

ABSTRACT

THE COMPARISON OF KNOWLEDGE LEVEL CONSUMER AND ATTITUDES TOWARD CONSUMER PRODUCT LABEL IN THE ADOPTION PROCESS FOOD (STUDY IN CONSUMER OF PACKAGING FRYING OILS)

By

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This study aims to determine whether or not differences in the level of consumer knowledge in villages and towns in the process of adoption of consumer attitudes towards food and product labels . This type of research is a comparative nature to compare . The population is consumers housewife who lived in the hamlet Sarirejo , village Natar , District Natar , South Lampung and consumers housewife who lives in the Village of Long South , District Long , Bandar Lampung with the number of samples in the city of 50 respondents and in the village of 50 respondents , taken using purposive sampling method . Analysis of the data used is SPSS - compere Means - independent sample t test . The results showed there are differences in the level of consumer knowledge in the village and in the city in the process of adoption of food and shows that the difference in consumer attitudes towards labeling of food products in the process of adoption .

Keywords: *Adoption Process Food, Housewife, Knowledge Level Consumer Product Label, , Villages and Towns.*