

**EFFECTS OF FOOD LABELING ON CONSUMER'S BUYING BEHAVIOR  
(Pakistani & international perspective)**



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## **ABSTRACT**

This study is about the effect of food labeling on consumers buying behavior in the perspective of Pakistan and international perspective. In this study the labeling ordinance is studied and the activities of PARC are also studied.

Data for this research has been taken from websites, PARC, books, questionnaire and previous researches. Information from the ministry of food and agriculture is also taken. Labeling is the most affective tool of marketing and it is the most informative source for the consumers to know about the benefits and even usage of the product. It also attracts the consumers by gaining the attention of the consumers by imageries on the packed food item.

This is the most useful source to get the confidence of the consumers and provides with all the necessary information for the betterment of the consumers as well as for fulfilling the international standards.

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