



Effects of Honey Sales Performed via Television Commercials on Consumers' Buying Behavior

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ARTICLE INFO	ABSTRACT
<p><i>Research Article</i></p> <p>Received : 08/01/2020 Accepted : 16/10/2020</p> <p>Keywords: Honey Consumption Awareness Honey Purchasing Behavior Adulterated Honey Media</p>	<p>Honey is the most known and consumed bee product by consumers. Therefore, from the past to the present, the investigation of the factors affecting the supply and consumption of honey has been on the agenda of the researchers. For this purpose, in our survey study, the effects of honey sales carried out via television channels (commercials) on consumers were investigated. According to the survey results, it was determined that 87.91% of consumers had a negative view about honey sales performed via television, 3.54% had a positive opinion, and 8.55% had no opinion on the issue. It was found that 5.83% of consumers bought honey through television commercials, and the education, income, gender and number of individuals in their households have an effect on the tendency to buy honey. Regarding the exposing of companies selling fake or adulterated honey by the Ministry of Agriculture and Forestry, results showed that this situation positively affected 54.53 of consumers in terms of trust in honey positively, affected 13.30% of consumers negatively, and did not affect 13.30% of consumers in any way. As a result, deceptive honey commercials lead to consumer abuse and create an environment of distrust of honey. In order to minimize speculation on honey, it is seen necessary to increase deterrent penalties for businesses that lead to unfair competition.</p>

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Televizyon Reklamları İle Gerçekleştirilen Bal Satışlarının Tüketicilerin Satın Alma Davranışları Üzerine Etkileri

MAKALE BİLGİSİ	ÖZ
<p><i>Araştırma Makalesi</i></p> <p>Geliş : 08/01/2020 Kabul : 16/10/2020</p> <p>Anahtar Kelimeler: Bal Tüketim bilinci Bal satın alma davranışı Tağışlı bal Medya</p>	<p>Bal, tüketiciler tarafından en çok bilinen ve tüketilen arı ürünüdür. Bu nedenle geçmişten günümüze balın temini ve tüketimi üzerine etki eden faktörlerin araştırılması araştırmacıların gündeminde olmuştur. Bu amaçla, anket çalışmamızda televizyon kanalları (reklamları) vasıtasıyla gerçekleştirilen bal satışlarının tüketici nezdindeki etkileri araştırılmıştır. Anket sonuçlarına göre tüketicilerin %87,91'inin televizyondan bal satışları ile ilgili olumsuz, %3,54'ünün olumlu görüşe sahip oldukları, %8,55'inin ise konu ile ilgili herhangi bir fikrinin olmadığı belirlenmiştir. Tüketicilerin %5,83'ünün televizyon reklamlarından bal satın aldığı ve bal satın alma eğiliminde; eğitim, gelir, cinsiyet ve hanelerindeki birey sayısının etkili olduğu tespit edilmiştir. Tarım ve Orman Bakanlığı tarafından sahte veya tağışlı bal satışı yapan şirketlerin teşhir edilmesi ile ilgili olarak, tüketicilerin %54,53'ü bala olan güven konusunda olumlu yönde etkilendiğini, %13,30'u olumsuz yönde etkilendiğini ve %32,17'si ise hiçbir şekilde etkilenmediğini belirtmiştir. Sonuç olarak; aldatıcı bal reklamları tüketici nezdinde istismara yol açmakta ve bala karşı güvensizlik ortamı oluşturmaktadır. Bal üzerindeki spekülasyonları engellemek en aza indirmek adına haksız rekabete yol açan işletmelere caydırıcı cezaların artırılması elzem görülmektedir.</p>

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Introduction

As a result of beekeeping studies which is one of the oldest agricultural activities of the World in the historical process, many bee products such as honey, royal jelly, propolis and bee venom are obtained (Kumova and Korkmaz 2000). These products are widely used both as a foodstuff and in the treatment of many diseases (Bölüktepe and Yılmaz, 2006; Kaftanoğlu, 2003). On the other hand, consumption is the use of goods and services to compensate the needs of human. In other words it is defined as acquisition, ownership or use of a good or service to satisfy a particular need. Depending on the progress and developments required by modern life, economic growth, technological developments, changing cultural and social factors lead to major changes in the existing consumption patterns in the society. At the same time, these changes and developments required consumers to be more knowledgeable and more researcher in the consumption process. This active behavior of consumers in the consumption process provides that the market is constantly dynamic, lively and competitive (Savaş, 2015). Consumer behavior is a process that belongs to decisions of consumers regarding which goods and services will be purchased as well as where, how, when and whether to purchase them. There are many factors that affect consumer behavior. The subject of consumer behavior which is an interdisciplinary approach, is the scene of the common work of scientists on various subjects. In order to prepare a healthy future for the goods, prices, promotions and distribution activities that we call marketing components, the marketing manager has to know the market and the consumers in this market and develop the suitable marketing component before making decisions about them. Understanding the reasons why consumer prefers one good to another requires understanding the mechanism that drives him to purchase it (Penpece, 2006). In this study, it was aimed to research behaviours of consumer regarding Turkish people from different regions purchasing honey from television and Ministry's exposing of firms that make adulterated production.

Material and Method

The data that was gathered by face to face interviews with randomly selected households forms the material of study. In order to determine the sample volume that represents the main mass, three stage cluster sampling and systematic sampling methods were used. In the study primarily provinces that represent seven region of Turkey were determined by considering population number. According to this İstanbul, Bursa, İzmir, Manisa, Ankara,

Konya, Van, Erzurum, Gaziantep, Şanlıurfa, Adana, Antalya, Samsun and Trabzon were chosen. In addition, primarily normality test and variance homogeneity test were applied to the continuous data obtained in the study. Angle transformation was applied to the percentages obtained at the end of the study. In the research in order to reveal if situations such as honey sales, purchasing honey from television and so on. change according to the regions Chi-square analysis was used whereas in order to determine the factors effective on consumers' purchasing from television, multiple regression analysis was used. All statistical calculations were made in SPSS 20.0 V statistical package program. The findings of the study were given as n,% and accepted as significant at $P < 0.05$ was accepted as significant at significance level.

Findings and Discussion

Television has a great impact on community life as good or bad. As a means of social communication, all kinds of broadcasts on television affect people. In addition, television advertising used in marketing a product significantly affects the purchasing behavior of individuals. In this study, the opinions of consumers who participated in the survey about the sale of honey from television was given in Table 1.

It was obtained that 87.91% of consumers had negative opinion about honey sales from television whereas 3.54% had positive opinion and 8.55% had no idea about the subject (Table 1). In the research, it was also found out that the effect of television on the honey purchasing behavior of consumers was important ($\chi^2:164,1$; $P < 0,001$). As the results of our study was found compatible with Tunca et al (2015) and Sayılı (2013) whereas Onurlubaş (2015), Çiğdem, (2017); Abdallqadir, (2018); Ay, (2019); Sarıalp, (2019); Mohamed, (2019); Bülbül, (2019) reported that social media (internet, facebook, youtube) affects consumer behavior rather than television.

Situation of consumers purchasing honey from television was given in Table 2.

The effect of the Ministry of Agriculture and Forestry on consumers about exposure of companies selling fake or adulterated honey, was given in Table 1.5. 54.53% of the consumers stated that they were positively affected by the trust in honey, 13.30% were negatively affected and 32.17% were not affected in any way. It was determined that the Ministry's exposure to the companies that make fake honey ($\chi^2: 29.9$; $P < 0.001$) creates a difference in the effect level created on consumers according to regions.

Table 1. Opinions of consumers on honey sales from television

Regions	Positive		Negative		No İdea	
	n	%	n	%	n	%
Marmara	13	2.93	389	87.61	42	9.46
Aegean	5	2.75	167	91.76	10	5.49
Central Anatolia	5	1.62	276	89.32	28	9.06
East Anatolia	10	4.44	197	87.56	18	8.00
Southeastern Anatolia	13	7.30	143	80.34	22	12.36
Mediterranean	3	1.00	285	95.00	12	4.00
Black Sea	7	4.73	124	83.78	17	11.49
Total	56	3.54	1.581	87.91	149	8.55

Table 2. The situation of consumers purchasing honey from television

Regions	Yes		No	
	n	%	n	%
Marmara	14	3.15	430	96.85
Aegean	8	4.44	172	95.56
Central Anatolia	7	2.27	301	97.73
East Anatolia	18	8.29	199	91.71
Southeastern Anatolia	14	7.41	175	92.59
Mediterranean	18	6.06	279	93.94
Black Sea	13	9.15	129	90.85
Total	92	5.83	1.685	94.17

Table 3. The effect of honey sold on television on the purchasing behavior of consumers

Regions	Positive		Negative		Does not effect	
	n	%	n	%	n	%
Marmara	10	2.28	89	20.27	340	77.45
Aegean	3	1.65	18	9.89	161	88.46
Central Anatolia	2	0.65	129	42.16	175	57.19
East Anatolia	133	5.80	48	21.43	163	72.77
Southeastern Anatolia	13	7.30	75	42.13	90	50.56
Mediterranean	4	1.36	122	41.50	168	57.14
Black Sea	8	5.59	21	14.69	114	79.72
Total	53	3.52	502	27.44	1.211	69.04

Education ($P<0.05$), income ($P<0.10$), gender ($P<0.10$) and the number of individuals in their households ($P<0.001$) were effective variables in the tendency of consumers in purchasing honey from television.

Table 4. Variables in consumers' purchasing honey from television

	Collinearity Statistics		Variables in the Equation				
	Tolerance	VIF	B	S.E.	Wald	df	Sig.
Step 1 ^a							
Age	0.912	10.097	0.000	0.011	0.001	1	0.972
Education	0.737	1.356	0.230	0.097	5.607	1	0.018
Income	0.792	1.263	0.000	0.000	3.238	1	0.072
N of indiv.	0.959	1.043	-0.486	0.097	25.071	1	<0.001
Occupation	0.938	1.066	0.065	0.054	1.433	1	0.231
Region	0.972	1.029	0.044	0.052	0.717	1	0.397
Gender	0.902	1.109	0.612	0.339	3.263	1	0.071

^aVariable(s) entered on step 1: age, education, income, number of individuals, occupation, region, gender.

Table 5. The effects of the Ministry of Agriculture and Forestry on consumers about exposure of companies selling fake or adulterated honey

Regions	Positive		Negative		Does not effect	
	n	%	n	%	n	%
Marmara	247	56.01	66	14.97	128	29.02
Aegean	117	64.29	8	4.40	57	31.32
Central Anatolia	132	43.14	69	22.55	105	34.31
East Anatolia	110	49.11	6	2.68	108	48.21
Southeastern Anatolia	79	45.14	54	30.68	42	24.00
Mediterranean	133	45.70	31	10.65	127	43.64
Black Sea	112	78.32	10	6.99	21	14.69
Total	930	54.53	244	13.30	588	32.17

Result

It was stated that 78.32% of the consumers in the Black Sea Region were positively, 30.68% of the consumers in the South East Anatolia Region were negatively affected whereas 48.21% of the consumers in the East Anatolia Region were neither positively nor negatively affected. As our study was found compatible with Gürer and Akyol (2018), it was found incompatible with the study of Sayılı (2013).

According to the results of the research, it was obtained that 87.91% of consumers have negative opinion about honey sales from television, 3.54% have positive opinion and 8.55% have no idea about the subject. 94.17% of the consumers stated that they did not purchase honey from television and 5.83% stated that they bought. 69.04% of the consumers stated that the honey sold on television did not affect their purchasing behavior whereas 27.44% of them

were negatively affected and 3.52% were positively affected.

It was obtained that 54.53% of consumers were positively affected by their trust in honey, 13.30% were negatively affected and 32.17% were not affected in any way as a result of exposure of companies selling fake or adulterated honey by the Ministry of Agriculture and Forestry. According to the statistical test results, it was also determined that the variables of purchasing honey from television, living region, television and the ministry exposing adulteration companies were statistically significant ($P<0.001$) in purchasing behaviour of consumers. As a result of study, it was found out that the sale of honey from television and the behavior of purchasing honey from television vary according to the regions.

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