

Research Article

The Impact of Sustainable Labeling on Snack Product Purchase Intention and Brand Trust

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Abstract: In recent times, increasing health mindfulness and concern for sustainability have significantly told the food choices of youthful consumers. Among these choices, organic snack foods have gained fancy, largely due to the presence of organic markers that communicate quality, safety and nutritive value. This study examines the impact of organic snack food markers on the buying notable deed of youthful consumers, with a special focus on how marker information shapes their comprehensions and purchase opinions. The exploration explores the position of mindfulness and understanding youthful consumers have about organic snack markers, including constituents, instruments, nutritive information and quality claims. It also investigates the crucial factors that motivate them to choose organic snacks over conventional about one's preference, similar as perceived health benefits, environmental enterprises, brand trust, price considerations and social influence. A structured questionnaire was used to collect primary data from youthful repliers and statistical tools similar as chance analysis, chi-square test, ANOVA and correlation were applied to assay the data. The findings reveal that food manufacutres play a meaningful part in impacting purchasing opinion, numerous youthful consumers associate the term "organic" with better quality and bettered health benefits. Still, the study also indicates that factors similar as price perceptivity, trust in instrument and clarity of marker information affect the extent to which markers impact buying intentions. Overall, the exploration highlights the significance of transparent, accurate and easy to understand organic labelling in shaping youthful consumers' food choices. The study provides precious perceptivity for marketers, food manufacturers and policymakers to design further effective labelling strategies that support informed decision- timber and promote healthier consumption patterns among the young generation.

Keywords— Organic Snack Food Labeling, Consumer Buying Behavior, Young Consumers, Health Consciousness, Purchase Intention.

INTRODUCTION

Food labels have surfaced as vital tools that shape consumer perceptions and purchasing opinions. Labels give essential information about ingredients, nutritional value, instruments and health claims. For immature consumers who are more exposed to digital information, health trends and social media influences analogous marker cues constantly play a critical part in assessing product quality and credibility. Terms like " organic " " natural " and " chemical-free " can strongly impact their stations and produce a positive image of the product, sometimes indeed beyond its factual nutritional value. Despite the adding demand for organic snack foods, there remains a need to understand how effectively food labels impact immature consumers' buying actions. While multitudinous consumers express preference for organic products, their factual purchase opinions may be told by factors analogous as price, brand trust, awareness and clarity of information handed on labels. This study therefore aims to examine the impact of organic snack food labels on the buying intentions of young consumers. By analysing how marker information shapes perception, station and coping opinions, the disquisition seeks to give perceptivity into consumer decision- making processes in the growing organic food request. former disquisition has constantly

stressed the growing demand for organic food products, particularly among immature consumers. Research by Magnusson et al. (2001) indicate that health knowledge is one of the primary reasons consumers prefer organic food. Also, Hughner et al. (2007) set up that perceived health benefits and environmental concern strongly impact organic food coping opinions. The part of food labeling has been considerably mooted in consumer disquisition. According to Klaus G. Grunert(2010), food labels act as communication tools that help consumers estimate product quality and safety. disquisition by Aschemann- Witzel et al.(2013) further explains that simplified claims analogous as " organic " or " natural " significantly affect product perception, indeed when consumers do not fully anatomize nutritional details.

REVIEW OF LIITERATURE:

Commercial ESG & Brand Trust goods on Purchase Intention(2025) This study maps ESG communication, brand trust, green purchase intention; directly linking trust mechanisms to sustainability practices. Theoretical focus: Brand trust as middleman between ESG/ sustainability signals and purchase intent.

A Study on Eco-Labels mindfulness & Buying opinions(

2025): Examines eco-label mindfulness and its influence on buying opinions. This connects sustainability marker appreciation with behavioural issues. Focus: Awareness and understanding of eco-labels and consumer buying opinions.

OBJECTIVES:

- To access the young consumers awareness and understanding of snack food label.
- To explore the factors that influence young consumers on organic snack.
- To evaluate the relationship between organic snack labelling and young consumer perception of food healthiness quality.

RESEARCH METHODOLOGY:

RESEARCH DESIGN:

Descriptive research is characterized by its emphasis on analyzing and detailing specific attributes. This type of research is frequently understandand describes the existing conditions. In this instance, it aims to investigate the impact of "organic" labels on snack foods and how they affect the consumer behavior of young individuals, particularly regarding their preferences, attitudes and decision-making processes.

POPULATION: Infinite population

The population of young consumers in Coimbatore who are familiar with organic snack food labels is neither fixed nor limited. The consumer base in the city is varied, with certain individuals showing greater interest in organic products than others. Additionally, the market is

continually welcoming new consumers, particularly in response to evolving trends and the availability of products.

SAMPLING TECHNIQUE: Snowball sampling

The research focuses on young consumers who potentially exhibit distinct purchasing behaviors concerning organic food. Identifying these individuals through conventional sampling techniques may prove challenging, complicating the process of locating them directly. Snowball sampling facilitates the identification of individuals who meet the criteria by utilizing referrals from others within the same demographic.

SAMPLE SIZE:

Sample size refers to the number of units or data selected from a population for the study. In this study the sample size is 247 which reflects the population of young consumers

METHOD OF DATA COLLECTION:

PRIMARY DATA– Questionnaire

A questionnaire is be developed to collect quantitative information from young consumers about their buying habits and perceptions of organic snack food labels. Questionnaireswill be distributed through online channels (such as Google Forms, social media, or email).

SECONDARY DATA: Review of literature

A comprehensive examination of current research, scholarly articles and industry analyses regarding organic food labelling, consumer behavior and the influence of labelling on purchasing choices would establish a robust theoretical framework.

TOOLS USED FOR DATA COLLECTION:

The tool used in this study for data collection is structured questionnaire. Structured questionnaire refers is a document used to collect data from respondents and consist of a set standardized questions with a predetermined framework to gather data from respondents for the research study.

Tools used are Correlation, ANOVA, Regression.

DATA ANALYSIS:

DEMOGRAPHICS:

Particulars	Respondents	%
AGE	18 to 22	41.7
	23 to 28	36.4
	29 to 34	21.9
GENDER	Male	33.2
	Female	66.8
OCCUPATION	Student	80.2
	Employed	10.9
	Self employed	3.2
	Home maker	4.5
	Unemployed	1.2
MARTIAL STATUS	Married	15.4
	Unmarried	84.6
INCOME LEVEL	Nil	76.9
	10000-20000	7.7
	20000-30000	4.0
	Above 30000	11.3

OBJECTIVE 1

To access the awareness and understanding of label

Chi-Square Tests

Null Hypothesis: There is no significant association between age and how often consumers check for labels when buying organic snack food.

Alternative Hypothesis: There is significant association between age and how often consumers check for labels when buying organic snack food.

Showing the Chi square result of Age of the respondent and Check for labels while purchasing organic snack food			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.885 ^a	8	.770
Likelihood Ratio	4.642	8	.795
Linear-by-Linear Association	2.547	1	.110
N of Valid Cases	247		

INTERPRETATION:

From the above calculations, it is inferred that p value is 0.770 and thereby accept the null hypothesis. So, concluded from chi square test that, there is no significant relationship between the age and checking for labels while buying organic snack food.

Check for labels while purchasing vs Purchase of organic snack food compared to regular snack

Null hypothesis: There is no significant association between checking labels while buying and type of snack purchased (Organic vs Regular)

Alternative hypothesis: There is a significant association between checking labels while buying and the type of snack purchased (Organic vs Regular).

Showing the Chi square test results for the Check for labels while purchasing and the Purchase of organic snack compared to regular snack			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	35.137 ^a	12	.000
Likelihood Ratio	28.058	12	.005
Linear-by-Linear Association	10.815	1	.001
N of Valid Cases	247		

INTERPRETATION:

From the above calculations, it is inferred that p value is 0.000 and there by reject the null hypothesis and accept the alternative hypothesis. So concluded that there is a significant relationship between the check for labels while purchasing organic snack food and the purchase of organic food compared to regular snack.

OBJECTIVE 2:

To explore the factors that influence young consumers on organic snack

HEALTH BENEFITS:

Null Hypothesis: There is no significant difference in the perception of Health Benefits across different Age groups.

Alternative Hypothesis: There is significant difference in the perception of Health Benefits across different Age groups.

Showing the Anova results for the Health benefits and Age of the respondent					
HEALTH BENEFITS	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.377	2	3.689	7.378	.001
Within Groups	121.991	244	.500		
Total	129.368	246			

INTERPRETATION:

From the above calculations, it is inferred that p value is 0.001 and thereby reject the null hypothesis and accept the alternative hypothesis. So concluded from ANOVA test that there is a significant relationship between the health benefits and age of the respondents.

FREE FROM SYNTHETIC PESTICIDES AND FERTILIZERS:

Null Hypothesis: There is no significant difference in perceptions of “Free from synthetic pesticides and fertilizers” across different Age groups.

Alternative Hypothesis: There is significant difference in perceptions of “Free from synthetic pesticides and fertilizers” across different Age groups.

Showing the ANOVA results of the Free from synthetic pesticides and fertilizers					
FREE FROM SYNTHETIC PESTICIDES AND FERTILIZERS	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.811	2	5.406	6.882	.001
Within Groups	191.658	244	.785		
Total	202.470	246			

INTERPRETATION:

From the above calculations, it is inferred that p value is 0.001 and thereby reject the null hypothesis and accept the alternative hypothesis. So concluded from anova calculation that there is a significant relationship between the factor free from synthetic pesticides and fertilizers and age of the respondent.

OBJECTIVE 3:

To Evaluate the relationship between organic snack labelling and young consumer perception of food healthiness quality

Correlations

Null Hypothesis: There is no significant correlation between organic snack food labels provide sufficient information about healthiness and the belief that they indicate higher quality ingredients.

Alternative Hypothesis: There is significant correlation between organic snack food labels provide sufficient information about healthiness and the belief that they indicate higher quality ingredients.

Table 4.20: Showing the Correlation results of the labels provide sufficient information and the consumer's belief on organic food has higher quality ingredients

		Provide sufficient information	Believe organic food has higher quality ingredients
Provide sufficient information	Pearson Correlation	1	.558**
	Sig. (2-tailed)		.000
	N	246	246
Believe organic food has higher quality ingredients	Pearson Correlation	.558**	1
	Sig. (2-tailed)	.000	
	N	246	247
**, Correlation is significant at the 0.01 level (2-tailed).			

INTERPRETATION:

From the above calculation, it is inferred that p value is 0.000 and thereby reject the null hypothesis and accept the alternative hypothesis. So concluded from correlation that there is a significant relationship between the believes of consumers on organic food that has higher quality ingredients and labels provide sufficient information to the consumer.

FINDINGS:

1. Most of the (41.7%) of the respondents belong to the age group of 18 to 22 indicating individuals in the beginning of career.
2. Majority (66.8%) of the respondents belongs to female gender.

3. Majority students are with the large category in the survey with 80.2% with a large academic population.
4. Majority (84.6) of the respondents are unmarried.
5. Majority (76.9%) of the respondents are in no income category
6. Majority (59.1%) of the respondents are purchasing organic snacks often indicating a tendency towards occasional engagement.
7. The majority (59.1%) of the respondents prefer snacks priced similarly to regular snacks, prioritizing affordability.
8. The data shows that Most of the (41.7%) of respondents almost always consider certain factors in the labels while purchasing the organic snack food.
9. The majority (59.9%) of the respondents say that the labels are more important while purchasing organic snack food.
10. Most of the respondents (45.7%) agree with believe organic snack has higher quality ingredients
11. Most of the respondents agree (40.5%) with their believe in organic snack food labels provide sufficient information.
12. Most of the respondents (42.1%) are moderately confident in evaluating the healthiness in the label information.
13. Most of the respondents (40.5%) are moderately trusting the organic labelling certifications.
14. The factors underscore the most incentives for consumers regarding organic snacks. Most respondents (46.2%) rated “free from synthetic pesticides and fertilizers” as very motivating but “made with natural ingredients and minimal processing” was also highly motivating for 42.9%. Likely “higher nutritional value than non-organic snacks” had the highest individual response at 50.6% saying it was very motivating, making it the strongest driver overall. Regarding taste and quality, 38.1% found it extremely motivating and of “locally sourced” the distribution was balanced but still 33.2% marked it as motivating “Transparency and accountability”.
15. The factors indicate that health benefits are the most dominant factor with 71.3% rating them as highly influential, followed by food safety with 55.9% and taste with 46.6%. For environmental concerns, the highest share (43.3%) rated them as influential, while sustainability was rated highly influential by 41.3%. In terms of price 36.8% found it highly influential and brand reputation was similarly important with 39.3% marking it as highly influential. Social media influence (36.4%) and in-store promotions (35.2%) had their highest responses under highly influential while online reviews stood at 36.4% influential. Meanwhile, celebrity endorsements received the highest response as neutral (27.1%) showing weaker impact compared to other factors. Overall health benefits, food safety and taste emerge as the most powerful influences where celebrity endorsements

are relatively less influential in shaping consumer decisions.

16. The concept show that concern for health and wellness is the strongest motivator with 65.2% of respondents rating it as highly motivating. Support for local farmers also emerged as significant with 51.8% considering it highly motivating. Perceived higher quality (47.4%), desire to avoid GMOs (42.5%) and personal values (42.1%) also had a strong influence while environmental sustainability had the highest share under motivating (44.1%). Finally, influence of others (friends and family) was slightly weaker compared to the rest with 38.1% rating it as highly motivating and 34.4% as motivating. Overall health concerns, support for local farmers and product quality are the top motivators while associates influence plays a relatively moderate role.

CHI SQUARE TEST:

- i. There is no significant relationship between the age and the check for labels while purchasing organic snack food.
- ii. There is a relationship between the check for labels while purchasing and the purchase of organic snack food comparing to regular snack.

ANOVA:

1. There is a relationship between the age of the respondent and the factor called health benefits
2. There is a relationship between the age of the respondent and the factor called free from synthetic fertilizers and pesticides

CORRELATION:

- i. There is a relationship between the labels provide sufficient information and the consumers belief on organic snack food has higher quality ingredients.

SUGGESTIONS:

1. As per results of the study,
It is apparent that labels have a significant contribution to how young consumers perceive and select organic snack foods.
Because most of the respondents are students with low-income, affordability is crucial yet at the same time, they deeply care about health benefits, nutritional value and credible certifications. So, it is necessary to consider the pricings.
2. This is evidence that
Young consumers are mindful of what they consume, even though they might not always be label-readers.
For a recommendation, organic snack companies should make sure that their label data is easier, more appealing and more understandable.
3. Placing high-priority health benefits
Front and centre, writing in plain language and making certifications stand out can in still confidence.
In addition, given that most young people are only moderately certain of knowing labels, education campaigns either on social media or via in-store

promotions could complement informed decision-making.

4. Enhance purchasing behaviour

It is a combination of clear labelling, affordability and health messaging can significantly shape and enhance the purchasing behaviour of young consumers towards organic snack foods.

FUTURE SCOPE:

- Further research study focuses on the sustainability expansion leads to reach out of different categories of consumers helps the society usage of green products.

CONCLUSION:

The main end of the exploration was to estimate the impact of organic snack food labelling on the purchasing choices of youthful consumers. The age range of 18- 22 formed the largest proportion of the target consumers. The findings of the exploration indicated that the youthful consumer group was substantially health- acquainted and honoured the organic product attributes of the absence of synthetic fungicide remainders, the product being more nutritional and the marker bearing a estimable image. Still, the reality was that the position of marker reading was only average. Although there was a large proportion of the consumer group feting the significance of the marker in impact, the findings of the exploration indicated that generally the significance of veracious, instructional and believable labelling was abecedarian in the creation of organic snack food among youthful consumers. Still, taking into account the price perceptivity and medium position of trust associated with the marker instrument, it was essential for the company to ensure that the marketing strategies espoused aligned with the health issues and information conditions of the youthful consumer group, thereby enabling the company to impact the purchasing decisions positively.

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