

Determining Food Habits in Süleymanpasa Town of Tekirdag City, Turkey

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Abstract : Food-borne problems have been placed among the most leading problems of the society especially in recent years. This state arises as a problem which affects the society wholly such as the supply of food stuffs that are necessary for an individual to perform his physiological and biological functions, their amount, compound, their effects on health and distribution by individuals. This study was conducted in order to determine the sensitivities and criteria of people, who have different socio-economic backgrounds and live in Süleymanpasa Town of Tekirdag City, in their preference of food stuffs. The research data were collected by means of Interview Technique with individuals within the scope of the study (300) and applying surveys with convenience sampling. According to the research results, quality appears in the first rank among the factors by which consumers are affected while buying food stuffs. Consumers stated that they try to be careful with not buying food sold outdoors. The most preferred food among the ones being sold outdoor were found to be breakfast food. Also, food stuff which consumers become the most selective for while buying was determined to be meat and meat products. Due to general knowledge about the food stuff consumed in human nutrition may affect their health negatively; consumers expressed that they are very relevant with their diets and this circumstances affects their purchase preferences.

Keywords : consumption, food safety, consumer behaviour, purchase preferences

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