

A21 Socio-demographic characteristics, nutritional knowledge, and perception of Front-of-Pack labels among university students

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Front-of-Packaging (FOP) is a summary of Nutrition Information Panel (NIP). It uses interpretational aides, such as interpretative words, colours and symbols to guide and attract consumers in using FOP. The usage of FOP may help the consumers to make informed decisions when purchasing foods in order to have a healthy diet that will reduce risk of diet-related diseases such as, obesity, hypertension, and diabetes. However, there is lack of evidence conducted locally related to the sociodemographic characteristics, nutritional knowledge and perceptions of FOP among university students. The objectives of this study were to determine the sociodemographic characteristics, nutritional knowledge, and perception of front-of-pack labels among university students. This is a cross-sectional study involving 151 subjects from International Medical University (IMU) students. Participants were given a set of questionnaires which were adopted and modified based on a previous study. The results from this study show that majority of the respondents reported that they have “good” nutritional knowledge. About 68% of the respondents reported that they did not use FOP during food purchases, nevertheless, they understood the messages of FOP. There is weak correlation between the nutritional knowledge and the perceptions of consumers towards FOP. Though the nutritional knowledge of the University students is good, yet they did not use the FOP to make healthier choices. The university students should be made aware of making healthier choices by using the FOP.