

HONEY CONSUMPTION IN VIEW OF SOME SOCIOLOGICAL CONSUMER FACTORS

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S u m m a r y

Yearly level of honey consumption in families is quite diversified and on an average ranges between 1.61 kg in Kraków and 2.48 kg in Tarnów. Most frequently consumers use up from 1 to 2 kg, but on an average every fourth family consumes over 3 kg. Sociological characteristics influence the level of family honey consumption in about 26%. The other features which determine the consumption this product are education of purchasers and number of persons per household.

Keywords: honey consumption, sociological factors.

INTRODUCTION

Honey is not a permanent component of everyday diet so its consumption remains on a rather low level. The highest indices of this product consumption are observed in the European Union countries and in the United States where average yearly consumption is 0.5 - 0.6 kg per person. Among European countries Germany occupies the first position with yearly consumption of 1.3 - 1.4 kg per person. The Irish, Italians and British eat relatively less honey as compared to the EU communities, i.e. about 0.3 - 0.4 kg (Ulz 1994, Mantiewerf 1992, A study ... 1986).

In Poland honey consumption per inhabitant is 0.3 kg, so it is lower than in the European Union countries (Pidek 1996).

The level of product consumption is affected by the scale on which they are produced, tradition and many other factors which do not act automatically but constitute a certain set of features which may be divided into three groups including economic, sociological and psychological consumer's profile.

The studies attempted to determine how some sociological factors, e.g. place of residence, number of persons per family, age or level of education of people who decide to purchase honey determine honey consumption level in families.

METHODS

In order to attain the assumed aim of the study a survey was carried out among inhabitants of Cieszyn, Kraków and Tarnów. In each place 400 questionnaires (identical in their contents) were distributed among respondents chosen at random. Information was gathered as a direct measurement. The survey concerned mainly age, education, place of residence, number of persons per household and level of honey consumption per family. Research material was subjected to reduction and then presented descriptively and in tables, and also elaborated statistically. Methods of simple and multiple correlation and determination were used to find out whether any relationship occurs among selected features (Marszałkiewicz 1986). Statistical significance of the analysed relationships was revealed using T-Student test (with probability $\alpha = 0.05$ and n degrees of freedom).

RESULTS

Table 1

Level of honey consumption in families - Poziom spożycia miodu w rodzinach

Yearly consumption kg per family Roczne spożycie kg/rodzinę	Cieszyn %/400=100/	Kraków %/400=100/	Tarnów %/400=100/	Total - Ogółem %/400=100/
0	4.2	30.8	3.5	12.8
0-0.5	12.8	3.5	9.0	8.4
0.5-1	23.0	13.7	16.8	17.8
1-2	2.8	18.8	20.5	20.7
2-3	15.8	16.2	17.8	16.6
3-4	7.7	5.0	13.7	8.8
4-5	5.2	3.5	7.0	5.3
>5	8.5	8.5	117.0	9.6
Estimated yearly consumption level, kg -Total Szacunkowy roczny poziom spożycia, kg -Ogółem	781	447	958	2186
Per family W przeliczeniu na 1 rodzinę	2.04	1.61	2.48	2.09
Per consumer W przeliczeniu na 1 konsumenta	0.68	0.50	0.85	0.69

The structure of yearly honey consumption in respondents' families reveals a wide discrepancy of results depending on place of respondents' residence (tab.1). Families in Krakow constituted the least numerous community of honey consumers. Consumer families in Cieszyn and Tarnów were about 25% more numerous and the scale of honey consumption was higher by about 30-50%. Also families residing in rural areas (in the vicinity

of big cities) were more frequent honey consumers (92.5%) than those in the cities (84.5%). Approximately 40% of households use up between 0.5 -2.0 kg of this product yearly and nearly every fourth family eats over 3 kg.

Children turned out to be the most eager honey consumers in families (tab.2), however some differences occurred depending on place of respondents' residence. The highest percentage of children consuming honey was observed in Krakow (95%) and the lowest in Tarnów (80%). Fathers used this product most rarely (45% on an average).

Table 2

Structure of honey consumers in respondents families in different places -
Struktura osób spożywających miód w rodzinach respondentów w różnych miejscowościach

Family member Członek rodziny	Total group number Całkowita liczebność grupy	Percentage of consumers Procent konsumentów
Cieszyn		
Mother - Matka	400	56.3
Father - Ojciec	346	52.6
Child - Dziecko	606	91.9
Grandmother - Babcia	191	64.4
Grandfather - Dziadek	109	56.9
Total - Ogółem	1652	70,0
Kraków		
Mother - Matka	390	65.0
Father - Ojciec	311	39.7
Child - Dziecko	491	94.9
Grandmother - Babcia	64	57.8
Grandfather - Dziadek	31	41.9
Total - Ogółem	1287	69,4
Tarnów		
Mother - Matka	386	60.9
Father - Ojciec	359	42.9
Child - Dziecko	769	80.5
Grandmother - Babcia	108	66.7
Grandfather - Dziadek	64	67.2
Total - Ogółem	1686	66,6
Total - Ogółem (Cieszyn + Kraków + Tarnów)		
Mother - Matka	1176	60.7
Father - Ojciec	1016	45.2
Child - Dziecko	1866	88.0
Grandmother - Babcia	363	63.9
Grandfather - Dziadek	204	57.8
Total - Ogółem	4625	68,4

The structure of honey consumers in the examined families living in the country is very similar to that in the cities. Persons who decide to purchase honey for their family members are primarily women (95%). In all places an uneven distribution of the number of people in individual age groups of honey purchasers becomes visible (tab. 3). This product was purchased mainly by clients aged between 35 and 65. Persons who decided to acquire honey were usually characterised by a different level of education. Irrespective of the place the most numerous were respondents with secondary education. Only a marginal percentage of respondents were people possessing primary education. Households numbering between 4 and 5 persons constitute the highest percentage of honey consumers.

Table 3

Structure of selected sociological features of honey purchasers
Struktura wybranych cech socjologicznych nabywców miodu

Analysed aspect Aspekty analizy	Cieszyn % /383 = 100/	Kraków % /277 = 100/	Tarnów % /386 = 100/	Total - Ogółem % /1046 = 100/
Purchasers age - Wiek nabywcy				
< 35	13.1	13.0	24.4	17.2
35 - 65	81.2	65.0	64.0	70.5
> 65	5.7	22.0	11.6	12.3
Purchasers education - Wykształcenie nabywcy				
Primary - Podstawowe	6.5	1.1	3.9	4.1
Lower Vocational - Zasadnicze zawodowe	36.6	6.5	24.6	24.2
Secondary - Średnie	45.2	53.0	60.1	52.8
University - Wyższe	11.7	39.4	11.4	18.9
No of persons per Family - Liczba osób w Rodzinie				
1 - 3	30.5	43.0	26.7	32.4
4 - 5	43.1	44.0	50.5	46.1
> 5	26.4	13.0	22.8	21.5

Statistical analysis revealed a significant relationship between the level of honey consumption in families and ages of persons who decide to purchase it (tab. 4). The level of purchasers' education is statistically correlated with the amount of honey consumed in family households. The higher the consumers' education the more honey is consumed by their families. More numerous families, as proved statistically, are more frequent honey consumers.

Combined effect of sociological features selected for analysis (age, education, number of people per family) on the amount of honey consumed per household and measured with multiple correlation, is statistically significant. Values of correlation coefficients calculated for individual places are 0.370; 0.614; 0.574 and mean 0.510, whereas coefficients of determination are on the following levels: 13.7%; 37.7%; 32.9% with mean value 26.0%. It

means that on an average sociological features (i.e. age, education, number of people per household) in 26% influence the level of honey consumption in families.

Table 4

Correlation coefficients between the level of honey consumption in families and selected sociological feature - Współczynniki korelacji pomiędzy poziomem konsumpcji miodu w gospodarstwach domowych a wybranymi cechami socjologicznymi

Specification Wyszczególnienie	Cieszyn	Kraków	Tarnów	Total Ogółem
Purchasers, age Wiek nabywców	0.059 ^a	-0.091 ^a	0.002 ^a	-0.002 ^a
Purchasers, education Wykształcenie nabywców	0.153	0.345	0.227	0.231
No of persons per family Liczba osób w rodzinie	0.142	0.297	0.285	0.236

a/ relationship statistically insignificant - związek statystycznie nieistotny

CONCLUSIONS

1. On an average 87.2% of surveyed families consume honey and in this respect no significant differences were noticed between city and rural dwellers. Only in Krakow the number of families eating honey was lower by about 20%.
2. Yearly level of honey consumption in families was 2.09 kg on an average, which is 0.69 kg per consumer.
3. Children constitute the most numerous group of honey consumers (88%) in families, whereas fathers are the opposite (45%).
4. The scale of honey consumption was significantly correlated only with education of honey buyers and the number of persons per household.
5. Sociological features jointly influence the level of honey consumption in families in 26%.

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SPOŻYCIE MIODU W ASPEKTCIE NIEKTÓRYCH CZYNNIKÓW SOCJOLOGICZNYCH KONSUMENTÓW

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S t r e s z c z e n i e

Rodzina jako najmniejszy, ale jednocześnie najbliższy i najważniejszy zbiór jednostek oddziałujących na siebie oraz mających wspólny cel wpływa na decyzje konsumenckie członków rodziny. Celem przeprowadzonych badań była próba określenia, jak niektóre czynniki socjologiczne, na przykład wiek, poziom wykształcenia nabywców, liczba dzieci i osób, determinują poziom konsumpcji miodu w rodzinach. Informacje dotyczące uwarunkowań konsumpcji miodu zostały zebrane podczas badań marketingowych w 1999 roku w Cieszynie, Krakowie i Tarnowie. W każdym z tych miast przeprowadzono po 400 ankiet wśród losowo wybranych respondentów. Roczny poziom konsumpcji miodu w rodzinach jest dość zróżnicowany i waha się średnio od 1,61 kg w Krakowie do 2,48 kg w Tarnowie. Konsumenci najczęściej spożywają od 1 do 2 kg, ale przeciętnie co czwarta rodzina ponad 3 kg. Jak wykazała analiza statystyczna, wskazane cechy socjologiczne wpływają średnio w 26% na poziom konsumpcji miodu w rodzinach. Spożycie tego produktu determinują głównie takie cechy, jak wykształcenie nabywców i liczba członków w gospodarstwie domowym.

Słowa kluczowe: konsumpcja miodu, czynniki socjologiczne.