

市售包裝食品之反式脂肪含量及不同學院 大學生對營養標示認知與消費行爲之調查- 以東海大學爲例

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摘要

氫化油脂廣泛的被應用於烘焙、油炸和人造奶油等食品中，因此在許多食品中都可發現反式脂肪的存在。根據研究顯示反式脂肪(TFA)的攝取會提高心血管疾病的罹患率，乃因攝取過多的反式脂肪會增加血液中總膽固醇、低密度脂蛋白(LDL-C)並減少高密度脂蛋白膽固醇(HDL-C)，其所造成的負面效果恐較飽和脂肪爲甚。許多先進國家業已實施食品營養標示制度，使消費者在選購時能參考營養標示，選擇較爲健康的食品。先前的研究顯示，教育程度較高具有較高的營養知識、積極的態度及健康飲食行爲，而目前反式脂肪是非常普遍標示在食品標示上，但消費者對反式脂肪影響健康的訊息則有明顯認識不足之處。故本研究目的爲探討反式脂肪食品相關的知識和使用反式脂肪的標示，並檢測高反式脂肪食品的攝入及其知識，和反式脂肪標示的使用在飲食態度上的影響。首先，使用氣相層析法檢測部分市售產品反式脂肪之含量；其次了解探討高教育程度的大學生族群對反式脂肪標示之認知程度與消費行爲。研究結果顯示：在檢測部分市售10件分析樣品中發現，大部分的樣品中所含TFA的類型皆以18:1 9t爲主，烘焙食品的TFA含量在0.19%~3.78%之間，其中兩件TFA 含量更超過1%以上，油炸及人造奶油食品的TFA含量在0.14%~3.92%之間。大學生族群的營養標示認知與消費行爲之調查則採問卷分析方式，發現教育程度在營養標示會影響購買意願上有顯著差異；女性在使用營養標示的程度以及在反式脂肪知識的了解程度上皆大於男性；農學院在反式脂肪知識程度與採購時使用營養標示的程度都比其他學院高。可知在教育的推廣下，可以建立學生對營養標示的認知與知識，從而影響其購買行爲。

關鍵詞：反式脂肪、營養標示、
大學生族群、消費行爲

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Survey of Trans-Fat Content Label in Commercial Packaged Foods and the Understanding of Nutrition Labeling in Different Colleges Student Groups

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Abstract

Hydrogenated oils were used in baked foods very widely, such as fried foods and margarine also contain hydrogenated oils. Previous study had shown that human intake too much of trans fatty acids (TFA) will increase the incidence of cardiovascular disease and it will cause higher Low density lipoprotein (LDL-C) cholesterol and reduced high density lipoprotein cholesterol (HDL-C) of blood. Health awareness and the enhancement of nutrition knowledge were raised in recent years. Many countries have already implemented the nutrition labeling system. Previous studies have shown that higher levels of education have higher nutritional knowledge, positive attitude and healthy eating behavior, trans fat is very popular label on the food label, but consumers affect the health message the apparent lack of knowledge. The purpose of this study is to examine the trans fat food-related knowledge and use of trans-fat labeling and detection of high trans fat food intake and their knowledge, the impact of eating attitudes and trans fat labeling. The purpose of this study is use Soxhlet extractor to examine contents trans-fat of baked food and examine level of nutrition label use and trans-fat knowledge in different college student groups. The results showed: In the analysis all of 10 samples contained TFA 18:1 9t. Baked foods containing TFA from 0.19% to 3.78%, and two samples content of TFA more than 1% . Margarine food contain TFA from 0% to 3.92% , fried food content TFA between 0.14% to 0.29%. In the consumer cognition of nutrition label survey and consumer behavior analysis, different level of education have a significant difference in “purchase intention influenced by nutrition labeling” ; Woman was greater in the extent of use of nutrition labeling and higher degree of understanding in the trans-fat knowledge than men; College of Agriculture is better than other colleges whether in the understanding of trans fat knowledge, pay attention on nutrition labeling and the extent of the impact by nutrition label. It means that education can create the student’s cognitive and increase knowledge of nutrition label and then affect their buying behavior.

Key words : Trans-fatty, Nutrition
labeling, College student groups,
Consumer behavior

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