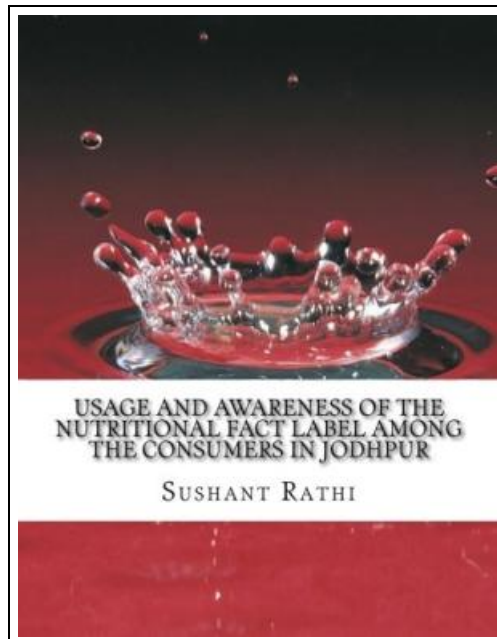


## Usage and Awareness of the Nutritional Fact Label Among the Consumers in Jodhpur



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*Very helpful to any or all category of folks. It is written in simple phrases rather than difficult to understand. It has been developed in an exceptionally simple way and is particularly just after I finished reading this pdf in which basically transformed me, modify the way in my opinion.*

**(Hank Runte)**

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Createspace, United States, 2014. Paperback. Book Condition: New. 279 x 216 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Consumer demand for higher quality foods has been increasing, especially in high income countries, based on consumers increased knowledge about links between diet and health; awareness of quality characteristics and access to information about new production and processing technologies. Using data from a questionnaire survey conducted among 100 respondents in Jodhpur, Rajasthan, India, the study assesses the level of awareness about categories of information generally displayed on food labels. The level of awareness and the purchase decisions are compared across different socio-economic groups. It is found that consumers in Jodhpur are fairly aware of the information provided on the food labels. Differences across different socio-economic groups are also significant in many cases. The results have very strong implications for regulatory authorities as well as the food companies.



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