

**“AWARENESS OF FOOD LABELLING AND USE OF THE
INFORMATION IN PURCHASING PREPACKAGED FOOD
PRODUCTS AMONG CONSUMERS IN JAFFNA DISTRICT; SPECIAL
REFERENCE TO SUPER MARKETS**

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Introduction

Liberalization of trade, globalization and development in food science and technology has resulted in an increase in trade and consumption of pre-packaged foods. Reading food labelling information is important to assist in making informed choices of food. This study determined level of awareness on pre-packaged food labelling information among consumers in Jaffna district; Special reference to super markets, their perception on the importance of such information and difficulties encountered in reading and using pre- packaged food labels. Dividends are commonly defined as the distribution of earnings (past or present) in real assets among the shareholders of the firm in proportion to their ownership. Dividend policy is concerned with determining the proportion of firm's earnings to be distributed in the form of cash dividend and the portion of earnings to be retained. The optimal dividend policy is the one that maximizes the company's stock price which leads to maximization of shareholders' wealth and thereby ensures more rapid economic growth. The Present study is intended to study how far the dividend payout has impact on shareholders' wealth in general; and in particular to study the relationship between the shareholders' wealth and the dividend payout and to analyze whether the level of dividend payout affects the wealth of the shareholders.

Problem Statement

The practice of reading and using food labelling information in purchasing pre-packaged food is very important. This is because pre-packaged food labels contain important information on the characteristics of a particular food such as ingredients, origin, and shelf life and storage conditions. Unfortunately in most of our communities people are not used to reading pre-packaged food labels. This often leads to the purchase of expired pre-packaged foods, purchase of large quantities of foods on sale while having very short shelf life or very near expiry dates as well as purchase of foods with ingredients that one is allergic to or need to avoid due to health problems or religious beliefs.

Objective of the study

The primary objective of this study is to determine awareness of pre packaged food labelling and use of the information in purchasing pre packaged foods among consumers in Jaffna.

The supportive objectives of this study are as follows,

- ✓ To determine level of awareness on the basic pre packaged food labeling information among consumers.
- ✓ To determine perceptions on the importance of pre packaged food labeling information among consumers.
- ✓ To determine factors associated with reading pre packaged food labels among consumers.

Review of literature

Review of Literature		
Author	Year	Study & Findings
Prathiraja	2003	consumer use food labeling particularly nutrition labeling, when making a purchasing decision and that it is especially because of health consciousness.
Sunelle et al	2010	consumers have different motivations in searching for or using information on food labels according to the perceived risk they associate with the use of a particular pre-packaged food.
Donna et al	2001	Australia and New Zealand many consumer reported a feeling of rush and pressure to make quick product selection due to time constraint.
Donna et al	2001	A sense of great misunderstanding, confusion and lack of confidence when it comes to interpretation and use of nutritional information possibly due to inadequate knowledge on nutrition
EdComs	2007	In UK women especially mothers with high education levels read food labels due to their interest in nutrition and health, food allergy and religious beliefs.
Grunert et al	2010	27% of shoppers in the UK looked for nutrition information on food labels.

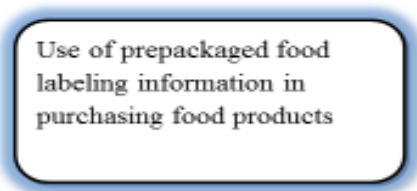
Conceptualization Model

Based on the purpose of this study, the following conceptual model has been constructed.

Independent Variables



Dependent Variable



Hypotheses

- **H1:** There is a significant mean different between Gender in use of pre-packaged

food labelling information in purchasing food products.

- **H2:** There is a significant mean different between Age in use of pre-packaged food

labelling information in purchasing food products.

- **H3:** There is a significant mean different between Educational qualification in use of pre-packaged food labelling information in purchasing food products.
- **H4:** There is a significant mean different between Occupation in use of pre-packaged food labelling information in purchasing food products.
- **H5:** There is a significant impact on Food labelling information and use of pre-packaged food labelling information in purchasing food products.
 - **H6:** There is a significant impact on Product attributes such as price and appearance or packaging design and use

of pre-packaged food labelling information in purchasing food products

Data Collection and Sampling

For this research purpose data will collect from the selected customers (sample) through the both primary and secondary data collection instrument. The questionnaires were distributed to 200 respondents in Cargills Food City, Annai naga food city and Thiyahie Charitable Trust Centre (TCT). Researcher used secondary data at the starting point of this research by reviewing the literature of similar genre. It may be beneficial to researchers as secondary data contains the information that individuals cannot collect on their own.

Data Analysis & Interpretation

In this study, different methods of statistical processing have been applied. SPSS (version21.0) is used for processing the data.

Reliability Statistics	
Cronbach's Alpha	N of Items
.676	3

Summary of Hypotheses Testing result

NO	Hypotheses	Results	Tools
H ₁	There is a significant mean different between gender in use of pre-packaged food labelling information in purchasing food products.	Rejected	Regression
H ₂	There is a significant mean different between age in use of pre-packaged food labelling information in purchasing food products.	Accepted	Regression
H ₃	There is a significant mean different between educational qualification in use of pre-packaged food labelling information in purchasing food products.	Rejected	Regression
H ₄	There is a significant mean different between occupation in use of pre-packaged food labelling information in purchasing food products.	Accepted	Regression
H ₅	There is a significant impact on Food labelling information and use of pre-packaged food labelling information in purchasing food products.	Accepted	Regression

Main Findings

- ✓ Food labelling information contributes significantly to use of pre-packaged food labelling information (F= 27.620; P < 0.05) and predicts 11.8% of the variation found (adjusted R Square is 0.118). Therefore, we can conclude that 11.8% of the impact is in the significant level. It means the Food labelling information reliably predict the level of using pre-packaged food labelling information.
- ✓ Product attributes contributes significantly to use of pre-packaged food labelling information (F= 29.933; P < 0.05) and predicts 12.7% of the variation found (adjusted R Square is 0.127). Therefore, we can conclude that 12.7% of the impact is in the significant level. It means the Product attributes reliably predict the level of using prepackaged food labelling information.
- ✓ According to the Results of Independent samples t-test, there is no significant mean different in use of food labeling information between male and female consumers (P > 0.05).It means that both male and female consumers have approximately same level of use of food labeling information respectively 4.34 & 4.36.
- ✓ In terms of the Results of Independent sample one way ANOVA test, there is a

significant mean different in use of food labeling information of the consumers who are in different age levels, (F = 8.622, Sig = 0.000) and the significant level is lower than the 0.05 levels (P > 0.05) Further, there is significant mean different in use of pre-packaged food labelling information of different educational levels, (F = 3.394, Sig = 0.006) and there is no significant mean different in use of pre-packaged food labelling information of different occupational levels (F = 1.310, Sig = 0.261)

Conclusion

- The use of pre-packaged food labelling information is determined by several characteristics under the social demographic characteristics, food labelling information and product attributes.
- They are normally affecting the awareness and use of food labelling information in purchasing pre packaged food products among consumers.
- Through this research it was provided that there was a significant impact of age, educational qualification, food labelling information and product attributes on use of food labelling information in purchasing pre packaged food products among consumers.