

A43 Knowledge, attitude and practice (KAP) on food label among Universiti Tunku Abdul Rahman (UTAR) students Kampar campus

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Food label is a communication vehicle between consumers and the producers by giving the important information of a food product. Nonetheless, the association between KAP and food label use, also any related evidence are insufficient data. The aim of this study was to determine the different of KAP level between gender and investigate the KAP level on nutrition information among UTAR Kampar students. A cross-sectional survey was conducted online to recruit university students in UTAR Kampar campus. The period of conducting this study was from October 2020 until October 2021. A total of 183 respondents were volunteered to take part in this survey by filling the Food Label Use Questionnaire (FLUQ) which consists of sociodemographic, knowledge level towards nutrition and food, attitude and practices associated with food label use. Mann-Whitney test was used to test the different of KAP between gender and Fisher's Exact test was used to determine the association of KAP on food label used by using the 95% of significant level ($\alpha=0.05$). The study shows that the majority students were high nutrition knowledge level (56.8%), attitude on expiry date was most important to them (79.2%) and only sometimes practices on use or read the items or labelling on food label. However, majority of respondents only sometimes (36.1%) and rarely (32.8%) using food label during food purchasing. Generally, females have higher KAP level than males. Knowledge level was associated to food label use ($p=0.006$). As a result, nutrition information is important to the consumers in order to have better health status. For university students in UTAR Kampar campus, they were sometimes or rarely use food label although majority of them was high nutrition knowledge level. Thus, future study is needed to investigate the factor affecting the food label use.