

BOOK OF ABSTRACTS



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WHY DO CONSUMERS ACCEPT OR REJECT NEW PEAR VARIETIES?

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Abstract

In this study, it has been tried to determine what the driving forces related to pear consumption and the expectations of consumers are. Primary data were obtained through face-to-face interviews with pear consumers. The questionnaires included questions to determine the socio-demographic characteristics of the consumers (gender, age, and education level, number of adults and children at home, gross household income), their fruit and pear consumption habits, the priorities of the fruit quality and tree characteristics for the pear, and the factors affecting the acceptance of the new variety. Taste has been the most influential factor in consumers' choice of varieties. Other important factors in the pear variety preferences of consumers are the protection of natural resources during the production phase, high nutritional content, and being a local variety. The most important external quality attribute found by the consumers was the fruit skin color. Deveci, Ankara (34.2% and 8.8%, respectively) and Santa Maria (14.8%) came to the fore as the most consumed varieties. Another aspect that may be important to the market is the concern about pesticides used to maintain plant health. In the study, it was determined that the demand for organic production is also high in parallel with this highly important issue. While only 25% of consumers think that new varieties are beneficial, 56.50% of them do not have information about the subject. Of the factors related to pear consumption, only the price factor was found to be different from the others. Pear consumption was similar between genders and age groups. Differences were determined in the consumption habits of the population. It has been determined that 1 unit increase in education level has the potential to increase consumption frequency by 0.78 units, and 1 unit increase in monthly income has the potential to increase consumption frequency by 1 unit. It is thought that the information obtained has the potential to contribute to the expansion of the pear market.

Keywords: *Pyrus communis*, Fruit quality, Marketing, Demand, Flavor.