Priority Order of Basic Variables Affecting Honey Consumption: Case Study of Canakkale Province

Özge Can Niyaz[1] **Nevin Demirbaş**[2]

[1]Canakkale Onsekiz Mart University, Faculty of Agriculture, Agricultural Economics, 17100, Canakkale/Turkey. ozgecanniyaz@comu.edu.tr

[2]Ege University, Faculty of Agriculture, Agricultural Economics, 35100, İzmir/Turkey. nevin.demirbas@ege.edu.tr

Abstract: Beekeeping is quite important production activity in terms of ecological cycle, nutrition and human health. Bee products contribute to both the family and the countries economy. Bee products can be listed in general; honey, propolis, pollen, royal jelly, bee wax and bee venom. The most consumed bee product is honey in Turkey. This study was carried out in Canakkale province which has an important geographical position in Turkey. The forests and national parks of Canakkale are home to many species.

For this reason Canakkale province has very high quality honey production potential. Therefore honey consumption is also in important level. The aim of this study is to order the basic variables that are effective in consumer honey preferences according to consumer priorities. With this purpose, face-to-face surveys were conducted with 175 consumers determined by Simple Random Sampling formula in Canakkale. The primary data obtained from the questionnaires were evaluated by Conjoint Analysis as well as the basic statistical analysis.

According to the results of research, the most effective variables on consumer preferences are determined as price (35.3 %), brand (29.6 %), shape (18.2 %) and variety (16.9 %) according to importance order. The most effective variable on consumer preferences is the price of honey. Price and Brand variables are divided into three groups while Type and Variety variables are divided into two groups. It was determined by ortogonal design cards and consumers preferred the most ‘‘medium priced Beekeeper Association Branded liquid flower honey’’. Consumers don’t trust cheep bee products because of food safety problems about honey in Turkey and they prefer to buy products from safe sale places.

Keywords: Honey, Conjoint Analysis, Consumer, Canakkale, Turkey.