

THE LEVEL OF IMPORTANCE OF FOOD LABELS ON FOOD PRODUCTS

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ABSTRACT

The purpose of the research was to examine the level of importance of food labels on food products towards customer in Kelantan. From the research, the researcher has collected primary data and the secondary data that related to the problems of research. In this study, quantitative approach was used and 200 respondents have been selected from Kota Bharu, Kelantan. The questionnaires were distributed to the respondents to gather the necessary information. After all data has been collected, the researcher analyzes data using SPSS and interpreted in the diagrams view. Based on the study that has been conducted, the result shows that the most significant factor that can use to examine the level of importance of food labels on food products are awareness and knowledge, attitude toward food level, subjective norm, perceived behaviour control and intention.

Keywords: The level of importance of food labels on food products, Awareness, Attitude, Subjective Norm, Perceived Behaviour, Intention, Kota Bharu Kelantan

1. INRODUCTION

Food label is any tag, brand, mark, pictorial or any descriptive matter written, printed, or attached to a container of food. Food labelling includes any written, printed, or graphic matter that is presented on the label accompanying the food, or is displayed near food for the purpose of promoting its sale (Samson, 2012). The aim of food labelling is to provide consumers with information which may influence their purchasing decisions (Court, 2009). Consumers may want to know what ingredients are in a food product, how to cook it, how it should be stored, its best-before or use-by date, its fat content or other nutritional properties. Detailed, honest and accurate labelling is essential to inform the consumer as to the exact nature and characteristics of the food

product, enabling them to make a more informed choice (Court, 2009). As consumers, they need to take a serious care on food labelling so that they will know what actually they take and are that food healthy or not. Food labels are found to be very important public health tools that are used to promote a balanced diet; and hence enhance public health and wellbeing. Food label information assists consumers to better understand the nutritional value of food and enables them to compare the nutritional values of similar food products and to make healthy, informed food choices based on the relevant nutritional information (Al-Tamimi, 2004).

2. LITERATURE REVIEW

Food labelling is something that must hold at every packet of food. The purpose of food labeling is to provide the information that consumers need to make healthy choices about the foods. It's designed to provide facts for nutrients that impact common health concerns, such as weight control, diabetes and high blood pressure, and to guide those following a special diet (Busch, 2012). To dish out this function, the label shows calories, total fats, saturated fats, trans fats, cholesterol, sodium, total sugar, fiber, sugar, proteins and certain vitamins and minerals. Not only on nutrition factor, food labelling also contain the information such as the manufacturer, expired date, halal or non-halal label and much more. Food labelling play as important role in order to give the correct information that need by the consumer. By giving a detail of information in labelling, it can give a clear picture what are continuous of that food and consumer can choose whether that food suitable for them or not.

There are a lot of benefits that food labeling can give to consumers such as details of ingredients, health risk, how to use the products, warnings label and many more. The label on a product can give a list of ingredients to show to consumers how healthy or unhealthy the product is (Tieney, 2013). By scanning a label on the packaged, consumer can identify the good or bad things about those products. This label is actually the very important things and all consumers should alert about this.

Not just that, according to Tieney (2013), if the consumer has allergies or there are specific ingredients that we should be wary of in the food or medicine, labels help us to detect that risk. Food allergy is an unnatural reaction to a food triggered by the body's immune system. Most common food allergies are corn, egg, milk, soy, butts, wheat and many more. This is why the consumer asks to understand the label before buying the merchandise.

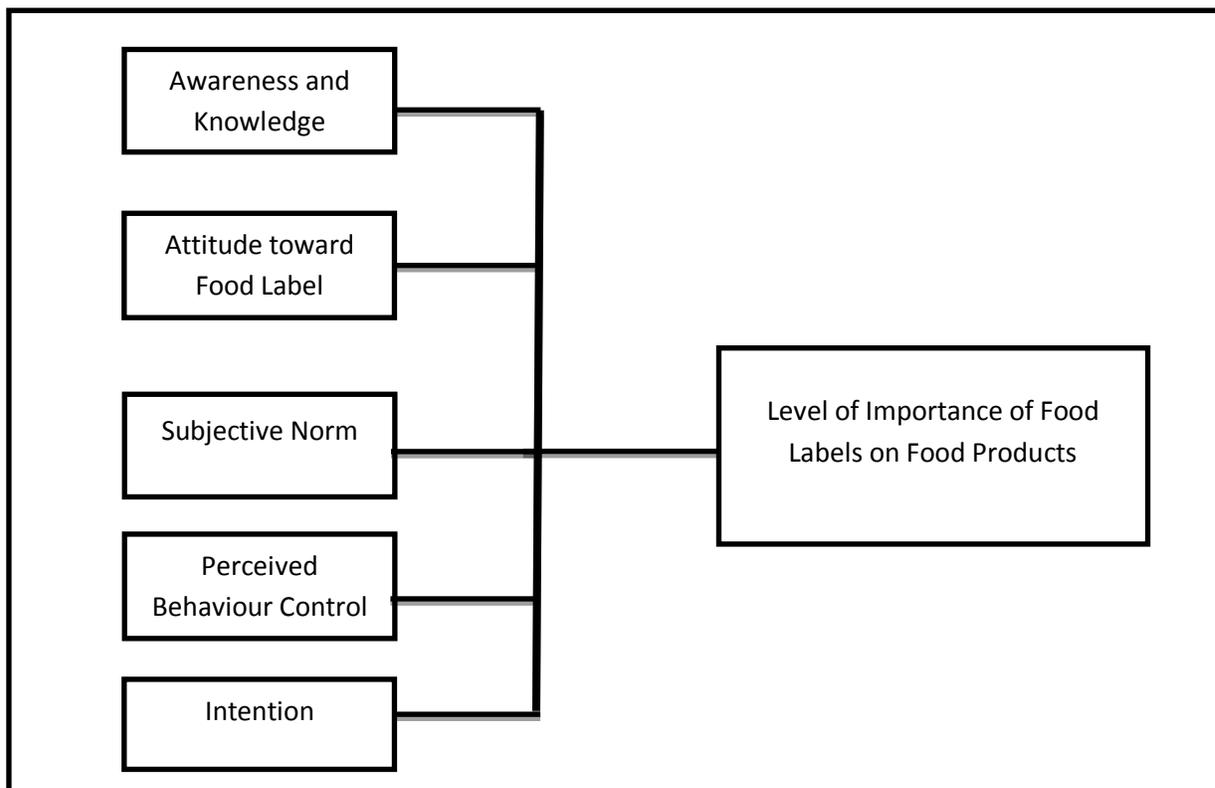
On food labelling also have information how to use the products. Talking about the uses of medicines, labels are particularly helpful when it comes to applying a medicine or product. The instructions label actually also important things because it helps the consumer and teach them to use it in correct ways. Not solely that, some other helpful sign is the warning label. These labels

offer warnings about which medicines not to risk mixing and which ones are harmful for certain conditions. There are risks of taking certain medicines while having heart troubles, while pregnant, or while alcohol is in your system.

3. RESEARCH METHODOLOGY

This chapter will furnish the detailed methodology, method which is how the data will be collected and also how information will be examined in order to convert a raw data into meaningful information.

3.1 Theoretical Framework



Sources: Food Nutrition Impact toward Rural Consumer in Kelantan (2015)

3.2 Research design

For the research design, researcher uses a causal method. By using the causal research it will aid the researcher in finding out which variable is the cause call as independent variable and which variable are the effectual call as the dependent variable of the level of importance of food labels

on food products. Causal research also can help the researcher to determine the nature of the relationship between the causal variables and the effect to be predicted.

3.3 Sampling design

3.3.1. Type of sampling technique

For this work, the researcher using a convenience sampling technique. The researcher develops a questionnaire and distribute to all respondents on campus. Researcher randomly gives a questionnaire to the respondents. It's called as accidental sample. So everyone in the population having an equal chance to become a respondent.

3.3.2. Type of data

The researcher using a primary data which are researcher constructs a questionnaire and distribute to the respondents.

3.3.3. Questionnaire design

Questionnaire starts with the cover letter. The cover letter will explain the title of the research and also describe the purpose of the study. Questionnaires are divided into five sections which is section A, B, C D and F. For section A, respondent will be asking about their personal information. For section B, asked about the awareness and knowledge about food labelling. Section C asks about attitude towards food label and section D will ask about the subjective norm whereby section E will ask about perceived behavior control and last part in a questionnaire which is section F will be ask about intention. A questionnaire will be attached in the appendix at the end of the report.

4. FINDINGS

Table 1: Demographic characteristics of the sample (n=200)

Variable	Frequencies	Percent
Residential Area:	129	64.5
Urban	71	35.5
Suburban		
Gender:		

Male	92	46.0
Female	108	54.0
Marital Status:		
Single	74	37.0
Married	126	63.0
Education:		
Primary	1	0.5
Secondary	35	17.5
Diploma	41	20.5
Bachelor	77	38.5
Postgraduate	46	23.0
Race:		
Malay	125	62.5
Chinese	59	29.5
Indian	16	8.0
Occupation		
Public Sector	109	54.5
Private Sector	73	36.5
Self-Employed	7	3.5
Retired	6	3.0
Housewife	3	1.5

Unemployed	2	1.0
Religion:		
Islam	125	62.5
Christian	17	8.5
Buddhist	48	24.0
Hindu	10	5.0
Lifestyle:		
Physical	52	26.0
Environmental	12	6.0
Activist	66	33.0
Health Consciousness	70	35.0
Religious Awareness		

Most of the respondents are coming from urban areas (64.5%). A little over half of the respondents interviewed were females (54.0 %). 63% of respondents are married and over two thirds (38.5%) are having university education which is a bachelor degree. 62.5% of respondent are Malay and most are the respondent are working in the public sector (54.5%). 62.5% are Islam and most of respondent are very aware and take serious on religious awareness (35%).

Table 2: Correlations Analysis

		Correlations				
		Awareness	Attitude	Subjective norms	Perceived behaviour	Intention
Awareness	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	200				
Attitude	Pearson Correlation	.548**	1			
	Sig. (2-tailed)	.000				
	N	200	200			
Subjective norms	Pearson Correlation	.353**	.526**	1		
	Sig. (2-tailed)	.000	.000			
	N	200	200	200		
Perceived behaviour	Pearson Correlation	.473**	.244**	.337**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	200	200	200	200	
Intention	Pearson Correlation	.537**	.203**	.135	.804**	1
	Sig. (2-tailed)	.000	.004	.057	.000	
	N	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

Correlation analysis actually to measure the relationship between each variable. Based on the data, we can see that the relationship between intention and perceive behaviour are very strong which is 80.4% and it significant at 0.01 levels. The relationship between awareness and attitude are moderate relationship which is at 54.8% and it also significant at 0.01 levels. There are moderate relationship between intention and awareness which is 53.7% and follow by relationship between subjective norms and attitudes which is 52.6%.

Table 3: Reliability for Awareness and Knowledge (n=200)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.813	.856	11

From reliability statistic tables, we can see that Cronbach's alpha is 0.813, which indicates a high level of internal consistency for this variable. It shows that, awareness and knowledge is suitable for this study and it related with the study.

Table 4: Reliability statistics for attitude towards food label (n=200)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.615	.697	11

From reliability statistic tables, we can see that Cronbach's alpha is 0.615, which indicates a moderate level of internal consistency for this variable. It shows that, attitude towards food label is suitable for this study and it related with the study.

Table 5: Reliability statistic for subjective norms (n=200)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.766	.799	14

From reliability statistic tables, we can see that Cronbach's alpha is 0.766, which indicates a high level of internal consistency for this variable. It shows that, subjective norms are suitable for this study and it related with the study.

Table 6: Reliability statistics for perceive behavior control (n=200)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.852	.848	13

From reliability statistic tables, we can see that Cronbach's alpha is 0.852, which indicates a high level of internal consistency for this variable. It shows that; perceive behaviour control is suitable for this study.

Table 7: Reliability statistics for intention (n=200)

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.968	.968	8

From reliability statistic tables, we can see that Cronbach's alpha is 0.968, which indicates a very high level of internal consistency for this variable. It shows that, intention is suitable for this study and it related with the study.

Table 8: Reliability statistics for awareness and knowledge, attitude towards food level, subjective norms, perceive behaviour control and intention.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.912	.919	88

From reliability statistic tables, we can see that Cronbach's alpha is 0.912, which indicates a high level of internal consistency for this variable. It shows that, all the independent variables are suitable for this study and it related with the study.

5. CONCLUSION

As a conclusion, food labeling is very importance to the entire consumer. Through food label, consumer can get a lot of information and can it actually influence the consumer purchasing behaviour. From the finding, we can see that awareness and knowledge, attitude towards food label, subjective norms, perceived behaviour control and intention are the element that we can use to examine the level of importance of food labels in food products. As the marketer, they should take this thing serious because food label can affect the consumer behaviour in purchasing their products.

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