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Valorisation of menu labelling at fast food restaurants: exploring consumer perceptions

CUNHA, L. M. et al.

■ Resumo

The present study aimed to investigate Portuguese consumers' interest for the provision of nutrition information at fast food restaurants and reactions to alternative presentations of this information. Four focus groups, with 5 to 8 consumers, were conducted in which participants were asked to look at three mock fast food restaurant menus that varied with respect to whether calorie information was provided and whether small portions and salads were available. Participants also discussed about fast food perceptions and attitudes, and fast food meal criteria decisions as well as the influence of nutrition information available at fast food restaurants on consumer meal decisions. Generally, participants were not interested on nutrition information when they eat at fast food restaurants, because eating at fast food restaurants continues to be mainly associated with taste, pleasure and convenience. Except for women with lower education, some participants were very critical regarding healthy menu identification, putting into question the regular menus without nutrition information. Some participants did not think they would do the calculations required to use the information on number of calories in each serving in order to report their estimation of daily energy requirements. Men, compared to women, were more aware of the possible ways in which fast food restaurants could provide point of purchase nutrition information.

Referência bibliográfica

Bibliographic reference

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