CONSUMER BEHAVIOR BEFORE NUTRITION LABELLING

With the advent of industrialization, significant changes occurred in the global economy, lifestyle and food habits of the population, with an increase in consumption of processed foods and in this context highlights the importance of adequate knowledge of nutritional labeling for the promotion of food healthy. It is considered that this can function as a tool in educating consumers about the relationship between nutrition and health, aiming to enable him to make healthy food choices. In this light the present study aims to evaluate the behavior of the consumer towards nutrition labeling. The methodology consisted of applying a structured questionnaire and validated by researchers, which was applied at the moment of purchase, with the consent of the participant by signing an Informed Consent Form. The sample was selected randomly among consumers in a supermarket in a city of Bahia and composed of 53 individuals of which 79.6% were female, 21.4% male, mean age 35 years and 59.3% with a degree of higher education, with 83.3% of respondents are responsible for buying food at home. Regarding the behavior in relation to nutrition labeling 99.4% considered this information important, however, 46.3% reported sometimes reading a food label before you buy them, 33.3% always read and 20.4% never read. According to these results nutrition labels become a source of information that is reaching the most consumers and making them aware about their choices.