

PERCEPTION AND ATTITUDE OF CONSUMERS AGAINST HONEY AND APICULTURAL PRODUCTS CONSUMPTION IN BIHOR COUNTY

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Abstract

Honey has been in the diet of man since ancient times, having a superior nutritional value. In addition to its exceptional caloric power, due to its chemical composition, natural honey contains a number of antibiotic substances, ferments and vitamins. Starting from the chosen field of study, which refers to consumers and beekeeping products, I wanted to identify purchasing intentions and motivational factors for apiculture products purchased by consumers. Determining the types of honey and apiculture products consumed, the underlying reasons for consumption and the frequency of consumption are the purpose of this study. The research was conducted on the basis of a questionnaire on the intention to buy apiculture products by consumers. The results of the research show that the consumer's perception of honey as a syrupy liquor naturally produced by bees.tention is the biggest influence on the purchasing intention.

Key words: honey, consumers, perception.

INTRODUCTION

Honey is the main product of apiculture, being the result of bee processing of nectar and mane and storage in the cells of the beehives. Honey is primarily bee food, and only what is extracted is the honey used in human food and sometimes reintroduced as bee food (Saunders, Lewis, Thornhill, 2009).

Honey-like products to which bees do not participate exclusively do not fall within the notion of honey (Ajzen, 2005). Honey produced by bees exclusively from raw material other than that which they are naturally harvesting does not come within the notion of natural bee honey. The most important varieties of monofloral honey are obtained from the picking of acacia, lime tree, mint and sunflower (Banu et al, 2010).

Polyfloral honey comes from honey bees using nectar from different plants, generally without the weight of one of them exceeding 10%. Examples of polyfloral honey: meadow blossom honey, forest honey, fruit trees honey etc (Banu et al, 2009).

MATERIAL AND METHOD

I chose this research topic because consumers prefer to buy and consume the apiculture product – honey due to its food functions, which are

mainly energetic, of printing sensory traits and influencing some technological features of some semi-finished products (dough, juicy content). The purpose of this study is to examine consumers' intention to buy honey. These are the hypotheses from which this research theme started:

H1: It is a sweet product that can motivate the consumer to buy the product.

H2: It is a natural product that influences consumers who intend to buy this product.

H3: Knowing its tonic and refreshing properties has an influence on consumers' intention to purchase honey.

This research aims to obtain information on motivational factors and on the consumers' intention to buy apicultural products. For quantification and statistical analysis, we questioned 200 respondents, based on a questionnaire developed and distributed as a study sample.

The poll was conducted between November 21 and December 16, 2016. The respondents' scope was delimited and the geographical area consisted mainly of Oradea

RESULTS AND DISSCUSIONS

A total of 200 participants were invited to respond on-line to the questionnaire, 180 (90%) of the respondents completed the questionnaire entirely, 20 (10%) completed it partially, so the answers of the final respondents in the analysis were $n = 180$. The data were collected from female and male consumers on different age groups and professions.

Consumers, women and men, have shown an attitude and interest in buying honey and apiculture products, an aspect that has been clearly identified in this study.

The correlation between consumers' attitudes and perceptions of the sweet bee product - honey and the intention to purchase has a linear and direct linkage between the two variables ($r = 0.732$, $r = \sqrt{0,536}$).

The correlation between consumers' attitudes and perceptions of the natural apiculture product - honey and the intention to purchase has the largest linear, strong and direct link between the two variables ($r = 0.993$, $r = \sqrt{0,987}$).

The correlation between consumer attitudes and perceptions of beekeeping product - honey with refreshing tonic properties and purchasing intent shows a strong, straightforward link between the two variables ($r = 0.972$, $r = \sqrt{0,945}$).

If we analyze the correlations between variables (Table 1), we can see that the strongest direct correlation is between the purchasing intention and the attitude and perception of consumers regarding the natural bee product - honey, a correlation coefficient of 0.993, and the weakest correlation exists between the intention to buy and consumer's attitudes and perceptions towards the bee product - honey, correlation coefficient 0.732.

Table No 1

The correlation between dependent and independent variables

		Intention to purchase Y	Sweet bee product - honey x_1	Natural apiculture product - honey x_2	Beekeeping product - honey with refreshing tonic properties x_3
Intention to purchase	Pearson correlation	1			
	N	180			
Sweet bee product - honey	Pearson correlation	0.732	1		
	N	180	180		
Natural apiculture product - honey	Pearson correlation	0.993	0.770	1	
	N	180	180	180	
Beekeeping product - honey with refreshing tonic properties	Pearson correlation	0.972	0.849	0.969	1
	N	180	180	180	180

The linear regression between the purchasing intention and the consumer's attitude and perception of the natural bee product - honey, since the correlation analysis shows the strongest direct correlation, $r = 0.993$, and $p = 0.0006$, the significance level p is the smallest.

Attitudes and perceptions of consumers on the bee product - honey is the second variable that has a positive influence, the correlation coefficient ($r = 0.732$) indicating a medium and direct linear relationship between the two variables.

Attitude and perception of consumers towards the apiculture product - honey with refreshing tonic properties is the second variable that has a positive influence, the correlation coefficient ($r = 0.972$) indicating a linear and direct link between the two variables.

CONCLUSIONS

The analysis of correlations between consumer attitudes and perceptions of the natural apiculture product - honey and the intention to purchase shows the highest positive correlation ($r = 0.993$). The correlation result and the multiple regression analysis demonstrated a positive relationship between these two variables. Therefore, the result supports the H2 hypothesis.

The analysis of the results shows that consumer preferences of "choice" of products change to natural consumption.

The correlation between consumer's attitudes and perceptions of beekeeping product - honey with refreshing tonic properties and purchasing intention is positive ($r = 0.972$). The result of the analysis supports the H3 hypothesis.

Ajzen described that intentions towards any object are controlled by three fundamental factors. Attitude should be positive or negative to determine the positive or negative intention to buy (Ajzen, 2005).

The analytical results showed a positive relationship between the two variables (attitude and intent to buy).

The correlation coefficients between consumer attitudes and perceptions of sweet bee product - honey and purchase intent ($r = 0.732$) describe an average relationship between these two variables. Therefore, the average relationship between attitude and intent indicates that the H1 hypothesis is also accepted.

Analyzing the above data, all three hypotheses were accepted, but the greater influence on purchasing intent is the consumer's perception of honey, as a naturally syrupy liquid produced by bees.

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