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2019 UBT International Conference

Oct 26th, 1:30 PM - 3:00 PM

PRODUCT INGREDIENTS - ADVERTISING LABELING

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Recommended Citation

Tahiri, Florije; Lajqi, Violeta; and Tahiri, Kushtrim, "PRODUCT INGREDIENTS - ADVERTISING LABELING" (2019). *UBT International Conference*. 411.

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SOME DRINKS INGREDIENTS - ADVERTISING AND LABELING

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Abstract. The higher standard of life has also raised the market demand for variety of products while impacting the producers' behavior in regards to marketing. One of the ways the producers offer and present to customers their products is through label advertising. Raised awareness among customers has made possible the demand for higher quality products, but are higher quality products being offered to citizens?

This research has analyzed the food legislative framework, food product samples were analyzed, few local and international food shops were visited, and one to one interviews were conducted with consumers.

Based on the results of the research, much remains to be desired from what is offered to the citizens by the producers, in the advertising label products they put tempting pictures for the consumer to buy the product, but not the true makeup of the product.

Keywords: product, labeling, advertising, shops.

Introduction

Regular physical activity and good nutrition contribute to the individual's good health and physical condition [1]. Fruits, vegetables, herbs, and spices that have been used alone, mixed, in the form of tea, juice, or other forms of food have been a regular part of human life. Tea is an important beverage for thousands of years and has been an important cultural component in many countries of the world. According to customs over the course of a year, Kosovars consume over 2 million kg of tea [2]. To the average American, tea is just a substitute for juice or soft drinks, where four-fifths of the tea consumed is iced tea [3]. But tea is not only valued for its good taste and world-view appearance but also for its many other benefits [4]. For a healthy body, experts advise consuming as many fruit juices that contain more vitamins A, C, E and antioxidants [5]. A higher standard of living and awareness has led to increased health and beauty care, and at the same time has influenced the search for products that help in this regard, such as tea and fruit juices [3].

This demand of consumers has been used by the manufacturers to place in the market the required products as much advertising packaging with the ingredients of the products. 72% Increase in value of food & drink sector in the last decade. The food and drink sector not only maintained but strengthened its position as a leading sector of the EU economy [6].

Socio-economic factors, education, and gender can play a role in how consumers view food information and in how they use this information. Of food labelling is difficult, if not impossible, and there must be careful consideration of the kind of information that is required. Especially as differences in how consumers use food information do not necessarily translate into how

consumers want information to be presented. What is known is that consumers are mostly interested in clear, understandable, simple, comprehensive, usable, standardised and authoritative information [7].

Label is clearly helpful in allowing consumers to make an informed choice about the products they purchase. In addition, it can also minimise the chance of them being misled. Having such legislation at Community level supports the internal market which is beneficial for food business and also for consumers [7]. Labelling must not be such as to mislead the consumer 'as to the characteristics of the foodstuff and, in particular to its origin or provenance [7].

Advertising has the effect, in the past 25 years the consumption of carbonated drinks has doubled in girls and nearly tripled in boys [1].

For research have been taken some types of tea and fruit juices, food legislation has been investigated, shops with local and foreign products have been visited, designated species for research.

Based on the research results, products on the advertising label place tempting pictures for the consumer to buy the product, but not the actual composition of the product.

Materials and Methods

The research has been conducted in several directions as:

- local and EU legislation on labeling and packaging,
- consumer questionnaire was developed,
- data is collected from consumers,
- research on samples of local and imported tea and fruit juice products,
- Internet information has been used.

Samples taken for research, tea: ginger (4 samples), cranberry (6 samples), of some manufacturers and juices of some types of fruits (13 samples). The research is based on the product photo and description of the contents of the product ingredients contained in the product packaging.

The data from the questionnaires were processed using the excel statistical method and diagrams were drawn.

Results and Discussions

Results and discussion of legislation research

Foreign and local labeling and packaging legislation.

According to the legislation for a food to be placed on the market must be packaged and labeled, which must include the list of food ingredients [1].

The Directive 79/112/EC has:

Mandatory Information that must appear on food labels

The name under which the product is sold; (2) the list of ingredients; (3) the quantity of certain ingredients or categories of ingredients [7]. This is a codified version of Directive 79/112/EC to which amendments and new requirements were added through the years. The Directive sets down the mandatory information that must appear on food labels.

REGULATION (MTI) - No. 09/2013, ON LABELLING, PRESENTATION AND ADVERTISING AND FOOD PRODUCTS, Ministry of Trade and Industry Republic of Kosovo
LAW NO. 04 / L-121 ON CONSUMER PROTECTION, this law regulates and protects the

fundamental rights of consumers when purchasing goods, services and other forms of free market, as well as the obligations of the seller, the producer and the supplier [8].

The seller of goods or services shall ensure that the goods he sells are labeled, containing information under article 13 [8].

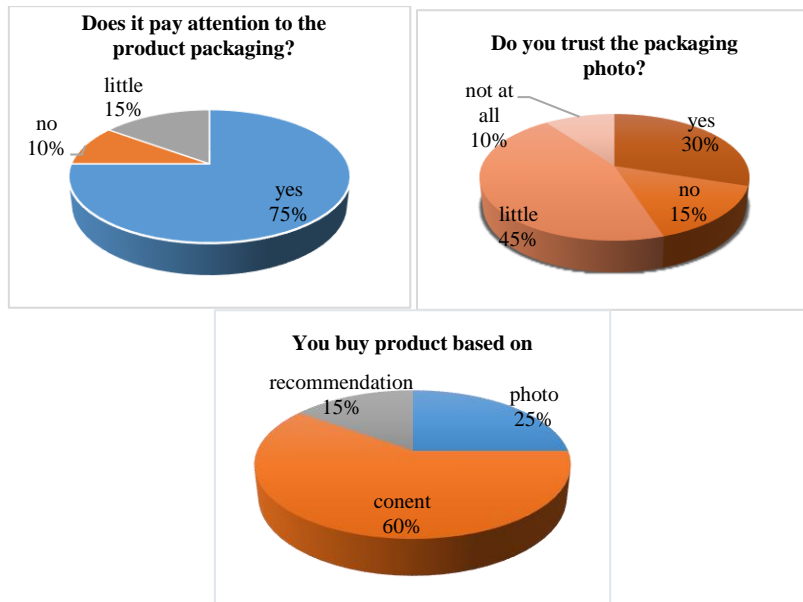
The declaration is required to be affixed to any goods under article 17 [8].

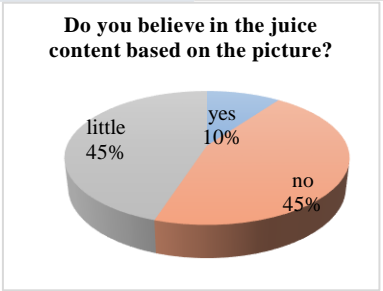
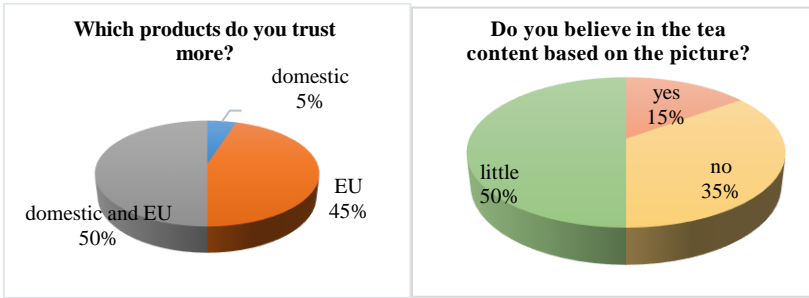
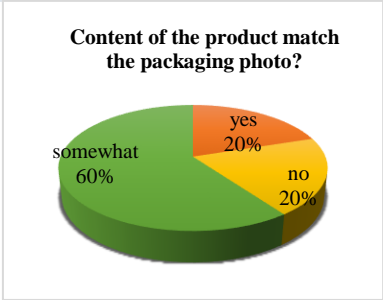
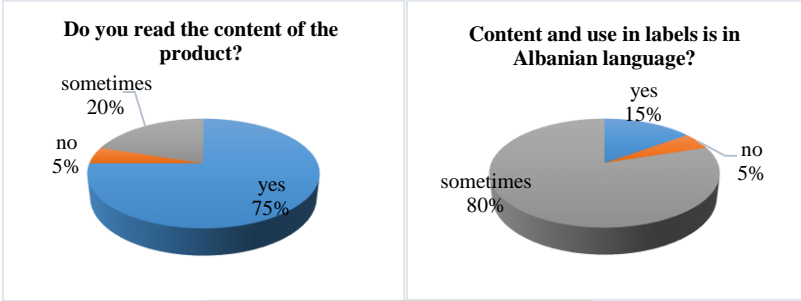
The notification of the contents of the goods must be affixed to the goods or packaging in accordance with article 18 [8].

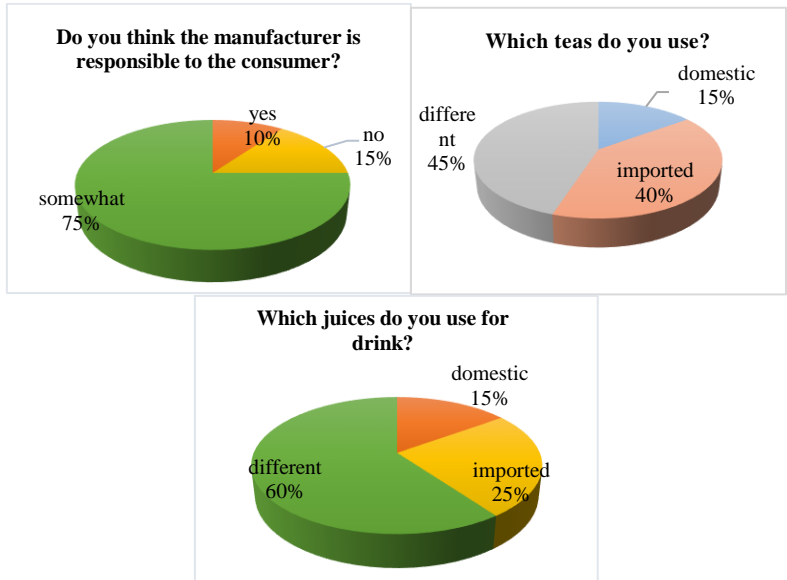
Results and discussion from consumer

The questionnaire developed for this study was distributed to 20 consumers. For each questionnaire question the data were obtained and processed in tables and diagrams.

The following is the data provided by customers through the diagrams:







Results and discussion of product study

The study of Tea



Fig. 1. Types of tea

Ginger tea

Tea “Ginger Lemon & Lime” by “EMONA BRAND”, producer “Capital Resources SHPK” Shqipëri for privat brand “EMONA SHPK” Kosovë,
 In the picture is shown: ginger, lemon and lime, until
 Ginger is the first product but it is not known as a percentage.

Tea “Ginger -Lemon” by “MILFORD”, produced in Germany for “Milford Tee Austria GmbH”
 In the picture is shown: ginger and lemon, until
 Ginger is the first product with 65%.

Tea “Ginger Lemon Peels” by “doğadan”, producer ”DOGADAN GIDA AS” Turkey
 In the picture is shown: ginger and lemon, until
 Ginger is the first with 25%.

Tea “Ginger” by “Dea”, producer “Natyra Dea Shpk” Kosovë
In the picture is shown: ginger and lemon, until
Ginger is the first product but it is not known as a percentage.

Cranberry tea

Tea “CRANBERRY” by “GOOD NATURE”, producer “ALKALOID AD” Skopje-Macedonia
In the picture is shown: cranberry, until
Cranberry is the third product and only 20%, while in the picture is presented as its sole.

Tea “CRANBERRY” by “MILFORD”, produced in Germany for “Milford Tee Austria GmbH”
In the picture is shown: cranberry, until
Cranberry is the first product but it is not known as a percentage while the picture is presented as its sole.

Tea “CRANBERRY” by “PODRAVKA”, producer “Zito d.d.” Lublanë-Sloveni
In the picture is shown: cranberry, until
Cranberry is the latest product with 0.5% while the picture is presented as its sole.

Tea “CRANBERRY” by “ITALIANNO”, producer “AGRISTAR LTD” Kroaci for privat brand “Viva Fresh SHPK”, Kosovë
In the picture is shown: cranberry, until
Cranberry is the latest product with 1% while the picture is presented as its sole.

Tea “CRANBERRY” by “EVERGREEN”, producer “UNITED BRANDS L.L.C. Kosovë.
In the picture is shown: cranberry, until
Cranberry is the first product but it is not known as a percentage while the picture is presented as its sole.

Tea “CRANBERRY” by “EMONA”, producer “Capital Resources SHPK” Shqipëri for privat brand “EMONA SHPK” Kosovë , In the picture is shown: cranberry, until
Cranberry is the first product but it is not known as a percentage while the picture is presented as its sole.

Study of fruit juices

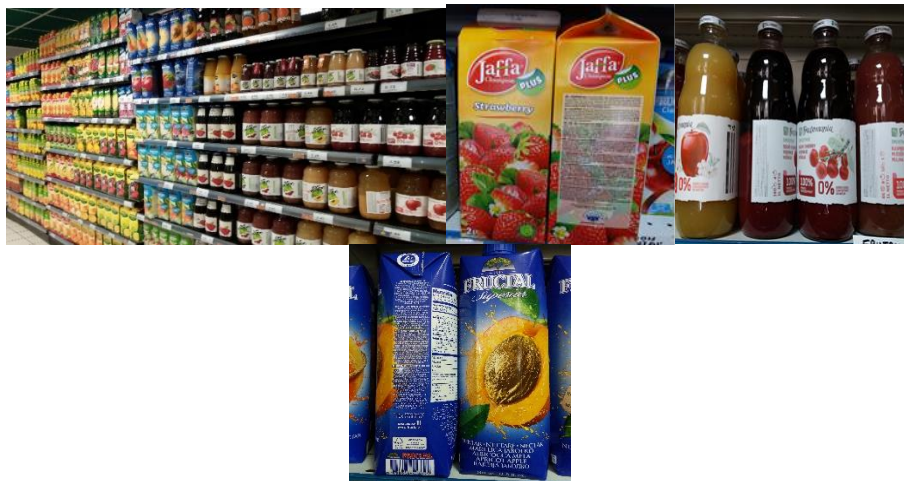


Fig.2. Types of juice

1. Juice "APPLE ARONIA" by "ZEN", producer "GOBEX PLUS DOOEL", R. Maqedoni
In the picture is shown: Apple and aronia, until
The ingredients in the picture are the same as the ingredients on the label.
2. Juice "Pear" by "Frutti", producer NTP" FRUTTI", Kosovë
In the picture is shown: pear, until
The pear only appears in the picture although the juice also contains apple puree.
3. Juice "Strawberry" by "Frutti", producer NTP" FRUTTI", Kosovë
In the picture is shown: strawberry, until
The strawberry only appears in the picture although the juice also contains grapefruit concentrate.
4. Juice "Sourcherry" by "Frutti", producer NTP" FRUTTI", Kosovë
In the picture is shown: sourcherry, until
Sourcherry is only in the picture and is 20% in composition.
5. Juice "RASBERRY" by "Frutomania", producer "MOEA", Kosovë
In the picture is shown: raspberry, until
Raspberry is the only one pictured in the picture, though it is only 14% of the composition, and other fruits are present in the juice.
6. Juice "SOURCHERRY" by "Frutomania", producer "MOEA", Kosovë
In the picture is shown: sourcherry, until
Sourcherry is the only one pictured in the picture, which is 35% in composition, but not the apple that is 65%.
7. Juice "PEACH" by "Frutomania", producer "MOEA", Kosovë
In the picture is shown: peach, until
Peach is the only one pictured in the picture, which is 40% in composition, but not the apple that is 60%.
8. Juice "PEACH" by "Pfanner", producer "Hermann Pfanner Getränke GmbH", Austria
In the picture is shown: peach, until
Peach is the only one pictured in the picture, which is 25%, although it also contains concentrated apple juice
9. Juice "Multifrutti A+C+E" by "Pfanner", producer "Hermann Pfanner Getränke GmbH", Austria
In the picture is shown: apple, orange, lemon, carrot until
In the picture of the juice "Multifrutti A + C + E", no pears appear although the juice also contains concentrated pear juice.
10. Juice "STRAWBERRY APPLE GRAPE" by "Fructal", producer "NECTAR" Serbi.
In the picture is shown: strawberry under it writes STRAWBERRY APPLE GRAPE), until
Strawberry is the only one pictured in the picture, which is 30%, although it also contains apple pure 11%, and grape juice concentrate4%.
- Juice "STRAWBERRY" by "Jaffa Champion plus", producer "FLUIDI" Kosovë
In the picture is shown: strawberry, until
Strawberries only appear in the picture even though they are apple and aronia.
- Juice "Sour Cherry" by "Jaffa Champion plus", producer "FLUIDI" Kosovë
In the picture is shown: sour cherry, until
Sour Cherry only figures in the picture and is only 12%.
- Juice "Sour Cherry" by "Tango Life Vishnje", producer "FLUIDI" Kosovë
In the picture is shown: sour cherry, until
Sour Cherry only figures in the picture and is only 10%.

Conclusions

Tea, in addition to being consumed as a habit, is now widely consumed for aesthetic and health reasons, while juices are consumed as refreshments and health although considering the composition of certain types of liquids it is questionable how useful they are.

The average expense for tea is 8.5 €/month and for fruit juices 22 €/month.

All foods that have more than one ingredient must list all ingredients in descending order of volume, should include certain additives that some people may be allergic to, also in non-alcoholic beverages containing fruit juices must indicate the percentage of volume that constitutes the fruit juice. [1]. According to our legislation non-harmonization of product appearance with ingredients does not violate the law, because nowhere does it say that the promotional photo of the product must match the ingredients listed on the label, but is this a kind of misleading of the producer to the consumer, I think yes, it is precisely the manufacturer through the photo that makes the product's advertising very appealing and on the other hand the product often contains very little of that ingredient or contains other types not reflected in the photo.

For research, several types of tea and fruit juices have been obtained, where the packaging image and product composition do not match, often a product is found in the photo, while more products are in the composition, or the photo product is the latest in composition and with a very small percentage. Although the product label should be legible by law, in many products it is difficult to read even through the magnifier.

Based on the research results, a lot must be improved from what is offered to consumers by manufacturers, products on the advertising label place tempting pictures for the consumer to buy the product, but not always the true composition of the product.

This whole study focuses on raising consumer awareness of the product they are buying, reading the content of the product, and buying reliable products as well as seeking better quality products.

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