Determination of Variables Affecting Honey Consumption Quantity: 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 activity is an important part of animal production. Bee products obtained with beekeeping contribute to both regional and national economies and these products are consumed to maintain a healthy life. The most produced and consumed bee product is honey. The aim of this study is to determine the variables that affecting honey consumption amount. The research was carried out in Canakkale province, where beekeeping is common and consumption of bee products is also important. Factor Analysis and Tobit Model were used in analyzing the data collected by interviewing face to face with 175 consumers.

According to the results of the research, the consumption of honey is increasing as the age of the consumers and household consumption per capita increases. Also features of bee products (colour, smell and taste), advertisment, alternative medical treatment and health strengthening features are factors that increase honey consumption. Improvement and development of products' colour, smell and taste features have influenced consumers' purchasing decision positively. According to these results, it is important for the consumer to have knowledge about the alternative medical treatment and health strengthening properties for increasing honey consumption. In addition to increasing the quality of honey, informative campaigns about the benefits of honey and promotion of health through advertising can also increase honey consumption.

Key words: Honey, Consumption, Factor Analysis, Tobit Model, Canakkale, Turkey.