

ORIGINAL ARTICLE

Current Scenario Of Health And Nutrition Claims on Dairy Product Labels in Pune : A Case Study

Sumeet Kamble*, K.C. Yadav

Department of Food Process Engineering, Sam Higginbottom University of

Agriculture, Technology and Sciences- Deemed University

P.O-Naini, Allahabad, U.P-211007, India

*Email:sumitkamble1432@gmail.com

ABSTRACT

The Objective of this research was to access the labeling practices and awareness among consumer in Pune it was Specifically the dairy products of Katraj Plant was taken into consideration like Milk 3.6%, Dahi 3.1%, Shrikhand 8.5%, Paneer 55.00%, and Lassi 3.0% as per FASSAI Regulations. This project is an investigation of Nutritional value of Milk and Milk products in the market .From the survey it was observed that the consumers were not aware Voluntary and Mandatory labeling even though the company products was highly acceptable to them.

Keywords: Dairy labeling, consumer's awareness, Nutritional claim, pre packaged food.

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INTRODUCTION

Pune Zillha Sahakari Dudh Utpadak Sangh Maryadit , popularly known as Katraj Dairy in the local and branded as Katraj, a district level co-operative organization registered in 1960, involved in processing of milk and milk products. The representatives of milk producing farmers based in rural side, encompassing almost the entire Pune District, manage this organization on the behalf of the milk producers for their socio-economic growth. The objective of Katraj Dairy is to build a value chain of farmers to source milk at an organized level, manufacture products with high standards and sale these products in the competitive open place. These companies by type of their activities, various methods such as high quality, reasonable price, good service, good behavior with customers and others can use to attract customers. One of the ways that companies have used for this purpose is using stylish and high quality packaging [11]. Successful marketing begins with understanding why and how consumer behavior. Consumer behavior including various psychological and social activities before and after the activities related to the purchase and consumption. Answers to questions such as why people prefer a certain product or name to others and how organization stake advantage of this for marketing, and behavioral scientists are responsible for it [12].

Food Labelling serves as a primary link of communication between the manufacturer and 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. As per Food Laws every packaged food article has to be labeled and it has to be labeled in accordance to the law applicable in the country of the user. Every packaged food article for the domestic use has to be labeled in accordance to the related Indian Food Law i.e. Food Safety and Standards (Packaging and Labeling) Regulations (2011) notified by Food Safety and Standards Authority of India (FSSAI)

The Food Safety and Standards (Packaging and Labeling) Regulations 2011, provides that every packaged food article has to be labeled and it shall provide the following information The name of food list of ingredients, Nutritional Information, Declaration regarding Veg. or Non-veg., Declaration regarding food additives, Name and complete address of the manufacturer or packer, net quantity, Code No./Lot No./Batch No., Date of manufacture or packing, Best Before and use by date, Country of origin for imported food and instructions for use in addition to the above information the manufacturer or the packer has to also ensure that the label complies with the general requirements of labeling prescribed

under the regulations i.e. the label should not become separated from the container, contents on the label shall be correct, clear and readily legible and shall be in English Or Hindi language etc.

MATERIAL AND METHODS

General Labelling Requirements under Food Safety and Standards (Packaging & Labelling) Regulations, 2011

General Requirements:

- The contents of the label should be in English or Marathi. However in addition, any other language can also be used.
- The label should not have any false, misleading or deceptive or is likely to create any erroneous impression regarding its character in any respect.
- The label shall be applied in such a manner that they will not become separated from the container.
- Contents on the label shall be clear, prominent, indelible and readily legible by the consumer under normal condition of purchase and use.
- Where the container is covered by a wrapper, the wrapper shall carry necessary information or the label on the container shall be readily legible through outer cover and not obscured by it.

Labelling of packaged foods:

Every package of food shall carry the following information on the label.

The name of food: The name of food and trade name or description of food contained in the package.

List of ingredients: The name of ingredients use in the product was descending order by weight or volume as the case may be at the time of manufacture. If any picture or graphics is emphasized on the label than the percentage of ingredient used in the food shall be mentioned on the label.

Nutritional information: per 100g or 100ml or per serving of the product was given on the label in the following format:-

- a) Energy.....K.cal
- b) Protein.....g
- c) Fat.....g
- d) Carbohydrate.....g
- e) Sugar.....g

Declaration regarding vegetarian or non vegetarian

The vegetarian food shall bear the vegetarian symbol. The consist of Green colour filled circle, inside the square with green outline having size double the diameter of circle.

Non vegetarian symbol shall consist of Brown colour filled circle, inside the square with Brown outline having size double the diameter of circle.

The name and complete address of the manufacturer

In case manufacturer is not the packer, the name and complete address of packer should also be mention on the package.

In case the food is manufacture or packed on behalf of some other company, than the name and complete address of manufacturing /packing company and also the name and address of the company on whose behalf it is manufactured or packed shall be mention on the package.

If article of food imported into India, the package shall bear the name and complete address of the Importer.

Net quantity: by weight or volume or number as the case may be, was declared on every package.

For packing size and weight variations, legal metrology (packaged commodities) rules 2011 has to be kept in mind.

Batch number: or code number or lot number was mentioned on the package however bread and milk are exempted from this provision.

Date of manufacture or packing

The date, month and year in which commodities manufactured, packed or pre-packed was given on the package.

In products where "best before date" is more than three months, the month and year of manufacture shall be given on the package.

In case of food with shelf life of not more than seven days, the date of manufacture may not be required but "use by date" shall be mentioned on the package.

Best before and use by date

The month and year in capital letters up to which the product is best for consumption in the following manner.

Best before..... Month and year

Or

Best before..... Months from packaging

Or

Best before..... Months from manufacture

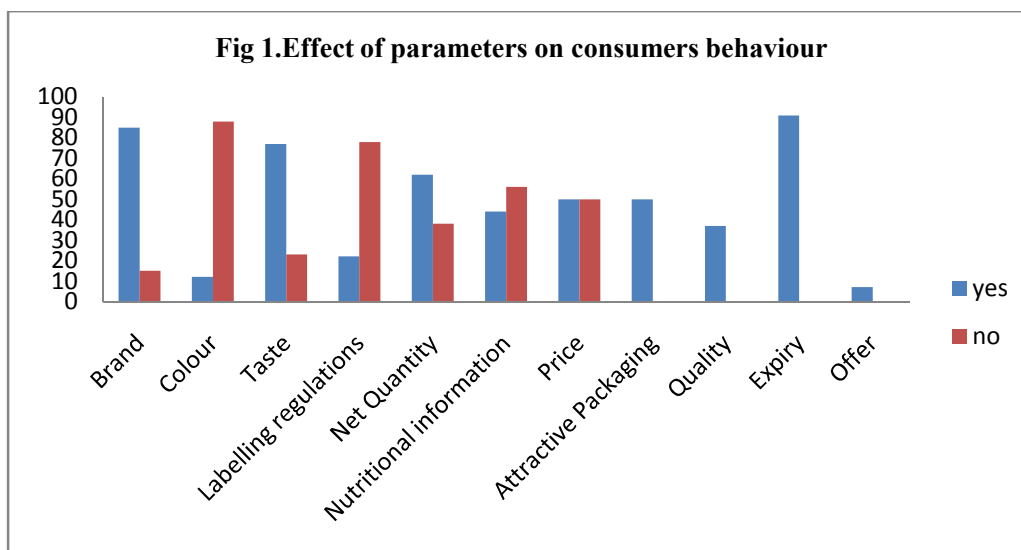
Blanks be filled up, month and year may be used in numerals; year may be given in two digits.

RESULTS AND DISCUSSIONS

In general, at each stage of the research different methods for data collection, analysis and result has been used. Data collection method, in this research is field, that questionnaire for collecting information from consumer packaged dairy products, and consumer awareness and consumer behavior in katraj dairy pune. (Maharashtra)

Table 1: Effect of parameters on consumers behavior

S.NO	PARAMETERS	OPINION	
		YES	NO
1	Brand	85	15
2	Colour	12	88
3	Taste	77	23
4	Labelling regulations	22	78
5	Net Quantity	62	38
6	Nutritional information	44	56
7	Price	50	50
8	Attractive Packaging	19	81
9	Quality	37	63
10	Expiry	91	09
11	Offer	07	93



From the table it is seen that most of the consumers Read Food Label.

Consumer behavior

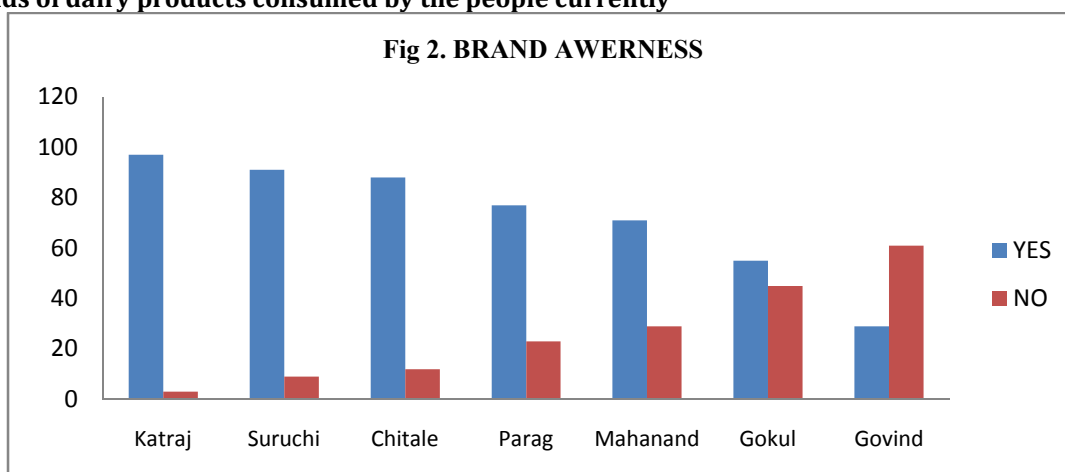
Consumer behavior, as study units of purchase and transactions process that , include defining acquisition,, consumption and withdrawal of goods, services, experiences and idea [8]. One of the famous management scientist say that marketing mean do all the commercial of the final point that is consumer. Consumer behavior is including different psychological and social process that they are before and after related activity to purchase and consumption. In each act of buying, there is an important process of making decision that should be studied. Steps that buyer will pass to decide what goods and services should buy called purchase decision process. Berkman and Gilson [1] know consumer behavior in activities that involve them to actual use of market various products that include goods, service side as and stores environments.

Table 2: Brands of Dairy products consumed by the people currently.

S.NO.	BRAND	OPINION	
		YES	NO
1	Katraj	97	03
2	Suruchi	91	09
3	Chitale	88	12
4	Parag	77	23
5	Mahanand	71	29
6	Gokul	55	45
7	Govind	39	61

It was also observed that consumers are not aware about the mandatory rules besides that for the awareness o also providing some voluntary details on their products. Consumers are aware of Katraj Dairy products, paneer, shrikhand, dahi and Lassi while few of them know about industries Chitale, Mahanand and Parag dairy also. Maximum consumed dairy products Katraj, Mahanand and chitale.and minimum consumed was Gokul and Suruchi Dairy. Brands is the most important parameter for buying dairy products beside that test and prize are other parameters which are the least important reasons for buying Dairy products.

Brands of dairy products consumed by the people currently



From the table it is seen that most of the consumers feel that the price is reasonable and affordable

Brand awareness

Brand awareness is an important indicator of consumers' knowledge about a brand, the strength of a brand's presence in the consumers' minds and how easily that knowledge can be retrieved from memory [10]. It is the probability that consumers will easily recognize the existence and availability of a company's product or service [9]. There are two main types of brand awareness, namely 'aided awareness' and 'top of the mind awareness' [3]. Aided awareness occurs when a consumer is provided with a list of brand names and they recognise the brand from the given set whereas 'top of the mind awareness' occurs when the name of the brand is automatically recollected because the consumer very promptly associates the brand with the product category [5]. Despite their inherent differences, both types of brand awareness are useful in their respective domains of application. Moreover, brand awareness also comprises brand recognition, which is the ability of consumers to confirm that they have previously been exposed to a particular brand, and brand recall, which reflects the ability of consumers to name a particular brand when given the product category, category need or some other similar cue such as brand logos [6].

Brand awareness influences consumer decision-making in various ways. For instance, consumers may use brand awareness as a nominal anchor in their purchase decisions [4]. When consumers know a certain brand, they tend to include that name in their personal consideration set [7]. It aids a consumer to understand which product or service category a particular brand belongs to and what products and services are sold under the brand name. This suggests that a well-known brand is likely to perform better in the marketplace than a lesser-known brand. Brand awareness therefore has the effect of increasing brand market performance. These insights demonstrate that brand awareness is also an important contributor to the purchase decisions of consumers.

CONCLUSION

The study was conducted in Katraj Dairy At Pune In the present Research, the labeling of packaged Katraj Dairy products brand. It was also observed that consumers are not aware about the mandatory rules besides that for the awareness o also providing some voluntary details on their products. The packaging and labeling are the integral aspects of any packaged product. The information of the contents and composition should be mentioned on the packaging. The information affects the consumer behavior. But the information displayed on the packaging of the product should have authentic and validated information. The information need to be analyzed whether it was according to the labeled on the packaging. Hence, the survey was undertaken on the packaging and labelling of Dairy products brands. at the end of the present survey, it can be concluded that the Dairy Brands should display correct information present inside the packed Dairy products. Along with that consumers should be aware of all the information for the betterment of overall packaging and consumption of Dairy products.

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