



To Study the Influence of Labels in Purchase Decision of Food Products

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Abstract: This study analyzed the various factors that contribute to consumers' perceptions and beliefs about food labels. The study found that several factors, including health and diet-related attitudes, special diet status, perceived importance of nutritional information and ease of preparation, race, gender, income, and body mass index, play a crucial role in shaping consumers' perceptions and beliefs about food labels.

Consumers who have a keen interest in health and diet are more likely to be influenced by the information provided on food labels. People who follow a special diet due to medical conditions such as diabetes or food allergies are also more likely to pay close attention to food labels. Consumers who prioritize nutrition and ease of preparation are more likely to view food labels as important and useful.

The study also found that demographic factors such as race, gender, income, and body mass index can significantly affect consumers' perceptions and beliefs about food labels. For example, individuals with a higher income and a lower body mass index tend to place more emphasis on nutritional information when making food purchase decisions. Women tend to place more importance on food labels than men, and race can also influence perceptions of food labels.

Understanding the factors that influence consumers' perceptions and beliefs about food labels is essential for designing effective marketing and nutrition education campaigns. For instance, companies that produce healthy food products may benefit from targeting consumers with specific health and diet-related attitudes. Furthermore, nutrition education campaigns aimed at individuals with specific dietary needs may be more effective in encouraging the use of food labels. By considering these factors, marketers and educators can design effective campaigns that promote the use of food labels and help consumers make informed choices about the foods they purchase and consume.

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I. INTRODUCTION

It is true that packaging and labels play a significant role in influencing consumer behavior, as they provide important information about the product's contents, features, and benefits. However, it is also true that many consumers may overlook or ignore these labels, either due to the sheer amount

of information presented or because the information is presented in a confusing or misleading manner.

Manufacturers must strike a balance between providing enough information to inform consumers while also ensuring that the information is clear, concise, and easy to understand. This may involve using larger font sizes or more streamlined designs to present key information more prominently, as well

as providing simple, easy-to-understand explanations of technical terms or jargon.

In addition, manufacturers should also consider the role that packaging and labeling play in building brand identity and customer loyalty. By using packaging and labeling to create a consistent and memorable brand image, manufacturers can help differentiate their products from competitors and build stronger connections with consumers.

Ultimately, the key to effective packaging and labeling is to provide enough information to inform consumers without overwhelming or confusing them. By doing so, manufacturers can help ensure that consumers make informed purchasing decisions that meet their needs and expectations.

It is commendable that the researchers are seeking to understand the impact of visual and informational elements of packaging and labeling on the affective and cognitive aspects of decision making among young consumers. By identifying the key factors that influence consumer behavior, the researchers can develop targeted strategies and solutions that address the specific needs and preferences of this demographic group.

I have consider conducting a comprehensive literature review to identify previous studies that have examined the impact of packaging and labeling on consumer behavior, particularly among young consumers. This can help provide a solid theoretical foundation for the research and highlight any gaps or limitations in existing knowledge.

Also, I have employed a variety of research methods, such as surveys, focus groups, and interviews, to gather data from young consumers about their perceptions, attitudes, and behaviors regarding packaging and labeling. By triangulating multiple sources of data, I have obtain a more comprehensive understanding of the factors that influence decision making among this demographic group.

Finally, I have developed a set of actionable recommendations and solutions that address the specific problems and challenges identified in the research. This may involve working with manufacturers and retailers to develop more effective packaging and labeling strategies that are tailored to the needs and preferences of young consumers, as well as developing educational materials and campaigns that help young consumers make more informed purchasing decisions.

It is encouraging to see that both the food industry and regulatory authorities recognize the need for clearer and more consistent nutritional information on food packaging. By standardizing the presentation of nutritional information, consumers can more easily compare products and make informed decisions about the food they eat.

However, it is important to note that simply providing clear and consistent nutritional information may not be enough to fully address the challenges faced by marketers and consumers. To truly succeed in this space, marketers must

also focus on optimizing the visibility and communicative power of their packaging.

This may involve using visual design elements such as color, shape, and typography to draw attention to key product benefits and features, as well as providing clear and concise messaging that helps consumers understand what sets their product apart from competitors. Additionally, marketers may wish to consider using technology such as QR codes or augmented reality to provide additional information and context to consumers beyond what can be included on the physical packaging itself.

Ultimately, the key to success in this space is to prioritize the needs and preferences of consumers, while also staying attuned to broader industry trends and regulatory requirements. By doing so, marketers can help build stronger relationships with consumers, differentiate their products from competitors, and ultimately drive sales and revenue growth.

➤ *Packaging Attributes*

Packaging attributes consists of elements such as Packaging color, Packaging image, Packaging material, Font style of Packaging, Printed Information & Information:

- **Packaging Colors** - Packaging colors can have a significant impact on brand image and consumer behavior. Marketers can use different colors to evoke specific emotions and associations that align with the brand's values and personality. Bright colors can attract attention and increase purchase likelihood, while muted or neutral colors can create a sophisticated and upscale image. For food products, matching packaging colors to the actual product can reinforce authenticity and wholesome qualities. However, there's room for creative designs that break away from this convention. The choice of packaging colors should be strategic and consider the target audience, product category, and competitive landscape to effectively convey the brand's message and goals.
- **Background image-** Product package typography involves the design and arrangement of text and visual elements on a product's packaging, which communicates information about the product and brand to consumers. It includes elements such as logos, colors, fonts, materials, product descriptions, and shapes that create brand associations. Legibility and readability are important for consumers to easily find and identify the product and brand. Effective typography reduces search time on the shelf and includes components such as brand name, company name, place of origin, and address to attract attention and influence purchasing decisions. Good typography creates a memorable brand identity and conveys information about the product's features, benefits, and values.
- **Packaging material-** The choice of packaging material is important for ensuring product safety, freshness, and appeal to consumers. Packaging must be designed to withstand various environmental conditions such as temperature and moisture to preserve product quality. In a study of food packaging materials, glass was seen as

desirable for preserving taste and freshness, but was considered inconvenient due to weight and washing needs. Cardboard was negatively perceived as not keeping products fresh and difficult to see contents. Plastic packaging was convenient and lightweight, but had environmental and chemical leaching concerns. The decision of packaging material should consider product needs and audience preferences while balancing safety, freshness, convenience, and environmental impact.

- **Font Style-** The font style used on product packaging refers to the typeface, size, and color of the text and is a crucial aspect of packaging design. It affects the overall visual appeal of the product and helps convey important information to consumers. The choice of font style varies based on the product and target audience; for instance, a playful and colorful font may appeal to children, while a sophisticated and elegant font may convey exclusivity and quality for luxury products. Legibility and readability of the text are essential to ensure consumers can easily understand information such as product name, ingredients, and nutritional information. The size and placement of text also impact visibility and consumer impact. In summary, font style is an important aspect of packaging design that can communicate information while enhancing product appeal.
- **Printed Information-** Printed information on packaging plays a crucial role in communicating important details about the product to consumers and influencing their purchase decisions. It includes essential information such as product name, ingredients, nutritional information, allergens, storage, and cooking instructions, as well as any relevant certifications or claims. While required by law in many countries, printed information can also differentiate products and create a brand narrative. Companies can highlight their ingredient sourcing or sustainability commitment through packaging. The presentation of this information should be carefully considered, as it impacts consumers' perception of the product's value and benefits. Effective communication through printed information on packaging is crucial for companies to succeed in today's competitive market.
- **Innovation-** Innovation in packaging involves the creation of new and innovative packaging solutions that benefit both consumers and producers. This can be driven by various factors such as environmental concerns, changing consumer preferences, and technological advances. One major innovation is sustainable and eco-friendly packaging materials, including biodegradable plastics and packaging made from renewable resources. Another area is active and intelligent packaging, which can extend shelf life and provide information to consumers. Innovations can also improve the design and functionality of packaging, such as making it easier to open or portion-controlled. Innovation in packaging is crucial for companies to stay competitive while also addressing sustainability concerns and meeting consumer preferences.

➤ *Consumer Buying Behaviour*

Consumer behavior refers to the actions and decision-making processes of individuals and groups when it comes to

selecting, purchasing, using, evaluating, and disposing of products, services, and ideas. It is an essential area of study for marketers as it enables them to understand how consumers think, feel, and act towards different products, brands, and marketing messages. By studying consumer behavior, marketers can develop effective marketing strategies and tactics that appeal to consumers and influence their purchase decisions.

Consumer behavior is a complex process that involves various factors that influence individuals' decision-making process when searching for, purchasing, using, evaluating, and disposing of products, services, ideas, or experiences. These factors can be categorized into two broad categories - controllable and uncontrollable factors. Controllable factors include the marketing mix, commonly referred to as the 4Ps - product, price, promotion, and place. These factors can be manipulated by marketers to influence consumer behavior. For instance, the packaging design, branding, and pricing strategies of a product can be used to create a positive image of the product and increase its appeal to consumers. Additionally, effective promotion and distribution strategies can also influence consumer behavior by making a product more visible and accessible to consumers.

On the other hand, uncontrollable factors encompass various demographic, socio-economic, cultural, geographical, and psychological factors that influence consumer behavior but cannot be controlled by marketers. These factors include age, gender, income, education, family, social class, culture, values, beliefs, attitudes, personality, lifestyle, and reference groups. These factors can significantly influence consumer behavior, as they shape consumers' perceptions, preferences, and attitudes towards products and services.

Understanding consumer behavior is crucial for marketers to develop effective marketing strategies and achieve business success. By considering the various controllable and uncontrollable factors that influence consumer behavior, marketers can create products and services that align with the needs, preferences, and attitudes of their target consumers.

➤ *Purchase Decision of Food Products*

Consumer purchasing decisions are a part of daily life, and some decisions require more effort than others. The term "decision" refers to making a choice between two or more brand options. Regardless of the level of consumer decision-making or the complexity of the decision, certain factors influence customers' buying decisions. These factors can be classified into internal and external variables, including perception, attitude, knowledge, personality, lifestyle, engagement, roles, product, packaging aesthetics, promotion, distribution, service, and pricing.

External factors such as culture, subculture, groups, situation, social class, and family play a significant role in shaping consumer behavior when it comes to food products. They can influence the food choices made by consumers based on their values, beliefs, and lifestyles. Internal factors

such as perception, attitude, knowledge, personality, lifestyle, involvement, and roles can also impact consumer behavior and shape their judgment about food products.

Marketing factors such as product, packaging aesthetics, promotion, distribution, service, and price also significantly affect consumer behavior when it comes to food products. For example, consumers are more likely to purchase products that are readily available in their preferred shopping locations. The perceived value of a product in relation to its price can also influence consumers' purchasing decisions.

Understanding the various factors that influence consumer behavior is crucial for food manufacturers and marketers to develop effective marketing strategies. The purchase decision of food products is a complex process, and marketers need to consider the impact of external and internal variables, as well as marketing factors such as product quality, packaging, advertising, distribution, and pricing. By doing so, they can create products and marketing strategies that align with consumers' needs, preferences, and attitudes, leading to customer retention and loyalty.

II. REVIEW LITERATURE

- K. Neeraj & K. Sanjeev, 2017 invested on the influence of label in purchase decision of food product. The author revelled that Indian consumer give considerable importance to the food label attached to the product and read it before the purchase decision is made. The author further revelled that in addition to price, all the attribute related to the product which had implications on consumer health is extremely important for the consumer. The author concluded by stating that the final purchase decision of a product is influenced by food labels which is significantly based on age, gender, food habits and residential locality.
- K. Swetha & T. Neeraja, 2016 explored the study on food labels and its influence on consumer buying behaviour. The author examined consumer preferences, understanding of different food labels also, impact of same in the purchasing decision of the customers. The author found that the understanding of health message on food products by the customer is positive. He further found that the major influence in purchase decision of customer is attractive design of labels, nutritional information, quality and accessibility including health claims.
- Anisha, Divya & S. Anand, studied on marketing implications of nutrition food labels on consumer purchase behaviour. The author stated the factors that influence the final purchase decision of customers regarding food products. The author analysed the customer shopping behaviour with regard to nutritional labelling. The author concluded that diet and lifestyle are major concentration for customer brand preference with regards to nutritional content.
- S. Meha, M.K, & Ankita, 2020, invested on impact of food selection and usage pattern on consumer attitude towards food label information. The author found the impact of food selection and usage pattern of consumer with regard to food label and purchase decision. The author concluded that most of the consumer have positive attitude towards food labels and there is a significant variant in customers attitude with regards to qualifications and personal income.
- S. Nivi, in 2018 explored on effects of food labels on consumer buying behaviour of packaged food products through questionnaire from 500 household od NCR, India. The aim of this study was to found various Motivating and De- motivating factors which effect the usage/ non-usage of food labels during shopping. The author concluded that the females are more motivated with labels while shopping when their family members are following some special diet than males. Also, male's shoppes are more De-motivated with non-usage of labels due to lack of enough background knowledge to understand the information on food labels then female shoppes.
- S. Shireen, S. Muthumareeswari, Sumaya, KM. Bhuvanewari & R. Lakshmi in 2022 studied food labels and its influence among Indian consumers. The researcher found that certain factors like education, gender, age, income & area of residence had an impact on reading and purchasing foods. The study concluded by recommending mandatory food labelling requirements in Indian food products and proper education and spread awareness to consumer to enable them to choose healthy food products.
- P. Anthony & C. Leventhal investigated on influence of varying nutritional food labels on Parental decisions. This research was aimed to examine the effects of varying front of package nutrition information on parents of young children. The author concluded that summary indicator system was effective which had positive impact on parents in choosing healthier food options, however, not as effective as food group information systems.
- B.E.S. Bandara, D. A. M. De Silva, B.C.H. Maduwanthi, W.A.A. I. Warunasinghe, investigated on impact of food labelling information on consumer purchasing decision. The study found that majority of the respondent tend to read the labels while making purchase decision to evaluate the suitability of the food product for vegetarians, religious reasons, to avoid diseases related to food & to confirm whether the food is organically grown or not. The study was conducted with the view of identifying important nutritional aspects of labels that the consumer would take into consideration while making purchase decisions.
- M. Rodolfo & Jr. Nagya studied understanding of consumer perception on food labels. The study elaborates the factors that influence the beliefs and consumer perception towards food labels. The author found that

health and special diet related attitudes, importance of product attributes for people like ease of preparation, nutrition, gender, income, age, & body mass index are important factors affecting the use of labels by the consumer.

- S. Arya E. Andres, N. Carlos, & S. Daniel explored a study on identifying food labelling effect on consumer perception in Dec 2021. The researcher investigated on a large scale about mandatory food labelling regulation to examine the effects on consumer perception and their buying behaviour. The author found an indecisive result about the warning labels in food products like chocolates and cookies. Also, the result suggests that the effect of warning labels in the food packaging is consistent with the enclose product information in consumers choices while making purchase decision.

III. RESEARCH DESIGN

➤ Objectives

- To study the impact of labels on purchase decisions
- To study the factors affecting labels on purchase decision.
- To study the relationship between demographic variables with purchase decisions

➤ Description of the Problem

This study is been conducted to understand the influence of labels on purchase decisions of people living in Pune city, Maharashtra as in today's modern era people are being more aware and concern about their eating habits especially after the Maggi scandal happened in 2015. People are becoming increasingly conscious and mindful of their personal health and wellness with the food choices of food product consumed on daily basis. Through this study we will understand to which extend labels influence the purchase decision of the consumer.

➤ Limitation of the Study

- Small sample size
- High risk of bias
- Inaccurate data collection methods
- Limited generalizability of findings
- Potential for Type I or Type II errors
- Limited scope or focus of study
- Ethical concerns or limitations on data access
- Time or resource constraints

➤ Data Base

The information that will be provided in the research paper will be based on:

- Primary data- The data will be collected through questionnaire filled by the respondents living in Pune city. To interpret the data, version 28 of software SPSS will be used. In order to analyse the data in depth, methods like Regression Analysis and Pearson Correlation will be used. A standard questionnaire will be designed.
- Secondary data- the data will be collected through various articles, journals, and research papers.

➤ Methodology

The following hypothesis that will be considered in the following study.

- Ho1- there is no significant relationship between age and purchase decision
- Ho2- there is no significant relationship between labels and gender
- Ho3- there is no significant relationship with labels and salary
- Ho4- there is no significant relationship with labels and education
- Ho5- there is no significant relationship between labels and experience
- Respondent

The survey was filled by 333 with convenience sampling. The survey was collected from the people residing in Pune region.

IV. DATA ANALYSIS

➤ Statistical Analysis & Data Interpretation

Version 22 of Statistical Package for Social Sciences (SPSS) was used to conduct the Statistical Analysis and to examine and analyze the research variables, different methods were used for testing the hypothesis. To compute the reality Correlation were used. Mean & Standard deviation were used to analyze the central tendency. Linear regression and Pearson Correlation were used in analyzing process.

The hypothesis for this research was tested with the help of bivariate correlation method.

➤ Hypothesis Testing

The aim was to find the correlation between Labels, Nutrition information & its influence. Pearson Correlation Method was used to find the correlation between labels, Nutritional Information and Influence.

The given data represents the descriptive statistics for three different variables - Label, Influence, and Nutritional Information.

Table 1 Descriptive Statistics

	Mean	Std. Deviation	N
Label	1.97	.439	337
Influence	2.00	.493	337
Nutritional Information	3.34	.520	337

For the variable "Label", the mean is 1.97 and the standard deviation is 0.439.

For the variable "Nutritional Information", the mean is 3.34 and the standard deviation is 0.520.

For the variable "Influence", the mean is 2.00 and the standard deviation is 0.493.

Table 2 Regression for Influence and Nutritional Information

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.567 ^a	.322	.320	.362	.322	158.993	1	335	.000
2	.590 ^b	.349	.345	.355	.027	13.692	1	334	.000
a. Predictors: (Constant), Influence									
b. Predictors: (Constant), Influence, Nutritional Information									

Table 3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.983	.082		36.181	.000	2.821	3.146					
	Influence	-.504	.040	-.567	-12.609	.000	-.583	-.426	-.567	-.567	-.567	1.000	1.000
2	(Constant)	2.611	.129		20.228	.000	2.357	2.865					
	Influence	-.572	.043	-.643	-13.207	.000	-.657	-.487	-.567	-.586	-.583	.822	1.217
	Nutritional Information	.152	.041	.180	3.700	.000	.071	.233	-.091	.198	.163	.822	1.217
a. Dependent Variable: Label													

The above table shows the analysis which revealed the relationship between Influence, Nutritional Information and label where adjusted R square was (.345).

• Model Summary

Model R square, Adjusted R square Std; Error of Estimated of the value of R Square was found to be (.349). After analyzing the same, it can be concluded that between Influence, Nutritional Information was 3.45 percentage variation in regards with the dependent variable. Labels the above table shows the multiple linear regression model summary and overall fit statistics for the dependent variable Label with the independent variables between Influence, Nutritional Information. The above table depicts the analysis

revealed the relationship between label, Influence, Nutritional Information where adjusted R square= .349 & R square= .345 which means consumer attitude explained approximately 34.9% variation with the dependent variable i.e., Labels for the respondents. The table shown that Independent variable i.e., Influence, Nutritional Information, statistically Predicted the dependent variable label ($P < .001$)

The table revealed that there is a negative impact of Label on influence and by adding another explanatory variable that is nutrition label, the results revealed that there is a negative impact of Label on influence and positive impact of Labels on nutritional information.

➤ Pearson Correlation

Table 4 Correlations Between Influence, Label, and Nutritional Value

		Influence	Label	Nutritional Information
Influence	Pearson Correlation	1	-.567**	.422**
	Sig. (2-tailed)		.000	.000
	N	337	337	337
Label	Pearson Correlation	-.567**	1	-.091
	Sig. (2-tailed)	.000		.094
	N	337	337	337
Nutritional Information	Pearson Correlation	.422**	-.091	1
	Sig. (2-tailed)	.000	.094	

	N	337	337	337
**. Correlation is significant at the 0.01 level (2-tailed).				

Packaging and labels acts as a silent sales person in influencing consumers' purchasing decisions by providing information about a product's characteristics. However, many consumers tend to overlook the label components, even though they accurately reflect the product's features. Packaging information may cause confusion by conveying too much or misleading information. The selection of food products heavily relies on consumers' use of food label information. They examine specific information on food labels, comprehend it, store it in their long-term memory, and use it later to make purchase decisions.

There is a negative relationship between Influence and Labels, where $R^2 = (-.567)$. There is a negative relationship between Influence and Nutritional Information, where $R^2 = (-.091)$. There is a positive relationship between Nutritional Information and Influence where, $R^2 = .422$.

The correlation coefficient between Label and Nutritional Information is -0.091 , which is not statistically significant at the 0.05 level (2-tailed), indicating that there is no significant linear relationship between these two variables.

V. FINDINGS

➤ Findings

- In regression analysis, there is a negative impact of Label on influence
- In regression analysis, by adding another explanatory variable that is nutrition label, the results revealed that there is a negative impact of Label on influence and positive impact of Labels on nutritional information.
- The analysis suggests that there is a significant negative correlation between Influence and Label, a significant positive correlation between Influence and Nutritional Information, and no significant correlation between Label and Nutritional Information
- The study found that people with special dietary needs do read the labels of any food products before making any purchase decision.
- Many respondents also feels that labels are irrelevant for them and do not influence their purchase decision.

VI. CONCLUSION AND RECOMMENDATION

➤ Conclusion

Food labels are crucial for providing important information about a product's nutritional content, such as its ingredients, serving size, and nutrient values. They are also used as a marketing tool to differentiate products and attract health-conscious consumers. Food labels can also be a regulatory standard imposed by food regulators. For individuals with special dietary needs, such as those with diabetes or food allergies, food labels play a critical role in

helping them make informed decisions and avoid health risks associated with consuming certain foods. Clear and accurate food labeling is especially important in identifying products that are suitable for specific dietary needs, such as gluten-free or dairy-free. In summary, food labels are essential for promoting health and wellbeing, and they do influence the purchase decision of food products, particularly for those with special dietary needs.

➤ Recommendation

Food labels are essential for guiding consumers and influencing their purchase decisions. To optimize their impact, labels should use clear and concise language that avoids technical terms, and be presented in a legible font. Key information such as ingredients, nutrition, and allergens should be prominently displayed in a way that stands out from other text. It is essential that all information provided on labels is accurate and truthful to build consumer trust and avoid confusion. Brands can also increase transparency by providing information about sourcing and production processes, which is becoming increasingly important to consumers. Eye-catching and visually appealing packaging can also make products stand out and attract consumer attention. Simplified nutrition labels can help consumers quickly evaluate the nutritional value of a product. The goal of food labels should be to help consumers make informed decisions about what they eat, leading to a healthier and more sustainable food system.

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