PERCEPTION, KNOWLEDGE AND ATTITUDE OF CONSUMERS IN CARREFOUR WANGSA MAJU TOWARDS NUTRITION INFORMATION LABEL

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ABSTRACT

Nutrition information label is designed to provide nutrition information to consumers so that they can make informed dietary choices. However, little is known about nutrition information label reading habits practice by Malaysian consumers, and how knowledge about nutrition information affects their attitude and purchasing decision. This study determined the perception, knowledge and attitude towards nutrition information label among consumers in Carrefour, Wangsa Maju. A survey with 18 items was designed and administered to (n=164) subjects. The participation rate was 88.17% with a mean age of 28.29 ± 6.91 years. Results showed that women were more knowledgeable (62.33% in score) than men (37.33% in score) when it comes to the understanding of nutrition information label. Household income, weight status and ethnicity did not show any significant difference with nutrition knowledge and attitude. A high percentage of shoppers reported that expiration date was most important to them when buying food. Result indicated that positive correlation ($P<0.05$) between knowledge score and attitude score exists. Results obtained in this study could be used for future references. Further studies should explore other potential factors that would affect the use of nutrition information label by consumers.