

Product Persuasion with Special Emphasis on Electronic Consumer Durables

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Statement of Purpose

This study will examine how product labelling and packaging will shape modern consumer preferences and take the lead over influencer marketing, celebrity endorsements, and sponsored reviews. A survey will be conducted from a range of age and income brackets to explore varied viewpoints regarding the significance of product labelling in relation to future purchase decisions. The responses will examine the importance and necessity of reading product labels before making a purchase.

Participants, who will represent a variety of age groups and socioeconomic backgrounds, will continuously emphasize the instructive power of product labels and packaging in influencing their purchasing decisions.

This insight will challenge conventional marketing strategies and underscore the evolving landscape where consumers will prioritize factual information over influencer endorsements or celebrity affiliations.

By clarifying the changing dynamics of consumer trust and preference, this future research will add important insights to the marketing sector. Businesses and marketers will be urged to reassess their tactics, emphasizing transparency and educational content in an era where customers will increasingly want substance and authenticity in their purchasing experiences as product labelling will emerge as a dominant force in determining consumer decisions.

Based on this base, we will look into how labelling works in electronic consumer durables using few stores as examples such as Croma and Vijay Sales. This will include interviewing salesmen, reading guides and manuals for all kinds of techno devices. In addition, we will generate a

transparent, accessible and genuinely enlightening label for everyday products that transcends basic sales strategies to actually educate people about what they are buying.

Introduction

Influencer marketing, celebrity endorsements, and sponsored reviews have a growing impact on customer purchasing choices in the current digital era. When it comes to influencing consumer decision-making, product labelling and packaging continue to play a crucial role. This study intends to investigate how influencers, sponsored reviews, celebrity endorsements, and objective product information along with product packaging affect consumers' purchasing decisions.

Previous studies have indicated that while making a purchasing choice, buyers depend largely on product information. Nonetheless, there might be differences in the efficacy of various information sources. Self-rated knowledge is a significant factor in determining how much a customer relies on product information. Previous studies have demonstrated that self-rated knowledge is a major predictor of comprehension, recall, inference, and evaluation—the four label reading measures.

Product

A product is defined as any good, service, or other valuable item offered for sale in the marketplace. It is designed to meet specific customer requirements or desires, with the primary goal of satisfying these expectations. A product can be either tangible (e.g., gadgets, clothing, or food) or intangible (services, digital products, or experiences).

According to the consumer, a product is anything bought that has the capacity to meet certain demands by providing utility, satisfaction, or advantages. Whether the product is a vehicle, software, or a meal at a restaurant, the main value proposition is how effectively it meets the buyer's demands.

A product's physical shape and functioning are not the only aspects to consider. The notion of a product also includes the extended product, which refers to the additional services or benefits provided to customers after the sale, such as warranties, customer assistance, or even a brand's reputation. This is where the product becomes a component of a bigger experience, providing ongoing value.

Elements of a Product

A product is composed of three key interrelated elements:

- **Packaging:** The manner in which a product is displayed and safeguarded.

- **Labelling:** The information placed on a product's packaging that educates consumers about the product.
- **Branding:** It refers to a product's identity, which includes its name, brand, and the promise of value.

These parts are interrelated: labelling is part of packaging, and branding is the consequence of good packaging and labelling, affected by the external market.

Packaging

Packaging is the method and materials used to encapsulate or protect items throughout distribution, storage, sale, and usage. Packaging serves several purposes, including safeguarding the goods, easing transportation, attracting customers, and conveying critical information.

Levels of Packaging:

Primary Packaging: This is the first layer of protection that has direct contact with the product. Its purpose is to protect and preserve the product (for example, a juice bottle or a candy bar wrapper).

Secondary Packaging: This layer combines many main packages for easy handling or distribution (for example, a box holding several toothpaste tubes or a carton containing a dozen soft drink cans).

Transportation Packaging: Packaging used for bulk handling, storage, and transportation of items. It usually uses larger boxes, crates, or pallets and is less concerned with branding or consumer engagement (for example, giant corrugated cardboard boxes).

The significance of packaging:

- **Protection:** This ensures that the product is not damaged or contaminated.
- **Convenience:** Easy to handle, store, and transfer.
- **Communication:** Packaging frequently serves as a "silent salesman" by visually appealing to buyers, conveying crucial information, and separating the product from competition.
- **Sustainability:** Modern packaging trends favour eco-friendly materials, which reduces the environmental imprint.

Labelling: Objective Product Information

Labelling is the written, printed, or visual information shown on or accompanying a product. Labels are an essential component of packaging since they provide consumers with critical

information about the product, its contents, usage directions, safety warnings, and so on. Labelling can also incorporate marketing components such as slogans or brand logos to increase the product's attractiveness.

Labelling is a crucial part of packaging since it provides important product information to consumers. It educates purchasers about the product's contents, quality, and safety, as well as meeting regulatory requirements (such as nutritional information or hazard warnings).

Importance of Labelling-

- **Compliance:** Labelling is crucial for ensuring compliance with legal norms and laws.
- **Informed Decisions:** Labels give vital information to consumers, allowing them to make more educated purchasing decisions.
- **Brand Identity:** A well-designed label may make a product stand out on retail shelves.
- **Trust and Transparency:** Detailed and honest labelling can increase consumer trust, resulting in greater customer loyalty.

Brand

A brand is more than simply a name or a symbol; it embodies the identity, values, and personality of a product or business. It represents consumer perceptions and evolves throughout time via consistent quality, marketing activities, and customer experiences.

Brand Components:

- **Brand Name:** The name under which a product or service is promoted. It should be unique and memorable, making it simple for customers to recognise and remember.
- **Brand mark:** It refers to the visual components (such as logos or symbols) that help recognise a brand. It visually portrays the brand and has the potential to elicit emotions or product connections.

Brand as a product of effective labelling and packaging:

Effective labelling and packaging contribute to a brand's power and attractiveness. Well-designed packaging and accurate, beautiful labelling improve a product's brand image by increasing visibility, perceived quality, and consumer trust. External factors like as competition, market trends, and cultural developments also have an impact on a brand's evolution, defining how it is viewed and valued in the market.

Consumers take into account a number of aspects, such as product features, quality, and pricing, while making decisions about purchases. But product branding and packaging and labelling also have a big impact on what they decide to buy. When customers base their judgements on the labelling on product packaging, they take into account the following important factors:

- **Reputation and Brand Name:** When deciding if a product is worthwhile to buy, consumers frequently look to brand names. Reputable and well-established brands are frequently linked to satisfied customers and superior products. Brand names placed prominently on packaging labels can encourage buyers to pick and trust the promoted goods.
- **Ingredients and Nutrition Details:** A lot of customers have certain dietary needs or a preference for particular ingredient kinds. Consumers can make more educated judgments about their dietary preferences when the packaging labels clearly list the components used in the product.
- **Product Claims:** Specific claims, such as "natural," "organic," or "eco-friendly," are frequently made on product package labels. When evaluating a product's quality, safety, and effect on the environment, consumers rely on these statements. The veracity of these assertions has the potential to greatly affect consumers' decision-making processes and affect what they decide to buy.
- **Safety and Warnings:** Any legally mandated safety or warning statements have to be included on product package labels. These advisories advise customers of any hazards connected to the product, such as allergies, safety measures, and expiration dates. Customers depend on these alerts to safeguard their health and the health of their families.
- **Goods Package:** A consumer's choice of goods can also be influenced by the style and appearance of the package. Customers frequently rely on their first opinions on the packaging's aesthetic attractiveness, which may grab their attention and persuade them to think about the product. Bright colours, eye-catching designs, or special features may be used in well-designed packaging to set a product apart from the competition and increase customer appeal.

Impact of Labelling on Consumer Buying Preferences

- **Transparency and Trust:** Putting objective product information in front and centre on product packaging is essential to fostering customer and brand trust. The buyer-seller

relationship is strengthened by this openness, which gives unbiased and factual information about the goods. Customers value the assurance that they can depend on the supplied information to make wise choices. However, this transparency must be supported by objective product labelling or package information that is reliable, accurate, and trustworthy.

Tesla: Tesla is renowned for being transparent about the features and technical details of their electric cars. Regarding safety features, performance metrics, and battery range, the manufacturer offers comprehensive information. As more people become interested in electric vehicles, this transparency helps to foster a sense of confidence.

- **Informed Decision Making:** Clear and accurate product labelling enables consumers to make educated purchase decisions based on the product's genuine qualities rather than extraneous influences. Customers can assess a product's suitability for their requirements and preferences when they have access to objective information about its features, advantages, and ingredients. As a result, they are better equipped to make decisions that suit their unique needs and are more satisfied with the things they buy.
- **Consumer Empowerment:** Customers may compare items based on features, advantages, and ingredients with the use of objective information. This gives people the ability to put their beliefs and preferences first.

In addition, consumers are able to evaluate the nutritional worth of various goods and make well-informed decisions regarding their general health because of the presence of nutrition statistics including calories, fat content, and nutritional content. Consumers may evaluate which items fit with their personal values, dietary limitations, or ethical reasons by having access to objective product information. With this degree of empowerment, customers may make decisions that are consistent with their beliefs, which increases their feeling of pleasure and brand loyalty.

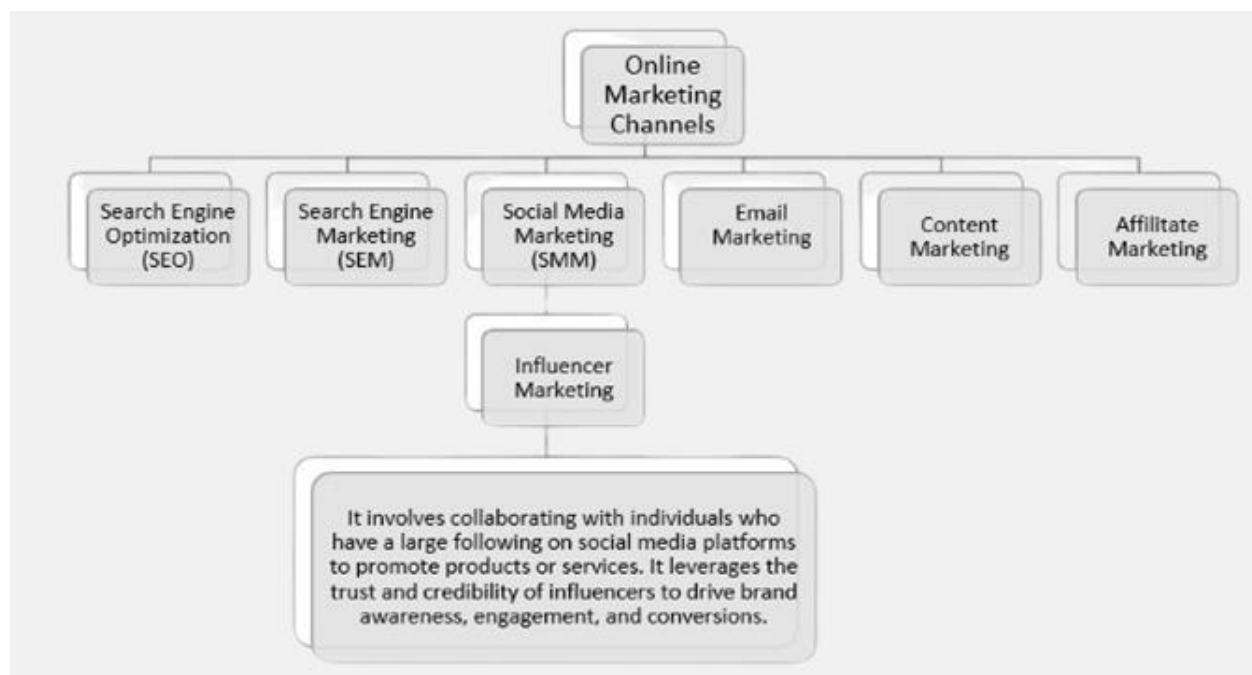


Source – Canva

Influencers, Celebrity Endorsements, and Paid Reviews

Influencer marketing, celebrity endorsements, and sponsored reviews are important factors in determining the purchasing habits of consumers in the quickly changing world of digital media and consumerism. As corporations recognize the potential of these powerful personalities in grabbing the attention and trust of their target audiences, these methods have become fundamental aspects of marketing efforts.

- **Influencers:** Influencers are people who have built up a sizable social media following, frequently in specialised fields like fitness, fashion, beauty, or lifestyle. Their impact originates from their ability to connect with their audience on a personal level, generating a feeling of genuineness and relatability. Influencers serve as go-betweens for companies and customers by using their internet platforms to promote goods and services. Because the influencers they follow are perceived as peers rather than remote celebrities, consumers are more inclined to believe the suggestions made by these people. The power of influencer marketing resides in its capacity to reach niche markets with a highly engaged audience.



Online Marketing Channels and Types:

1. **Search Engine Optimization (SEO):** By improving a company's position on search engine results pages (SERPs), SEO raises brand awareness and draws in organic traffic.

2. **Search Engine Marketing (SEM):** SEM is the practice of purchasing advertisements on search engines such as Google Ads or Bing Advertising.
3. **Social media marketing (SMM):** SMM include content creation and sharing on a range of social media sites, including Twitter, Facebook, and Instagram. It facilitates communication between companies and their target market, increases brand recognition, and increases website traffic. **This kind of marketing includes influencer marketing.**
4. **Email Marketing:** Email marketing involves sending targeted emails to a list of subscribers to promote products or services.
5. **Content Marketing:** Content marketing involves creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience.
6. **Affiliate Marketing:** Affiliate marketing is a performance-based marketing model where businesses reward affiliates for generating leads or sales.
- **Celebrity Endorsements:** For decades, celebrity endorsements have been a cornerstone of traditional marketing, but the development of social media has increased their reach and influence. Celebrities, with their large fan following, are frequently viewed as role models. They may improve brand exposure and credibility by endorsing a product or service. Fans' emotional attachment to celebrities may transfer into consumer loyalty. However, the impact of celebrity endorsements can vary depending on the celebrity's image congruence with the company and the perceived genuineness of the endorsement.
- **Paid Reviews:** Paid reviews entail paying individuals, who are frequently influencers or industry experts, to offer good comments on a product or service. While this method is debatable, it is extensively used as a marketing strategy. Positive ratings, whether organic or purchased, may have a big impact on customer trust and purchase decisions. The legitimacy of reviews, on the other hand, is critical. Consumers are growing more savvy, and finding dishonest or biased reviews may undermine a brand's reputation. Transparency and authentic testimonies are critical to retaining customer trust.

Impact of Social Media Marketing on Consumer Buying Preferences

- **Social Proof:** Influencer and celebrity endorsements can generate a feeling of social proof, impacting customer views and decisions. When customers see their favourite influencers or celebrities promoting a product, they are more likely to feel that the product is of good quality or fits into their desired lifestyle. This social proof has the

potential to change customer preferences and boost interest in and consideration of the recommended product.

- **Emotional Appeal:** Celebrities and influencers have the ability to elicit emotions and build aspirational links with things, influencing customer purchasing habits. Influencers and celebrities may develop emotional connections with their audience through carefully crafted content and personal brand image. When these important personalities recommend a product, buyers are more likely to link it with good feelings and ambitions. This emotional appeal has the potential to profoundly affect customer preferences and purchase decisions.

It is not always the case that information on product packaging is correct, as demonstrated in 2015 when lead was detected in Maggi noodles despite no indication on the product label. The testing samples were forwarded to FSSAI labs, which revealed higher-than-allowable levels of lead and the presence of Monosodium Glutamate (MSG), both of which are forbidden in consumable items. However, instances of erroneous product labelling are rare, and laws exist to prevent them.

The Prevention of Food Adulteration Act of 1954 specifies penalties for violators. Depending on the circumstances, the vendor might face 6 months to a year in jail or a fine of 2000 rupees for a first violation. A second violation can result in up to six years in jail and the termination of one's license. Section 320 of the criminal code provides for punishment where contaminated food causes a health danger.

These penalties apply if the item sold does not fulfil consumer standards, has misleading information, contains quality-degrading materials, contains banned preservatives, or fails to satisfy specified quality and purity criteria. As a result, objective product information is widely accepted. However, no laws presently exist to address the issue of producing phoney reviews or misrepresenting items that do not match industry standards. In India, enforcement of these rules is weak, and stricter regulations are required. Many substandard items continue to enter the market with little to no consequence. Regular checks and increased control are required to safeguard consumers and prohibit deceptive tactics, ensuring that only high-quality items are offered.

Case Studies

Dyson:

Dyson is a well-known technology business that is popular for its revolutionary vacuum cleaners, fans, and other household goods. Dyson's marketing approach is centred on emphasizing

technology developments and distinctive qualities of its goods. The company emphasizes providing thorough specs, performance indicators, and the underlying technical concepts that distinguish its products.

While Dyson has become well-known for its cutting-edge technology, the company has not relied significantly on celebrity endorsements or influencer relationships to sell its goods. Instead, Dyson's success may be ascribed to the company's dedication to producing high-quality, well-engineered goods that appeal to consumers searching for efficient and dependable home equipment. This example demonstrates that, in some sectors, the power of objective product information may trump the effect of external influencers in influencing customer purchase decisions.

Apple Inc.:

While Apple gives precise specs and features for its goods, such as iPhones and MacBook, the corporation also uses celebrity endorsements and partnerships to carefully utilize external influences. New product launch events frequently involve well-known people from the entertainment world or significant tech professionals. These celebrities help to increase the attractiveness and perception of Apple goods, generating a buzz around the brand.

Despite celebrity endorsements, a large part of Apple's success may be credited to the clear and thorough product information supplied. Apple's product labelling, marketing materials, and user-friendly technical specification presentations all play an important part in influencing consumer decisions. Many buyers rely their purchasing decisions on the perceived quality, usefulness, and design factors highlighted in Apple's product descriptions. Within a famous technological company, this example exemplifies the difficult balance between objective product information and external factors in the customer decision-making process.



Source – Canva

Fyre Festival:

Fyre Festival was marketed as an elite and opulent music event, with celebrities and social media influencers playing a key role. Kendall Jenner and Bella Hadid were among the high-profile models and influencers who helped promote the festival on social media, generating a buzz around the event.

When the festival was held in 2017, however, it immediately became clear that the event did not measure up to the grandiose promises made in its marketing campaign. Attendees experienced insufficient housing, terrible amenities, and general turmoil, leading to the festival's final cancellation. The incident became a cautionary tale about the dangers of depending too much on external influences and hype while failing to deliver on the promised product or service.

The example of the Fyre Festival emphasizes the need of maintaining a true and substantial product or service, since external influences alone may not ensure success if they are not backed by a foundation of quality and authenticity.

RXBar:

RXBar, which had previously struggled to gain popularity, had a large increase in sales following an effective packaging change. In 2014, the original package generated \$2 million in earnings, but it wasn't until 2017, following a redesign, that the firm saw a startling rise in sales to \$160 million. The transition indicates that the new packaging improved visual appeal, articulated a compelling value proposition, strengthened brand identification, and was in line with changing market trends. Notably, displaying nutritional information clearly on the front of the new package implies that objective information is critical in customer decision-making, which contributes to the amazing sales rise witnessed. This instance demonstrates the critical impact packaging plays in shaping consumer perception and creating significant sales increase for a product.



Source- YouTube video (Does Packaging Design Affects Sales?)

Conclusion

In conclusion, Consumers' purchase decisions are heavily influenced by the transparency, trust, and empowerment provided by objective product labelling. Objective product information generates a perception of authenticity and dependability in the marketplace by facilitating informed decision-making and emphasizing customer empowerment.

However, it is critical to recognize the powerful effect of celebrities, influencers, and sponsored reviews in moulding consumer choices. Endorsements and compensated reviews provide social evidence, emotional appeal, and perceived legitimacy to consumers, frequently supplementing the function of objective product information.

While businesses frequently use a variety of methods, it is worth noting that the majority of customers base their purchase decisions on product labels. This highlights the need for clear and appealing product information in influencing consumer choices, even when additional tactics such as smart influencer and celebrity collaborations are employed. The prominence of product labelling as a main decision-making element highlights its critical role in catering to varied customer demands and preferences within the complex terrain of today's marketplace.

The study seeks to determine which factor—objective information and labelling, or persuasion through sponsored reviews and celebrity endorsements—has a greater impact on customer purchasing decisions. It compares the influence of both to determine how these aspects balance or dominate in determining customer preferences and purchase behaviour.

Objectives of the Study

1. Examine How Consumer Preferences Are Affected by Product Labelling and Packaging

- Examine if customers give priority to information found on product labels when making decisions about what to buy.
- Examine how reliable consumers believe label information to be in comparison to information from outside sources like influencers, celebrities, and paid reviews.

2. Assess the Influence of External Elements on Consumer Choice

- Evaluate how consumer choices are impacted by influencers, paid reviews, and celebrity endorsements.
- Determine the elements that influence how persuasive external recommendations are to customers.

3. Compare and contrast Product Labelling with the Validity and Reliability of External Endorsements

- Assess how reliable consumers believe the information on product labels to be.
- Analyse the validity and reliability of influencer recommendations, paid reviews, and celebrity endorsements in influencing purchasing decisions.

4. Examine Consumer Product Label Knowledge and Understanding

- Examine how much information on product labels is known to consumers.
- Assess whether or not consumers understand the ramifications of the information on labels and whether it influences their choice of products.

5. Evaluate the Effect of Demographic Factors on Consumer Preferences

- Look at how factors like income, gender, and age affect how much importance is given to product labelling.
- Examine the differences in efficacy between external factors and endorsements for various demographic groups.

6. Examine the Psychological Factors Influencing Purchase Behaviour

- Determine the psychological elements that drive consumer behaviour and affect their choices about what to buy.
- Offer insights into the ways that external suggestions and product labelling affect the psychological components of consumer decision-making.

7. Statistical Examination of Survey Information to Confirm Theories

- Employ statistical techniques to examine the information gathered from questionnaires and surveys. Find noteworthy patterns and connections that support or refute the study's theories regarding the connection between product labeling and outside endorsements.

8. Integrate Research Findings with Literature Review Insights

- To contextualize the impact of product labelling and outside endorsements on consumer behaviour, compare the study's findings with literature-based insights.
- Give a thorough explanation of how these variables affect customer preferences.

9. Create a Product Label That Is Transparent, Educational, and Compliant with Laws

- Create a label that provides all pertinent information about the product, guaranteeing maximum transparency and safeguarding consumers.
- Promote stricter laws and guidelines for product packaging and labelling to guarantee that customers are given comprehensive, accurate, and clear information about the goods they are buying.

10. Conduct case studies involving consumer complaints about deceptive or incomplete product labels and packaging

- Analyse Case Studies on Consumer Grievances Associated with Product Labelling.
- Find trends in customer complaints and suggest legislative and regulatory measures to improve openness and confidence in product labelling.

11. Examine Labelling methods in Electronic Consumer Durables

- Use certain retailers, like Croma and Vijay Sales, as examples to look at how labelling methods are used in electronic consumer durables.
- Interview sales representatives and go over product manuals to evaluate how comprehensive and clear the labelling is in this industry.

12. Scope for More Research

- Determine which areas need more research, such as how transparent labelling affects consumer trust and brand loyalty over the long run.
- Make recommendations for additional research that can examine how future product labelling and packaging methods may be impacted by regulatory changes, changing customer expectations, and technological improvements.

13. Future Trends:

Propose future trends based on extensive research, providing insightful and data-driven recommendations.

Hypothesis

Harnessing the Informative Influence: Investigating the Dominance of Product Labelling in Shaping Consumer Preferences Over Influencers, Celebrity Endorsements, and Paid Reviews.

This study hypothesizes that product labelling (part of product packaging) holds greater sway in shaping consumer preferences compared to influencers, celebrity endorsements, and paid reviews. The research explores whether consumers prioritize information presented on labels

over external influences, suggesting that clear and comprehensive product information and product packaging directly influences purchasing decisions. The assumption is that consumers may find labelled details more credible, potentially making them more influential than external endorsements or reviews.

Furthermore, this research will look into the significance of transparent and easy to comprehend product labelling for electronic consumer durables and how it affects consumer confidence and decision-making in this particular industry.

Because these items are complicated and frequently have a variety of features and technical specs, it is important to have clear labelling to increase consumer confidence and knowledge. We'll look at how well- designed labels can help consumers understand technical language and make rational selections and comparisons.

Significance of the Study

In today's era, where almost every person is surrounded by social media and influencers, consumer behaviour is influenced by a lot of different factors. Social media platforms were originally designed to help people connect with each other; however, these sites have evolved into highly valuable platforms for promoting brands and products through influencers. These platforms have provided consumers with a new way to access product information and have created profitable opportunities for brands and influencers as well.

It is assumed that people are more likely to do something if they perceive it as being a social norm, which means that people are more likely to behave in a certain way if they see that those around them are behaving in the same way. Whenever we are about to purchase anything, we look to our peers to guide us before we form our own opinions and beliefs. However, it is not always the case.

Although nowadays there are a lot of influencers who are seen as trustworthy figures by their followers, it is actually only developing authentic brands that builds consumer trust. Influencers often promote products which may not be entirely reliable, and it is presumed that people would blindly follow them. But that is not entirely true.

Even though people are surrounded by social media and advertisements all the time, they realize the importance of product labelling and packaging and only purchase products if they find them worthy.

Product packaging refers to designing and producing the container or wrapper of a product. There are 3 levels of packaging – primary package (immediate packaging), secondary package

(additional layer of protection) and transportation package (packaging necessary for storage, identification and transportation). It plays several roles -

- Protection of product
- Providing information
- Branding & marketing
- Convenience

Product labelling means displaying information about your product on its packaging. Labels protect customers from buying the wrong product. They help in –

- Describing the product and specifying its contents
- Identifying the product or brand
- Grading of products
- Helping promotion of products
- Providing information required by law

Label should be designed and presented in layman terms so that it is easier to understand. Some pre- requisites of a good label are as follows:

- Clarity & simplicity
- Compliance with Laws and Regulations
- Visually Engaging but not Overwhelming
- Durability and Quality
- Honesty and Transparency
- Consistent with Brand Identity
- Sustainability Considerations

It must contain all the correct and pertinent information to ensure that consumers are getting exactly what they're looking for, instead of having to guess. Product labelling should include specific components like-

- Product name
- Brand name
- Ingredients
- Net quantity/content
- Manufacturer/distributor information
- Country of origin
- Usage instructions
- Warnings and cautions
- Expiration date
- Nutritional information
- Storage conditions

In India, to protect rights of consumers and to emphasize the need for product labelling and packaging, the Government has enforced numerous laws. These laws act as a measure of protection and self-satisfaction for the customers in terms of quality and quantity. In case the laws are being violated, consumers can seek redressal in district, state or supreme courts, according to the amount of damage incurred. Violation of laws also leads to fines upto Rs.5000 for the producers, and if the offence is repeated, the penalty can be imprisonment upto 5 years. However, in actuality, this is usually not the case. Laws related to product labelling and packaging are not strictly imposed and often violated without any consequences. Moreover, the growing importance of consumer laws under the "Make in India" initiative cannot be overstated. As the manufacturing sector grows, so does the need for strong legal frameworks that protect consumers, ensure product quality, and foster trust in Indian-made products, by aligning with global standards, maintaining transparency, and promoting fair trade practices.

Some of the important laws introduced by the govt. are-

1. Consumer Protection Act, 2019 - This comprehensive law safeguards consumer rights and provides mechanisms for the redressal of complaints regarding defective goods, unfair trade practices, and service deficiencies and ensures that businesses are held accountable for the quality and accuracy of information provided to consumers.

2. Legal Metrology Act, 2009 - This law regulates the labelling of products in relation to weights and measures, ensuring transparency and fairness in product labelling and packaging.
3. Food Safety and Standards (Packaging and Labelling) Regulations, 2011 – These regulations ensure that food products are labelled correctly to promote food safety and transparency. Food labels must contain product name, ingredient list, nutritional information, FSSAI license number, expiry date, and vegetarian/non-vegetarian marking.
4. Drugs and Cosmetics Act, 1940 - This law governs the labelling and packaging of pharmaceuticals, drugs, and cosmetics to ensure consumer safety and the authenticity of products. Labels must include **drug composition, usage instructions, batch number, expiry date, and manufacturer details.**

Product labelling and packaging is very important in relation to the electronics industry. Great electronics are the culmination of meticulous research, precise engineering, and exhaustive testing. So too are great electronics labels. The labels on electronics teach people how to safely use products. They tell buyers where components were manufactured and what substances they contain. They guarantee authenticity and certify compliance with environmental regulations and quality standards.

Absence of a good label may also cause harm to the users of the product. One such instance is the “Samsung Galaxy Note 7 Battery Explosion Controversy”.

In 2016, **Samsung** launched the **Galaxy Note 7** smartphone, however, within weeks of its release, multiple cases of the phone's **battery overheating** and **exploding** were reported worldwide, including in India. Its packaging and marketing emphasized the phone's advanced technology, including its **battery life and safety features**. However, the labelling failed to disclose potential risks related to the battery's design, which caused **overheating and explosions** in several cases and customers were led to believe the product was entirely safe, with no indication that battery safety could be compromised. This led to several incidents of battery explosions causing injuries and property damages. It also led to huge financial losses for Samsung, and damage to the brand's reputation.

Hence, good product labelling and packaging is very significant and cannot be compromised.

The phenomenon of social proof also plays a crucial role in influencing consumer behaviour. When consumers observe their favourite influencers using and promoting a product, it creates a sense of trust and validation. This social proof can lead to a Fear of Missing Out (FOMO) effect.

Influencers are free to promote any kind of products they want but people must be protected from surreptitious advertising on social media, especially younger users.

Sometimes, people do buy products just to relate with their influencers and to not “miss out”, but most times they buy products based on their understanding.

This study is based on the question: Does influencer marketing actually have a significant impact on consumer’s behaviour and making decisions on purchasing? Our study focusses on the important role of product packaging and labelling, especially in the **electronics industry**.

This is a multifaceted research involving detailed and in-depth study about the topic including a survey as well, where a questionnaire is prepared, asking the respondents questions related to their choices and their thought process prior to purchasing any product.

Literature Review

In the ever-changing environment of customer choices, knowing the variables that impact preferences is critical for both businesses and marketers. This research review investigates the dynamic interaction of product labelling, influencers, celebrity endorsements, and sponsored reviews in changing consumer choices. The key premise of this study is that the informational influence incorporated in product labelling outweighs the impact of other kinds of persuasion.

In a digital age inundated with information, it is critical to identify the variables that genuinely govern customers' decision-making processes. This study attempts to elucidate the present state of knowledge, identify gaps, and lay the groundwork for a more in-depth analysis of the dominance of product labels and packaging in influencing consumer decisions by diving into existing studies in marketing, psychology, and consumer behaviour.

In the article ‘Consumer Psychology Insights and their Use for Operational Book Marketing’ the author provides first insights on how Consumer Psychology could enhance operational book marketing through book design in particular. After highlighting the current German book market and its highly competitive and fast-transforming market situation, the article summarizes recent findings from the field of Consumer Psychology relevant to the book market. The focus lies in the book design which has a large influence on the buyer’s decision making. Three facets of consumer psychological book design (text design, book body and cover design) were the objects of this research and are also a part of product labelling. Research from Consumer Psychology focuses on optimising stimulus design to achieve better information perception, processing and memorization to gain better customer awareness and increase the likelihood of a positive product labelling and buying decision.

A study conducted by the Swinburne University of Technology in June 2022 states that brand promotion using celebrities (media, entertainment, and sports stars) and microcelebrities (popular social media users or vloggers) has increased over recent years due to the popularity of social media platforms. The beauty industry has utilised both types of celebrities as influencers to endorse their brands. Despite extensive financial expenditure on using social media influencers by the beauty industry, there is still much to understand about celebrities and micro-celebrities and their effect on consumers' propensity to buy brands based on perceptions formed through celebrity versus micro-celebrity brand endorsements.

Product design has been recognized as an opportunity for differential advantage in the marketplace. The appearance of a product influences consumer product choice in several ways. To assist product development managers in optimising the appearance of products, the present study identified the different ways in which the appearance of a product plays a role in consumer product evaluation and, hence, choice. In addition, the implications for product design of each role are listed, and managerial recommendations for optimising the appearance of products are given. Based on a literature review, six different roles of product appearance for consumers are identified:

(1) communication of aesthetic, (2) symbolic, (3) functional, and (4) ergonomic information; (5) attention drawing; and (6) categorization.

A product's appearance can have aesthetic and symbolic value for consumers, can communicate functional characteristics and give a quality impression (functional value), and can communicate ease of use (ergonomic value). In addition, it can draw attention and influence the ease of categorization of the product. Insight into how appearance characteristics, such as form and colours, may influence consumer choice will increase managers' awareness about how to use product appearance as a marketing tool.

The data analysis by 'Review of International Business and Strategy' revealed an excellent fit for the data and indicated an impact of attractiveness and expertise on online engagement and personal interest. Moreover, a mediating influence was also found for online engagement on the path between influencer credibility and personal interest. This study has the limitation of collecting the data from only three influencers; consequently, collecting data from the followers of more than three influencers would get more generalisable results. Second, considering further, examining the mediating role of other variables such as electronic word-of-mouth (EWOM) and loyalty programs could also provide further insights into the nature of the factors affecting the personal interest. In addition, future studies should examine the differences in using more than one social media platform. The main findings of this study have several managerial implications for marketing management that hint at liking the influencers who are highly trusted owing to

their extensive expertise in the area they are marketing rather than only depending on their physical attractiveness. Significantly, a set of managerial implications comes from the current research. Two major areas are the most important; these are the trustworthy issue and the EWOM. Marketers should encourage their customers to openly talk about their experiences as they have an imperative role in liking influencers in a way that improves their personal interest. The second implication is related to social media platform management that marketing managers should resolve any negative EWOM caused and enhance followers' satisfaction levels with the services. The increase in satisfaction positively affects personal interest, and the service makes the influencer role more effective.

A study published in the *Journal of Marketing* investigates the effect of corporate brand dominance—that is, the visibility of a company's corporate brand in product communications—on the relationship between corporate associations and product evaluations. The results show that corporate brand dominance determines the degree to which associations with the company's corporate ability and corporate social responsibility influence product attitudes, as well as the nature of the moderating effects of fit and involvement.

Another study proposes a domain statement for strategic marketing as a field of study and delineates certain issues fundamental to the field. It also proposes a definition for marketing strategy, the focal organisational strategy construct of the field, and enumerates several foundational premises of marketing strategy. The domain of strategic marketing is viewed as encompassing the study of organisational, inter-organizational and environmental phenomena concerned with the behaviour of organisations in the marketplace in their interactions with consumers, customers, competitors and other external constituencies, in the context of creation, communication and delivery of products that offer value to customers in exchanges with organisations, and the general management responsibilities associated with the boundary spanning role of the marketing function in organisations. At the broadest level, a marketing strategy can be defined as an organisation's integrated pattern of decisions that specify its crucial choices concerning products, markets, marketing activities and marketing resources in the creation, communication and/or delivery of products that offer value to customers in exchanges with the organisation and thereby enables the organisation to achieve specific objectives. Chief among the issues that are fundamental to strategic marketing as a field of study are the questions of how the marketing strategy of a business is influenced by demand-side factors and supply-side factors.

A clear conclusion arises from a review of different research papers and articles that give reasons in favour of product labelling and packaging, as well as opposing positions claiming that influencers, celebrity endorsements, and sponsored reviews are more influential. This literature study demonstrates that product labelling and packaging are becoming more important in

moulding customer choices than external factors such as celebrity endorsements or sponsored reviews.

Product labelling includes components like text design, cover design, and aesthetics, all of which play an important part in influencing consumer decisions and leaving an impression. The informational feature, when properly executed, not only increases the product's trustworthiness and credibility but also adds to the development of customer confidence.

Methodology

This study employs a descriptive research design. The methodology consists of several key components: literature reviews, surveys (including both sample and pilot surveys), case studies, interviews, and an analysis of various electronic products' guides and manuals.

Literature Review: To pinpoint important themes and patterns in consumer behaviour, a thorough examination of previous research, industry reports, and scholarly publications will be done.

Survey: To collect quantitative data on preferences, satisfaction, and purchase behaviours, an evenly distributed random sample of consumers within India will be given a standardized questionnaire.

Pilot Survey: To test and improve the questionnaire for reliability and clarity, a small, representative group will be initially surveyed. The improved survey will be shared with the rest of the of the sample after making changes suggested by a small group of people.

Case Studies: In-depth analyses of a few chosen electronic consumer durables of a few brands will be conducted in order to assess their labelling and packaging.

Interviews: To study the impact of labelling and packaging on consumers, salespeople will be interviewed.

Product Labelling and Manuals: To assess how well businesses inform customers about critical product information, an examination of product labels, manuals, and guidelines will be conducted.

Survey Analysis and Results

Survey Design

A set of questionnaires consisting of 9 items will be used as the instrument in this study.

The questionnaire begins with the personal information of the respondents i.e. name, gender, age and Income per month / parents' income per month.

- **BLOCK 1:** Q1 and Q2 are related to consumer's shopping habits.
- **BLOCK 2:** Q4 and Q5 attempt to delve into the psychological dimensions which can assist in understanding how consumers make purchase decisions.
- **BLOCK 3:** Q6 tells us about the key influences in the decision-making process for purchases.
- **BLOCK 4:** Q3, Q7 and Q8 on how different types of influencers affect preferences, and if influencer-driven consumer preferences are more pronounced in certain industries.
- **BLOCK 5:** Q9 is a subjective question focusing on the quality expectations and industry standards.

Data Sets and Study Area

The survey will be conducted through Google Forms with responses from people of different age and income groups. The form will be circulated through WhatsApp and other social media platforms. People of diverse age groups and social backgrounds will participate in the survey. The survey will be conducted nationally.

The data set includes demographic details such as age, gender and income level. Understanding the composition of the survey participants is crucial for identifying potential patterns in consumer behaviour across different demographic groups.

The participants will be surveyed on their preferences regarding advertisements they see, impact of influencers and social media user experience, marketing, etc.

Pilot Study

A pilot survey will be conducted to check the reliability of the questionnaire. It is a strategy that helps to evaluate or test a questionnaire using a smaller sample size than the planned sample.

Data Collection

The data collected from people of different age groups will be used to arrive at a conclusion. The questionnaire will be sent to the students and teachers of various schools and colleges, employees of various firms and organizations across India.

Data Analysis

Statistical tools will be employed to analyse quantitative data in order to get numerical insights. After the responses are sorted and organised into databases, trends and patterns can be systematically investigated. A quantitative summary of the frequency of particular viewpoints among the participant population will be given by descriptive statistics.

Manual analysis will be performed on the qualitative data, carefully reviewing the answers to open-ended questions to look for reoccurring themes and subtle insights.

Respondents' Demographics

The survey held a total number of 413 respondents

GENDER	
MALE	43.8%
FEMALE	55.4%
OTHER	0.7%

SALARY BRACKETS	
LESS THAT Rs.50,000	11.9%
BETWEEN Rs.50,000 AND Rs.1,00,000	24.5%
BETWEEN Rs.1,00,000 AND Rs.3,00,000	34.6%
MORE THAN Rs.3,00,000	29.1%

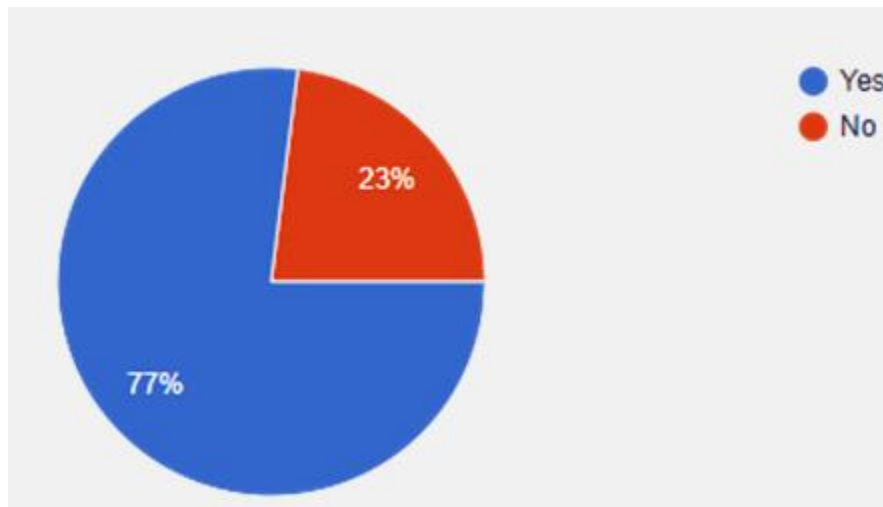
AGE	NO. OF RESPONDENTS
10-20	188
20-30	60
30-40	78
40-50	60
50-60	22
60-70	4
70-80	1

Findings

BLOCK 1:

Q1 and Q2 are related to consumer's shopping habits.

Q1) Before purchasing any product do you like to see/ hear advertisements about it?



According to the study, 77% of respondents prioritized ads before making a purchase, highlighting the powerful influence of advertising. This suggests that by providing vital information about items, ads play a critical role in increasing consumer awareness and

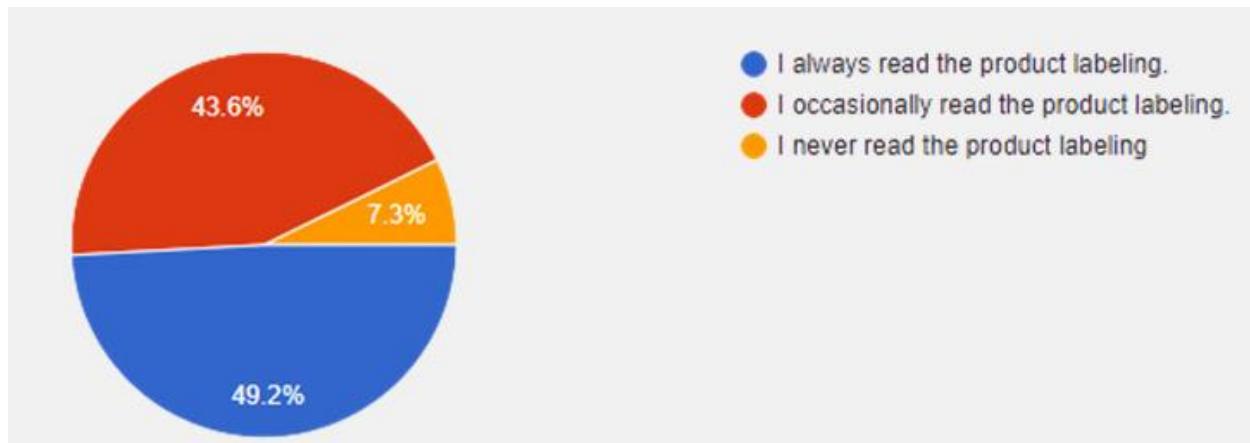
confidence. The remaining 23%, however, represent a growing group of independent-minded consumers who prefer real-world experiences, evaluations, and in-depth research over conventional marketing strategies. This discrepancy reflects a changing consumer environment where transparency and trust are becoming increasingly important.

Advertisers need to adjust by developing campaigns that emphasize sincere and meaningful narrative rather than just promotion. In a time when people are becoming more skeptical of traditional marketing, brands may stay relevant and trustworthy by matching their strategies with the values and interests of their target audience.

Future Trend:

According to the report, a noteworthy trend for the future is the emergence of “authentic advertising”, in which companies emphasize openness, narrative, and user-generated material in order to foster trust. Using social proof, influencer endorsements, and interactive experiences will become more and more popular as customers look for real relationships. Additionally, generic messages will be replaced by tailored, data-driven ads that speak to people's beliefs and preferences, maintaining a balance between traditional awareness campaigns and the need for decisions that are meaningful and supported by research.

Q2) Before purchasing any product do you read the product labelling?



According to the survey, 49.2% of participants routinely read product labels, and 43.8% do so occasionally, indicating a growing consumer preference for transparency. This underlines the significance of clear, accessible labelling in addressing ethical, safety, and health concerns. The 7.3% of people who never read labels may value convenience or have a strong brand loyalty. This behavioural gap points to a dual potential for businesses: simplifying labelling for less involved consumers while simultaneously satisfying knowledgeable people looking for precise,

in-depth information. This disparity can be closed and inclusivity ensured by giving priority to sustainable certifications, clear messaging, and label readability.

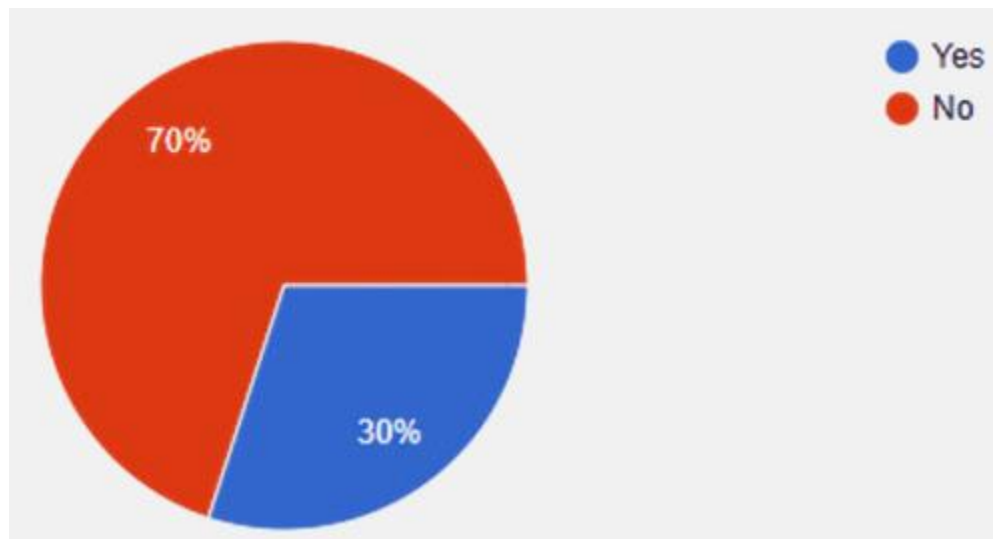
Future Trend:

There may be a move toward interactive labelling as customers want more clarity. Stronger brand- consumer trust can be developed by using digital tools like QR codes or augmented reality labels to deliver real-time, comprehensive product data, including sourcing, sustainability, and ethical practices.

BLOCK 2:

Q4 and Q5 attempt to delve into the psychological dimensions which can assist in understanding how consumers make purchase decisions

Q4) Have you purchased a product solely based on a recommendation from an influencer or celebrity sponsorship?

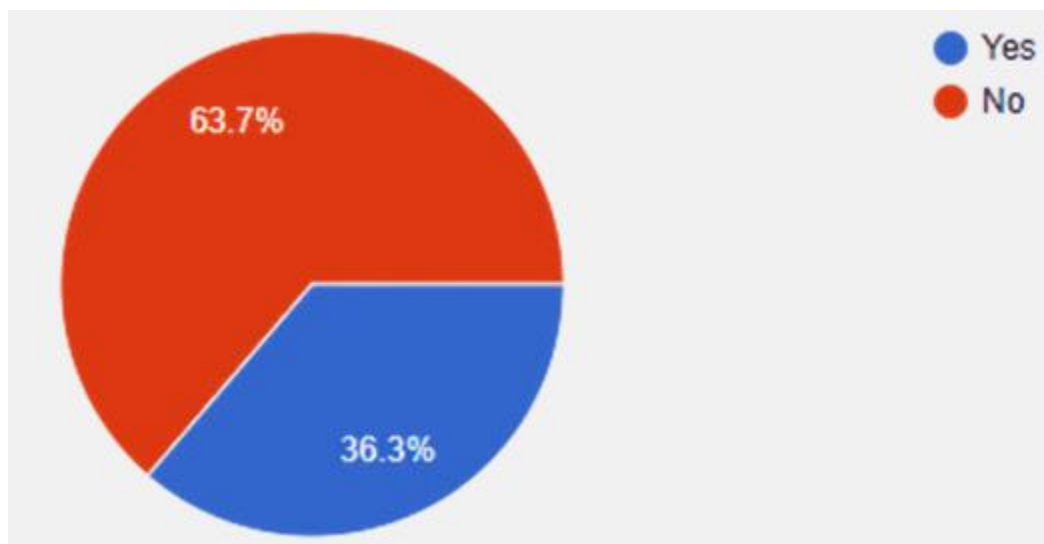


The study found that while 70% of the respondents did not buy a product because of a suggestion from a celebrity or influencer, 30% of them acknowledged doing so. This shows that although a significant percentage of consumers are influenced by influencer marketing, most of them are still discriminating and give consideration to things like product reviews, quality, and individual needs. The frequency of deceptive endorsements and increased attention to sponsored material point to consumers become more astute and discerning. Brands are being pushed to use more genuine and open promotional tactics as a result of a larger trend of growing customer awareness and mistrust about marketing tricks.

Future Trend:

Brands may turn to community-driven endorsements or micro-influencers that prioritize relatability and reliability over celebrity status as customers seek authenticity. In the changing landscape of consumer preferences, marketing transparency supported by user testimonials and verifiable claims is probably going to become a defining trend.

Q5) Do you feel pressured to buy certain products because they are popular among your social group or community?



As evidenced by the fact that 36.3% of the respondents acknowledged feeling pressured to purchase goods that are popular in their social circles, peer pressure still has a big influence on consumer behaviour. This suggests that social acceptance and the need to blend in continue to be significant motivators, particularly for younger audiences or people who use social media extensively. The majority—63.7%—reported no such impact, indicating a move toward thoughtful consumption, in which financial awareness, pragmatism, and personal values inform purchases. This gap demonstrates the complex relationship between cultural norms and personal freedom, showing that although society's trends influence some, many people value their own judgment or follow budgetary restrictions over following the crowd.

Future Trend:

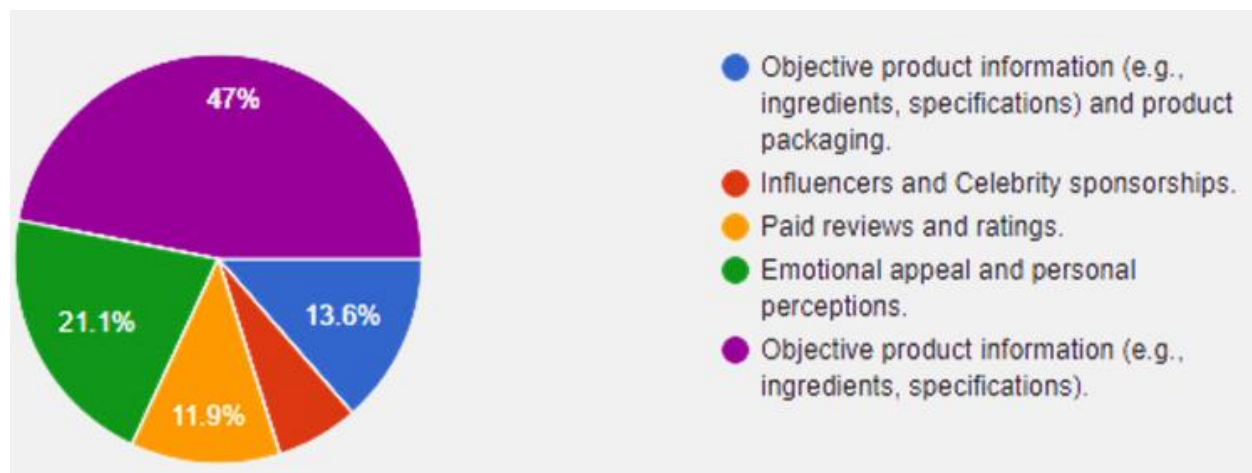
Brands may experience a rise in demand for authenticity, transparency, and products that reflect environmental or ethical ideals as mindful consumerism rises. Instead of generic mass trends, consumers are likely to favour individualized recommendations and items that represent their

uniqueness. In addition to creating communities that prioritize shared values above popularity, this change may inspire businesses to innovate by providing niche, personalized products.

BLOCK 3:

Q6 is a question which tells us about the key influences in the decision- making process for purchases.

Q6) When considering a purchase, what factors weigh heaviest in your decision-making process?



The pie chart shows that 47% of the respondents prioritize objective product information (e.g., ingredients and specifications) and 13.6% also are influenced by product packaging along with labelling in their decision-making process, indicating a clear preference for factual and value-driven factors when making a purchase. Emotional appeal and personal perceptions show the second major factor at 21.1%, showing that while emotional triggers are important, they are secondary to product facts. Influencers and celebrity sponsorships account for only 6.5%, suggesting minimal dependence on endorsements, while paid reviews and ratings are prioritized by 11.9% of respondents. This trend highlights a shift toward transparency and informed decision-making, where consumers place trust in clear and factual product-specific information over external influences like celebrity endorsements or promotional reviews.

Future Trend:

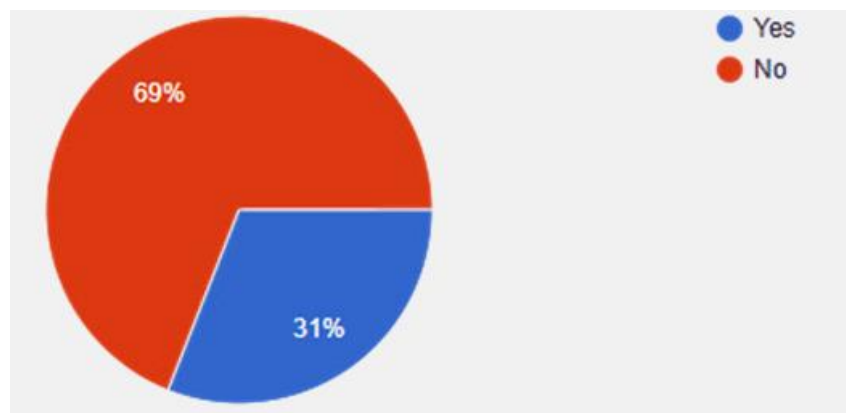
The future purchasing landscape is likely to be shaped by consumers demanding greater transparency and clarity in specific information about products. With more than half (47% + 13.6%) of respondents prioritizing objective product details, buyers are moving towards a preference for factual decision- making over hype or endorsements and advertisements. The relatively low influence of celebrity sponsorships (11.9%) and paid reviews (13.6%) signals a

shift away from traditional promotional tactics. Emotional appeal (21.1%) is relevant but will not dominate decisions. Moving forward, businesses will need to focus on providing clear and verifiable product information and inculcating authenticity to resonate with increasingly discerning and value-conscious consumers.

BLOCK 4:

Q3, Q7 and Q8 delve on how different types of influencers affect preferences and if influencer driven consumer preferences are more pronounced in certain industries.

Q3) Do you feel that celebrity recommendations affect your taste and preferences for existing products?



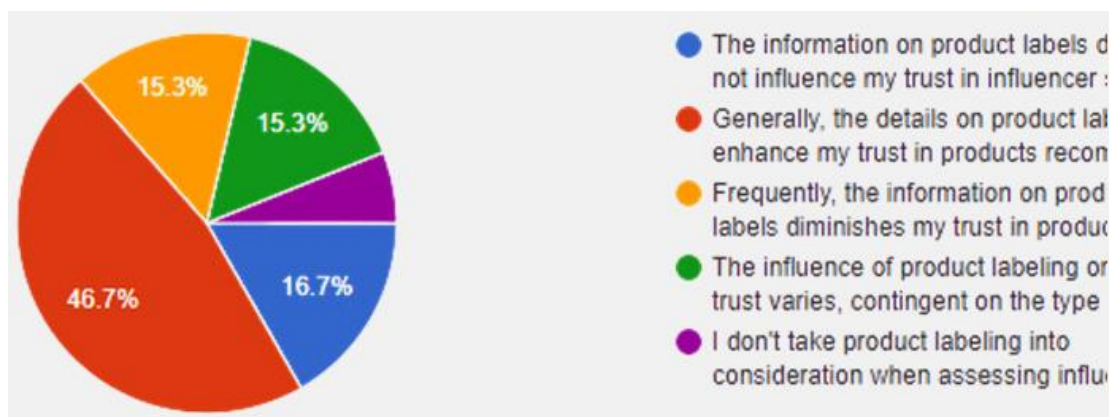
The pie chart reveals that 69% of respondents are not influenced by celebrity recommendations, which indicates a strong preference for independent decision-making based on product value, quality, or personal experience, i.e. respondents' own perception and opinion about the product. In contrast, 31% of respondents still admit to being swayed by celebrity endorsements, showcasing the continued relevance of influencers and celebrity endorsements for a significant minority. This split highlights a dual opportunity for businesses: they can focus on delivering high-quality products to appeal to the majority who value substance while strategically leveraging aspirational branding to engage the 31% who respond positively to such campaigns. Understanding these preferences can help businesses strike a balance between authenticity and influencer-driven marketing to maximise their reach.

Future Trend:

The future trend that can be inferred is that there is a growing consumer preference for independent decision-making based on product quality and personal experiences, rather than relying on celebrity recommendations and influencers. As 69% of respondents currently

prioritize substance over influencers influence, this trend may continue to rise with increased detail to product information. However, the 31% influenced by celebrities highlights that influencer marketing will remain relevant, particularly among younger, social media-driven demographics. Moving forward, brands may shift toward micro-influencers and authentic endorsements that align with consumer values, blending trustworthiness with aspirational appeal to cater to both segments.

Q7) To what extent does the information on a product's label influence your trust in products recommended by influencers?

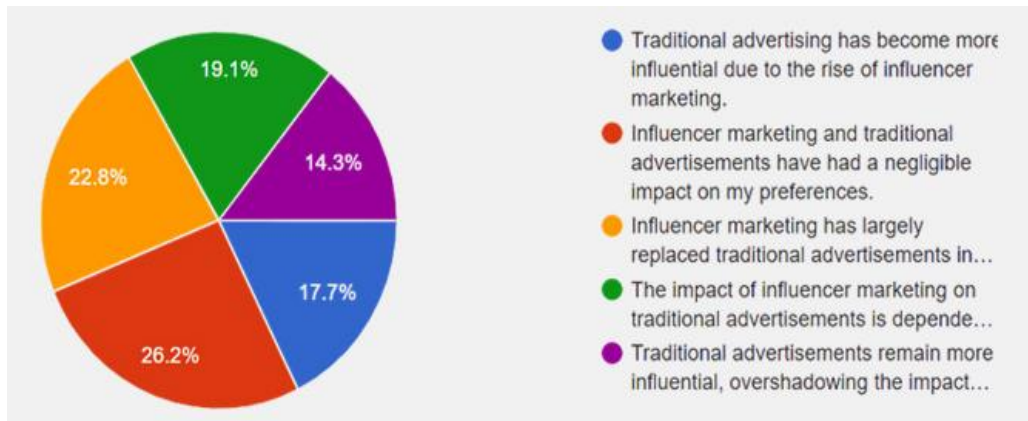


The survey results highlight how product labelling plays a complex role in determining customer trust, especially when it comes to products that influencers recommend. The significance of transparency and trustworthiness is highlighted by the noteworthy 46.7% of participants who link clear labelling to higher confidence. However, 15.3% report feeling less trusted, most likely as a result of differences between the claims made about the product and its actual content. An further 15.3% emphasize the effect of the influencer's image, suggesting that trust depends on both the product and its promoter. It's interesting to note that only 16.7% and 6.1% reject or don't care about labelling, indicating that most consumers consider it to be important. These findings indicate a rising need for influencer credibility, product integrity, and label congruence.

Future Trend:

As awareness grows, companies may use QR codes or AR to create dynamic, interactive labels that guarantee thorough transparency and increase confidence. Collaborations with true niche or micro-influencers who advertise the product according to the specifications mentioned on the labels may also prove to be a crucial tactic in bringing product values into line with audience expectations.

Q8) How does the increasing use of influencers to promote products affect your opinions compared to traditional advertisements like TV, newspapers, and pamphlets?



The pie chart highlights a diverse perception of the influence of influencer marketing versus traditional advertisements. The largest portion, 26.2%, suggests that both influencer marketing and traditional advertisements have had negligible impact on consumer preferences, suggesting a group of consumers being unaffected by marketing trends. However, 22.8% feel influencer marketing has largely replaced traditional ads, showcasing its growing prominence. Meanwhile, 19.1% believe influencer impact depends on specific factors, reflecting nuanced views. Traditional advertising is still perceived as influential by 14.3%, while 17.7% believe traditional ads have become more impactful due to the rise of influencer marketing. This data indicates a transitional phase where influencer marketing is gaining ground and importance but traditional advertisements still hold relevance, with split consumer opinions based on personal experiences and exposure.

Future Trend:

Moving forward, we can expect a blend of both approaches (influencer marketing and traditional ads), with brands using influencer collaborations alongside traditional ads to maximize reach. As consumers become more discerning, authentic and tailored marketing strategies will be essential, with brands leveraging influencers to add credibility and resonance to their campaigns and only providing correct information without missing out on any detail related to the product. The same details or the pros and cons of the product should also be mentioned on the label to enhance consumer's trust.

BLOCK 5:

Q9 is a subjective question focusing on the quality expectations and industry standards.

Q9) Did you buy something that a famous personality/influencer/celebrity suggested? Did the product you buy based on the recommendations, met your expectations and was it aligned with industry standards?

Diverse viewpoints surfaced in answer to the subjective question regarding buying things that influencers endorse. Majority of respondents have not bought products based on celebrity endorsements or influencer recommendations, indicating a skeptical and cautious approach to such endorsements. For those who did purchase based on recommendations, say that meeting expectations and alignment with industry standards were crucial for satisfaction. Many respondents wrote that the products bought after influencer's recommendations didn't meet the standards. This reflects a shift towards evidence-based and factual marketing and authenticity, where consumers prioritize independent reviews, product transparency and detailed product information on the labels over celebrity influence.

Hypothesis Proven

The finding results show that Product labelling places a vital role in shaping consumer preferences and choices.

Responses to Question 6 prove our hypothesis. Responses to Question 3 and 7 reaffirm our hypothesis.

Our study confirms that product labelling holds greater sway in shaping consumer preferences compared to influencers, celebrity endorsements, and paid reviews. Findings reveal that consumers overwhelmingly prioritize clear and comprehensive information given on the product labels when making purchasing decisions. This demonstrates that details, such as ingredients, specifications, and certifications, on the labels, are perceived as more credible and trustworthy than external endorsements.

Furthermore, our theory is supported by the understanding that product design and appearance i.e. the packaging also plays a crucial role in consumer decision-making.

The results of Questions 6, 3 and 7 points to the multidimensional nature of product information, providing a thorough grasp of the variables impacting modern customer decisions. This empirical validation strengthens the validity of our findings and adds insightful information to the changing picture of customer preferences in marketing.

Now we'll look at the importance of transparent and easy-to-understand labels that give accurate information for electronic consumer durables.

To support our study, we will use a multifaceted method that includes case studies, interviews with salespeople, consumers and technicians, and a careful evaluation of labels, guides, and manuals for a select electronic consumer durables. By analysing real-world instances, we want to demonstrate the influence of unambiguous labelling on customer behaviour and preferences.

Labelling & Electronic Consumer Durables

Introduction

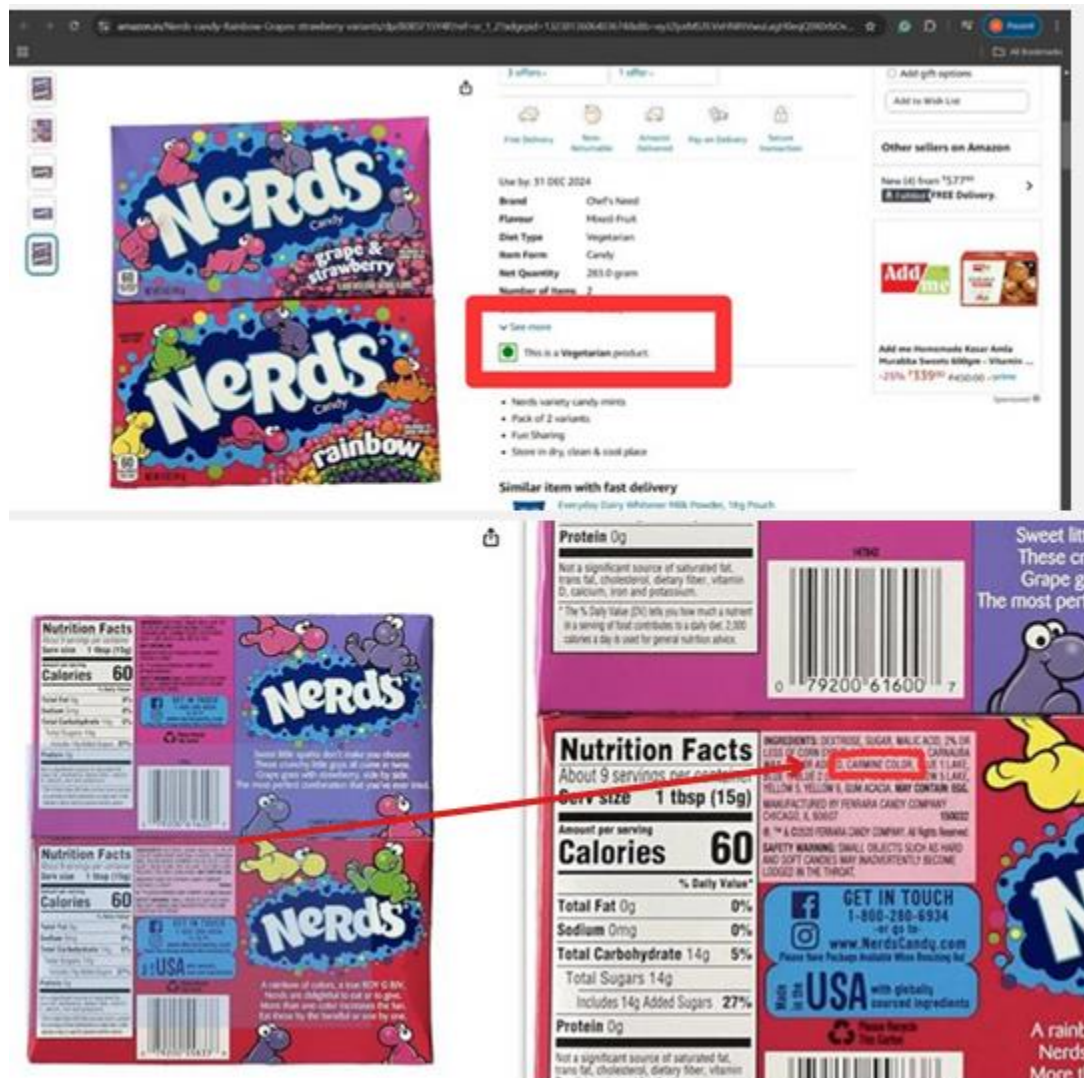
The importance of labelling in electronic consumer items has grown in an era where transparency, safety, and ethical standards are critical to customer confidence. Labels are intended to tell customers about a product's components, safety warnings, and usage instructions, allowing them to make informed purchase decisions. But labels are actually employed as a sales tool, in which exaggeration or incomplete truths are offered in order to attract new consumers. This technique, which emphasises alluring promises with incomplete or incorrect facts, can be damaging, as a half-truth is typically more likely to mislead than an explicit fabrication. This current environment shows substantial gaps in labelling policies and practices, where inconsistent, confusing, or insufficient labelling not only misleads customers but, in some circumstances, poses actual safety hazards.

Consider the example of carmine, which is a captivating pigment, its origins rooted in the vibrant world of cochineal insects. Carmine is a natural red dye derived from the female cochineal insect, notably the *Dactylopius coccus* species. It is known for its vivid and long-lasting colours. These small insects, native to South America, are dried and crushed to obtain their deep red colour. This pigment, sometimes known as "cochineal extract," "natural red 4", or "E120," is often used to produce a brilliant red colour in candies (e.g., Nerds candies, mentos gum), juices (e.g., dole), and cosmetics (e.g., lipsticks and numerous other cosmetics formulations).



Source: Instagram- theoddanimalspecimens

The labelling of Nerds candy is an example of inefficient and conflicting labelling. While the ingredient list indicates the usage of carmine colour—an insect-derived dye—the product is also marketed as vegetarian. This mismatch causes uncertainty for customers looking for clarity on whether the food meets vegetarian dietary criteria, emphasising the need for more accurate and clear labelling processes.



Source: amazon.in

In addition to ingredient labelling, recent events have shown significant loopholes in safety labels for electronic consumer durables. In September 2024, an India Today story reported an alarming incident with Samsung's FE earphones, which burst while being used by a Turkish user, resulting in irreversible hearing loss.



Source: India today

The examination of the earphones' packaging and product literature indicated a lack of information concerning the harmful consequences of the materials used in the earbuds, both on the company's official website and famous online shopping platforms like Amazon.

Samsung Galaxy Wireless Buds FE (in Ear) (Graphite) Powerful Active Noise Cancellation ... Add to cart	
Price	-68% ₹4,199 ⁰⁰ M.R.P.: ₹12,999 ⁰⁰
Delivery	Get it by Thursday, November 7
Customer Ratings	3.9 ★★★★★ 950
Sold By	Clicktech Retail Private Ltd
Connectivity Tech	Wireless
Headphones Form Factor	In Ear
Noise Control	active noise cancellation
Headphones Jack	wireless
Cable Feature	Without Cable
Control Type	Voice Control
Water Resistance	water resistant
Material	Polycarbonate (PC), Polyurethane (PU), Silicone
Model Name	Samsung Galaxy Buds FE

source: amazon.in

Although the material composition—polycarbonate, polyurethane, and silicone—is indicated on Amazon, possible health dangers associated with these materials, such as the volatile organic compounds (VOCs) and isocyanates emitted by polyurethane, are not mentioned.

Disadvantages of Polycarbonate

- **Flammability:** The material has a limited resistance to high temperatures and is not inherently flame retardant. Additives can be used to meet specific fire safety standards.
- **Chemical sensitivity:** PC can be sensitive to certain chemicals, solvents, and cleaning agents. It's important to select appropriate materials for cleaning and avoid exposure to incompatible chemicals.

Source: <https://www.protolabs.com/materials/polycarbonate/>

This lack of transparency on health hazards associated with materials used in electronics highlights a major issue in labelling, where insufficient safety information fails to safeguard customers and undermines product accountability.

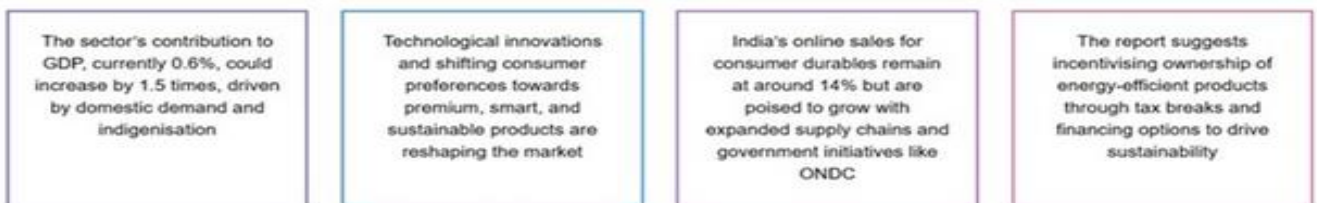
Inefficiencies in the labelling of electronic consumer durables, such as washing machines, smartphones, hair dryers, etc., have an influence on customer trust and market dynamics.

These durable products are substantial investments, with costs ranging from a few hundred to several thousand rupees, so making informed choices is critical. Consumers use labels, product guides, and safety information to determine product quality and suitability for their requirements. When these labels lack clarity, accuracy, or specificity, consumers' belief in the brand suffers, resulting in lower brand loyalty, a poor reputation, and a poor view of the industry. For a country like India, which is expected to become the world's fourth-largest consumer durable market by 2030, ineffective labelling is a barrier to developing a strong local manufacturing base and convincing customers to see Indian-made items as reliable.

India set to become fourth-largest consumer durables market by 2030

Rising demand, a sustainability focus, and indigenisation drive the sector's growth, which is projected to result in significant job creation and economic contributions

October 9, 2024



Source: indbiz.gov.in

India's increased emphasis on local manufacturing, exemplified by programs such as "Make in India," has fuelled ambitions to make the country a major hub for consumer durables. Nonetheless, this expansion necessitates stringent labelling regulations that guarantee consumers are well-informed and confident in their purchases. Indian products have always had a reputation for being of poorer quality, which has hampered their global appeal. By focusing on labelling standards and enhancing trust in them, Indian firms can provide the groundwork for self-sufficiency, improved manufacturing quality, and a strong customer base that values homegrown goods.

We will now fill these gaps by investigating real-life case studies, customer complaints, and interviews to better understand the issues of labelling in electronic consumer durables. This project will use this data to build prototype labels for major items, with an emphasis on washing machines, smartphones, and hair dryers. These labels will highlight clarity, complete safety and material information, and openness to provide customers with the knowledge they need to make safe and educated purchasing decisions.

The analysis will also include recommendations to producers, importers, and retailers on how to implement these better labelling requirements to increase customer trust and market growth. Furthermore, it emphasises the necessity for regulatory authorities to implement stronger labelling laws and undertake frequent assessments in order to maintain high standards. A dedication to clear and accurate labelling methods would not only empower customers but will also position Indian firms as dependable and quality-conscious participants in the global market.

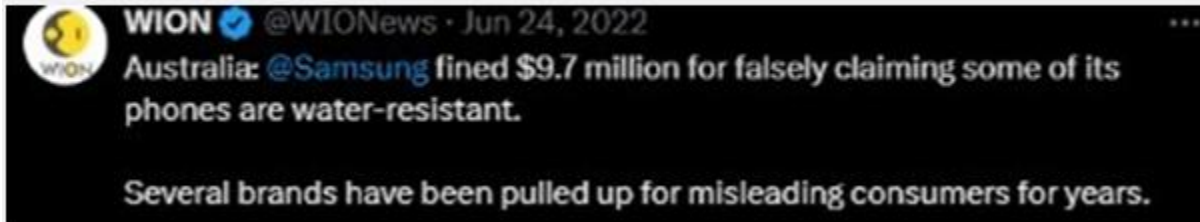
Case Study Analysis

Introduction

A key component of open communication between brands and customers, effective product labelling influences both customer satisfaction and purchase decisions. The examined case studies, however, highlight serious issues in this field, such as inadequate data, subpar design, and an excessive dependence on salespeople for sophisticated consumer durables. These problems run the risk of undermining consumer confidence in brands in addition to preventing them from making well-informed decisions. This study explores the serious flaws in product labelling procedures and emphasizes how they affect customer perception and corporate operations.

Following are the case studies with their analysis

Misleading information:



source: X (formerly known as Twitter)) (Samsung smartphone

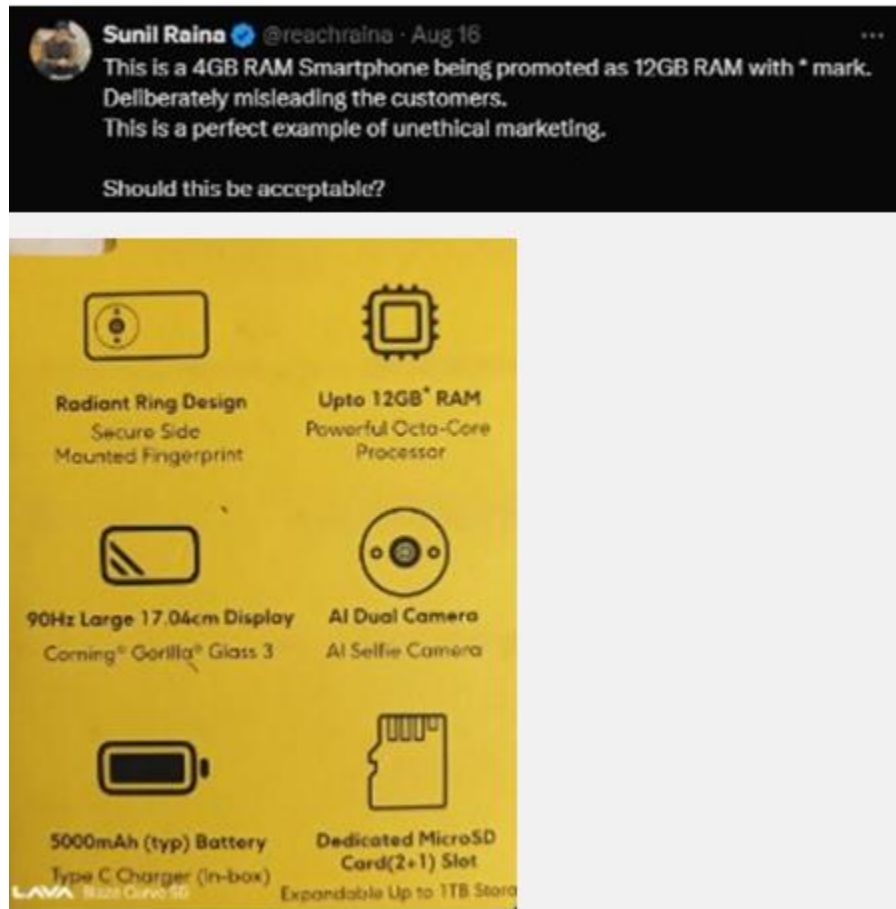
There is no comprehensive information on the product's warranty or upkeep on the label. If customers feel unprepared for long-term costs, this could be a potential source of their discontent.

Customers may require clarification regarding the product's care and durability, which can be made worse by inaccurate information or ambiguous descriptions. To build trust and make sure that customers are well-informed and ready to make a long-term investment, transparency in these areas is crucial. Businesses can increase customer satisfaction and loyalty by making the label more comprehensive and clearer.



source: X (formerly known as Twitter)) (Google smartphone

False labelling occurs when a product is mistakenly identified as a different model, usually one that is more costly than it is. It is challenging to concentrate on important information because of the text's small font and crowded arrangement. Because of the overall disarray in the design, the client may be overloaded with details in a small area. Technical features are attempted to be displayed, but the small text makes it hard for the typical consumer to read quickly.



source: X (formerly known as Twitter)) (Lava smartphone

The lack of important information, such as setup instructions or user safety instructions, could cause confusion when using the product for the first time. Important details that are essential for customers to make an informed choice, such as power consumption or warranty period, are not readily apparent.

Once more, the buyer is duped by giving them inaccurate or insufficient information. In this case, the product only has 4GB of RAM, despite the label stating that it has 12GB. Confusion may result from this, particularly for those buying the product online.



source: X (formerly known as Twitter)) (Vivo smartphone

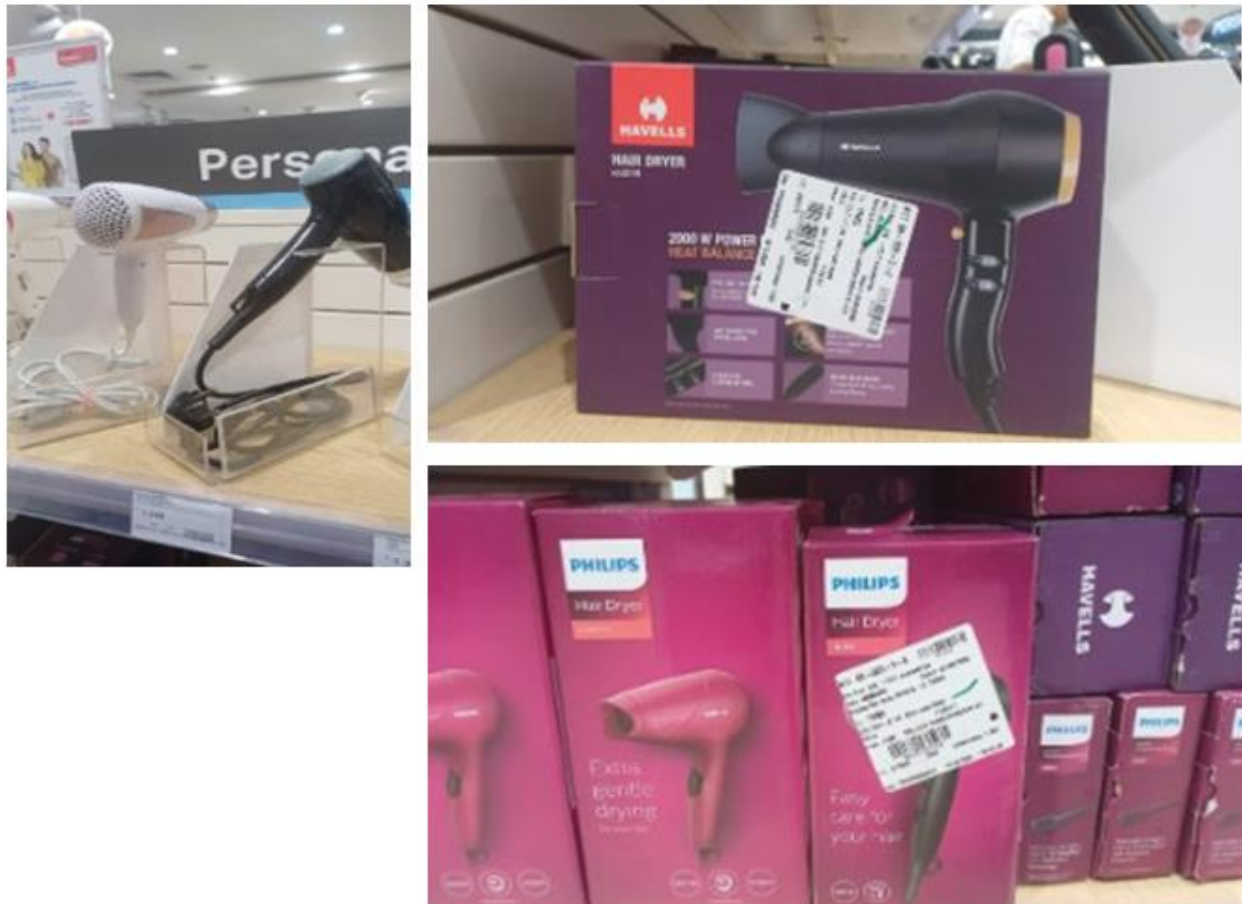
The product's construction quality and materials are not specified, which can be crucial for buyers who are worried about longevity. Additionally, the manufacturing date printed on the label is incorrect, per the post on X (an example of false labelling).

Stricter government regulations and sanctions must be put in place to guarantee that consumers only receive high-quality goods. By taking these steps, a more regulated market may be

established, where goods must pass stringent quality checks before being sold to customers and labels accurately describe what they are.

Governments can encourage companies to put quality, product safety, and proper labelling first by enforcing harsher penalties on producers and retailers who disregard these guidelines.

Ambiguous Labelling:



Philips and Havells Hair Dryers

Customer service information and after-sales support are not mentioned, despite the fact that they may be crucial for problems that arise after a purchase.

Customers may believe the product has extra features that aren't there because of the way it is displayed. It's unclear whether the product works with other systems or accessories.

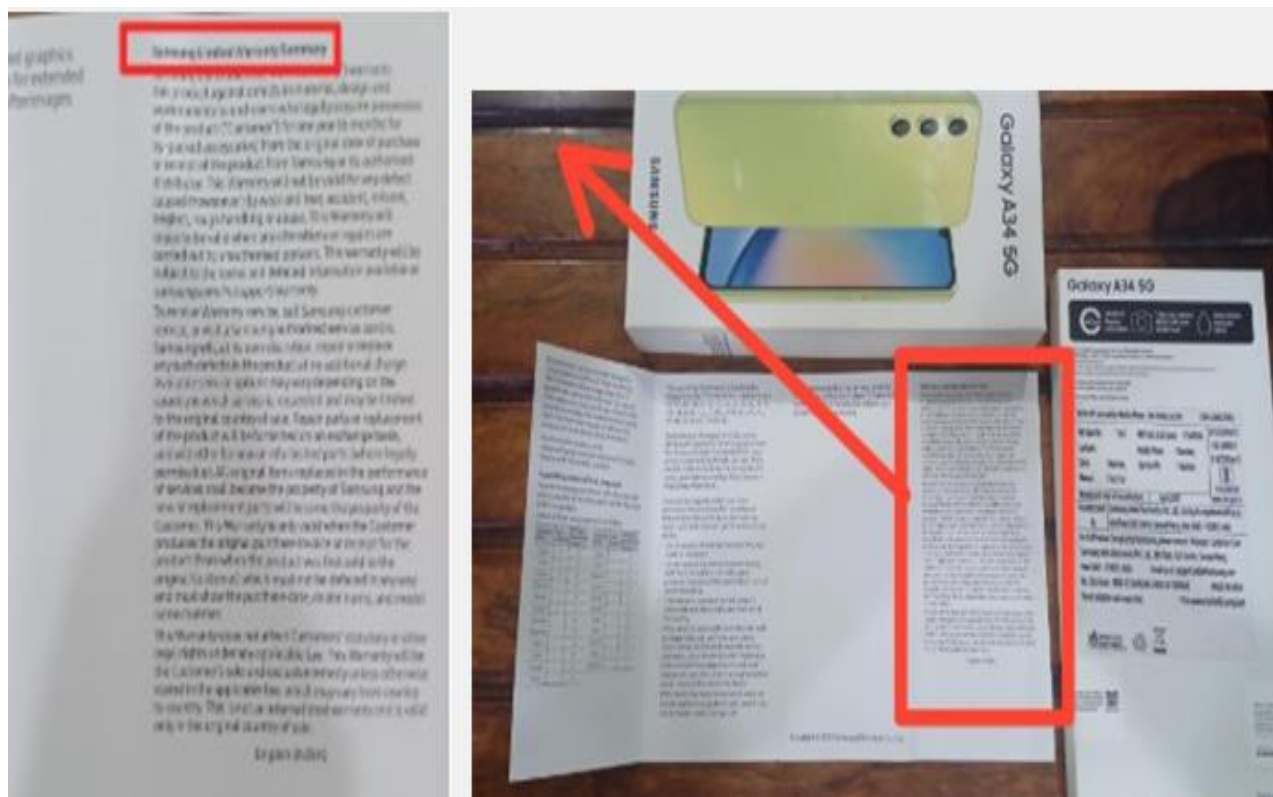
Furthermore, crucial details like body type, quality, heat level, and energy consumption are not made explicit. It is essential to give prospective customers this information so they can make an informed choice.



Apple iPhone 13

- It is challenging to discern the most important information from the label (back) because it seems cluttered with too much text.
- Customers may become irate if the label fails to provide enough information about the warranty or after-sales care.
- Customers may be misled about what is included if the product is displayed without all of its expected features or accessories.

- All relevant product details, including RAM, storage, screen size, processor, and operating system, should be prominently displayed on product packaging and in stores for items like smartphones.
- Clear information regarding after-sales care and service, including part and repair costs, should also be included.



Samsung smartphone

Prioritizing important product features is challenging due to the poorly executed visual hierarchy. The use of technical language and small text in the user manual may turn off users without technical expertise. Additionally, crucial information can be provided in-store or on the box/label rather than in the user manual, which is only accessible after a purchase.

The country of origin and manufacturing standards, which some customers might find significant, are not made clear on the label.

For instance, Samsung says that their products are made in India, but in practice, the manufacturing process is done elsewhere and only the component assembly is done here. (A Samsung technician supplied this information.)



Whirlpool washing machine

- Customers find it more difficult to concentrate on crucial details like features or technical specifications because of the layout's strong emphasis on promotional content.
- Customers may have serious concerns about the product's safety standards and certifications, which are not mentioned in any obvious way. Aspects like average capacity and water usage should also be made explicit.
- Important product features are hidden by the promotional banner, which could raise irrational expectations.
- Customers may be misled by the image into believing that extra features are present when they are not.

Key Issues Identified:

The following major problems were found after conducting in-depth case studies:

1. Limited Product Information on Display:

Issue: Only around 30% of the important information about some products, like smartphones, is usually displayed on display materials. To assist salespeople in filling this knowledge gap, businesses offer comprehensive manuals and guides.

Impact: Because there is so little information available on-site, customers must mainly rely on the salesperson's explanations. This could cause doubt or mistrust for people who prefer to conduct their own research or who do not have access to knowledgeable salespeople.

2. Thorough Training Courses for Expensive Goods:

Issue: Before speaking with consumers, staff members at high-end companies like Dyson go through a month-long training program on product technology. To make sure that customers are well-informed, Dyson salespeople conduct demonstrations lasting approximately forty minutes and offer supplementary materials, such as details on the *My Dyson* app.

Impact: Although this all-encompassing strategy promotes brand transparency, it also emphasizes how difficult it is to provide comprehensive information on product labels alone. The need for such thorough training, however, might raise labour expenses, which could affect the cost of products.

3. Insufficient Disclosure of Upcoming Expenses:

Issue: Companies frequently neglect to give customers an idea of how much their products will cost in the future. This contains data on possible maintenance costs, energy usage over time, and repair costs.

Impact: Without fully comprehending the long-term financial commitment, consumers frequently base their purchases on the initial price. When actual costs are higher than anticipated, this lack of transparency may result in unhappy customers and a bad image of the company.

4. Poor User Manuals and Guides:

Issue: It's common to find that the instructions and manuals that come with electronic consumer durables are insufficient or excessively technical.

Impact: According to salespeople and customers alike, these resources are rarely helpful in real-world situations. The manuals may be too complicated for customers to comprehend, with no clear explanations or helpful usage advice. Conversely, salespeople believe that these resources are insufficient for providing customers with product explanations. Instead of clear, understandable information from the brand, this gap forces both parties to rely on sales training or personal experience.

5. Using salesperson interpretation excessively:

Issue: Customers frequently rely significantly on salespeople for product comprehension and guidance because of imprecise labelling and insufficient manuals.

Impact: Salespeople are heavily burdened by this reliance to decipher labelling and convey intricate product information, which can vary greatly in precision and comprehensiveness based on personal expertise and training. Additionally, it results in an uneven purchasing experience and inconsistent consumer information.

6. Misleading Information

Issue: Some labels contain ambiguous or deceptive information, such as inflated claims, inaccurate product specifications, or romanticized images that don't accurately depict actual use. Customers may think they are buying a different or more expensive model because some products have incorrect labels.

Impact: Customers become dissatisfied when the product does not live up to their expectations because of the inflated expectations caused by this misrepresentation. It can also damage a brand's reputation and cause problems with trust.

Conclusion

The results highlight how important it is for businesses to give accessibility, clarity, and transparency top priority when it comes to product labelling. Reducing dependence on salespeople and empowering customers can be achieved by addressing problems like unclear layouts, insufficient user manuals, and incomplete information. Improved labelling procedures and thorough yet approachable resources help brands build long-term loyalty, increase customer satisfaction, and cultivate trust. In the end, improving these elements can help close the gap between what customers expect from a product and what is actually available, making the buying process more streamlined and dependable.

INTERVIEW ANALYSIS

Clear product labelling is essential for consumers, especially when purchasing expensive, complex items like washing machines and cell phones. Customers, technicians, and salespeople from major brands such as Croma, Dyson, Vijay Sales and Jio Digital have been interviewed in labelling that one fails to provide crucial information about performance, maintenance, and distinguishing features. are analysis looks at all points of view. It highlights how the present labelling impacts consumer choices, raise the demand for salespeople, and leads to lengthy product demonstrations—such as the 40-minute demo given for Dyson products.

Washing Machine

Consumer Perspective

Washing machine labels frequently don't provide consumers with the detail they need to make educated choices. Customers usually feel that the information offered doesn't address basic queries about energy consumption, specialized cycles, or long-term maintenance requirements because of the numerous features and advanced settings. Consumers are le in the dark about long-term usage and costs since such essential data are rarely provided on the labels.

Technician Perspective

Technicians point out that labelling for washing machines needs to make it clearer what important features and upkeep are required. They claim that details like water usage, drum types, and self-cleaning capabilities—all of which are essential to the machine's longevity and operation—are often le out. Technicians note that a lack of label information may lead to improper use, an increase in service requests, and even misunderstandings of the machine's maintenance need.

Salesperson Perspective

Salespeople claim that because of the incomplete labelling, they must provide lengthy, perhaps repetitious explanations to fill in the blanks. They are often educated to cover aspects like eco-friendly wash options, energy-saving modes, and warranty details that aren't listed on the label. is results in lengthy discussions that may be avoided with more precise labels. Salespeople believe that giving customers detailed warranty information and maintenance advice on the device itself would enable them to make better decisions on their own.



Phones

Consumer Perspective

Customers discover that smartphone labels only offer the bare minimum, which is insufficient to completely comprehend the functionality of the gadget. Customers complain that important features like actual storage capacity are frequently deceptive because system file space may be included in the advertised storage. Ratings for battery life and water resistance can occasionally be unclear because labels don't reveal limitations.

Technician Perspective

According to technicians, consumers would be better able to make informed decisions if there were clearer labels on practical battery expectations, accessory compatibility, and storage constraints. They also raise the possibility of present labelling being misleading, particularly for products like water resistance that can exclude details on exposure duration or depth. This leads to unrealistic expectations and sometimes inadvertent device damage that could have been avoided with proper labelling.

Salesperson Perspective

Salespeople discover that only around 30% of the necessary information is displayed on the in-store labels. They frequently have to describe unknown features such as camera settings, RAM,

GB, app optimization choices, compatibility with various accessories, and battery performance. Additionally, salespeople report that the labelling is often too complex for consumers to understand, requiring them to possess in-depth knowledge to explain products effectively. According to salespeople, providing more of this information on product labels in a clear and simplified manner would save consumers time and enable them to make better decisions independently.



Hair Dryers

Some customers believe that Dyson's 40-minute demonstration of its high-tech products is excessive and might be cut with more transparent labelling. Although the demonstration is instructive, customers say that a more thorough product label could simplify the purchasing process by eliminating the need for such a drawn-out walkthrough. In conclusion, defined and understandable labelling for each product category would help both salespeople and consumers. Long sales presentations or demos would therefore be less necessary, allowing for faster and more confident decision-making by the consumers. Additionally, better labelling would make shopping easier and more efficient by freeing up salespeople to concentrate on other client needs.



Many products with the label "Made in India" have misleading origins because they are often not made entirely in India. Rather, they may utilize components that are assembled in other countries or have parts imported. Customers who appreciate locally produced goods may feel deceived by this omission, which could affect their purchase decisions and decrease confidence in labelling and its authenticity. To guarantee transparency and well-informed decision-making regarding the actual place of origin and manufacturing process of goods is crucial. Technicians and salespeople emphasize the need for specific information on product labels regarding which components are most likely to fail first and which are built for longevity.

This insight would help them guide customers more effectively on maintenance requirements and potential servicing needs. Including details about regular servicing schedules and the durability of key parts could enhance consumer trust, reduce frustration over unexpected breakdowns, and allow customers to make more informed decisions about their purchases. Such transparency would also streamline after-sales support and improve overall customer satisfaction. In conclusion, defined and understandable labelling for each product category would help both salespeople and consumers. Long sales presentations or demos would therefore be less necessary, allowing for faster and more confident decision-making by the consumers. Additionally, better labelling would make shopping easier and more efficient by freeing up salespeople to concentrate on other client needs.

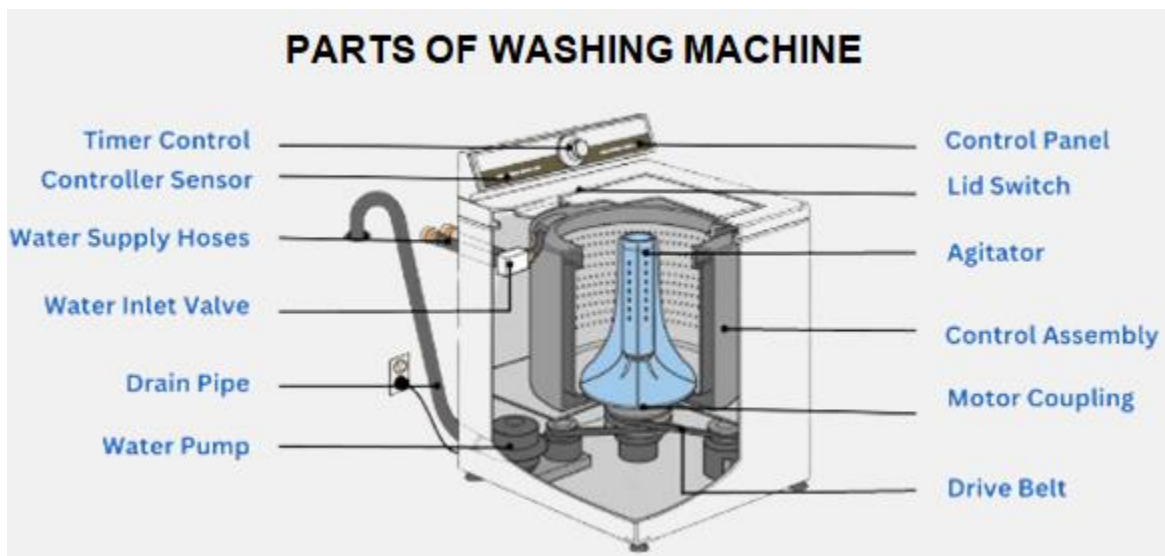
Designing the Labels

After conducting interviews with salespeople, consumers, and technicians, as well as examining case studies on existing product labels and identifying their shortcomings for washing machines, hair dryers, and smartphones, we are ready to develop standardized labels for each product category.

These standardized labels will serve as a virtual salesman, allowing customers to effortlessly compare similar products from different brands. Our objective is to produce labels that are clear and easy to understand, giving information in layman's words.

The labels will be concise and easily understood describing the product's numerous components and functions. Importantly, we will make certain that all relevant information is prominently presented on the label itself, rather than hidden in the small print of long instruction manuals that most customers overlook.

WASHING MACHINE



SOURCE: GOOGLE

Here's a prototype label we designed that we feel is ideal and should go on every washing machine, regardless of brand. The example below demonstrates the concept. While various brands may change the brand name and particular data as needed, all information given under the appropriate sections must be identical across labels of all brands. Furthermore, the material should be written in simple layman-friendly terms to facilitate comprehension.



Bosch 7 kg 5 Star Fully-Automatic Top Loading Washing Machine (WAJ24209IN, Black, AI active water plus, In-Built Heater, BLDC Inverter motor, Steam)

BOSCH

Capacity
7 Kg (Can wash 20 shirts approx.)

Colour
Black

Brand
Bosch

Product Dimensions
59D x 59.8W x 84.8H Centimeters

Special Feature
Child Lock, Hygiene Steam, Drum Clean, Delay Start, Inbuilt Heater

Cycle Options
Speed Dry, Water Plus, Quick Wash, , Extra Rinse

Voltage (energy consumption)
240 Volts

Controls Type
Remote

Maximum Rotational Speed
1200 RPM

Access Location
Top Load

MAINTENANCE & REPLACEMENT PARTS

- drum (₹4100- ₹6400)
- drive belt (₹300- ₹600)
- sensors (₹720- ₹1000)

MADE AND ASSEMBLED

- motor- china
- metal fixtures and parts - USA
- sensors - India
- assembled in India

MFG DATE:
29th November'24

- Body type: stainless steel parts, outer body - polycarbonate plastic (body will not get rusty)
- water capacity: 20 litres
- Capacity 7 kg: Suitable for 3 – 4 members
- Energy Rating: 5 Star - Best in class efficiency, ensuring reduced electricity consumption
- Warranty : 2 Years warranty on Product, 12 Years warranty on Motor
- 1200 RPM : Higher spin speed helps in better water extraction from the clothes during the spin cycle, resulting in faster drying

MORE STABILITY	ANTIVIBRATION SIDE PANEL
UNSHAKABLE	ENERGY EFFICIENT
LARGE DRUM	SUPERIOR WASH QUALITY
SELF CLEANING DETERGENT TRAY	ANTI WRINKLE
ANTI RODENT	WITH STEAM

M.R.P: ₹50,490
(excluding GST)

MORE STARS MORE SAVINGS

This prototype includes the following key points for a washing machine label:

1. Warranty details:

Highlight clearly (for example, "10-year warranty on the motor only, not the entire machine").

2. Maintenance and Replacement Parts:

Mention parts that are prone to wear and strain. (e.g., drum, drive belt, motor control board, sensor, hoses).

Include the expenses for replacing parts.

3. Technologies Used:

Specify the technologies used (e.g., smart inverter, digital inverter, eco inverter, or conventional motor).

4. Body Material & Quality:

Specify the materials (for example, "Stainless steel: durable and rust-resistant; acrylic plastic: lightweight and sturdy").

5. Water & Energy Consumption:

Display water usage each cycle in litres and energy consumption in an easy-to-read manner.

6. Capacity Explanation:

Instead of weights (such as 10 kg), use accessible examples like "Can wash up to 20 shirts per cycle".

7. Machine Type:

State clearly (e.g., top load, front load, semi-automatic, fully automatic).

8. Manufacturing Information:

Include "Made in [Country]," part origin, and assembly site

9. Model Details:

Specify model and year of manufacture (e.g., "Mfg. Date: 2024").

10. Motor Details:

Mention type (e.g., "Digital inverter motor")

11. Washing Motions:

Simplify washing motions (e.g. "agitator for deep cleaning, rotating for normal washing").

12. Brand Identity:

Include the brand name, logo area, and MRP prominently.

This framework guarantees that the label is consumer-friendly, informative, and simple to understand. Additionally, keep the following considerations in mind:

Salesman-like Information:

Salesman-like Labels should provide all necessary information to advise customers without relying on other resources.

Simplified Information for Consumers:

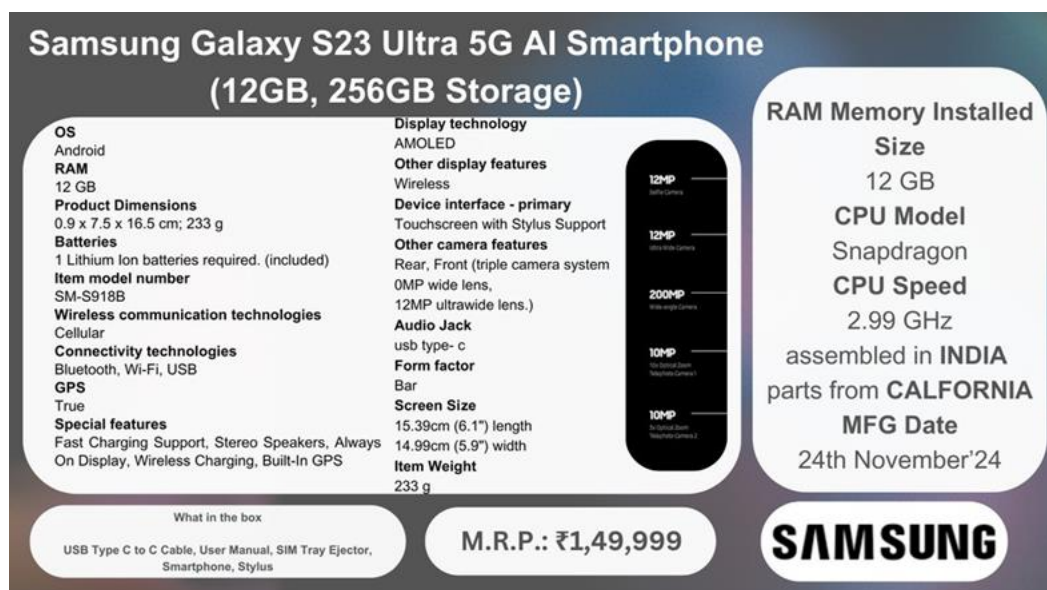
Avoid technical jargon in favour of more understandable phrases. Provide simple information, eliminating the need for lengthy manuals.

Compatibility:

Ensure standardisation and compatibility with other appliances or systems.

SMART PHONES

Smartphones have two key labelling aspects: one displayed in stores in front of the phone and the other on the box having the actual phone. Both labels should be constructed to incorporate all necessary facts in an understandable manner, as seen in the prototype below.



IN STORE LABELLING:



ON BOX LABELING (Back Side):



OS

Android

RAM

12 GB

Product Dimensions

0.9 x 7.5 x 16.5 cm; 233 g

Batteries

1 Lithium Ion batteries required. (included)

Item model number

SM-S918B

Wireless communication technologies

Cellular

Connectivity technologies

Bluetooth, Wi-Fi, USB

GPS

True

Special features

Fast Charging Support, Stereo Speakers,

Always On Display, Wireless Charging, Built-In

GPS

Display technology

AMOLED

Other display features

Wireless

Device interface - primary

Touchscreen with Stylus Support

Other camera features

Rear, Front (triple camera system, OMP wide lens, 12MP ultrawide lens.)

Audio Jack

usb type- c

Form factor

Bar

Screen Size

15.39cm (6.1'') length, 14.99cm (5.9'') width

Item Weight

233 g

CPU Model: Snapdragon

CPU Speed: 2.99 GHz

MFG Date: 24th November'24

parts from CALIFORNIA

assembled in INDIA



Whats in the box

USB Type C to C Cable, User

Manual, SIM Tray Ejector,

Smartphone, Stylus

M.R.P.: ₹1,49,999

SAMSUNG

**Samsung Galaxy S23 Ultra 5G AI
Smartphone (12GB, 256GB Storage)**

Smartphone Labelling Guidelines (for both in store and on box labeling:

1. Simple Language:

Information should be easy to understand for all users, avoiding technical jargon.

2. Key Features to Include:

Camera: Megapixels and additional features (e.g., night mode, ultra-wide lens).

- **RAM & Storage:**

Clearly state capacity (e.g., "8GB RAM, 128GB storage").

- **Processor:**

Mention the processor generation and type (e.g., "Snapdragon 8 Gen 2").

- **Screen Size:**

Display dimensions in inches (e.g., "6.7-inch AMOLED screen").

- **Operating System:**

Specify OS and version (e.g., "Android 14").

- **Brand & MRP:**

Highlight brand name and maximum retail price (₹).

- **Manufacturing Details:**

Include "Made in [Country]" and "Assembled in [Country].", manufacturing date.

3. Additional Details:

- **Product Dimensions:**

Mention size for convenience.

- **Battery Capacity:**

State battery size in mAh and additional features (e.g., "Fast charging supported").

- **Item Weight:**

Include weight for user awareness.

- **Box Contents:**

List items included (e.g., "Phone, charger, cable, user manual").

- **USB Port Type:**

Specify type (e.g., "Type-C").

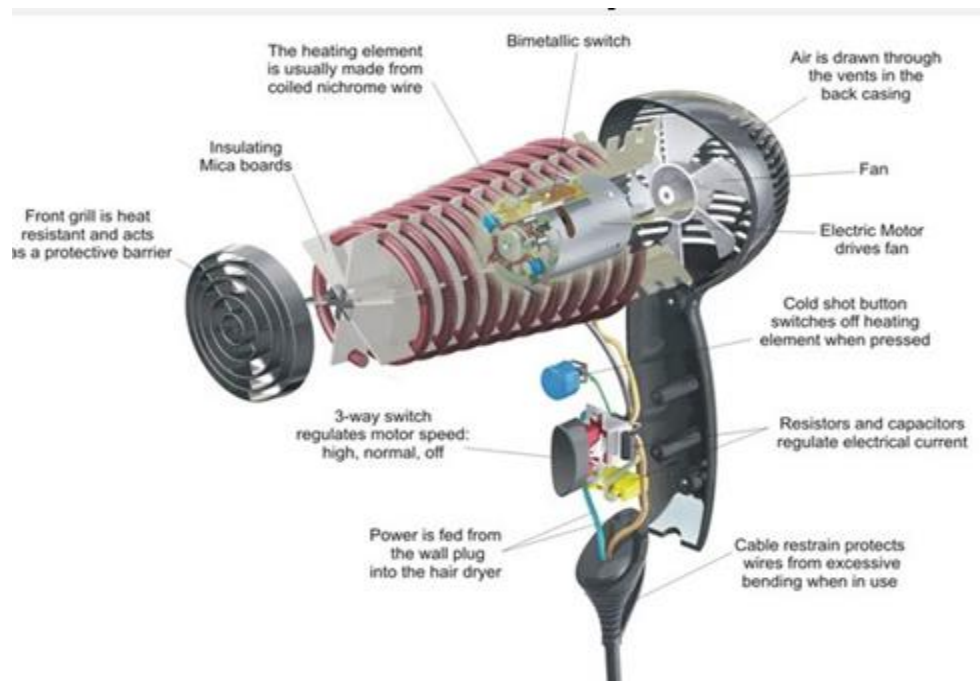
4. Branding Space:

Provide space for the brand logo.

This comprehensive label ensures consumers have all the essential details to make an informed decision.

HAIR DRYER

Parts of Hair Dryer



source: igenia

Here's an example of the label that should appear on the hair dryer box (back side). This is just a prototype to demonstrate how the information can be organized effectively.



Hair Dryer Label Guidelines:

1. Basic Details:

- **Model:** Clearly mention the model's name or number.
- **Brand:** Highlight the brand prominently

2. Performance & Usage:

- **Energy Consumption:** State power usage in watts (e.g., "1500W").
- **Heat Levels:** Mention available settings.

3. Product Information:

- **Manufacturing Date:** Use short form (e.g., "Mfg. Date: Dec 2024").
- **MRP:** Display the maximum retail price (₹).
- **Safety Instructions:** Include key safety precautions in simple language.
- **Body Type and Quality:** Specify material (e.g., "Durable ABS plastic").
- **Material Used for Body:** Mention the material explicitly (e.g., "Heat-resistant polycarbonate").
- **Parts Prone to Damage:** Highlight parts like heating coils or switches and suggest servicing timelines.
- **Approximate Life:** Provide an estimate (e.g., "Approx. life: 3-5 years")

4. Additional Details:

- **In-Box Items:** List contents (e.g., "Hair dryer, nozzle attachment, user manual").
- **Country of Origin:** Mention "Made in [Country]" and "Assembled in [Country]."
- **Item Weight:** State the weight for user convenience (e.g., "Weight: 400g").

5. Design Considerations:

- Ensure the label is concise, easy to read, and uses layman friendly language.
- Reserve space for the brand logo.
- This label structure ensures that all essential information is readily accessible to the consumer.

Additionally, the labels should also incorporate information regarding safety regulations, operating instructions and sustainability characteristics. This guarantees that consumers are fully informed about the product's safe functioning, eco-friendliness, and compliance with industry standards, hence increasing transparency and confidence.

The labels shown above are examples and were not sourced from any real product labels. These labels must be present on all items across brands. While businesses might change the design to make it more appealing, the important components and designated areas must remain unchanged.

If a company is still dissatisfied with these labels, they can choose to provide only the essential product information on the label and give more details via a QR code placed on the product in shops and showrooms.

These QR codes may also include interactive AR visuals that demonstrate how the product works. This AR involvement can help consumers gain trust, better comprehend the product, and

develop brand loyalty. For reference, below is a basic QR code prototype with no AR visuals. However, brands are encouraged to build interesting, interactive augmented reality (AR) models.



The major goal of standardizing labelling across all brands is to allow consumers to readily compare items from different manufacturers. By including the cost of replaceable parts directly on the labels, consumers can estimate the long-term costs of ownership, enhancing their decision-making process. Furthermore, providing information about parts, their nation of origin, and the place of assembly appeals to consumers who favour locally sourced goods, boosting initiatives such as Atmanirbhar Bharat. This would also encourage customers to prefer items created and assembled in India, reducing reliance on imports, particularly from China, and fostering economic self-sufficiency.

We also encourage people to read the labels carefully before making any purchases, as this can help them make more educated decisions. Fur Ball Story, a pet care business, started a campaign to encourage pet owners to read product labels that included song lyrics. They combined crucial elements with attractive Bollywood melodies to captivate attention and encourage informed pet care decisions. Their Instagram post also promotes this program and emphasizes the necessity of being knowledgeable about pet care products by reading the labels.

This innovative technique seeks to make label reading more enjoyable while emphasizing the need of understanding product components. Such creative techniques can be employed to encourage consumers to read the labels.

Our labels aim to simplify consumer decisions by eliminating the need to navigate through lengthy manuals or technical jargon. These labels set a new standard for openness and quality by including detailed yet understandable information such as warranty details, energy consumption,

material quality, water usage (for washing machines), manufacturing and assembly origins, and part longevity.

This strategy also tackles larger market issues. Misleading and poor labelling has traditionally reduced customer confidence, particularly among Indian firms seeking worldwide respect. Many items, such as leather belts labelled "vegan leather," actually made of unsustainable PVC. This tactic, known as greenwashing, induces customers to believe that these items are environmentally friendly. Similarly, in 2019, McDonald's released "recyclable" straws that were subsequently proved to be non-recyclable, contradicting its environmental claims.

To avoid such fraudulent and deceptive tactics, the government should implement strong labelling rules that require all brands to use standardized labels (such as the prototypes shown above). Brands who fail to comply should face harsh fines, akin to New Zealand's rigorous labelling rules. These rules will increase customer trust by assuring legitimate and transparent product labeling.

Furthermore, including optional QR codes onto labels gives consumers modern, interactive choices for further product information, such as AR-based demos. This improves the user experience while retaining clarity and trustworthiness.

By requiring thorough, user-friendly labelling and strong quality standards, India can ensure safer, more dependable goods while establishing itself as a worldwide leader in the electronic consumer durables market. These labels are more than just informative; they symbolise a shared commitment to trust, quality, and a sustainable future for both customers and manufacturers.

Why make standardized labels a law?

India is poised to become one of the world's greatest economies, with considerable growth estimates confirmed by credible sources. The International Monetary Fund (IMF) predicts that by 2025, India would be the world's fourth-largest economy by nominal GDP, indicating significant economic growth. Similarly, the World Economic Forum (WEF) expects India to become the world's third-largest economy over the next five years. Goldman Sachs estimates that India will become the world's second-largest economy by 2075, driven by strong capital investment and a rising labour force.

This trajectory shows a significant infusion of foreign investment in several areas, including manufacturing. However, it is important to ensure that this expansion does not compromise quality standards. India must not become a market where substandard products are sold just because of its large consumer base. For example, Cerelac is marketed without additional sugars in the UK and the United States, but it is sold with added sugars in India, which is not good for

children. Such disparities raise concerns about the quality standards used to items entering the Indian market.

To address this, India should enact stricter labelling laws and apply tougher penalties for noncompliance. Standardized labelling should be made necessary, even for international enterprises, to guarantee that the Indian market is not used as a dumping ground for substandard goods. Historical research suggests that nations with strict labelling rules have made tremendous progress, highlighting the necessity of prioritizing product quality and appropriate labelling standards alongside economic growth. By adopting such restrictions, India can protect its customers while preserving the integrity of its fast-expanding market.

Conclusion

In conclusion, our research delved into the intricate dynamics of consumer preferences, investigating the dominance of product labelling in shaping opinions over influencers, celebrity endorsements, and paid reviews. Even while most said they would be open to hearing product promotions, a significant proportion of respondents said that they would not make their purchases based only on suggestions from influencers or celebrities.

Our findings align with previous studies, such as the 'Review of International Business and Strategy' (February 2021), emphasizing that consumers tend to value influencers for their expertise rather than mere physical attractiveness. The role of product appearance, as highlighted by Swinburne University of Technology (June 2022), further underscores the importance of informed consumer choices.

The research demonstrates the importance of product labelling in electronics industry as labelling becomes efficient to maintain consumer trust, compliance, and brand loyalty.

Subjective responses in our survey revealed a spectrum of perspectives on influencers, with some consumers avoiding purchases based on influencer recommendations, citing discrepancies between marketing promises and actual product experiences. This highlights the need for transparency and authenticity in influencer marketing. Our analysis underscores that well-designed labels that convey elementary information like place of manufacture, ingredients, warnings etc. and also include safety, durability, and environmental impact, influence both buying decisions & consumer protection.

Our research panel also conducted interviews with both salesmen and purchasers to deduce the actuality of labels on electronics, washing machines and hair dryers. We found that these informationally intensive products need better, clear and complete labelling which is easy to understand for the consumers and reduces their dependence on salespeople for details of product.

This reliance on interpersonal explanation via limited label contents points out the need for labels that would meet two final needs: high regulatory standards and consumer accessibility. Our survey also scrutinized the role of social proof and influencer marketing in influencing consumers' purchasing decisions, wherein evidence has shown that while endorsement by influencers matters, consumers still look for such products with evidence of transparency and creditability.

Based on these industry best practices, we developed a prototype label common to all three products i.e. electronics, washing machines and hair dryers. It represents the integration of clarity, regulatory compliance, and sustainability information and serves as an example of good practice labelling. For example, for every smartphone, information related to storage space, any hazardous components, safety warnings etc., for every washing machine, water capacity per cycle, number of garments per wash, warranty of washing machine or its parts etc. should be provided. This shall not only improve the overall consumer experience by inducing trust but also enhance responsible, transparent communication while remaining accountable and protecting the consumers in today's fast-changing market.

As we navigate the evolving landscape of consumer preferences, it becomes evident that harnessing the informative influence of product labelling holds immense potential. The convergence of reliable product details and influencer marketing, when executed transparently and with authenticity, may pave the way for a future where consumers make informed choices, valuing substance over superficial endorsements. This research contributes to our understanding of the nuanced interplay between product information and influencer influence, charting a course for a more informed and discerning consumer market.

Scope for more Research

This research paper focuses on the importance of product labelling and packaging in shaping and influencing consumer preferences and decisions, and emphasizes on mainly 3 fields namely electronics industry (smartphones), washing machines and hair dryers.

A wider study should be conducted on the importance of labelling, including study on products related to various other areas like cosmetics, eatables and other consumer durables for in-depth knowledge.

Consumer protection is a topic whose importance will only increase in future and so, appropriate measures should be taken to protect consumers and make them aware about their rights.

Acknowledgement

This particular research study was undertaken by the students of **Birla Vidya Niketan, Sector 4, Pushp Vihar, New Delhi, India**, which provided the conducive environment for this research. This study would not have been possible without the Principal, **Ms. Minakshi Kushwaha** with her unwavering support, our mentors **Ms. Sabrina Walia** and **Ms. Seema Dutt** for their guidance and valuable insights throughout this academic endeavour. Additionally, the research team would like to express gratitude to all the participants in the survey who took up some of their valuable time and helped in greatly enriching this project. We are immensely grateful to our parents and peers who were with us at every step, with their support, encouragement and unwavering belief in our work.

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The elaboration on product, packaging, labelling, and branding draws from general marketing and business concepts, widely discussed in academic literature and business management sources. Key foundational ideas typically come from:

- "Principles of Marketing" by Philip Kotler” – This book provides detailed insights into the concepts of products, branding, and packaging.
- "Marketing Management" by Philip Kotler and Kevin Lane Keller” – This resource covers product strategy, branding, and consumer Behavior in-depth.
- "Essentials of Marketing" by William D. Perreault and Joseph Cannon” – Discusses the importance of packaging, labelling, and branding in product management.
- “Marketing Journals and Articles”– Many academic journals and articles offer research-based insights into how packaging, labelling, and branding are interrelated in marketing.
- “Consumer Protection Laws and Regulations”– The legal frameworks around packaging and labelling, including regional practices like India's standards, are sourced from official consumer protection policies, business law texts, and government guidelines.

Electronic consumer durables:

- amazon.in
- <https://imbarex.com/which-lipsticks-contain-carmine/>
- <https://indbiz.gov.in/india-set-to-become-fourth-largest-consumer-durables-market-by-2030/>
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- <https://craftingwithconcrete.com/is-polyurethane-harmful-understanding-the-risks-and-solutions/>
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These references serve as the foundation for this research and provide valuable insights into previous studies related to the impact of objective product information, influencers, celebrity endorsements, and paid reviews on consumer buying preferences.