

## عنوان مقاله:

Factors Affecting the Domestic and Imported Cattle Meat Consumption Probability of Consumers in Turkey

## محل انتشار:

مجله علوم و فناوری کشاورزی، دوره 19، شماره 3 (سال: 1396)

تعداد صفحات اصل مقاله: 10

## نویسندگان:

A. Uzmay - Department of Agricultural Economics, Faculty of Agriculture, Ege University, ۳۵۱۰۰ Bornova-Izmir Turkey

G. Cinar - Department of Agricultural Economics, Faculty of Agriculture, Adnan Menderes University, Aydin, Turkey

## خلاصه مقاله:

The purpose of this study was to determine the socio-economic and intellectual factors affecting the imported meat preferences of consumers and to reveal the personal prioritized preferences of buyers consuming domestic meat and imported meat. The study was carried out in Izmir, the third city of Turkey, where face-to-face interviews were conducted in ۳۰۰ households whose occupants shop at hypermarkets where domestic and imported meat is sold. ۲۸.۷% of those participating in the study prefer imported meat. As a result of logistic regression, the approach related to the share of cattle meat in the total meat spend, the age factor and the belief that the price of imported cattle meat is low positively affect the probability of consuming imported meat. The consumption of chicken and lamb and marital status has negative effects. The religious belief factor and the perception of taste in those consuming imported meat take priority in the personal preferences of domestic meat consumers. Long-term policies that will ensure stability in the market as a whole are needed in the livestock sector in Turkey. Improvement of meat quality, classification and the rising awareness of consumers regarding quality and farming according to nutritional requirements and the development of certification also have significant importance.

## کلمات کلیدی:

Cattle meat, Consumer preferences, Imported cattle meat, Logistic regression, Turkey

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1826274>

