A CASE STUDY ON PRODUCT LABELING IN KUCHING CITY

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ABSTRACT

The purpose of this study is to determine the effectiveness of product labeling, to examine the information on the product package, to examine the customer awareness and also to identify the customer satisfaction on product labeling in Kuching City.

Product labeling plays the most important role in marketing system to ensure that the product is presentable in a customized and standardized patterns which includes the informations like pictures of the products, features, design, content of the ingredients, size information, warnings of the products and many more.

Labels are also widely used as an identification with words or ideas attached to products. It also regulates the presentation of a specific information and instructions to consumers.

From the findings of the analysis, it seems that majority of the respondents come from female buyers compared to men. This indicates that female are more aware of the product labels whether it has misleading information or not and perhaps they absolutely satisfied with the product labels. Thus, they will be influenced with the quality labeled products which satisfy their perceptions, expectations and will increase their loyalty.

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CHAPTER 1

1. INTRODUCTION

Product Labeling is defined as any policy instrument of a government or other third party that somehow regulates the presentation of product specific information to consumers with respect to the provision of health and environmental information. The information might describe use characteristics of the product such as price, taste and nutrition or non-use characteristics such as the environmental moral or ethical elements surrounding product's manufacturing process. Labeling policy differ along compulsoriness, explicitness and standardization. Caswell and Mojduszka suggest that labeling plays an increasingly beneficial role as attributes progress along the spectrum from search to experience to credence.

Labels play important roles in the marketing system through their impact on product design, advertising, consumer confidence in quality and consumer education. Current analysis focuses on the label's direct use as a point-of-purchase shopping aid, even though such use is limited by consumers' information processing abilities and time. In rewriting label regulations, policy makers should consider the benefits and costs of the broad array of roles labels serve, with evaluation of alternative regimes based on their impacts on consumer behavior and seller strategy.

Labels are very widely used when an object requires identification with a word or idea. Brand stickers may be attached to products to identify those products as coming from a certain company. They may also be used to describe characteristics of the products that would not be obvious from simple examination. They are frequently distributed as part of promotional, advertising, and political campaigns. Print stickers & labels is to enhance the marketing program in particular company. Basically, print custom stickers and labels is to reinforce the company's advertising message.