

Green Marketing and Rural Development

Editors

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Consumer Engagement with Nutrition Labels

-Dr. Suhail Ahmad Khan

Abstract

Nutrition labels serve as vital tools for public health by offering insights into the nutritional composition of food products. These labels aid consumers in distinguishing between options and making informed decisions regarding their food choices. This particular study aims to evaluate how consumers utilize, comprehend, and are influenced by nutrition labels when purchasing highly processed food items. To gather data, a survey was conducted in NCR region of India, utilizing a structured questionnaire to garner responses from consumers. A total of 303 valid responses were obtained and subjected to analysis employing descriptive statistics and the Chi-square test. The findings underscore that while a majority of consumers do consult nutrition labels when buying highly processed food products, the frequency of their usage falls short of optimal levels. Merely around one-third of consumers consistently peruse labels, with a notable trend indicating that female consumers tend to do so more frequently than their male counterparts. Among the primary motivations for reading nutrition labels were the desires to maintain a healthy diet and fulfill dietary objectives. Consequently, the study emphasizes the necessity to enhance the promotion and awareness