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Awareness and use of food labelling informations among consumers in Bhubaneswar city

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Disclosure of information regarding the product on the packet is a critical aspect due largely to stringent regulatory regimes. Present study tries to assess the awareness of consumers about the information provided on food labels, by undertaking a survey among 120 consumers in Bhubaneswar city. It was found that consumers in India possess satisfactory level of awareness about different types of information on the food labels displayed on packaged food products, however, usage of such information as one of the criteria while purchasing packaged food product was relatively low. 67.5 per cent of the respondents had the habit of checking the information label on the packet, however, they read basic information like M.R.P and manufacturing and expiry dates.

Key Words : Food labelling, Consumer's knowledge, Awareness, Packaged foods

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