

C10 The familiarity and perception of the Healthier Choice Logo (HCL) on packaged food products among consumers in Batu Gajah, Perak

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The Healthier Choice Logo (HCL) is a front-of-pack (FOP) label that has been implemented by the Ministry of Health Malaysia (MOH) in 2017 to assist the consumers in making informed food choices by only looking at the front label of food packaging. Research has shown that most of the participants in previous studies had supported the implementation of the HCL because it could give them confidence in choosing food products. This study aims to gain insight into the consumers' awareness regarding the HCL by assessing their familiarity and perception of the logo concerning their buying decision. To conduct this research, an online survey has been done by distributing an online survey questionnaire to the consumers in Batu Gajah, Perak via social media platform. A total of 308 participants had volunteered to answer the online survey. The results indicate that the consumers' familiarity and perception of the HCL do give impacts on their informed decision towards healthy choices. Therefore, it is recommended that the relevant authorities can provide more education and knowledge regarding the HCL to avoid misleading information about the logo and to encourage Malaysian consumers to use the logo prior to food purchasing. Further research is needed to evaluate the association between the implementation of the HCL and the actual purchasing behavior of consumers in Malaysia.