Awareness of Food Labeling among Consumers from different demographic groups of Karachi

Maheen Nizam
MBA Health and Hospital Management
Institute of Business Management Karachi

ABSTRACT
Reading and understanding of food labeling information is important in making healthy food decision. Descriptive cross sectional study was conducted. A questionnaire comprises of both open ended and close ended questions was use to collect the data from 382 consumers of Karachi. The questionnaire was collected at the same day of distribution and data was tabulated on SPSS version 20 using chi-square test to determine the relationship and association between various factors and the use of food labeling information among consumers from different demographic groups of Karachi. Result of the study is showing that level of awareness is different in different demographic groups in Karachi. Economic status have a little impact on awareness of food labeling information (value=0.089) but other demographic factors like education (value=0.001), occupation (value=0.001) and gender (0.001) have a high impact on awareness of food labeling, secondly consumers knowledge is restricted toward the limited information so there is a gap between what consumer perceive and what consumer know about food labeling information.

Keywords: Awareness, Demographic groups, Food labeling