

**“Impact of Nutritional Labelling on Purchase: A Survey Based Study of Multan, Pakistan”**



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## ***Abstract:***

*The main aim of study is to investigate the effect of nutritional labelling on buying behavior of customers regarding food items. Different packed and tinned food items perpetually contain food labels which indicate the contents. The level at which these nutritional labels content serve the needs of consumer, to which level do they hold valuable information for consumers and either average consumer put stress on these information or not. The focus of study is on whether consumers in Multan, are aware about the information regarding nutritional contents of the packaged foods which they are utilizing and think that they are utilizing certain foods items have to contain this information on their labels. Although the most food packing contain nutritional contents but the level to which these labels affect consumers buying behavior is not known. Furthermore, the degree to which these labels on food items guide the consumer's buying behavior is not determined in the case of people of Multan. Inquiries were identified with key variables, for example, about shopper on activity, the individuals who take vitamin supplements and whether they are worried about destructive chemicals in nourishment. Statements regarding how useful customers consider the nourishing data on wrappers to be, the means by which concerned buyer about specific supplements in nourishment.*

## **Acknowledgement**

Man is not immaculate in all situation of life. He has a restricted personality and minor approaches of thinking. It is the leniency of Almighty Allah that demonstrates the man light in the haziness and hence man discovers his path in this light. Without leniency of Allah, man is helpless. I am thankful to Almighty Allah who has given me the aptitude and prospective to accomplish this research work.

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