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FACTORS AFFECTING CONSUMER’S HEALTHY-PACKAGE FOOD CONSUMPTION INTENTION

BY
MUHAMMAD ZEESHAN ZAFAR

DOCTOR OF PHILOSOPHY
UNIVERSITI UTARA MALAYSIA
DECEMBER 2017
FACTORS AFFECTING CONSUMER’S HEALTHY-PACKAGE FOOD CONSUMPTION INTENTION

By
MUHAMMAD ZEESHAN ZAFAR

Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business
University Utara Malaysia
In fulfillment of the requirement for the Degree of Doctor of Philosophy (Marketing)
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ABSTRACT

Eager of convenience is the natural phenomena of all mankind. Similar pattern has been observed in food related decisions. Owing to the rising trend of individuals towards the consumption of packaged food the transition of disease pattern from acute to chronic has also been noticed. Psychologically, individuals’ intention is the foundation of their actual behavior. Individuals’ intention and actual behavior are correlated with each other, therefore, it is expected that positive strong intention direct towards actual purchase of any object. Furthermore, the research on consumers’ intention towards packaged food in developing and under developing countries are still far behind to figure out the solution on this issue. Therefore, this study has targeted Pakistani consumers to examine their intention towards healthy packaged food consumption. The objective of the study was accomplished with traffic lights symbols, health claims, user friendly food label, subjective norm, self-efficacy, attitude towards food label, five personality traits and intention to consume healthy packaged food. Ajzen’s theory of planned behavior was used as the underpinning theory. For data collection self-administered questionnaire was employed to target MBA students of fourteen universities. The sample size was 537 and technique was systematic random sampling. Structural equation modeling was used to analyze the complete model. The traffic lights symbol was having ineffective for Pakistani consumers whereas health claims and user friendly food label indirectly influenced consumers’ intention with the mediation of attitude. In addition to, subjective norm and self-efficacy were having positive significant effect on intention to consume healthy packaged food. Moreover, conscientiousness and agreeableness were supported for moderation effect. Theoretical and practical implications are also discussed. Finally, this research provides suggestions for future research.

Keywords: Front of pack labeling, big five personality traits, intention to consume healthy packaged food
ABSTRAK


Kata kunci: Label hadapan bungkusan, lima sifat utama keperibadian, keinginan terhadap pengambilan makanan bungkus berkhasiat.
Human efforts are unable to achieve their destination without the blessing of Almighty Allah. Therefore, it was Allah who assist me in accomplishing my doctorate study. I am deeply thankful to Allah SWT for being greatest source of support and strength most specifically during my occasional misgiving.

I would like to express my sincere thanks of gratitude to my supervisors, Dr. Noor Azmi Hashim and Associate Professor Dr. Fairol Bin Halim who gave me the inspiration to do this thesis, which also helped me overcome my weakness and provided academic guidance, constant encouragement and monitoring during the period of this thesis. I not only enjoyed doing this thesis, but also learned a lot of new things that I am really thankful to them.

The data collection was very difficult due to large population, but with the help of my best friend, Rana Haroon Hussain, data collection was conducted smoothly.

Parents are the role model for kids and their prayers are precious. Last but not least, I would express tremendous gratitude to my beloved family for encouraging me to fulfill my potential. My special appreciation is to my mother, Kausar Perveen and late father, Mirza Zafar Baig for their unconditional prayers and love. I am grateful beyond words to my beloved wife, Humaira Zeeshan for her love, care, understanding and a whole lot more. I am very thankful to my lovely three daughters Amaim Baig, Fatima Baig and Abiha Baig who pray for my success with their innocent gestures and little hands.
TABLE OF CONTENTS

TITLE PAGE

CERTIFICATION OF THESIS

PERMISSION TO USE

ABSTRACT

ABSTRAK (BAHASA MALAYSIA)

ACKNOWLEDGEMENT

TABLE OF CONTENT

TABLES

FIGURES

CHAPTER ONE INTRODUCTION

1.1 Background of the Study

1.2 Package food consumption intention

1.3 Problem statement

1.4 Objective of the study

1.5 Research Questions

1.6 Significance of Study

1.6.1 Practical Contribution

1.6.2 Theoretical Contribution

1.7 Study scope

1.8 Key terms definitions

1.9 Summary
CHAPTER TWO LITERATURE REVIEW

2.1 Introduction

2.2 Package food in Pakistan

2.3 Past studies on package food consumption and food labeling
   2.3.1 Food Labeling and package food consumption
   2.3.2 Cultural effects on food labeling
   2.3.3 Demographical aspect for healthy package food
   2.3.4 Socioeconomic dimension for consumer package food consumption

2.4 Variables adopted in current study
   2.4.1 Traffic light symbols
   2.4.2 Health Claims
   2.4.3 User friendly food label
   2.4.4 Attitude, subjective norm and self-efficacy
   2.4.5 Attitude towards food label
      2.4.5.1 Food labeling at global level
   2.4.6 Personality traits facets
   2.4.7 Healthy Package food consumption intention
   2.4.8 Package food dietary quality in Pakistan
   2.4.9 Healthy package food consumption at global level

2.5 Theoretical Gap
   2.5.1 Country specific Gap- Pakistan

2.6 Underpinning theory
   2.6.1 Theory of Planned Behavior by Ajzen (1991)
2.7 Theoretical Framework

2.8 Hypothesis

2.8.1 Association of Traffic light symbols and attitude towards food label

2.8.2 Association of health claims with attitude towards food label

2.8.3 Association of user friendly label and attitude towards food label

2.8.4 Association of attitude towards food label and healthy package food consumption intention

2.8.5 Association of traffic lights symbols, health claims and user friendly food label with healthy package food consumption intention

2.8.6 Relationship among traffic light symbols, attitude towards food label and the healthy package food consumption intention

2.8.7 Relationship among health claims, attitude towards food label and the healthy package food consumption intention

2.8.8 Relationship among user friendly food label, attitude towards food label and the healthy package food consumption intention

2.8.9 Association between subjective norm and healthy package food consumption intention

2.8.10 Association between self-efficacy and healthy package food consumption intention
package food consumption intention

2.8.11 Association of attitude towards food label, five personality facets and healthy package food consumption intention

2.9 Summary of hypothesis

2.10 Operational Definitions

2.11 Summary

CHAPTER THREE METHODOLOGY

3.1 Introduction

3.6 Research Method

3.7 Data source

3.8 Data source selection method

3.9 Sample and population

3.10 Data collection and Measurement Scales

3.11 Content Validity and Pre-Testing

3.12 Pilot study

3.13 Data Collection Procedure

3.14 Overall Response rate

3.15 Data Analysis procedure

  3.15.1 Data entry

  3.15.2 Data Screening

  3.15.3 Missing data

  3.15.4 Outlier detection

  3.15.5 Normality

  3.15.6 Structural equation modeling assumptions
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.15.7</td>
<td>Multicollinearity</td>
<td>143</td>
</tr>
<tr>
<td>3.15.8</td>
<td>Homoscedasticity, Linearity and univariate outliers</td>
<td>143</td>
</tr>
<tr>
<td>3.15.9</td>
<td>Descriptive statistics</td>
<td>143</td>
</tr>
<tr>
<td>3.15.10</td>
<td>Reliability and composite reliability</td>
<td>144</td>
</tr>
<tr>
<td>3.15.11</td>
<td>Validity test</td>
<td>145</td>
</tr>
<tr>
<td>3.15.12</td>
<td>Construct Validity</td>
<td>145</td>
</tr>
<tr>
<td></td>
<td>3.15.12.1 Convergent Validity</td>
<td>146</td>
</tr>
<tr>
<td></td>
<td>3.15.12.2 Discriminant Validity</td>
<td>146</td>
</tr>
<tr>
<td>3.15.13</td>
<td>Content (Face) Validity</td>
<td>147</td>
</tr>
<tr>
<td>3.16</td>
<td>Structure equation modeling</td>
<td>147</td>
</tr>
<tr>
<td>3.17</td>
<td>Factor analysis</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>3.17.1 Exploratory factor analysis</td>
<td>148</td>
</tr>
<tr>
<td></td>
<td>3.17.2 Confirmatory factor analysis</td>
<td>149</td>
</tr>
<tr>
<td>3.18</td>
<td>Need of structural equation modeling</td>
<td>150</td>
</tr>
<tr>
<td>3.19</td>
<td>Procedure of SEM</td>
<td>152</td>
</tr>
<tr>
<td>3.20</td>
<td>Goodness of fit</td>
<td>153</td>
</tr>
<tr>
<td>3.21</td>
<td>Hypothesis testing</td>
<td>155</td>
</tr>
<tr>
<td></td>
<td>3.21.1 Direct Hypotheses</td>
<td>155</td>
</tr>
<tr>
<td></td>
<td>3.21.2 Indirect relation</td>
<td>156</td>
</tr>
<tr>
<td>3.22</td>
<td>Summary</td>
<td>156</td>
</tr>
<tr>
<td><strong>CHAPTER FOUR ANALYSIS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>Response rate</td>
<td>157</td>
</tr>
<tr>
<td>4.2</td>
<td>Missing data</td>
<td>158</td>
</tr>
<tr>
<td>4.3</td>
<td>Outlier checking</td>
<td>158</td>
</tr>
<tr>
<td>4.4</td>
<td>Normality Assumption and Homoscedasticity</td>
<td>163</td>
</tr>
<tr>
<td>Section</td>
<td>Title</td>
<td>Page</td>
</tr>
<tr>
<td>---------</td>
<td>------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>4.5</td>
<td>Multi-Collinearity and Correlation of Constructs</td>
<td>164</td>
</tr>
<tr>
<td>4.6</td>
<td>Descriptive Statistics</td>
<td>165</td>
</tr>
<tr>
<td>4.7</td>
<td>Respondents profile</td>
<td>166</td>
</tr>
<tr>
<td>4.8</td>
<td>Construct Validity</td>
<td>167</td>
</tr>
<tr>
<td>4.8.1</td>
<td>Convergent Validity and Discriminant Validity</td>
<td>167</td>
</tr>
<tr>
<td>4.9</td>
<td>Factor analysis</td>
<td>171</td>
</tr>
<tr>
<td>4.10</td>
<td>Measurement Model</td>
<td>174</td>
</tr>
<tr>
<td>4.10.1</td>
<td>Exogenous variables’ confirmatory factor analysis</td>
<td>174</td>
</tr>
<tr>
<td>4.10.2</td>
<td>Confirmatory factor analysis of Endogenous</td>
<td>179</td>
</tr>
<tr>
<td>4.11</td>
<td>Hypothesized model</td>
<td>180</td>
</tr>
<tr>
<td>4.11.1</td>
<td>Direct Effect results</td>
<td>185</td>
</tr>
<tr>
<td>4.11.1.1</td>
<td>Direct effect of Underpinning theory (Theory of Planned behavior)</td>
<td>186</td>
</tr>
<tr>
<td>4.11.2</td>
<td>Indirect Effect results (Mediation)</td>
<td>187</td>
</tr>
<tr>
<td>4.11.3</td>
<td>Indirect Effect results (Moderation)</td>
<td>188</td>
</tr>
<tr>
<td>4.12</td>
<td>Summary of hypotheses results</td>
<td>189</td>
</tr>
<tr>
<td>4.13</td>
<td>Summary</td>
<td>190</td>
</tr>
<tr>
<td>**5.1</td>
<td>Research Objective discussion</td>
<td>194</td>
</tr>
<tr>
<td>5.2</td>
<td>Significant and insignificant results discussion</td>
<td>196</td>
</tr>
<tr>
<td>5.2.1</td>
<td>The relationship between traffic lights symbols and attitude towards food labels</td>
<td>197</td>
</tr>
<tr>
<td>5.2.2</td>
<td>The relationship between Health claims and attitude towards food labels</td>
<td>199</td>
</tr>
<tr>
<td>5.2.3</td>
<td>The relationship between user friendly food label and</td>
<td>201</td>
</tr>
</tbody>
</table>
attitude towards food labels

5.2.4 The relationship of traffic lights symbols, health claims and user friendly food labels with intention to consumer package food products

5.2.5 The relationship between attitude (towards food label) and intention (to consume package food)

5.2.6 The mediation effect of attitude towards food label in building relationship of traffic lights symbols, health claims and user friendly food label with intention to consumer package food.

5.2.7 The relationship of subjective norms and self-efficacy with intention to consume package food

5.2.8 The moderating effect of big five personality traits between attitude (towards food label) and intention (to consume package food)

5.3 Study contribution

5.4 Methodological Contribution

5.5 Practical contribution

5.6 Study limitations

5.7 Future direction

5.8 Conclusion

References

Appendix A- Questionnaire

Appendix B – Supplementary Models
TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1.1</td>
<td>Gender Employment Trends In Pakistan</td>
<td>9</td>
</tr>
<tr>
<td>Table 1.2</td>
<td>Key Term Definitions</td>
<td>35</td>
</tr>
<tr>
<td>Table 2.1</td>
<td>Association Of Traffic Lights Symbols And Healthy Package Food Selection</td>
<td>56</td>
</tr>
<tr>
<td>Table 2.2</td>
<td>Association Between Health Claims And Healthy Food Selection</td>
<td>60</td>
</tr>
<tr>
<td>Table 2.3</td>
<td>Association Between Food Label Understanding And Healthy Food Selection</td>
<td>62</td>
</tr>
<tr>
<td>Table 2.4</td>
<td>Past Health Issues Addressed By TPB</td>
<td>65</td>
</tr>
<tr>
<td>Table 2.5</td>
<td>Past Results Of TPB Constructs And Behavioral Intention</td>
<td>66</td>
</tr>
<tr>
<td>Table 2.6</td>
<td>Personality Traits Effect On Healthy Food Selection</td>
<td>79</td>
</tr>
<tr>
<td>Table 2.7</td>
<td>Stated hypothesis</td>
<td>119</td>
</tr>
<tr>
<td>Table 2.8</td>
<td>Operational Definitions With Items</td>
<td>120</td>
</tr>
<tr>
<td>Table 3.1</td>
<td>Name of selected universities for sample</td>
<td>128</td>
</tr>
<tr>
<td>Table 3.2</td>
<td>Total population and sample</td>
<td>130</td>
</tr>
<tr>
<td>Table 3.3</td>
<td>Traffic Light Symbols Measurement Scale</td>
<td>131</td>
</tr>
<tr>
<td>Table 3.4</td>
<td>Health Claim Measurement Scale</td>
<td>132</td>
</tr>
<tr>
<td>Table 3.5</td>
<td>User Friendly Food Label Measurement Scale</td>
<td>132</td>
</tr>
<tr>
<td>Table 3.6</td>
<td>Attitude Towards Food Label Measurement Scale</td>
<td>133</td>
</tr>
<tr>
<td>Table 3.7</td>
<td>Big Five Personality Traits</td>
<td>133</td>
</tr>
<tr>
<td>Table 3.8</td>
<td>Subjective Norm Measurement Scale</td>
<td>134</td>
</tr>
<tr>
<td>Table 3.9</td>
<td>Self-Efficacy Measurement Scale</td>
<td>135</td>
</tr>
<tr>
<td>Table 3.10</td>
<td>Healthy Package Food Consumption Intention Measurement Scale</td>
<td>135</td>
</tr>
<tr>
<td>Table</td>
<td>Description</td>
<td>Page</td>
</tr>
<tr>
<td>-------------------</td>
<td>-----------------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>3.11</td>
<td>Cronbach Alpha Of Pilot Study And Past Study</td>
<td>137</td>
</tr>
<tr>
<td>3.12</td>
<td>Questionnaire Response Summery</td>
<td>138</td>
</tr>
<tr>
<td>4.1</td>
<td>Response Rate Summary</td>
<td>158</td>
</tr>
<tr>
<td>4.2</td>
<td>Usable Data</td>
<td>163</td>
</tr>
<tr>
<td>4.3</td>
<td>Correlation Results</td>
<td>164</td>
</tr>
<tr>
<td>4.4</td>
<td>Correlation Coefficient Personality Traits</td>
<td>165</td>
</tr>
<tr>
<td>4.5</td>
<td>Descriptive Data</td>
<td>165</td>
</tr>
<tr>
<td>4.6</td>
<td>Respondents' Profile</td>
<td>167</td>
</tr>
<tr>
<td>4.7</td>
<td>Composite Reliability</td>
<td>169</td>
</tr>
<tr>
<td>4.8</td>
<td>Average Variance Extracted (Ave)</td>
<td>170</td>
</tr>
<tr>
<td>4.9</td>
<td>Discriminant Validity</td>
<td>171</td>
</tr>
<tr>
<td>4.10</td>
<td>Factor Analysis Without Model Fit</td>
<td>173</td>
</tr>
<tr>
<td>4.11</td>
<td>Confirmatory Factor Analysis Of All Measurement And Goodness Of Fit Measurement Model</td>
<td>175</td>
</tr>
<tr>
<td>4.12</td>
<td>Factor Loading After Fit</td>
<td>176</td>
</tr>
<tr>
<td>4.13</td>
<td>Hypothesized Model Goodness Of Fit</td>
<td>181</td>
</tr>
<tr>
<td>4.14</td>
<td>Hypotheses Standardized Results</td>
<td>184</td>
</tr>
<tr>
<td>4.15</td>
<td>Square Multiple Correlation</td>
<td>185</td>
</tr>
<tr>
<td>4.16</td>
<td>Underpinning Theory (TPB) Results</td>
<td>187</td>
</tr>
<tr>
<td>4.17</td>
<td>Square Multiple Correlation</td>
<td>187</td>
</tr>
<tr>
<td>4.18</td>
<td>Mediation Effect Of Attitude Towards Food Label</td>
<td>187</td>
</tr>
<tr>
<td>4.19</td>
<td>Moderation Effect Of Five Personality Traits</td>
<td>190</td>
</tr>
<tr>
<td>4.20</td>
<td>Summary Of Hypotheses Results</td>
<td>190</td>
</tr>
</tbody>
</table>
## FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Figure 2.1</td>
<td>Conceptual Relationship Of Beliefs, Attitude, Intention And Behavior (Ajzen, 1991)</td>
<td>97</td>
</tr>
<tr>
<td>Figure 2.2</td>
<td>The Proposed Theoretical Framework Of Individual Differences Tpb</td>
<td>99</td>
</tr>
<tr>
<td>Figure 2.3</td>
<td>Mediation Effect Of Attitude Between Traffic Lights Symbols And Package Food Consumption Intention</td>
<td>110</td>
</tr>
<tr>
<td>Figure 2.4</td>
<td>Mediation Effect Of Attitude Between Health Claims And Package Food Consumption Intention</td>
<td>112</td>
</tr>
<tr>
<td>Figure 2.5</td>
<td>Mediation Effects Of Attitude Between User Friendly Food Label And Package Food Consumption Intention</td>
<td>113</td>
</tr>
<tr>
<td>Figure 4.1</td>
<td>Exogenous CFA</td>
<td>178</td>
</tr>
<tr>
<td>Figure 4.2</td>
<td>CFA Of Exogenous And Endogenous</td>
<td>179</td>
</tr>
<tr>
<td>Figure 4.3</td>
<td>Endogenous CFA</td>
<td>180</td>
</tr>
<tr>
<td>Figure 4.4</td>
<td>Hypothesized Model (A)</td>
<td>182</td>
</tr>
<tr>
<td>Figure 4.5</td>
<td>Hypothesized Model (B)</td>
<td>183</td>
</tr>
<tr>
<td>Figure 4.6</td>
<td>Significant And Insignificant Relations In Hypothesized Model</td>
<td>185</td>
</tr>
<tr>
<td>Figure 4.7</td>
<td>Underpinning Theory (Theory Of Planned Behavior)</td>
<td>186</td>
</tr>
<tr>
<td>Figure 4.8</td>
<td>Moderation Effect Of Personality Traits</td>
<td>189</td>
</tr>
</tbody>
</table>
CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Chapter one is comprised of brief description of healthy packaged food consumption intentions, problem statement, objective of the study, research questions, significance of the study, study scope and brief description of all the variables used in current study.

1.2 Packaged food consumption intention

Types of packaged food available in the market are ready to eat packaged food and ready to cook packaged food. Ready to eat packaged food is a food which does not need to reheat them such as cooked meet, smoked fish, desserts, cheese and sandwiches. On the other hand ready to cook packaged food further subdivided into ready to cook at burner, ready to cook in oven and ready to cook in microwave. In ready to cook packaged food companies pre-cook or half cook these products and little effort is required from consumer to make them eatable such as vermicelli, pure spices, meal mix, snack mix and frozen food. The researcher of the current study did not categorized the packaged food for research but to focus on the labels of these packaged food which should be informative and easy to interpret by average consumers for healthy packaged food consumption. Owing to the unavailability of formal method to educate consumers pertaining to the selection of healthy food the food label is the best source to achieve this objective. The printed information on food
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243


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270


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APPENDIX A - QUESTIONNAIRE
SCHOOL OF BUSINESS MANAGEMENT
UNIVERSITI UTARA MALAYSIA

FACTORS AFFECTING CONSUMER’S HEALTHY PACKAGE FOOD CONSUMPTION INTENTION

For further information, please contact zzafarmirza@gmail.com

THANK YOU FOR COMPLETING THIS QUESTIONNAIRE
Dear Participant,

My name is Muhammad Zeeshan Zafar and doing PhD from University Utara Malaysia, Malaysia. My PhD specialization is marketing. The intended topic is “FACTORS AFFECTING CONSUMER’S HEALTHY PACKAGE FOOD CONSUMPTION INTENTION”. For the accomplishment of my PhD research your valuable opinion is necessary and you are the most suitable candidate for this survey. Therefore I am inviting you to complete the attached questionnaire.

The attached questionnaire has been designed according to your convenience. In all questions you have multiple options and you have to choose appropriate one. For your comfort the questionnaire is divided into nine sections including demographical part. The questionnaire is comprised of 84 questions.

Due to the multiple options it will take approximately 20 minutes for the completion. If you find that my work and/or finding can assist you in your academic work I can provide copy of my complete results on your request. You can send me request at my email address which is mentioned below.

I need your volunteer participation. Your honest opinion is most decisive one. If you are interested to participate in this survey kindly complete the attached questionnaire and send me back as soon as possible at my postal address.

Regards

Muhammad Zeeshan Zafar
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University Utara Malaysia
Malaysia
zzafarmirza@gmail.com

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Supervisor
University Utara Malaysia
Malaysia

Dr. Fairol bin Halim
Co-Supervisor
University Utara Malaysia
Food processing companies are demonstrating the nutritional information with health claims and traffic lights symbols. The following images will guide respondents pertaining to the health claim statements and traffic lights symbols. Companies are designing methods for easy to understand food label information for informed decisions at point of purchase.

**Health Claims Formats**

**Traffic lights Symbols Formats**

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Criteria for Traffic Light Labelling for Food per 100 Grams (g)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Green (low content)</td>
</tr>
<tr>
<td>Fat</td>
<td>less than 3.0 g</td>
</tr>
<tr>
<td>Saturated fat</td>
<td>less than 1.5 g</td>
</tr>
<tr>
<td>Sugar</td>
<td>less than 0.5 g</td>
</tr>
<tr>
<td>Salt</td>
<td>less than 0.5 g</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ingredients</th>
<th>Criteria for Traffic Light Labelling for Drinks per 100ml</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Green (low content)</td>
</tr>
<tr>
<td>Fat</td>
<td>less than 1.5 g</td>
</tr>
<tr>
<td>Saturated fat</td>
<td>less than 0.1 g</td>
</tr>
<tr>
<td>Sugar</td>
<td>less than 2.5 g</td>
</tr>
<tr>
<td>Salt</td>
<td>less than 0.3 g</td>
</tr>
</tbody>
</table>

*Colors: Eat often = desirable, Amber = eat occasionally = neutral, Red = eat sparingly = undesirable*
The following questionnaire has been designed to investigate the healthy packaged food intention of an individual. Questionnaire comprises of nine sections. Each section has multiple questions.

SECTION A
TRAFFIC LIGHT SYMBOLS

Listed below are a series of statements that represents your opinion towards traffic light symbols (TLS) that are used to demonstrate the high, medium and low fat. Please indicate the degree of your agreement or disagreement with each statement by circling ONE of the five alternatives after each statement.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Traffic light symbols (TLS) are used to demonstrate the high, medium and low fat. Your opinion are required for the significance of Traffic light symbols on Food label

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Food Nutrients with red, yellow and green traffic lights is effective for</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>healthy-packaged food selection</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Familiarity of traffic lights symbols on packaged food label take consumer’s</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>attention</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Traffic lights symbols easily demonstrate high, medium and low (fat,</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>sodium, salt, saturated fat and fiber) information</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Traffic lights symbols benefit consumer for healthy-packaged food selection.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>Traffic light colors’ labels influence consumer to select healthy-</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>packaged food.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION B
HEALTH CLAIMS

Listed below are a series of statements that represents your opinion towards regarding product’s positive effect on health. Please indicate the degree of your agreement or disagreement with each statement by circling ONE of the five alternatives after each statement.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Health claims are used to disclose the information on food label regarding product’s positive effect on health

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.</td>
<td>Energy claims such as “Low Energy”, “Energy-Reduced” and “Energy Free” at food label help consumer to select healthy-packaged food.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7.</td>
<td>Fat claims such as “Low Fat”, “Fat-Free”, “Low Saturated Fat” and “Saturated Fat-Free” at food label help consumer to select healthy-packaged food.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8.</td>
<td>Sugar claims such as “Low Sugar”, “Sugars-Free” and “With no Added Sugars” at food label help consumer to select healthy-packaged food.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9.</td>
<td>Vitamin claims on food labels help consumers to select healthy-packaged food.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>10.</td>
<td>Fiber claims such as “Source of Fiber” and “High Fiber” at food label help consumer to select healthy-packaged food.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11.</td>
<td>Sodium/salt claims such as “Low Sodium/Low Salt”, “Very Low Sodium/ Very Low Salt”, “Sodium-Free/Salt Free” at food label help consumer to select healthy-packaged food.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
SECTION C
USER FRIENDLY FOOD LABEL

Listed below are a series of statements that represents your opinion towards regarding information displayed on food label. Please indicate the degree of your agreement or disagreement with each statement by circling ONE of the five alternatives after each statement.

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>Availability of required information on food label benefit consumer.</td>
<td></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>13</td>
<td>Clear and easy to understand food label information benefit consumer.</td>
<td></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>14</td>
<td>Simple and straightforward food label information benefit consumer.</td>
<td></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>15</td>
<td>Quick facts on food label with easy to read language benefit consumer.</td>
<td></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>16</td>
<td>Avoiding too much category of information at food label benefit consumer.</td>
<td></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>17</td>
<td>Brief information on food label benefit consumer.</td>
<td></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>18</td>
<td>Detailed with simple words' information on food label benefit consumer.</td>
<td></td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Food processing companies design food label user friendly regarding information displayed on food label for easy to understand overall food label.
SECTION D
ATTITUDE TO READ FOOD LABEL

Listed below are a series of statements that represents your opinion towards reading food label. Please indicate the degree of your agreement or disagreement with each statement by circling ONE of the five alternatives after each statement.

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.</td>
<td>A food label is a good source of information for healthy-packaged food selection</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>20.</td>
<td>Easy to understand information on food labels is supportive for healthy-packaged food selection</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>21.</td>
<td>Food labels provide good quality information.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>22.</td>
<td>Food labels contain sufficient information for healthy-packaged food selection</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>23.</td>
<td>Symbols on food labels are a useful source of information for healthy-packaged food selection</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Individual sometime take interest or sometime ignore reading food label while purchasing food items.
SECTION E
SUBJECTIVE NORM

Listed below are a series of statements that represents your opinion towards individual decision making. Please indicate the degree of your agreement or disagreement with each statement by circling ONE of the five alternatives after each statement.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

While purchasing any food item individual decision making influenced by some significant people

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
</tr>
</thead>
<tbody>
<tr>
<td>24.</td>
<td>People important to me think I should eat healthy-packaged food</td>
</tr>
<tr>
<td>25.</td>
<td>People important to me approve to eat healthy-packaged food</td>
</tr>
<tr>
<td>26.</td>
<td>People important to me want me to eat healthy-packaged food</td>
</tr>
<tr>
<td>27.</td>
<td>Many people important to me eat healthy-packaged food</td>
</tr>
<tr>
<td>28.</td>
<td>The mass media suggest that I should use healthy-packaged food products</td>
</tr>
<tr>
<td>29.</td>
<td>The mass media urge me to use healthy-packaged food products</td>
</tr>
<tr>
<td>30.</td>
<td>The mass media and advertising consistently recommended that I should use healthy-packaged food products</td>
</tr>
</tbody>
</table>
SECTION F
SELF-EFFICACY

Listed below are a series of statements that represents your opinion towards individual decision making. Please indicate the degree of your agreement or disagreement with each statement by circling ONE of the five alternatives after each statement.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

While purchasing food items individual most of the time feels comfortable to take decision and sometime found him/her difficult to take decision.

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>31.</td>
<td>For me it is difficult to select healthy-packaged food due to small font size at a food label.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>32.</td>
<td>For me it is difficult to select healthy-packaged food due to lack of knowledge about nutrients.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>33.</td>
<td>My nature to eat quickly hinders me to select healthy-packaged food.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>34.</td>
<td>It is entirely up to me to select healthy-packaged food.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>35.</td>
<td>Shopping foods with others (e.g., friends) make difficult for me to select healthy-packaged food</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>36.</td>
<td>For me it is difficult to select healthy-packaged food because nutritional information is placed at the back of the pack food label</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>37.</td>
<td>It is easy to select healthy-packaged food if I can understand the nutrients on the label (e.g., Calorie, fat, etc.).</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>38.</td>
<td>It is easy to select healthy-packaged food if I can understand the nutrient content per serving size on the label (e.g., Calorie 400kcal, fat 10g, etc.)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>39.</td>
<td>It is easy to select healthy-packaged food if I can understand the percentage daily values of nutrients on the label</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
### SECTION G
HEALTHY PACKAGE FOOD CONSUMPTION INTENTION

Listed below are a series of statements that represents your opinion towards purchasing food item. Please indicate the degree of your agreement or disagreement with each statement by circling ONE of the five alternatives after each statement.

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

In your daily routine, while purchasing food item, quality of food for your better health is most significant

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>40.</td>
<td>I give importance to nutrients in the purchasing of healthy-packaged food items</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>41.</td>
<td>I mostly prefer to eat healthy-packaged food</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>42.</td>
<td>I frequently purchase healthy-packaged food</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>43.</td>
<td>I am willing to pay extra for healthy-packaged food</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>44.</td>
<td>I intend to take healthy-packaged food</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>45.</td>
<td>I plan to take healthy-packaged food</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>46.</td>
<td>I want to take healthy-packaged food</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
SECTION H
PERSONALITY TRAITS

Listed below are a series of statements that represents your opinion towards five personalities on the bases of their distinguish attributes. Please indicate the degree of your agreement or disagreement with each statement by circling ONE of the five alternatives after each statement.

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Psychology researchers have categorize individual into five personalities on the bases of their distinguish attributes.

<table>
<thead>
<tr>
<th>No.</th>
<th>Extroversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>47.</td>
<td>Extroverted</td>
</tr>
<tr>
<td>48.</td>
<td>Energetic</td>
</tr>
<tr>
<td>49.</td>
<td>Talkative</td>
</tr>
<tr>
<td>50.</td>
<td>Bold</td>
</tr>
<tr>
<td>51.</td>
<td>Active</td>
</tr>
<tr>
<td>52.</td>
<td>Assertive</td>
</tr>
<tr>
<td>53.</td>
<td>Adventurous</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Agreeableness</th>
</tr>
</thead>
<tbody>
<tr>
<td>54. Warm</td>
</tr>
<tr>
<td>55. Kind</td>
</tr>
<tr>
<td>56. Cooperative</td>
</tr>
<tr>
<td>57. Unselfish</td>
</tr>
<tr>
<td>58. Agreeable</td>
</tr>
<tr>
<td>59. Trustful</td>
</tr>
<tr>
<td>60. Generous</td>
</tr>
</tbody>
</table>

298
<table>
<thead>
<tr>
<th>No.</th>
<th>Conscientiousness</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>61.</td>
<td>Organized</td>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
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<td>62.</td>
<td>Responsible</td>
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<td>2</td>
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<td>4</td>
<td>5</td>
</tr>
<tr>
<td>63.</td>
<td>Conscientious</td>
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<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>64.</td>
<td>Practical</td>
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<td>2</td>
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SECTION I
DEMOGRAPHIC QUESTIONS

Listed below are a series of statements that represents your demographic profile. Please give your personal data by ticking ‘X’ in the appropriate box.

82. Your age?
   - 18 to 23
   - 24 to 29
   - 30 to 35
   - 36 and above

83. Gender
   - Male
   - Female

84. Previous Education level
   - Bachelor
   - Master

THANK YOU
Appendix B – SUPPLEMENTARY MODELS
Measurement model (without fit)
Traffic lights symbols model after fit

User friendly food label model after fit
Health Claims model after fit

Subjective Norm model after fit
Self-Efficacy model after fit

Attitude towards food label model after fit
Intent ion to consume package food model after fit

Standardized estimates
Chi-square : 2.817
Df : 2
Ratio : 1.408
P-value : .245
GFI : .997
CFI : .999
TLI : .996
RMSEA : .028