

# Who reads food labels? Selected antecedents of consumer interest in front-of-package and back-of-package labels during and after the purchase

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## **Abstract**

The paper aims to identify selected antecedents of reading food labels. Two types of information were examined: front-of-package (FOP) and back-of-package (BOP), and two context of reading labels were distinguished: during shopping and at home. The survey was conducted with the use of the CAWI methodology in a sample of 1051 Polish consumers. Quota sampling was applied on the basis of sex, age, education, place of living, and region. In the data analysis, descriptive statistics, t-tests, ANOVAs, Pearson correlation coefficients, multiple and retrograde step regressions were applied. In retrograde step regression models, only one predictor (self-rated knowledge about healthy diet) turned out to be significant for all four measures of label reading. The remaining antecedents were specific to selected measures of reading labels. It confirms the necessity to study reading labels in fine-grained models, adapted to different types of labels and different contexts of reading.

**Keywords:** *food label use; FOP and BOP labels; nutrition and health claims*

**Track:** Consumer Behaviour