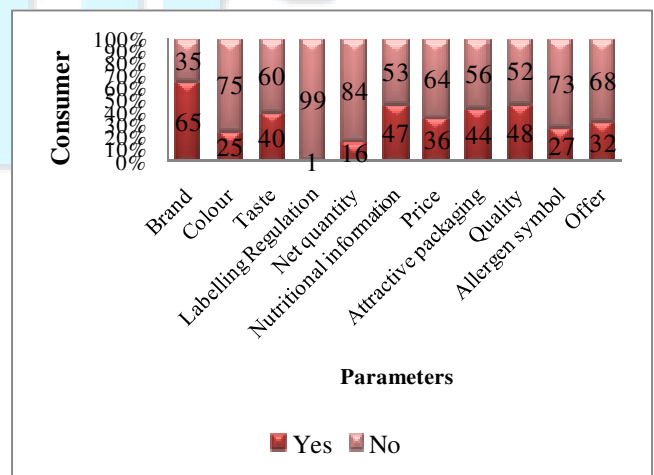


Fig 3.9 Effect of parameters on consumer's behavior

4. Conclusions

From the investigation study (survey), it can be concluded that most of the customers are not aware about the mandatory and voluntary labeling. In spite of that the company strictly follow the mandatory rules of FSSAI and for the awareness of consumers they also provide some voluntary details like USFDA norms, HACCP certified, FSSAI license no. Sunfeast, Britannia and Parle is the most popular amongst its users, so to be on top of mind of the customers, the company need to do something outstanding every time.

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