

UNDERGRADUATE

INTRODUCTION

The Malaysian Dietary Guidelines 2020 recommend making effective use of nutrition information on food labels in choosing healthier food products. However, the extent of consumers living in Kota Kinabalu reading and utilizing this information has not been previously examined. Therefore, this study aimed to assess the awareness of consumers in Kota Kinabalu on nutrition information on food labels.

OBJECTIVES

- To assess the awareness of consumers in Kota Kinabalu on nutrition information on food labels.
- To determine the association between sociodemographic factors of consumers in Kota Kinabalu with knowledge towards nutrition information on food labels.

METHODOLOGY

Study Design	Cross-sectional
Sampling Method	Convenient sampling
Subjects	Adults living in Kota Kinabalu
Subject Criteria	<p>Inclusion:</p> <ul style="list-style-type: none"> ➤ Adults 20-70 years old living in Kota Kinabalu <p>Exclusion:</p> <ul style="list-style-type: none"> ➤ Illiterate ➤ Has visual impairment ➤ Has mental disabilities
Duration	September 2021- February 2022
Data Collection Tool	A validated questionnaire that assessed subjects' awareness of the nutrition information on food labels
Ethical Approval	UMS [UMS/FPSK6.9/100-6/1/95,kod:JKEtika3/21(22)]
Statistical Analyses	<ul style="list-style-type: none"> ➤ Descriptive analysis ➤ Chi-square test ➤ SPSS version 27

RESULTS AND DISCUSSION

Table 1: Sociodemographic data of Adults in Kota Kinabalu (n=145)

Characteristics	n (%)
Gender	
Male	31 (21.4%)
Female	114 (78.6%)
Ethnicity	
Kadazan-Dusun	24 (16.6%)
Bajau	21 (14.5%)
Malay	50 (34.5%)
Chinese	9 (6.2%)
Sino	3 (2.1%)
Others	38 (26.2%)
Age range (years)	
20-30	112 (77.2%)
31-40	11 (7.6%)
41-50	11 (7.6%)
51-60	11 (7.6%)
Educational level	
Primary school	0
Secondary school	11 (7.6%)
Pre-university	12 (8.3%)
Tertiary education	122 (84.1%)
Occupation	
Public sector	24 (16.6%)
Private sector	19 (13.1%)
Self-employed	6 (4.1%)
Non-employed	18 (12.4%)
Housewife	3 (2.1%)
Retiree	3 (2.1%)
Student	72 (49.7%)
Monthly income	
<RM500	89 (61.4%)
RM501 – RM1000	6 (4.1%)
RM1001 – RM2000	24 (16.6%)
RM2001 – RM3000	8 (5.5%)
RM3001 – RM4000	1 (0.7%)
RM4001 – RM5000	4 (2.8%)
>RM5001	13 (9.0%)
Marital status	
Single	115 (79.3%)
Married	27 (18.6%)
Divorced/Widowed	3 (2.1%)

Figure 1: Frequency of Adult Consumers Knowing Food Labels

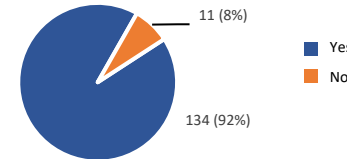


Figure 2: Frequency of Adult Consumers' Knowledge Regarding Nutrition Information

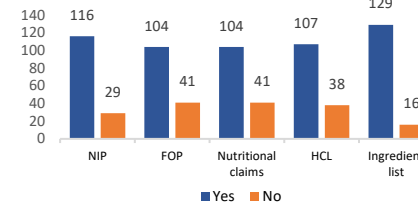


Figure 3: Frequency of Information To Look For While Reading NIP

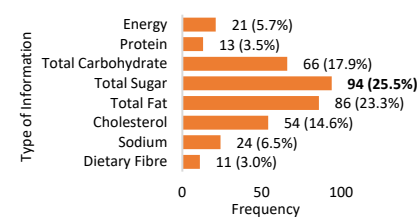


Figure 4: Frequency of Places Where Respondent First Learned About Food Labels

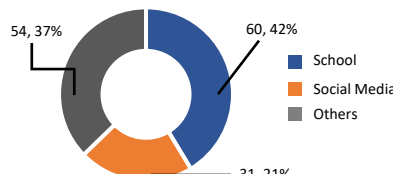


Table 2: The Association between Knowledge of Food Labels and Gender and Education Level

Characteristics	Know how to read nutrition information, n (%)		p - Value
	Yes	No	
Gender			
Male	28 (90.3%)	3 (9.7%)	0.62
Female	106 (93.0%)	8 (7.0%)	
Educational level			
Before tertiary education	18 (78.3%)	5 (21.7%)	0.013
Tertiary education	116 (95.1%)	6 (4.9%)	
Ethnicity			
Kadazan-Dusun	24 (100%)	0 (0%)	0.404
Bajau	19 (90.5%)	2 (9.5%)	
Malay	46 (92%)	4 (8%)	
Chinese	8 (88.9%)	1 (11.1%)	
Sino	2 (66.7%)	1 (33.3%)	
Others	35 (92.1%)	3 (7.9%)	
Occupation			
Public sector	23 (95.8%)	1 (4.2%)	0.735
Private sector	16 (84.2%)	3 (15.8%)	
Self-employed	5 (83.3)	1 (16.7%)	
Non-employed	17 (94.4)	1 (5.6%)	
Retiree	3 (100%)	0 (0%)	
Housewife	3 (100%)	0 (0%)	
Student	67 (93.1%)	5 (6.9%)	
Marital status			
Single	106 (92.2%)	9 (7.8%)	0.879
Married	25 (92.6%)	2 (7.4%)	
Divorced/Widowed	3 (100%)	0 (0%)	

CONCLUSION

Although most consumers in Kota Kinabalu reported utilizing nutrition information on food labels, it was limited to the ingredient list and nutrition information panel. More effort could be done to promote the utilization of front-of-pack, healthier choice logo, and nutrition claims during purchasing food products, and schools and social media appear to be a strategic approach.

REFERENCES

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