

**CONSUMERS' PERCEPTION OF THE USEFULNESS AND NECESSITY OF
PRODUCT LABEL INFORMATION ON FAST MOVING CONSUMER GOODS
(FMCG) A STUDY OF ORAL-B.**

BY

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CERTIFICATION

I certify that this work was carried out by ONATUGA, Abayomi Oluwagbotemi at the Department of Mass Communication, Mountain Top University, Ogun State, Nigeria under my supervision.

Prof. Babatunde Oni

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Prof. Babatunde Oni

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DEDICATION

This work is gratefully dedicated to God Almighty for providing divine direction and power in the creation of it. Also, thank you to my supportive and encouraging parents, as well as to all the professors at Mountain Top University's Department of Mass Communication that continuously instilled knowledge in me. I thank you all and God bless.

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ABSTRACT

Consumers' concerns about food quality and safety have grown as a result of previous food crises and the never-ending discussion over the appropriateness of genetically modified organism of food products, prompting them to evaluate the use of product label information. The need for knowledge on the best method and basis for consuming food products have increased greatly, and now the label information that will provide these details can now be identified through the primary data of the product. One of the most important methods for customers to discover what's in their food is to look at the label. It allows them to make informed decisions based on all relevant information regarding the food's safety and sanitary nature. So this study was conducted to find out if consumers use the label information and deem it necessary. In line with the objectives of this research, the instrument of data collection used was the structured questionnaire; distributed to a sample size of 285 out of the 1,385 students of the school. The data gathered was thereafter analysed, presented and interpreted using the descriptive data analysis technique. The results from the data analysis showed that majority of Mountain Top University undergraduates find product label useful and it happens to be one of the purchase decision determinants. The study recommended that FMCG companies and brands address the issue of product labelling to meet the needs and wants of the consumers.

Keywords: consumers' perception, product label, fast-moving consumer goods (fmcg), Oral-B.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

As competition waxes stronger, entrepreneurs have grown to be aware of the notion that product labelling has the first-rate function to play particularly in largely perishable items are concerned. People nowadays do not bother to read the information on the labels of fast-moving consumer goods because they do not believe it is important or valuable to them at that particular time. Fast Moving Consumer Goods (FMCG), additionally referred to as Consumer-Packaged Goods (CPG), are merchandise that might be offered speedy at a fairly low cost. Though absolutely the earnings made on FMCG merchandise is fairly small and they frequently sell in large quantities, thus the total revenue on such items might be substantial. FMCG customers do now no longer reflect on consideration on the buying product till they input the region of purchase. Examples of FMCG typically consist of a huge variety of regularly bought client merchandise which includes toiletries, soap, cosmetics, enamel cleansing merchandise, shaving merchandise, and detergents, as well as a variety of non-durables which include glassware, mild bulbs, batteries, paper merchandise, and plastic items. FMCG might also consist of pharmaceuticals, client packaged food merchandise, and drinks. Some of the great regarded examples of Fast-Moving Consumer Goods corporations consist of General Mills, H. J. Heinz, Reckitt Benckiser, Nestle, Unilever, Procter & Gamble, Oral-B, Carlsberg, Kleenex, Kraft, Pepsi, Wilkinson, and Mars. During the beyond hundred years, principal modifications have taken region in food manufacturing practices.

According to Case (2002) cited in Dornyei (2015), these trends have resulted in changes in consumer's food buying decision patterns and information search patterns. Consumers study labels to acquire or gather data approximately a product (what it contains, the way it became

manufactured, etc.) and to maximize the advantages of the food. Consumers additionally study labels to examine unique manufacturers or whilst buying new merchandise and looking forward to the reinforcement of formerly discovered information.

According to Beruchashvili (2014), noted in Dornyei (2015), due to food protection scandals and the growing reputation of fitness-aware diets and environmentally aware intake styles, customers orient themselves and ensure they make better- informed decisions and healthy food selections via way of means of analyzing the data content material on product packaging (e.g. nutrients labels, environmental labels, caution labels, fitness claims and so forth). Consequently, food labelling and customers' label data seek (LIS) have emerged as critical components of the client behaviour literature (Drichoutis, 2006). According to Grunert & Wills (2007) cited in Dornyei (2015), many client studies research has tried to apprehend how customers study and apprehend labels and the way they employ them in their buying selections.

According to Adigbo (2015), research conducted in Malawi additionally found that 73.8% of the customers no longer apprehend the numerical data and terminology utilized in labelling. Recent food crises and non-stop debate at the suitability of genetically changed organism food merchandise have delivered into consumers' and worries for food quality and safety and this makes them find out the usefulness of the product label information. Ever-growing call for information on best, process, and foundation of food merchandise have resulted within the manifold boom in the income of packaged merchandise which might be now classified with primary data approximately the merchandise. A food label is one of the vital means through which customers get to realize what the food contains, permits them to make the right decisions primarily based totally on all of the important data about the safety and hygienic nature of food products (Latiff, 2016). Uncertainty is excessive within the food area due to the fact the product can't be skilled earlier than buy (Giraud, 2003).

Labelling is an effective sign and an immediately useful resource to customers in making purchasing options because they have the ability to give crucial data on the trustworthiness and expertise attributes of the merchandise (Dimara and Skuras, 2005). Labelling permits customers to assess food merchandise and to make knowledgeable selections (Lagerkvist, 2013). Food labeling's main aim is to switch data from the manufacturer to the client (Van Boxsteal, 2014). A product package label must include at the least the title of the product, ingredients, its manufacturer's name and address, net weight, and different nutrition facts about the product Kasapila & Shawa (2011).

1.2 Statement of Problem

Consumption styles have substantially modified in the latest years. Consumers are regularly and increasingly privier to the problems pertaining to food and the effects they have got on the financial system and environment. Consumers understand the relationship among food qualities, the ecosystem, and additionally the society's well being in general. These days they may be turning step by step towards the direction of the products of food which are the associate expression of this interaction. However, the technique of intake is not homogeneous: not all buyers have a comparable value and want the same features. However, regardless of contemplating the common problems (e.g., sustainability, social justice goals, etc.), they no longer basically change their intake conduct to reflect those values (Weinstein, 1988).

Have consumers begun to see the necessity and usefulness of getting the data on the goods they consume? If so, do they turn to the product label to acquire such information? Do they find labels to be beneficial in providing such information?

These questions make it necessary to study the role that product labelling plays in informing consumers and influencing their' views and opinion about the product they consume and also

check their perception of the necessity and usefulness of the label information. The focus is Oral-B.

1.3 Objectives of Study

The general objective of this study is:

- ❖ To determine consumer's perception on the usefulness of product label information in FMCG products.
- ❖ There are also specific objectives of this research, and they include:
 - ❖ To evaluate the importance consumers attach to FMCG products labels while purchasing them.
 - ❖ To determine the perceived usefulness of product label information among consumers of FMCG.
 - ❖ To ascertain the degree of perceived influence product label has on consumers.
 - ❖ To determine what information is sought for from the package label.

1.4 Research Question

In line with the study objectives, the following research questions are generated.

- ❖ What is consumers' perception of the usefulness of product label information on FMCG products?
- ❖ Do consumers attach importance to labels and read same while purchasing goods?
- ❖ What are the labelling attributes which the consumers consider important while purchasing a product?
- ❖ What is the perceived degree of influence product labels have on Oral-B consumers?
- ❖ What information should be included among the label information?

1.5 Significance of The Study

The findings of this study will assist different researchers in carrying out similar studies. This study would facilitate efforts to make consumers see the need and usefulness of reading the label information of fast-moving consumer goods. It would provide solutions for mass communication students on the roles of labels as a significant part of packaging elements in product presentation and the buying process. Finally, this study will increase awareness about the use of product label information and it would help companies and brands to better understand issues relating to product packaging.

1.6 Scope of the Study

The scope of this research is limited to the perception of Oral-B consumers on the usefulness of the label information on Oral-B products in Nigeria, focusing on Mountain Top University Students. The scope of this research would be limited to the period between June - August 2021.

1.7 Definition of Terms

Labelling: This is describing someone or something in a word or short phrase.

Perception: This is the way in which something is regarded, understood, or interpreted.

Consumer: A person who purchases goods and services for personal use'

Consumers' Perception: This refers to the consumers' awareness, their impressions and their opinions about your product or service.

Product: An article or substance that is manufactured or refined for sale.

Product Label Information: This is a printed information that is bonded to the product for recognition and provides detailed information about the product.

Usefulness: The quality of having utility and especially practical worth or applicability.

Necessity: The state or fact of being required.

FMCG: They are things that are swiftly sold for a low price.

Oral-B: Oral-B is the brand name for toothpastes, toothbrushes, electric powered toothbrushes, and mouthwashes in the United States.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

In this chapter, an attempt is made to review the related literature to form the conceptual framework for the study. This review is set to determine the usefulness and necessity of product label information of Oral-B as a Fast-Moving Consumer Good and the perception of its consumers. It also discusses the relevant theoretical framework on which the study finds its base which serves as a backup to the study. Finally, this chapter also looks at various studies already conducted by other researchers and scholars concerning the research under the empirical review.

2.2 Conceptual Framework

This study's conceptual review looks at the literature on consumer perception and the usefulness of product label information; its necessity for forming consumer perception on a fast-moving consumer product such as Oral-B. It goes further to review the literature on fast-moving consumer products in general.

The concepts to be reviewed to enhance further knowledge on the subject of the study are:

1. Concept of perception;
2. Concept of consumer perception;
3. Concept of product label information;
4. Concept of labelling;
5. Concept of fast-moving consumer product;
6. Concept of Oral-B.

2.2.1 Concept of Perception

The Longman dictionary of contemporary English defines perception as to how you think and see things and your view of what it is like. It is described as the way you observe things using your senses of sight, hearing, and other senses. Another definition explains that perception is the method of accomplishing awareness or the understanding of sensory information. As such, it is an important issue to heed people's perception of their surroundings and even the globe in general.

Also, we want to duplicate our understanding with the thoughts that these people's perceptions are like an imprint of the experiences they have had. Perception can be defined as our ability to recognize and comprehend information obtained through our senses. Perception is also the method through which information from the surface setting is selected, received, organized, and taken to create what is meaningful to you. This input of meaningful information leads to choices and actions. Perception is incredibly necessary for understanding human behavior. As a result of it, one perceives the world and approaches life issues differently. Because people's perception is influenced by their wants, the requirements of different persons can be determined with the use of perception. Perception is to a large part a psychological trait and psychological feature; how we view the people and objects around us has an impact on our communication. The 3 stages concerned are:

- 1) the selection,
- 2) the organisation, and;
- 3) the interpretation stage.

1) **Selection stage:** this can be the primary stage within the process of perception, and it entails that each human experience impulse, generated as a result of a situation, and within the course of receiving this, we have a tendency to tend to convert those impulses into

communication experiences. As we participate in activities daily in our lives, we bump into several information regarding things around us. Examples of this are, the various opinions we hear, the small sounds that come from things we hardly notice, the witness of violence, and lots of different such things. These are inescapable occurrences that become a part of our everyday living. Since we have incorporated them into our world, they become stimuli that meet with our sensory organs, waiting to be processed.

Nevertheless, it is not possible to observe all information available, at the same time. If we have tend to try to understand each information, we are going to experience what is known as “Information overload and disorder”. Hence, it is just some components of the data that we will perceive. However, we perceive things are not specifically how we encountered them, rather they are the translations of what our sensory organs have accepted. Bruner (1958, p.85), for instance, posits that “In the interest of not overloading ourselves with an excessive amount of information, we have a tendency to limit our attention to those aspects of strangers or things that are essential to what we are doing”. This can be an extremely selective endeavour as we manage our reception of data by driving them towards our lane of interest. Thus as humans, we create some components of the information as significant, as we transfer to them attention that we will not provide some others simply because we aren't interested in learning more about them. Within the method of selection, we tend to solely contemplate stimuli that we think we are familiar with and select those that interest us. This exemplifies the choosing aspect of perception.

2) **Organisation:** The second stage within the perception process is organisation. Once we select information from the outside world, there is a desire to place them along and comprehend their meaningful patterns by unifying the information in your head. This stage of organisation is created or attainable by classifying things or people, hence the explanation why some researchers termed it ‘categorisation’. As we start to organise these things, we

would realise that the raw information we have a tendency to process are in the required form, with the attributes of texture, size, weight, etc. We tend to qualify them with these attributes ourselves and start to register them in our minds. An example is responding to the question of which article of clothing material is best for warm weather. This kind of question can be answered by completely different individuals from their different perspectives, with everybody giving a sensible or suitable reason for his or her choice. This stage allows the human perception to make raw impetus transit into a big thought and experience. The method of organisation brings out our product of choice as a robust and free stimulus.

3) **Interpretation:** At this stage, there are already chosen stimuli, Since the former stage has taken charge of categorisation, then we have a tendency to create patterns. It is out of those firm patterns that we logically manufacture meaningful results. However, the method of interpretation comes in different dimensions in several people who have received identical stimulus. That is, different individuals interpret things differently, albeit they are decoding the same thing. An instance is that the sight of a police officer at a crime scene can be interpreted differently. For a victim, it is an instance of safety but for the criminal, it is a moment of doom.

Also, the interpretation of things for a few individuals is determined by past experiences and cultural backgrounds. "Culture provides a perceptual lens that greatly influences how we interpret and evaluate what we receive from the outside world" (Samovar, 2000). There are things that everyone or the bulk of the people agree on about a specific idea. However, there are people within the setting who can still have a different opinion about that situation. Opinions like these are not simply birthed out of nowhere; they are rather supported by cultural background and past experiences. Therefore, it is important to notice that such things influence the manner in which different individuals perceive the same stimulus. The variations gift in every people are largely the results of the psychological feature methods.

Though there are many cognitive processes (imagination, perception, and even thinking), the perceptual process could be a vital one and is most relevant to the study of people's behaviour in organisations.

To comprehend perception, we must first recognize that it is a unique business, meaning that it manifests itself in various ways in different people, based on their unique thinking and interpretation of events. This is exceptional as a result of we tend to not understand things simply the manner we receive them, we rather perceive them supported what we have created out of them, with the influence of some factors. For instance, the observation that a top dog and a subordinate could react quite otherwise to identical high management directive, can be higher understood and explained by the perceptual method (Luthans, 1998). Everyone in the world nowadays views things differently, because our expectations of the globe are radically different.

As a result, it's a fancy and dynamic procedure. Although we are both observing the same circumstance, we tend to begin with opposing viewpoints. Opinions regarding media could also be a preferred one (e.g., the media are liberal; Lee, 2005), or targeted to the manner specific topics are lined by print media (e.g., media are against genetically changed foods; Gunther & Liebhart, 2007). The people's perception a few a part of the media determines the way they choose or welcome messages they encounter therein area.

2.2.2 Concept of Consumer Perception

Perception is the procedure through which human beings select, organise, and interpret sensations, i.e., the on-the-spot reaction of sensory receptors (which include the eyes, ears, nose, mouth, and fingers) to such fundamental stimuli as light, colour, odour, texture, and sound. Anything that turns on a receptor is referred to as a stimulus. Perception specialises in what we upload to uncooked sensations with a view to supply them that means. Consumer

belief refers to the method through which customers choose, organize, and interpret stimuli to form a meaningful, regular, and cohesive image of a product. Consumer belief has method implication for entrepreneurs due to the fact consumer make selections primarily based totally on what they understand instead of on the idea of goal reality. Consumer stimuli from the surroundings are primarily based totally at the interplay in their expectancies and reasons with the stimulus itself. According to Blank (2008). In advertising and marketing, consumer belief refers to the concept of sensory belief. Just as sensory belief pertains to how human beings understand and procedure sensory stimuli via their 5 senses. Consumer belief relates to how people shape evaluations approximately corporations and the product they provide via the acquisition they make. They additionally use purchaser belief concept to broaden advertising and marketing and marketing and marketing techniques meant to preserve their clients and entice new ones. Each person translates the that means of a stimulus to be regular together along with his or her very own precise biases, needs, and experiences. Below, the 3 ranges of exposure, attention, and interpretation make up the procedure of belief.



(Madichie, 2012).

Marketers assign certain characteristics to their products that may elicit a variety of emotions in customers who read, hear, or see the advertisement. (Jalees, 2006). The marketer is successful in creating an emotional link between the customer and the product. Such emotional/mental appeals are routinely used in advertising to win over customers and corner

the market for a product. The idea of belief correlates with the technique with the aid of using which customer selects, organises and translates facts to make that means of something. It is the character's innate manner of appreciating services or products through the mass media.

According to Arens (2008), human beings are not restricted with the aid of using their bodily senses. They are similarly tormented by emotions and interest. Each character makes use of a few mental displays to appraise, sieve and personalise facts approximately services and products through the medium or media that great in shape them. Result –oriented marketing endeavours to penetrate the perceptual /mental displays to sign in beneficial impact in the client's ability. Beliefs and attitudes form the client's belief of the product. They are elements which are hard to extract seeing that they stem from the individuals' character and lifestyle. Consumers overwhelm belief- discrepant facts. They generally tend to selectively preserve or distort the facts to align it withheld ideals. There are essential elements that impact clients' belief of marketing media for Oral-B merchandise. Such elements include: cost, nature of the merchandise, credibility, nice and branding, (Smith, 2003). Consumers assemble accurate or horrific enjoy of their recollections that function reference factor to assist organise them in comparable situation. The enjoy impacts their belief of merchandise. They generally tend to keep away from or take delivery of merchandise in line with the enjoy.

Consumer perception belief performs roles in marketing which can be as follows:

- a. **Influencing Perception:** Consumers always integrate all of the facts they have collected approximately an agency to shape choice approximately whether or not the agency gives value. More so, customer belief is an approximation of reality “customer Behaviour”. For example, marketing regularly trumpets the nice and comfort of a product, hoping to foster a customer belief value, which could repay with growth sales.
- b. **Reaching Consumers:** the key aspect in influencing customer belief is exposure, the greater facts the customer has approximately a product, the greater they should buy the

product. As a result, agency do all they could to publicise their offering. To impact clients' belief, an agency should now no longer simplest disclose its product to clients, it additionally makes it product stand proud of others.

c. **Risk Perception:** Consumer hazard belief is some other aspect agency should soak up to attention whilst seeking to inspire shopping for behaviour. The riskier a proposition is, the greater hard it receives to the clients to act. If clients are not acquainted with a logo of product, they cannot examine the hazard involved.

d. **Customer retention:** Successful agency do not loosen up as soon as a consumer makes purchase, they retain to foster the belief that consequences in worthwhile behaviour. Once customer has attempted a product, the mission will become to retaining a great recognition and organising brand loyalty. Offering advanced customers' carrier is an powerful tactic as it keeps the belief that the agency cares approximately its customers' great interest.

Stages of Consumer Perception

There are 4 wonderful degrees of customer belief:

1. **Sensation:** This describes what happens whilst someone's senses are to begin with uncovered to the outside stimulus of a product or logo marketing and marketing. The sensory receptors of a customer are engaged with the aid of using product or logo cues through sight, sound, flavour and texture.

2. **Attention:** Attention happens whilst someone pauses and offers intellectual processing capability to the outside stimulus from a product or logo. Selective interest is whilst a customer focuses his interest to messages which are constant with its attitudes, ideals and needs. When a product is not always constant with those degrees, the customer will withdraw interest (Ebenezer & German, 2018).

3. **Interpretation:** Interpretation comes whilst someone assigns a that means to the sensory stimulus from a product logo. Understanding is aided with the aid of using expectancy and

familiarity. A customer maintains his reminiscence to retrieve preceding enjoy with the logo (Ebenezer & German, 2018).

4. **Retention:** The customer belief technique is the retention stage. It marked with the aid of using the garage of a product or logo facts in long-time period and short-time period. The marketing intention is to offer wonderful stimulus in the intending degrees that translate into the clients storing the facts approximately the product or logo into long –time period (Ebenezer & German, 2018)

2.2.3 Concept of Product Label Information

The significance of being capable of extract records from object lists is obvious in lots of contexts. Lists are observed on food vitamins labels, in component lists for safe to eat and non-safe to eat materials, and in numerous varieties of paper-primarily based totally and video displays. Lists may be beneficial in supplying records on a myriad of content material domains, however locating and gaining the preferred records can every now and then be time eating and blunders prone (e.g., Tullis, 1990). The potential to extract records from lists is essential for some of reasons. For example, reaching the right records from lists of vitamins or components on meals merchandise is essential for people who have fitness situations lay low with nutritional content material and who might also additionally want to eat extra of a few materials and keep away from others. In this example, clean and steady get admission to to gadgets indexed on meals merchandise can be significantly essential.

Relatively few research have tested human's overall performance in the use of numerous varieties of manipulated lists (e.g., Levy, Fein, and Schucker, 1992; Tullis, 1990) and maximum of the contemporary studies on this area has worried the layout of PC menu systems (Mayhew, 1992). The impact of elements, object order and completeness, at the overall performance (time and accuracy) to evaluate the object contents of pairs of fictitious vitamins labels.

Due to the full-size dispute that has surrounded the layout of vitamins labels over the last couple of years, food vitamins labels have been chosen as the vehicle to look at those components. Despite current implementation (U.S. Department of Health and Human Services, 1989, 1990; Sullivan, 1990) of stricter labelling requirements (National Label and Education Act of 1990), customers are nevertheless harassed with admire to the presence and amount of vitamins due to the inconsistent approaches vitamins records may be provided at the labels. Survey studies carried out through the Opinion Research Corporation (1990) for the National Food Processors Association shows that humans decide upon a well-known ordering of gadgets at the labels and they decide upon seeing all gadgets indexed even if the product consists of 0 or close to-0 quantities of a few gadgets. However, at this factor isn't clean whether or not those desire records in reality mirror overall performance measures related to the benefit of studying the labels. Levy, (1992) gift records demonstrating that desire and overall performance measures do now no longer always concur. The elements of hobby on this take a look at, object order and completeness, aren't simplest applicable to vitamins labels however additionally different varieties of listing systems, inclusive of PC menu systems. Francik and Kane (1987) In comparison to a case where the beside the point gadgets were presented in a grayed-out font, it was discovered that removing them from menus resulted in faster decision instances for expert PC operators using a keyboard enter tool (indicating that the gadgets have been quickly inactive). However, Mayhew (1992) speculated that showing grayed out gadgets is probably beneficial for much less talented operators the use of a mouse (or different enter pointing tool) due to the fact it might assist those customers broaden a higher intellectual version of this system through seeing what's doubtlessly available.

In different PC menu studies, Somberg (1987) confirmed that skilled customers have been quicker in making picks from a menu listing wherein the gadgets have been maintained in the identical role as in comparison to random ordering or rule-primarily based totally orderings. The gift take a

look at addresses troubles which can be much like the PC menu studies referred to above, however tested them with admire to comparing vitamins labels:

(1) fidelity of the organized order of gadgets, and

(2) completeness of the set of vitamins named at the label (inclusive of or with the exception of from the listing positive nutrient gadgets with 0 or close to 0 portions in a specific product).

Performance turned into evaluated the use of pace and accuracy measures to evaluate labels that differed in the amount of precise vitamins. It turned into anticipated that:

(1) humans could discover it simpler to evaluate the labels wherein all gadgets have been in a well-known order in comparison to a random order, and

(2) labels having all gadgets protected could produce higher overall performance as in comparison to labels having positive gadgets omitted.

2.2.4 Concept of labelling

A label is a tag, wrapper, seal, or imprinted statement attached to a product or its packaging. Its main function is to inform customers about the product's contents and to give them instructions on how to utilize it. An records tag, wrapper, seal, or imprinted message this is connected to a product or its package. There are 3 types of labels:

1. Brand;
2. Descriptive;
3. Grade labelling.

1. **Brand:** The emblem label offers the emblem name, trademark, or logo. It does now no longer deliver enough product records. emblem label Label giving the emblem name, trademark, or logo.

2. **Descriptive:** Descriptive label contains information on the product's use, construction, care, performance, and other characteristics. A descriptive label is one that tells you about the product's use, construction, care, performance, and other features. For food items, a descriptive label includes the date and garage records. There are instructions for proper use and product care included.

3. **Grade Labelling:** A "grade label" is a statement or symbol that is written on the product itself, or on a tag or label attached to the commodity or its container, and denotes a qualitative evaluation of relative inferiority or superiority on a graduated scale. The Fair Packaging and Labelling Act (FPLA) of 1966 set up obligatory labelling necessities. The federal Nutrition Labelling and Education Act enacted in 1994 calls for that labels provide dietary records on how a meal suits into an normal each day diet. Health claims on meals objects are monitored via way of means of the U.S. Food and Drug Administration (FDA), which additionally calls for that producers of positive merchandise area fitness warnings on their packages. The Federal Trade Commission (FTC) video display units labels and marketing and marketing for fake or deceptive claims.

Declaring dietary characteristics, expiration dates and commands for secure guidance of meals, materials inflicting capability hypersensitive reactions or intolerances contained in merchandise can be of essential significance to consumers and consumers. Additional information, consisting of geographical indication or starting place of the meals and compliance with positive requirements should play a decisive position in shopping decisions. A complete seek of regulatory framework of meals production, processing, distribution and labelling is performed on the Croatian and EU level. Appropriate emphasis is given to the meals-associated legislation, advertising and highbrow belongings associated legislation. Special interest is given to the statement of: dietary characteristics, materials or merchandise inflicting hypersensitive reactions or intolerances; geographical indication and starting place of the meals; best seals; medicinal claims, natural meals claims, and redundant, complicated and deceptive signs. Legal duties concerning obligatory meals

labelling are constrained in phrases of information. Voluntary meals labelling can provide a massive array of extra information, however it is miles nevertheless regulated in a completely unique manner. Marketing communication, concerning their very own brands, is an critical aspect of the commercial enterprise for numerous reasons; it is miles an powerful signpost for repeated purchases; an access barrier into the arena or feasible reassets of extra revenue. Manufacturers and investors can voluntarily observe labelling requirements which can be greater stringent than minimally prescribed ones. In this way, they talk their difficulty for customers' wellness and probable attain a aggressive gain over manufacturers who do now no longer show one of these diploma of social obligation of their commercial enterprise (Stefanik, 2018).

It is well-established that food labels have an essential impact on patron behavior. But it is essential to recognise what all the ones meals labels genuinely mean (Stefanik, 2018).

2.2.5 Concept of Fast-Moving Consumer Product

Fast-moving consumer goods are products that sell quickly at relatively low cost. Consumer packaged goods are another name for these items. Because of strong consumer demand (e.g., soft drinks and confections) or because they are perishable, FMCGs have a limited shelf life (e.g., meat, dairy products, and baked goods). These commodities are frequently acquired, quickly eaten, inexpensively priced, and marketed in big quantities. When they're on the store shelf, they also have a high turnover. Slow-moving consumer goods, which have a longer shelf life and are purchased over time, include items like furniture and appliances (Statista, 2020). Consumer goods are items purchased for everyday use by the average person. They are separated into three categories: durable, non-durable, and service items. Non-durable items have a shelf life of less than one year, while durable goods have a shelf life of three years or more. Fast-moving consumer goods are the largest segment of consumer goods. They are non-durable because they are consumed quickly and have a short shelf life. Fast-moving consumer goods (FMCG) are used by almost everyone on a daily basis. They are the purchases we make at the produce stand, grocery

shop, supermarket, and warehouse outlet on a modest scale. Milk, gum, fruit and vegetables, toilet paper, soda, alcohol, and over-the-counter medications like aspirin are all examples (Chegg, 2020).

FMCG purchases account for more than half of all consumer expenditure, yet they are often low-involvement. Consumers are more likely to show off a durable good such as a new car or beautifully designed smartphone than a new energy drink they picked up for \$2.50 at the convenience store.

2.2.6 Types of Fast-Moving Consumer Goods

Fast-moving consumer products, as defined above, are non-durable goods with a short lifespan that are consumed at a rapid or fast rate.

FMCGs are classified into various categories, including:

1. Processed items, such as cheese, cereals, and pasta in a box
2. Prepared meals: These are meals that are ready to consume.
3. Beverages: Bottled water, energy drinks, and juices are among the beverages available.
4. Baked goods: Cookies, croissants, and bagels.
5. Fresh, frozen, and dry commodities: Fruits, vegetables, frozen peas and carrots, and nuts.
6. Medicines: Aspirin, pain relievers, and other non-prescription medications
7. Cleaning products: Baking soda, oven cleaner, and window and glass cleaner
8. Cosmetics and toiletries: Hair care products, concealers, toothpaste, and soap
9. Office supplies: Pens, pencils, and markers.

(Chegg, 2020).

2.2.7 Concept of Oral-B

Oral-B is the American logo of oral hygiene products, together with toothpastes, toothbrushes, electric powered toothbrushes, and mouthwashes. The enterprise has become the invention of the Hutson toothbrush in 1950. It has been owned through American multinational Procter & Gamble (P&G).

Oral-B is one of the products under Procter & Gamble which is one of the world's biggest purchasers packaged items companies; their operations in Nigeria span throughout a long time with a long-lasting dedication to 'contact and improve' the lives of their consumers. P&G began out operations in Nigeria in 1992 and commenced nearby manufacturing in Ibadan, Oyo State in 1993.

2.3 Theoretical framework

- 1) Individual differences theory
- 2) Uses and gratification Theory

Individual differences theory

The individual variations theory was propounded by Fred D. and Carl Hovland. The proposition of this theory was derived from the actual fact that folks disagree from one another once it involves likes and dislikes, and in several cases, some people like equal some others dislike, and vice versa. Different individuals perceive product label in different ways and this what gives the appeal of the FMCG to them.

The study of individual differences is extremely just like variance, therein the topic of the discussion addresses alternative ways whereby an individual is distinct from another. The individual differences theory is additionally referred to as the angle modification theory of mass communication. This theory was propounded to seem at the differences in however individuals

reply to the mass media and additionally following their psychological needs. It points to the actual fact that every mass media audience has their own means of responding to the activities of the mass media. Individuals' responses aim at satisfying the psychological needs, that has propelled them to interpret messages differently. This theory provides importance to the individual audiences and states that individual values, needs, beliefs, and attitudes play a significant role in how they react and use the media. "The individual distinction theory is a very important theory supported a psychological approach to understand mass media effects. in step with the theory, completely different temperament variables lead to different reactions to an equivalent stimulus.

Uses and gratification theory

The uses and gratification idea is an idea that turned into propounded via way of means of Blumler and Katz in 1974; the idea explains the human conduct of searching out for media that satisfies their desires, thereby main to remaining gratifications (Lariscy, 2011). It is a number of the theories of communications that emphasize social communications. This idea buttresses how the media need to characteristic properly in its verbal exchange to its target target market and factors out that the maximum full-size characteristic of the media is to fulfill with the wishes and the motivating elements of the target target market. Therefore, the greater the media furnish the ones desires, the greater the consummation of the humans (Windahl, Signitzer, and Olson, 2008). Audience glad with type, content, method, and use.

The Uses and gratification idea has its root in conventional mass verbal exchange research, describing how a particular media is needed and selected to have their wishes met (Katz, Blumler, and Gurevitch, 1974 in Chiang, 2013). This primarily explains how each channel is used to pass a message across to the target audience. Product label is a factor in this research for review. It highlights the tremendous force and the dynamic use of the contents from the media, that is able to pleasing the wishes of the receiver (Griffin, 2012).

2.3 Empirical Framework

McDonald & Chermetony (2017) carried out a study to take a look at the troubles related to the advent and improvement of provider manufacturers. It to start with considers the growing significance of the offerings region in cutting-edge economies and the way provider enterprises have challenged the conventional method to business. By analysing the achievement and failure of manufacturers withinside the monetary offerings region, it is going on to demonstrate the primary demanding situations related to provider branding.

The variations among product and provider branding and the way the fast-transferring client goods (FMCG) method to branding desires to be adjusted earlier than being carried out to the offerings region. Particular emphasis is located on the intangible nature of offerings and the way troubles related to intangible services may be overcome. The paper then affords an evaluation of the jobs of personnel and clients withinside the shipping of the provider and the way those roles may be strategically designed to reinforce offerings manufacturers.

Wogalter & Kalsher (1994) tested the impact of elements on the benefit of gaining facts from object lists: the order and completeness of the objects displayed. Food vitamin labels served because the automobile to check the manipulated lists on evaluation time and accuracy overall performance measures. Four booklets, every containing 12 pairs of nutrient labels, had been built wherein the indexed objects had been:

- (1) both organized in a fashionable order or in a random order, and
- (2) both had a whole set of vitamins (together with vitamins now no longer gift within the product) or a partial set of vitamins (except vitamins with 0 or near-0 quantities inside the product). Thirty- members had been informed to anticipate that their health practitioner has informed them to grow their consumption of 3 particular vitamins and reduce their consumption of 3 different vitamins. One label of every pair contained a better stage of one nutrient that has to be elevated or a decrease stage of 1 nutrient that has to be decreased.

Participants had been to decide which of the 2 labels could be higher given the prescribed diet. Time and accuracy measures had been collected. Participants made considerably quicker judgments for nutrients organized in a fashionable order than for vitamins organized in random order. For all conditions, the mistake fee became low. An interplay indicated that labels with a whole set of vitamins in a fashionable order produced fewer mistakes than

- (a) labels in a fashionable order with a few vitamins lacking or
- (b) labels with a whole set of vitamins in random order. Implications of creating lists well suited with expectancies are described.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

This chapter is about clarifying the tactics adopted for the research. It will also highlight the methodological components of this research including the research design, the population, the sampling technique, sample size, research instrument, validity of research instrument and method of data analysis. Finally, this chapter provides an indepth clarification of the chosen mode of analysis.

3.1 Research Design

Mugenda and Mugenda (2003) described the research design as a frame of methods and procedure for acquisition of information that is needed. It entails the entire structure of the project that specify the information to be collected and by what procedure from the source.

This study used a descriptive survey design as its research design. Survey research design is considered appropriate for this study because, the study involved the collection of primary data through the use of well-structured questionnaires.

3.2 Population of Study

Population refers to the complete group of individuals, events, or objects of interest that a researcher needs to analyse. It forms the body from which the sample or subjects are going to be drawn (Bryman & Bell, 2011). The researcher's population of study consist of the undergraduates of Mountain Top University; between the ages of 18 and 30 from 100 to 500 level, which is a total of 1385 (MTU Academic Affairs, 2021).

3.3 Sampling Technique

The primary intention of sampling is to select a small portion of the whole population so as to make reference to the population. It is one of the most significant factors in determining the

3.4 Sample Size

In calculating the sample size, the Taro Yamane's formula with 95% confidence level will be used.

Taro Yamane's formula :

$$n = \frac{N}{1+N(e)^2}$$

Where;

n = Sample size

N = Total Population

e = Sampling error (which is usually 0.05)

Now, substituting the values into the formula:

$$n = \frac{1385}{1+1385(0.05)^2}$$

$$n = \frac{1385}{1+1385(0.0025)}$$

$$n = \frac{1385}{4.4625}$$

$$n = 310$$

Therefore, the sample size is 310.

Since the total population of MTU students is **1,385** then the sample size is 310. Therefore, **310** questionnaires will be distributed to the selected students.

3.5 Research Instrument

To carry out this research the Survey Research Method has been adopted and this is to elicit the opinion of consumers on a food-related issue and the impact their opinion has on the economy and environment.

The research tool used to conduct this survey is a structured questionnaire. According to Babbie (2010) the questionnaire is a tool for collecting or obtaining information that has been analysed in more detail. The questionnaire used in obtaining data in this study is the Likert-type 5 scale which enables the respondents to respond to the research question as follows: 5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree and 1= strongly disagree. The questionnaire will be distributed to the audience on google form via online format.

3.6 Validity and Reliability of Research Instruments

Validity is a symbol of how far a measurement device measures what it should measure. In order to validate the instrument, the instrument was tested by the supervisor and two other communication scholars to ensure that the instrument met the material validity criteria. In other to ensure reliability of the research instrument, a pilot test of 20 respondents was conducted on undergraduates of Mountain Top University. The result of the test was subjected to Cronback Alpha analysis and the instrument achieved 0.78 level of reliability.

3.7 Method of Data Collection

The data from the respondents will be collected through the distributed google forms questionnaires. The questions will be structured and respondents' feedback will be statistically analysed.

3.8 Method of Data Analysis

To analyse the collected data, the researcher made use of Descriptive Statistics to summarise the data using percentages and frequency. This instrument was used based on the researcher's

consideration as the most appropriate one for quantitative data, which will be analysed to draw conclusions for this research using tables to showcase research findings.

CHAPTER FOUR

DATA PRESENTATION AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter is designed to present and analyse data generated from responses to the research questionnaire. It deals with the presentation, analysis and interpretation of the data collected to achieve the objectives of this study. For any research work to be meaningful the data collected must be analysed and interpreted to facilitate the process of decision making. Interpretation and analysis of data are the means by which research questions are answered. Analysis of data involves the ordering and breaking down into constituents parts of the data collected. This involves statistical calculations performed with the raw data collected to provide answers to the research questions.

4.2 Questionnaire Return Rate

Table 1: Questionnaires Distributed/Returned

Options	FREQUENCY	PERCENTAGE (%)
Returned	285	92
Not Returned	25	8
Total	310	100

Source: Field Study, 2021

A total of 310 questionnaires were administered through the Google Forms platform for this study. Out of the 381 copies administered, all 285 questionnaires were returned representing (92%), and used for this study and met the required inclusion criteria as discussed in the previous chapter, while 25 copies, representing (8%), were either not returned or not well

completed. The questionnaire comprised six sections and data generated will be presented as follows:

4.2.1 Demographic Data (Section A)

Below is the table showing the return rate of the copies of the questionnaires distributed amongst consumers of noodles in the undergraduate community of Mountain Top University.

Table 2: Gender Distribution of Respondent

Gender	Frequency	Percentage %
Male	105	37%
Female	180	63%
Total	285	100

Source: Field Study, 2021

The gender distribution table shows 105 (37%) are Male, while 180 (63%) are Female.

Table 3: Age Distribution of Respondents

Age	Frequency	Percentage (%)
18yrs - 21yrs	238	84%
22yrs - 25yrs	47	16%
Total	285	100%

Source: Field Study, 2021

The age distribution table shows that 84% of the respondents are between age 18yrs-21yrs, while 16% fall between 22yrs-25yrs. From the analysis, majority of the respondents are within the age range of 18yrs-21yrs.

Table 4: Year of Study of Respondents

Age	Frequency	Percentage (%)
100	53	19%
200	88	31%
300	54	18%
400	90	32%
Total	285	100%

Source: Field Study, 2021

The above displays the category levels of the studied undergraduates of Mountain Top University. The above data indicates that those who responded were all undergraduates who understands the topic under discussion. The implication of this representation underscores the fact that majority of the respondents are literate enough to give meaningful contribution to the study. The total of 285 responses was recorded which 19% are 100 level undergrads, 31% are 200 level undergrads, 18% are 300 level undergrads and 32% are 400 level undergrads.

Table 5: Religion of Respondents

Age	Frequency	Percentage (%)
Christianity	265	93%
Islam	20	7%
Total	285	100%

Source: Field Study, 2021

The religion distribution table shows 265 (93%) are Christian, 20 (7%) are Islamic.

Table 6: What is your occupation?

Age	Frequency	Percentage %
Student/Entrepreneur	220	77%
Business/online Marketer	31	11%
Employed	5	2%
Unemployed	29	10%
Total	285	100%

Source: Field Study, 2021

The occupational distribution table shows 220 (77%) are Students/Entrepreneurs, 31 (11%) are Business/online Marketers, 5 (2%) are employed, 29 (10%) are unemployed.

4.2.2 Research Data Analysis

Exposure to Oral-B products

Item 6 to 9 of the questionnaire are related to the objective and question stated above. Data generated from responses to are presented in tables 7 to 10 below:

Table 7: Exposure to Oral-B products

Statement 6: Do you take Oral-B?

OPTIONS	FREQUENCY	PERCENTAGE (%)
Yes	173	61%

No	87	31%
Maybe	25	8%
Total	285	100

Source: Field Study, 2021

The above table reveals that 61% respondents take Oral-B, while a few 31% dissent and a few 8% are uncertain about their Oral-B consumption.

Table 8: Exposure to Oral-B products

Statement 7: How often do you take Oral-B?

OPTIONS	FREQUENCY	PERCENTAGE (%)
Quite often	123	43%
Fairly	136	48%
Not so much	26	9%
Total	285	100

Source: Field Study, 2021

The above table reveals that a large portion (43%) of the respondents quite often consumes Oral-B products, (48%) fairly consumes Oral-B products, and (9%) do not consume Oral-B products as much.

Table 9: Exposure to Oral-B products

Statement 8: Do you find Oral-B products easily accessible for purchase?

OPTIONS	FREQUENCY	PERCENTAGE (%)
Quite often	125	44%

Fairly	111	39%
Not so much	49	17%
Total	285	100

Source: Field Study, 2021

The above table reveals that the majority 44% find Oral-B products easily accessible for purchase, while 39% fairly find Oral-B products easily accessible for purchase and 2% do not really.

Table 10: Exposure to Oral-B products

Statement 9: How much do you consume Oral-B products?

OPTIONS	FREQUENCY	PERCENTAGE (%)
Quite often	70	25%
Fairly	104	36%
Not so much	111	39%
Total	285	100

Source: Field Study, 2021

The above table reveals that a lesser portion (25%) of the respondents quite often consumes Oral-B products, while (36%) fairly consumes Oral-B products, and (39%) do not consume Oral-B products as much.

Research Objective 1: To determine consumer’s perception on the usefulness of product label information in FMCG products;

Research Question 1: What is consumers’ perception of the usefulness of product label information on FMCG products?

Item 10 to 13 of the questionnaire are related to the objective and question stated above. Data generated from responses to are presented in tables 11 to 14 below:

Table 11: Consumer Perception of Product Label

S/N	STATEMENTS	SA	A	U	D	SD
10	I find product label useful	105 37%	112 39%	2 1%	31 11%	35 12%
11	I find product label informative	122 43%	110 38%	2 1%	17 6%	34 12%
12	Product labels give me an edge to purchase	18 6%	15 5%	33 12%	103 36%	116 41%
13	Product labels authenticate the product for me	92 32%	96 34%	7 3%	67 23%	23 8%

Source: Field Study, 2021

Majority of the respondents find product label information useful and informative. The implication of this is that the undergraduates check through label information on products to ascertain its authenticity.

Research Objective 2: To evaluate the importance consumers attach to FMCG products labels while purchasing them.

Research Question 2: Do consumers attach importance to food labels and read same while purchasing foods?

Item 14 to 17 of the questionnaire are related to the objective and question stated above.

Table 12: Importance Attached to Food Labels

S/N	STATEMENTS	SA	A	U	D	SD
14	Without product label I cannot purchase a product	87 30%	102 36%	3 1%	54 19%	40 14%
15	Product labels sell the product off for me	37 13%	40 14%	48 17%	75 26%	85 30%
16	I purchase because of product label information	39 14%	40 14%	60 20%	72 26%	74 26%
17	Product label is a major factor in my purchase	87 30%	76 27%	25 9%	62 22%	35 12%

Source: Field Study, 2021

Majority of the respondents see product label as salient as anything in their purchase. The implication of this is that labels of food products play a major role in selling off that product.

Research Question 3: What are the labelling attributes considered while purchasing?

Item 18 to 23 of the questionnaire are related to the objective and question stated above

Table 13: labelling Attributes Considered While Purchasing

S/N	STATEMENTS	SA	A	U	D	SD
18	Product label information is not important to me when purchasing a product	73 26%	95 33%	8 3%	76 27%	33 12%
19	I only check through product ingredients whilst purchasing	114 40%	104 36%	3 1%	55 19%	17 3%
20	Best before/expiry date matters more to me when purchasing	129 45%	137 48%	2 1%	11 4%	6 2%
21	I do not bother about MFG/Manufacturing date on a product	110 38%	123 43%	34 12%	16 6%	2 1%
22	I take product warning labels with alacrity	106 37%	82 29%	38 13%	35 12%	25 9%
23	I take of product's industrial details in case of any mishap	69 24%	98 34%	45 16%	54 19%	20 7%
24	I do not bother about any of these attributes when purchasing Oral-B	106 37%	84 29%	40 14%	35 13%	21 7%

Source: Field Study, 2021

Majority of the respondents take each item on the product label with each magnitude of importance. The implication of this is that labels of products call the attention of buyers one way or the other.

Research Question 4: What information should be included among the label information?

Item 25 to 26 of the questionnaire are related to the objective and question stated above.

Table 14: Degree of Perceived Influence Product Label Have on Oral-B Consumers

S/N	QUESTIONS	S	A	U	D	SI
25	I constantly compare Oral-B's label with other products	24	45	26	91	99
		8%	16%	9%	32%	35%
26	Oral-B's label is well laid out	77	95	44	35	34
		27%	33%	16%	12%	12%

Source: Field Study, 2021

Majority of the respondents opine that Oral-B's label is well formulated and clarifying. The implication of this is that labels of Oral-B call the attention of buyers one way or the other.

4.3 Discussion of Findings

Research Question 1: What is consumers' perception of the usefulness of product label information on FMCG products?

Majority of the respondents find product label information useful and informative when consumers check through label information on products it ascertains its authenticity. Wogalter & Kalsher (1994) agrees by highlighting the benefit of gaining facts from object lists: the order and completeness of the objects displayed. Food vitamins labels served

because the automobile to check the manipulated lists on evaluation time and accuracy overall performance measures.

Research Question 2: Do consumers attach importance to food labels and read same while purchasing foods?

This question inferred that product label as salient as anything in their purchase, labels of food products play a major role in selling off a product. Chermetony (2017) agrees to this by saying particular emphasis is located at the intangible nature of offerings and the way troubles related to intangible services may be overcome.

Research Question 3: What are the labelling attributes considered while purchasing?

The aim of this question deduced that each item on the product label with each magnitude of importance, labels of products call the attention of buyers one way or the other. Wogalter & Kalsher (1994) agrees by pointing out that if a label is organised and in a fashionable order it attract purchase of such product.

Research Question 4: What information should be included among the label information?

The respondents opine that Oral-B's label is well formulated and clarifying. Oral-B call the attention of buyers one way or the other.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter gives a detailed description of the findings under the following headings: conclusion, findings, and recommendations.

5.2 Summary

This study offers different perspectives on the title “Consumers’ Perception On The Usefulness And Necessity Of Product Label Information On Fast Moving Consumer Goods (FMCG).” This chapter is intended to summarise the research work, show conclusions derived from the research findings, and give recommendations.

The first chapter of this work went over the background of the study that nowadays human beings do not bother to examine the label data of FMCG merchandise due to the fact they do not simply sense it been critical or beneficial to them at that unique factor in time additionally consumers study labels to examine unique manufacturers or whilst buying new merchandise and looking forward to the reinforcement of formerly discovered data. The statement of the problem explains that consumers are regularly and increasingly more privy to the problems associated with meals and the effects they have got at the financial system and environment, the technique of intake is not homogeneous: now no longer all buyers have comparable values and want the equal features. However, regardless of thinking about sure problems (e.g. sustainability, social justice goals, etc.), they no longer change their intake conduct to reflect those value.

The general objective of this study is to determine consumer’s perception on the usefulness of product label information in FMCG products.

There are also specific objectives of this research, and they include:

1. To evaluate the importance consumers, attach to FMCG products labels while purchasing them.
2. To determine the perceived usefulness of product label information among consumers of FMCG.
3. To ascertain the degree of perceived influence product label has on consumers.
4. To determine what information is sought for among the label information

Chapter two which is literature review was split into conceptual review, theoretical framework and empirical review. The conceptual review examined the concepts of perception; consumer perception; product label information; labelling; fast-moving consumer product and Oral-B.

The theoretical framework of this chapter made use of the Individual differences theory and Uses and gratification Theory. Individual differences theory describes the psychological make-up of an individual is extremely abundant chargeable for however he or she is going to consume the media. Therefore, different individuals will react otherwise to the same data or message. That is, the reaction to media message and content will differ, according to the motivation of audience members, their predisposition to just accept or reject a given message, their previous beliefs, values, intelligence level, moods, and so on. Uses and gratification theory buttresses how the media need to characteristic properly in its verbal exchange to its target target market and factors out that the maximum full-size characteristic of the media is to fulfill with the wishes and the motivating elements of the target target market. Therefore, the greater the media furnish the ones desires, the greater the consummation of the humans.

Chapter three is the research methodology which presents the research design which is the descriptive survey design, simple random sampling technique was used for this study,

population of the study was the undergraduates of Mountain Top University, the research instrument for this study is the questionnaire.

Chapter four gave the data presentation and analysis, the statistical analysis of the information obtained through the questionnaire of two hundred and eighty-five (285) responses were used in the analysis; the researcher utilised an analytic data that can make use of frequency count converted into percentage computation for easy calculation and the findings made from the data were discussed.

Chapter five summarised and concluded the research work with relevant recommendations.

5.3 Conclusion

From the result of the study, the researcher concluded that those consumers do not significantly assess information on fast-moving consumer goods labels anymore. The study of the undergraduates of Mountain Top University exposed these findings and their perception of it as revealed by survey shows that in one way or the other, product label adds to the sellout of a product. The literature also shows labelling essentially propels buying action in such products. There is a strong relationship between the consumers' choices of brand and the appeal a product label gives. With regard to this result, the researcher believes that efforts should be made to develop and structure consumers' perception of product labels.

5.4 Recommendations

The findings in this study can be a practical tool which could be prove useful to various firms aiming to strengthen their advert span and create positive perception of their brand's image.

The following specific recommendations were made in the process of the research:

1. FMCG brands or companies should use the findings of this study to help them fulfill the needs of their target audience.

2. Companies should to increase their sales volume by fashioning a unique selling point to triumph over competition via marketing through the findings of this research;

5.5 Limitations of the study

The researcher encountered the following limitations in the course of the study:

- i. Inability to share physical questionnaire to the undergraduates of the Mountain Top University due to delay on the questionnaire;
- ii. Incomplete questionnaire rate due to insufficient time and also because some of them were not complete;
- iii. Sample size was not entirely fulfilled in the amount of respondents of the questionnaire, some of them were indiscriminately filled and others were blank.

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APPENDIX

Department of Mass Communication,

Mountain Top University,

Ibafo, Ogun State.

July, 2021.

Dear Respondent,

I am a final year undergraduate of the Department of Mass Communication, College of Humanities, Management and Social Sciences, Mountain Top University. I am currently conducting a research on “CONSUMERS’ PERCEPTION ON THE USEFULNESS AND NECESSITY OF PRODUCT LABEL INFORMATION ON FAST MOVING CONSUMER GOODS (FMCG).”

I will be very grateful if you could kindly answer accurately to the best of your knowledge the questions contained in the questionnaire. All responses will be treated with utmost confidentiality and will be strictly used for academic purposes only.

Thank you very much for sparing your time and willingness to share your experience.

Yours faithfully,

Onatuga Abayomi

SECTION: A

DEMOGRAPHIC DATA OF THE RESPONDENTS

Instructions: Please answer all questions to the best of your knowledge by ticking (✓) the appropriate ones among the option provided. **Thank You!**

PERSONAL DATA

(1) Gender: a. Male [] b. Female []

(2) Age: a. 18- 21yrs [] b. 22-25 yrs []

(3) Academic Level: (a) 100 Level (b) 200 Level (c) 300 Level (d) 400 Level

(4) Religion: a. Christianity [] b. Islam [] c. Traditional [] d. Others []

(5) What is your occupation? a. Student/Entrepreneur () b. Business/online Marketer ()
c. Employed () d. Unemployed ()

SECTION B: Exposure to Oral-B products

6. Do you use Oral-B?

a) Yes

b) No

c) Maybe

7. How often do you use Oral-B?

- a) Quite often
- b) Fairly
- c) Not so much

8. Do you find Oral-B products easily accessible for purchase?

- a) Quite
- b) Fairly
- c) Not so much

9. How much do you consume Oral-B products?

- a) Quite often
- b) Fairly
- c) Not so much

SECTION C: Consumer Perception of Product Label

Please tick where appropriate. The response is divided into:

Strongly Agree (SA), Agree (A), Undecided (U), Disagree (D), Strongly Disagree (SD)

S/N	STATEMENTS	SA	A	U	D	SD
10	I find product label useful					
11	I find product label informative					
12	Product labels give me an edge to purchase					
13	Product labels authenticate the product for me					

Section D: Importance Attached to Food Labels

S/N	STATEMENTS	SA	A	U	D	SD
14	Without product label I cannot purchase a product					
15	Product labels sell the product off for me					
16	I purchase because of product label information					
17	Product label is a major factor in my purchase					

Section E: labelling Attributes Considered While Purchasing

S/N	STATEMENTS	SA	A	U	D	SD
18	Product label information is not important to me when purchasing a product					
19	I only check through product ingredients whilst purchasing					
20	Best before/expiry date matters more to me when purchasing					
21	I do not bother about MFG/Manufacturing date on a product					
22	I take product warning labels with alacrity					
23	I take of product's industrial details in case of any mishap					
24	I do not bother about any of these attributes when purchasing Oral-B					

Section F: Degree of Perceived Influence Product Label Have on Oral-B Consumers

S/N	QUESTIONS	SA	A	U	D	SD
25	I constantly compare Oral-B's label with other food products'					
26	Oral-B's label is well laid out					