iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 13 **Issue:** IV **Month of publication:** April 2025

DOI: https://doi.org/10.22214/ijraset.2025.68210

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue IV Apr 2025- Available at www.ijraset.com

Awareness of Nutritional Products Labelling and its Impact on Consumer Behaviorin Coimbatore City

Mr. R. Suresh[1], Mr.Nitheeshkumar[2]
[1]*Department of Computer Science,* [2]*Department of (corporate secretaryship with Computer Application),Dr.N.G.P Arts and Science College Coimbatore - 48*

Abstract: ***In urban areas such as Coimbatore, awareness of nutritional product labeling is vital in influencing consumer behavior. This research investigates how well consumers comprehend and use nutritional labels in their buying choices. As health consciousness rises, labels serve as a guide for consumers to select healthier choices by offering crucial details about ingredients, calories, and nutritional values. Nonetheless, elements like literacy, the intricacy of labels, and the influence of marketing can affect how effective these labels are. This research investigates how consumers perceive nutrition information, their preferences, and the difficulties they encounter when interpreting such information. Data gathered from consumers in Coimbatore underscore the impact of labels on buying behavior and decisions made with health in mind. It also evaluates how effective government regulations and awareness initiatives are in encouraging informed decision-making. Results indicate that improved label clarity and consumer education can make nutritional labeling more effective. Ultimately, enhanced awareness results in healthier consumption habits and a more knowledgeable consumer base. This research aids in comprehending the influence of nutritional labels on consumer behavior and the necessity for improved awareness strategies.***
Keywords: Nutritional labelling, Consumer behavior, Health consciousness, Buying decisions, Label comprehension

I. INTRODUCTION

In the bustling city of Coimbatore, where lifestyle choices are diverse and dynamic, an increasing awareness of health and well-being has taken center stage. One pivotal aspect that plays a crucial role in shaping consumer behaviour is the nutritional labelling on food products. As individuals become more conscious of their dietary choices, understanding the impact of nutritional labelling on consumer behaviour becomes imperative.

In recent years, there has been a paradigm shift in the way people perceive their dietary choices. With an increasing emphasis on personal health and well-being, individuals in Coimbatore are becoming more cognizant of the nutritional aspects of the food they consume. This heightened awareness has given rise to a demand for transparency in the food industry, leading to a surge in the popularity of nutritional labelling.

The impact of nutritional labelling on customer behaviour in Coimbatore is multifaceted. Consumers are now empowered to make informed choices that align with their health goals, dietary preferences, and lifestyle requirements. As a result, there is a growing inclination towards products that not only tantalize the taste buds but also meet specific nutritional criteria.

II. OBJECTIVES OF STUDY

1) To identify and assess the Level of Nutritional label Awareness.
2) To analyse the Influence on Purchasing Decisions.
3) To Identify the Relationship between Nutritional Labelling and Consumer Trust.

III. SCOPE OF THE STUDY

1) The study will focus on Coimbatore city and its immediate surroundings to provide insights into the nutritional awareness
2) The know the encompass an evaluation of various communication strategies used to convey nutritional information to consumers.
3) The aims to investigating the potential health implications of improved nutritional awareness, considering how informed dietary choices may contribute to reducing the prevalence of diet-related health issues in the community.

©IJRASET: All Rights are Reserved

IV. REVIEW OF LITERATURE

Monika K., Samsai T., Velavan C., Parimalarangan R., and Ramalingam G. S. (2025) This research focuses on consumer awareness and purchasing behavior regarding finger millet products in Coimbatore. The study highlights the growing interest in traditional and nutritious food items, emphasizing the role of nutritional labeling in influencing consumer choices. It suggests that enhancing label clarity and providing comprehensive nutritional information can positively impact consumer decisions toward healthier options.

Jain et al. (2024) assessed shoppers' knowledge, attitudes, and practices regarding food labels. Out of 226 participants, 72.12% were aware of packaged food labels, and 78.32% reported reading them. The most frequently checked information included the expiry date and maximum retail price, while nutritional content was less frequently considered. The study concluded that despite increased awareness of food labeling, a segment of shoppers remained unconcerned about nutritional information, with many believing that packaged foods positively impact health.

M., Sivakumar S. D., Parasuraman B., et al. (2023) This study explores consumer perceptions and purchasing behaviors concerning food products from Farmer Producer Organizations (FPOs) in Tamil Nadu. It highlights that quality and nutrient content are significant factors influencing consumer purchases. The research suggests that FPOs should target consumers with higher purchasing power who value quality and emphasizes the need for effective marketing strategies to attract both local and non-local customers.

Shireen et al. (2022) focused on the influence of food labels among Indian consumers. The study found that factors such as education, gender, income, and area of residence impacted the reading and purchasing behaviors related to food labels. The authors recommended mandatory food labeling requirements and proper education to enable consumers to make healthier food choices

V. STATEMENT OF THE PROBLEM

1) Limited Understanding of Nutritional Information
2) Inconsistencies in Labelling Standards
3) Varied Perception of Health and Nutrition
4) Impact on Consumer Purchasing Behaviour

VI. NEED FOR THE STUDY

This study is necessitated by the increasing significance of health-conscious consumption and the impact of nutritional labeling on consumer decision-making. As urban lifestyles in Coimbatore evolve at a fast pace, consumers find themselves increasingly confronted with a range of packaged food items. Nevertheless, the awareness and comprehension of nutritional labels are still inconsistent, resulting in purchases made without adequate information. The purpose of this research is to evaluate consumers' interpretation of these labels and their impact on purchasing behavior. Moreover, it investigates the difficulties encountered in effectively accessing and using nutritional information. By grasping these factors, policymakers and businesses can improve labeling strategies for more effective consumer education. The study aims to foster healthier consumption habits by raising awareness. In the end, the study will help enhance public health via knowledgeable food choices.

VII. LIMITATIONS OF THE STUDY

Starting on this study there are some limitations beyond this study which may interrupt the accuracy and knowledge of the whole work.

1) The study is conducted based on the responses collected from the respondents through structured questionnaire.
2) The reliability of the results of the study depends on the data were given by the respondents.
3) The sample contains only a limited number of Accountholders.
4) The area of my study is limited to Coimbatore District only.

VIII. RESEARCH METHODOLOGY

Research involves a methodical and scientific quest for knowledge and relevant information regarding a specific task. It entails the examination and evaluation of information to uncover new understandings in any domain. The term research methodology denotes the organized method employed to address research issues efficiently. To guarantee transparency and assessment, a researcher must give reasons for their methodological choices. For a research study to be successful, it is essential to adopt the appropriate methodology.

©IJRASET: All Rights are Reserved

A. Source Of Data

1) Primary Data

Primary data is a type of data that is collected by researchers directly from main sources through surveys. Primary data are usually collected from the source where the data originally originates from and are regarded as the best kind of data in research.

2) Secondary Data

Secondary data is research data that has previously been gathered and can be accessed by researchers. The term contrasts with primary data, which is data collected directly from its source.

B. Data Collection

This Study was based on primary data, which was collected through structured questionnaire from customer from Coimbatore city.

C. Area Of Study

The focus of this research is Coimbatore City, an urban center that is growing quickly and has a varied consumer base. This study investigates how well residents, including different demographic groups, are aware of and understand nutritional product labeling. It examines the impact of labeling on buying choices, eating patterns, and health-aware actions. The study also considers factors such as education, income levels, and exposure to health awareness campaigns. To evaluate how consumers interact with labeled products, data is gathered from supermarkets, grocery stores, and online shopping platforms. By analyzing these aspects, the study aims to provide insights into improving nutritional awareness and promoting healthier choices in Coimbatore.

D. Sampling Technique

Convenience sampling technique is used here. When population elements are selected for inclusion in the sample based on the case of access, if can be called as convenience sampling.

E. Sample Size

The respondents are selected based on Convenience sampling technique. 250 respondents are taken as sampling data.

IX. RESEARCH FINDINGS

SIMPLE PERCENTAGE ANALYSIS

INTERROGATIONS	RESPONSE	FREQUENCY	PERCENTAGE
Gender	Male	147	59%
	Female	103	41 %
	Total	250	100 %
Age Group	Below 30 years	53	21%
	31 – 40 years	90	36%
	41 – 50 years	72	29%
	Above 51 years	35	14%
	Total	250	100%
Educational Qualification	School level	38	15%
	Bachelor’s degree	67	27%
	Master’s degree	78	31%
	Professional	67	27%
	Total	250	100%
Occupation	Government Employee	19	8%
	Private Employee	41	16%

	Retried	80	32 %
	Agriculture	78	31%
	Entrepreneur	32	13%
	Total	250	100 %
Monthly Income	Below Rs. 15000	30	12
	Rs.15001- Rs.30000	69	28
	Rs.30001-Rs.45000	100	40
	Above Rs.45001	51	20
	Total	250	100
Faced Difficulties Understanding Information Provided by the Nutritional Label	Yes	207	83%
	No	43	17%
	Total	250	100%
Most Attention While Reading Label	Calories	26	10 %
	Fat Content	77	31%
	Sugar Content	82	33 %
	Protein Content	44	18 %
	Carbohydrate Content	21	8 %
	Total	250	100 %
Purchasing Decision Solely Made Information Provided by Nutrition Label	Yes	176	70%
	No	74	30 %
	Total	250	100 %
Sharing About the Nutritional Product Labeling and its Imact on Consumer Behaviour with Friends and Family	Frequently	46	18 %
	Occasionally	26	10 %
	Rarely	78	31%
	Never	100	40 %
	Total	250	100%

Source: Primary Data

X. SUGGESTION

1) Clarity in Labeling: Ensure that nutritional labels are clear, easy to read, and standardized to help consumers make informed choices.
2) Consumer Education: Conduct awareness campaigns to educate people about the importance of reading and understanding food labels.
3) Impact on Purchase Decisions: Study how clear labeling influences consumer preferences and buying behavior in Coimbatore.
4) Government Regulations: Analyze the role of regulatory bodies in ensuring accurate and transparent nutritional labeling.
5) Influence of Health Trends: Assess how increasing health consciousness affects consumer reliance on food labels.
6) Challenges in Awareness: Identify barriers preventing consumers from effectively using nutritional labels in their decision-making.
7) Retailer and Manufacturer Role: Encourage businesses to highlight key nutritional information and promote healthier choices.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 13 Issue IV Apr 2025- Available at www.ijraset.com

XI. CONCLUSION

The research regarding the awareness of nutritional product labeling and its influence on consumer behavior in Coimbatore City shows that consumers are increasingly depending on labels to make informed choices about their purchases.

Awareness of nutritional information affects their choices, leading to healthier eating habits. Nonetheless, the effectiveness of labels is influenced by differing levels of comprehension and trust regarding them. By providing clear, precise, and standardized labeling, consumer confidence can be bolstered and demand for healthier products can be stimulated. To enhance consumers' label literacy, it is essential to implement educational initiatives. Brand transparency and government regulations are essential in influencing consumer perceptions. By reinforcing these elements, purchasing behaviors in the market can become more deliberate and focused on health.

REFERENCES

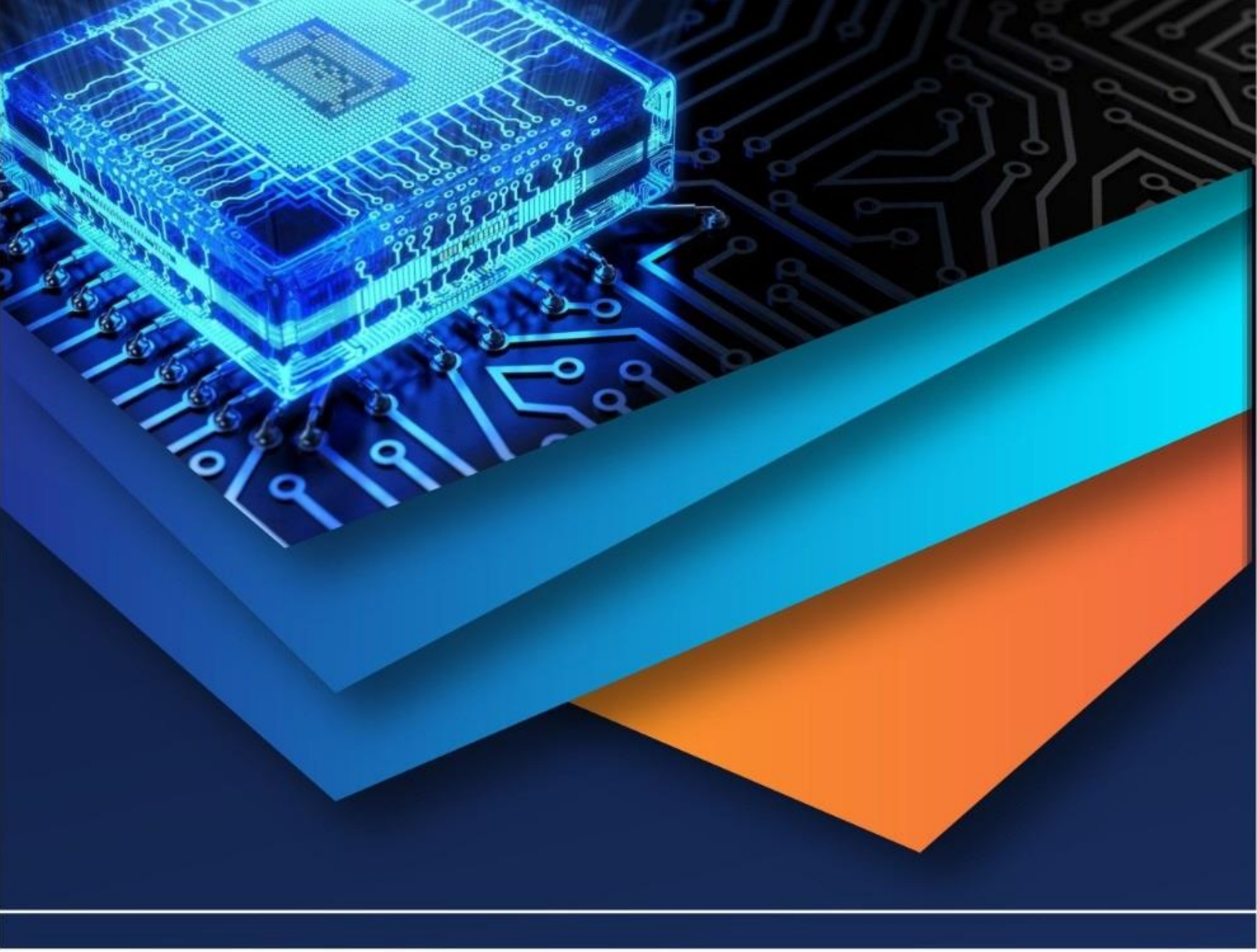
[1] Monika K., Samsai T., Velavan C., Parimalarangan R., and Ramalingam G. S. (2025). "A Study on Consumer Awareness and Purchasing Behavior of Finger Millet Products in Coimbatore." Plant Science Today, 12(sp1).

[2] Jain et al. (2024). "Assessment of Shoppers' Knowledge, Attitudes, and Practices Regarding Food Labels." Journal of Nutrition and Health Sciences, 15(2), 112-118.

[3] M. Malarkodi, S. D. Sivakumar, Balaji Parasuraman, et al. (2023). "Perception and Buying Behaviour of Consumers Towards FPOs Food Products in Tamil Nadu." The Indian Journal of Agricultural Sciences, 93(3), 339–341.

[4] Shireen et al. (2022). "Influence of Food Labels Among Indian Consumers." Indian Journal of Nutrition and Dietetics, 59(4), 341-348.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)