

Study of Product Label Influence and Purchase Decision via Google Form and eBay Listing

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Abstract: The aim of this study is to examine the influence of four different product labels via Google Form and purchase decision by the global consumers via eBay listing. eBay is one of the biggest e-commerce platforms where product labelling highly influence purchase decision. One set of questionnaire was distributed to 90 random local residents with no specific age range. In the first section in the questionnaire, respondents are required to fill in their background details, whereas in the second section there are questions on their perception towards four different types of product designs being put on sale. In addition to the survey, all four products were listed on eBay website. The product view and sold data were collected during a period of five months. The question on product designs agreeableness shows that majority of respondents (exceeding 80 percents) agreed that attractive product label does influence their purchase decisions. Based on this findings, it is evident that majority of customers do perceive the importance of product labelling and read it thoroughly before committing to make a purchase. Findings of this study are expected to help manufacturers to come up with future products with appealing designs in order to win more customers' heart.

Keywords: Label, Purchase, Influence, Packaging

1. Introduction

Numerous recent studies have indicated the nutrition information does influence consumers' perception of healthy food in making their purchase decision [1]. With the global increase in health concerns and the booming of online marketing activities that offer more selection of healthy products, the portrayal of product healthiness has become closely associated to the reason why consumers decided to purchase any product [1]. In one study on American consumers, it is evident that the factor of health perceptions and benefits in product label is highly ranked besides the factor of product price [2]. Kearney's observed that severe health problems such as depletion of energy due to under-nutrition and uncontrolled weight due to over nutrition tend to occur more in upper and middle-income customers [3]. Most consumers have a specific quality requirements and paying close attention to the brand name and other guarantee indicators in their decision making process [4]. In addition, consumers really look

into informations highlighting the quality of food, price, packaging, and labelling before purchase or consume any food product [5]. This is the reason why nutrition labels have become vastly available at stores and most location of purchase where food is either processed or consumed [6]. Two biggest factors in influencing buying consumer is the influence of font type and colour palettes. Warm colour such as red stimulate senses and awaken excitement among the customers while green colour is closely related to life and nature. White colour portrays purity, peace, neutrality and tranquility [7].




2. Materials and Methods

Four different product labels were developed via Photoshop based on the best selling health products in various ecommerce website such as Shopee, eBay and iHerb. All four product labels were developed using three colour pallettes of red, green and white. Their colour hex code were ff5650, 65c3a0 and ffffff. Manjakani capsules was selected as a subject for this study because it has a good demand on eBay and it has low competitors in the eBay (less than 50). Manjakani capsules and labels were purchased from a local health products supplier in Kedah. A questionnaire was administered to 90 randomly selected respondents via Google Form. In addition to the survey, all four products were listed on eBay website. The product view and sold data were collected during a period of five months. Number and percentage were used to represent the data.

3. Results and Discussion

Table 1 shows the survey results, product view and sold data of the four product designs. The product view data is the number of customer who clicked and watch the product advertisement due to the attraction drawn by the product design. Meanwhile, the sold data is the number of customer who wer committed to purchase the product solely based on the attactive product design. It is worth to mention that only the conceptual design images produced by the Photoshop were used in this study and none of the product real images were uploaded to the eBay.

Table 1: Survey results, product view and sold data of the four product designs

Design No.	Product Label	Survey Results (Google Form)	eBay view data	eBay sold data
1.		Strongly Agree – 8.9% Agree – 61.1% Neither agree/disagree – 23.3% Disagree – 6.7% Strongly Disagree – 0%	862 views	6 sold
2.		Strongly Agree – 23.3% Agree – 56.7% Neither agree/disagree – 14.4% Disagree – 4.5% Strongly Disagree – 1.1%	3874 views	16 sold
3.		Strongly Agree – 6.7% Agree – 42.2% Neither agree/disagree – 13.3 % Disagree – 21.1% Strongly Disagree – 16.7%	1432 views	4 sold


4.		Strongly Agree	- 4.4%	755 views	2 sold
		Agree	- 37.8%		
		Neither agree/disagree	- 24.4 %		
		Disagree	- 27.8%		
		Strongly Disagree	- 5.6%		

Table 2: Demographic characteristic of respondents

Characteristic		Respondents	
		Number	%
Gender	Male	47	52.2 %
	Female	43	47.7 %
Age Group	18 – 24	37	41.1 %
	25 – 30	12	13.3 %
	31 – 39	20	22.2 %
	40 – 49	15	16.6 %
	50 – 59	4	4.44 %
	60 – 64	2	2.22 %
		Total = 90	Total = 100%

In the **Table 2** the youth aged below 25 significantly counted for 40% of the total respondents. This help understand the current state of awareness of youth towards the influence of product labelling on their purchasing decisions. There is almost equal distribution of gender among the respondents although the men respondents is slightly higher (52.2%). The question on product designs agreeableness shows that majority of respondents (exceeding 80 percents) agreed that attractive product label does influence their purchase decisions. This further strengthen the evidence that global consumers across the world are vastly aware of the importance of the food labelling. The second design has the most vote for strongly agreed design at 23.3% while generated the highest product view (3874 views) and the highest sold item (16 unit sold). The feedback from the respondents also indicated that the second design stand out more from the rest due to its simplicity and clean design while it is also easy to be read when is viewed in thumbnail format.

4. Conclusion

The study brings out an encouraging findings to justify the importance to the product labels towards consumer purchase decision when buying health products. According on the findings of this study, it is right to conclude that customers do perceive the importance of product labelling towards their purchase decisions. Findings of this study are expected to help manufacturers to come up with future products with appealing designs in order to win more customers' heart. In the modern marketing strategy and technique, the product labelling is an effective communication tools and important attribute for product selection. Consumers will have more informed choices and selection at hand suited to their specific health needs.

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