



## The Role of Food Product Packaging Labels on Product Purchase Interest

Noviarama Dwi Prayusi\*, Eka Andriani

*Departement of Nutrition, Faculty of Health Sciences, Universitas Singaperbangsa Karawang, H S. Ronggowaluyo Street Telukjambe Karawang, 41361, Indonesia*

*\* corresponding author, email: noviaramaprayusi@gmail.com*

---

### ARTICLE INFO

### ABSTRACT

---

#### Article history:

Received: 20-05-2022

Revised: 12-06-2022

Accepted: 09-10-2022

#### Keywords:

Label

Role

Packaging

Product

Excellent and correct labeling is needed to support a food product. However, not all producers, such as small and medium enterprises (MSMEs), can implement it. In this study, the researcher used the literature study method. The method was employed to collect the related data from various sources, such as journals, books, and other types of literature. Thereby, the data can be presented as further research descriptions. In addition, the data unveiled that labels did not only convey information but also served as advertising and product branding. Excellent labeling helped consumers to choose the needed products. Thus, the role of food labeling is significant. Labels also played a role in educating the public and boosted the product's value. Likewise, labeling could be an attractive marketing strategy to increase products' competitiveness. Inexorably, glamorous packaging could attract consumers' attention and ultimately seduce them to buy the product.

Copyright © Author

---

### I. Introduction

Excellent labels help consumers leisurely choose their products. Therefore, the role of food labels is significant. Labels can also play a role in educating the public and adding value to your product (Zheng et al., 2022). Clear and accurate information on food packaging helps consumers to make food choices (Karen, 2016). One of the 13 Universal Balanced Diet Messages (PUGS) postulated that consumers should read the labels before deciding and buying them.

Labeling could be an attractive marketing strategy to increase products' competitiveness. However, labels can also be a misleading message. The importance of clear and accurate information requires producers to realize and respect consumer rights, produce splendid goods, have safe consumption, have compliance with applicable standards, and have reasonable prices. Therefore, information about a product is vital for consumers. This information includes the availability of goods that consumers want. It includes product quality, safety, prices, requirements, how to obtain the product, product guarantees, and other related information. The legislation stated that every packaged food must have a label (Hutt & Gonzalez, 2014) that includes information on the content, type, dosage of food ingredients, expiration date (de Morais Sato et al., 2019), composition according to the percentage of the nutritional adequacy rate (RDA), and a halal label. For that reason, consumers are expected to learn packaged foods' nutritional content handily (Goyal & Deshmukh, 2018).

Among various product information needed by consumers, information from manufacturers seems to be the most influential. Mainly in the form of advertisements and labels, regardless of the influence of other forms of manufacturer information. Without clear information, fraud can occur. Some of the most common deviations from labeling conventions include: (1) labels do not use Indonesian and do not use Latin characters, especially on imported products. (2) labeling is not integrated with the packaging. (3) the package does not include the expiration date; (4) the statement of composition and net weight are not included.

Good and correct labeling is needed to support a food product. However, not all producers, such as small and medium enterprises (MSMEs), can implement it (Suherlan & Widiyanti, 2021). Product packaging is still a problem for producers, especially small and medium enterprises (Faizin & Wahid, 2022). Product packaging and labeling problems can hinder the development and progress of the company ((Marsh & Bugusu, 2007). Many problems are often encountered, such as packaging materials, mold design, label design, and most importantly, the cost of making the packaging itself.

## II. Method

In this study, the researcher used the literature study method. The literature study method is a research method with data collection techniques through written sources that can be obtained from books, scientific articles, and others. In addition, the method may collect related data from various sources, such as journals, books, and other types of literature. Thereby, the data can be presented in the form of further research descriptions. Secondary data were plotted because the study investigated existing data. The source of the data was obtained from Google Scholar.

## III. Results and Discussion

### A. Labeling and Packaging Product

The label was part of a product in the form of a source image or verbal description of the product or manufacturer. The label was the identity of a product. It allowed consumers to differentiate one product from another. Labeling was an attempt to label a product in the form of a brief description. Some information that must be included in labeling were a) name; b) product manufacturers; c) the address of the product manufacturer; d) the materials used to manufacture the product; e) nutritional content; f) expiration date; g) and approval from the Ministry of Health or related agencies.

Moreover, Government Regulation No. 69 of 1999 stipulated that the definition of a food label is information regarding food in the form of pictures or writing. It can be a combination of both or other attached forms, whether inserted, affixed, or part of food packaging concerning food labels and advertisements, pictures, letters, or a combination of both.

Attached or part of food packaging was one of the producer's responsibilities to label the packages (Arvanitoyannis & Bosnea, 2004). It was highly recommended to display it on the product. In addition, increasing consumers' interest in buying the products might prevent bad purchases regarding many identical products being sold. The packaging also varied from simple to complex. For example, the labels were printed on plastic, paper, or cardboard. The brand encouraged food manufacturers to provide true and accurate information to ensure its quality and safety.

### B. Benefits and Purpose of Labeling

In general, labels were applied to advertise and brand a product. Furthermore, regarding the function of the label, Kotler disclosed that a label might identify, classify, describe, and promote a product or brand. While the purpose of labeling products was to inform the product content from its outer packaging, visually explain the product content to consumers, provide instructions regarding the product use, provide promotional tricks, and provide evidence that the product was credible and safe.

### C. Terms and Regulations in Labeling

Based on Government Regulation Number 69 of 1999 concerning Food Labels and Advertisements, there were several provisions in labeling, such as:

1. Name of the product. All food products must have names. The name of the food provided some information about the identity of the food. It might reflect the actual nature and state of the product. The use of product names was mandatory for foods included in the Indonesian National Standard.

2. Information on ingredients used. It was categorized based on the most often used ingredients. In addition, food additives and preservatives used must also be listed. Information about added, enriched, or fortified ingredients should also be included.

3. Net weight or net content of food. Net weight or net content referred to the number of food ingredients in the packaging. Information was displayed in metric units such as grams, kilograms,

liters, and milliliters because solid, liquid, and semi-solid foods were expressed by their weight or content.

4. Name and address of food manufacturer; Food Product Factory Name and Address Information provided some information on the names and addresses of parties that produced, imported, and distributed the food products in the territory of Indonesia. The label contained the name of the city, postal code of Indonesia, while the information section contained the name and address.

5. Shelf life of food. All foods had an expiration date, which was indicated on the food label. Expiration date information was the limit on the quality of food that was guaranteed if it was stored according to the manufacturer's instructions. The expiration date was listed separately from the words "use before" and was accompanied by instructions on where the expiration date should be placed.

6. Food registration number. When distributing food, food labels must include a food registration number. Food brands produced in Indonesia and imported into the territory of Indonesia were categorized as MD brands, while for processed foods produced domestically, they were categorized as ML brands.

7. Food production code. The production code was a code that could describe the history of food production simultaneously processed under the same conditions. The manufacturing code was accompanied by or the date of manufacture. The relevant date of manufacture was the date when the food was processed.

8. Using or serving and storing food. Processed foods that required preparation before being served or consumed must include instructions for use or storage. Inedible packages must also indicate how they should be preserved after opening.

#### *D. The Role of Labeling and Packaging Food Product on Purchasing Product Interest*

A good label help consumers to choose the products they need. It indicated the vital role of food labeling (Baker & Burnham, 2001). Labeling also played a role in educating the public. The labeling can add the product value. Labeling can be an attractive marketing strategy for the product competition. However, labeling can also be misleading messages, (Karmini & Briawan, 2004).

Labeling was one of the main aspects that manufacturers must consider because the appearance of products reflected their identity. The consumers' choices might come at the first five seconds looking at the products. Therefore, products' appearance was crucial in the market. The presence of a label tended to positively affect the consumers' interest.

The products' visual attributes were crucial in attracting consumers' interest and distinguishing it from other products. Therefore, labeling is a common element of product packaging. Packaging labels were used as visual cues for product packaging. Attractive labels could attract consumers' attention and ultimately convince them to buy the product (Clara, 2021). Moreover, labeling was also used as a product feature to help consumers to remember. Recently, labeling referred to the package data rather than the meaning of the label applied to the package.

Generally, consumers buy products because of their benefits. Therefore, the best place to expose product benefits was in front of the packaging. Labels could raise awareness about the importance of healthy food (Dudeja & Gupta, 2017), encouraging consumers to learn more about how these products are made and tested for nutritional value. Finally, the food serving procedure must be stated on the packaging because it could raise consumers' eyebrows to buy and taste the products.

## **IV. Conclusion**

Ultimately, a label is the identity of a product. Labels allowed consumers to differentiate one product from another. Labels did not only convey information but also served as advertising and product branding. Excellent labelling helped consumers to choose the products they needed. Thus, the role of food labelling is significant. Labels also played a role in educating the public and boosted the product's value. Likewise, labelling could be an attractive marketing strategy to increase products' competitiveness. Packaging labels were products' visual appearance. Glamorous packaging could attract consumers' attention and ultimately seduce them to buy the product. Inexorably, labelling was an implemented feature assisting consumers in reckoning the products.

### Acknowledgment

Researchers say many thanks to UNSIKA LECTURERS who have been involved in writing this journal.

### References

- Arvanitoyannis, I. S., & Bosnea, L. (2004). Migration of substances from food packaging materials to foods. *Critical Reviews in Food Science and Nutrition*, 44(2), 63–76.
- Baker, G. A., & Burnham, T. A. (2001). Consumer response to genetically modified foods: Market segment analysis and implications for producers and policy makers. *Journal of Agricultural and Resource Economics*, 7(3), 1050–1073.
- Clara, C. (2021). Pengaruh desain dan manfaat kemasan terhadap minat pembelian FMCG. *Jurnal Keuangan Dan Bisnis*, 19(1), 1–25.
- Dudeja, P., & Gupta, R. K. (2017). Nutritional labeling. In *Food Safety in the 21st Century* (pp. 481–489). Elsevier.
- Faizin, M., & Wahid, S. H. (2022). Assistance in packaging innovation and licensing of small and medium enterprises and young entrepreneurs at IAIN Ponorogo. *Edusia: Jurnal Ilmiah Pendidikan Asia*, 2(2), 1–19.
- Goyal, R., & Deshmukh, N. (2018). Food label reading: Read before you eat. *Journal of Education and Health Promotion*, 7.
- Hutt, C. A., & Gonzalez, M. (2014). *Food Labeling*. Elsevier.
- Karen, R. (2016). Food labeling: Applications. *Encyclopedia of Food and Health*, 49–55. <https://doi.org/doi.org/10.1016/B978-0-12-384947-2.00785-6>
- Karmini, M., & Briawan, D. (2004). *Ketahanan pangan dan gizi di era otonomi daerah dan globalisasi. Widyakarta nasional pangan dan gizi VIII*. Lembaga Ilmu Pengetahuan Indonesia, Jakarta.
- Marsh, K., & Bugusu, B. (2007). Food packaging—roles, materials, and environmental issues. *Journal of Food Science*, 72(3), R39–R55.
- Sato, P. D. M., Mais, L. A., Khandpur, N., Ulian, M. D., Martins, A. P. B., Garcia, M. T., & Scagliusi, F. B. (2019). Consumers' opinions on warning labels on food packages: A qualitative study in Brazil. *PLoS One*, 14(6), e0218813.
- Suherlan, Y., & Widiyanti, E. (2021). The model of eco-friendly packaging center to increase the competitiveness of MSMEs' local products. *IOP Conference Series: Earth and Environmental Science*, 905(1), 12072.
- Zheng, L., Tong, Z., Ma, C., Wang, F., Li, M., Yang, B., & Sun, Y. (2022). Effects of labeling on wildlife conservation education. *Global Ecology and Conservation*, 33, e01997.