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NUTRITIONAL LABELLING AND PURCHASE INTENTION TOWARDS PACKAGED FRUIT JUICES: AN EMPIRICAL STUDY

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Keywords	Abstract
Nutritional Labelling, Purchase Intention, Packaged Fruit Juices, Consumer Behaviour, SEM, SmartPLS.	Nutritional labelling is vital for expressing information about the nutritional makeup of packaged food and drinks and may impact consumers' purchase decisions. This is the study to investigate how nutrition labelling affects purchase intention of packaged fruit juices. Structural Equation Modelling (SEM) using SmartPLS was used as the analytical approach to explore the association between nutritional labels and purchase intention. It was found that Nutritional Labelling significantly influences Purchase Intention towards Packaged Fruit Juices. The results indicate the significance of clear, accessible and useful nutrition information to assist consumers in making decisions. The study has important implications for producers, marketers and governments to improve nutritional communication and promote effective labelling procedures of packaged fruit juices.

Introduction:

The amount and consumption of packaged foods and beverages have increased, so the information about what's in them is more important in people's day-to-day decision making. Packaged fruit juice is particularly important from this point of view, because they are related to refreshment, nutrition and convenience, but this nutritional content may differ significantly between the varieties. The differences in total sugar, added sugar, energy content and other nutritional elements mean that it is necessary for customers to have available information when assessing these goods. Nutritional labelling is consequently an essential way of communicating product features and of aiding customers in their



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educated purchase decisions. Recent study has shown that nutrition labels can have a considerable impact on consumers' perception and decisions, especially if the information is provided in a clear and readily interpretable way (Roberto et al., 2021).

Nutrition information is typically displayed in comprehensive panels on the back or side of packaging. These panels are quite informative but customers may not understand them in everyday purchase circumstances. Front-of-package nutrition labelling has therefore become an essential supplementary technique, as it provides vital nutritional information in a more prominent location and can lessen the work necessary to analyse a product. Effective labels need to be visible, straightforward and intelligible so that customers are able to rapidly recognise essential nutritional qualities (Roberto et al., 2021). Nutritional labelling is important not just because it provides information, but also because the presentation of nutritional information can impact consumers' views of product healthiness and their likelihood of purchase. Different label formats can convey the same nutritional information, but with differing degrees of clarity and effect. Experimental research has demonstrated that consumers' reactions to warning labels, traffic-light systems, summary ratings and other types of front-of-package information are not uniform. Thus, the success of nutritional labelling is conditioned by the availability of information, as well as by its visibility, simplicity and capacity for facilitating comparison between goods. This problem is of particular importance in the Indian setting, where changing food consumption habits have been accompanied by an increased availability of processed and packaged goods. Research among Indian consumers indicates that front-of-package nutrition label design can impact comprehension and purchase-related behaviours. Ghosh et al. (2023) in a large-scale experimental investigation with the participation of 20,564 consumers throughout India, revealed that summary-based formats like Health Star Ratings and warning labels were more easily identifiable and understood and were able to influence purchase intentions. Similarly, experimental studies on nutrition labels restricted to India found that a two-colour traffic-light format performed well on understanding and product-choice outcomes, highlighting the necessity to develop labels that could be readily understood by consumers with varying literacy and nutrition knowledge levels (Pettigrew et al., 2023).

Nutritional labelling can therefore become a significant point of engagement between the product and the consumer at the moment of purchase for packaged fruit juices. Consumers may take into account facts such as sugar, calories and other nutritional qualities, in addition to flavour, price, brand and convenience. The existence of nutritional information, however, does not guarantee that customers will see, comprehend or act upon it when making a buying decision about a product. This link is especially noteworthy given the rising prevalence of various nutritional claims and labelling forms in the packaged beverage sector. Hence, the present study aims to investigate the amount of effect of nutritional information on consumers' buying choices by focusing on nutritional labelling and purchase intention toward packaged fruit juices. The study is likely to yield important information for consumers, producers, marketers and policymakers about the function of good nutritional communication to facilitate informed purchase decisions.

Review of Literature:

1. De Silva, SSK., Malkanthi S., et al. (2025) compared the effect of nutritional claims on consumer buying decisions on fruit drinks of Gampaha District. Based on the results, the



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consumer perception of healthiness has the highest coefficient value, which means that the influence of the consumer perception of healthiness on the consumers' purchasing decision is the highest. Also, consumer preferences became an important factor and product labelling and nutritional claims were significant factors in consumer purchasing behavior.

2. **Bewket, W. & Wodaje, M. (2025)** evaluated consumer knowledge and use of food label information and how this affects their food choices. The study outcomes show that even if consumers believe in the significance of food labels, their knowledge of what information is provided on the food label is quite low. However, food labelling does make a big difference to consumers' shopping habits, and the majority of people would never purchase a product without a label, with the main reason for this being to help them decide which brand to choose.
3. **Mehta, A., Serventi, L., et al. (2024)** analyzed to understand how packaging influences consumers' experience with orange juice and to identify what influences consumer willingness to purchase various orange juice products, due to the packaging. The evaluation stage highlighted the nutritional information as a key factor in gaining maximum visual attention (fixation counts = 0.40) and the NZ-made logo (odds ratio = 15.62) as a driver of purchase intention. The study identified that the best packaging to attract most attention was not necessarily the highest liked packaging. Furthermore, consumers might not be very visually aware of attributes (price, $r = -0.22$) that they reported to be important.
4. **Jáuregui, A., White, C., et al. (2022)** assessed the impact of front-of-pack (FOP) labelling on perceived healthfulness of a sweetened fruit drink by a sample of adult consumers in an international setting. provided clear non-quantitative messages regarding high quantities of nutrients of concern and was most effective at reducing perceptions of the healthfulness of a sweetened fruit drink across nations.
5. **Biondi, B. & Camanzi, L. (2020)** assessed the impact of various Front-of-Pack messages on the customers perceptions, their willingness to purchase and pay for new food product. Empirical findings indicate that FOP messages do not have a direct impact on consumers' willingness to buy, but it does impact consumer perception of the product. The product perception and the novelty in consumption orientation of consumers have a significant impact on their willingness to buy.
6. **Gomes, S., Nogueira, M., et al. (2020)** examined the role of the nutrition information on food labels in consumers' lives. Educational and symbolic, coloured and simple FOP schemes have demonstrated their preference by consumers and that 'traffic light' schemes are better understood and lead to quicker decisions at the point of sale.

Objectives of the Study:

1. To examine the Nutritional Labelling and Purchase Intention towards Packaged Fruit Juices.
2. To give recommendations for improving the effectiveness and use of nutritional labelling on packaged fruit juices.

Hypothesis:

H_0 : There is no significant impact of Nutritional Labelling on Purchase Intention towards Packaged Fruit Juices



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H₁: There is a significant impact of Nutritional Labelling on Purchase Intention towards Packaged Fruit Juices

Research Methodology:

The research had 175 packaged fruit juice drinkers which was more than the minimum needed sample size of 138. The sample size was established using an “effect size of 0.30, statistical power of 0.90, significance level of 0.05, 2 latent variables and seven observable variables, which provided sufficient statistical power to test the associations presented”. The researchers used non-random purposive selection, as the study required respondents that drink packaged fruit juices and could offer information related to nutritional labels and purchase intention. Both primary and secondary data were used. Primary data was acquired by using structured questionnaire while secondary data was taken from relevant academic sources. Structural Equation Modelling (SEM) was used since the study explored correlations between latent constructs which were evaluated through several observable variables. SmartPLS was employed as it is ideal for assessing relationships between latent constructs based on their observable indicators. Pirani (2024a) stresses the need to use statistical procedures that are suited to the nature and goals of the research investigation. Pirani (2024b) emphasises the significance of upholding research ethics and integrity throughout the study process, including responsible data collection, analysis and reporting.

Data Analysis and Interpretation:

Table No: 1 Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Nutritional Labelling	0.800	0.802	0.575
Purchase Intention towards Packaged Fruit Juices	0.858	0.859	0.606

Source: Compiled from Primary Data

The reliability and validity results showed that both constructs have good internal consistency and convergent validity. The results of the “Cronbach's Alpha” of the scale items of Nutritional Labelling are 0.800 which is higher than the recommended value of 0.70, and the “Cronbach's Alpha” value for the Composite Reliability of the scale items of Nutritional Labelling is 0.802, which is also higher than the recommended value of 0.70, which means that the items were able to measure the construct consistently and the AVE value of the scale items of Nutritional Labelling is 0.575, which is higher than the recommended value of 0.50, thus the convergent validity is adequate. Likewise, Purchase Intention for Packaged Fruit Juices has a Cronbach's Alfa coefficient of 0.858 and a Composite Reliability coefficient of 0.859, which are considered high. It also has an acceptable convergent validity ($AVE > 0.50$) with a value of 0.606. In general, both constructs showed satisfactory levels of reliability and validity, and thus the scales used to measure it are suitable for subsequent statistical analysis.



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Table No: 2 Discriminant validity

Construct	Nutritional Labelling	Purchase Intention towards Packaged Fruit Juices
Nutritional Labelling	0.759	
Purchase Intention towards Packaged Fruit Juices	0.743	0.778

Source: Compiled from Primary Data

Based on the discriminant validity results, it can be concluded that both constructs are sufficiently different from each other, namely Nutritional Labelling and Purchase Intention towards Packaged Fruit Juices. The diagonal values are 0.759 for the Nutritional Labelling and 0.778 for Purchase Intention towards Packaged Fruit Juices. The inter-construct correlation is 0.743, which is less than the diagonal values of the two constructs. This confirms the discriminant validity of each construct with its own indicators compared to the other construct, and the results showed that there was an adequate discriminant validity between Nutritional Labelling and Purchase Intention towards Packaged Fruit Juices.

Figure No: 1 SEM model

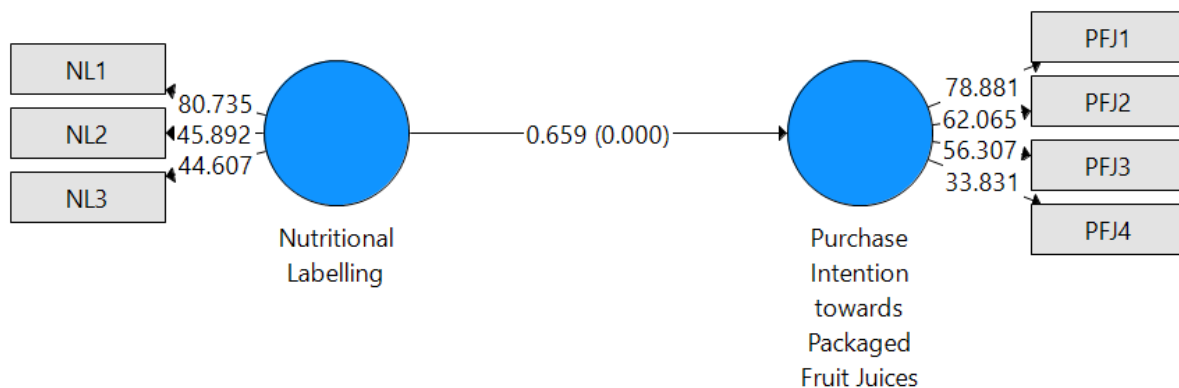


Table No: 3 Hypothesis testing

Path	Beta Coefficient	T-statistics	P-Value
Nutritional Labelling → Purchase Intention towards Packaged Fruit Juices	0.659	23.237	0.000

Source: Compiled from Primary Data

The findings of the hypothesis testing showed that there is a positive and significant relationship between Nutritional Labelling and Purchase Intention towards Packaged Fruit Juices. The obtained beta coefficient value of 0.659 shows that the nutritional labelling has positive effect on the intention to purchase. The T-statistic of 23.237 is significantly greater than 1.96, and the p-value of 0.000 means

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that this relationship is statistically significant. Hence, the hypothesis has been accepted and Nutritional Labelling is found to be a significant factor affecting Purchase Intention towards Packaged Fruit Juices.

Conclusion:

The study results demonstrate that nutrition labelling significantly influences the consumers' purchase intention towards bottled fruit juices. The results suggest that nutritional information has a key role in affecting consumers' perception of packaged beverages at the moment of purchase. Nutritional labels give consumers pertinent information about the nutritional makeup of items and can help them make more educated shopping decisions. The large effect also indicates that clear, accessible and intelligible nutritional information may be a factor in the customer's willingness to buy bottled fruit juices. Therefore, nutrition labelling must be considered more than just a legal requirement – it also provides an important link between producers and consumers. Properly labelled nutrition will also provide more transparency for the packaged beverage industry and raise people's awareness of what they are consuming and how they might better obtain it. The results are important for producers, marketers and policy makers who can work together to improve the presentation, communication, and standardization of nutrient information on packaged fruit drinks.

Suggestions:

1. Recommendations to Manufacturers:

- Packaged fruit juice must provide clearly understandable nutritional data and the key nutritional components of the product (sugar, calories and serving size) must be made prominent and easy to understand.
- Manufacturers should increase the transparency and quality of nutrition information and not make confusing or even misleading claims to enable consumers to make informed choices about what they buy.

2. Recommendations to Marketer:

- On packaging and through promotion, marketers should communicate nutritional information to consumers clearly and in a way that they understand, rather than over-whelming them with too much information that is not relevant to the key nutritional information.
- Nutritional information should be taken into account by marketers in their product communication strategy. This would build customer confidence and give products a competitive edge particularly if they offer a health benefit.

3. Provide policy makers with recommendations.

- Policy makers need to enhance and harmonize the nutritional labelling requirements for packaged fruit juices so that nutrition information is legible, transparent and comparable between brands and different packages.
- Regulatory authorities should promote the establishment of consumer friendly nutrition labelling system to make it easier to understand and assess key nutrition information, and ensure compliance and prevent misleading nutrition claims.



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AUTHOR(S) CONTRIBUTION

The writers affirm that they have no connections to, or engagement with, any group or body that provides financial or non-financial assistance for the topics or resources covered in this manuscript.

CONFLICTS OF INTEREST

The authors declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

PLAGIARISM POLICY

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