



Advanced Underwater Sciences
<http://publish.mersin.edu.tr/index.php/aus/index>
 e-ISSN: 2791-8434



Investigation of Consumer Behavior in terms of Seafood Consumption: Mersin Province Example

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Keywords

Aquatic products,
 Consumer preference,
 Mersin,
 Fish.

Research Article

Received : 28.02.2024
 Revised : 03.03.2024
 Accepted : 16.03.2024
 Published : 31.03.2024

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Abstract

Seafood products are valuable nutrients in healthy nutrition in terms of proteins, vitamins, minerals, and omega fatty acids. This study was conducted by face-to-face survey method between April-May 2017 on 1214 people in Akdeniz, Mezitli, Toroslar, and Yenışehir districts of Mersin province to determine consumer behaviors related to aquaculture products, taking into account gender, age, income, employment and education status and the number of people living at home. Data were analyzed by a series of chi-squared tests using SPSS 20 statistical package. Results of the present study revealed that 47% of people living in Mersin preferred red meat, 37.9% fowl meat, and 13.7% fish meat. Most consumed fish species by the survey participants were anchovy (24.7%), sea bream (23.3%), sea bass (20.4%), red mullet (11.2%), pilchard (7.4%), trout (4.9%), smelt (1.9%), mullet (1.7%) and other species (4.4%). Fish was consumed fresh by 94.3 % of the surveyors and that 45.5 % of the consumption was throughout the year and 44.3 % in winter. Most people preferred fried fish (49.7%), and the consumption frequency of 33.2% of surveyors was once a month. According to sexes, 27.3% of the women and 22.3 % of males consumed anchovy most. The highest percentage of people consuming fish (15.4%) was above the age of forty-five. 33.4% of the educational groups consumed fish once a month, fish consumption were once a week (30.5%) in public workers and once a month (31%) in private sectors. Fish preference of income groups were as follows; 1000-1500 TL anchovy (41.7%), 2000-2500 TL anchovy + sea bream (24.3%) and over 3000 TL sea bass (32.2%). The consumption rate of seemed to be lower than expectation in Mersin City keeping its aquatic product potential in mind. Hence it was concluded that aquatic product consumption habits should be given to children and youth and introductive and encouraging steps should be taken for its sustainability.

1. Introduction

As a biological creature, humans must first solve the problem of nutrition in order to fulfill their vital functions. The condition of being able to obtain the protein, vitamins and minerals needed for the human body through plants and animals naturally depends on the existence and sustainability of living species other than itself. A healthy and balanced human diet requires a

certain amount of animal protein intake. Red meat and poultry meat, which are among the products of animal origin, have recently led people to consume seafood products due to negative reasons such as chemicals, hormones and concerns of carrying various diseases in the breeding of these animals, and here, due to the concern of shellfish being exposed to heavy metals, it leads people to consume pelagic fish in general

Cite this;

Sivri, B. H., Çiftçi, N., & Ayas, D. (2024). Investigation of consumer behavior in terms of seafood consumption: Mersin province example. *Advanced Underwater Sciences*, 4(1), 01-17.

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