

ISRG Journal of Multidisciplinary Studies (ISRGJMS)



ISRG PUBLISHERS

Abbreviated Key Title: isrg j. multidiscip. Stud.

ISSN: 2584-0452 (Online)

Journal homepage: <https://isrgpublishers.com/isrgjms/>

Volume – IV, Issue - V (May) 2026

Frequency: Monthly



INFLUENCE OF NUTRITIONAL FACT ON CONSUMER PURCHASE PREFERENCE FOR LOCALLY PRODUCED FOOD OF EASTERN SAMAR

Rexan Mar Lacco-o^{1*}, Jordan M. Cabaguing²

^{1,2} Eastern Samar State University Guiuan Campus

| Received: 16.05.2026 | Accepted: 20.05.2026 | Published: 23.05.2026

*Corresponding author: Rexan Mar Lacco-o

Abstract

This study examined the influence of nutritional labeling on consumer purchase preferences for locally produced food products in Eastern Samar, Philippines. Specifically, it aimed to determine the extent to which consumers consider nutritional information, assess their purchase preferences in terms of intention to buy, visit, and recommend, and identify the relationship between nutritional label use and purchase preferences. A quantitative descriptive-correlational research design was employed, involving 100 consumers selected through convenience sampling. Data were collected using an adapted survey questionnaire and analyzed using descriptive statistics and Pearson correlation. Findings revealed that consumers demonstrate a very high level of consideration for nutritional labels, particularly in checking ingredients, expiration dates, and health-related information. Results also showed that consumers exhibit a strong preference for locally produced products with clear nutritional labeling, indicating strong intentions to purchase, visit stores, and recommend them. Furthermore, a moderate, statistically significant relationship was found between the extent of nutritional label use and consumer purchase preferences ($r = 0.537, p < 0.05$), suggesting that greater engagement with nutritional information leads to more informed, health-conscious purchasing decisions. The study concludes that nutritional labeling plays a crucial role in influencing consumer behavior and promoting healthier food choices. It highlights the importance of clear, accurate, and user-friendly labeling, as well as the need for enhanced nutrition education. The findings provide valuable insights for local producers, policymakers, and health educators to improve labeling practices and encourage informed consumer decision-making.

Keywords: Nutritional labelling, Consumer purchase preference, Locally produced food, Eastern Samar

INTRODUCTON

In recent years, growing public awareness of the relationship between diet and health has significantly influenced consumer food choices. The increasing prevalence of non-communicable diseases such as obesity, diabetes, and cardiovascular disorders has intensified demand for healthier and more transparent food options. In response, nutritional content labels have emerged as an important informational tool designed to guide consumers toward healthier purchasing decisions. These labels provide details on calories, macronutrients, vitamins, minerals, and other dietary components, thereby reducing information asymmetry between producers and consumers (Grunert & Wills, 2007). As a public health intervention, standardized nutritional labeling systems—including front-of-pack labels and traffic light formats—have been widely implemented to promote informed decision-making and encourage healthier consumption behaviors (Campos, Doxey, & Hammond, 2001; Temple & Fraser, 2022).

Empirical studies consistently demonstrate that clear, accurate, and well-designed nutritional labels enhance consumer trust, attention, and purchase intention. Consumers are more likely to select products that provide transparent, comprehensible nutritional information (Rahman, Islam, & Alam, 2023). Label features such as simplified formats, color coding, and pictograms further improve understanding and influence healthier choices (Wang, Li, & Zhang, 2022; Miller & Cassady, 2023). However, the effectiveness of nutritional labels varies according to demographic factors such as age, educational attainment, and health literacy (Nelson & Lytle, 2023; Kim et al., 2023). While younger and health-conscious consumers tend to use nutritional information more frequently, older individuals or those with lower health literacy may find complex labels difficult to interpret.

Despite extensive research on branded and packaged foods in urban and developed market settings, limited attention has been given to the influence of nutritional labeling on locally produced food products in rural or semi-urban contexts. Locally produced foods play a crucial role in regional food systems, particularly in areas such as Eastern Samar, Philippines. These products are valued for their cultural relevance, freshness, affordability, and contribution to local livelihoods. However, nutritional labeling practices among small-scale local producers often remain inconsistent due to financial constraints, limited technical expertise, and insufficient regulatory enforcement (Feldmann et al., 2015). As a result, consumers may rely more heavily on price, taste, familiarity, or cultural preference rather than nutritional value when purchasing locally processed foods.

The absence or inconsistency of standardized nutritional labels may influence consumer perceptions of product quality, safety, and credibility. Research suggests that consumers demonstrate greater willingness to purchase local products when clear nutritional labels are present (Chen & Huang, 2023). Conversely, unclear or misleading labels can generate skepticism and distrust, potentially reducing purchase intention (Lee & Park, 2023). These dynamics highlight the importance of examining how consumers interpret and respond to nutritional information within the local food market context.

In Eastern Samar, where locally processed food products form an integral part of household consumption and community economic activity, understanding the influence of nutritional labeling on purchasing behavior is both academically and practically

significant. Yet, empirical evidence examining this relationship in the region remains scarce. There is a need to investigate how demographic characteristics, label comprehension, and health awareness shape consumer preferences for locally produced food.

This study aims to assess the influence of nutritional content labels on consumer purchasing preferences for locally produced food products in Eastern Samar. Specifically, it examines whether demographic factors—such as age, gender, educational attainment, and occupation—affect consumers' use and understanding of nutritional labels. It also evaluates purchase frequency, repeat buying behavior, store visitation, and willingness to recommend products based on the presence and clarity of nutritional information.

By analyzing the relationship between nutritional labeling and consumer buying behavior in a local context, this research contributes to the growing body of literature on food labeling and public health. The findings may inform the development of improved labeling standards, targeted nutrition education initiatives, and strategic marketing practices for small-scale food producers. Ultimately, the study seeks to promote healthier food choices, strengthen consumer trust, and enhance the competitiveness and sustainability of locally produced food products in Eastern Samar.

Objectives of the Study

This study aimed to assess the influence of nutritional label use on consumer purchase decisions for locally processed food. Specifically, it sought to answer the following questions:

1. What extent consumers consider nutritional facts in purchasing locally produced foods?
2. What is the level of consumers' purchase preference on locally produced foods in terms of:
 - 3.1. intention to buy,
 - 3.2. intention to visit; and
 - 3.3. intention to recommend
3. Is there a significant relationship between the extent of consumer use of nutritional labels and purchasing preference?

METHODOLOGY

Research Design

The study employed a quantitative research design, specifically a descriptive-correlational approach, to examine the influence of nutritional labeling on consumer purchase decisions for locally processed food. The descriptive method was used to assess consumer perceptions, trust, and challenges in interpreting nutritional labels, while the correlational approach was used to determine the relationships among the variables (Creswell & Creswell, 2018). This research design ensures a systematic and objective assessment of how labeling information impacts consumer choices, ultimately contributing to the improvement of nutritional labeling strategies for locally processed food products (Grunert & Wills, 2007).

Locale of the Study

This study was conducted in Eastern Samar, Philippines, a province known for its rich agricultural and marine resources that support a thriving locally processed food industry. Eastern Samar is home to numerous small and medium-sized food enterprises that produce a variety of traditional and locally processed food

products, including coconut-based goods, root-crop snacks, and native delicacies. These products play a crucial role in the province's economy, serving both local consumers and tourists. The selection of Eastern Samar as the study area is based on the increasing awareness of nutrition and health-conscious consumption among its residents. Despite the presence of nutritional labeling on some locally processed food products, consumer understanding and trust in these labels remain uncertain. By focusing on this province, the study aims to assess how nutritional labeling influences consumer purchasing decisions, identify challenges in label interpretation, and provide insights to improve labeling strategies that benefit consumers and local food producers.

Respondents of the Study

The respondents in this study are consumers of locally produced food products in Eastern Samar. Participants were selected based on their purchasing behavior, ensuring that they have prior experience purchasing locally processed food products and exposure to nutritional labeling. The study included a diverse group of consumers across age, gender, educational attainment, and income levels. However, no minors were considered as participants. These demographic characteristics are considered important because they significantly influence how individuals interpret, evaluate, and respond to nutritional information (Grunert & Wills, 2023). Individuals who do not regularly purchase locally processed food products were excluded to ensure that the data gathered reflects relevant consumer experiences. This study employed a convenience sampling technique to select respondents. Convenience sampling is a non-probability sampling method that involves selecting readily available participants who meet the established inclusion criteria (Etikan, 2023). This approach is appropriate for consumer behavior research, as it facilitates efficient data collection from individuals who actively purchase locally produced food products and are exposed to nutritional labels at the point of sale. A total of 100 respondents participated in the study. This sample size is consistent with prior research on consumer behavior and labeling effectiveness and is considered adequate for conducting descriptive and inferential statistical analyses (Hair et al., 2019). To ensure diversity within the sample, respondents were approached in locations where locally processed food products are commonly sold, including public markets, grocery stores, supermarkets, and food stalls across Eastern Samar. Collecting data from multiple selling points increases the likelihood of capturing varied consumer perspectives and purchasing patterns.

Research Instrument

This study utilized an adopted survey questionnaire to assess the influence of nutritional labeling on consumers' purchase decisions for locally produced foods. The questionnaire consists of four sections. The first section is the demographic profile of the respondents, considering their age, gender, educational attainment, income level, and frequency of purchasing locally produced products. The second part is the extent of use of nutritional labels when purchasing locally produced products, adapted from the study by Ariyawardana and Prathiraja (2003), with ten items. Lastly, the level of influence of nutritional labels on consumers' purchasing decisions with indicators of intention to buy, visit, and recommend composed of 15 questions adopted from Sobaih and Abdelaziz (2022) with the study titled "The impact of nutrition labeling on customer buying intention and behaviors in fast food

operations: some implications for public health" modified to suit to the current study. Since the questionnaire has been adopted, it has undergone content validation by experts in nutrition, marketing, and consumer behavior to ensure it aligns with the study's objectives and remains relevant to the local context of Eastern Samar.

Data Gathering Procedure

The data collection process for this study followed a systematic approach to ensure accuracy and reliability in assessing the influence of nutritional labels on consumers' purchasing decisions for locally produced food. The researchers sought permission from the Dean of the Graduate School and explained the purpose of the study. Afterward, the researchers handed over the questionnaire to the target respondents. Before distributing the questionnaire, the respondents were briefed about the purpose of the study, the confidentiality of their responses, and their right to withdraw at any time. Two methods were employed to facilitate data collection: distributing face-to-face surveys in public markets and grocery stores, and disseminating online surveys via Google Forms to reach a broader audience. The hybrid approach ensures inclusivity, allowing participation from individuals with limited availability for in-person interviews. Once data collection was completed, responses were reviewed for completeness and accuracy. Ethical considerations, including informed consent and data confidentiality, will be strictly observed to ensure compliance with research ethics guidelines.

Data Analysis

The analysis aims to interpret respondents' perceptions, evaluate the effectiveness of nutritional labeling, and determine its influence on purchasing decisions. Descriptive statistical tools were used to summarize and present the demographic profile of the respondents, including age, gender, educational attainment, occupation, and frequency of purchasing locally produced food. Frequency distributions and percentages will be applied to clearly represent respondent characteristics. The extent to which nutritional labels are used in purchasing locally produced foods will be analyzed using mean scores and standard deviation. However, to determine the relationship between nutritional labeling and consumer purchase decisions, Pearson correlation analysis was employed. To assess the difference between the respondents' demographic profile and the extent of use of nutritional labels, One-Way ANOVA was utilized. This statistical test will assess whether there is a significant correlation between the presence of nutritional labeling and consumer purchasing behavior. All data was processed using statistical software such as SPSS, ensuring accuracy in calculations and interpretation. To further interpret the results, qualitative descriptions will be assigned to mean values, ensuring a clear understanding of how respondents perceive nutritional labeling and its influence on consumer purchase decisions for locally processed food.

RESULTS AND DISCUSSION

Extent of Consideration of Nutritional Facts in Purchasing Local Products. Table 1 shows the results for the extent of consideration of nutritional facts in consumers' purchase of local products.

Table 1. Extent of Consideration of Nutritional Labels When Purchasing Locally Processed Foods

Items	Mean	Description	Interpretation
The product brand is checked before purchasing a food item.	4.21	Strongly Agree	Very Large Extent
I always read the ingredients list to understand what is in the product.	4.60	Strongly Agree	Very Large Extent
I pay attention to food products' sugar, fat, and calorie content before consuming them.	4.37	Strongly Agree	Very Large Extent
I take note of the manufacturer's name when selecting a food product.	4.13	Agree	Large Extent
It is important to provide cooking instructions on the food packaging.	4.77	Strongly Agree	Very Large Extent
I read and consider warnings on food labels before consumption.	4.60	Strongly Agree	Very Large Extent
Allergy advice on food packaging is considered in my purchase.	4.50	Strongly Agree	Very Large Extent
I check the best-before date before purchasing food.	4.60	Strongly Agree	Very Large Extent
I consider and follow the storage information provided on food packaging.	4.43	Strongly Agree	Very Large Extent
I read and follow the usage instructions on food labels.	4.47	Strongly Agree	Very Large Extent
Grand Mean	4.46	Strongly Agree	Very Large Extent

Legend: 4.21-5.00 -Very Large Extent, 3.41-4.20-Extent, 2.61 - 3.40- Moderately Extent, 1.81 – 2.60 – Not Extent, 1.00-1.81 – Very Large Not Extent

Among the indicators of consumers' use of nutritional labeling in purchasing, Item 5 had the highest mean score (M = 4.77), indicating a Very Large Extent. This suggests that respondents rely heavily on nutritional labels when making food choices, particularly to evaluate the healthfulness of products. This finding supports Kotler (2020), who emphasized that consumers increasingly value detailed product information in informed decision-making. Likewise, Grunert and Wills (2007) found that higher engagement with nutritional labeling reflects a strong desire to select healthier options and reduce perceived purchasing risks.

On the other hand, Item 4 received the lowest mean score (M = 4.13), though still interpreted as Large Extent. This indicates that while respondents frequently use nutritional labels, this specific behavior—likely involving deeper analysis or cross-comparison of

nutrients—is slightly less practiced. According to Schiffman and Wisenblit (2019), consumers engage differently with label details depending on perceived relevance and cognitive effort required. Similarly, Campos, Doxey, and Hammond (2011) noted that although consumers generally recognize the importance of nutritional information, the depth of label usage varies with individual motivation and product familiarity.

Overall, the highest and lowest ratings indicate that consumers strongly value nutritional information but differ in how extensively they analyze or compare specific label details.

Level of Consumers' Purchase Preference on Locally Produced Foods. The second objective of the study is to measure the level of consumers' purchase preference on locally produced foods in terms of intention to buy, intention to visit, and intention to recommend. The results for this objective is shown in the succeeding tables.

Table 2. Level of Consumers' Purchase Preference on Locally Produced Products in terms of their Intention to Buy

Items	Mean	Description	Interpretation
I am planning to choose a nutrition-labeled food item when eating and buying in the future.	4.70	Strongly Agree	Very Influential
I intend to choose a nutrition-labeled menu item when eating out.	4.43	Strongly Agree	Very Influential
I prefer purchasing locally produced products that provide comprehensive nutritional information.	4.30	Strongly Agree	Very Influential
Nutritional labels make me more inclined to choose locally produced products over imported alternatives.	4.37	Strongly Agree	Very Influential
When I understand their nutritional value, I feel more confident buying locally produced products.	4.43	Strongly Agree	Very Influential
Grand Mean	4.44	Strongly Agree	Very Influential

Legend: 4.21-5.00 -Highly Influential, 3.41-4.20-Influential, 2.61 - 3.40- Moderately Influential, 1.81 – 2.60 – Not Influential, 1.00-1.81 – Highly Not Influential

The findings reveal that the item with the highest mean is “I am planning to choose a nutrition-labeled food item when eating and buying in the future” with a mean of 4.70, interpreted as Strongly Agree and Very Influential. This indicates that consumers place significant value on nutrition labeling as a factor that shapes their

intention to make informed food choices. This result aligns with Kotler (2020), who emphasized that consumers increasingly rely on informational cues, such as nutritional labels, to reduce uncertainty and make healthier, well-informed purchasing decisions. The high rating suggests that nutrition labeling plays a pivotal role in influencing behavioral intentions and food selection.

Conversely, the item with the lowest mean, “I prefer purchasing locally produced products that provide comprehensive nutritional information,” scored 4.30, still interpreted as Strongly Agree and Very Influential. Although this score remains high, it is slightly lower than the other indicators, implying that while consumers value nutritional information, they may engage less intensively in behaviors such as comparing detailed nutrient contents or analyzing label components. This observation is consistent with Schiffman et al. (2019), who noted that consumers are selective in

the cognitive effort they invest when processing product information, focusing primarily on the most relevant or easily understood details. Similarly, Campos et al. (2011) highlighted that variations in label use can reflect differences in motivation, familiarity with products, or time constraints, which may explain the relatively lower influence of this item.

Overall, both the highest and lowest means indicate that nutrition labeling exerts a very strong influence on consumer intentions to choose food products. The results reinforce the literature, which emphasizes that transparency and informational clarity are key drivers of modern consumer decision-making (Grunert et al., 2007; Kotler, 2020).

Table 3. *Level of Consumers’ Purchase Preference on Locally Produced Products in terms of their Intention to Visit*

Items	Mean	Description	Interpretation
I plan to visit a grocery store that features nutrition labeling in the future.	4.70	Strongly Agree	Very Influential
The availability of nutritional labels encourages me to explore local stores that sell such products.	4.43	Strongly Agree	Very Influential
I am more interested in visiting stores that clearly label product nutritional information.	4.30	Strongly Agree	Very Influential
I am motivated to visit stores prioritizing nutritional transparency in locally produced products.	4.37	Strongly Agree	Very Influential
I will consider nutrition labeling as an essential factor when choosing a store to visit in the future.	4.43	Strongly Agree	Very Influential
Grand Mean	4.45	Strongly Agree	Very Influential

Legend: 4.21-5.00 -Highly Influential, 3.41-4.20-Influential, 2.61 - 3.40- Moderately Influential, 1.81 – 2.60 – Not Influential, 1.00-1.81 – Highly Not Influential

The findings reveal that the item with the highest mean is “I am planning to visit a food store featuring nutrition labeling in the future” with a mean of 4.70, interpreted as Strongly Agree and Very Influential. This indicates that consumers place significant value on nutrition labeling as a factor that shapes their intention to visit food stores. This result aligns with Kotler’s (2020) assertion that consumers increasingly make purchase and store-visit decisions based on transparency and clarity of information, especially for health-related product attributes. The high rating suggests that nutrition labeling plays a pivotal role in influencing behavioral intentions and store preference.

Conversely, the item with the lowest mean, “I am more interested in visiting stores where I can find clearly labeled nutritional information on products,” scored 4.30, still interpreted as Strongly

Agree and Very Influential. Although this score remains high, it is slightly lower than the other indicators, suggesting that while consumers highly value nutritional transparency, this factor may be somewhat less influential than forward-looking intentions, such as planning future store visits. This observation is consistent with Schiffman and Wisenblit’s (2019) explanation that consumer interest levels may vary depending on the perceived usefulness and accessibility of information. In this case, interest remains strong but less dominant than the broader intention to visit nutrition-labeled stores.

Overall, both the highest and lowest means indicate that nutrition labeling exerts a very strong influence on consumer store-visiting behaviors, reinforcing literature that identifies transparency as a key driver of modern consumer decision-making (Kotler & Keller, 2020).

Table 4. *Level of Consumers’ Purchase Preference on Locally Produced Products in terms of their Intention to Recommend*

Items	Mean	Description	Interpretation
I plan to recommend a store featuring nutrition labeling when someone asks me about it.	4.33	Strongly Agree	Very Influential
I am more likely to promote locally produced products with transparent nutritional labeling.	4.30	Strongly Agree	Very Influential
I will expend effort on persuading everybody who asks me about eating out to visit a food store featuring nutrition labelling in the future.	4.50	Strongly Agree	Very Influential
Knowing that locally produced products have detailed nutritional labels makes me more likely to encourage others to buy them.	4.47	Strongly Agree	Very Influential

I would suggest that my family and friends choose locally produced products with clear nutritional information.	4.53	Strongly Agree	Very Influential
Grand Mean	4.43	Strongly Agree	Very Influential

Legend: 4.21-5.00 -Highly Influential, 3.41-4.20-Influential, 2.61 - 3.40- Moderately Influential, 1.81 – 2.60 – Not Influential, 1.00- 1.81 – Highly Not Influential

Among the five indicators assessed, Item 15 had the highest mean score of 4.53, indicating Strongly Agree and Very Influential. This finding suggests that respondents strongly acknowledge the influence of the factor measured in Item 15. A very high mean indicates that this aspect of nutritional labeling is particularly impactful in shaping consumer attitudes or behaviors. According to Kotler and Keller (2020), high agreement among consumers often reflects the perceived relevance and value of specific product information, especially when it supports informed decision-making. Thus, Item 15 represents the most influential factor within this set of indicators.

On the other hand, Item 12 received the lowest mean score of 4.30, though still interpreted as Strongly Agree and Very Influential. Despite being the lowest, the score remains high, indicating consistently positive consumer perceptions across all items. The slightly lower rating suggests that while respondents agree with the

Variable 1	Variable 2	Correlation Coefficient (r)	Interpretation (Strength)	p-value	Interpretation (Significance)
Extent of Consumer Use of Nutritional Label	Level of Purchase Preference	0.537	Moderate Correlation	0.002	Significant

N=100, *p<0.05

The analysis revealed a moderate, positive, and statistically significant relationship between consumers' use of nutritional labels and their purchasing decisions. The Pearson correlation coefficient $r = 0.537$ indicates that as consumers use nutritional labels more, their purchasing choices are more likely to be influenced by the information on food packaging. This suggests that individuals who actively read and interpret nutritional facts—such as calorie content, ingredients, and nutrient levels—tend to make more deliberate and health-conscious decisions when buying locally processed foods. The p-value of 0.002, well below the 0.05 threshold, confirms that the relationship is not due to chance and is statistically significant. These results demonstrate that nutritional labels play an important role in consumer decision-making, implying that label-aware consumers rely on these details to guide their product selection. Consequently, enhancing the clarity, visibility, and educational value of nutritional labels may further strengthen informed purchasing behavior among consumers.

Conclusions

This study provides meaningful insights into the role of nutritional labeling in shaping consumer behavior toward locally produced food products. The findings revealed that nutritional labels play a significant and moderately strong role in influencing purchasing decisions. Consumers who actively engage with nutritional information tend to demonstrate more deliberate, health-oriented, and informed product choices. This underscores the functional value of nutritional labels as decision-making tools that not only guide consumer preferences but also encourage healthier consumption patterns, particularly in the context of locally processed food products. The positive relationship between the

importance of the factor described in Item 12, they perceive it as marginally less influential compared to the others. As Schiffman and Wisenblit (2019) explain, consumer responses often vary based on personal relevance and perceived usefulness of specific product attributes. In this context, Item 12 remains an important factor but exerts comparatively less influence within the group.

Overall, the results show uniformly strong agreement across all items, indicating that nutritional labeling strongly influences consumer thinking and decision-making. The high scores support existing literature emphasizing the role of information transparency in enhancing consumer trust and shaping behavior (Kotler, 2021).

Relationship Between the Extent of Consumer Use of Nutritional Label and the Level of Consumers' Purchase Preference for Local Foods. Table 5 is the presentation of the results of the relationship between the variables.

Table 5. Pearson's Correlation Between the Extent of Consumer Use of Nutritional Label and the Level of Purchase Preference for Local Foods

extent of use of nutritional labels and the purchasing preference of consumers for local products further indicates that nutritional awareness contributes to improved consumer judgment. When consumers understand and interpret nutritional content effectively, they are more confident in their purchasing decisions. This highlights the importance of clarity, accuracy, and user-friendly presentation of nutritional information in maximizing its impact on consumer behavior.

However, the findings also point to variability in the consistency of label usage, suggesting that not all consumers fully utilize available nutritional information. This indicates an opportunity to strengthen nutrition education and awareness initiatives. Enhancing consumer knowledge and motivation to regularly consult nutritional labels can further reinforce positive purchasing behaviors and support public health objectives.

Overall, the study affirms that nutritional labeling is a critical mechanism for promoting informed consumer choice and healthier dietary practices. It also emphasizes the need for collaborative efforts among consumers, producers, educators, and policymakers to improve nutrition literacy and optimize labeling practices. By doing so, the potential of nutritional labels as tools for both consumer empowerment and public health promotion can be more fully realized.

REFERENCES

1. Campos, S., Doxey, J., & Hammond, D. (2011). Nutrition labels on pre-packaged foods: A systematic review. *Public Health Nutrition*, 14(8), 1496–1506. <https://doi.org/10.1017/S1368980010003290>

2. Campos, S., Doxey, J., & Hammond, D. (2011). Nutrition labels on pre-packaged foods: A systematic review. *Public Health Nutrition*, 14(8), 1496–1506. <https://doi.org/10.1017/S1368980010003290>
3. Chen, M. F., & Huang, C. H. (2023). The impacts of food labeling on consumer purchase intention: Evidence from health-conscious consumers. *Journal of Retailing and Consumer Services*, 70, 103146. <https://doi.org/10.1016/j.jretconser.2022.103146>
4. Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications. <https://us.sagepub.com/en-us/nam/research-design/book255675>
5. Etikan, I. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4. <https://doi.org/10.11648/j.ajtas.20160501.11>
6. Feldmann, C., & Hamm, U. (2015). Consumers' perceptions and preferences for local food: A review. *Food Quality and Preference*, 40, 152–164. <https://doi.org/10.1016/j.foodqual.2014.09.014>
7. Feldmann, C., & Hamm, U. (2015). Consumers' perceptions and preferences for local food: A review. *Food Quality and Preference*, 40, 152–164. <https://doi.org/10.1016/j.foodqual.2014.09.014>
8. Grunert, K. G., & Wills, J. M. (2007). A review of European research on consumer response to nutrition information on food labels. *Journal of Public Health*, 15(5), 385–399. <https://doi.org/10.1007/s10389-007-0101-9>
9. Grunert, K. G., & Wills, J. M. (2007). A review of European research on consumer response to nutrition information on food labels. *Journal of Public Health*, 15(5), 385–399. <https://doi.org/10.1007/s10389-007-0101-9>
10. Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage. <https://www.cengage.com/c/multivariate-data-analysis-8e-hair/>
11. Kim, S. Y., Nayga, R. M., & Capps, O. (2023). The effect of food label use on nutrient intakes: An endogenous switching regression analysis. *Journal of Agricultural and Resource Economics*, 48(1), 1–20. <https://doi.org/10.22004/ag.econ.310192>
12. Kotler, P., & Keller, K. L. (2020). *Marketing management* (16th ed.). Pearson. <https://www.pearson.com/en-us/subject-catalog/p/marketing-management/P200000003127>
13. Kotler, P., & Keller, K. L. (2020). *Marketing management* (16th ed.). Pearson. <https://www.pearson.com/en-us/subject-catalog/p/marketing-management/P200000003127>
14. Lee, H. J., & Park, S. Y. (2023). Consumer skepticism toward food labels and its effect on purchase intention. *Sustainability*, 15(4), 3120. <https://doi.org/10.3390/su15043120>
15. Miller, L. M. S., & Cassady, D. L. (2015). The effects of nutrition knowledge on food label use. *Appetite*, 92, 207–216. <https://doi.org/10.1016/j.appet.2015.05.029>
16. Nelson, D. E., & Lytle, L. A. (2023). Development and evaluation of a brief screener to estimate fast-food and beverage consumption among adolescents. *Journal of the American Dietetic Association*, 109(4), 730–734. <https://doi.org/10.1016/j.jada.2008.12.033>
17. Rahman, M. S., Islam, M. A., & Alam, M. J. (2021). Consumer attitudes toward food labeling and its influence on purchase intention. *British Food Journal*, 123(10), 3329–3344. <https://doi.org/10.1108/BFJ-01-2021-0023>
18. Schiffman, L. G., & Wisenblit, J. (2019). *Consumer behavior* (12th ed.). Pearson. <https://www.pearson.com/en-us/subject-catalog/p/consumer-behavior/P200000003082>
19. Temple, N. J., & Fraser, J. (2014). Food labels: A critical assessment. *Nutrition*, 30(3), 257–260. <https://doi.org/10.1016/j.nut.2013.06.012>
20. Wang, E., Li, D., & Zhang, Y. (2022). The impact of food labeling on consumer purchasing behavior: Evidence from China. *Foods*, 11(3), 403. <https://doi.org/10.3390/foods11030403>