

THE EFFECTS OF THE USE OF NUTRITION LABELS ON PURCHASING CHOICE OF CONSUMERS' IN THE EAST-WEST CORRIDOR OF TRINIDAD

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Background: Lack of healthy dietary practices is a factor leading too chronic non-communicable diseases in individuals. It was believed that use of nutrition labels did not affect purchase of food items resulting in lack of dietary practices.

Objective: To determine: **(1)** The relationship between gender, education level, household size, age, income level on the impact nutrition labelling on purchasing choice **(2)** Determine what consumers look for in nutritional labels **(3)** Understand the correlation between use of nutritional lables and its influence on purchasing decision **(4)** Compare the consumers perception of understand nutritional labels to their reality

Design: A cross-sectional study was done on three hundred and fifty consumers in groceries along the East-West Corridor in Trinidad & Tobago. The aim was to determine the correlation between given demographics and use and understanding of nutrition labels. Data was collected from a random convenience sampling by forms of questionnaires and an open-ended nutrition label question. It measured the use of labels and if that use affected their purchasing choice of the product

Results: A relationship showed there was statistically difference between perception and looking nutrition labels, perception and nutrition labels affecting choice and nutrition labels affecting choice and look at nutrition labels and the frequency of looking at these labels. It was shown that age, monthly income and education level had significant positive effects on the factors like reading nutrition labels, frequency of use, nutrition labels affecting choice and perception.

Conclusion: It can be concluded that consumers' in Trinidad are more nutritionally aware and make better diet decisions when purchasing food items.