



A STUDY ON CONSUMERS' AWARENESS AND  
KNOWLEDGE OF NUTRITIONAL LABELING IN  
UNIVERSITI MALAYSIA SABAH,  
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## ABSTRACT

The main purpose of this research paper is to know the consumers' awareness and knowledge of nutritional labelling in UMS, Kota Kinabalu, Sabah. What is their level of knowledge and awareness towards nutritional labelling? This study is conducted for the benefit of the food manufacturer, since it is concerning the feedback from customers towards the nutritional labelling as a communication tool. The result obtained from this study can be also most valuable to the policy makers such as government and health department. Once the result have been identified on how their level of awareness and knowledge towards nutritional labelling, both food manufacturer and the policy makers can adopt or find a better solution on how to improve their products and services towards customers in a better way according to the standard and preferences of customers. This study has been conducted targeting the Customer in Universiti Malaysia Sabah, Kota Kinabalu. The total number of sampling being studied is 200 respondents by using questionnaire designed. A random sampling technique is chosen for this study. Procedure for analysis of data is gathered and analyzed qualitatively and quantitatively and done by using the SPSS Version 11.0. The SPSS output was done using Microsoft Excel Application. Based on the finding, the majority of consumers' awareness towards nutritional labelling is moderate on certain issues. However, the consumers' level of knowledge is high towards nutritional labelling on many aspects. Based on the findings from this study, it is recommended that elements of proper nutrition be introduced and emphasize at the appropriate level of understanding in primary schools and secondary schools.