

ملخص البحث الأول - بحث فردي

The Effect Of Food Labeling Awareness on Purchasing Decision among Egyptian Consumers	عنوان البحث
تأثير الوعي بالملصق الغذائي على قرار الشراء بين المستهلكين المصريين	
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Abstract

One of the most important factors that affect consumer purchasing decision is food labelling which play vital role in providing all nutritional information about the food products as it is the only source of information available for consumer when purchasing food products. It provides consumers with product identity before purchasing deciding.so, it is important to understand this information and developing consumer awareness about the importance of food labelling. Manufacturers must also follow the legislation of the government in every country to give consumer detailed characteristics of food products to help them in purchasing process. There are several factors that can affect consumer's behaviour towards using information of food labels such as gender, age, education, income, label format and nutritional knowledge.

this research investigated the awareness, understanding and use of food labelling among Egyptian consumers and to determine if food labelling affects Egyptian consumers purchasing decision .And to identify the factors that consumer search for when purchasing food products.

Results: A pre structured questionnaire used to collect data from random sample of 1000 consumers in supermarkets and retail stores in greater Cairo. Low levels of nutritional knowledge and health awareness were found. Customer behavior differed significantly by demographic data. As results showed also that female consumers were more interested than male in using food labels during purchasing process and 40-60 years consumers also were more interest in using food labels. There are other factors such as brand, taste, appearance and price that affected purchasing process in addition to food label. According to results consumers were interested in nutritional information such as fibre, fat and calorie content. They also suggested food labels to be more colourful and attractive.

Keywords: food labels, purchasing decisions, nutritional information, consumer's behaviour, consumer's awareness.