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## **Factors Affecting the Purchase of Processed and Packaged Seafood Among Gorgan' Youth**

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### **Abstract**

Due to the importance and significant contribution of the population of the country's youth and the necessity of their use of their products in order to health and replace them with urgent food, effective factors on purchase of their seafood processing were made. The research conducted with independent random method on 314 young people aged 15-29 in Gorgan through questionnaire design and distribution. In order to frequency the demographic characteristics and one-way Anova to examine the significance of differences, then the Duncan test was used to compare the number of questions adjusted based on a Likert scale. Four factors including odor, taste, weight and color were studied in the selection of fish processing including eviscerated fish, fish fillets, fried fish fillets, fish nuggets, frozen shrimp and fried shrimp. The results showed that young people chose fried fish fillets and fried shrimp more than other products, and among the tested look the first priority. Therefore, marketing policies can be tailored to the interests of young people in order to improve health and increase fish consumption based on the results of the present research.

**Keywords:** Consumer preferences, Fishery products, Gorgan, Packaged Fish, Young

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