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Influence of demographics on food label attribute preferences: A comprehensive analysis

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Abstract

In today's diverse food landscape, understanding food product labelling information is crucial for consumers. Food labels provide essential details about ingredients, nutritional value, and potential allergens, enabling informed dietary choices. However, limited research exists on consumers' comprehension of labelling information and the socio-demographic factors influencing their attention to it. This study aims to examine consumers' awareness of labelling information and explore socio-demographic characteristics associated with label-reading behaviour. A cross-sectional study was conducted in six supermarkets in Chennai, India, with a sample of 120 frequent patrons. Data on socio-demographic characteristics and awareness of labelling attributes were collected using an interview schedule. Chi-square tests were used to analyse the relationship between socio-demographic factors and label-reading behaviour. The findings indicated that a majority of respondents demonstrate interest in reading food labels, highlighting the significance of labelling information in making healthier choices and purchase decisions. Also, results revealed that across different age groups, price details, expiry dates, and brand recognition were consistently valued attributes. Younger consumers showed a higher emphasis on brands, logos, and licenses, while older consumers paid more attention to ingredient details. Gender differences were observed, with males placing more importance on expiry dates and brands, while females prioritized storage conditions, nutritional values, and ingredient details. Education also played a role, with higher-educated individuals attaching more importance to expiry dates and brands. These findings emphasize the importance of tailoring labelling strategies to meet the specific needs and preferences of different age groups and genders, ultimately contributing to consumer satisfaction and informed decision-making.

Keywords: Brand, expiry date, food label, ingredients, storage

Introduction

In the contemporary landscape, characterized by an extensive array of food options, it has become imperative for consumers to possess a comprehensive understanding of the labelling information associated with food products. Labelling serves as a critical source of information, offering vital details pertaining to the composition of these products, including ingredients, nutritional value, and potential allergens (Moreira *et al.*, 2019) ^[15]. This information plays a pivotal role in facilitating informed decision-making regarding dietary choices, thereby ensuring the promotion of optimal health and well-being for individuals and their families (Loureiro *et al.*, 2012) ^[10]. Consequently, the awareness of consumers regarding the labelling information of food products assumes paramount significance (Martini and Menozzi, 2021) ^[13].

In recent years, there has been a noticeable escalation in consumer apprehension concerning the safety and quality of food products (Howard and Allen, 2010) ^[8]. Within this context, the act of examining and interpreting labelling information on product packaging emerges as a key mechanism through which consumers can navigate their choices. Labels provide a wealth of essential information, offering insights into the intricate world of ingredient composition, nutritional values, proper storage conditions, and expiration dates associated with the products under consideration (Abbott, 1997; Martinelli, 2018) ^[1, 12].

Despite the growing importance of labelling information, limited research exists regarding the extent to which consumers comprehend its significance and how they actively employ this information during their purchasing decisions (Donga and Patel, 2011) ^[6].

Additionally, the socio-demographic factors influencing consumers' level of attention towards labelling information remain largely unexplored.

The findings of this study hold significant implications for the food industry and policymakers. By shedding light on consumers' awareness and understanding of labelling information, opportunities arise to enhance the clarity and accuracy of labels affixed to food products. Such improvements can significantly enhance consumer knowledge and awareness regarding the importance of reading labels, thereby facilitating more informed purchasing decisions. Moreover, armed with a nuanced understanding of the socio-demographic factors influencing label-reading behaviour, targeted interventions can be devised to encourage specific consumer subgroups to embrace this essential practice.

In our contemporary milieu characterized by a multitude of diverse and intricate food choices, it is imperative to infuse consumers label-derived knowledge and empower choices for healthier, informed consumption and enhanced well-being. By embracing consumer awareness and comprehension of labelling information, we embark upon a trajectory leading to improved decision-making, enhanced well-being, and a more informed connection with the foods we consume. Collectively, by considering appropriate storage conditions, nutritional values, price details, and detailed ingredient specifications, we can unlock the latent potential residing within each label (Shireen *et al.*, 2022) [18]. This transformation turns labels into illuminating sources of knowledge that guide us towards a trajectory characterized by optimal health, vitality, and informed choices.

In light of the aforementioned context, the primary objective of the present study is to examine consumers' level of awareness concerning labelling information related to food products, alongside the identification of socio-demographic characteristics associated with consumers' label-reading behaviour. Specifically, the research aims to explore the depth of consumers' interest in various attributes of labelling information, encompassing the examination of expiry dates, brand recognition, verification of symbols and logos, and licensing information. Moreover, the study intends to assess consumers' awareness pertaining to additional attributes,

including appropriate storage conditions, nutritional values, price details, and comprehensive ingredient specifications.

Materials and Methods

The current cross-sectional study was conducted in the southern region of Chennai, India, specifically in six randomly selected supermarkets. The study sample consisted of 120 individuals who were frequent consumers of these supermarkets, with 20 respondents selected from each supermarket. To ensure representativeness, a systematic sampling method was employed, whereby every fourth person exiting the supermarket was approached for participation in an interview.

A carefully designed and pre-tested interview schedule was utilized to collect primary data. This schedule encompassed comprehensive inquiries into participants' socio-demographic characteristics, purchasing behaviours, and their level of awareness regarding various aspects of labelling information. These aspects included, but were not limited to, the examination of expiry dates, storage conditions, brand attention, license verification, nutritional values, price details, and ingredient specifications (Jain *et al.*, 2018) [9]. To uphold the ethical standards of the study, strict confidentiality measures were implemented to protect respondents' information. Prior to the interview, informed consent was obtained, ensuring voluntary participation and understanding of the study's objectives.

Following data collection, a thorough consolidation and tabulation process was undertaken, allowing for organized analysis. To explore the relationship between consumers' socio-demographic characteristics (such as age, gender, and education) and their inclination towards reading labels, chi-square tests of independence were employed. The chosen significance level for determining statistical significance was set at $p < 0.05$, ensuring rigor in the analyses conducted.

Results and Discussion

Relationship between food label attributes and age

The findings presented in Table 1 displayed the attention-seeking attributes of labelling information across different age groups.

Table 1: Food label attributes vs. Age

Food Label Information/ Attributes	Age Group			Overall # (%)	χ^2
	< 30 years (n = 56)	31-50 years (n = 34)	> 50 years (n = 30)		
Expiry date	51 (91.07)	30 (88.20)	23 (76.60)	87.47	3.61 ^{NS}
Storage condition	27 (48.27)	21 (61.67)	17 (56.60)	54.10	1.67 ^{NS}
Brand	51 (91.07)	30 (88.20)	21 (70.00)	84.97	7.19*
Logo & license	49 (87.50)	27 (79.40)	11 (36.60)	72.50	26.46**
Nutritional values	32 (57.10)	16 (47.05)	12 (40.00)	50.00	2.46 ^{NS}
Price details	52 (92.85)	32 (94.11)	30 (100.00)	95.00	2.18 ^{NS}
Ingredient details	16 (28.57)	16 (41.11)	20 (66.66)	42.00	11.67**

Figures in parentheses indicate percent to respective total (n); # % on respective attributes
 ** $p \leq 0.01$; * $p \leq 0.05$; NS - $p > 0.05$

The attribute that garnered the highest overall percentage was price details, with 95.00% of respondents considering it an important factor in their food choices. This underscores the significance of price in consumer decision-making. When examining the data by age group, participants below 30 years (92.85%) and those between 31-50 years (94.11%) exhibited a relatively lower emphasis on price details compared to individuals above 50 years (100.00%). However, the chi-square test did not indicate a statistically significant association ($\chi^2 = 2.18$; $p > 0.05$), suggesting that consumers of

different age groups similarly value price information in their decision-making process. This indicates that the consumers, irrespective of age, are price-conscious and actively consider the cost implications of their food purchases (Alita *et al.*, 2023) [2]. They may prioritize affordability and seek value for money when selecting products, taking into account factors such as budget constraints and economic considerations.

The next attribute that garnered the highest overall percentage was the expiry date, with 87.47% of respondents considering it an important factor in their food choices. This indicates that

a significant majority of participants value the freshness and safety of food products as indicated by the expiry date. Participants below 30 years (92.85%) and those between 31-50 years (88.20%) exhibited a slightly higher emphasis on expiry dates compared to individuals above 50 years (76.60%). However, when examining the data by age group, there was no statistically significant association ($\chi^2 = 3.61$; $p > 0.05$) attached on the expiry dates, suggesting that the importance of expiry dates remains relatively consistent across different age groups. The results indicated that the consumers recognize the significance of checking the expiry date to ensure they are consuming products within their designated shelf life and avoiding potential health risks.

Brand recognition played a significant role, with 84.97% of respondents considering it an important factor in their food choices. This indicates the influence of brand reputation and image on consumer decision-making. When examining the data by age group, participants below 30 years (91.07%) and those between 31-50 years (88.20%) showed a slightly higher emphasis on the brand compared to individuals above 50 years (70.00%). The chi-square test indicated a statistically significant difference ($\chi^2 = 7.19$; $p < 0.05$), suggesting that younger consumers may attach more importance to the brand when making food choices compared to older individuals.

The presence of a logo and license on food labels was deemed important by 72.50% of the participants. This highlights the role of visual cues and certifications in influencing consumer perceptions. When analysing the data by age group, participants below 30 years (87.50%) showed a higher preference for the presence of logos and licenses compared to those between 31-50 years (79.40%) and individuals above 50 years (36.60%). The chi-square test confirmed a highly significant difference ($\chi^2 = 26.46$; $p < 0.01$), suggesting that younger consumers may be more cautious about product certifications, safety standards, and endorsements represented by symbols and logos. On the other hand, older consumers may have established trust in certain symbols and logos and may prioritize other aspects of labelling information.

The attribute of storage condition was considered significant by 54.10% of the participants. This indicates that more than half of the respondents take into account the appropriate storage conditions of food products. However, when examining the data by age group, there was no statistically significant difference in the importance placed on storage conditions. Participants below 30 years (48.27%) showed slightly lower concern compared to those between 31-50 years (61.67%) and individuals above 50 years (56.60%). The chi-square test did not indicate a significant difference ($\chi^2 = 1.67$; $p > 0.05$), suggesting that the importance of storage conditions is relatively consistent across different age groups. Nutritional values were considered important by 50.00% of the participants. This reflects the growing awareness and focus on health and wellness among consumers. When

examining the data by age group, participants below 30 years (57.10%) showed a slightly higher emphasis on nutritional values compared to those between 31-50 years (47.05%) and individuals above 50 years (40.00%). However, the chi-square test did not indicate a statistically significant difference ($\chi^2 = 2.46$; $p > 0.05$), suggesting that the importance of nutritional values remains relatively consistent across different age groups.

Lastly, ingredient details were considered significant by 42.00% of the participants. This reflects the growing concern for transparency and understanding of food ingredients among consumers. Analysing the data by age group, participants below 30 years (28.57%) showed a lower concern for ingredient details compared to those between 31-50 years (41.11%) and individuals above 50 years (66.67%). The chi-square test confirmed a highly significant difference ($\chi^2 = 11.67$; $p < 0.01$), suggesting that older individuals may pay more attention to understanding the ingredients used in food products compared to younger consumers. Older consumers, who are often more health-conscious and concerned about dietary preferences, may exhibit higher levels of interest in scrutinizing ingredient lists. Younger consumers, on the other hand, may have different priorities and factors influencing their product choices, leading to different levels of attention towards ingredient details. These findings were in contrast with previous research, such as the study conducted by Saha *et al.* (2013)^[17], which suggests that younger Indian consumers are more health-conscious and pay closer attention to the nutritional composition of food products. This highlights the need for food companies to consider the specific preferences and concerns of different age groups when designing their product packaging and labelling strategies. This targeted approach can help build trust, meet consumer expectations, and ultimately contribute to consumer satisfaction and informed decision-making.

Overall, the analysis of food label attributes and their association with age groups revealed varying degrees of significance. Understanding these differences can assist food manufacturers and marketers in tailoring their labelling strategies to meet the specific needs and preferences of different age groups. However, it is important to note that certain attributes, such as expiry date and price details, were consistently valued across all age groups, indicating their universal significance in food choices.

Relationship between food label attributes and gender

The study analysed attention-seeking attributes of labelling information with respect to gender, as shown in Table 2. Respondents were divided into two groups: male and female. The table presents the percentage of each attribute for each gender group, accompanied by chi-square values indicating statistical significance.

Table 2: Food label attributes vs. Gender

Food Label Information/ attribute	Gender		Overall # (%)	χ^2
	Male (n = 68)	Female (n = 52)		
Expiry date	63 (92.64)	41 (78.84)	87.47	4.86*
Storage condition	23 (33.38)	42 (80.77)	54.10	26.16**
Brand	62 (91.17)	40 (76.92)	84.97	4.70*
Logo & license	52 (76.47)	35 (67.30)	72.50	1.24 ^{NS}
Nutritional values	28 (41.11)	32 (61.50)	50.00	4.89*
Price details	64 (94.11)	50 (96.11)	95.00	0.26 ^{NS}
Ingredient details	15 (22.05)	35 (67.33)	42.00	30.47**
Figures in parentheses indicate percent to respective total (n); # % on respective attributes				
** $p \leq 0.01$; * $p \leq 0.05$; NS - $p > 0.05$				

The attribute that obtained the highest overall percentage among respondents was price details, with a substantial 95.00% considering it as an important factor in their food choices. This finding suggests that consumers place significant emphasis on the affordability and value for money when selecting food products. Interestingly, there were no statistically significant differences between genders regarding the importance of price details, with both males (94.11%) and females (96.11%) exhibiting similar preferences ($\chi^2 = 0.26; p > 0.05$). This indicates that price details are universally valued by both genders in their decision-making process.

The attribute of the expiry date received considerable attention, with an overall percentage of 87.47%. This indicates the importance consumers place on the freshness and safety of food products. When exploring gender differences, it was observed that a higher percentage of males (92.64%) paid attention to the expiry date compared to females (78.84%). The chi-square test confirmed a statistically significant difference between genders ($\chi^2 = 4.86; p < 0.05$), suggesting that males are more cautious about the expiry date than females.

Brand recognition emerged as a significant attribute, with 84.97% of respondents considering it an important factor in their food choices. When analysing gender differences, it was found that a higher percentage of males (91.17%) emphasized the brand compared to females (76.92%). This difference was statistically significant ($\chi^2 = 4.70; p < 0.05$), indicating that males are more brand-conscious than females. This highlights the role of brand reputation and familiarity in influencing consumer choices, particularly among male participants. The observed gender-based difference in attention towards the brand attribute aligns with the findings reported by Aygen (2012) [3], Dalrymple *et al.* (2016) [4], Patricia (2016) [16] and Ganpat *et al.* (2018) [5]. These studies have also documented that males tend to place more importance on the brand when evaluating and selecting products. The reasons behind this gender disparity in brand attention could be multifaceted, including factors such as brand loyalty, product image, and perceived quality associated with certain brands. The significance of the brand attribute as an attention-seeking factor highlights the importance for marketers and companies to carefully consider their branding strategies.

The presence of a logo and license on food labels was deemed important by 72.50% of the participants. However, when examining gender differences, the percentage of males (76.47%) and females (67.30%) paying attention to this attribute did not differ significantly ($\chi^2 = 1.24; p > 0.05$). This suggests that both genders have similar preferences regarding the presence of logos and licenses on food labels. The presence of these visual cues may serve to enhance consumer trust and provide a sense of authenticity, irrespective of

gender differences.

The storage condition attribute was regarded as significant by 54.10% of the respondents. Intriguingly, a significantly lower percentage of males (33.38%) paid attention to storage conditions compared to females (80.77%). The difference was highly significant ($\chi^2 = 26.16; p < 0.01$), indicating that females are more concerned about the appropriate storage of food items. This suggests that communicating proper storage instructions on food labels may play a more influential role in influencing female consumers' choices. This finding aligns with previous research by Vemula (2014) [19] and suggests that females exhibit a heightened attentiveness to storage conditions when evaluating products.

Nutritional values were considered important by 50.00% of the participants. Further analysis revealed that a higher percentage of females (61.50%) paid attention to nutritional values compared to males (41.11%). The chi-square test indicated a statistically significant gender difference ($\chi^2 = 4.89; p < 0.05$), suggesting that females are more conscious of the nutritional content of food products than males. This finding highlights the significance of providing comprehensive nutritional information on food labels to cater to the specific needs and preferences of female consumers. The higher levels of concern among females may stem from a range of factors, including cultural, societal, or personal influences.

Lastly, ingredient details were considered significant by 42.00% of the participants. The analysis of gender differences revealed a significantly higher percentage of females (67.33%) paying attention to ingredient details compared to males (22.05%). This difference was highly significant ($\chi^2 = 30.47; p < 0.01$), indicating that females are more concerned about understanding the ingredients used in food products. This underscores the importance of transparent labelling practices and providing clear ingredient information to cater to the needs and preferences of female consumers.

Overall, the analysis of food label attributes demonstrated varying degrees of significance and gender differences. Price details had the highest overall percentage, followed by the expiry date, brand, logo and license, nutritional values, storage condition, and ingredient details. Understanding these gender differences and the statistical significance associated with them provides valuable insights for food manufacturers and marketers to tailor their labelling strategies to meet the specific needs and preferences of different consumer groups.

Relationship between food label attributes and education

The Table 3 presents the attention-seeking attributes of food labelling information across different educational backgrounds: no formal education, school education, degree holders, and postgraduates.

Table 3: Food label attributes vs. education

Food Label Information/ attribute	Educational level				Overall # (%)	χ^2
	No formal (n = 12)	School (n = 32)	UG (n = 47)	PG (n = 29)		
Expiry date	4 (33.33)	27 (84.37)	46 (97.80)	28 (96.55)	87.47	39.27**
Storage condition	2 (16.67)	11 (61.67)	29 (61.70)	23 (79.31)	54.10	20.31**
Brand	6 (50.00)	21 (65.62)	46 (97.87)	29 (100.00)	84.97	32.18**
Logo & license	1 (8.33)	16 (50.00)	43 (91.40)	27 (93.10)	72.50	47.58**
Nutritional values	1 (8.33)	10 (31.25)	28 (59.57)	21 (72.40)	50.00	20.38**
Price details	10 (83.33)	30 (93.75)	46 (97.87)	28 (96.55)	95.00	4.51 ^{NS}
Ingredient details	2 (16.67)	12 (37.50)	22 (46.80)	14 (48.27)	42.00	4.54 ^{NS}

Figures in parentheses indicate percent to respective total (n); # % on respective attributes
 ** $p \leq 0.01$; * $p \leq 0.05$; NS - $p > 0.05$

The attribute that garnered the highest overall percentage was price details, with 95.00% of respondents considering it an important factor in their food choices. This underscores the significance of price in consumer decision-making. When examining the data by educational level, it was found that individuals with no formal education (83.33%) and those with a school-level education (93.75%) exhibited a relatively higher emphasis on price details compared to participants with an undergraduate (97.87%) or postgraduate (96.55%) education. However, the chi-square test did not indicate a statistically significant difference ($\chi^2 = 4.51$; $p > 0.05$), suggesting that consumers of different educational levels similarly value price information in their decision-making process.

The attribute of the expiry date was considered significant by 87.47% of the participants overall. This high percentage indicates that a significant majority of respondents value the freshness and safety of food products as indicated by the expiry date. When examining the data by educational level, it was found that individuals with no formal education (33.33%) and those with a school-level education (84.37%) placed relatively less emphasis on expiry dates compared to participants with an undergraduate (97.80%) or postgraduate (96.55%) education. This suggests that individuals with higher educational levels may have a better understanding of the importance of expiry dates in food safety and quality. The chi-square test confirmed a highly significant difference ($\chi^2 = 39.27$; $p < 0.01$), indicating that individuals with higher educational levels attach more importance to expiry dates on food labels compared to those with lower educational levels. That is, the observed differences in attention are not due to chance, but are influenced by individuals' educational backgrounds. This finding highlights the need to consider education as a factor in understanding consumers' attention-seeking behaviours regarding the expiry date attribute in food labelling.

Brand recognition played a significant role, with 84.97% of respondents considering it an important factor in their food choices. This high percentage indicates the influence of brand reputation and image on consumer decision-making. When examining the data by educational level, it was found that individuals with no formal education (50.00%) and those with a school-level education (65.62%) placed relatively less emphasis on the brand compared to participants with an undergraduate (97.87%) or postgraduate (100.00%) education. This suggests that individuals with higher educational levels may have a greater awareness of brand reputation and its implications for product quality and reliability. These individuals often have higher income levels, allowing them to invest in reputable brands associated with quality and reliability. Moreover, their advanced education equips them with critical thinking skills and exposure to diverse information sources, enabling them to recognize and appreciate the value that established brands bring. The chi-square test confirmed a statistically significant difference ($\chi^2 = 32.18$; $p < 0.01$), suggesting that individuals with higher educational levels are more likely to consider brand reputation when making food choices.

The presence of a logo and license on food labels was deemed important by 72.50% of the participants overall. This highlights the role of visual cues and certifications in influencing consumer perceptions. When analysing the data by educational level, it was found that individuals with no formal education (8.33%) and those with a school-level education (50.00%) showed relatively lower preference for

the presence of logos and licenses compared to participants with an undergraduate (91.40%) or postgraduate (93.10%) education. This suggests that individuals with higher educational levels may have a better understanding of the significance of logos and licenses in ensuring the authenticity and credibility of food products. The chi-square test confirmed a highly significant difference ($\chi^2 = 47.58$; $p < 0.01$), indicating that individuals with higher educational levels attach more importance to recognizable logos and licenses on food labels compared to those with lower educational levels. The higher levels of attention towards symbols, logos, and licensing information among degree holders and postgraduates can also be attributed to their critical thinking skills, understanding of product authenticity, safety, and compliance, and awareness of the risks associated with counterfeit products. This heightened attention contributes to consumer confidence and protection against fraud.

The attribute of storage condition was considered significant by 54.10% of the participants overall. This indicates that more than half of the respondents take into account the appropriate storage conditions of food products. When examining the data by educational level, it was found that individuals with no formal education (16.67%) and those with a school-level education (61.67%) showed relatively lower concern for storage conditions compared to participants with an undergraduate (61.70%) or postgraduate (79.31%) education. The increased attention towards storage conditions among individuals with higher educational attainment can be attributed to their exposure to information and knowledge about proper food storage practices, understanding of potential risks, emphasis on health and wellness, and possession of critical thinking skills. The chi-square test confirmed a statistically significant difference ($\chi^2 = 20.31$; $p < 0.01$), indicating that individuals with higher educational levels tend to place more importance on storage conditions when making food choices.

Nutritional values were considered important by 50.00% of the participants overall. This reflects the growing awareness and focus on health and wellness among consumers. When examining the data by educational level, it was found that individuals with no formal education (8.33%) and those with a school-level education (31.25%) showed relatively lower emphasis on nutritional values compared to participants with an undergraduate (59.57%) or postgraduate (72.40%) education. However, the chi-square test did not indicate a statistically significant difference ($\chi^2 = 20.38$; $p > 0.05$), suggesting that the importance of nutritional values remains relatively consistent across different educational levels. Higher education is associated with a greater understanding of nutrition and its impact on health, leading individuals to prioritize nutritional information when making food choices. The possession of critical thinking skills among those with advanced education allows for effective analysis and evaluation of nutritional values, aligning their choices with personal dietary goals. Furthermore, individuals with higher education place a higher value on consuming nutritious foods and exhibit closer attention to nutritional values on product labels due to their emphasis on personal well-being and proactive health management.

Lastly, ingredient details were considered significant by 42.00% of the participants overall. This reflects the growing concern for transparency and understanding of food ingredients among consumers. When examining the data by educational level, it was found that individuals with no formal

education (16.67%) and those with a school-level education (37.50%) showed relatively lower concern for ingredient details compared to participants with an undergraduate (46.80%) or postgraduate (48.27%) education. The chi-square test did not indicate a statistically significant difference ($\chi^2 = 4.54$; $p > 0.05$), suggesting that the importance of ingredient details remains relatively consistent across different educational levels.

The findings of this study are consistent with prior research conducted by Wahab (2014)^[20], Majid *et al.* (2015)^[11] and Dalrymple *et al.* (2018)^[5], which also reported a positive relationship between higher education levels and increased attention to food labels. Individuals with higher education levels are more likely to possess a deeper understanding of nutrition, health, and food safety, leading to a greater appreciation for the information provided on product labels.

Overall, the analysis of food label attributes and their association with educational levels revealed varying degrees of significance. Understanding these differences can assist food manufacturers and marketers in tailoring their labelling strategies to meet the specific needs and preferences of different educational backgrounds. However, it is important to note that certain attributes, such as the expiry date and nutritional values, were consistently valued across all educational levels, indicating their universal importance in food choices.

Conclusion

In conclusion, this study provides valuable insights into consumers' awareness and behaviours regarding labelling information on food products. The findings indicate that a majority of respondents demonstrate interest in reading food labels, highlighting the significance of labelling information in making healthier choices and purchase decisions. Socio-demographic characteristics, such as age and education level, were identified as influential factors in consumers' attention to and utilization of food labels. Based on the results, it is recommended that food manufacturers and policymakers prioritize the provision of clear and accurate labelling information on food products. This includes ensuring the visibility and comprehensibility of essential information such as the expiry date, attention towards brand, and checking symbols/logos and license. Clear and accurate labelling helps consumers make informed decisions and promotes transparency in the food industry. Furthermore, efforts should be directed towards increasing consumer awareness of the importance of reading labels, particularly among older and less-educated consumers. Education campaigns and targeted communication strategies can help raise awareness and improve understanding of the significance of labelling information. By empowering consumers with knowledge and promoting label literacy, individuals can make more informed choices and contribute to their overall well-being. Overall, the study emphasizes the importance of effective labelling practices and consumer education in promoting healthier food choices and facilitating informed decision-making. Implementing these recommendations can enhance consumer trust, facilitate better dietary choices, and ultimately contribute to public health and well-being.

Conflict of Interest

Not available.

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Not available.

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