

E-Content. (M.Com Sem 2)
Marketing Management.

By -

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Product Labelling

Labelling is the act of attaching or tagging labels.

A label may be any thing a piece of paper, printed statement, imprinted metal or leather etc.

It may be either a part of package or attached to it, indicating value, content, price, product name and other useful information.

Functions of Labelling -

- (i) It helps in identifying the product.
- (ii) It gives product information.
- (iii) It helps in product promotion.
- (iv) It encourages self-service.

Types of labels.

(i) Descriptive label — It describes the contents of the package or the ingredients of the product.
ex. label on can of pine apple describes the content by size, weight, number of slices, group cups and number of servings.

(ii) Informative label — It includes a detailed description with emphasis on how the product is made, how to use it, etc.

(iii) Grade label — It designates customary or regulated standards such as 'Agmark' grading certificates as A, B or C.