

ANALYSIS OF FRONT OF PACK LABELS IN PACKAGED FOODS CATEGORY IN INDIA

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ABSTRACT

Purpose

Modern retail formats, which encourages self-service off display racks by consumers has made packaging design and front-of pack (FOP) labels an important medium of marketing communication. This qualitative study analysed the FOP claims made by the Indian packaged food brands for deriving FOP label categories to help marketers position their brand communications.

Design/Methodology/Approach

FOP claims made by Indian packaged food brands available on their labels were collected from respective company websites and Amazon India website. A total of 204 packaging layout designs across ten product categories were analysed applying content analysis. A word cloud analysis was performed on the total of 415 claim statements collected from the FOP labels.

Findings

Seven categories of FOP labels were identified among the Indian packaged food brands. Ingredient-based claims were predominantly made by the food brands, followed by functional claims. Most of the food labels analysed contained multiple claim types.

Practical Implications

The paper offers marketers with insights that can help them position and design their FOP brand communication.

Research Limitations

This study has taken into consideration only ten product categories across the Indian packaged food products. Being an exploratory study, the data collection was restricted to online portals and product websites. More product categories can be considered in future research towards comprehensive classification of FOP labels.

Originality/Value

Food label claims have been the subject matter of food marketing research in the US and Europe. However, research in this area in the Asian context is less. This study has focused on classifying claims made on Indian food brands and will interest both consumers and marketers.

Keywords: Front of Pack (FOP) Label, Marketing Communication, Brand Positioning