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BENCHAPORN SUKPRASERT : ATTITUDE, KNOWLEDGE, UNDERSTANDING AND
USE OF INFORMATION ON NUTRITION LABELING IN BANGKOK RESIDENTS. THESIS
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Food is one of the basic principal factors of life. If food intakes are too low or excessive, or have an imbalance of nutrients, under or over-nutrition may occur. Therefore, providing nutrition information by means of nutrition labeling is to raise consumer's awareness, assist them in making healthy food choices.

The objectives of the research were to study consumers' attitudes, knowledge, and practices on food and nutrition, understanding of nutrition labeling, and using it to relate nutrition information to nutritional diseases as well as the correlation between the degree of nutrition knowledge and the ability of understanding in using the nutrition labeling information. The marketing survey on categories of products with Nutrition Facts in 1996 was also carried out. It was a cross-sectional survey by questionnaire during May-August, 1996. It included 458 respondents who were university students, private employees, government officers, and health and medical personnel in Bangkok. Statistical analysis used in this study were percentage, mean, standard deviation, t-test, the analysis of variance, Mann-Whitney U Test, Kruskal Wallis Test, Pearson's correlation and McNemar Test.

Generally, the respondents had proper food and nutrition attitudes, low level of nutrition knowledge, and had good food practices. They could moderately relate nutrition information on the label to diet-related-diseases. There was only significant difference between sex on food and nutrition attitudes. The occupations and educational levels were found significantly associated with only attitudes and knowledge on food and nutrition. Health personnel and consumers who had higher education than bachelor's degree had higher levels on the parameters of attitudes, knowledge on food and nutrition. They could understand the terms used on Nutrition Facts more than the other occupations and educational levels. Their nutrition knowledge was correlated with using of nutrition information on label. Most of products contain Nutrition Facts based on U.S.FDA. Basic information of the respondents can be used for developing a nutrition education plan and improving nutrition facts information and format by making it more understandable and usable.