



Offal Consumption and Preferences of Consumers

Saime KÜÇÜKKÖMÜRLER^a Atakan KOLUMAN^b

^aOsmaniye Korkut Ata Üniversitesi, Kadiri Meslek Yüksek Okulu, Osmaniye/Türkiye. (saimekkl@hotmail.com)

^bAnkara Hacı Bayram Veli Üniversitesi, Lisansüstü Eğitim Enstitüsü, Ankara/Türkiye.(atakankoluman@gmail.com)

Extensive Summary

It should be balanced in terms of basic food groups and essential nutrients in human nutrition. Animal foods are the main source of good quality protein. Offal, which is rich in quality amino acids, vitamins and mineral substances, is thought to bring a new perspective to determine the consumption and preference of offal in terms of daily nutrition. For this purpose, the study is to try to determine offal consumption and preference. In the literature, offal consumption and preference does not find wide coverage. It is thought that the research will be beneficial to the sector and consumers about the consumption and preference of offal.

Methodology

The sample of the study consists of people who have consumed offal. For this purpose, a data collection form was created by the researchers. There are questions about demographic characteristics in the first part of the data collection form and questions about offal consumption and preference in the second part. The questionnaire form was applied on an electronic platform. 411 consumers voluntarily participated in the study in 2020. The data obtained from the questionnaires were analyzed with the help of SPSS package program and the statistics were tested. The Mann-Whitney U test and Kruskal Wallis H test were used to measure the differences between the descriptive statistical methods and variables as a result of the analyzes.

Results

When the demographic characteristics of the offal consumers are examined, it is seen that 54.7% of the consumers are made up of men, 41% are made up of young people between the ages of 25-30, 71.8% are single and 66.9% are educated at university level. It is seen that 32.6% are private sector

employees, 45.5% are above middle income level and 36% are İç Anadolu region. It was detected that 38.4% consumed once a month, 51.1% spent 1-50 Turkish lira per month. It is seen that 56.6% of the participants prefer offal products for dinner, 69.3% at the weekend, and 61.9% of them consumed in winter. Among the traditional Turkish offal dishes, it is seen that 38% preferred 'Ciğer Şiş Kebab', 37.7% consumed 'Kokoreç'.

Hypotheses have been tested by the researchers. A significant difference was found between gender and consumption frequency (0.000 $p < 0.05$). The Mann-Whitney U test was conducted to test the difference between the genders of the consumers participating in the study and their monthly giblet spending averages. According to these results, a statistically significant difference has emerged at the 0.002 significance level. The frequency of offal consumption of the consumers did not differ at 0.102 significance level according to the marital status variable. A significant difference was found between the marital status of the consumers and their monthly giblet spending average.

In the light of the results obtained from this study, it is considered that socio-demographic data of consumers provide information about the future research for consumption and preference of offal. This study is performed consumption and preference of offal and the results are limited.